

WALSTAR TECHNOLOGIES PVT. LTD.

Digital Marketing Proposal

SEO · Google Ads · Meta Ads

Budget: ~\$1,850 / Month

Data-Driven · Conversion-Focused · Measurable Growth

www.walstartechnologies.com

Our Approach & Commitment

Thank you for considering Walstar Technologies to manage your SEO and digital advertising campaigns. Our goal is to increase your online visibility, drive high-quality traffic, and generate consistent, conversion-focused results — all within a lean \$1,600/month budget.



SEO

On-Page first, then Off-Page



Meta Ads

Facebook & Instagram



Google Ads

Search & Performance Max



Data-Driven

Analytics & Tracking

Monthly Budget Overview — ~\$1850/month



SEO

\$400/mo

Service Fee

10–15 page site



Meta Ads

\$700/mo

\$600 ad spend + \$100 campaign setup fee

2 campaigns - \$10/day each campaign spend



Google Ads

\$750/mo

\$600 ad spend + \$150 campaign setup fee

2 campaigns - \$10/day each campaign spend

TOTAL MONTHLY INVESTMENT: ~\$1,850 / month · Ad spend vary depends on business niche and competition

Phase 1: On-Page SEO → Phase 2: Off-Page SEO

SEO is a two-phase investment. We start with On-Page SEO, fixing everything within your website that search engines look at — before moving to Off-Page SEO which builds your authority across the internet. Skipping Phase 1 makes Phase 2 ineffective, so the order matters.

PHASE 1 — On-Page SEO (Month 1)

- ✓ Full on-page SEO audit
- ✓ Meta titles & descriptions optimisation
- ✓ Fix multiple H1 tags (one H1 per page)
- ✓ Image ALT text optimisation
- ✓ Keyword research & strategic placement
- ✓ SEO-friendly URL review
- ✓ Internal linking improvements
- ✓ Technical on-page checks (speed, mobile)

PHASE 2 — Off-Page SEO (Month 2 onwards)

- ✓ High-quality backlink building
- ✓ Guest posting & Blog writing
- ✓ Local citations & directory listings
- ✓ Brand mentions monitoring
- ✓ Social signals & content distribution
- ✓ Competitor backlink analysis



SEO Monthly Fee: \$400 (for 10–15 page website — fee varies based on number of pages and site complexity)

What to Expect Month by Month

SEO is a slow burn: not a quick fix. Month 1 is all about building a solid foundation; you won't see ranking jumps yet. By Month 2, Google starts acknowledging your authority. Month 3 is when organic traffic begins growing visibly. Patience here pays dividends for years.

Month 1

On-Page SEO Foundation

- ✓ Complete site audit delivered
- ✓ All meta tags & H1 tags fixed
- ✓ Image ALT text optimised
- ✓ Keywords placed across pages
- ✓ URL structure reviewed
- ✓ Internal links improved

No ranking increase yet — groundwork set

Month 2

Off-Page SEO Begins

- ✓ Backlink building started
- ✓ Quality backlinks acquired
- ✓ Guest posts / blog submitted (free +paid)
- ✓ Local citations added
- ✓ Indexing improvements visible
- ✓ Keyword crawl data monitored

Early rankings movement visible for long-tail keywords

Month 3

Organic Growth Visible

- ✓ 5-10 organic keywords ranking
- ✓ Measurable organic traffic increase
- ✓ Improved CTR from search results
- ✓ 10–15% organic traffic growth
- ✓ Brand authority building
- ✓ Monthly SEO report delivered

Target: 10–15% organic traffic growth vs Month 1

Facebook & Instagram — \$700 / Month

Meta Ads let us reach your target audience across Facebook and Instagram with precision. By running two focused campaigns, one to build awareness and one to drive sales. We cover the full customer journey from discovery to purchase, making every rupee of ad spend work harder.

Budget Breakdown

Ad Spend

\$600/month

(\$10/day × 2 campaigns)

Setup & Optimisation Fee

\$100/month

Monthly management

Campaign 1 — Traffic

Reaches cold audiences who don't know your brand yet using interest & behaviour targeting. Builds top-of-funnel awareness and drives new visitors to your website or landing page.

Interest-based targeting

Lookalike audiences

Facebook & Instagram placements

A/B creative testing

Daily monitoring & optimisation

Campaign 2 — Sales / Remarketing

Re-engages people who already visited your site or interacted with your brand. These warm audiences are far more likely to convert, giving you a much lower cost per purchase.

Website visitor retargeting

Cart abandonment targeting

Dynamic product ads

Conversion event optimisation

Weekly performance report

Search & Performance Max — \$750 / Month

Google Ads put your business in front of people actively searching for what you sell the highest-intent audience online. With Search ads capturing ready-to-buy customers and Performance Max expanding reach across YouTube, Display, and Shopping, we cover Google's full network to drive consistent conversions.

