



**expedify**  
connected marketing



**ALL SERVICES  
RATE CARD**





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# Connected Marketing

A holistic, **data-driven** approach that leverages the **latest technology** to create **personalized experiences** that drive measurable performance.





Growth in 4

# STEPS

**Strategic Consulting**   **Technology Enablement**   **Experience Marketing**   **Performance Analytics**







**1000+**

Digital Projects



**300+**

Global Clients



**7+**

years in business

**1000+** Projects

**300+** Clients

**7+** Years

 <p>ITC Limited</p>	 <p>Dabur</p>	 <p>TATA</p>	 <p>genpact</p>	 <p>WWF</p>
 <p>Lilly</p>	 <p>Happilo</p>	 <p>emami</p>	 <p>MEYER</p>	 <p>Pernod Ricard</p>
 <p>Uber</p>	 <p>habanero</p>	 <p>ICICI Bank</p>	 <p>SPACE MATRIX</p>	 <p>PRO NATURE 100% ORGANIC</p>



## OUR SERVICES

### **Paid Media**

PPC or pay-per-click helps drive consumers towards the consideration phase and happens in 2 primary ways- Search Engine Marketing and Display Marketing.

### **Search Engine Optimization**

Digital marketing data and analytics help measure, benchmark, optimise and enhance digital marketing efforts by leveraging advanced data analytics and technology.

### **Website Development**

We create highly customized websites and apps that are not only intuitive and easy to use, but also convert visitors into customers.

### **Marketing Automation**

We help you manage and nurture relationships with your customers by delivering customized and personalized communication at every stage of the journey.





# Paid Media





# Paid Media RATE CARD



## KICK STARTER

**Rs. 20,000**

Period : One-Time

- ✓ All Platforms Audit
- ✓ Conversion Rate Optimization (165 Critical conversion points)



## SPEEDSTER

**Rs. 80,000**

Period : Monthly

- ✓ Includes everything in Kick Starter+
- ✓ Campaign Setup
- ✓ Advanced keyword research and selection
- ✓ Management for any 2 platforms (Google/Meta/LinkedIn/Twitter etc)
- ✓ Mobile and In-app advertising



## JETPACK

**Rs. 1,00,000**

Period : Monthly

- ✓ Includes everything in Speedster +
- ✓ Performance Content Management (8 Creative)
- ✓ Google Analytics integration & goal tracking
- ✓ Dynamic Looker Dashboard



## ROCKETSHIP

**Rs. 1,50,000**

Period : Monthly

- ✓ Includes everything in Jetpack+
- ✓ 15 Performance Creatives
- ✓ Programmatic/ Native Advertising





## Management includes

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- ✓ Market research & analysis including competition and audience analysis
- ✓ Comprehensive keyword research & recommendations
- ✓ Ad copy creation
- ✓ Ongoing optimization
- ✓ Ad copy testing
- ✓ Landing page suggestions
- ✓ Optimum utilisation of machine learning, scripts and automation features

## STEP includes

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- ✓ Full account builds from keyword research to ad copy creations and overall account structure
- ✓ Conversation tracking configuration: GTM code, Facebook, Pixel, LinkedIn Insights Tags etc
- ✓ Events & Goals setup
- ✓ Account integrations







# Search Engine Optimization





# Search Engine Optimization RATE CARD



## KICK STARTER

**Rs. 10,000**

Period : One-Time

- Keyword Research & Prioritization
- Technical Audit & Recommendation Report



## SPEEDSTER

**Rs. 50,000**

Period : Monthly

- Includes everything in Kick Starter+
- 10x Website Pages Optimization(On Page SEO)
- Competition Analysis
- Google Analytics setup w/ conversion tracking
- Technical SEO For WordPress, Shopify CMS

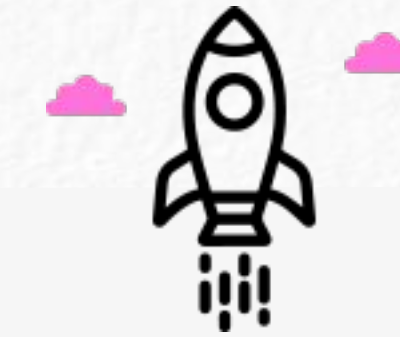


## JETPACK

**Rs. 80,000**

Period : Monthly

- Includes everything in Speedster +
- 4x Guest Posting Writing & Link
- Off-page SEO
- Website Pages Optimized (Upto 40)
- Local SEO & Google My Business Optimisation



## ROCKETSHIP

**Rs. 1,30,000**

Period : Monthly

- Includes everything in Jetpack+
- 7x Guest Posting Writing & Link
- Website Pages Optimized (Custom)





## Management includes

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- ✓ Briefing / onboarding
- ✓ Google Analytics setup & goal configuration
- ✓ Google Search Console setup
- ✓ Keyword research & recommendations
- ✓ Page title, meta description, H1 heading and on-page copy optimization suggestions
- ✓ SEO technical audit & recommendations
- ✓ Basic local SEO support - map listing optimization, geo-link acquisition
- ✓ Ongoing quality link building strategies
- ✓ Content creation for link building activities
- ✓ Comprehensive monthly report; includes ranking and traffic analysis





# Search Engine Optimization SERVICES

## Monthly Activity Includes

S. No.	Activity Details	SPEEDSTER	JETPACK	ROCKETSHIP
1	Press Release Writing & Submission			2
2	Quora Promotion		5	10
4	Social Bookmarking		20	20
5	Classified Submissions		10	15
6	Profile Creation		10	15
7	Image Submission		10	15
8	PDF Submission		8	10
1	Meta Optimization	7	7	10
2	keyword Stuffing	7	7	10
3	Image Alt Tags	7	7	10
4	Blog	3	3	5





# Marketing Automation





# Marketing Automation RATE CARD



## KICK STARTER

**Rs. 65,000**

Period : One-Time

- ✓ Platform Evaluation
- ✓ Platform Integration
- ✓ CDXP Set Up and Support



## SPEEDSTER

**Rs. 80,000**

Period : Monthly

- ✓ Includes everything in Kick Starter+
- ✓ Campaign Setup
- ✓ Multi-channel Activation (Email, SMS, Push & Whats app)
- ✓ Conversion & Revenue Tracking

