

CONFIDENTIAL

# Synergy Elektrik

## Scope of Work & Investment Summary

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# Synergy Elektrik Scope of Work Split

One-Time Build Scope and Monthly Growth Partnership scope, split from the finalized scope and cleaned for duplicate items only.

## Scope Split

### One-Time Build Scope

- Website strategy, design, development, tracking foundation, SEO foundation, launch support, and 7-day post-launch bug fix support.
- Media Assets production: planning, two production days, photography, video, drone production, editing, delivery, and revision rounds.
- Advanced Enquiry & Tracking Setup (Optional, Recommended): structured RFQ / quotation request form, BOQ upload, source tracking, and testing.
- Initial Commercial Visibility setup: Google Search Ads setup, SEO landing page setup, LinkedIn company page optimisation, and Meta Awareness Ad Campaign setup.

### Monthly Growth Partnership Scope

- Google Search Ad Campaign management and ongoing optimisation.
- Monthly SEO improvements and keyword monitoring.
- LinkedIn, Facebook, Instagram, and Meta Awareness Ad Campaign management.
- Monthly creative production, content publishing, performance review, optimisation, and communication.

## Recommended Investment Summary

### One-Time Recommended Investment

| Component   | Price                |
|---|----------------------|
| Website   | PKR 950,000          |
| Commercial Grade Media Assets                             | PKR 3,600,000        |
| Advanced Enquiry & Tracking Setup (Optional, Recommended) | PKR 300,000          |
| Initial Commercial Visibility Setup                       | PKR 400,000          |
| <b>Total One-Time Recommended Investment</b>              | <b>PKR 5,250,000</b> |

## Lean One-Time Alternative

| Component   | Price                |
|---|----------------------|
| Website   | PKR 950,000          |
| Lean Commercial Shoot                                     | PKR 1,950,000        |
| Advanced Enquiry & Tracking Setup (Optional, Recommended) | PKR 300,000          |
| Initial Commercial Visibility Setup                       | PKR 400,000          |
| <b>Total Lean One-Time Alternative</b>                    | <b>PKR 3,600,000</b> |

## Monthly Growth Partnership

| Component                  | Price               |
|----------------------------|---------------------|
| Monthly Growth Partnership | PKR 600,000 / month |

## One-Time Build Scope

### Website

#### Website Strategy & Structure

##### Included

- 1 website strategy session
- Buyer journey planning
- Website sitemap
- Page hierarchy
- Content requirements planning
- CTA planning
- Basic enquiry journey planning

##### Why this matters

This ensures the website is built around how Synergy's buyers research, evaluate, and contact the company, instead of becoming a generic corporate website.

### Core Website

##### Included

- Up to 15 core website pages

## **Pages**

- Home
- About Synergy
- Founder / Leadership
- Manufacturing Facility
- Quality & Testing
- Transformers
- Other Products & Services
- Industries Served
- Projects / Clients
- Downloads & Resources
- RFQ / Enquiry
- Contact
- Privacy Policy
- Terms & Conditions
- Thank You Page

## **Why this matters**

This gives Synergy a complete corporate website that presents the company, its products, its manufacturing strength, its proof, and its enquiry paths in one place.

## **Product Structure**

### **Included**

- Transformers as the primary product category
- Other electrical products and services
- Up to 6 product / service categories
- Up to 20 product specification sections
- Technical specification formatting
- Downloadable product resources

### **Why this matters**

Transformers remain the main focus, while the website still represents the full company and its wider electrical product and service offering.

### **Not Included**

- Product configurators
- Ecommerce functionality
- Customer login portal
- Live pricing
- Dealer portal

## Website Copywriting

### Included

- Website copy for all approved pages
- Homepage copy
- Company profile copy
- Product and service copy
- Founder / Leadership copy
- CTA copy
- Enquiry page copy
- Basic SEO page titles and meta descriptions

### Why this matters

Existing company documents contain useful information, but the website needs sharper copy written for online reading, buyer confidence, and enquiry generation.

