

Introduction

Greetings of the day,

On behalf of the entire team here at MMIO Technologies , I want to thank you for the opportunity to earn your business as your provider of digital marketing services. There are thousands of companies offering these services that you could have chosen, and yet here we are, with an opportunity to earn your business. I cannot understate how much we appreciate being able to put this proposal in front of you today.

Pay Per Click, or PPC as it is known in the industry, can be a vital tool for businesses to maximize their potential customer base. If you think about your own internet usage, imagine how often you find yourself in front of search results, whether on Google, Yahoo, or another platform. By combining proper keywords that reflect what your company offers, we can put you in the most visible position on any search results page.

Our mission to stand out doesn't stop with our internal goals. After all, our clients' satisfaction is what keeps our doors open, and helping you stand out is the best way to make sure you're completely satisfied. We're committed to helping your brand stand out in a crowded market, against a sea of hungry competitors.

To make things simple for you, this proposal doubles as an executable contract. We've included all necessary terms of agreement at the end, and your signature turns it into a binding project, allowing us to move forward with your project immediately.



Pankaj Singh Kushwaha

MMIO Technologies

How it Works

PPC is pretty straightforward, and maybe you're already familiar with the basics, but let me give you a clear example of what we do.

Your company sells , and you have countless competitors in this field. If we bid on the words , your ad can pop up in the top position in search results, or perhaps a few positions from the top but still highly visible. The point is, people can find your company without even initially searching for it.

Now, let's say someone clicks on your ad. Sure, you will be charged a fee for each click, but when you compare that figure to the potential sale of your products, it's easy to see the return on investment.

For example, if the ad costs ₹15 for a click and that click results in a ₹100 purchase on your website, you're still netting a huge gain even factoring in our management fee.

Now that you can see the value of PPC investment, here's how we'll build your successful campaign.

Campaign Building and Management

We will start by analyzing your business and researching your industry. Based on the findings, we will pick perfect keywords and organize them in strong campaigns and ad groups. The next step is setting up PPC landing pages for conversions optimization. The main benefit of a well-researched PPC campaign is that, believe it or not, the more relevant and intelligent you make it, the less search engines like Google charge for your ad clicks. If users like your ads, you've won big time.

This is why we believe our PPC creation is not just valuable, it is essential.

One of the secrets to keywords success is maintaining a steady flow of search terms and adapting to patterns. Here's an example of how we will manage your PPC campaign:

1. **Staying current:** Why pay for something that doesn't work for your company? We know the answer, and that's why we constantly monitor the effectiveness of your keywords to maximize results.
2. **Covering all the bases:** Not all keywords are created equal, so in some cases the most popular terms and words won't get you too far. That's why we will develop a set of less frequent long-tail keywords to keep you competitive.
3. **Ongoing process:** Once you start a PPC campaign, it should constantly adapt to changes in the search environment. We will make sure to stick to relevant best practices regarding search results.
4. **Clearing clutter:** If something isn't working, it goes in the trash bin and we analyze why the keywords did not work out. Thus, you get an idea of what is effective and is not.

Target Channels

There are different advertising platforms for PPC campaigns, and we want you to know where your business will appear in search results.

We will be focusing our full attention to the following platforms because they offer the most reach and value for each lead converted.

The platforms we are going to target to help you improve your conversions are:

Google Ads	Facebook
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Over the course of the campaign, we will be shifting our focus to other platforms and strategies to maximise conversions.

