**DIGIMART-IN-A-BOX |** Service Overview

**EXECUTIVE SUMMARY**

**Digimart-in-a-box** is a Business Process Outsourcing (BPO) concept conceived by **INOVICS DIGITAL TECHNOLOGIES** to provide best options for business owners and marketing managers to sustain the ever-increasing competition faced with in their industries. We have in this document varieties of tailored Digital Marketing strategies for brands that needs to boost their Return on Investment (RoI). In light of this, we render an affordable and unfair advantage for interested Chief Executives and Marketing Managers who may wish to leverage on the marketing benefits that the internet has to offer every businesses. Our advertisement campaign services - both online and offline; have being structured using BPO approach such that it is made simple for us to work for you to achieve your business goals; only that we are able to do such outside your office environment. In this document, we have about 50 Marketing and related services which we render at INOVICS DIGITAL TECHNOLOGIES; and they are all in different categories. More so, there are two-ways an interested client may wish to patronize our service for boosted RoI; under each subscription types, you will find packages that suits your marketing goals and corporate budget. However, if our tailored packages does not fit your organization’s demand, kindly contact us to fix a meeting to discuss with our agent on how to design a bespoke Digital Marketing campaign for your company with strategies that suits your budget. Kindly check the General Pricing page (**See** Pages 7-9) to choose services you require before conacting us for meeting.

**DIGIMART-IN-A-BOX: SUBSCRIPTION TYPE / PRICING PLAN**

Interested subscribers can employ our professional skills with our Business Process Outsourcing (BPO) model by either subscribing to one or a combination of our packages in relation to designed payment plans or by opting for the **Pay-as-You-Use (PaYU)** option. We naturally become a part of the organization that subscribes to our service. We ensure prompt service delivery either as a co-worker or by totally being in-charge of the ICT operations of our clientele. There are two methods of subscribing to our Digital Marketing campaign services; your organization may subscribe to become our client and/or BPO partners either as a **PaYU** Subscriber or a **Retainer** Subscriber. The **PaYU subscription plan** is flexiblle because it is the clients that sets a Digital Marketing goal, selects their choice services and pays ONLY for selected services of choice. These services are usually one-off. Meanwhile, we have also designed some **Retainer Subscription** **plan** packages which are tailored plans that are considered scalable if employed by our client when stramlined with their branding and/or Digital Marketing campaign needs considering available budget.

**SUBSCRPTION TYPE A - PAY-AS-YOU-USE (PaYU) PLAN**

*This is a special package for interested persons or corporate organizations with request for a range of specific order for our services. This will be designed according to the corporate digital marketing service needs, in relation to how it will serve the marketing goal of prospecting organization. The cost of service to be delivered will be calculated and billed based on choices made in the application form.*

Type A - Service Catalogue

**PURPOSEFUL PACKAGE** – *Oneoff or monthly*

* DISCOUNTED – under this package, the price is determined by the number of purposely selected services that are to be rendered by us to your organization. This package is only available as an addtional plan to complement services rendered to existing clients currently on any of our retainer plan; this implies that it cannot be offered to clients alone; hence to qualify for discounted offers under this plan, interested persons or organizations ***MUST be an exisiting customer on any of the retainers plan***.
* NOT DISCOUNTED – organizations that may wish to patronize us without necessarily being on our subscribers list may do so at any point in time under the provisions opf this package. Meanwhile, there will be no discoiunt for any of the services rendered under this category.

**EVENT-DRIVEN PACKAGE** - *Time Bound*

This is a kind of package run by our organization for specifically planned events such as annual international conference, church programme and lots more. An individual or organization who wishes to subscribe to our digital marketing campaign services does not necessarily need to be our existing client to employ us under this category.

