



Proposal: Website Revamp & Integrated Marketing for Sankar Foundation

This proposal outlines WebHeavenStudio's plan to revamp the Sankar Foundation's website and implement an integrated marketing strategy. Our approach focuses on creating a user-friendly, modern website optimized for lead generation and brand awareness. We will leverage performance marketing, social media marketing, WhatsApp automation, SEO, and content marketing to drive traffic, engage audiences, and ultimately support the Foundation's mission. This document details the specific activities, deliverables, and associated costs.

◆ One-Time Setup Activities

These activities are designed to establish a strong online foundation for the Sankar Foundation.

01 Website Development (Up to 10 Pages)

- **Domain Setup & Hosting and SSL (HTTPS) Configuration:** We will ensure a secure and reliable online presence by setting up the domain, hosting, and SSL certificate.
- **Navigation Structure Finalisation (Up to 15 Pages):** We will create a clear and intuitive navigation structure to guide users through the website.
- **UI Design:** We will develop a visually appealing and user-friendly interface that reflects the Sankar Foundation's brand.
- **Content Development:** We will develop engaging and informative content for the website pages, using factual details provided by the client.
- **Development:** We will build the website using the latest web technologies and best practices.
- **Testing & Quality Assurance:** We will thoroughly test the website to ensure it is functioning correctly and meets quality standards.
- **Deployment:** We will deploy the website to the live server.

Functionalities:

- **Contact Form Integration:** We will integrate a contact form to allow users to easily reach out to the Sankar Foundation.
- **Social Media Integrations:** We will integrate social media feeds and sharing buttons to promote the Foundation's social media presence.
- **Sticky Enquiry Buttons for Higher User Engagement:** We will implement sticky enquiry buttons to encourage users to contact the Foundation.
- **Mobile-First Responsiveness and Speed Optimization:** We will ensure the website is fully responsive and optimized for mobile devices, providing a seamless user experience across all devices.
- **Optimized HTML, CSS, and JavaScript:** We will optimize the website's code for performance and SEO.
- **SEO-Friendly Headings, Metadata, and URLs:** We will optimize the website's structure and content for search engines.
- **All Tools (GA4, Google Tag Manager, Pixel) Integration:** We will integrate Google Analytics 4 (GA4), Google Tag Manager (GTM), and Facebook Pixel for comprehensive tracking and analytics.
- **WhatsApp Automation Setup:** We will set up WhatsApp automation to streamline communication and lead nurturing.

- Setting up an official WhatsApp account
- Chatflow & Outbound

◆ Monthly Lead Gen Activities

These activities are designed to generate leads, increase brand awareness, and drive engagement for the Sankar Foundation.

01 Performance Marketing for Lead Generation + Brand Awareness + Engagement (Google Ads: Search, Display, Demand Gen, YouTube | Meta Ads: Instagram, Facebook)

- **Creating Target Audience Profiles & Segmentation:** We will define and segment target audiences based on demographics, interests, and behaviors.
- **Researching & Segmenting Placements:** We will identify and segment relevant placements for ads across different platforms.
- **Creating Audience Combinations:** We will create custom audience combinations to target specific user segments.
- **Budget Allocation Strategy:** We will develop a budget allocation strategy to maximize ROI across different platforms and campaigns.
- **Defining Lead Generation Communication Funnel (2 Layers Only):** We will define a two-layer lead generation communication funnel to guide users through the conversion process.
- **Setup of Ad Accounts and Pages:** We will set up and optimize ad accounts and pages on Google Ads and Meta Ads.
- **Complete Hygiene Check (GA4, Microsoft Clarity, GTM):** We will conduct a thorough hygiene check to ensure proper tracking and data collection.
- **Objective-Based Campaigns Across Networks (Search, Display, Traffic, Conversion, Stories, Lead Form-Based, etc.):** We will create and manage objective-based campaigns across different networks to achieve specific goals.
- **Campaign Optimization & KPI-Based Adjustments:** We will continuously monitor and optimize campaigns based on key performance indicators (KPIs).

02 Social Media Marketing (Facebook, Instagram & Google My Business)

- **Monthly Calendar Planning:** We will develop a monthly social media calendar to ensure consistent and engaging content.
- **Creative & Content:**
 - 8-10 postings/month
 - 8 Static Posts
 - 3-4 Motion Graphic Videos
 - 2 Human-Led Shoot Videos
- **10 adaptations for cross-platform use**

03 WhatsApp Automation

- **Lead nurturing & follow-ups:** We will automate lead nurturing and follow-up messages to engage potential donors and volunteers.
- **Automated messages based on lead stages:** We will create automated messages based on different lead stages to provide relevant information and support.
- **Meeting/consultation reminders:** We will send automated reminders for meetings and consultations to improve attendance rates.
- **Integration with Google Sheets:** We will integrate WhatsApp automation with Google Sheets to track and manage leads.

04 Website Maintenance (Up to 6 hours/month)

- **Monthly Website Backups:** We will perform monthly website backups to ensure data security.
- **Content Updates/Editions or Deletions:** We will update, edit, or delete content on the website as needed.
- **Malware Protection:** We will implement malware protection measures to safeguard the website from security threats.

- **Critical Issue Resolution:** We will provide timely resolution of critical website issues.

05 Search Engine Optimization & Content Marketing (10–12 Keywords)

- **On-page Optimization:** We will optimize website content and structure for search engines.
- **Off-page Optimization:** We will build high-quality backlinks to improve website authority.
- **Technical SEO Recommendations:** We will provide technical SEO recommendations to improve website crawlability and indexability.
- **Local SEO:** We will optimize the website for local search queries.
- **Complete GMB Optimisation:** We will optimize the Google My Business profile to improve local visibility.
- **Keyword Research:** We will conduct keyword research to identify relevant search terms.
- **Directory Listings:** We will list the website in relevant online directories.
- **Monthly Content:**
 - 5 Blog submissions
 - 5 Forum submissions
- **After 3 months, 3 new keywords will be added**

06 Tracking & Reporting

- **Tracking Setup (GA4, GTM, etc.):** We will set up comprehensive tracking using Google Analytics 4 (GA4) and Google Tag Manager (GTM).
- **Monthly Growth Reports:** We will provide monthly reports on key performance indicators (KPIs).
- **KPIs for:**
 - Brand Reach
 - Awareness
 - Traffic & Calls
- **MIS Reporting:**
 - Weekly/Monthly Reports
 - Platform Vs Source Vs Lead Stage
 - Spend Analysis per platform



Estimated Cost of Engagement

Component	Original Cost	Revised Cost (10% Off)
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One-Time Deliverables	₹1,05,000/- + GST	₹94,500/- + GST
Monthly Retainer	₹75,000/- + GST	₹67,500/- + GST

Note: All third-party integrations, hosting, and domain charges are separate and not included in the agency fee. Influencer spends are also not included.

Terms & Conditions

1. The term of this agreement is for **6 months**, post which a review and renewal can take place.
2. Invoicing Mode is **Advance Payment for retainers**; 50% advance is mandatory for one-time deliverables.
3. Any activity not mentioned in the scope is considered **out of scope**.
4. Any third-party payments are to be **borne by the client**.
5. All third-party **subscriptions, tools, and service charges** are client’s responsibility.
6. A **two-month notice** is mandatory for both parties for termination or revision of the agreement.