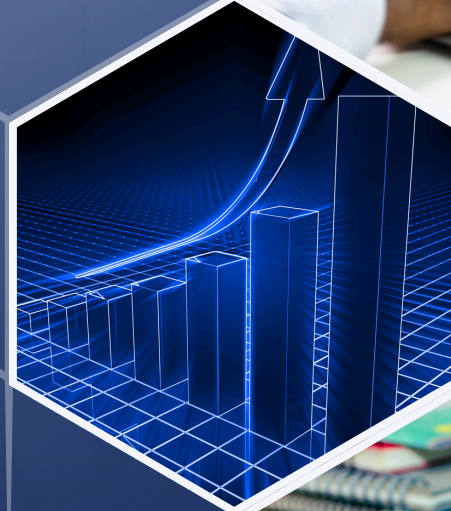




BUSINESS PROPOSAL

REVENUE TRENDS AND PROFITABILITY ANALYSIS

We drive business growth through customized digital marketing and innovative website design and development. From SEO and social media to PPC and content creation, we enhance your online presence. Our expert team creates stunning, user-friendly websites that not only look great but also convert. Let's work together to elevate your brand and achieve lasting digital success.




Prepared By:

AIMS InfoTech

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+91 79707 84902



What We Do?

About Us

AIMS InfoTech, a leading digital marketing company in Kolkata, offers comprehensive services to help businesses thrive online. From small businesses to restaurants, travel agencies, resorts, or financial advisors, our expert team delivers top-notch Social Media Marketing, PPC Management, SEO, and Branding services tailored to your needs. As one of the best-rated agencies, we provide affordable, result-driven, personalized strategies that make your brand stand out. Choose AIMS InfoTech for reliable, long-term digital growth

Our Services

01 Search Engine Optimization

02 Social Media Marketing

03 Pay-Per-Click Advertising

04 Web Design and Development

05 Local SEO (GMB)

06 Content Marketing

07 Social Media Optimization

08 Graphics & Logo Design

09 App Development

10 Video Editing

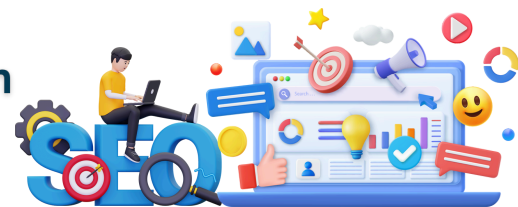
PACKAGE A

Business Website Design and Development Package



Type of Website	Services	Amount
1. Basic Website Design	<ul style="list-style-type: none"> • Template based website for (5 Pages) • Mobile Responsive Website • 1 Year Free Website Maintanace • 1 Year Free Domain + Hosting • 1 Year Free SSL Certificate • Free Fav Icon • Google Map Integration 	₹ 11,999/-
2. Standard Website Design	<ul style="list-style-type: none"> • Customized Website Design • Mobile Responsive Website • Whatsapp Integration • 1 Year Free Website Maintanace • 1 Year Free Domain + Hosting • 1 Year Free SSL Certificate • Free Fav Icon • Google Map Integration • Lead From Intergration • 2 Business Professional Gmail • 1 Landing Page 	₹ 29,999/-
3. E-Commerce Website Design	<ul style="list-style-type: none"> • E-Commerce Website Design • Mobile Responsive Website • SEO Friendly Website Content • Upto 30 Products Listing • Payment Gateway • Whatsapp Integration • 1 Year Free Website Maintanace • 1 Year Free Domain + Hosting • 1 Year Free SSL Certificate • Free Fav Icon • Google Map Integration • Lead Gen From Intergration • 3 Business Professional Gmail • 1 Landing Page 	₹ 44,999/-

Charges will be Increase or Decrease as per Your Requirments



PACKAGE B	Search Engine Optimization SEO Service Package	
Type of Service	Services	Amount
1. Basic SEO Service	<ul style="list-style-type: none"> • Upto 15 Keywords Promotion • Meta Tag Optimization • Backlinks Creation • Local Business Directory Submission • Technical SEO • Get Monthly SEO Report • SEO Friendly Content • Image Optimization 	<p>₹ 3,999/month</p> <p>With 1 Year Plan</p>
2. Advance SEO Service	<ul style="list-style-type: none"> • Upto 25 Keywords Promotion • Meta Tag Optimization • Backlinks Creation • Local Business Directory Submission • Technical SEO • Get Monthly SEO Report • SEO Friendly Content • Image Optimization • Weekly Blog Posting • Connect SEO Tools to Website • Internal Linking 	<p>₹ 5,999/month</p> <p>With 1 Year Plan</p>
3. Premium SEO Service	<ul style="list-style-type: none"> • Upto 50 Keywords Promotion • Meta Tag Optimization • Backlinks Creation • Local Business Directory Submission • Technical SEO • Get Monthly SEO Report • SEO Friendly Content • Image Optimization • Weekly Blog Posting • Connect SEO Tools to Website • Internal Linking • XML & HTML SiteMap Creation • Robots.Txt Setup • Guest Blogging 	<p>₹ 7,999/month</p> <p>With 1 Year Plan</p>

