



Digital Marketing Proposal For Earnest Engineering.

Proposed By

Name	: Avilash Chandra Dey Shuvo
Personal Email	: avishuvo@opptechbd.com
Company Email	: info@opptechbd.com
Personal Website	: www.avishuvo.com
Company Website	: www.opptechbd.com
Address	: 6 th Floor, 57/4 Shewrapara, Mirpur, Dhaka-1216, Bangladesh

Why Choose Opptech?

Your Business doesn't just need more website traffic, it needs more paying customers. Opptech understands that, so we continue to optimize our SMM campaigns well after they're launched. Because we always keep your return on investment in mind, we are the best choice to launch and manage your SMM campaign. Here are some of the strengths we'll bring to the table as we help Your Business attract more visitors and convert them into customers:

- **Opptech brings you more traffic and helps convert it into sales** – All the traffic in the world won't do you any good if your website doesn't create customers instead of momentary click-through. That's why we streamline your sales flow, leading your search engine traffic into a sales funnel that turns them into paying customers.
- **Opptech uses only proven SMM strategies to make your traffic increases** – We don't just build your social Media we are working for your create your brand awareness through our ability and social media opportunity.
- **Opptech looking for your personal attention at a great price** – We're a growing up company than many other SEO agencies, allowing us to keep our costs down and offer you top quality services at a reasonable price. Our team is dedicated to producing results that last, and we'll communicate periodically with you to explain the progress of your campaign and answer any questions.

Our Marketing Strategy



What are we offering?

We have selected the most appropriate services required for **Your Business** at this moment.

In our digital marketing services we can help you with:

- Search Engine Optimization (SEO)
- Social Media Marketing or Social Branding (SMM)

Search Engine Optimization

An important aspect of SEO is making your website easy for both users and search engine robots to understand. Although search engines have become increasingly sophisticated, they still can't see and understand a web page the same way a human can. SEO helps the engines figure out what each page is about, and how it may be useful for users.

What Should Have in Your Site

1. Optimized Title Tags
2. Optimal Characters for Meta Descriptions
3. Site's Internal Navigation
4. User friendly URLs
5. Proper On Page Optimization
6. Keyword Consistency
7. Text/HTML ratio
8. Mobile Rendering
9. Webpage Speed
10. Proper Engagement in Social Media Pages
11. Local SEO
12. Proper Off Page SEO
13. Duplicate Content Checking and Solutions.
14. Proper Schema Integration.

What are we offering in SEO?

We have selected the most appropriate services required for **Saj Project** at this moment.

1st Step – A

This Site need following On Site Optimization.

- Meta Description
- Keyword- a. Title b. Meta Tag
- H tag
- Image Optimization
- Bound Link In and Out
- Site Loading Speed Optimization

Targeted Area: Bangladesh.

Main Keyword: Depend on Keyword Research.

2nd Step – B

We will analysis for

FEATURES	PLAN
Number of keywords optimized	Up to 6
Web server analysis & reporting	✓
Keyword research	✓
Predictive keyword analysis	✓
Optimization of robots.txt & Google Bot crawls	✓
Creation & registrations of sitemap.xml	✓
Google+ business profile setup/optimization/engagement	✓
Mobile site optimization (if applicable)	✓
Information architecture audit	✓
Social media Optimization	✓
Google Analytics traffic analysis	✓

Social Bookmarking	✓
Local search optimization	✓
Setup of website sitemap	✓
Alternate text added to images	✓
Link redirect audit	✓
Custom 404 error page setup	✓
Quarterly web page freshness updates	✓
Initial link analysis and disavow	✓
Dedicated account representative	✓
Online project management schedule	✓
Ongoing monthly keyword reporting	✓
Ongoing monthly traffic & goal reporting	✓
Google data highlights	✓
Canonicalization analysis	✓
Competitor intelligence report	✓
Internal linking restructuring	✓
Linkable content promotion	✓
Header Tags Optimized (Ex. H1s)	✓
Duplicate content analysis	✓
Keyword rank checker access (Updates weekly)	✓
Website usability analysis (User Friendliness)	✓
Universal SEO (Video, Maps, Images, News)	
Website design analysis	✓
Video and image xml sitemaps	✓
SEM Google Adwords PPC Marketing	✓

Phase	Activities	Completion
Audit and Analysis of SEO Techniques	Opptech will analyze saj project current performance on every major search engine and determine the best way to drive more traffic to saj project's website.	Within 10 Days
SEO Campaign Development	Opptech will design a SEO campaign to improve saj project's rankings on every major search engine; Opptech will share this plan with saj project's team.	Within 10 Days
SEO Campaign Launch	Opptech's SEO experts will put the campaign it designed into motion, driving new visitors to saj project's website.	Within 5 Days
SEO Campaign Management and Optimization	Opptech will track saj project's SEO campaign for 6 months, make improvements to convert more visitors into customers, and provide monthly reports to saj project's to review.	Continue

Social Media Marketing

Social media is quickly becoming one of the most important aspects of digital marketing, which provides incredible benefits that help reach millions of customers worldwide. And if you are not applying this profitable source, you are missing out an incredible marketing opportunity, as it makes it easy to spread the word about your product and mission.