Budget Breakdown

Ad Spend

\$600/month

(\$10/day × 2 campaigns)

Setup, Conversion & Optimisation Fee

\$150/month

Incl. conversion tracking setup

Campaign 1 — Search (High Intent)

Targets users who are actively searching on Google using keywords directly related to your product or service. These are your warmest leads — people already looking for what you offer.

- ✓ In-depth keyword research
- ✓ High-converting ad copy
- ✓ Exact & phrase match keywords
- ✓ Negative keyword management
- ✓ Weekly bid optimisation

Campaign 2 — Performance Max (PMax)

Google's AI-powered campaign type that runs across Search, YouTube, Display, Gmail and Shopping automatically. It optimises in real-time to find conversions at the lowest cost — ideal for new businesses scaling fast.

- ✓ Auto-asset optimisation
- ✓ Smart bidding strategy
- ✓ Landing page optimisation guidance
- ✓ Conversion tracking setup
- ✓ Monthly performance report

Proven Performance Across Meta & Google Ads — Last 30 Days

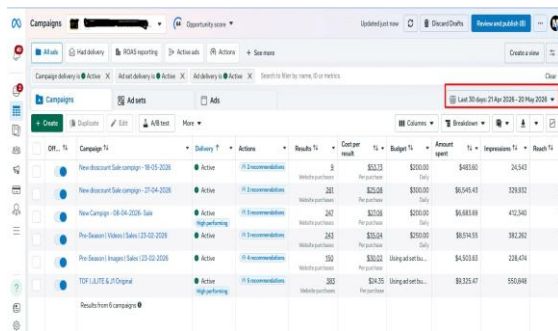
Meta Ads — Apr 21 – May 20, 2026

Total Purchases

1,293

Total Spend

\$36K



6 Active Campaigns · 329K+ Reach

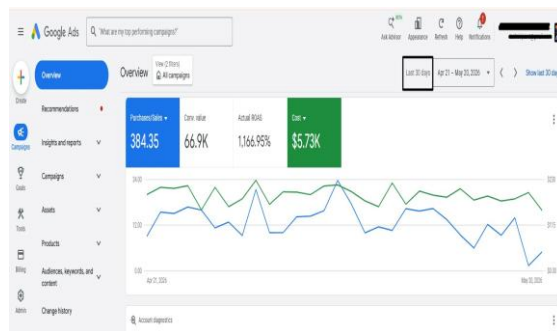
Google Ads — Apr 21 – May 20, 2026

Purchases

384

ROAS

1,167%



✓ Conv. Value: \$66.9K · Spend: \$5.73K

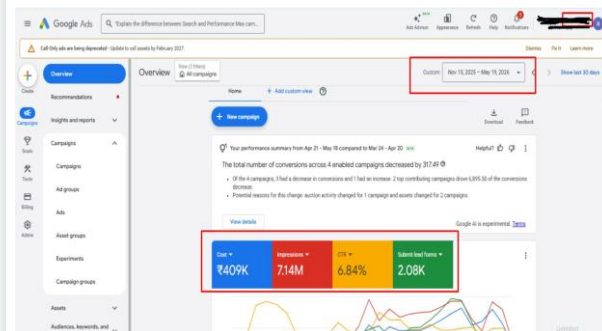
Google Ads (Lead Gen) — Nov 2025–May 2026