**PS:** *Kindly peruse this document’s General Pricing page (****see*** *Pages 7-9) to know the* ***product price*** *for each service offered by us. There you can select your choice services which you intend to subscribe to under the PaYU Payment Plan only.*

**SUBSCRIPTION TYPE B - RETAINER PLAN**

These services were tailoered to suit our client’s campaing needs based on our experience and customer feedback. It can be subscribed to by clients who are interested in paying our monthly retainers fee. To ensure effective digital marketing campaigns that are affordable, it is pertinent to observe regular routines. Moreover, by religiously keeping to regular routines and online actions, digital marketing campaigns becomes more ascertained. Just like a spiral movement, digital marketing campaign grows and it is imperative that any long term business goal (12 months timeline) should be placed on a retainer plan. Organizations that are interested in making sales and indeed boosting their Return on Investments will to any of our services as highlighted below.

Type B - Service Catalogue

**SME GLEE PACKAGE**

*This package is designed majorly for Small Businesses and also covers the basic Digital Marketing solutions that we will render to all businesses that subscribe to the Retainers category. Please be informed that by subscribing to this package, there are limitations and we will only perform check and SEO update of your corporate website every 6 months (half yearly).*

IMPORTANT: Kindly study this table as it presents the most part of services to be rendered in other packages

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S/N** | **SERVICE** | **DESCRIPTION** | **ACTION PLAN** | **EXPECTED OUTCOME** | **VALUED PRICE (#)** |
| 1. | One-time Social Media Accounts Opening and App sharing | *Create dedicated email and social media accounts if not already available.* | *Open acct for:*   * *Facebook* * *Instagram* * *YouTube* * *Twitter* | *Online Profile for Ads, internet presence and marketing campaigns.* | FREE *(unpaid service)* |
| 2. | Website boosted Security and loading speed (*every 6 months of recurrent subscription*) | *Website script for secured online data.* | *Upgrade scripting analysis for webmasters use* | *Quick loading time and prevention from hackers.* | FREE  *(unpaid service)* |
| 3. | One-time Social Media Accounts Audit (SMA) | *Review of Business Account Profile on all active social account of customer.* | *Preview all existing social media account of customer.* | *Instructive social interaction for gaining business leads. Convincing content creation.* | 10,000  (as service fee) |
| 4. | Social Media Marketing (SMM) | *Monitoring and creation of media contents for Pay Per Click marketing campaign on* ***Facebook*** *linked with* ***Instagram*** *only.* | *Create a graphical content for* ***10 days*** *Facebook Ads campaign.* | *Generate about 8,000 reach, page likes with engaging graphic contents.* | 5,000  (@500 *daily budget on Facebook for 10 days)* |
| 5. | Google Map / Business Listing | *Placement on Google Map, Google Business, Vconnect, Finelib and related business listing website.* | *We list your business details on business listing pages and place it on Google map.* | *Leads generation and top appearance on search engines result pages.* | 2,000  (as processing fee) |
| 6. | Search Engine Optimization | *Website Diagnosis, Website Audit / SEO monitoring (Every 6 months in this category only)* | *Creation of keywords to boost SEO* | Making sure website shows on first page of search results online. | 10,000  (as service fee) |
| 8. | Customer Support Service | *You can reach us anytime for support; we work from Monday through Saturday.* | *Management and support where needed.* | *Unmatched customer service delivery.* | FREE |

**PRICE / PAYMENT PLAN:**

**OPTION A** =N= 15,000 / monthly (Instead of

**OPTION B** =N= 10,000 / Annually (paid per annum @ =N=120,000)

***ROYAL BASIC PACKAGE SUMMARY***

*The Royal basic package is the most affordable and guaranteed result package with quite an impressive and competitive price plan and unlimited promotional offers under the BONUS CATEGORY (****see*** *pages 7-9). Be informed that we will perform regular check and compulsory SEO update of your corporate website every 3 months (Quarterly).*

***ROYAL BASIC - SUMMARY OF SERVICE PROSPECTS***

Everything included in SME GLEE package will be executed with the following additional services:

