

Digital Presence, Marketing & Growth Proposal

Prepared by Orion Pulse

Executive Summary

The client provides spiritual consultation, dosha-related guidance, vastu consultation, ritual support, and assistance for individuals experiencing spiritual or paranormal concerns. To establish a credible online presence and generate qualified leads, Orion Pulse proposes a complete digital growth solution including website development, SEO, branding, social media management, and digital marketing.

Our objective is to position the client as a trusted spiritual consultant through a professional website, optimized search visibility, content strategy, social media growth, and lead-generation campaigns.

Proposed Scope of Work

1. Website Development

We will design and develop a professional business website including:

- Modern responsive website design
- Mobile, tablet, and desktop optimization
- Service pages
- About & Experience section
- Consultation booking form
- WhatsApp integration
- Contact page
- Blog section
- Basic SEO setup
- Google Analytics integration
- Hosting setup
- Domain configuration
- SSL Security
- Performance optimization
- Up to 5 design/content revisions

2. Search Engine Optimization (SEO)

- Keyword research
- Competitor analysis
- On-page SEO optimization
- Meta titles & descriptions
- Technical SEO setup
- Local SEO optimization

- Google Business Profile optimization
- Monthly SEO reporting
- Blog content recommendations

3. Social Media Management

Platforms:

- Instagram
- Facebook
- YouTube Shorts
- Google Business Profile

Services:

- Content calendar creation
- Post design
- Reel creation strategy
- Caption writing
- Hashtag research
- Audience engagement support
- Monthly performance reporting

4. Branding & Reputation Building

- Brand positioning strategy
- Visual branding consultation
- Trust-building content
- Testimonial presentation strategy
- Service presentation optimization
- Lead conversion funnel setup

5. Lead Generation & Marketing

- Organic lead generation
 - SEO-driven traffic growth
 - Social media growth campaigns
 - Consultation booking funnel
 - Landing page optimization
 - Monthly analytics reporting
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Commercial Proposal

Service	Scope Included	Fee
Website Development (One-Time)	Frontend, Backend, Responsive Design, Hosting Setup, Domain Setup, SSL, Booking Forms, Blog, WhatsApp Integration, Basic SEO Setup, Up to 5 Revisions	₹25,000
Digital Marketing Retainer (Monthly)	SEO, Social Media Management, Branding, Content Strategy, Lead Generation Support, Monthly Reporting	₹25,000 / Month
Paid Advertisement Budget	Google Ads / Meta Ads Budget	Separate after first 3 months

Project Timeline

Phase	Duration
Discovery & Content Collection	3-5 Days
Design & Development	10-15 Days
Review & Revisions	3-5 Days
Website Launch	Within 20-25 Days
Marketing & SEO Phase	Ongoing Monthly

Important Notes

- Website development fee is a one-time charge.
- Marketing services begin after website launch.
- The first three months will focus on SEO foundation, social media growth, and brand positioning.
- Paid advertising is not included in the monthly retainer and will be discussed separately after the initial three-month growth phase.
- Any additional custom features requested after approval may require separate estimation.

Total Investment

One-Time Setup

Website Development: ₹25,000

Monthly Retainer

SEO + Social Media + Branding + Marketing: ₹25,000 / Month

Advertising

Ad spend and campaign management to be discussed separately after the first 3 months based on performance and growth objectives.

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