### Not Included

- Technical engineering documentation
- Creation of technical specifications
- Legal or compliance documentation

## UI / UX Design

### Included

- Custom desktop design
- Custom mobile design
- Homepage design
- Internal page design system
- Product page layout
- Enquiry page layout
- Downloads layout
- Responsive design
- Up to 2 design revision rounds

### Why this matters

The website should feel premium, industrial, and credible, not like a template or a basic brochure site.

### Not Included

- Brand identity redesign
- Logo redesign
- Unlimited revisions

- Multiple homepage concepts after approval

## **Website Development**

### **Included**

- WordPress development
- Elementor development
- Custom HTML sections where required
- Responsive development
- CMS setup
- Basic form integration
- Thank You page
- Browser testing
- Device testing
- Up to 2 development revision rounds

### **Why this matters**

This gives Synergy a practical, editable website that can be maintained and expanded without becoming a custom software project.

### **Not Included**

- ERP integration
- Dealer portal
- Customer portal
- Inventory management system
- Custom web applications
- Multilingual website

## **Downloads & Resources**

### **Included**

- Brochure library
- Product datasheet library
- Up to 10 downloadable files
- Download page structure
- File organisation

### **Why this matters**

Consultants, engineers, and procurement teams may need company and product documents before speaking to the sales team.

## **Not Included**

- Creation of technical datasheets
- CAD drawings
- Engineering drawings
- Brochure redesign

## **Tracking & Analytics**

### **Included**

- Google Analytics
- Google Search Console
- Basic form tracking
- Basic CTA click tracking
- UTM-ready structure
- Reporting integration

### **Why this matters**

Synergy should be able to see which pages are getting attention, where enquiries are coming from, and what needs improvement after launch.

### **Not Included**

- Custom dashboards
- CRM attribution
- Call tracking software
- Heatmaps

## **Technical SEO Foundation**

### **Included**

- SEO-friendly website structure
- Meta titles
- Meta descriptions
- Heading structure
- Image alt text
- Internal linking
- XML sitemap
- Search Console submission
- Basic schema markup

### **Why this matters**

The website should be built search-ready from day one, so future SEO and visibility work has a proper foundation.

**Not Included**

- Monthly SEO
- Link building
- Ongoing keyword expansion
- Content marketing

**Launch****Included**

- Final content upload
- Media upload
- Final testing
- Launch support
- Domain and server coordination
- 7-day post-launch bug fix support

**Why this matters**

The project should include launch support and basic post-launch fixes, not just design and development files.

**Not Included**

- Hosting
- Domain registration
- Paid plugins
- Ongoing website maintenance
- Additional pages beyond approved scope

**Net Website Price: PKR 950,000****Pricing breakdown**

Website Strategy, Copywriting, Design, Development & Launch

| Component                                  | Price              |
|--|--------------------|
| Website strategy & structure               | PKR 125,000        |
| Website copywriting & content architecture | PKR 175,000        |
| Custom UI/UX design                        | PKR 200,000        |
| WordPress / Elementor development          | PKR 250,000        |
| Product, downloads & basic enquiry setup   | PKR 125,000        |
| SEO foundation, tracking, testing & launch | PKR 75,000         |
| <b>Total Website Investment</b>            | <b>PKR 950,000</b> |

## Website Strategy, Copywriting, Design, Development & Launch

PKR 950,000

A development-only website price covers page building. Synergy's website scope is not development-only because it includes six separate work areas: strategy, copywriting, UI/UX design, WordPress development, product and basic enquiry setup, and SEO, basic tracking, testing, and launch support. A price that only covers development would only cover one part of the scope.

Out of the total PKR 950,000, the development allocation is PKR 250,000. The remaining PKR 700,000 is attached to the work that makes the website commercially useful: buyer journey, content architecture, product structure, basic enquiry flow, technical SEO foundation, tracking, testing, and launch support. If these items are removed, the website becomes a page build; if they remain, the price has to sit above a page-build quote.