* **Social Media Accounts Management** (Facebook, Instagram and twitter) minimum of 3 posts per week.
* **30 days** social media campaign – Facebook and Instagram.
* Social Media Campaign Potential reach:
* **Google Ads campaign**: *Over* 100 *clicks and 2400 impressions monthly*.
* **Facebook / Instagram Ads campaign**: *18,000 reach, 500 page likes monthly*.
* Monthly Content creations – **1 *concept note*** *or document per month.*
* **2 images** **monthly** for online campaign in order *to engage followers on all social media accounts.*
* Analytics report request (*only available every 3 months*).
* Leads generation funnel on website and social media.
* Push notification to 1000 subscribers only.
* Co-working with your webmaster/IT Manager on SEO optimization monitoring and auditing.

**PRICE / PAYMENT PLAN:**

**OPTION A** =N= 40,000 / month

**OPTION B** =N= 30,000 / Annum (paid annually @ 360,000)

*NOTE: price plan in Option B above is for subscribers willing to pay 12 months upfront. However, it is subject to review after expiration. Pricing does not include additional services that can be subscribed to using PaYU plan as addition.*

***ROYAL DELIGHT PACKAGE SUMMARY***

*The Royal Delight package is the best used package on our platform. Be informed that we will perform regular check and compulsory SEO update of your corporate website on a monthly basis.*

***ROYAL DELIGHT - SUMMARY OF SERVICE PROSPECTS***

Everything included in SME GLEE package will be executed with the following additional services:

* **Social Media Accounts Management** (Facebook, Instagram and twitter) minimum of 3 post per week.
* **30 days** social media campaign – Facebook and Instagram.
* Social Media Campaign Potential reach:
* **Google Ads campaign**: *Over* 150 *clicks and 5000 impressions monthly*.
* **Facebook / Instagram Ads campaign**: *40,000 reach, 500 page likes monthly*.
* **Twitter Ads Campaign**
* Monthly Content creations – **2 *concept note*** *or document per month.*
* **4 images** **monthly** for online campaign in order *to engage followers on all social media accounts.*
* Monthly Analytics report (*on request*)
* Leads generation funnel on website and social media.
* Push notification to 3000 subscribers only.
* Paid Business listing on a relevant website
* SMS Blasting – 1,000 SMS monthly
* Limited meme(s)
* Monthly marketing video production: 1 explainer video (animated) or 1 recorded with camera.
* Co-working with your webmaster/IT Manager on SEO optimization monitoring and auditing.

**PRICE / PAYMENT PLAN:**

**OPTION A** =N= 60,000 / month

**OPTION B** =N= 50,000 / Annum (paid annually @ =N= 600,000)

*NOTE: price plan in Option B above is for subscribers willing to pay 12 months upfront. However, it is subject to review after expiration. Pricing does not include additional services that can be subscribed to using PaYU plan as addition.*

**ROYAL CROWN PACKAGE**

*The Royal Crown package is the highest of all packages on our platform. Meanwhile, it our offers are not limited to the content of this package. Be informed that we will perform regular check and compulsory SEO update of your corporate website on a monthly basis.*

***ROYAL CROWN - SUMMARY OF SERVICE PROSPECTS***

Everything included in SME GLEE package will be executed with the following additional services:

* **Social Media Accounts Management** (Facebook, Instagram and twitter) minimum of 3 post per week.
* **30 days** social media campaign – Facebook and Instagram.
* Social Media Campaign Potential reach:
* **Google Ads campaign**: *Over* 500 *clicks and 50,000 impressions monthly*.
* **Facebook / Instagram Ads campaign**: *100,000 reach, 1000 page likes monthly*.
* **Twitter Ads Campaign**
* Monthly Content creations – **3 *concept note*** *or document per month.*
* **4 images** **monthly** for online campaign in order *to engage followers on all social media accounts.*
* Monthly Analytics report (*on request*)
* Leads generation funnel on website and social media.
* Push notification to 3000 subscribers only.
* Newsletter to reach existing leads – *At launch of every new product or promo.*
* Paid Business listing on two choice website
* SMS Blasting – 3,000 SMS monthly (more on request)
* Unlimited meme(s)
* Unlimited QR code design.
* Monthly marketing video production: 1 explainer video (animated) or 1 recorded with camera.
* Unbounce landing page for agreed campaign
* Co-working with your webmaster/IT Manager on SEO optimization monitoring and auditing.

