

LUMAVOX

Social Media Marketing Packages

Dominating the Indian Market with Results Driven Solutions

Why Choose Lumavox?

In a market projected to grow at 30.2% CAGR through 2032, Lumavox stands out as the premier digital marketing partner for small and local businesses across India. Our social media marketing packages are strategically designed to deliver measurable ROI, combining industry leading expertise with transparent, results driven service.

Built on comprehensive market research and tested strategies, our three tier package system ensures businesses of every size can access professional social media marketing that drives real growth from local shops to established brands.

Package 1: GROWTH STARTER

Perfect for: Local businesses, startups, and small enterprises ready to establish a professional social media presence

Investment: ₹25,000/month

Strategic positioning above commodity pricing (₹10-15K) while delivering premium value typically found at ₹40-50K packages.

Core Services Included:

- ✓ 3 Platform Management: Instagram, Facebook + 1 platform of choice (LinkedIn/YouTube)
- ✓ 12 Professional Posts per Month across all platforms (mix of static, carousel, and Reels)
- ✓ Content Strategy & Planning: Custom monthly content calendar aligned with business goals
- ✓ Professional Graphic Design: Custom branded visuals using Canva Pro/Adobe Suite
- ✓ Copywriting & Hashtag Research: SEO optimized captions with strategic hashtag sets
- ✓ Community Management: Daily monitoring and response to comments/messages.
- ✓ Monthly Performance Report: Key metrics with actionable insights for growth
- ✓ Google Business Profile Optimization: One time GBP audit and enhancement

Competitive Advantages:

- Higher post frequency than standard ₹20-30K packages (typically 4-8 posts)
- Includes Reels/short form video content (usually starts at ₹40K+ tier)
- GBP optimization included (typically charged separately at ₹5-8K)
- Daily community management vs. basic engagement in competitor packages

Expected Outcomes (60-90 days):

- 15-25% follower growth
- 3-5% average engagement rate
- 20-30% increase in profile visits and website clicks
- Established brand voice and content consistency

Package 2: MARKET LEADER

Perfect for: Growing businesses, established local brands, and funded startups seeking aggressive growth and market dominance

Investment: ₹65,000/month

Positioned in the high-value growth tier (₹50-80K) with services typically found in ₹1 to 1.5L enterprise packages.

Everything in GROWTH STARTER, Plus:

- ✓ 4-5 Platform Full Management: Instagram, Facebook, LinkedIn, YouTube + 1 emerging platform
- ✓ 20-25 High-Quality Posts per Month (static, Reels, carousels, Stories, YouTube Shorts)
- ✓ Professional Video Production: 4 to 6 Reels/Shorts per month with professional editing
- ✓ Paid Social Advertising Management: ₹20,000 minimum ad spend (managed separately) with campaign setup, optimization, and A/B testing
- ✓ Influencer Collaboration Coordination: 1-2 micro-influencer partnerships per quarter
- ✓ Advanced Analytics & Reporting: Bi-weekly detailed reports with competitor analysis
- ✓ Audience Targeting & Segmentation: Data driven audience personas and targeting strategies
- ✓ 24/7 Community Management: Round-the clock monitoring and crisis response
- ✓ Monthly Strategy Session: 1 hour consultation with senior strategist
- ✓ Reputation Monitoring: Online review management and response strategy

Competitive Advantages:

- Integrated paid advertising management (competitors charge 15-25% of ad spend separately)
- Professional video production included (usually ₹8 to 15K extra per video)
- Influencer collaboration coordination (typically billed separately at ₹10-20K)
- 24/7 community management vs. business hours only
- Dedicated senior strategist access

Expected Outcomes (60-90 days):

- 30-50% follower growth
- 5-8% average engagement rate
- 3-5x ROAS on paid campaigns
- 40-60% increase in website traffic from social
- 25-35 qualified leads per month (B2B) or 50-100 inquiries (B2C)

Package 3: ENTERPRISE DOMINATION

Perfect for: Established brands, regional/national businesses, and companies seeking complete social media dominance with unlimited scale

Investment: ₹1,50,000/month

Premium tier positioning (₹1.5-2L) offering services comparable to ₹3-5L agency packages with dedicated team resources.

Everything in MARKET LEADER, Plus:

- ✓ Unlimited Platform Management: All relevant social platforms + emerging channels
- ✓ Unlimited Content Creation: Daily posting across all platforms with diverse content formats
- ✓ Dedicated Account Team: Senior strategist, content manager, designer, and video editor
- ✓ Premium Video Production: 8-12 professional videos/month including long-form content
- ✓ Advanced Paid Advertising: Multi-platform campaigns with ₹50,000+ monthly ad spend management
- ✓ Influencer Relationship Management: 3-5 influencer partnerships monthly + macro-influencer negotiations
- ✓ Custom Reporting Dashboard: Real-time analytics with business intelligence integration
- ✓ Strategic Business Consultation: Quarterly in person strategy reviews with C-suite stakeholders
- ✓ Crisis Management & PR: 24/7 reputation monitoring with immediate response protocols
- ✓ Cross-Channel Integration: SEO, email marketing, and content marketing alignment
- ✓ Priority Support: Dedicated Slack/WhatsApp channel with <2 hour response time
- ✓ Competition Monitoring: Weekly competitor analysis and market intelligence reports
- ✓ Campaign Ownership: Full strategic control and intellectual property rights

Competitive Advantages:

- Dedicated 4-person team (competitors typically share resources across clients)
- Unlimited content vs. capped deliverables in other premium packages
- Quarterly C suite strategy sessions (usually annual at this tier)
- Full cross channel integration (SEO, email, content) included
- Custom dashboard with business intelligence (typically ₹50K+ additional cost)
- Macro-influencer relationship management capability

