

Digital Marketing PROPOSAL

grow your business with us



Prepared by:
Nepal Realistic Solution Pvt. Ltd.

nrs Nepal Realistic
Solution Pvt. Ltd.
ISO 9001 | ISO/IEC 27001 CERTIFIED

What is Digital marketing?

Digital Marketing is the use of digital platform to reach to the customers virtually. Digital Marketing optimizes internet and online based digital technologies, social media and other virtual platforms with the help of digital marketing tools to promote and market the business.



Importance of Digital Marketing



- Is cost-effective
- Can reach more people
- Generates higher ROI and Revenue
- Helps generate lead
- Offers tracking through analytics
- Integrates technology and consumer psychology
- Helps you stay ahead of competitors
- Helps you build trust among consumers
- Build your brand's reputation

Why NRS?



Nepal Realistic Solution has the qualified Digital Marketing Officer, Content writer and Website Developer for Digital Marketing that bring your brand the attention it needs and grow your business. We have worked with various clients and have demonstrated significant achievement, and gained sustainable lasting results.

> SEO

Search Engine Optimization (SEO) is the process of increasing traffic of a website or a webpage from search engines like Google.

You can use various tactics to increase your ranking and improve the search results.

SEO tactics can be categorized into: On-page SEO (strategies on your website) and Off-page SEO (strategies off your website)

- > Organic Search – search results generated by the search engine without any influence of the paid advertising.
- > Audience Insights – Mechanism to track your customer's interests, preferences, location, demographics and other online behavior.
- > Keyword Analysis – It is practice that SEO experts use to find out words that users choose to search their product/ services/ or any particulars.

> SMO (Social Media Optimization)

Usage of social media platforms to convey the organization's message to the public and build an online presence.

> SMM (Social Media Marketing)

Social media is a powerful tool to influence your customers and utilize the vast platform to promote your brand.

> Analytics

Analytics basically helps in increasing the organic traffic on your site through analyzing data.

> Email marketing/ marketing automation

The act of sending a commercial message via email, usually to a group of people, is known as email marketing.

> Content marketing

It focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience.

Scope of Services

Phase 1	Purpose	Activities	Responsible Person	Time Frame
Website Review	For SEO, Content as per the service and marketing requirement. Competitor and market comparison.	Speed test, content, images, research on other similar industry national and international webpages.	Digital Marketing Officer, Content Writer, Website Developer, Consultant	3 days
Social Media Review	For Social Media Marketing (SMM)	Conduct research on all social media presence insights & required updated trends for upcoming social media plan.	Digital Marketing Officer, Consultant	1 day
Company Existing Marketing Activity Review	To know the marketing activities currently being implemented and determining if those activities are successful.	Social media, TV ads, holding boards, newspaper ads, Event Participations,	Digital Marketing Officer, Graphic Designer, Consultant	2 days
Analyze latest marketing trends and finding vendors for upcoming marketing segments	To find the latest marketing strategies and vendors for business growth.	Find out potential vendors, Industry market observations.	Consultant	2 days
Phase 2				
Up gradation on social media and website, Creating all social media pages and adding required content	To improve website ranking and to build a brand and increase a brand visibility through social medias.	Unique posts in social medias, unique content and blogs in websites, regular posts in social medias. Create social media pages (facebook, instagram, linkedin, twitter)	Digital Marketing Officer, Graphic Designer, Content Writer, Consultant	1 week
Perform and conduct digital marketing plan through digital platforms and website optimization	To have an active social media accounts, to reach your targeted audience.	SEO for Website: -Business Listing -Profile Links -Image Sharing -Classified Listing -Internal Blog post -External Blog post -Internal Blog Bookmarking -External Blog Bookmarking -Website URL Bookmarking -PDF/PPT Sharing -Title and Description of website -Website Optimization -YouTube and IGTV videos Schedule posts in social medias, Schedule blog posts in websites.	Digital Marketing Officer, Graphic Designer, Content Writer, Consultant	Monthly
Review, monitor and respond on social media activity and create report on Weekly basis	To understand what customers need and market trend, posts engagements and reach.	Check insights in social medias and website rankings.	Digital Marketing Officer, Graphic Designer, Content Writer, Consultant	Monthly

Our Packages

Search Engine Optimization (SEO) package

As 75 percent of people stick to the first page while searching for a service in search engine, your business remains undiscovered by valuable customers. Our search engine optimization (SEO) services will help build your business online and earn a top spot in search results.

	Startup	Entrepreneur	Business
	5 Website pages Optimization	10 Website pages Optimization	15 Website pages Optimization
	5 keywords Optimization	10 keywords Optimization	15 keywords Optimization
	Keyword, and Backlink research	Keyword, and Backlink research	Keyword, and Backlink research
	3 business Listing	Social Media Integration	Social Media Integration
	10 Image Sharing	20 Image Sharing	30 Image Sharing
	20 Social bookmarking	5 business Listing	Optimized Page Loading Speed
	3 Classified Lisitng	5 Classified Lisitng	Competitor Analysis
	10 Profile Link	30 Social bookmarking	7 Classified Listing
	4 Blog submission	20 Profile Link	7 business Listing
	Monthly SEO Report	4 Blog submission	40 Social bookmarking
		1 PPT/PDF Sharing	30 Profile Link
		Monthly SEO Report	4 Blog submission
			2 PPT/PDF Sharing
			Monthly SEO Report
Monthly price	9,999/-	19,999/-	29,999/-

Social Media package (SMO and SMM)

Social media has an immense impact on your business. We will create a competitive, smart social media campaign for your business which help you improve your brand awareness, client satisfaction, and customer loyalty across social media networks with us through our informative, interactive, creative content and target them among various demography of your business interest. Our Services can also help streamline client care and support for your business.

	Startup	Entrepreneur	Business
	Facebook Profile Optimization	Facebook Profile Optimization	Facebook Profile Optimization
	8 Facebook Posts	12 Facebook Posts	24 Facebook Posts
	Facebook Insight Monitoring	Facebook Insight Monitoring	Facebook Insight Monitoring
	Twitter Page Optimization	Twitter Page Optimization	Twitter Page Optimization
	8 Tweets	12 Tweets	24 Tweets
	Twitter Analytics Monitoring	Twitter Analytics Monitoring	Twitter Analytics Monitoring
	Instagram Profile Optimization	Instagram Profile Optimization	Instagram Profile Optimization
	8 Instagram Posts	12 Instagram Posts	24 Instagram Posts
	Instagram Insight Monitoring	Instagram Insight Monitoring	Instagram Insight Monitoring
	Monthly Report	2 Creative Videos	LinkedIn Page Optimization
		1 PPT/PDF Sharing	30 Profile Link
		2 Creative Story	24 LinkedIn Posts
		Hashtag Trend Research	LinkedIn Analytics Monitoring
		Monthly Report	4 Creative Videos
			4 Creative Story
			Hashtag Trend Research
			Monthly Report
Monthly price	9,999/-	19,999/-	29,999/-

Our Packages

Package	1 Month	3 Month	6 Month	1 Year
Startup Package	9999/-	29997/-	49999/-	99999/-
Entrepreneurs Package	19999/-	59997/-	99999/-	199999/-
Business Package	29999/-	89997/-	149999/-	299999/-

Note:

- a) Rates for SEO and Social Media marketing are same.
- b) It takes a minimum of 3 months for SEO and Social media marketing to produce good results.

For more information, please contact :

Physical Address : Minbhawan, Baneshwor, Kathmandu
Phone Number : 01-4106579, 977-9801175050
Website URL : www.nrsnepal.com
Email Address : info@nrsnepal.com

NRS BUSINESSES