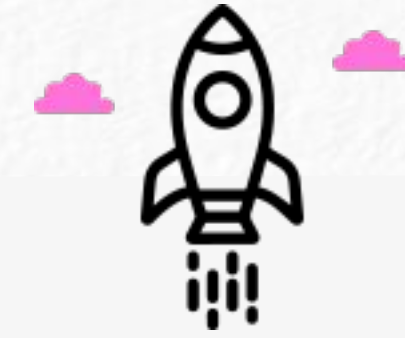


## JETPACK

**Rs. 1,00,000**

Period : Monthly

- ✓ Includes everything in Speedster +
- ✓ Web Personalization & In-App activation
- ✓ Content Creation & Design  
Email - 10  
Push - 10  
SMS -10  
Whats App - 10



## ROCKETSHIP

**Rs. 1,50,000**

Period : Monthly

- ✓ Includes everything in Jetpack+
- ✓ Data rich report & visual dashboards
- ✓ Content Creation & Design  
Email - 20  
Push - 20  
SMS -20  
Whats App - 20





# Marketing Automation SERVICES

## Management includes

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- ✓ WorkFlow creation for transitional & Promotional content
- ✓ Comprehensive research & recommendations for trends & content
- ✓ Ongoing optimization
- ✓ A/B testing for copy & designs
- ✓ Monthly report

## STEP includes

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- ✓ Conversation & Revenue tracking configuration
- ✓ Events & Goals setup
- ✓ Channel integrations





# Web Development





# Website Development RATE CARD



KICK  
STARTER

**5 Pages**

1 Home  
4 Unique Templates



SPEEDSTER

**12 Pages**

1 Home  
7 Unique Templates  
4 Adaptations



JETPACK

**25 Pages**

1 Home  
15 Unique Templates  
10 Adaptations



ROCKETSHIP

**35+ Pages**

✓ UI / UX Design

Rs. 50,000

Rs. 1,20,000

Rs. 2,50,000

✓ Wordpress | Wix

Rs. 1,50,000

Rs. 3,00,000

Rs. 4,50,000

✓ Shopify |  
WooCommerce |  
Magento

Rs. 1,50,000

Rs. 2,30,000

Rs. 5,00,000

Custom Pricing On  
Demand

✓ HTML

Rs. 2,50,000

Rs. 3,00,000

Rs. 5,50,000

✓ PHP

Rs. 2,50,000

Rs. 3,00,000

Rs. 5,50,000





# Marketplace Management





# Marketplace Management

## RATE CARD



### KICK STARTER

**Rs. 10,000**

Period : One-Time

- Keyword Research & Prioritization
- Technical Audit & Recommendation Report



### SPEEDSTER

**Rs. 50,000**

Period : Monthly

- Includes everything in Kick Starter+
- Upto 10 product pages Optimization
- Competition Analysis
- Campaign Setup & Management
- Advanced keyword harvesting



### JETPACK

**Rs. 80,000**

Period : Monthly

- Includes everything in Speedster +
- Product Listing upto 5 Products
- Create Brand page / storefront
- Customizable dashboard



### ROCKETSHIP

**Rs. 1,30,000**

Period : Monthly

- Includes everything in Jetpack
- Management for any 2 platforms
- Brand health monitoring
- Competition monitoring

**\*Separate one time cost applicable for Product listing, A+ Content i.e. 15000 per listing.**

**\*Any media spends to be over and above the recurring cost**





## Includes

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- ✓ Search terms and keyword optimization
- ✓ Media planning and buying for performance
- ✓ Keyword optimization
- ✓ Bid optimization
- ✓ Deals & coupons planning
- ✓ Pricing strategy optimization

**\*Separate one time cost applicable for Product listing, A+ Content i.e. 15000 per listing.**

**\*Any media spends to be over and above the recurring cost**







# Why Expedify?





## Tech Enabled Processes

From project management, brief elaboration, feedback, marketing automation to delivery, we have integrated processes that use leading tech solutions at every possible step to enable transparency, trackability and seamless experience in all our projects.



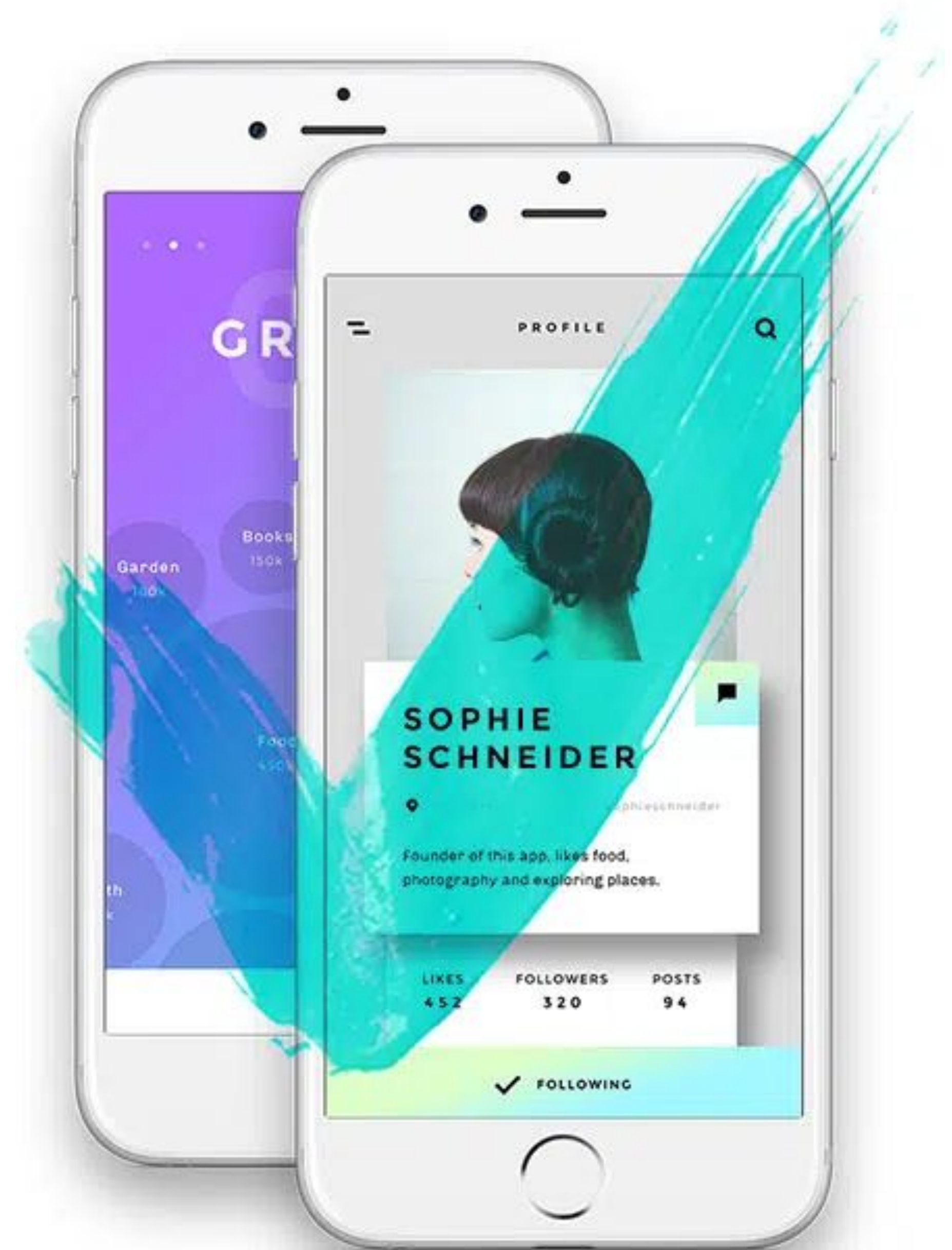
## Data Driven Decision Making

Bring Data Driven Order to Digital Marketing Chaos. Everything we do is guided by business objectives and insight from data as far as possible.