Your Requirements

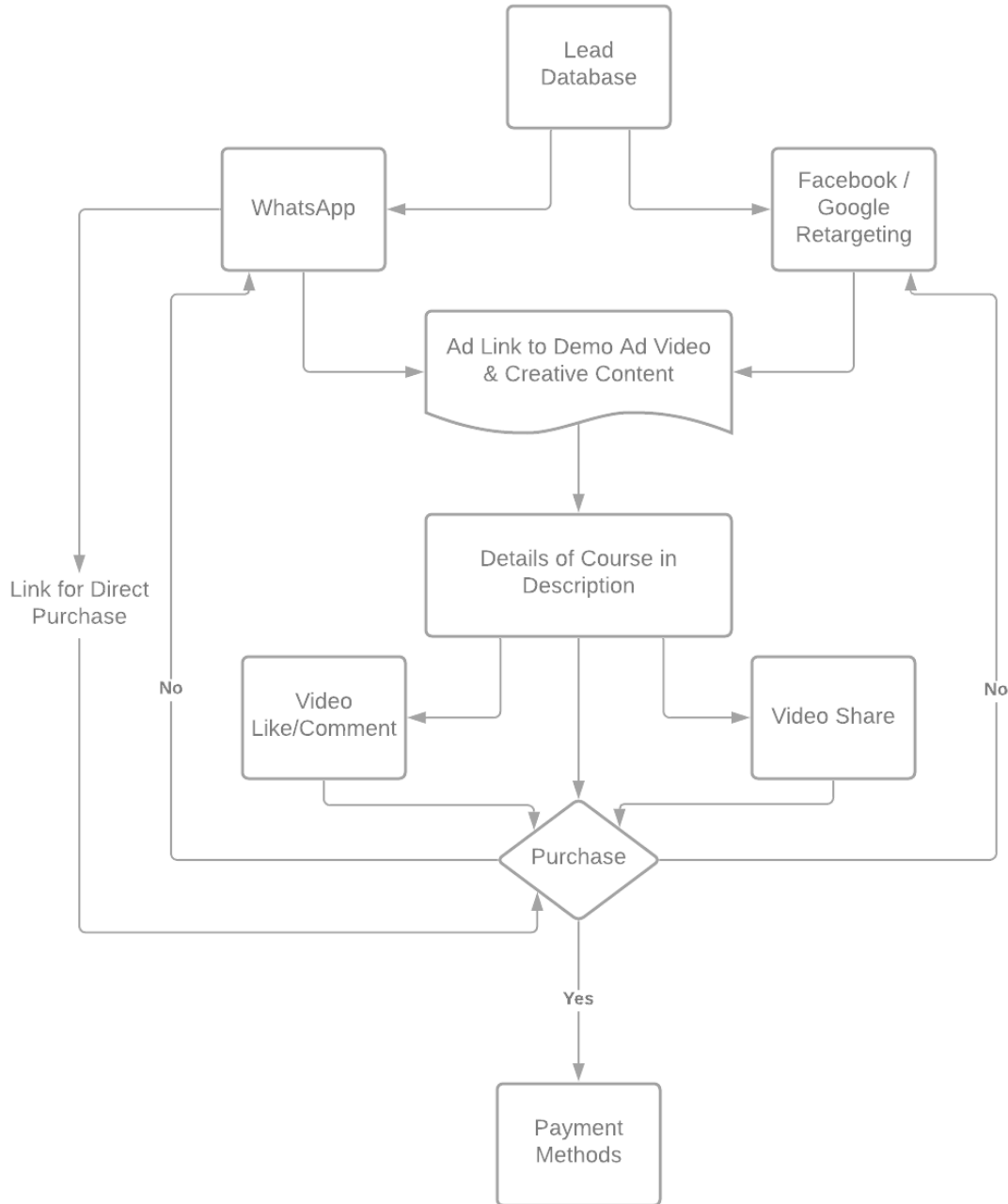
Based on our discussion, here are the services we think will fit your needs.

1. Google Ads
2. Facebook Ads
3. WhatsApp Marketing
4. Bulk SMS Marketing
5. Google My Business Optimisation

I have explained in detail how we will be using these services in our funnel with a target to improve your conversions.