Social media is one of the most stress-free and profitable digital marketing platforms that can be used to increase your business visibility. To get started, create social media profiles for your business and start networking with others. By applying a social media strategy, it will help you significantly increase your brand recognition.

What are we offering in SMM?

- Brand and Engagement Campaigns
- Analytics and Insights
- Online Reputation Management.

Where We Work?

You know that, at present the following social media's are the most popular social media in the world. As your business is mainly Bangladesh focused so we would like to work on those platform for your **Saj Project**

- Facebook
- Instagram
- Twitter
- Google+
- LinkedIn

Facebook Marketing

- Post (We will provide content calendar every month)
- Video Promotion (Video will be provided by client)
- Cover Photo/Product Image Creation
- Sponsored Image Creation
- Image Optimization
- Hash Tag Marketing
- Logo Design
- High Response Time/Quick Response
- Facebook Group Marketing
- Insight Report Every Month.
- Add Customize Button.

Instagram Marketing

- Instagram Business Profile
- Post (We will provide content calendar every month)
- Live Promotion
- Image Creation
- Sponsored Image Creation
- Image Optimization
- Hash Tag Marketing

Twitter Marketing

- Tweets/Retweets
- Follow Up Targeted Clients
- Paid Advertisement
- Cover Photo/Product Image Creation
- Sponsored Image Creation
- Image Optimization
- Hash Tag Marketing

LinkedIn Marketing

- Business Profile Setup
- Connect with Targeted People
- Cover Photo/Product Image Creation
- Sponsored Image Creation
- Image Optimization
- Hash Tag Marketing

Google Plus Marketing

- Business Page Setup
- Location Verify by Google
- Group Marketing

Take a Simple Look on Your Competitors:

- <https://www.facebook.com/noirbd/>
- <https://www.facebook.com/bestpricebdwomen/>
- <https://www.facebook.com/FreelandLifestyle/>
- <https://www.facebook.com/clothings.sailor/>
- <https://www.facebook.com/thebrentwoodfashion/>
- <https://www.facebook.com/YellowClothing/>
- <https://www.facebook.com/Twelvebd/>
- <https://www.facebook.com/amboronline/>
- <https://www.facebook.com/bumerangcna/>
- <https://www.facebook.com/ocodebd/>
- <https://www.facebook.com/Allure.Clothing.Accessories/>
- <https://www.facebook.com/NurainSclothing/>

Our Portfolio on Digital Marketing:

- <https://www.facebook.com/banglamoviesincalgary/>
- <https://www.facebook.com/sonalijewellerscalgary/>
- <https://www.facebook.com/meraki10/>
- <https://www.facebook.com/CinemaScopeULAB/>
- <https://www.facebook.com/E7Training/>
- <https://www.facebook.com/flickto/>
- <https://www.facebook.com/amboronline/>
- <https://www.facebook.com/TheAntiqueLtd/>

Just Contract With:

- <https://www.facebook.com/thepinkellys.co.uk/>
- <https://www.facebook.com/Calgary-Custom-Kitchen-Cabinets-Ltd-1476566025923443/>
- <https://www.facebook.com/CTATR/>
- <https://www.facebook.com/nandailinc/>
- <https://www.facebook.com/Banff-Shawarma-1059242887525745/>

Domain Name Availability

Domain Name	Price	Duration	Availability
Saj.com.bd	BDT 2000/-	2 Years	Available
Sajghor.com.bd	BDT 2000/-	2 Years	Available

Financial Proposal

To promote your new business as a brand to make your business more successful and efficient we need those amount to give you the above mention services.

Payment Method & Particulars	Duration	Amount
For Search Engine Optimization *Initial campaign investment	1 Month	TK. 20,000.00
For Social Media Marketing	1 Month	TK. 20,000.00

Payment Procedure:

- 50% payment should be made in advance
- Mention amount is excluding VAT or TAX
- Payment will goes to "Opptechbd" via check or Cash

Note:

*** Initial campaign investment is must for project inception

*** Set a daily or monthly budget for your ads, with the flexibility to change it at any time. Choose a budget based on your advertising goals and the amount you're comfortable spending.

It's important to choose a budget that you're comfortable with. AdWords Express will use that budget to help you get the most high-quality clicks possible.

Expected Results?

Compared to paid advertisements, organic SEO is reflected in results at a slower pace. Although slow, it gradually increases and brings in more value to the business. While initially there will be signs of improvement within the first 3 months, the complete results will multiply as more time is given. You will be able to see the results through increased visibility and traffic which are more than likely going to mean more sales.

Estimated Timeline?

SEO is not magic! It's the proper implementation of some techniques which allow a website to get good Organic Results. So, for proper SEO implementation we will need 3/6 months and if you want to continue we will provide our services.

Opptech is a well reputed organization and it takes pride in its ability to work with challenging tasks. We ensure that our dedicated team of professionals will be determined to get you optimum results. We would like to build a good business relationship through this task with your esteemed portal

****Thank you very much indeed for your time to review this proposal****