## Track Record Of 1000+ Successful Projects

Experience and Expertise. The real catalysts behind our successful projects are the highly skilled and driven people of Expedify who are forever looking for a higher peak to climb and deliver beyond client expectations every single time.







# Our Work





# ITC B Natural

## CHALLENGE

ITC, an FMCG giant bought B-Natural brand and wanted to expand market share in Juice category dominated by Tropicana and Real.

## OBJECTIVE

Establish B Natural as the only juice that is made from Indian fruits directly sourced from farmers and not from concentrates by creating a web series with video shot in 20 different locations in India



## VIDEOS

**33%**

**Engagement rates**

**1.4 Mn**

**Views on Youtube**

**3%**

**Market Share Gain**

**16%**

**Uplift in Volumes**

Click on the image to view video





# Dabur Real Juice

## CHALLENGE

Real Juice is the largest selling juice brand in India. After coronavirus, Real juice wanted to make consumers aware of the health benefits of juices in increasing immunity

## OBJECTIVE

Build on the goodness and high brand equity of Real Juice and make it synonymous with Immunity through digital and television.

**YOUTUBE +  
TELEVISION  
AD**

**5 Mn**

**Views on Youtube**

**Lift in  
awareness for  
"Immunity"**



Click on the image to view video





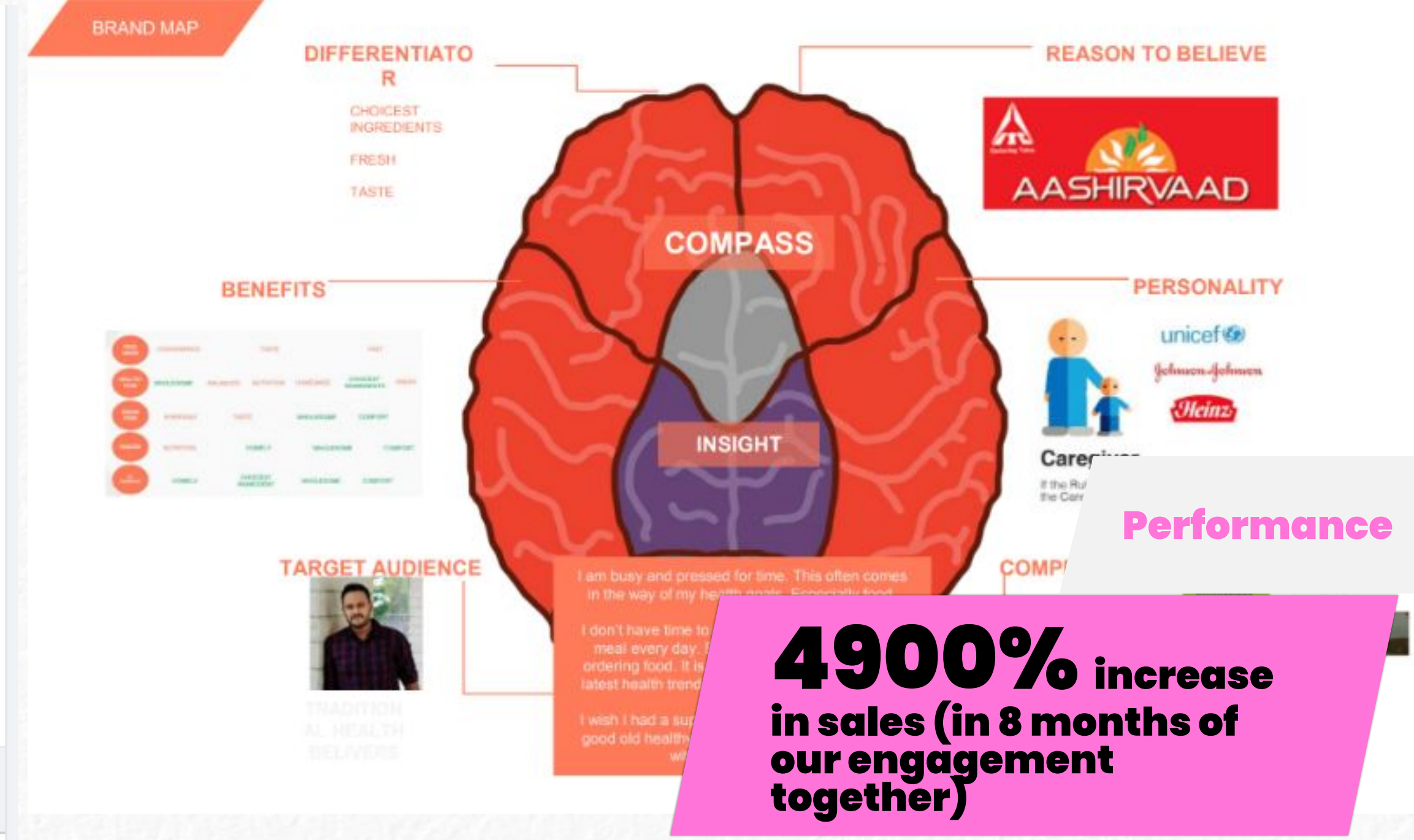
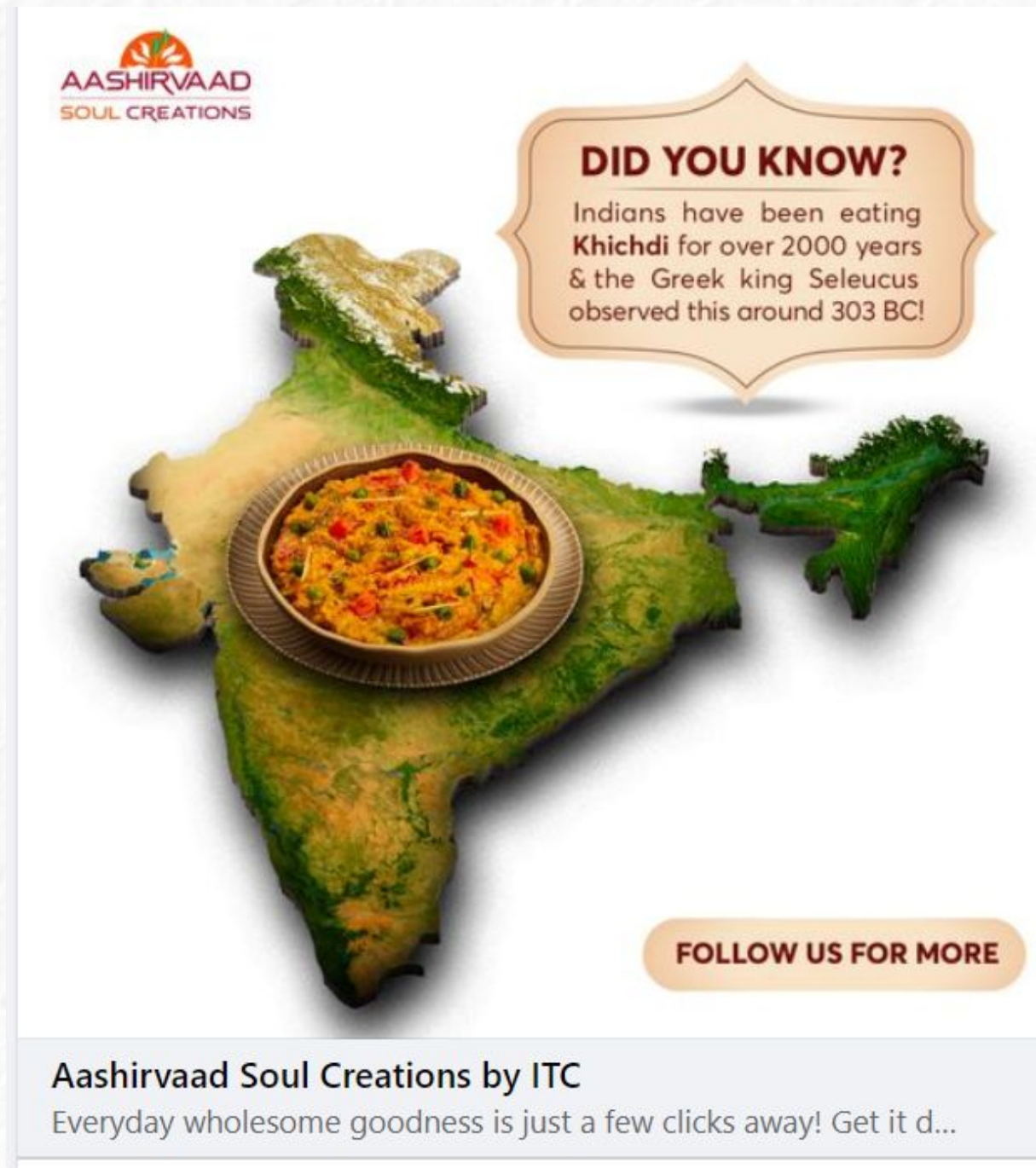
**ITC**  
Aashirvaad Soul Creations