**PRICE / PAYMENT PLAN:**

**OPTION A** =N= 100,000 / month

**OPTION B** =N= 100,000 / Annum (paid annually @ =N= 1,200,000)

*NOTE: price plan in Option B above is for subscribers willing to pay 12 months upfront. However, it is subject to review after expiration. Kindly contact us for a tailored package if none of these pre-planned packages meets your Digital Marketing needs, our agent will be ready to chart a way forward with you. Meanwhile, note that prices listed does not include additional services that can be subscribed to using PaYU plan as addition* (**see** Pages 7-9)*.*

**GENERAL PRICING**

PRICING BASED ONCATEGORIZATION OF OUR BPO SERVICES (50 SERVICES)

**BONUS SERVICE CATEGORY** – TOTALLY FREE OFFERS

|  |  |  |
| --- | --- | --- |
| **S/N** | **DISCRIPTION** | **PRICING** |
|  | Countless Meetups / App Sharing | *FREE service for all* |
|  | Social Media Accounts Creation or Audit | *FREE service for all* |
|  | Website Audit and Speed boost | *FREE service for subscribers* |
|  | Customer Support Service | *FREE service for subscribers* |
|  | Ads Analytics report | *For some subscribers only* |

**CATEGORY A** – APP MANAGEMENT / INTERNET SECURITY

|  |  |  |
| --- | --- | --- |
| **S/N** | **DISCRIPTION** | **PRICING** |
| vi. | Website Design | Negotiation based |
| vii. | Web Application Deployment (*Portal System*) | Negotiation based |
| viii. | Mobile Application Deployment (*Android / iOS*) | Negotiation based |
| ix. | Unique and Secured E-payment platform integrated on your webportal | Negotiation based |
| x. | Web hosting and Database Management (*C-panel*) | Negotiation based |
| xi. | SSL Security and Data Encryption service | Negotiation based |
| xii. | Specific Product Landing Page – (*for Unbounce Campaigns)* | =N=30,000/*unbounce page* |

**CATEGORY B** – SEARCH ENGINES ADS / DISPLAY ADS

|  |  |  |
| --- | --- | --- |
| **S/N** | **DISCRIPTION** | **PRICING** |
| xiii. | Search Engine Placement | =N=10,000 / Engine |
| xiv. | Display Ads on websites registered on the Google Ads Network | Negotiation and package based |
| xv. | Google My Business Listing and choice Business Listing websites | **Set up** =N= 2,000  ***Payment based on negotiation*** |
| xvi. | Search Engine Optimization (SEO I) – *Code script Content / copy write* | =N= 10,000 |
| xvii. | Search Engine Optimization (SEO II) - *Website Audit / monitoring* | =N= 10,000 |
| xviii. | Search Engine Marketing (SEM)–Google Ads (*YouTube & Google Search*) | Negotiation and package based |
| xix. | On-request Search Engine Marketing (oSEM) – Bing, Yandex & Yahoo! | Negotiation based |