Synergy's buyers need to verify the company before they contact the sales team. Consultants, engineers, contractors, owners, and procurement teams need clear product information, company credibility, technical structure, and a direct enquiry path. The PKR 950,000 quote is therefore the cost of building the complete website system, not the cost of WordPress development alone.

## Advanced Enquiry & Tracking Setup (Optional, Recommended)

### Investment

PKR 300,000

### Included

- Structured RFQ / quotation request form
- Product requirement field
- Project type field
- Project location
- Quantity
- Timeline
- Project requirements
- Optional BOQ / document upload
- Email notifications
- Basic enquiry records
- Spam protection
- Google Ads conversion tracking
- Form submission tracking
- Basic CTA click tracking
- Thank You page tracking
- UTM-ready enquiry forms
- Form testing
- Mobile testing
- Email notification testing
- BOQ upload testing

## Why this matters

The website includes a basic enquiry setup. This optional upgrade expands it into a structured RFQ and enquiry tracking system. It enables Synergy to collect better project information, receive supporting documents, identify where enquiries originate, and verify that the complete enquiry journey works reliably before launch.

## Not Included

- CRM implementation
- Automated quotation generation
- Pricing calculators
- Transformer sizing calculators
- WhatsApp API integration
- Chatbots
- Call tracking software
- Sales pipeline software
- Automated follow-up emails
- SMS notifications
- Sales follow-up by Litplus
- Tender management
- Procurement management
- Engineering validation

## Media Assets

### Production Planning

#### Included

- 1 Pre-production planning session
- Shot list planning
- Production schedule
- Location planning
- Team coordination

#### Why this matters

A factory shoot cannot be improvised. Every department, product, process, and interview should be planned before production begins to make the best use of time on-site.

## Production

#### Included

- 2 Full Production Days
- 1 Professional Photographer

- 1 Professional Videographer
- 1 Licensed Drone Operator
- 1 Production Assistant
- Professional lighting equipment
- Gimbal stabilisation
- Professional audio equipment for interviews

### **Why this matters**

The objective is to create one complete media library that can support the website, digital marketing, company profile, presentations, and future campaigns without repeatedly arranging new shoots.

## **Photography**

### **Included**

- Up to 150 Professionally Edited Photographs

### **Covering**

- Factory exterior
- Production facility
- Manufacturing process
- Testing facilities
- Products
- Product details
- Installed-ready products
- Team
- Leadership
- Corporate office
- Brand imagery

### **Why this matters**

Professional photography builds confidence long before the first meeting and becomes a long-term business asset used across every digital and sales platform.

### **Not Included**

- Additional production days
- Off-site customer project photography
- Event photography
- Employee headshots outside production days

## **Video Production**

### **Included**

- 1 Factory Walkthrough Film
- Up to 4 Leadership Interviews
- Up to 12 Short-form Videos
- Product showcase footage
- Manufacturing process footage
- Testing process footage
- Drone footage
- Social media video edits

### **Why this matters**

Video helps buyers understand the scale, capability, and people behind Synergy far better than photography alone.

### **Not Included**

- Television commercials
- Cinema advertisements
- Multi-language productions
- Animated explainer videos
- Voice-over artists
- Actors

## **Drone Production**

### **Included**

- Exterior factory aerials
- Facility overview
- Loading & dispatch yard
- Establishing shots
- Surrounding industrial environment

### **Why this matters**

Drone footage immediately communicates manufacturing scale in a way ground photography cannot.

### **Not Included**

- Multiple drone locations
- Customer project aerials
- Additional drone production days

## **Editing & Delivery**

### **Included**

- Professional colour grading
- Image retouching
- Video editing
- Audio clean-up
- Export for Website
- Export for LinkedIn
- Export for Meta
- High-resolution master files
- Web-optimised versions

### **Why this matters**

Different platforms require different formats. Every asset should be ready for immediate business use after delivery.

