

SCOPE OF WORK AND COSTS

SERVICE	BASIC	ADVANCED	PREMIUM
Fees Range per month (in INR) - Actual Fee's may change depending on the brief and final scope of work	75,000	1,25,000	2,00,000
GETTING STARTED			
PR Strategy & Roadmap		Basic	Comprehensive
Identify key messages		Yes	Yes
Website & Social media Audit		Yes	Yes
Operational & Execution Plan		Yes	Yes
TEAM			
Account Manager		Shared resource	Yes
Account Executive	Yes	Yes	Yes
Content Writer	Shared resource	Shared resource	Yes
SEO Executive		Shared resource	Yes
Graphic designer		Shared creative resource	Yes
STRATEGY MEETING			
Meeting with operations team	Meeting with Executive Level team	Meeting with Executive Level team	2 per month
Strategy meeting with senior management		1 per month	1 per month
Review Meetings		1 per quarter	1 per month
CRISIS PLANNING			
Crisis Audit		1 per year	2 per year
Crisis Preparedness Plan	1		1 per year
Crisis Training & Management	On Separate costs	On Separate costs	On Separate costs
DIGITAL PR (ONLINE & OFFLINE COVERAGE)			
Press Release		1 per month	2 per month
Interviews	1	1 per month	2 per month
Contributory article		1 in six months	1 per quarter
WEBSITE			
Website creation		Yes (Template site with upto 5 pages)	Yes (Template site with upto 10 pages)
Monthly maintenance		Yes	Yes
Content updates			Yes
New pages			Yes
Minor design changes			Yes
Website content	To be provided by client	Included upto 2500 words. Extra chargeable at INR 10 per word	Included upto 5000 words. Extra chargeable at INR 10 per word
Edited Photographs/Graphics for the website		Yes	Yes
CONTENT MARKETING			
Blog management	As per additional costs identified as per Scope of Work	Chargeable at INR 10 per word	2 blog posts per month (upto 500 words each)
Guest blogging		1 per quarter	2 per quarter
SOCIAL MEDIA MARKETING			
Social Media set up		Yes	Yes
Social media management (Posting & Updates, replying to comments)		2 posts per week	4 posts per week
Social listening		Yes (Monitoring of Brand mentions & upto 3 keywords)	Yes (Monitoring of Brand mentions upto 3 keywords)
Content for Social Media Posts		Yes	Yes
Graphic Designing (Static)		8 per month	16 per month
Gifs		1 per month	2 per month
Infographics			1 per month
Video			1 per month
Social media Campaigns ideation & execution			1 per month
SEARCH ENGINE OPTIMISATION			
SEO audit		Yes	Yes
One time On-page SEO		Yes	Yes
One time website submission		Yes	Yes
Off-page SEO (Bookmarking + Article submission + Directory submission)			Yes
REPORTS			
Monthly analytics, ranking & traffic report		Yes	Yes
Monthly analytics, ranking & traffic report			Yes
Quarterly Review report			Yes
GLOBAL PR			
Planning & Execution through Mavcomm's GCA members	As per costs identified based on Scope of Work	As per costs identified based on Scope of Work	As per costs identified based on Scope of Work
MEDIA BUYING FOR ADVERTORIALS			
Advertorial Planning	As per costs identified based on Scope of Work	As per costs identified based on Scope of Work	As per costs identified based on Scope of Work