



Revised Proposal: Sankar Foundation - Website Revamp & Integrated Marketing (With 15% Discount)

This document presents a revised proposal from WebHeavenStudio to the Sankar Foundation for a website revamp and integrated marketing strategy. This revised proposal includes a 15% discount on the original pricing, achieved through adjustments to certain non-core features, while maintaining a strong focus on delivering impactful results. The proposal outlines the scope of work, deliverables, pricing, and terms and conditions for a six-month engagement.

Section 1: Introduction

At WebHeavenStudio, we recognize the critical role a strong digital presence plays for organizations dedicated to making a difference. We are enthusiastic about the opportunity to collaborate with the Sankar Foundation to revitalize your website and implement an integrated marketing strategy designed to drive tangible results.

This document presents a revised version of our initial proposal, now featuring a 15% discount on the overall cost. This adjustment has been made while carefully refining certain non-essential features to align with the revised budget. The following sections detail the updated deliverables, scope of work, and pricing structure.

Section 2: One-Time Setup Activities

Website Development & Setup

- Development of a modern, responsive website [up to 12 pages]
- Domain Setup, Hosting & SSL [HTTPS] Configuration
- Navigation Structure Finalization [up to 20 pages]
- UI/UX Design tailored to your brand
- Content Integration [factual content to be provided by the client]
- Development and Coding [HTML, CSS, JS, responsive frameworks]
- Testing & Quality Assurance [QA]
- Final Deployment and Go-Live

Core Functionalities:

- Contact Form Integration
- Sticky Enquiry Buttons
- Social Media Integration
- Heatmap Setup [Microsoft Clarity]
- WhatsApp Automation [Basic Setup]
- Chatflow Setup & WhatsApp Outbound Messaging
- Tools Integration [GA4, GTM, Meta Pixel]
- Mobile-first Optimization
- SEO-friendly URLs, Headings, and Metadata

Section 3: Performance Marketing Activities

Lead Generation + Awareness Campaigns

- **Platforms:** Google [Search, Display, YouTube], Meta [Instagram, Facebook], Taboola

What We Will Do:

- Define Campaign Objectives
- Setup Ad Accounts & Pages
- Research and segment target audience
- Build audience combinations & funnel strategy (TOFU, MOFU, BOFU)
- Allocate budgets strategically based on KPIs
- Execute campaign types:
 - Search Ads
 - Display Ads
 - Conversion Campaigns
 - Video Ads [Skippable, Non-skippable, Bumper]
 - Lead Form Campaigns
- Hygiene Check for Tracking Setup [GA4, GTM, Microsoft Clarity]
- Weekly Campaign Optimization

Section 4: Social Media Marketing

- **Platforms:** Facebook, Instagram, Google My Business

Monthly Activities:

- Social Media Calendar Planning
- 8–10 Static Posts
- 3–4 Motion Graphic Videos [30–40 seconds]
- 2 Human-led Videos [produced in-house]
- 15 Creative Adaptations for varied formats [Stories, Feeds, Reels]

Section 5: WhatsApp Automation

- Setup of official WhatsApp Business API
- Automated Follow-ups for Leads
- Meeting & Consultation Reminders
- Google Sheets Integration for real-time updates
- Basic automation setup [advanced AI chat not included]

Section 6: Website Maintenance

Included Monthly [Up to 6 Hours]:

- Monthly Website Backup

- Content Updates, Edits, or Deletion
- Malware Protection
- Critical Issue Resolution

Section 7: SEO & Content Marketing

- **On-Page Optimization**
- Technical SEO Fixes
- Local SEO Setup (GMB Optimization)
- Keyword Targeting (Up to 10 Primary Keywords)
- Directory Listings
- 5 Blogs + 3 Forum Submissions Monthly
- Tracking through GA4, GTM, Webmaster Tools
- Keyword Expansion after 3rd Month (Post-review)
- Monthly Reporting (Growth, Traffic, Leads, KPIs)

Section 8: Reporting & KPIs

KPIs We Monitor:

- Brand Reach
- Brand Awareness
- Traffic, Clicks & Calls
- Conversions
- Lead Quality

Reports Included:

- Monthly Summary Report
- Platform vs Source vs Lead Stage Breakdown
- Spend Analysis per Channel

Section 9: Revised Pricing

Component	Original Price	Discounted Price (15%)
One-Time Deliverables	INR 1,05,000 + GST	INR 89,250 + GST
Monthly Retainer	INR 75,000 + GST	INR 63,750 + GST

- **Total Retained Duration:** 6 Months
- **Total Savings for Client:** INR 39,750 + GST over 6 months

Section 10: Terms & Conditions

- Term of engagement is 6 months, post which a review will be conducted.
- 50% advance required for one-time deliverables.
- Monthly retainer is billed in advance.
- Two-month notice period applicable for termination.
- Third-party charges (tools, hosting, influencers) are extra and to be borne by the client.
- Scope is limited to listed deliverables; additional requirements will be chargeable.

Section 11: Closing Note

We are confident that this revised proposal continues to offer exceptional value for the Sankar Foundation's objectives. While certain features have been adjusted to accommodate the revised pricing, our commitment to quality, performance, and achieving impactful results remains unwavering.

We eagerly anticipate your approval and the commencement of this exciting partnership.

Warm regards,

Team WebHeavenStudio

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