**CHALLENGE**

ITC, an FMCG giant started their cloud kitchens with ITC Aashirwad Soul Creations and wanted to expand into the home-made meals category.

**OBJECTIVE**

We crafted the entire Brand Positioning & Marketing, Brand Performance, Online Reputation Management and created a robust Analytics & Reporting dashboard for the brand.



**4900%** increase in sales (in 8 months of our engagement together)

**50%** Increase in clicks

**4x** Facebook traffic

Welcome To The World Of



A brand book, brand bible, brand style guide or brand guide (among other similar terms) is the document that sets distinct guidelines for maintaining brand identity across all aspects of a business. From designers to marketers to sales teams, a brand book helps align different departments in communicating consistent messaging.





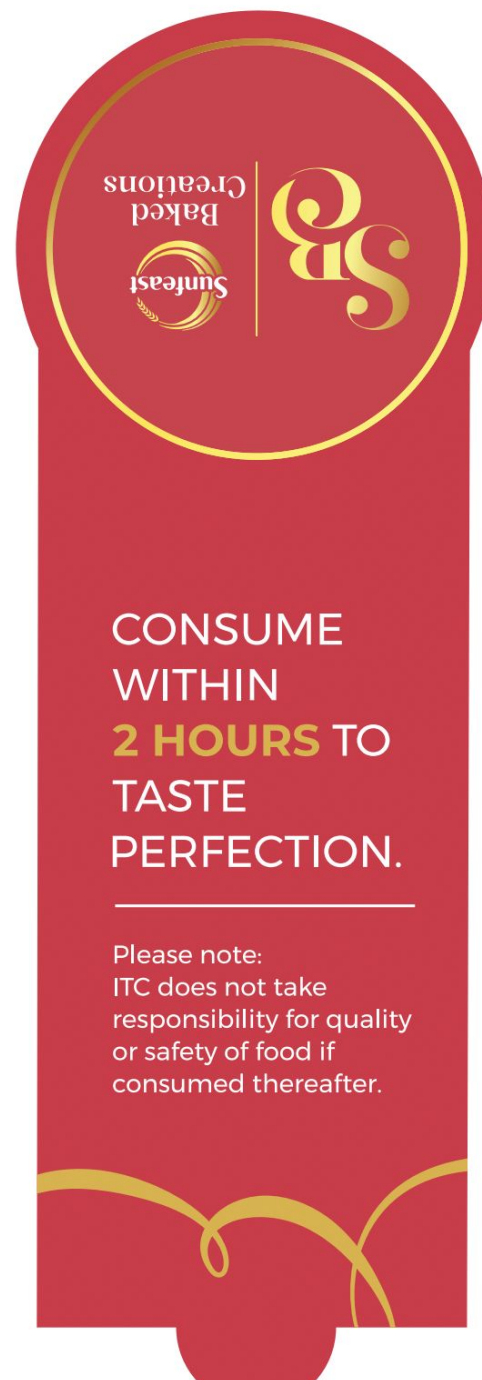
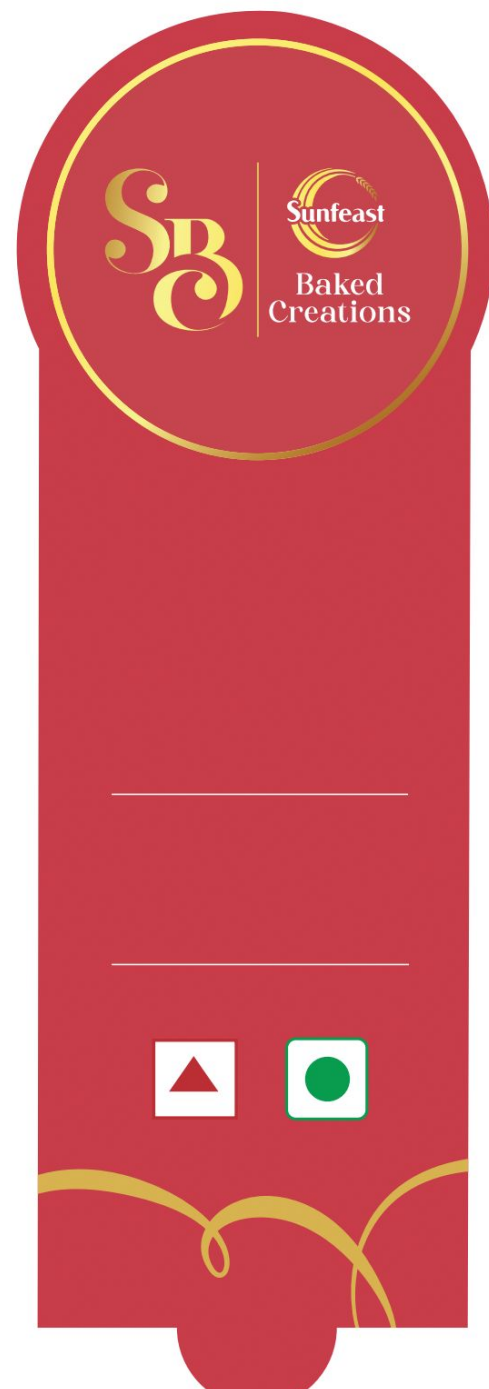
**ITC**  
Sunfeast Baked Creations

