



SOCIALLENS

Capturing moments. Crafting brands.

Digital Marketing Proposal

BY SOCIALLENS

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About us



Unfold your Story

We're a creative team that brings together the best of digital marketing and event management to help your brand make a lasting impression. Whether it's growing your online presence, designing meaningful campaigns, or planning unforgettable events, we craft experiences that resonate with your audience.

We believe in working hand-in-hand with our clients, blending your vision with our expertise to deliver results you can see and feel.

Vision & Mission

VISION

We envision becoming a leading force in shaping how brands and individuals connect with their audiences both online and offline.

We strive to create a world where every story, big or small, finds its stage and resonates with the right people.

Through innovative digital strategies, creative campaigns and flawlessly executed events, we aim to inspire trust, foster meaningful connections and make a lasting positive impact on every brand and person we work with.

MISSION

Our mission is to empower businesses and individuals to express their vision confidently and effectively. We do this by crafting personalized strategies that blend creativity with precision delivering measurable results in the digital space and unforgettable experiences in the real world.

We commit to listening deeply, collaborating closely and executing with excellence, whether it's growing a brand's online presence, producing powerful visuals, or managing events that leave people inspired and delighted. Our goal is simple, to turn your ideas into impactful realities and to build enduring relationships based on trust, transparency and shared success.



How We Work

Your brand deserves a plan that feels personal and purposeful and that's what we promise.

- We start by understanding your goals, challenges and ideas and then we design a strategy that fits just right.
- We'll meet with you regularly either weekly or bi-weekly, whichever you prefer to plan, discuss progress and adjust strategies.
- You'll receive detailed analytics reports on the same schedule and we'll walk you through them to keep you informed and confident in the results.
- We welcome your inputs and fresh ideas at every stage, your vision is the foundation of our work and together we'll bring it to life.

Services

We help your brand grow, connect and stand out with thoughtful strategies & seamless execution. Here's how we can work with you:

Thoughtful Marketing Plans

We start with a deep dive into your goals, audience & challenges, then craft a clear, actionable strategy tailored to your vision. We also take care of the planning & communication so everything runs smoothly. You'll receive:

- Social media calendars
- Meeting schedules & notes
- Shoot schedules
- All social media posts and email drafts shared 1 week in advance for review
- Every social post will require your approval at least 2 days before posting

Social Media That Connects

We manage and grow your presence on Instagram, LinkedIn, Facebook, YouTube & Twitter.

- Creating engaging, authentic content
- Optimizing profiles to increase reach and engagement
- Leveraging our existing collaborations with trusted influencers who have strong reach and impressive follower bases to amplify your message effectively

Services

Websites That Work For You

We design and develop websites that are visually appealing, easy to navigate, and aligned with your brand identity.

- Complete website design and development
- Website optimisation for speed, security, and performance
- Search Engine Optimisation (SEO) with on-page and off-page improvements
- Keyword research and strategic implementation
- Content creation for web pages, landing pages, and blogs

Smart Advertising Campaigns

We plan and manage highly targeted ad campaigns on Meta, Google and LinkedIn.

- Fully optimized ads designed to deliver results
- Continuous monitoring and refinement to maximize your ROI

Creative Designs That Speak

We create visuals that tell your story and make your brand memorable.

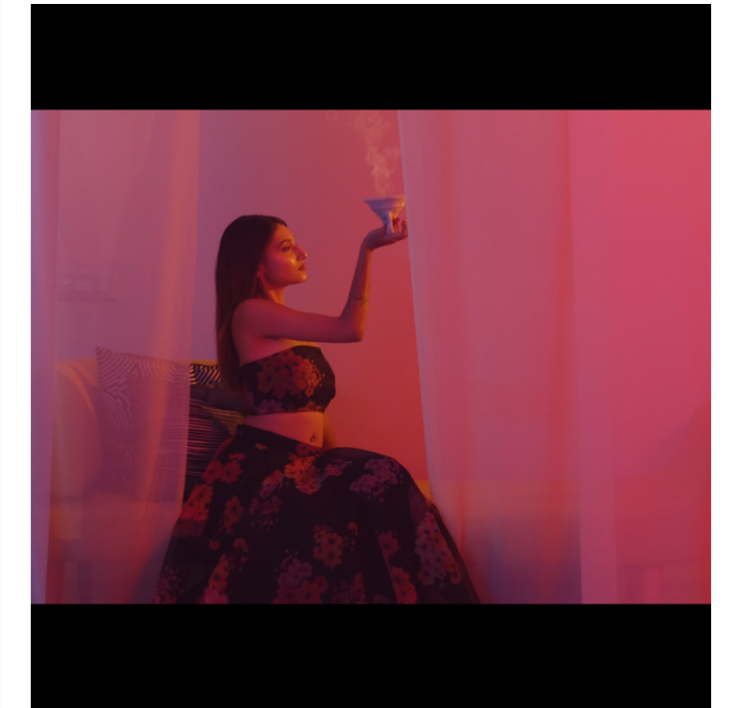
- Social media graphics, ad creatives and stories
- Brochures, presentations and marketing materials
- Designs that stay true to your brand identity and are impactful

