

DIGITAL MARKETING & COMMERCIAL WEB SOLUTIONS

Google Ads, Meta Ads, SEO (High-Volume) & Web Development Portfolio | Prepared by: Gurdeep Singh

1. PAID ADVERTISING ECOSYSTEM (MONTHLY EXECUTION RETAINERS)

Maximize your digital return on investment (ROI). Every advertising vertical below features dedicated strategic performance mapping, customized data tracking, target audience clustering, ongoing asset optimizations, and fully clear cross-channel accountability dashboards.

SERVICE TRACK	SMALL BUSINESS	MID-TIER BUSINESS	TOP TIER BUSINESS
Google Ads: Lead Generation	₹7,999 – ₹14,999	₹14,999 – ₹34,999	₹39,999 – ₹99,999+
Google Ads: E-commerce Shopping / PMax	₹11,999 – ₹19,999	₹24,999 – ₹49,999	₹59,999 – ₹1,49,999+
Google Ads: YouTube Video Ads	₹7,999 – ₹11,999	₹14,999 – ₹29,999	₹39,999 – ₹79,999
Meta Lead Generation FB + IG	₹7,999 – ₹14,999	₹14,999 – ₹34,999	₹39,999 – ₹99,999+
Meta E-commerce Advantage+ / Catalog	₹11,999 – ₹19,999	₹24,999 – ₹49,999	₹59,999 – ₹1,49,999+
Social Media Advertising Omnichannel Paid	₹14,999 – ₹24,999	₹29,999 – ₹59,999	₹74,999 – ₹1,99,999+

UNIFIED MULTI-CHANNEL GROWTH ADVANTAGE

Deploying a unified, multi-channel strategy across both Google and Meta environments transforms your funnel. By linking Search, Video, and Social formats together, your consumer touchpoints work in harmony. This maximizes conversions while significantly driving down your overall Customer Acquisition Costs (CAC).

2. ORGANIC SOCIAL MEDIA ENGAGEMENT & CONTENT TIERS (MONTHLY)

Establish dynamic organic engagement across your primary target profiles to grow brand equity, retention, and social trust. Includes fully custom graphics, custom copywriting, relative post scheduling, and engagement metrics tracking.

CONTENT ENGINE PACK	10 POSTS / MO BASELINE	20 POSTS / MO SCALE	30 POSTS / MO DOMINANCE
Meta Profile Assets Facebook + Instagram	₹9,999 – ₹14,999	₹14,999 – ₹24,999	₹24,999 – ₹34,999
LinkedIn Professional Feeds Corporate Branding	₹12,999 – ₹19,999	₹19,999 – ₹29,999	₹29,999 – ₹39,999
YouTube Video Uploading Shorts & Optimization	₹7,999 – ₹12,999	₹12,999 – ₹19,999	₹19,999 – ₹29,999

3. HIGH-VOLUME SEARCH ENGINE OPTIMIZATION (SEO) ENGINES

Dominate high-intent keywords at absolute market scale. Publishing 50 to 200 high-grade strategic blog pieces creates a continuous inbound traffic magnet that delivers compound marketing results over time.

Tier 1: 50 Blog Posts per Month (Accelerated Footprint)

Deploys structured editorial clusters and strict ranking optimization to seize key search markets.

- Small Business Model: ₹59,999 – ₹1,19,999 / month
- Mid-Tier Business Package: ₹1,19,999 – ₹2,49,999 / month

Tier 2: 200 Blog Posts per Month (Market Dominance)

An elite programmatic content program leveraging deep subject matter expertise to dominate vast keyword pools cleanly and reliably.

- Small Business Team Setup: ₹1,99,999 – ₹3,49,999 / month
- Top Tier Business Engine: ₹3,99,999 – ₹7,99,999+/month

4. COMMERCIAL WEB DEVELOPMENT IMPLEMENTATIONS (PROJECT BASE)

Custom built for rapid loading speeds, clean user experience, and absolute mobile responsive optimization to capture lead forms and digital sales effortlessly.

DEVELOPMENT SCOPE	SMALL BUSINESS	MID-TIER BUSINESS	TOP TIER BUSINESS
Landing Page / Conversion Funnel Lead Gen	₹7,999 – ₹19,999	₹19,999 – ₹49,999	₹59,999 – ₹1,19,999
Corporate Business Website WordPress CMS	₹14,999 – ₹39,999	₹44,999 – ₹1,19,999	₹1,49,999 – ₹3,49,999
E-commerce Dynamic Store Shopify / WooCommerce	₹24,999 – ₹59,999	₹59,999 – ₹1,99,999	₹2,49,999 – ₹5,99,999+

5. HOLISTIC GROWTH ACCELERATORS (BUNDLED PACKAGES)

Cohesive strategy deployment roadmaps built for businesses seeking unified market acquisition channels.

Integrated Performance Engine (Small Business Fleet)

Full Inclusion: Core Google & Meta Managed Ecosystem + 50 Scale SEO Engine + Conversion Optimized Web Architecture Baseline.

Strategic Monthly Investment: ₹89,999 – ₹1,49,999 / month (One-time setup baseline from ₹29,999)

Market Conquest Enterprise Suite (Mid-Tier Scale)

Full Inclusion: Full Funnel Omnichannel Scaling (Search, PMax, YouTube, Meta Advantage+) + 100 Post SEO Content Factory + Bespoke Custom UX Build.

Strategic Monthly Investment: ₹2,49,999 – ₹4,49,999 / month (One-time setup baseline from ₹99,999)