**CHALLENGE**

ITC, the FMCG Gaint, wanted to level up Sunfeast Baked Creations' Performance on Swiggy & Zomato as well as drive engagement on Social Media

**OBJECTIVE**

Similar to Aashirvaad Soul Creations, We crafted the entire Brand Positioning & Marketing, Brand Performance, Online Reputation Management and created a robust Analytics & Reporting dashboard for the brand.



**Performance**

**40 %**  
Decrease in CPC

**8.5%**  
Increase in Menu session

**13 lac**  
Meta impressions in 1 month



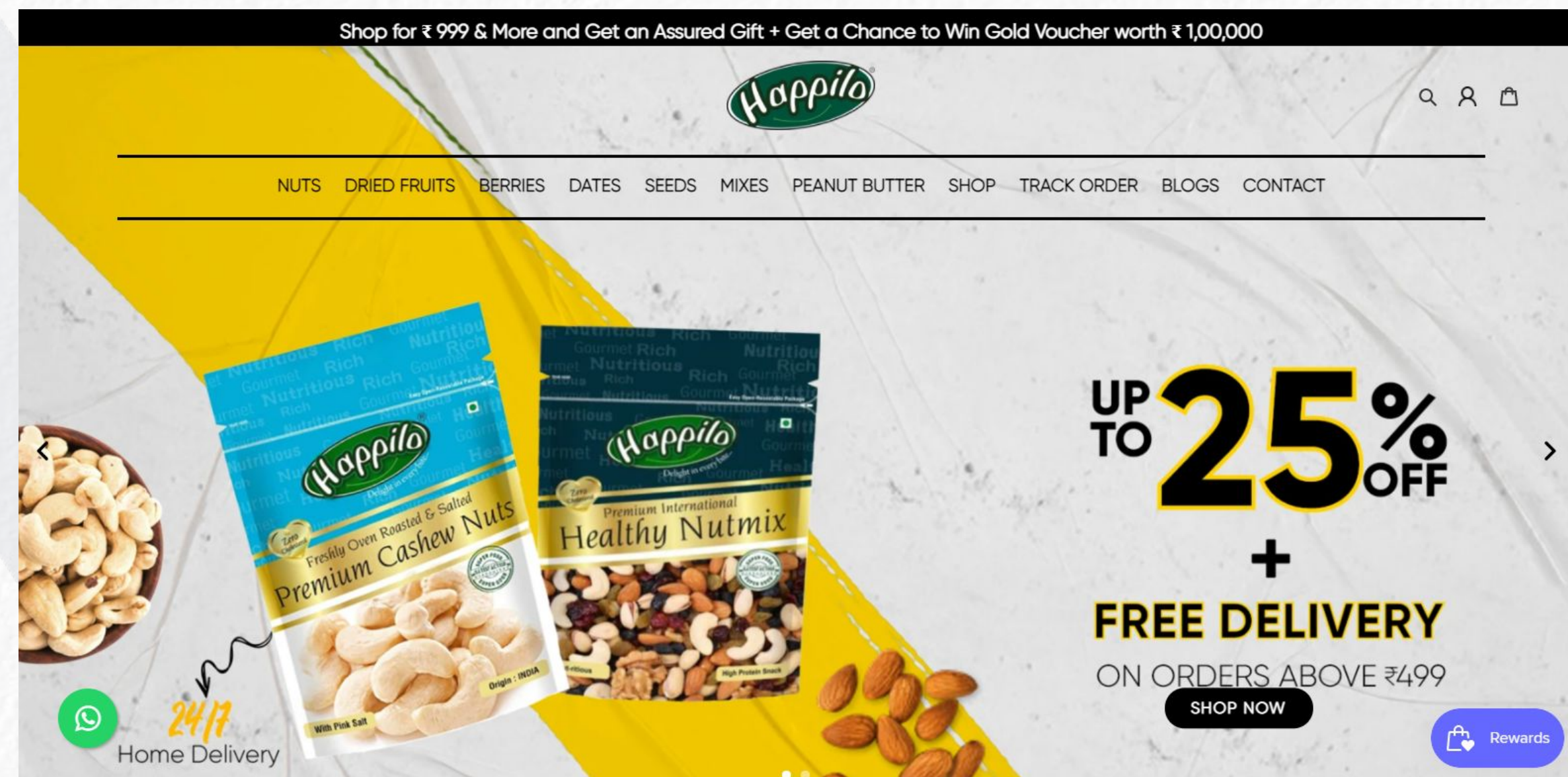
# Happilo

## CHALLENGE

Happilo is a leading brand of healthy snacking in India, selling a range of nuts, seeds, berries, etc. Now, Happilo is expanding their range of products and intends to penetrate the market deeper as a leader in the nuts category.

