

Social Media Management & Marketing

About, Terms & Conditions

A package has been created by combining two types of services: Social Media Management and Social Media Marketing.

Social Media Management: This service includes posting attractive, product-related graphics, video reels, stories, and festival posts on your Facebook and Instagram accounts every month. It helps keep customers informed about your product.

Social Media Marketing: Through advertising on Facebook and Instagram, you can directly reach customers or distributors, allowing you to sell your product online across villages, towns, and states. There are three types of ads you can use for selling products under Social Media Marketing:

- 1) **Send Message:** This ad allows you to have direct WhatsApp conversations with customers and distributors.
- 2) **Order Now/Shop Now:** This ad directs customers to your website, where they can directly purchase the product.
- 3) **Lead Generation:** Through this ad, you can collect customer and distributor information—such as name, phone number, email, and address—to contact them and sell your product.

Important Information:

- We will need your business logo, high-quality product images, contact details, WhatsApp number, and website information.
- To run ads and manage posts, you'll need to make us an admin on your Facebook page and Instagram account.
- After seeing the ads, when a customer contacts you, it is your responsibility to engage with them and sell the product.
- You should know the class, gender, age, and region where your product is most likely to sell.
- Estimated reach, message conversations, website clicks, and lead generation depend on the target audience size (industry, age, locations, gender) and your budget.
- Before starting the campaign, you will be asked to confirm that the graphic/video/content/title and other details are accurate.
- All updates will be provided via email, which will serve as a record.
- There is no refund policy. Sales depend on customer demand and product quality.
- The budget for these packages will be **split 50-50**, where 50% will be spent on graphics, reels, video feeds, and Meta ads, while the remaining 50% will be our fee for designing and managing the campaigns.

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Classic Packages

Packages 1-2-3 are designed for businesses aiming to connect with **customers** and **distributors** or **drive product sales** across **villages**, **small** and **big cities**, and even **entire states**. They provide targeted solutions to help you reach diverse audiences effectively, build trust in rural, urban, and regional markets, and showcase your products in a way that appeals directly to the unique preferences of each area.

Package 1 – 26,000 ₹

Platform	Facebook & Instagram
Graphic Post (product + Festival)	22 posts/month
Video Reels (motion graphic)	8 reels/month
Story (graphic and motion graphic)	7 stories/month
Special Offer Product Post (graphic)	On festivals or occasions
Festival wishing videos (motion graphic)	Major festivals and national holidays
Languages	Hindi, English & Hinglish
Type of Ads	Product sale & Lead generation
Buttons for product sale Ads	WhatsApp message or order now
Ads for a business awareness	Profile visit and page like & follow
Facebook Cover	Yes

- **30-Day Sales Ad:** Ad will run for 30 days to promote the sales of a product or multiple products.
- **Business Awareness Ads:** To increase reach on Facebook and Instagram, business awareness ads will run 10 times a month.
- **Customer Interaction:** During product sale ads, customers can contact you via message or directly purchase from the website, depending on the Ad button you choose.
- **Lead Generation Ads:** Lead generation ads will run 6 times per month.
- **Regional Targeting:** Ads will run only in the region you select.
- **Social Media Posts:** Each month includes 22 graphic posts (featuring both product and festival), 8 motion graphic reels (4 with voice-over; 4 without voice-over), and 7 graphic stories (6 graphic; 3 motion graphic) will be shared on Facebook and Instagram.
- **Special Offer Posts:** Graphic posts for product special offers will be uploaded on festivals or special occasions.
- **Festival wishing videos** will be posted on every major festival and national day.
- **Additional Digital Materials:** You will receive 1 Facebook cover page (updateable), and a 3-page digital catalog (updateable).
- **15-Second Video Ad:** A 15-second video ad will be provided, which will run 6 times per month for product promotion.

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Package 2 – 30,000 ₹

Platform	Facebook & Instagram
Graphic Post (product + Festival)	26 posts/month
Video Reels (motion graphic)	9 reels/month
Story (graphic and motion graphic)	8 stories/month
Special Offer Product Post (graphic)	On festivals or occasions
Festival wishing videos (motion graphic)	Major festivals and national holidays
Languages	Hindi, English & Hinglish
Type of Ads	Product sale & Lead generation
Buttons for product sale Ads	WhatsApp message or order now
Ads for a business awareness	Profile visit and page like & follow
Facebook Cover	Yes

- **30-Day Sales Ad:** Ad will run for 30 days to promote the sales of a product or multiple products.
- **Business Awareness Ads:** To increase reach on Facebook and Instagram, business awareness ads will run 12 times a month.
- **Customer Interaction:** During product sale ads, customers can contact you via message or directly purchase from the website, depending on the Ad button you choose.
- **Lead Generation Ads:** Lead generation ads will run 8 times per month.
- **Regional Targeting:** Ads will run only in the region you select.
- **Social Media Posts:** Each month includes 26 graphic posts (featuring both product and festival), 9 motion graphic reels (4 with voice-over; 5 without voice-over), and 8 graphic stories (6 graphic; 2 motion graphic) will be shared on Facebook and Instagram.
- **Special Offer Posts:** Graphic posts for product special offers will be uploaded and boosted during festivals or on special days.
- **Festival wishing videos** with a human voiceover will be posted on every major festival and national day.
- **Additional Digital Materials:** You will receive 1 Facebook cover page (updateable), and a 3-page digital catalog (updateable).
- **15-Second Video Ad:** A 15-second video ad will be provided, which will run 7 times per month for product promotion.
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Package 3 – 34,000 ₹

Platform	Facebook & Instagram
Graphic Post (product + Festival)	30 posts/month
Video Reels (motion graphic)	10 reels/month
Story (graphic and motion graphic)	9 stories/month
Special Offer Product Post (graphic)	On festivals or occasions
Festival wishing videos (motion graphic)	Major festivals and national holidays
Languages	Hindi, English & Hinglish
Type of Ads	Product sale & Lead generation
Buttons for product sale Ads	WhatsApp message or order now
Ads for a business awareness	Profile visit and page like & follow
Facebook Cover	Yes

- **30-Day Sales Ad:** Ad will run for 30 days to promote the sales of a product or multiple products.
- **Business Awareness Ads:** To increase reach on Facebook and Instagram, business awareness ads will run 14 times a month.
- **Customer Interaction:** During product sale ads, customers can contact you via message or directly purchase from the website, depending on the Ad button you choose.
- **Lead Generation Ads:** Lead generation ads will run 10 times per month.
- **Regional Targeting:** Ads will run only in the region you select.
- **Social Media Posts:** Each month includes 30 graphic posts (featuring both product and festival), 10 motion graphic reels (5 with voice-over; 5 without voice-over), and 9 graphic stories (6 graphic; 3 motion graphic) will be shared on Facebook and Instagram.
- **Special Offer Posts:** Graphic posts for product special offers will be uploaded and boosted during festivals or on special days.
- **Festival wishing videos** with a human voiceover will be posted on every major festival and national day.
- **Additional Digital Materials:** You will receive 1 Facebook cover page (updateable), and a 3-page digital catalog (updateable).
- **15-Second Video Ad:** A 15-second video ad will be provided, which will run 8 times per month for product promotion.