



(A division of AHA IntuNet Private Limited)

Proposal: aha/Madhav Group/Apr/01

Date: 12 May 2015

To,
M/s. Madhav Group
Madhav House, Plot No.4,
Near panchratna Building, Subhanpura,
Vadodara, Gujarat – 390 023

Kind Attn: Mr. Amit Khurana ~ Managing Director

Proposal: Digital Marketing Plan

The Plan:

- To redevelop & optimise Website of Madhav Group from a simple HTML Website to CMS site
- Digital Marketing of Madhav Group, to engage with direct and indirect stakeholders

Website Redevelopment	
Content Updates	<ul style="list-style-type: none">• Building CMS:• Content creation, editing, updating, archiving and deletion throughout the site.• Management of user groups and permissions:• Upload of Videos, text-rss news, images and pages to correct sections.)• Creation and archiving of data
Testing	<ul style="list-style-type: none">• Cross-browser and platform compatibility.• Text based navigation.• Appropriate color contrast for readability• Resizable fonts and correct character encoding• Print-friendly versions.• Fast loading, light pages• Creation and delivery of newsletter (html or text) to any or all groups of site users
Quality Checks	<ul style="list-style-type: none">• Beta testing• Debugging• Site Maps• Social Shares• Quality Compliance
Analytics and Basic Optimisation	<ul style="list-style-type: none">• Google Analytics Integration• Web Pages optimization for search engines (Onsite SEO);• Metatags for all pages (Offline SEO)• Key Word Analysis and site navigation / interlinking• Search Engine Friendly URLs

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development centre: AHA, kris apartments, village road, bhandup (w), mumbai - 400 078

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Engagement Model: Project
Commercials : Rs. 71,250/- (Rupees Seventy One Thousand Two Hundred and Fifty Only) – Project Fee

One Time Website Redevelopment Cost Structure

	Proposed Man hours	Total man hours per function	Cost per hour per function	Chargeable cost
Senior Management		4	2000	8,000.00
Chief Creative Officer	2			
Business Head	2			
Account Management		20	600	12,000.00
Account Manager	20			
Creative		15	750	11,250.00
Art Director	5			
Copy	5			
DTP	5			
Technical		50	800	40,000.00
Web Designer	20			
Web Programmer	30			
Total Cost				71,250.00

Digital Marketing	
Advertisements	Communication Solutions - Concept and Creative and media planning for: <ul style="list-style-type: none">Digital Ads
Digital Activation	Owned: <ul style="list-style-type: none">Website subscriptions / RSS FeedsSearch Engine OptimisationSocial BookmarkingMailer communications to database

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	<p>Earned: Leveraging Social Media: (Content & Creative's)</p> <ul style="list-style-type: none"> • Facebook • Google+ • Twitter • LinkedIn • YouTube • Wikipedia
	<p>Paid:</p> <ul style="list-style-type: none"> • Search Marketing <ul style="list-style-type: none"> ○ Keywords ○ Contextual ○ Display • Social Media Ads • Ad Networks
	<p>Videos: (costs to be estimated)</p> <ul style="list-style-type: none"> • CEO speaking about company and sector, investment tips
	<p>Blogs (The blogs will be updated on website, it can range on various topics as mentioned in PPT)</p>
<p>Engagement Model: Fixed Retainer + Variable</p>	
<p>aha!'s responsibilities</p> <ul style="list-style-type: none"> ➤ aha! inspired to be Digital Marketing partner for Madhav Group ➤ aha! inspired to be the marketing partner for Madhav Group ➤ aha! inspired to represent Madhav Group for all external agencies as their internal resource ➤ Monthly plans to be presented with weekly reviews: Monthly / Fortnightly meetings on a pre-defined day for marketing planning and activation. ➤ aha! inspired to increase brand equity and awareness among online for Madhav Group ➤ aha! inspired to be brand custodian for Madhav Group online. ➤ aha! inspired to prepare Digital Media strategy and execution for Madhav Group. ➤ Concept and Design of all creative as per the details above 	
<p>Commercials :</p> <p>Fixed: Rs. 54,500/- per month (Rupees Fifty Four Thousand Five Hundred only) retainer fee subject to revision after 1 year</p> <p>Variable</p> <ul style="list-style-type: none"> • 8% Agency Commission on all digital media spends to be estimated separately; Quote based media AOR for any other media releases • Articles on Wikipedia to be cost separately @ approx. Rs. 10,600/- (Rupees Ten Thousand Six Hundred only) per article 	

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Monthly Resource Cost Structure:

	Proposed Man hours	Total man hours per function	Cost per hour per function	Chargeable cost
Senior Management		4	2000	8,000.00
Chief Creative Officer	2			
Business Head	2			
Account Management		20	600	12,000.00
Account Manager	20			
Creative		26	750	19,500.00
Art Director	6			
Copy	10			
DTP	10			
Technical		20	750	15,000.00
Web Designer	8			
Web Programmer	6			
Total Cost				54,500.00

Note:

- All out of pocket expenses like outstation travel, etc, would be estimated in advance and billed at actual
- Media spends to be estimated separately. 8% agency commission for all media spends.
- **Payment Schedule: At the beginning of each month**
- Service Tax to be charged extra on invoice amount.
- Copyright free images to be used in website and for Digital Media. Any other cost to be incurred to be estimated in advance.

For **aha! inspired**

Prasad Panicker

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