Impressions

7.14M

Lead Forms

2.08K



✓ CTR: 6.84% · Cost: ₹409K

Real Results Achieved on a Low Marketing Budget

Google Ads Performance — Apr 20 – May 19, 2026

Total Ad Spend

\$335

Actual ROAS

7,209%

Purchases / Sales

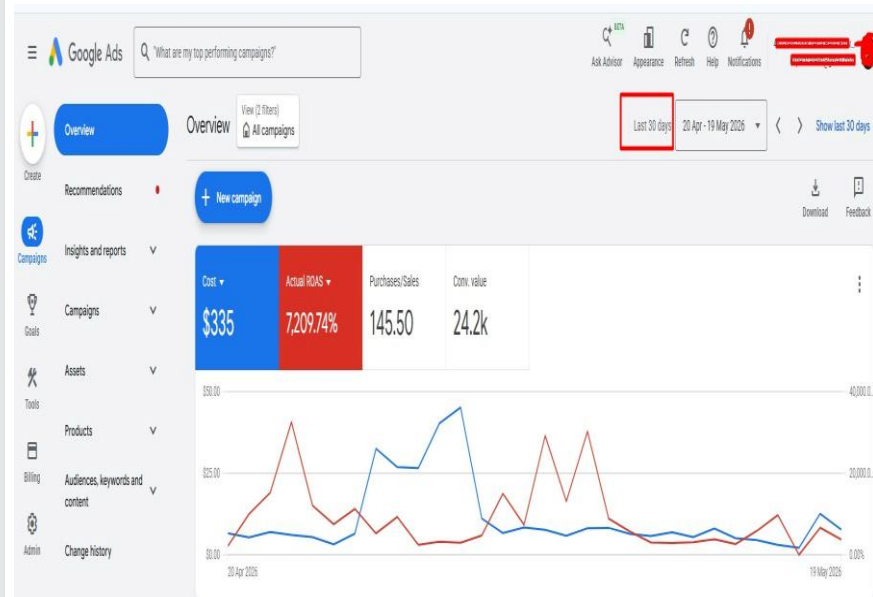
145.5

Conversion Value

24.2K

✅ Budget used: ~\$335 · Revenue generated: ~\$24,200

Live Google Ads Dashboard Screenshot



Realistic Benchmarks for a Business: Meta & Google Ads

These are conservative, honest estimates for a new brand entering the market. Results improve as the algorithm learns your audience and we refine creatives and bids over time. **All these KPIs may vary, and these results are based on our real client case studies.**

Month 1 Setup & Learning

Meta Ads

- Reach: 2,000–5,000 people
- CTR: 1.2–2%
- Clicks: 30–80
- Leads / Purchases: 2–6
- CPC: \$2–\$4.00

Google Ads

- Impressions: 1,500–4,000
- CTR: 3–5%
- Clicks: 50–150
- Conversions: 2–6
- ROAS: 80–150%



Month 2 Optimisation

Meta Ads

- Reach: 4,000–10,000 people
- CTR: 1.8–2.8%
- Clicks: 6–15
- Leads / Purchases: 8–20
- CPC: \$1.50–\$3.0

Google Ads

- Impressions: 4,000–9,000
- CTR: 4–7%
- Clicks: 150–400
- Conversions: 6–18
- ROAS: 180–300%



Month 3 Growth Phase

Meta Ads

- Reach: 8,000–20,000 people
- CTR: 2.5–4%
- Clicks: 150–350
- Leads / Purchases: 12–28
- CPC: \$1.00–\$2.50

Google Ads

- Impressions: 8,000–18,000
- CTR: 5–9%
- Clicks: 350–700
- Conversions: 15–35
- ROAS: 240–450%



* All KPIs are indicative estimates. Actual results vary based on creative quality, landing page, niche competition, targeted location and audience targeting.



TO ACHIEVE THE RESULTS ABOVE, WE REQUIRE THE FOLLOWING FROM THE CLIENT:

Without these assets, campaign performance will be significantly limited.



Videos

High-quality short-form videos (Reels/Stories format), product demos, and behind-the-scenes content for Meta & Google ads



Influencer Content

Influencer-created content or testimonial videos that can be used as ad creatives for trust-building campaigns



High-Quality Images

Professional product/service photos, lifestyle images, brand assets:
minimum 10–15 images per month

Transparent, Value-Driven Investment

SERVICE	DETAILS	AD SPEND (CLIENT)	SERVICE FEE	TOTAL
SEO	On-Page + Off-Page (5–10 pages)	—	\$400	\$400
Meta Ads	2 Campaigns (\$20/day each)	\$600	\$100	\$700
Google Ads	2 Campaigns + Conversion Tracking Setup	\$600	\$150	\$750
Grand Total		\$1200 / month	\$650 / month	\$1850 / month

How We'll Deliver Results — Step by Step

Week 1

Audit & Setup

- ✓ Full SEO audit
- ✓ Ad account setup
- ✓ Keyword research
- ✓ Audience planning

Week 2

Strategy & Build

- ✓ Ad copy creation
- ✓ SEO fixes begin
- ✓ Campaign structures built
- ✓ Conversion tracking prep

Week 3

Launch

- ✓ All campaigns go live
- ✓ Conversion tracking verified
- ✓ Landing pages reviewed
- ✓ Ads monitoring begins

Week 4+

Optimise & Report

- ✓ Weekly optimisation
- ✓ A/B tests running
- ✓ Performance reports
- ✓ Off-page SEO begins (M2)

Your Growth Is Our Mission

01

Full-Funnel Expertise

SEO, Google Ads, and Meta Ads under one roof, no need to manage multiple agencies.

02

Data-Driven Decisions

Every strategy backed by analytics. We track what works and cut what doesn't.

03

Conversion-First Mindset

Traffic means nothing without sales. We optimise for conversions at every touchpoint.

04

Transparent Reporting

Weekly updates with clear metrics like clicks, conversions, cost per lead, and ROI.

05

Affordable & Scalable

Starting lean at ~\$1,650/month with room to scale as your business grows.

06

Low-Budget Specialists

We specialise in maximising ROI for businesses with limited budgets and proven results.

Let's Grow Together

We're excited to help you achieve measurable growth through strategic SEO and high-performance paid advertising.

NEXT STEPS

- 1 Review this proposal
- 2 Reply to approve or ask questions
- 3 We kick off within 48 hours

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