Services

Photos and Films That Tell Your Story

We create high-quality visuals that showcase your brand, products and events in the best light.

- Product, corporate and event photo shoots
- Ad films, promotional videos and brand stories
- Reel and short-form video production for social media.
- Complete multimedia production with professional editing using industry-standard tools to ensure every image and video looks polished and impactful



Services

Events That Leave a Mark

We plan and execute events that create unforgettable experiences from idea to applause.

- Corporate events, product launches, conferences and exhibitions
- Social functions including weddings, engagements, birthdays and religious ceremonies
- Complete event management, including planning, logistics, social media promotion, photography and more

E-commerce Marketing That Sells

We help your online store attract customers and boost sales.

- Optimizing product listings and descriptions
- Running targeted ads to drive traffic and conversions
- Crafting remarketing and email strategies to keep customers coming back
- Social campaigns tailored for online shoppers

Our Founders



Baiju Goswami
Founder



Keval Pandya
Co-Founder

With a shared passion for creativity and strategy, our founders bring together strong marketing expertise, over 8 years of experience in photography & cinematography and a sharp eye for detail. They are known for their creative thinking, clear communication & strong management skills, the essential qualities for delivering impactful campaigns and well-managed events. From building insight-driven brand strategies to producing high quality visual content using tools like Adobe Photoshop, Premiere Pro, After Effects, Illustrator, and DaVinci Resolve, they help businesses grow through ideas that connect and results that matter. Backed by a team of skilled professionals across all services, they ensure every campaign and event is executed with excellence from start to finish.

Our Values

Creativity with Purpose

We believe creativity should not only inspire but also drive results. Every idea, design, or campaign we craft is rooted in strategy and aligned with your goals.

Collaboration & Respect


We see our clients as partners. We listen, respect your vision and work together to bring it to life valuing every idea and every voice along the way.

Excellence in Execution

We don't just plan; we deliver with attention to detail, professionalism and a commitment to exceed expectations in everything we do.

Integrity & Transparency

We are honest, transparent and ethical in all our dealings. We share clear timelines, realistic expectations and take full responsibility for our work.



Our Values

Innovation & Growth

We stay curious, embrace change and continually explore new trends and tools to keep your brand ahead of the curve.

Client Success First

Your success is our success. We focus on measurable outcomes and meaningful experiences that help you grow and achieve your vision.


Commitment to Quality

Whether it's a social post, a campaign, a video, or a grand event, we ensure the highest standards of quality and professionalism.

Pricing & Payments

We believe in transparency and flexibility when it comes to pricing.

- We offer customized pricing plans based on your specific goals and requirements.
- If you choose to hire an influencer on your own, their fees will be handled directly by you.
- Payments are to be made within the first week of each month. Delayed payments may result in the work being paused until the dues are cleared.
- Payments can be made via bank transfer or UPI.
- Please note that once we begin the work, payments are non-refundable.



Terms & Conditions

We value your trust and take our responsibility seriously.

- Your privacy and the confidentiality of our work together are fully protected and respected.
- All legal obligations and terms will be clearly documented and mutually agreed upon in our agreement.
- We may request your feedback throughout the project to ensure everything aligns with your vision.
- We may also request permission to display your logo and feature our work with your brand in our portfolio and on our website.

Get in touch

Every brand has its own story, and we're here to help you tell yours clearly and confidently. We value conversations that lead to meaningful work - whether it's planning a campaign, designing visuals, planning an event or capturing moments through our lens. Feel free to get in touch, we're always ready to listen and collaborate.

E-mail	contact@sociallens.digital
Website	www.sociallens.digital
Phone	8734848938 or 7984632919
Instagram	<u>@_social.lens</u>