Expected Outcomes (60-90 days):

- 50-100% follower growth
- 8-12% average engagement rate
- 5-8x ROAS on paid campaigns
- 100-150% increase in website traffic from social
- 75-150 qualified leads per month (B2B) or 200-500 inquiries (B2C)
- Industry thought leadership positioning
- Viral content opportunities with 1M+ reach potential

Package Comparison at a Glance

Feature	GROWTH STARTER	MARKET LEADER
Monthly Investment	₹25,000	₹65,000
Platforms Managed	3 Platforms	4-5 Platforms
Monthly Posts	12 Posts	20-25 Posts
Video Production	Basic Reels	4-6 Pro Videos
Paid Advertising	Not Included	Full Management
Reporting	Monthly	Bi-Weekly + Dashboard

Feature	ENTERPRISE DOMINATION
Monthly Investment	₹1,50,000
Platforms Managed	All Relevant Platforms (Unlimited)
Content Creation	Unlimited Daily Posts
Video Production	8-12 Premium Videos + Long-form
Team	Dedicated 4-Person Team
Reporting & Analytics	Real-time Custom Dashboard + Weekly Reports

Why These Packages Dominate the Market

1. Strategic Pricing Psychology

- **Growth Starter at ₹25K:** Positioned above commodity tier (₹10-20K) to avoid price-shoppers while delivering ₹40-50K value—creating immediate perceived ROI
- **Market Leader at ₹65K:** Sweet spot for growing businesses—premium enough for quality perception, affordable enough for broad market appeal
- **Enterprise Domination at ₹1.5L:** Significantly below typical ₹3-5L enterprise pricing while maintaining all premium features—creates irresistible value proposition for high-budget clients

2. Service Bundling That Eliminates Competition

Each package includes services that competitors charge separately, making direct price comparison impossible:

- GBP optimization (typically ₹5-8K extra) included in Growth Starter
- Professional video production (₹8-15K per video) included in Market Leader
- Influencer coordination (₹10-20K) bundled in Market Leader and above
- Custom analytics dashboard (₹50K+ setup) included in Enterprise

3. Clear Upgrade Path = Lifetime Value

The three-tier system creates natural progression as businesses grow:

- Start with Growth Starter (₹25K) → upgrade to Market Leader (₹65K) at 3-6 months
- Market Leader clients scale to Enterprise (₹1.5L) at 6-12 months
- Average client lifetime value: 18-24 months = ₹8-18L per client

4. Results-Driven Positioning

Each package includes specific, measurable outcome targets:

- Growth percentages (15-100% follower growth across tiers)
- ROAS targets (3-8x across tiers)
- Lead generation numbers (25-150 qualified leads monthly)

This results-first approach positions Lumavox as a growth partner, not a service vendor—commanding premium pricing while reducing price objections.

5. Market Research-Backed Differentiation

Based on comprehensive analysis of 40+ agencies, these packages strategically counter common competitor weaknesses:

- Higher post frequency at lower price points

- Video content included earlier in pricing ladder
- 24/7 community management vs. business hours only
- Transparent reporting vs. opaque metrics
- Industry specialization (restaurants, healthcare, real estate) allows 20-30% premiums

Implementation & Onboarding

Our 4-Phase Launch Process

Week 1: Discovery & Strategy

- Comprehensive business audit and competitor analysis
- Audience persona development and platform selection
- Brand voice definition and content pillars establishment
- 90-day roadmap creation with measurable milestones

Week 2: Setup & Optimization

- Social media profile optimization (bios, visuals, CTAs)
- Google Business Profile enhancement (all packages)
- Content calendar development for Month 1-3
- Analytics and tracking implementation

Week 3-4: Content Creation & Launch

- First month content batch production
- Launch announcement strategy
- Community engagement protocols established
- Paid campaign setup (Market Leader & Enterprise packages)

Ongoing: Optimization & Reporting

- Weekly performance monitoring and A/B testing
- Monthly/bi weekly strategy review calls
- Continuous content optimization based on performance data
- Quarterly strategic planning sessions

Our Commitment to Your Success

The Lumavox Growth Guarantee

We're so confident in our ability to deliver results that we offer:

- **First Month Trial:** Experience our services risk free for the first month with a satisfaction guarantee.
- **90 Day Performance Review:** If we don't hit agreed-upon KPIs by day 90, we'll work for free until we do.
- **Transparent Reporting:** Full access to all analytics, no hidden metrics or black-box reporting
- **Flexible Contracts:** 3 month minimum commitment, then month to month no long term lock ins.

Contract Terms & Payment

- Initial commitment: 3 months (Growth Starter & Market Leader), 6 months (Enterprise)
- Payment: Monthly advance via bank transfer or online payment
- Ad spend (paid campaigns): Billed separately and directly to client's accounts
- Cancellation: 30 day written notice after initial commitment period
- Upgrades: Available anytime with prorated adjustment

Ready to Dominate Your Market?

Join hundreds of businesses across India who trust Lumavox to transform their social media presence into measurable business growth.

Get Started in 3 Simple Steps:

- **Step 1: Schedule Your Free Consultation**

Book a 30 minute strategy call with our team. We'll discuss your business goals, current challenges, and recommend the perfect package for your needs.

- **Step 2: Receive Your Custom Strategy**


Within 48 hours, receive a detailed proposal with your customized social media roadmap, expected outcomes, and timeline.

- **Step 3: Launch & Grow**

Once you approve, we begin onboarding immediately. Within 2 to 3 weeks, your optimized social media presence goes live and starts driving results.

Contact Lumavox Today

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Your business deserves more than just marketing it deserves momentum.

Let's build your success story together.