**CATEGORY C** – CONTENT DEVELOPMENT / MANAGEMENT

|  |  |  |
| --- | --- | --- |
| **S/N** | **DISCRIPTION** | **PRICING** |
| xx. | Content Marketing (CM) | Negotiation based |
| xxi. | Website Content development (*blogs, documentation, Privacy policy, T&C, FAQs etc*.) | =N=5,000 / page |
| xxii. | Development of newsletter contents for email blasting and push notifications. | Package Based |
| xxiii. | Production of Short video content (*GIF, MP4, MOV etc*.) fro campaign | Negotiation based |
| xxiv. | Graphics Design (*Logo, Ads banner and Meme*) | =N= 5,000 each |
| xxv. | Quick Response (*QR Code*) - *quicklink pattern for online and printable materials* | =N=5,000 |
| xxvi. | Social Media Influencer’s Campaign  (*e.g.* *Linda Ikeji blog, Ajewole Woli Agba, Emmanuella*) | Negotiation based |
| xxvii. | Short Marketing and Product Explainer Video Production (*Animated and Editted)* | **Editted** **video** (=N= 20,000)  **Explainer video** (=N= 30,000) |
| xxviii. | Bespoke Podcast content (creation and marketing) | Negotiation based |

**CATEGORY D** – LEADS GENERATION / CUSTOMER SERVICE

|  |  |  |
| --- | --- | --- |
| **S/N** | **DISCRIPTION** | **PRICING** |
| xxix. | Live customer relations (*from your website to mobile phone*) | **Setup** =N= 10,000 |
| xxx. | Push Notification to leads | **Setup** =N= 10,000  =N= 1 / Post |
| xxxi. | SMS blasting (*Database of millions of Nigerians in strategic locations*) | **Our Database** =N=2 / number  **Customized Bulk Send** =N= 3/Sent |
| xxxii. | Email Marketing (*Mail blasting*) | **Our Database** =N= 1 / Email  **Customized Bulk Send** =N= 2/ Sent |
| xxxiii. | Newsletter Content Delivery (*for Customer Retention)* | =N= 2 / Newsletter |
| xxxiv. | Market Research & Online Survey – *Feedback* | Based on negotiation |
| xxxv. | Chatbot Automation (*on mobile phone and website*) | Based on negotiation |
| xxxvi. | Direct Mail Marketing services | Based on negotiation |
| xxxvii. | Robotic voice & SMS broadcasting (*Press 1 campaign, predictive dialers and others*) | Based on negotiation |

**CATEGORY E** – SOCIAL MEDIA

(*Facebook, Twitter, Instagram, Google+, YouTube, LinkedIn, Telegram, Business Whatsapp*)

|  |  |  |
| --- | --- | --- |
| **S/N** | **DISCRIPTION** | **PRICING** |
| xxxviii. | Social Media Accounts Audit (SMA) | =N= 10,000 |
| xxxix. | Social Media Marketing (SMM) | Package Based |
| xl. | Pay-Per-Click Campaign (PPC) | Package Based |

**CATEGORY F** – PRESS / TRADITIONAL ADVERTISEMENT AND OTHER SERVICES RENDERED

***Radio, Television (Terrestrial and Satellite) and Prints (Newspapers and Magazine)***

|  |  |  |
| --- | --- | --- |
| **S/N** | **DISCRIPTION** | **PRICING** |
| xli. | New Product release video coverage / event livestreaming | ***Video Coverage*** *(Negotiation)*  ***Live Streaming*** *(=N= 20,000)* |
| xlii. | New released Product PR on News and popular Radio/TV Programs | *Negotiation* |
| xliii. | Electronic Displayboard advertisements across Nigeria | *Negotiation* |
| xliv. | Billboard placements across major cities in Nigeria | *Negotiation* |
| xlv. | Advertisement on popular Newspaper and Magazines | *Negotiation* |
| xlvi. | Jingle Production (Audio or Video) | ***Audio*** *(=45,000)*  ***Video*** *(Negotiation)* |
| xlvii. | Product Review (Video Documentary) | ***Production*** *(=N= 50,000)*  ***Placement*** *(Negotiation based)* |
| xlviii. | DJs and dancers for road-show advertisements | *Negotiation* |
| xlix. | Bespoke Souvenir Production that boosts loyalty | *Negotiation* |
| l. | Patenting, Copyright and Trademark Licence processing | *Negotiation* |

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For: Inovics Digital Technologies