



Digital Growth Plan for Growing Businesses

Comprehensive 360° Marketing Retainer

AGENCY	PLAN	YEAR	VALID FOR
Monk Karma	Digital Growth	2026	30 Days

SERVICES INCLUDED

A complete digital presence solution - from Google Business Profile and social media growth to video content, paid ads, WhatsApp promotion, SEO and monthly reporting. Built for local businesses that want stronger visibility, trust and inquiries.

01 Google Business Profile
Optimization, posts, review management & local SEO presence

02 Facebook Marketing
Page management, content calendar & audience engagement

03 Instagram Marketing
Reels, stories, highlights, hashtag strategy & content planning

04 YouTube Marketing
Channel management, video uploads, SEO descriptions & thumbnails

05 Google & Facebook Ads
Campaign setup, targeting, A/B testing & performance optimization

06 Video Shoot (10-12 Videos)
Professional on-location shoot - rooms, amenities, food & ambiance

07 WhatsApp Bulk Messaging
Promotional messages, offers and seasonal campaigns to business database

08 WhatsApp Channel
Official channel setup, growth strategy & content planning

09 Monthly Reporting
Detailed analytics report - reach, leads, ad performance & next steps

10 SEO for Social Media
Profile keyword optimization, bio tuning & discoverability enhancement





Monthly Work Structure

Deliverables, execution timeline and content direction

MONTHLY DELIVERABLES AT A GLANCE

10-12

Professional videos shot on location

30+

Social media posts across all platforms

7+

Active ad campaigns running monthly

2x

WhatsApp campaigns to business database

1

Detailed monthly analytics report

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Ongoing support & strategy calls

EXECUTION TIMELINE

Week 1

Account audits • Profile setup • Strategy finalization

Week 2

Video shoot • Content calendar creation • SEO optimization

Week 3

Ad campaigns go live • WhatsApp message campaign #1 • Posting begins

Week 4

Performance review • Monthly report • Next month planning

CONTENT FOCUS

Brand Awareness

Trust-building content, business highlights and customer-focused messaging

Lead & Inquiry Growth

Campaigns designed for calls, messages, bookings and walk-in inquiries

Content & Engagement

Reels, shorts, posts, stories and platform-wise creative planning

Local Visibility

Google search presence, review building and location-based promotion





Time & Price Options

Monthly plan and 6-month advance payment benefit

PRICE OPTIONS

MONTHLY PLAN

₹25,000

per month

Best for regular monthly payment. Complete digital marketing service continues month-to-month.

Regular 6 month value: ₹1,50,000

6 MONTH ADVANCE PLAN

₹1,10,000

one-time payment for 6 months

Same complete monthly plan for 6 months with one-time advance payment and approx. Rs 40,000 saving.

Effective cost: approx. ₹18,333/month

6 Month Advance Benefit: Pay ₹1,10,000 once and save approx. ₹40,000 compared to monthly payment.

Recommended for better consistency, stable campaign learning and long-term local branding impact.

WHAT IS INCLUDED IN BOTH PLANS

Complete Scope

All 10 services included without reducing deliverables.

10-12 Videos / Month

Regular video content for reels, shorts and promotions.

7+ Campaigns

Active ad campaigns across Google and Facebook monthly.

Monthly Report

Clear reporting with reach, lead, ad and growth summary.

TERMS & CONDITIONS

1 Payment

Monthly payable in advance. 6-month advance is Rs 1,10,000 one-time.

2 Ad Budget

Google/Facebook ad spend is separate and paid by the business.

3 Video Shoot

Business will provide location access and coordination for shoot.

4 Access Required

Admin access to Google Business Profile, social pages and Meta Business Manager needed.

5 Approvals

Business should review and approve content within 24 hours to maintain schedule.

6 Extra Work

Website work, influencer promotion, extra shoot or outstation travel charged separately.

Recommended Offer: 6 Month Advance Plan - Rs 1,10,000

Best value for consistent growth with approx. Rs 40,000 saving.