## OBJECTIVE

Launch Happilo's D2C Vertical, GTM, Web, Performance and Retention. Create a granular, performance-driven strategy to increase sales & create brand preference.



Click on the image to view website

Retention Marketing

**26%**

Average email open rate

**246%**

highest returning growth rate

**4.86%**

Checkout abandonment recovery rate





**ProNature  
Organic**

**CHALLENGE**

ProNature's vision was to be the foremost market certified in organic food. They want to promote a healthier lifestyle and make it is easily available.

**OBJECTIVE**

To create a performance driven approach to increase customer engagement and drive sales

PRO NATURE  
100% ORGANIC

There is no better investment than the one you make for your health.  
Go Organic today!

Buy Organic, buy Pro Nature

PRO NATURE  
100% ORGANIC

Organic  
**Tur Dal**

**This Unpolished Pulse**

- Retains the natural goodness and taste
- Rich source of protein, potassium, magnesium
- Gluten free & chemical free

PRO NATURE  
100% ORGANIC

Is **better** when  
its **Organic**

**SEO**

**25%** organic traffic

**2X** Autofill,  
Transactional keywords

Amazon

**16x**

**Return on Ad Spend**



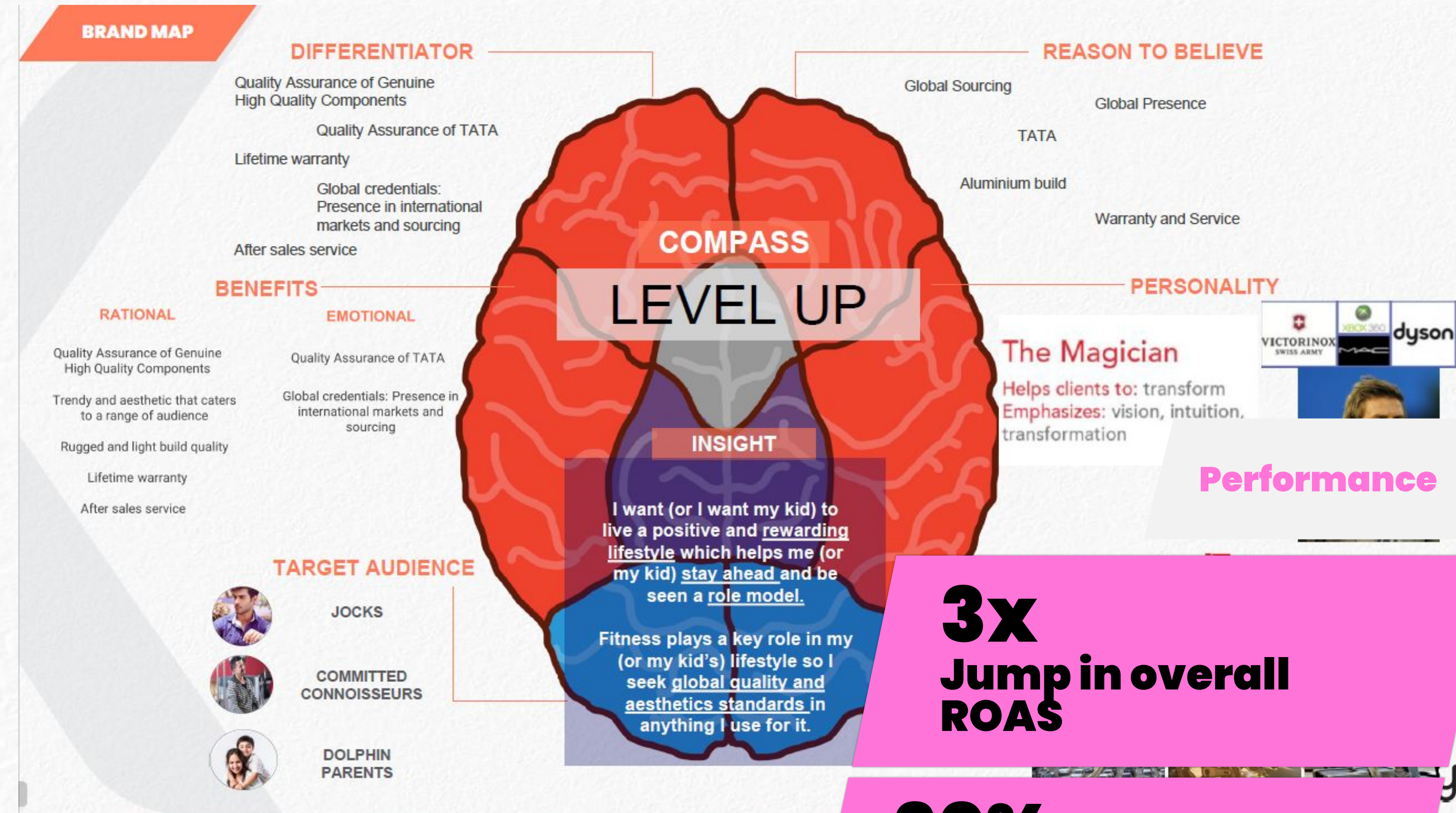
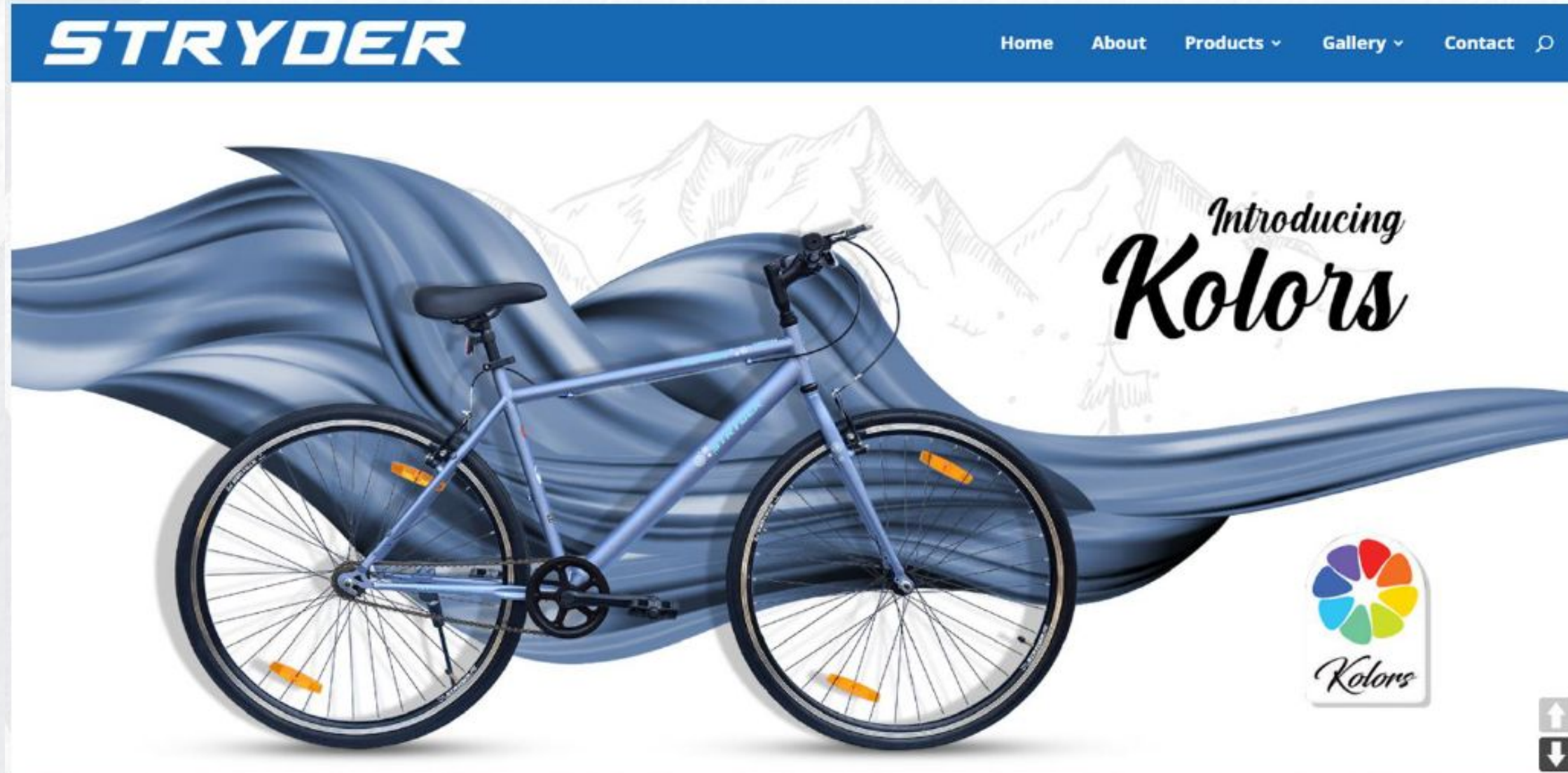
**TATA International**  
- **Stryder Bikes**

