



**Hello,  
Greetings of the day!**

Thank you for choosing ITS Myservices! For over 3 years, we've delivered reliable IT and digital marketing solutions tailored to your goals. Our expert team is ready to create a custom strategy to grow your business with professional web, SEO, and marketing support.

## **Social Media Marketing, Services.**

### **◆ Beginner Package**

- Perfect for startups and small businesses building their presence.
- 3 Posts per Week (including 2 Reels)(M,W,F)
- 2-3 Stories per Week
- 1-2 Videos Weekly
- Engaging Captions(Humanizer)
- Hashtag Strategy
- Content Calendar (with schedule)
- Consistent Posting
- Total Post = 12, Reels = 08, Videos = 03

### **◆ Intermediate Package**

- For growing brands aiming for consistent engagement.
- 5 Posts per Week (including 3 Reels)
- 3-4 Stories per Week
- 2-3 Videos Weekly
- Visual Mood Board
- Creative Captions
- Hashtag Strategy
- Content Calendar (with schedule)
- Consistent Posting
- Ads Management (Ad spend not included)
- Total Post = 20, Reels = 08, Videos = 03

### **⚠ Terms & Conditions**

- Mention service will continue for atleast 3 Months.
- Only 1 ad campaign is managed per month in each package.
- Once payment is made, it is non-refundable under any circumstances.
- Maximum 2 design options for a single post.
- Reels content/perspective must be shared by the client.
- Post confirmation required at least 1 hour before publishing.
- 50% advance payment with PO on company letterhead.
- Paid ads charges are to be paid by the client.
- The agency uses best practices but does not guarantee specific leads, followers, or sales.
- Social Media Optimization (SMO) services will be executed Monday to Friday only.

**Let's connect and take your brand to the next level.**

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## **Website Designing & Development Proposal Services.**

### **◆ Static Website Development**

- Upto 4 -5 Pages Designing
- Free contact form
- Free Training for CMS
- Free WhatsApp Chat Integration
- Free live location setup
- Free Social Media Intregation
- Write 600 Words, developed by AI
- SEO Friendly Pages
- Responsive For All Devices
- Storage on Dedicated server
- Delivery within 3 Working Days

### **◆ Dynamic Website Development**

- 15 Pages Designing
- Free Contact Form
- Free Training for CMS
- Free WhatsApp Chat Integration
- Free enquiry form
- Free live location setup
- Free Social Media Intregation
- Free Live Chat Integration
- Write 600 Words 10 Content
- SEO Friendly Pages
- Customize interface Mobile & Desktop + (Both)
- Responsive For All Devices
- Project Delivery 6 Working Days

### **◆ ECOMMERCE Website Development**

- Custom Designs for Internal Pages
- Dynamic Admin Panel
- User Panel
- SEO Friendly Design
- Online Payment Integration



- Booking Confirmation Email Setup
- Dynamic Blog Integration
- Responsive Design (Recommended)
- Content Management Panel
- Inquiry Form
- Free Training for CMS
- Responsive For All Devices
- Project Delivery 7 Working Days
- Up to 2 Contact Form
- Social Media Integration
- Google Map Integration
- Live Chat Integration

### ◆ Free Tools & Add-ons We Include

- WhatsApp Chat Integration – Real-time messaging from the website
- Inquiry Form – To capture leads and customer queries instantly
- Newsletter Subscription – For future email marketing
- Google Business Map Integration – Show your business location easily
- Engagement Games/Quizzes (Optional) – For visitor interaction and longer retention
- Social Media Icons & Share Buttons
- Basic Speed & SEO Optimization Tools

### ⚠ Terms & Conditions

- Client must provide one ID proof, domain name, address, contact number as well as text, images, product images, product description before the project go live.
- Project schedule depends on timely client communication.
- verbal communication will not accepted related to the services.
- Once payment is made, it is non-refundable under any circumstances.
- Includes up to 3 revisions; extras may incur charges.
- Client owns the final website, content, and design after approval.
- Hosting & Domain: Not included unless part of a plan; client may use their own.
- Post-launch updates require a separate maintenance plan.
- 50% advance payment with PO on company letterhead
- Both parties agree to keep shared business info confidential.
- We follow best practices but do not guarantee traffic, sales, or ranking unless covered under a marketing plan.

