



Clicktcreate SMO Packages

| Activity | Basic | Standard | Professional |
|---|-------|----------|--------------|
| Facebook | | | |
| FanPage Creation | ✓ | ✓ | ✓ |
| Cover Image & Profile Picture | ✓ | ✓ | ✓ |
| Installing Social Apps | ✓ | ✓ | ✓ |
| Respond to Comments & Replies | ✓ | ✓ | ✓ |
| Landing Tab | ✗ | ✓ | ✓ |
| Custom Landing Tab | ✗ | ✗ | ✓ |
| Facebook Ads Management | ✗ | ✓ | ✓ |
| Twitter | | | |
| Account Creation | ✓ | ✓ | ✓ |
| Custom Twitter Background & Profile Picture | ✗ | ✓ | ✓ |
| Twitter Header | ✗ | ✗ | ✓ |
| Following | ✗ | ✓ | ✓ |
| Respond to DMs & Mentions | ✗ | ✗ | ✓ |
| Google+ | | | |
| Business Page Creation | ✓ | ✓ | ✓ |
| Cover Image & Profile Picture | ✓ | ✓ | ✓ |
| Following/Add to Circles | ✗ | ✓ | ✓ |
| Join Relevant Communities | ✗ | ✗ | ✓ |
| Sharing in Communities | ✓ | ✓ | ✓ |



| Instagram | | | |
|---|-------------------|--------------------|--------------------|
| Account Creation | ✓ | ✓ | ✓ |
| Image Posting | x | ✓ | ✓ |
| Create & Insert Relevant Hashtags | x | ✓ | ✓ |
| Monitor Followers | ✓ | ✓ | ✓ |
| Content Creation, Management & Engagement | | | |
| Profile Content Writing | x | ✓ | ✓ |
| Posts/Week | 3 | 7 | 12 |
| Tweets/Week | 3 | 6 | 10 |
| Social Reputation Monitoring | | | |
| No. of Keywords Monitored | 3 | 6 | 10 |
| Sending Important Social Mentions | x | ✓ | ✓ |
| Keyword Mention Report | ✓ | ✓ | ✓ |
| Your Customer Support | x | x | ✓ |
| Email/Chat/Phone Support | ✓ | ✓ | ✓ |
| Reports | | | |
| Monthly Insights/Analytics Reports | ✓ | ✓ | ✓ |
| Fees | Rs. 7,500 / month | Rs. 12,500 / month | Rs. 20,500 / month |

Introduction

Social Networking Sites are nothing but social circles scattered all over the internet and connected to each other. Social networking sites are a great way to reach new people and communities, which eventually help us establish and create awareness of our brand.



Click to Create

Instant Websites & More

The great advantage of social networks is that they help us reach a targeted audience and if we maintain “connectivity” with our audience then it can transform into a growing loyal customer base.

What SMO offers ?

SMO is an optimised social media campaign and we use our rich experience and know-how to maximise the ROI on your investment.

- Mentions in Top Social Feeds.
- Dominating Presence in Niche Social Network.
- Increased Number of Website Visitors.
- Increased Number of Online Revenue.
- Brand Establishment and Awareness.
- Building Niche Authority.
- Building Loyal Customer Base.

Our SMO Activities

- Online Profile Creation and Optimization.
We will create accounts and also the brand pages on social media networks.
- Creating Profile Image and Cover Image.
An exclusively designed profile image and cover image for each of the social media networks.
- Creating Loyal Fan Base (Likes, Followings and Google+).
We will post videos, images and text content to generate more and more online fan base.
- Following Niche Leaders.
We will search and start following / commenting / retweeting well known companies / individuals to create a reputation on social media.
- Posting Informative as well as Interactive Content (Customized Photos and Videos).
We will generate customized content - infographics, facebook meme, pdfs, ppts, animated videos to enhance brand image and positioning. Content can include videos, customized images, postcard/web banners etc.
- Installing and Customizing Apps.
We will install and customize applications on social media networks for more customer engagement.
- Running Social Contests.
We will run various contests on social media for more customer participation and engagement with the brand. Winning a contest can make the participant eligible for freebies, discounts on certain products/services, priority appointments etc.



Click to Create

Instant Websites & More

- Respond to Comments and DMs (Direct Messages).
We will respond to various comments received from fans on a daily basis and ensure that our online reputation and branding stays intact. Negative feedback (if any) received is immediately passed on to the company for suitable action.
- Paid Social Ads Management.
We will manage your paid advertisements on various social media and ensure optimum ROI.

Terms & Conditions

Minimum Contract Period

6 months.

- SMO is a joint activity and we will need to work closely with you with regards to the content postings etc. Generally we will post content directly and ask you to check it on the social media pages, but you can also ask us to wait for your approval before we post it in which case the posting might get slightly delayed.
- Kindly inform us a week before launching new offers/services since we will need to prepare ourselves accordingly. We may need to design banners, write appropriate content etc. which may take upto 3 working days.
- Mode of communication will be through email only.

Cancellation Policy

If you wish to cancel your subscription, then if you cancel it within 3 days, we will deduct 30% of your invoice value and refund you the balance amount.

Special Requests

If you wish to go for a customised package so that more social media channels can be included, please select the Basic Package and add your remarks in the Special Request field.