## **Revision Rounds**

### **Included**

- Up to 2 Revision Rounds on Edited Deliverables

### **Why this matters**

Allows refinements after review while keeping production timelines predictable.

### **Not Included**

- Complete re-edit after approval
- Re-shoots caused by change of direction
- Additional production days

## **Final Deliverables**

### **Included**

- Complete organised media library
- High-resolution photography
- Web-ready photography
- Edited video library
- Drone footage
- Source project archive
- Structured folder organisation

## Why this matters

The media library should remain valuable for years and be easy for Synergy's team to use across future marketing and sales activities.

## Recommended Option: Commercial Grade Shoot

### Option 1: Commercial Grade Shoot

**Net Media Assets Price: PKR 3,600,000**

### Pricing breakdown

## Media Assets

| Component  | Unit logic  | Price       |
|--|---|-------------|
| Pre-production planning session                    | 1 planning session  | PKR 75,000  |
| Shot list, production schedule & location planning | Factory, product, people, drone, interview planning               | PKR 100,000 |
| Shoot direction & production coordination          | Coordination before and during production                         | PKR 75,000  |
| Photographer                                       | 2 production days   | PKR 200,000 |
| Videographer / DP                                  | 2 production days   | PKR 300,000 |
| Production assistant                               | 2 production days   | PKR 90,000  |
| On-site production lead                            | 2 production days   | PKR 100,000 |
| Lighting equipment                                 | 2 production days   | PKR 180,000 |
| Audio equipment & interview setup                  | 2 production days   | PKR 100,000 |
| Gimbal / camera support equipment                  | 2 production days   | PKR 90,000  |
| Site logistics & movement                          | 2 production days   | PKR 55,000  |
| Licensed drone operator & drone kit                | Factory exterior, facility overview, dispatch, establishing shots | PKR 175,000 |
| Drone footage selection & integration              | Selection, organisation, and handover-ready footage               | PKR 75,000  |
| Photography selection & cataloguing                | Selection from full shoot library                                 | PKR 75,000  |
| Professionally edited photographs                  | Up to 150 edited photographs                                      | PKR 435,000 |
| Web-ready and high-resolution photo exports        | Platform-ready photo delivery                                     | PKR 65,000  |
| Factory walkthrough film edit                      | 1 walkthrough film  | PKR 300,000 |
| Leadership interview edits                         | Up to 4 leadership interviews                                     | PKR 440,000 |

|  |  |                      |
|--|--|----------------------|
| Short-form video edits                               | Up to 12 short-form videos                           | PKR 420,000          |
| Video colour grade, audio clean-up & export versions | Website, LinkedIn, Meta, master exports              | PKR 90,000           |
| Revision rounds & organised final delivery           | Up to 2 revision rounds and structured media library | PKR 160,000          |
| <b>Total Media Assets Investment</b>                 |  | <b>PKR 3,600,000</b> |

## Media Assets

PKR 3,600,000

This price covers a commercial-grade media library, not one shoot day. The scope includes two production days, photography, video, drone, leadership interviews, short-form videos, editing, exports, revisions, and organised delivery.

The pricing is split by production reality. The shoot requires planning, crew, equipment, drone coverage, photography editing, video editing, export preparation, and delivery control.

A cheaper quote would change the scope. It would reduce the number of production days, edited photographs, interviews, short-form videos, drone coverage, or post-production depth.

