

# CHOOSE YOUR PLAN

Flexible Marketing Plans for Every Need

## Starter

**45k pkr**  
/month

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Social Media Management  
Basic seo  
Content creation  
Copy Writing

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## Growth

**65k pkr**  
/month

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Social Media Management  
Enhanced content Creation  
Meta Ads  
Basic Website  
Basic Competitor Analysis  
Active Engagement  
Seo

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MOST POPULAR

## Premium

**120k pkr**  
/month

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Omni Channel Management  
Premium Content Engine  
Advance Performance Marketing  
Stratigic Consultation  
Professional Seo  
Professional website development and handling

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## Package 1: The Starter (Presence Builder)

### PRICE: 45K PKR / MONTH

Best for: Small businesses or startups looking to establish a clean, consistent digital footprint. This tier focuses purely on keeping their social media pages active, aesthetic, and professional without heavy ad management or complex strategies. It includes essential services such as regular content updates, basic graphic design, and community engagement. Clients can expect a steady stream of posts that reflect their brand's voice and values, helping to build a loyal online following. Additionally, this package provides insights and analytics to track growth and engagement, ensuring that businesses can make informed decisions about their online presence. Perfect for those who are just starting out and need a reliable way to maintain their social media presence with minimal hassle.

### YOU WILL GET:

- **Social Media Management:** 2 Platforms (e.g., Instagram & Facebook).
- **Content Creation:** 12 static posts or simple carousels per month (approx. 3 posts a week).
- **Copywriting: Basic** captions and relevant hashtag research.
- **Grid Aesthetics:** A cohesive visual theme matching their brand identity.
- **Basic Community Management:** Replying to comments on posts (excludes handling complex sales DMs).
- **Monthly Report:** A basic wrap-up of follower growth and engagement metrics.

## Package 2: The Growth Accelerator (The Sweet Spot)

### PRICE: 65K PKR / MONTH

Best for: Established brands looking to actively generate leads, traffic, or sales. This is where you shift from just "posting" to actively growing their business using paid advertising and dynamic video content (Reels/TikToks), which are essential for reach right now. With this package, you'll harness the power of targeted strategies to elevate your online presence. By integrating paid advertising, you'll be able to reach a wider audience, driving potential customers to your brand. The emphasis on dynamic video content, such as Reels and TikToks, ensures that your brand stays relevant and engaging, capturing the attention of your target demographic. This proactive approach not only boosts visibility but also enhances engagement, allowing you to convert interest into tangible results. Take the leap from static to dynamic, and watch your brand flourish in the digital landscape.

### YOU WILL GET:

- **Social Media Management:** 3 Platforms (e.g., Instagram, Facebook, and TikTok/LinkedIn).
- **Enhanced Content Creation:** 12-15 Static/Carousel posts.
- **4-6 Short-form videos:** (Reels/TikToks) using client-provided raw footage (edited with trending audio and captions).
- **Paid Ad Management (Meta Ads):** Setting up, monitoring, and optimizing traffic/lead generation campaigns (Client pays the ad budget separately).
- **Basic Competitor Analysis:** Monitoring what direct competitors are doing to keep the client ahead.
- **Active Engagement:** Spurring conversation, responding to basic product queries in DMs daily.
- **Performance Report:** Mid-month check-in + Detailed monthly report focusing on Ad Spend Return (ROAS), leads, or website click

## Package 3: The Ultimate Scale-Up (The 120k VIP Tier)

### PRICE: 120K PKR / MONTH


Best for: High-end brands, corporate clients, or e-commerce stores wanting an aggressive, omnichannel marketing strategy.

At 120k PKR, you are positioning yourself as their complete digital growth partner. This package includes premium video strategy, omni-channel ad management, and high-level strategy.

### YOU WILL GET:

- **Omnichannel Management:** 3-4 Platforms (Instagram, Facebook, TikTok, and Google/LinkedIn).
- **Premium Content Engine:** 16-20 Custom Graphic/Carousel posts. 8-10 High-converting Short-form Videos/Reels (includes scripting, aesthetic editing, and hooks).
- **Monthly Content Calendar delivered a week in advance for approval.**
- **Advanced Performance Marketing:** Complete Meta & TikTok/Google Ad setup (Pixel tracking, custom audiences, retargeting funnels).
- **Continuous A/B testing of ad creatives and copy to maximize ROI.**
- **Strategic Consultation:** One monthly 1-on-1 strategy call to align digital marketing with their overall business sales goals.
- **Influencer/UGC Coordination:** Vetting and managing communication with 2-3 micro-influencers per month (influencer product/fee paid by client, but you handle the hassle).
- **Comprehensive VIP Dashboard:** A dedicated reporting looker studio or document showing exact **Conversion Rates, Cost Per Lead (CPL), and revenue generated.**

## CONTACT US

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**expandova**<sup>®</sup>  
Digital

### Let's Grow Together

*Whether you're looking to generate more leads, strengthen your brand, improve your digital presence, or develop a scalable growth strategy, Expandova Digital is your trusted partner for business growth and digital success.*

*Expandova Digital*

*Business Growth • Digital Marketing • Branding • Creative Solutions*