**CHALLENGE**

Stryder bikes was perceived as a TATA product, a brand which does not have a strong hold in the bike industry. Stryder wanted to compete with upcoming players and create a deep resonance with relevant consumers.

**OBJECTIVE**

To create a differentiated position for the brand by conducting an in-depth market research and consumer insighting, along with driving crystallized brand strategy and activating the digital funnel to reach relevant target audiences.



**3x**  
Jump in overall ROAS

**90%**  
Increase in search

**66%**  
Repeat Customers



# Habanero

## CHALLENGE

The brand had very little brand identity and did not have much hold in the marketplace in stand of their competitors and were looking at getting more conversion on their SKUs

## OBJECTIVE

With the help of consumer analysis and extensive research, they want to attain a distinguished approach to achieve the desired conversions



SEO

**10%** Average session duration

**2X** organic traffic

**6X** Autofill transactional keywords

Growth in 4  
**STEPS**

Strategic Consulting   Technology Enablement   Experience Marketing   Performance Analytics





# 100 PIPERS

## CHALLENGE

100 Pipers is India's largest selling scotch whisky. Brand has always stood for "Being remembered for good".

## OBJECTIVE

Make the brand promise more contemporary and appeal to younger audience



THE GOOD YOU CAN



VIDEOS

Celebrating Taapsee Pannu's 12 Years Of Maturity | Cheers To 12

1M views • 3 years ago

12 quirky answers from Taapsee Pannu | Cheers To 12

907K views • 3 years ago

**4%**  
Engagement rates

**4.4 Mn**  
Views on Youtube



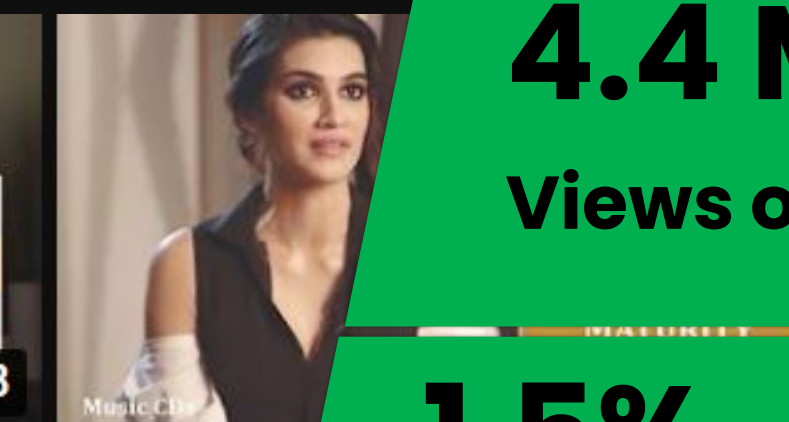
Rapid Fire feat. Kriti Sanon | Cheers To 12

13K views • 2 years ago



Never Have I Ever feat. Kriti Sanon | Cheers To 12

14K views • 2 years ago



Celebrating Years Of Maturity

14K views

**1.5%**  
Market Share Gain

**11%**  
Uplift in Volumes

Growth in 4  
**STEPs**

Strategic Consulting   Technology Enablement   Experience Marketing   Performance Analytics

Click on the images to view video





# Materra Foods

## CHALLENGE

Launch a new brand in a niche superfood category in multiple global markets

## OBJECTIVE

Establish the brand in each market and drive results across the entire funnel including awareness, consideration and purchase.



## CONTENT

**40%** Increase in engagement rates

**150%** MoM engagement growth

**50%** MoM follower growth

## GO TO MARKET STRATEGY

**6** International Markets

**8** Marketing channels

**Six Figure (USD)** Value of goods shipped



Growth in 4 **STEPS**

Strategic Consulting    Technology Enablement    Experience Marketing    Performance Analytics





# Power Gummies

## CHALLENGE

Power Gummies, a provider in the journey to nutrition, enabling tasty yet effective ways to be healthy, getting rid of the fear and complexities of existing pill solutions  
Needed to launch a new category in gummies called "Blessful Sleep"

## OBJECTIVE

Launched Blessful sleep through our tried and tested framework SETUP in three phases - formulating strategies, experimenting with the TG and finally running the last mile with full blown activation.

