

SOCIAL MEDIA PLANS



	BRONZE	SILVER	GOLD	ALPHA
INR PER MONTH	50,000	80,000	1,00,000	1,60,000
Facebook Posts	24 per month (Incl 12 from Instagram)	32 per month (Incl 16 from Instagram)	32 per month, Excl of Instagram	36 per month, Excl of Instagram
Instagram Posts	12 per month (will vary from FB)	16 per month (will vary from FB)	24 per month	60 per month
Twitter Tweets	22 per month	30 per month	40 per month	120 per month
Cover Page (Facebook)	2 per year	3 per year	4 per year	6 per year
Cover Page (Twitter)	2 per year	3 per year	4 per year	6 per year
Google Analytics	Bi-annual report	Quarterly report	Every 2 months	Monthly
Performance Reports	Bi-annual report	Quarterly report	Every 2 months	Monthly
YouTube Ads	As per budget	As per budget	As per budget	As per budget
Facebook Ads	As per budget	As per budget	As per budget	As per budget
Instagram Ads	As per budget	As per budget	As per budget	As per budget
Twitter Ads	As per budget	As per budget	As per budget	As per budget
Influencer Marketing	As per budget	As per budget	As per budget	As per budget
Product Review Generation	As per budget	As per budget	As per budget	As per budget
Emailers	Nil	1 per month	2 per month	3 per month
Customer Trend Reports	Bi-annual report	Quarterly report	Every 2 months	Monthly