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## **Basic Website Designing & Development Proposal Services.**

### **◆ BASIC PLAN – ₹6,000 (Static Website - 1 Page)**

**Ideal for: Startups, Local Shops, Personal Portfolios**

- 1 Professionally Designed Static Page
- Mobile-Responsive Design
- Custom Layout with Branding
- Basic SEO Setup

### **◆ FREE Tools Included:**

- WhatsApp Messenger Chat Integration
- Enquiry/Contact Form
- Live Google Location Map Setup
- Social Media Integration

### **⚠ Terms & Conditions**

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## **ADVANCED Website Designing & Development Proposal Services.**

### **◆ ADVANCED PLAN – ₹14,999 (Static/Dynamic Website - Up to 10 Pages)**

**Ideal for: Growing Businesses, Local Service Providers**

- Up to 10 Static or Semi-Dynamic Pages (Home, About, Services, Contact, etc.)
- CMS Panel for Content Updates
- Responsive & SEO-Friendly Design
- Custom Components (Gallery, Testimonials, FAQs)

### **◆ FREE Tools Included:**

- WhatsApp Messenger Integration
- Enquiry Form & Contact Page Setup
- Live Google Map Integration
- Social Media Links Integration
- Blog/News Module (Optional)
- CMS Training Session

### **⚠ Terms & Conditions**

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- Project schedule depends on timely client communication.
- verbal communication will not accepted related to the services.
- Once payment is made, it is non-refundable under any circumstances.
- Includes up to 3 revisions; extras may incur charges.
- Client owns the final website, content, and design after approval.
- Hosting & Domain: Not included unless part of a plan; client may use their own.
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## **PRO Website Designing & Development Proposal Services.**

### **◆ PRO PLAN – ₹24,999 (Fully Dynamic Website - Unlimited Pages)**

**Ideal for: Agencies, E-commerce, Corporates**

- Unlimited Dynamic Pages
- Admin Dashboard to Manage Content
- High-Speed & Secure Hosting (1st Year FREE)
- Advanced SEO Configuration
- Custom Functionalities (e.g., Services, Blog, Gallery, Careers)

### **◆ FREE Tools Included:**

- WhatsApp Chat Integration
- Dynamic Enquiry & Contact Forms
- Live Google Map Setup
- Social Media Integration
- Blog, Newsletter Signup & Lead Forms
- Admin Panel Training
- FREE SSL Certificate

### **⚠ Terms & Conditions**

- Client must provide one ID proof, domain name, address, contact number as well as text, images, product images, product description before the project go live.
- Project schedule depends on timely client communication.
- verbal communication will not accepted related to the services.
- Once payment is made, it is non-refundable under any circumstances.
- Includes up to 3 revisions; extras may incur charges.
- Client owns the final website, content, and design after approval.
- Hosting & Domain: Not included unless part of a plan; client may use their own.
- Post-launch updates require a separate maintenance plan.
- 50% advance payment with PO on company letterhead
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### **Required documents List of Things We Need to Build Your Website:**

- **What You Want on the Website**  
(A rough idea of what kind of site you need and what features you want)
- **Your Business Info**  
(Name, what you do, contact details, etc.)
- **Your Logo & Brand Style**  
(Logo, colors, fonts – anything that represents your brand)
- **The Text for Your Website**  
(About your business, services, contact info, etc.)
- **Photos or Videos**  
(Images of your work, team, products, or anything you want on the site)
- **ID Proof**  
(A photo or scan of your ID card for verification and record purposes)
- **Domain & Hosting Info**  
(Details of your website name and where it's hosted – if you have it)
- **Examples You Like**  
(Some website links you like for inspiration)
- **Policies (If Needed)**  
(Privacy, terms & conditions, refund policy, etc.)
- **Social Media & SEO Stuff**  
(Your social links and any keywords you want to show up for on Google)
- **Green Signal to Start**  
(A go-ahead from you, along with payment or agreement confirmation)

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## **Lead Generation Proposal Services.**

### **◆ Lead Generation to Fuel Your Business Growth**

- Strategic Audience Targeting we identify and reach out to your ideal customers based on demographics, interests, and behaviors.
- Custom Landing Pages & Funnels high-converting pages designed to capture and nurture leads effectively.
- Paid Advertising Campaigns facebook Ads, Google Ads, and Instagram Promotions tailored for maximum reach and engagement.
- Lead Forms Integration seamless lead forms linked to your CRM, email, or WhatsApp for instant communication.
- Retargeting Campaigns reconnect with interested visitors who didn't convert the first time.
- Weekly Reporting transparent reports showing lead quantity, cost per lead (CPL), and overall campaign performance.
- WhatsApp Lead Automation instant WhatsApp message alerts for every lead generated

### **⚠ Terms & Conditions**

- Campaigns must run for a minimum of 3 month for optimal results.
- Ad spend is separate and directly payable by the client.
- Once payment is made, it is non-refundable under any circumstances.
- No guarantee on the number of leads unless KPIs are mutually agreed upon in writing.
- Client must provide necessary brand assets (logo, business profile, offers) before campaign launch.
- Up to 2 revisions allowed on campaign creatives.
- Weekly review meetings (optional) to optimize campaigns further.
- 50% advance payment with PO on company letterhead
- Both parties agree to keep shared business info confidential.
- We follow best practices but do not guarantee traffic, sales, or ranking unless covered under a marketing plan.