### Skin Shines while you sleep tight!

Sail to your dreamland swiftly every night with Blessful sleep gummies for beauty. Pop 2 gummies to be the sleepy bunny and wake up with flawless skin.



### Only the Good Stuff

  
**MELATONIN**  
Harmonies body's sleep-wake cycle and circadian rhythm.

  
**PASSIFLORA EXTRACT**  
Natural extract for quality beauty sleep. Helps to relieve stress and protects skin from aging.



  
**VITAMIN B6**  
Essential nutrient for sound restful sleep. Strengthens the mind for a relaxing night & productive day.

  
**NON-HABIT FORMING**  
Natural ingredients used to curate a non-habit formula for you to get restful sleep.



COMMITMENT TO HEALTH



NUTRITION FOR ALL



SIMPLIFYING SELFCARE



DEVOTION TO DELICIOUSNESS



CLINICALLY TESTED

Growth in 4 **STEPS**

Strategic Consulting   Technology Enablement   Experience Marketing   Performance Analytics





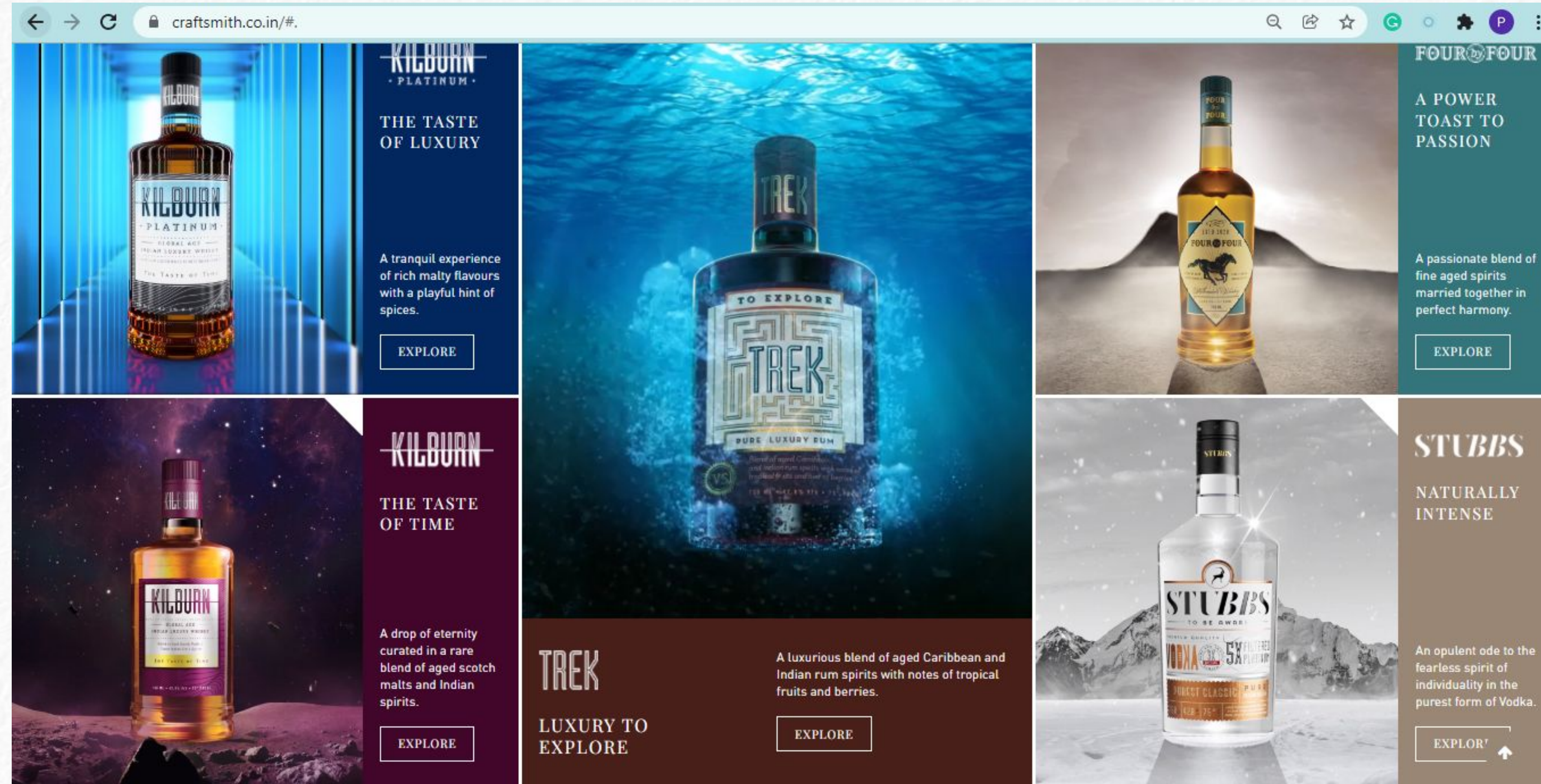
Craftsmith

CHALLENGE

Craftsmith is a newly launched liquor brand that is positioned around luxurious indulgence. They needed to launch their brand into the market.

OBJECTIVE

A complete 360 digital marketing, including brand positioning strategy, communication website with final launch.



Growth in 4 STEPS

Strategic Consulting Technology Enablement Experience Marketing Performance Analytics

Click on the image to view website







# Testimonials





## What our clients say

### ” Genpact

Team Expedify is highly professional, talented and quick in responding to the queries. Always delivers on time. We had 2 successful video projects. We look forward to have more collaborations with them. Best wishes!



**Agam Singh Bhadauria**  
Manager

### ” Tata International

We at Stryder are really happy with the services provided by Expedify as a digital partner. Team's experience, knowledge and insights helped us explore and see digital media in a totally different way and helped us build our brand presence in the digital space. They are open to feedback, have problem solving and a positive approach towards work.



**Mithlesh Rai**  
Marketing Manager





## What our clients say

### ” Happilo International

A lot of agencies pop in, do the work, then clock out. But Expedify always owns the project. They were initially supposed to work solely on our paid campaigns, but seeing the work and delivery, we asked them to help revamp our entire website and also integrate CRM processes. We are consistently looking to grow our engagement with them.



**Rajiv Singh**  
Head Brand Marketing & Strategic  
Alliances

### ” GIG Advisory Sevices LLP

Expedify is a promising digital agency with the intent of partnering & delivering value. Our association has been meaningful and we wish to continue working with them for future projects.



**Mayank Verma**  
Vice President, Marketing





# Let's connect!

Get in Touch

[www.expedify.io](http://www.expedify.io)

