

Business Model and Unique Value Proposition (UVP)

Our business model is built on a subscription-based approach, designed to meet the needs of small and medium-sized enterprises (SMEs) looking to establish or expand their digital presence. We provide customized social media, design, and ad campaign services that are both affordable and scalable.

Our Unique Value Proposition lies in offering creative, data-driven social media campaigns specifically tailored to address each client's unique business goals and pain points. By providing a high-quality digital presence, we help clients attract a wider audience, enhance visibility, and compete more effectively.

Subscription Model Options

Our subscription model includes five pricing tiers to accommodate various client needs:

1. Basic Plan (NPR 10,000 - 15,000/month)

- Social Media Management: Up to 10 posts/month
 - Basic 2 animated shorts
 - Basic performance reporting
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2. Standard Plan (NPR 20,000 - 30,000/month)

- Social Media Management: 15-20 posts/month, engagement, and minimal Facebook boost
 - 2 Medium-complexity design work (banner ads, email templates)
 - Monthly performance reporting and analytics
 - Social media boosting 5\$ free boosting
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3. Premium Plan (NPR 40,000 - 60,000/month)

- Daily posts (30-40+), complete social media management with engagement and growth strategies
- Advanced design work (multi-platform branding, custom visuals)
- Advanced ad campaigns (multi-platform, targeted, with analytics)
- Comprehensive reporting, actionable insights, and monthly consultations
- Social media boosting 10\$ free boosting
- complexity design work - 4
- motion graphics - 3 basic
- multi platform campaign - yes
- monthly consultation - yes
- daily post - 30/40

4. Golden Plan (NPR 60,000 - 120,000/month)

- Includes 2 video shoots basic
- Social media boosting 20\$ free boosting
- complexity design work - 10
- motion graphics - 5 basic
- multi platform campaign - yes
- monthly consultation - yes
- daily post - 30/40

5. Diamond Plan (NPR 120,000 - 300,000/month)

- 4 basic video shoot
- Social media boosting 30\$ free boosting
- complexity design work - 20
- motion graphics - 10 basic
- monthly consultation - yes
- multi platform campaign - yes
- daily post - 30/40

Introductory Pricing for New Clients :

We are offering discounted rates for the first 3-6 months to attract SMEs:

- Basic Plan: Starting at NPR 8,000/month
- Standard Plan: NPR 15,000 - 18,000/month
- Premium Plan: NPR 30,000 - 40,000/month

***Note:** The initial payment requirement applies only during the discount period. Kindly confirm to verify if the offer is available.*

Market Research and Target Audience

We target small to medium-sized businesses (SMEs) and local brands aiming to build their online presence. We conduct surveys and interviews to understand the specific challenges these businesses face, such as the need for cost-effective digital solutions, industry-specific expertise, and timely project delivery. Competitor analysis helps us identify market gaps, such as affordability, specialized services, and faster turnaround times.

Service Offerings

1. Social Media Management

- Content creation, post-scheduling, engagement monitoring, performance analytics.

2. Design Services

- Logo design, social media graphics, ad creatives, website mockups.

3. **Ad Campaign Management**

- PPC (Pay-Per-Click) campaigns, SEO (Search Engine Optimization), ad analytics.

4. **Brand and Online Presence Development**

- Branding:

Name, logo, tagline, and brand guidelines for a consistent, professional look.

- Website:

A clean, user-friendly site showcasing services, pricing, testimonials, and case studies. A blog can be included for content marketing.

- Portfolio:

Mock projects to demonstrate our capabilities even before securing clients.

- Social Media Profiles:

Profiles on LinkedIn, Instagram, and Facebook featuring industry tips, project case studies, and success stories.

Market-Appropriate Subscription Pricing

Our pricing strategy offers affordability with transparency in service scope, monthly performance reporting, and easy upgrades or downgrades to adapt to client needs:

- Transparency: Each tier clearly defines its inclusions, so clients understand the value offered.
- Monthly Reporting: Basic reporting for lower-tier plans, advanced insights for higher tiers.

- Flexible Upgrades: Clients can easily upgrade or downgrade based on evolving business needs.

Additional Considerations:

1. Down Payment Requirement

An advance payment is required to initiate campaigns, ensuring resource allocation for optimal results.

2. Setup Fee

A one-time setup fee (NPR 5,000 - 10,000) for new accounts, including social media audits and ad account setup.

3. Customized Plans

Flexibility with add-ons or custom plans, allowing clients to choose specific services.

4. Annual Subscription Discounts

Clients receive a 10-15% discount for annual subscriptions or 7% off for six-month subscriptions.

This structured approach positions our business to offer flexible, high-value digital solutions that cater to SMEs, helping them grow their online presence and reach their target audiences effectively.