

Proposal for Sankar Foundation: Website Revamp & Integrated Marketing

This proposal outlines a revised scope of work, deliverables, and commercial terms for the website revamp and integrated marketing plan for Sankar Foundation, taking into account a 5% discount. WebHeavenStudio is committed to delivering a professional engagement plan that will enhance the online presence and lead generation outcomes for Sankar Foundation, while adjusting the scope to align with the revised budget.

1. One-Time Setup Activities

Revised Pricing (After 5% Discount)

- Original Cost: INR 1,05,000/- + GST
- **Discounted Cost: INR 99,750/- + GST**

Deliverables (Reduced Scope to Match Discount)

- Website development up to 10 pages (previously 12)
- Domain setup, hosting, and SSL (HTTPS) Configuration
- Navigation structure finalization (up to 15 sitemap items instead of 20)
- UI Design
- Content development (client to provide factual details)
- Development, Testing & QA
- Deployment

Website Functionalities

- Contact Form Integration
- Heatmap Installation
- Social Media Integration
- Sticky Enquiry Buttons (Removed)
- Mobile-first responsiveness & speed optimization
- Optimized HTML, CSS, and JavaScript
- SEO-friendly headings, metadata, and URLs
- All tools: GA4, Google Tag Manager, Meta Pixel
- WhatsApp Chatflow Outbound (Removed)
- Setting up official WhatsApp Business account

2. Monthly Retainer Services

Revised Monthly Fee (After 5% Discount)

- Original Fee: INR 75,000/- + GST
- **Discounted Fee: INR 71,250/- + GST**

A. Performance Marketing for Lead Generation

- Platforms: Google (Search, Display, YouTube), Meta (Facebook & Instagram), Taboola
- Target audience segmentation & persona building
- Placement research & strategy

- Communication funnel with 2 Layers only (TOFU & MOFU) ! (Bottom Funnel Removed)
- Campaign types:
 - Search, Display, Video Ads ✓
 - Removed: Feed-Based Ads, Bumper Ads, Swipe-Ups
- Budget Optimization & Campaign KPIs ✓
- Setup of ad accounts, analytics tools, and hygiene check ✓

B. Social Media Marketing (SMM)

- Monthly communication calendar ✓
- Creative Deliverables:
 - 8 Static Posts [was 10-12]
 - 3 Motion Graphic Videos (30-40 secs) [was 5-6]
 - 1-2 Human-Led Videos [was 3-4]
 - Removed: 15 Adaptations for Platform Placements

C. WhatsApp Automation

- Lead nurturing automation ✓
- Consultation reminders via WhatsApp ✓
- Integration with Google Sheets ✓
- Removed: Full chatflow and lead stage-specific automations

D. Website Maintenance (8 Hours/Month)

- Monthly site backups ✓
- Content additions, edits, deletions ✓
- Malware protection & vulnerability patching ✓
- Critical issue resolution ✓

E. SEO & Content Marketing (10-12 Keywords)

- On-page & off-page SEO ✓
- Technical SEO, Local SEO, GMB Optimization ✓
- Keyword Research & Directory Listings ✓
- Reduced: 4 Blog Posts/Month [was 7]
- Reduced: 3 Forum Submissions/Month [was 5]
- Keyword additions after 3 months instead of 2 months

F. Reporting & Analytics

- Tools Setup: GA4, Tag Manager, Heatmaps ✓
- KPI-Based Reporting:
 - Weekly & Monthly MIS Reports ✓
 - Platform vs Source vs Lead Stage ✓
 - Spend Analysis ✓
- Metrics: Brand Reach, Awareness, Traffic, Calls ✓

Estimated Cost Summary (After 5% Discount)

Service	Original Amount	Discounted (5%)
One-Time Setup	₹1,05,000	₹99,750
Monthly Retainer (for 6 months)	₹75,000/month	₹71,250/month

✓ **Total Client Savings:** ₹5,250 on setup + ₹22,500 over 6 months = ₹27,750

Terms & Conditions

- Agreement duration: 6 months (renewal subject to review)
- Invoicing:
 - One-time setup: 50% advance
 - Monthly retainers: advance payment at the start of each month
- Scope: Any activity not mentioned is out of scope
- All third-party tools, subscriptions, and platform charges are client's responsibility
- Two months' written notice required for termination by either party
- Influencer collaborations/spends are not included in this scope