## Option 2: Lean Commercial Shoot

**Net Media Assets Price: PKR 1,950,000**

### Scope change

This is not the same scope at a lower price. This is a reduced shoot.

| Full Commercial Grade Shoot   | Lean Commercial Shoot       |
|-------------------------------|-----------------------------|
| 2 full production days        | 1 full production day       |
| Up to 150 edited photographs  | Up to 60 edited photographs |
| Up to 4 leadership interviews | 1 leadership interview      |
| Up to 12 short-form videos    | Up to 4 short-form videos   |
| Full drone coverage           | Basic drone coverage        |
| Complete media library        | Lean media library          |
| Up to 2 revision rounds       | 1 revision round            |

## Pricing breakdown

### Media Assets

| Component  | Unit logic  | Price                |
|--|---|----------------------|
| Pre-production planning session                      | 1 planning session                                  | PKR 60,000           |
| Shot list, production schedule & location planning   | Factory, product, people, drone, interview planning | PKR 50,000           |
| Lean shoot direction & coordination                  | Coordination before and during production           | PKR 40,000           |
| Photographer   | 1 production day                                    | PKR 100,000          |
| Videographer / DP                                    | 1 production day                                    | PKR 150,000          |
| Production assistant                                 | 1 production day                                    | PKR 45,000           |
| On-site production lead                              | 1 production day                                    | PKR 65,000           |
| Site logistics & movement                            | 1 production day                                    | PKR 55,000           |
| Lighting, audio & gimbal equipment                   | 1 production day                                    | PKR 250,000          |
| Basic drone operator & drone kit                     | Exterior and establishing shots only                | PKR 150,000          |
| Photography selection & cataloguing                  | Selection from reduced shoot library                | PKR 40,000           |
| Professionally edited photographs                    | Up to 60 edited photographs                         | PKR 180,000          |
| Web-ready and high-resolution photo exports          | Platform-ready photo delivery                       | PKR 30,000           |
| Factory walkthrough film edit                        | 1 walkthrough film                                  | PKR 260,000          |
| Leadership interview edit                            | 1 leadership interview                              | PKR 110,000          |
| Short-form video edits                               | Up to 4 short-form videos                           | PKR 220,000          |
| Video colour grade, audio clean-up & export versions | Website, LinkedIn, Meta, master exports             | PKR 60,000           |
| Revision round & organised final delivery            | 1 revision round and structured delivery            | PKR 85,000           |
| <b>Total Media Assets Investment</b>                 |   | <b>PKR 1,950,000</b> |

### Media Assets

PKR 1,950,000

This price covers a reduced commercial shoot, not the full media scope. The scope is reduced to one production day, fewer edited photographs, one leadership interview, four short-form videos, basic drone coverage, and one revision round.

The lower price is possible because the delivery volume is lower. Fewer production hours, fewer edited assets, fewer interviews, fewer short-form videos, and lighter delivery reduce the cost.

This option is suitable only if Synergy wants a strong starting media set instead of a complete media library.

## Clear difference between both options

| Area                  | Commercial Grade Shoot   | Lean Commercial Shoot                 |
|-----------------------|--|---------------------------------------|
| Price                 | PKR 3,600,000  | PKR 1,950,000                         |
| Production days       | 2 days   | 1 day                                 |
| Edited photos         | Up to 150  | Up to 60                              |
| Leadership interviews | Up to 4  | 1                                     |
| Short-form videos     | Up to 12   | Up to 4                               |
| Drone                 | Full factory coverage  | Basic exterior coverage               |
| Revisions             | Up to 2 rounds   | 1 round                               |
| Best for              | Complete website, social, ads, company profile, sales material | Website launch and basic social proof |

## Initial Commercial Visibility Setup

### Google Search Ads Setup

#### Included

- Google Ads account setup or review
- Search strategy
- Keyword research for transformers, substations, and related electrical products
- Search terms for housing societies, industrial buyers, commercial projects, and electrical products
- Competitor search analysis
- Up to 4 Google Search Ad Campaigns
- Up to 12 Ad Groups across all Google Search Ad Campaigns
- Search ad copywriting
- Keyword selection
- Negative keyword setup
- Conversion tracking setup
- Landing page alignment

#### Why this matters

Google Search helps Synergy appear when people are already looking for transformer manufacturers, electrical products, or industrial solutions.