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## **Google Business Profile Setup & Optimization Proposal Services.**

### **◆ Google Business Profile Setup & Optimization**

- Profile Claiming & Verification we assist in creating or claiming your official Google Business Profile and verifying ownership.
- Business Information Setup adding complete, accurate details like address, phone number, website, hours, and services.
- Category & Service Listing selecting the right primary and secondary categories to help you show up for the right searches.
- Keyword-Optimized Descriptions writing professional, SEO-friendly descriptions to boost your ranking and attract local customers.
- Photo & Logo Uploads adding high-quality images, logos, and cover photos to build a strong first impression.
- Products & Services Showcase listing your products/services clearly to encourage customer inquiries and visits.
- Posts Creation (Offers, Updates, Events) regular Google Posts to keep your profile active and engaging.
- Reviews Strategy guidance on how to request, manage, and respond to customer reviews effectively.
- Insights Tracking Setup setting up metrics to monitor your views, clicks, direction requests, and engagement.

### **◆ Why Google Business Profile Optimization Matters**

- Rank higher in Local Search and Google Maps
- Build instant trust with potential customers
- Get more calls, visits, and inquiries
- Boost your online reputation
- Stay ahead of competitors in your area

### **⚠ Terms & Conditions**

- Client must provide verified business information and images for setup.
- Optimization performance may vary based on market competition and niche.
- Once payment is made, it is non-refundable under any circumstances.
- Ongoing profile maintenance (posts, review replies, updates) is available under a separate monthly plan.
- 50% advance payment with PO on company letterhead
- Both parties agree to keep shared business info confidential.
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## **Sales Funnels & Landing Pages That Convert Visitors into Customers Proposal Services.**

### **◆ Sales Funnel Services Include**

- Funnel Strategy Planning mapping out customer journeys from awareness to conversion for maximum impact.
- High-Converting Landing Pages professionally designed pages focused on one clear goal — getting users to act.
- Lead Capture Forms Integration seamless forms that feed into your CRM, email lists, or WhatsApp for immediate follow-up.
- Sales Pages & Thank You Pages full funnel setup including opt-in pages, offer pages, and thank-you confirmations.
- Copywriting & Design persuasive content and eye-catching designs that keep users engaged and motivated to buy.
- WhatsApp & Email Automation instant notifications and auto-responses to speed up your lead management process.
- A/B Testing Ready funnel structures optimized for continuous improvement based on performance data.

### **◆ Benefits of a Professional Sales Funnel**

- Generate More Leads & Sales Effortlessly
- Streamline Customer Journey for Better Conversions
- Nurture Relationships with Targeted Follow-ups
- Boost Return on Ad Spend (ROAS)
- Grow Revenue Faster with Smart Automation

### **◆ Landing Page Development Includes**

- Mobile-Responsive & Fast-Loading Design
- SEO-Friendly Structure
- Clear Call-To-Action (CTA) Placement
- Attractive Visuals & Branding
- Custom Forms and WhatsApp/CRM Integration
- Easy-to-Edit Platforms (if client needs future edits)



## **Terms & Conditions**

- Client must provide all necessary branding materials (logos, offers, service details) before development starts.
- Funnel and landing page performance depends on offer quality, audience targeting, and external factors.
- Once payment is made, it is non-refundable under any circumstances.
- Ongoing profile maintenance (posts, review replies, updates) is available under a separate monthly plan.
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## **Logo Design, Graphics, and Branding Proposal Services.**

### **◆ Our Design & Branding Services Include**

- Logo Design unique, professional, and memorable logos tailored to reflect your brand's personality and vision.
- Brand Identity Creation complete brand kits including logos, color palettes, typography, brand voice guidelines, and usage templates.
- Social Media Graphics eye-catching creatives for posts, stories, banners, and ads that engage and convert.
- Marketing Collaterals brochures, flyers, business cards, letterheads, and more — all designed to perfection.
- Website Graphics & Banners professional visuals optimized for websites, landing pages, and digital campaigns.
- Custom Illustrations bespoke artwork to give your brand a unique and premium feel.
- Rebranding Services revamp and modernize your brand for a fresh new market presence.

### **◆ Benefits of Professional Branding Matters:**

- Build Instant Recognition
- Create Trust and Credibility
- Stand Out in a Crowded Market
- Attract Your Target Audience More Effectively
- Strengthen Marketing and Sales Impact

### **◆ Our Design Process**

- Brand Consultation & Discovery
- Concept Development & Sketches
- Design Creation and Refinement
- Finalization and Delivery of Editable Files (AI, PSD, PNG, JPG)

### **⚠ Terms & Conditions**

- Final files delivered after full approval and payment.
- Once payment is made, it is non-refundable under any circumstances.
- Minor edits included; major changes or rework beyond 2 revisions may be chargeable.
- Design ownership is transferred to the client after final approval and payment.
- Both parties agree to keep shared business info confidential.
- We follow best practices but do not guarantee traffic, sales, or ranking unless covered under a marketing plan.

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