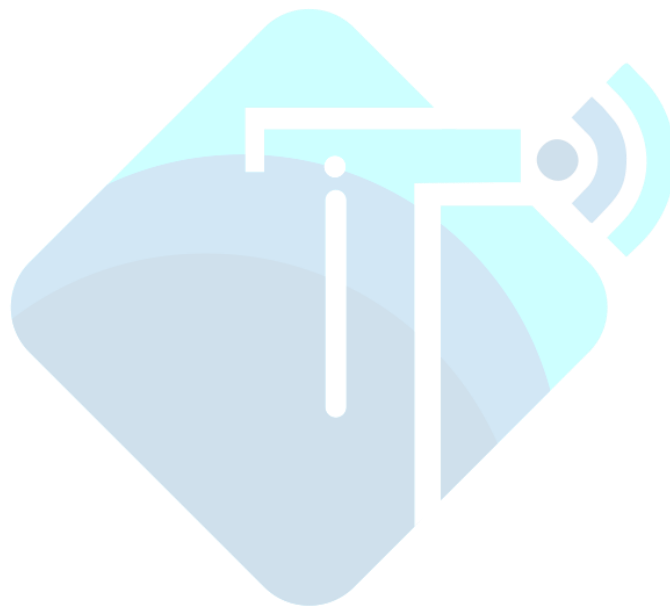


Social Media Optimization Plan

SMO (Social Media Optimization) is used to spread information and awareness via sharing of links, posts, tags, etc. on the Social Networking Sites. **SEO (Search Engine Optimization)** takes a longer time to show results. Whereas SMO is quicker and concrete in terms of results. SEO does not connect you to your potential customers but SMO is customer friendly.

SERVICE TYPE	BRONZE	SILVER	GOLD	PLATINUM	DIAMOND
COST IN (₹) PER MONTH	₹3,500	₹7,000	₹10,000	₹13,000	₹15000
Facebook Page Creation	Any One	Any Two	Any Three	Any Four	All Five
Instagram Page Creation					
Twitter Page Creation					
LinkedIn Page Creation					
Pinterest Page Creation					
Services Includes					
Creation of Social Media Platform	YES	YES	YES	YES	YES
Business & Profile Evaluation	NO	YES	YES	YES	YES
Creative Business & Social Post	10	15	20	25	30
Facebook & Instagram Stories	10	15	20	25	30
Cover Photo Design	YES	YES	YES	YES	YES
Unique Content Creation	YES	YES	YES	YES	YES
Hashtag Optimizations	YES	YES	YES	YES	YES
Contests & Creations	YES	YES	YES	YES	YES
Scheduling & Publishing	YES	YES	YES	YES	YES
Social Media Page Content Calendar	YES	YES	YES	YES	YES
Social Media Page Optimization	YES	YES	YES	YES	YES
Paid Advertisements					
Facebook Ads	NO	Any One	Any Two	Any Three	All Four
Instagram Ads	NO				
Twitter Ads	NO				
LinkedIn Ads	NO				
Advertisement Sets	NO	1	2	3	5
Advertisement Sets Copies	NO	1 ads/add set	2 ads/add set	3 ads/add set	5 ads/add set
Remarketing Advertisement	NO	YES	YES	YES	YES
Target Customer (Geographic)	NO	YES	YES	YES	YES
Bid Managements	NO	YES	YES	YES	YES
Monitoring & Optimization	NO	YES	YES	YES	YES
Tracking	NO	YES	YES	YES	YES
YouTube Video Optimization					
YouTube Channel Creation	NO	NO	YES	YES	YES
Submission Of Video on all Social Platforms	NO	NO	2	3	5
Posting Video with relevant keywords	NO	NO	2	3	5

Google Search Listing					
Brand Name Google Search	NO	NO	YES	YES	YES
Submission of Location & Verification	NO	NO	YES	YES	YES
Creative Business & Social Post	NO	NO	20	25	30



ISAVGO TECHNOLOGIES

Simple by System

**** in paid advertisement section, we will do all type of ad set-up in your social media accounts for paid advertising & give you best result regarding your products and funding for running ads will be paid by customers only.**