

DIGITAL MARKETING

be found. be heard. be effective.



Proposal Created by

**Vikram Jhanji - Director
ALTERNATE CHANNEL**

Prepared for

Corporate Business Units, North



Introduction



The purpose of this digital marketing proposal is to give you a bit of information about Alternate Channel and the various digital marketing services we offer, along with information and pricing for a custom digital marketing solution based on your needs.

Based on our previous discussion, I feel like we are a good fit for one another. I've spoken with my team, and they're excited to get to work helping you reach your marketing goals.

At the end of this document, you'll find a pricing table that includes the services we've discussed previously. If after reviewing our full list of services you feel like the items in the pricing table don't fit your needs appropriately, just send me a text and I'll make any necessary changes.

Once you're happy with the plan and prices for your custom digital marketing solution, go ahead and sign at the bottom of this proposal and we'll move forward from there!



About us

Alternate Channel is a full-service digital marketing agency based in Chandigarh.

In today's digital business world, you need a partner who can help you take advantage of marketing opportunities across a variety of channels in Realtime.

Alternate Channel combines a data-driven approach with knowledge gained from years in digital marketing to deliver outstanding results to our clients.



Our Services

Alternate Channel is an end-to-end provider of digital marketing services. Whether you're looking for a turnkey managed strategy, an independent audit, or services specific to a short-term campaign, our experience and approach are sure to prove to be a valuable asset.

Our in-house services include:

- Web Design & Development
- Social Media
- Search Engine Optimization
- Pay-Per-Click
- Digital Content & Video



Our Services

WEB DESIGN & DEVELOPMENT



Your website is the centre of your digital presence. It's one of the few places on the internet where you can deliver your brand's message free of distortion or distraction.

Alternate Channel 's web development services are perfect for brands at any stage.

Our web development team can help you build your brand's website from the ground up.

We specialize in building websites that tell a unique brand story while meeting the expectations of today's most discerning consumers.

If your website is already built but isn't performing to expectations, we can perform a detailed audit and work with you to improve site architecture, design, and responsiveness.



Our Services

SOCIAL MEDIA MARKETING



Social Media has changed how brands communicate with their audiences forever.

Whether your business is a B2B or B2C brand, social media is a powerful way to build brand awareness, build a positive image, and drive lead generation. We specialize in strategic social media campaigns that focus on building and protecting a positive brand image, creating loyalty among fans, and driving new leads for your business.

Our full suite of social media services includes:

- Social Strategy Development
- Social Media Consulting
- Social Media Advertising
- Community Engagement

Our Services

SEARCH ENGINE OPTIMIZATION



Billions of web browsing sessions begin with a search query every day. With more than a billion websites competing for the top spot in search results, it can be difficult to drive traffic to your site from search engines.

At Alternate Channel, we specialize in an innovative approach to SEO that uses white-hat tactics to put your website at the top of your target audience's searches.

Our SEO services include:

- Keyword Research
- Technical SEO
- Full SEO Audits
- SEO Consulting

Our data driven approach ensures that you understand the true ROI of your social media efforts, and our team works tirelessly to improve the return on your investment in social media.



Our Services

PAY-PER-CLICK CAMPAIGNS



More than 60% of website traffic starts with a search engine query.

Pay-Per-Click (PPC) puts your brand at the top of search results for queries relevant to your brand and audience. This valuable advertising real estate can provide an immediate source of targeted traffic to your website, driving conversions and contributing to revenue growth.

Our PPC services include:

- PPC Strategy Development
- PPC Research
- Campaign Setup
- Turnkey PPC Campaigns
- PPC Optimization

At Alternate Channel, we have extensive experience leveraging PPC to drive growth for our clients. Our approach to PPC is data-driven, which allows us to deploy campaigns that focus on efficiency and constant improvement.



Our Services

DIGITAL CONTENT & VIDEO PRODUCTION



Content is the king of today's marketing environment. The most successful brands in the world have developed detailed content strategies that help them inspire, entertain, and educate their target audiences.

At Alternate Channel, we specialize in helping our clients plan, produce, and promote content that drives audience engagement and conversions.

Our full suite of content services includes:

- Digital Content Strategy
- Content Production
- Video Production
- Graphic Design
- Multi-language Content
- Influential Marketing

Whether you're producing blog posts, images, or videos, Alternate Channel can be trusted to support your content marketing efforts.



ALTERNATE CHANNEL

Your Digital Marketing Partner



If you have any questions or comments, feel free to get write back to us, we would love to address all your quires.

Once we are notified, I'll reach out to schedule a kick-off call so that we can get things started.

You can connect me @ c- 98146 20902 | m- info.alternatechannel@gmail.com



Go Digital
Grow
Business