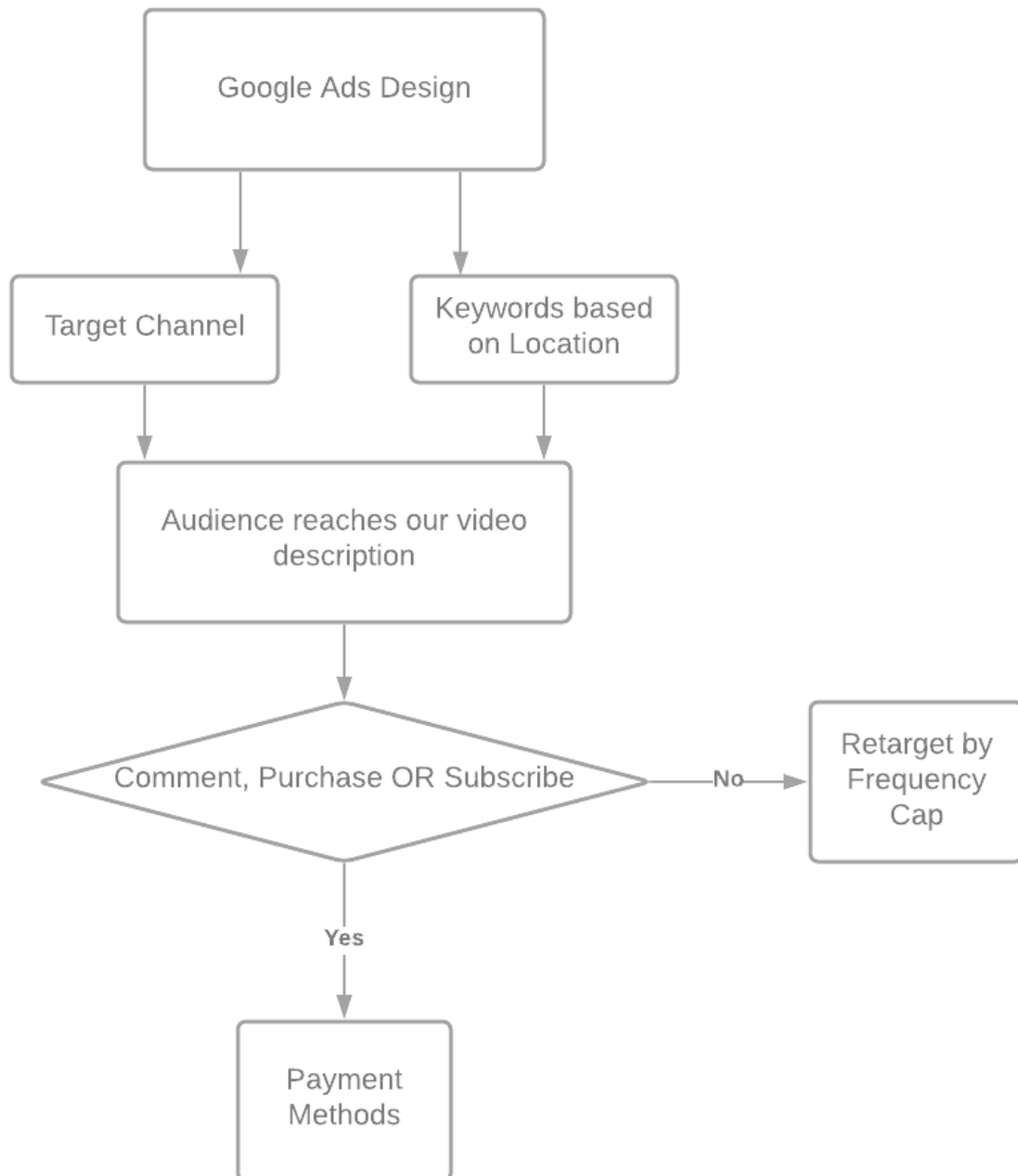
Lead Database Conversions

There are a variety of ways we can use the student database you have, one strategy is explained below.



