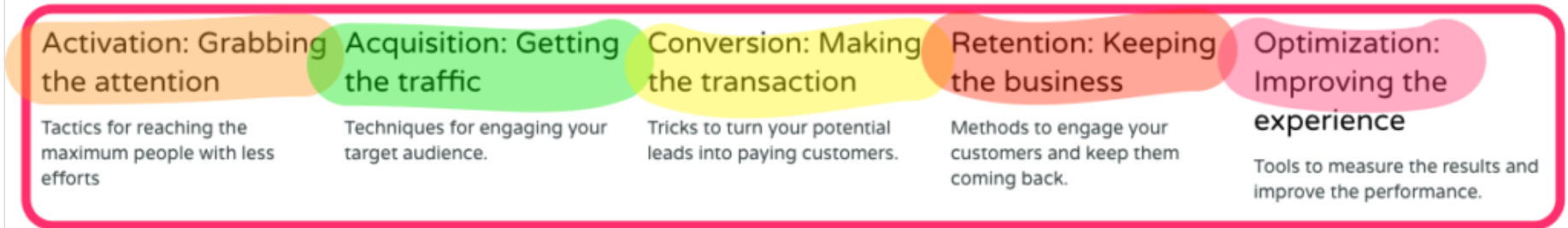




A unique well proven formula of digital marketing by Seven Boats

## FULL STACK DIGITAL MARKETING PACKAGES

AACRO model of #digitalmarketing. A unique well proven formula of Digital Marketing by Seven Boats focusing to generate more leads, better branding & better ROI for your business by selecting the right digital mix and targeting the right audience.



DIGITAL MARKETING MIX. (PER MONTH PACKAGES)	SB-Starter	SB-Economy	SB-Business	SB-Premium
<b>Targeted Channels - To find more potential customers online</b>				
Search Engine Optimization (SEO)	✓	✓	✓	✓
Content Creation & Marketing	✓	✓	✓	✓
Social Media Optimization (SMO)	✓	✓	✓	✓
Online Paid Advertising	✓	✓	✓	✓
Conversion Rate Optimization (CRO)	✓	✓	✓	✓
Email Marketing	X	✓	✓	✓
Media Outreach	X	X	X	✓
Online Reputation Management	X	X	X	✓
Misc. Other method (QR Code, WhatsApp, App Store optimization etc)	X	X	X	✓
<b>Audit, Research &amp; Benchmarking - To know the current health and status of your website and digital footprint with respect to your competitors</b>				
Website Technical Audit (By tools & AI)	✓	✓	✓	✓
Website Manual audit (Human analysis)	X	✓	✓	✓
Keyword Research & Suggestion	✓	✓	✓	✓
Competitor Research & Suggestion	✓	✓	✓	✓
Keyword Benchmarking	✓	✓	✓	✓

Social Media Benchmarking		✓	✓	✓	✓
<b>Search Engine Optimization (SEO) - to get better search ranks in Google for your keywords what your customers look or search for.</b>					
On-page SEO (Techniques to get better organic ranking in Google search page for keywords)	Keywords	5-7	7-10	15-20	30-50
	On Page SEO Setup (Title tag, meta description, url structure, image alt text, internal linking etc)	5-7 pages	7 - 10 pages	10 - 15 pages	20 - 25 pages
	Advanced SEO setup	✗	✗	✗	✓
	Google analytics integration	✓	✓	✓	✓
	Google Search Console integration	✓	✓	✓	✓
	Content tweaking	500 words	1000 words	3000 words	5000 words
Off-Page SEO (Quality link building for better ranking in Google)	Social Bookmarking	✓	✓	✓	✓
	Microblogging	✗	✓	✓	✓
	Social Sharing	✓	✓	✓	✓
	PPT/Slide/Video/podcast sharing	✗	✗	✓	✓
	Forum Participation	✗	✗	✓	✓
	Blog Commenting	✗	✗	✗	✓
	Business listings/Yellow pages	✗	✓	✓	✓
	Reviews	✗	✗	✗	✓
Local SEO (To get more local leads/ local branding)	Google My Business Setup	✓	✓	✓	✓
	Local Business listing (NAP listing)	✗	✓	✓	✓
	Google map posts & images	✗	✓	✓	✓
	Google map regular updates	✗	✗	✓	✓
<b>Content Creation &amp; Marketing - To attract visitors to your website.</b>					
Blog setup/integration		✓	✓	✓	✓
Unique SEO Content writing for keyword ranking (350 - 500 words)		4	7	10	15
PPT/Slide creation & distribution		✗	✓	✓	✓
Guest Blogging (If Applicable) *		✗	On Demand	On Demand	On Demand
Video creation & ditribution (If Applicable) *		✗	On Demand	On Demand	On Demand
Press Release writing & ditribution (If Applicable) *		✗	On Demand	On Demand	On Demand
Ecommerce short product description writeup (applicable for ecom websites)		10	20	35	50
<b>Social Media Optimization (SMO) - To reach more real people online, interact with them, get your brand reach the customers quickly.</b>					
Facebook Business Page creation & Optimization		✓	✓	✓	✓
LinkedIn Company Page Creation & Optimization		✓	✓	✓	✓
Google+ Page Creation & Optimization		✗	✓	✓	✓
YouTube Channel Creation & Optimization (If Applicable)		✗	✗	✓	✓
Instagram Profile Creation & Optimization		✗	✗	✗	✓