Charges will be Increase or Decrease as per Your Requirements



PACKAGE C	Social Media Optimization SMO Service Package	
Type of Service	Services	Amount
1. Basic SMO Service	<ul style="list-style-type: none"> • Create Social Media Pages • 8-10 Post Per Month • Branding Promotion • Awareness Campaign • 1 Reels Posting • Occational Banner Post • Increase Organic Profile Reach • Manage All Social Media Profile 	<p>₹ 4,999/-</p> <p>Per Month</p>
2. Advance SMO Service	<ul style="list-style-type: none"> • Create Social Media Pages • 15-20 Post Per Month • Branding Promotion • Awareness/Engagement Campaign • 3 Reels Posting • Occational Banner/Video Post • Increase Organic Profile Reach • Manage All Social Media Profile • Story Telling • Increase Likes & Followers • Creative Banner & Videos • Get Monthly SMO Report 	<p>₹ 6,999/-</p> <p>Per Month</p>
3. Premium SMO Service	<ul style="list-style-type: none"> • Create Social Media Pages • Regular Posting • Branding Promotion • Awareness/Engagement Campaign • 6 Reels Posting • Occational Banner/Video Post • Increase Organic Profile Reach • Manage All Social Media Profile • Story Telling • Increase Likes & Followers • Creative Banner & Videos • Get Monthly SMO Report • Organic Lead Generation • Business Catalogue Design 	<p>₹ 8,999/-</p> <p>Per Month</p>

Charges will be Increase or Decrease as per Your Requirments

PACKAGE D	(SMM) Paid Advertising (Facebook, Instagram, LinkedIn, Twitter and Youtube) 	
Type of Service	Services	Amount
1. Basic SMM Service	<ul style="list-style-type: none"> • Ads Spend - Rs. 17,000 (It will be paid to ads platform) • Our Management Fee - Rs. 2,999 • Account Management - 1 • Creation Of Campaign - 1 	<div style="background-color: #f9a825; padding: 5px; text-align: center; font-weight: bold;">₹ 19,999/-</div> <p style="text-align: center;">Per Month</p>
2. Advance SMM Service	<ul style="list-style-type: none"> • Ads Spend - Rs. 30,000 (It will be paid to ads platform) • Our Management Fee - Rs. 4,999 • Account Management - 3 • Creation Of Campaign - 3 	<div style="background-color: #f9a825; padding: 5px; text-align: center; font-weight: bold;">₹34,999/-</div> <p style="text-align: center;">Per Month</p>
3. Premium SMM Service	<ul style="list-style-type: none"> • Ads Spend - Rs. 40,000 (It will be paid to ads platform) • Our Management Fee - Rs. 4,999 • Account Management - 3 • Creation Of Campaign - 6 	<div style="background-color: #f9a825; padding: 5px; text-align: center; font-weight: bold;">₹ 44,999/-</div> <p style="text-align: center;">Per Month</p>

- Facebook Marketing
- Instagram Marketing
- LinkedIn Marketing
- Youtube Marketing
- Twitter Marketing



Charges will be Increase or Decrease as per Your Requirments

<p>PACKAGE E</p>	<p>Google My Business Local SEO Service Package</p> 	
<p>Type of Service</p>	<p>Services</p>	<p>Amount</p>
<p>1. Local SEO Services</p>	<ul style="list-style-type: none"> • Create Google My Business Profile • Regularly Banner Posting • Upto 12 Keywords Promotion • Create Events and Offers • Regular Ranking Maintain • local Directory Submission • Image Optimization • SEO Optimization • Ocassional Banner Posting • Get Monthly Report • 1 Landing Page 	<p>₹ 11,999/- Per Year</p>



Charges will be Increase or Decrease as per Your Requirments



GOOGLE ADWORDS

Select a campaign type



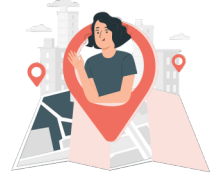
SEARCH

Reach customers interested in your product or service with text ads



VIDEO

Reach and engage viewers on YouTube and across the web



LOCAL

Drive customers to a physical location



PERFORMANCE MAX

Reach audiences across all of Google with a single campaign. See how it works.



APP

Drive app promotion across Google's networks



DISCOVERY

Run ads YouTube, Gmail, Discover, and more



DISPLAY

Run different kinds of ads across the web



SMART

Reach your business goals with automated ads on Google and across the web



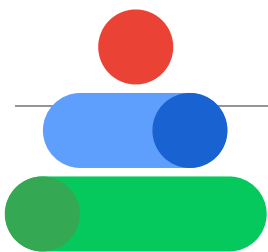
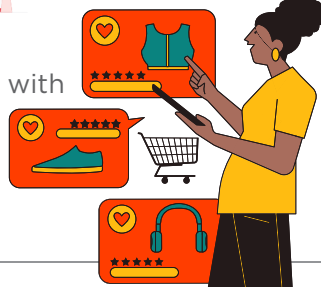
CALL CAMPAIGN

Call campaigns allow you to focus on getting more calls straight from your target audience



SHOPPING

Promote your products with Shopping





Thank You

For More Information Please Visit Our Website



www.aimsinfotech.com



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