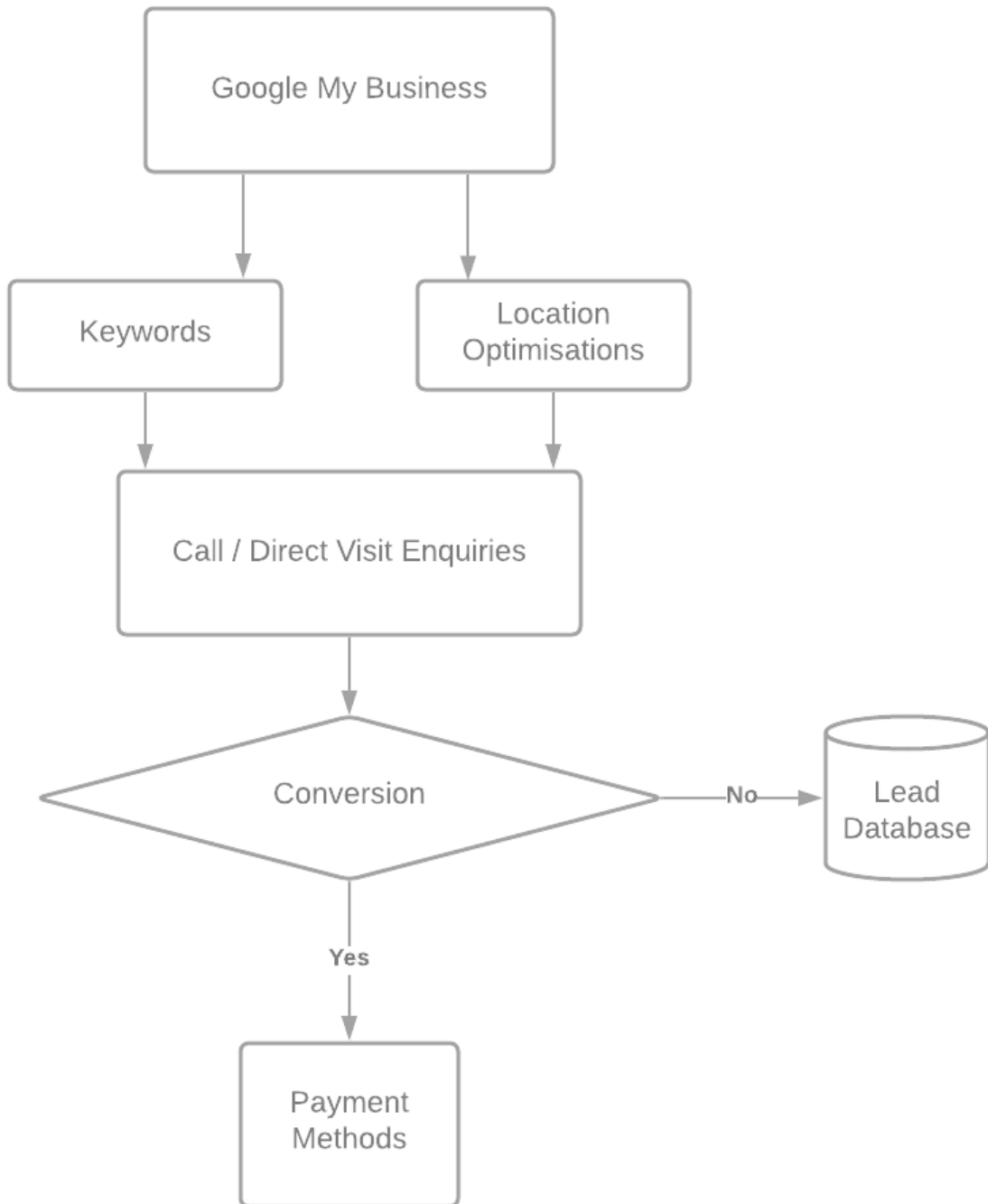
Channel Hijacking

As discussed, we can also target to hijack the audience of your competitors in order to sway and convert more of your free viewers into paid customers.



Google My Business Optimisation

We will be optimising your Google Listing regularly, to make sure that you continue to get regular calls and enquiries about your business.



Pricing

We have mentioned the costs for ad spends of running above mentioned campaigns using our services, as per your suggested budget of ₹20,000.

NAME OF SERVICE	AMOUNT	FREQUENCY	SUBTOTAL
Google Ad Spend	₹3,000	Per Month	₹3,000
Facebook Ad Spend	₹3,000	Per Month	₹3,000
Bulk WhatsApp Messages	₹1,000	Per Month	₹1,000
Bulk SMS Registration	₹500	One Time	₹500
Bulk SMS	₹0.20	Per SMS	-
Google My Business	₹5,000	Per Month	₹5,000
Google (YouTube) Ads	₹8,000	Per Month	₹8,000
		Total	₹20,500

Note: Apart from the above mentioned costs, which will be spent completely towards your marketing campaigns, MMIO Technologies will charge you **₹10,000 Per Month**, towards ads, campaign management, marketing and technical consultancy.

Pricing and Agreement

The management costs included the following deliverables from our end:

- Audience Analysis
- Buying Intent Keyword Targeting
- Ad creative ideas
- Ad management
- Ad copywriting
- Sales funnel management & design
- Lead tracking
- Conversion reports
- Website design and optimization (separately charged - as per requirement)

This is the ideal flow of how we will be transferring interest-based traffic on your website, dramatically increasing the chances of increasing conversion rates on your website, either in the form of sales or in the form of leads.

Terms of Agreement

Authorisation

Lilha Education Center is engaging MMIO Technologies, as an independent contractor for the specific project outlined below:

- Lilha Education Center - Digital Advertising Management

Payment

Fees to MMIO Technologies are due in accordance with the above listed pricing table.

- Recurring amount to be paid monthly before the 5th of each month.

Assignment of Project

MMIO Technologies reserves the right to assign subcontractors to this project to ensure the right fit for the job as well as on-time completion.

Legal & License

MMIO Technologies warrants that the functionality contained in this project will meet Lilha Education Center's requirements and that the operation will be reasonably error-free.

The entire risk as to the quality and performance of the project is with Lilha Education Center. In no event will MMIO Technologies be liable to Lilha Education Center or any third party for any damages, including any lost profits, lost savings, or other incidental, consequential or special damages arising out of the operation of or inability to operate the website, even if Lilha Education Center has been advised of the possibility of such damages. MMIO Technologies also, doesn't guarantee an improvement in SERP ranking.

If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

Sole Agreement

The agreement contained in this contract constitutes the sole agreement between MMIO Technologies and Lilha Education Center regarding this project. Any additional work not specified in this contract must be authorized by a written change order.

Acceptance

Lilha Education Center Acceptance:

Mr. Ajay Lilha

Date -

MMIO Technologies Acceptance:

Mukul Kumar Yadav
MMIO Technologies

Date -