Twitter Account Creation & Optimization	X	X	X	✓
Social content deck with proper research, hashtags, tagging & links	✓	✓	✓	✓
Social media creative design	✓	✓	✓	✓
Increase Fans/Followers	✓	✓	✓	✓
Publish facebook notes, linkedin pulse, company stories	X	X	X	✓
Monthly cover pic	✓	✓	✓	✓
Fortnightly cover pic	X	X	X	✓
Social media capmpaign idea	✓	✓	✓	✓
Social media capmpaign creation with contest/offer/promo	X	X	X	✓
Query/Response Management	X	X	✓	✓
<b>Online Paid Advertising - Push your marketing effort with additional techniques like Google remarketing &amp; more. Be found online easily.</b>				
Ad Landing Page Design with Contact Form & Database Integration	X	X	✓	✓
Google Search Ad	✓	✓	✓	✓
Google Display Ad	X	✓	✓	✓
Google Video Ad (Youtube) *	X	X	X	On Demand
Google Shopping Ad (For ecommerce buniness only) *	X	X	X	✓
Google Mobile App Ad (If Applicable) *	X	X	X	On Demand
Remarketing/Retargeting	X	X	X	✓
Facebook Page Like Ad	✓	✓	✓	✓
Facebook Awareness Ad	✓	✓	✓	✓
Facebook Engagement Ad (Boost Post)	X	X	✓	✓
Instagram Ad	X	X	X	✓
LinkedIn Ad *	X	X	X	On Demand
Sponsored Tweets	X	X	X	On demand
Search Ad Keyword Research	✓	✓	✓	✓
Ad Copy Writing	✓	✓	✓	✓
Display Ad Banner Creation	X	✓	✓	✓
A/B Testing	X	X	X	✓
Custom Audience/Lookalike Targeting *	X	X	X	On demand
Ad monitoring & reporting	✓	✓	✓	✓
Influencer Marketing	X	X	X	✓
<b>Conversion Rate Optimization (CRO) - Attracting visitors online is not enough. Convert them to paying customers.</b>				
Data Analysis from Google Analytics & Optimization	X	X	X	✓
Google Search Console Analysis & Optimization	X	X	X	✓
Facebook Insights Analysis & Optimization	X	✓	✓	✓

Google My Business Data Analysis & Optimization	X	✓	✓	✓
Traffic Bounce Rate Monitoring & Optimization	X	X	✓	✓
Keywords & Search Optimization	✓	✓	✓	✓
Content Optimization	✓	✓	✓	✓
Advanced Technical Fixes on Website	X	X	X	✓
A/B Testing & Optimization of Landing pages	X	X	✓	✓
Lead Magnet creation & Optimization	X	X	✓	✓
Lead Funnel Optimization (contact form, CRM, Database, Google Form)	X	X	✓	✓
Web push notifications	X	X	X	✓
<b>Email Marketing *</b>				
Email/Newsletter Design	X	✓	✓	✓
Email/Newsletter Blasting	X	X	✓	✓
Campaign Monitoring & Optimization	X	X	X	On Demand
Campaign Reporting	X	X	X	On Demand
Email marketing automation	X	X	X	On Demand
Email target database	X	X	X	On Demand
<b>Advanced Setup for Tracking/Monitoring</b>				
Google Analytics Setup for Monitoring	✓	✓	✓	✓
Google Search Console Setup for Monitoring	✓	✓	✓	✓
Google Adwords Conversion Code Setup	X	✓	✓	✓
Google Adwords Remarketing Code Setup	✓	✓	✓	✓
Facebook Pixel Setup for Conversion Tracking	X	✓	✓	✓
Facebook Retargeting Code Setup	X	X	✓	✓
<b>Strategic consultaion</b>				
Special Strategic consultaion based on data & competitive analysis	X	X	✓	✓
Monthly stategic ideas/consultation	✓	✓	✓	✓
Monthly web meeting (Skype/Hangout)	✓	✓	✓	✓
Weekly web meeting (Skype/Hangout)	X	X	X	✓
Monthly Activity Report	✓	✓	✓	✓
Fortnightly Activity Report	X	X	X	✓
<b>Creative Designs / Brand material designs</b>				
Logo design	X	✓	✓	✓
Brochure / leaflet / Flex/ V card/ packaging design	X	X	✓	✓
Social posts / website banners design	✓	✓	✓	✓
2D sketch / character designs	X	X	X	✓

Infographic design	X	X	X	✓
<b>Website Maintenance*</b>				
2-5 Manhour website maintenance per month	X	X	✓	✓
<b>Price/Month **</b>	<a href="#">Contact us</a>	<a href="#">Contact us</a>	<a href="#">Contact us</a>	<a href="#">Contact us</a>
*	This may incur additional cost or may require technical support from your end that can be discussed mutually further as per your requirement & at time of proposal			
**	Recommended Engagement for better result - 6 months+. Minimum Engagement: 3 Months.			

**Do you need a completely tailor-made solution? No worries, Give us a call or contact us here**