## **Not Included**

- Google advertising budget
- Guaranteed enquiries or sales
- YouTube advertising
- Google Display advertising
- Additional Google Search Ad Campaigns outside the agreed scope

## **SEO Landing Page Setup**

### **Included**

- Up to 8 SEO landing pages

### **Why this matters**

SEO builds long-term search visibility, so Synergy is not dependent only on paid advertising.

### **Not Included**

- PR campaigns
- Backlink outreach
- Guest posting
- Technical article writing
- Third-party directory submissions

## **LinkedIn Setup**

### **Included**

- LinkedIn company page optimisation

### **Why this matters**

LinkedIn keeps Synergy visible to consultants, engineers, contractors, procurement teams, developers, and business decision-makers during long buying cycles.

### **Not Included**

- Personal LinkedIn profile management
- Inbox management
- Outreach campaigns
- LinkedIn advertising
- Daily posting

## **Meta Awareness Ad Campaign Setup**

### **Included**

- Meta Ads account setup or review

- Meta Awareness Ad Campaign setup
- Broad audience setup

### Why this matters

Meta Awareness Ad Campaigns help keep Synergy visible among relevant business audiences before they actively search or ask for quotations.

### Not Included

- Meta advertising budget
- Meta lead generation campaigns
- Ecommerce campaigns

## Net Initial Commercial Visibility Setup Price: PKR 400,000

### Pricing breakdown

## Initial Commercial Visibility Setup

| Component   | Unit logic  | Price              |
|---|---|--------------------|
| Google Ads account setup, search strategy & account structure     | 1 complete account setup or review  | PKR 40,000         |
| Keyword research, search term mapping & competitor analysis       | Transformers, substations, electrical products, housing societies, industrial and commercial buyers | PKR 60,000         |
| Google Search Ad Campaign setup                                   | Up to 4 Google Search Ad Campaigns and up to 12 Ad Groups   | PKR 90,000         |
| Search ad copywriting, keyword selection & negative keyword setup | Campaign copywriting and optimisation foundation  | PKR 45,000         |
| Conversion tracking & landing page alignment                      | Google Ads conversion tracking and landing page setup   | PKR 40,000         |
| SEO landing page setup  | Up to 8 SEO landing pages   | PKR 100,000        |
| LinkedIn company page optimisation                                | Company page setup and optimisation   | PKR 10,000         |
| Meta Awareness Ad Campaign setup                                  | Meta Ads account setup or review, awareness campaign setup and broad audience setup                 | PKR 15,000         |
| <b>Total Initial Commercial Visibility Setup Investment</b>       |   | <b>PKR 400,000</b> |

## Initial Commercial Visibility Setup

PKR 400,000

This investment covers the initial commercial visibility setup only. It includes the research, structure, campaigns, landing pages, and platform setup required to prepare Synergy's digital presence for launch. It does not include monthly optimisation, ongoing content, campaign management, or advertising spend.

The largest part of the investment is allocated to Google Search because it requires strategy, keyword research, campaign architecture, ad groups, ad copy, conversion tracking, and landing page alignment. SEO landing pages form the second largest component because they create the initial search foundation that supports long-term visibility beyond paid advertising.

A lower investment would reduce the setup itself by limiting keyword research, campaign structure, landing pages, or tracking. If the approved scope remains unchanged, PKR 400,000 is a commercially balanced investment for establishing Synergy's initial digital visibility before ongoing monthly management begins.

## Monthly Growth Partnership Scope

### Google Search Ads Management

#### Included

- Ongoing monthly optimisation
- Keyword refinement
- Negative keyword management
- Search term optimisation
- Ad copy improvements
- Landing page alignment review
- Google Ads performance review

#### Why this matters

Monthly management keeps Google Search Ad Campaigns focused on relevant searches and reduces wasted spend over time.

#### Not Included

- Google advertising budget
- Guaranteed enquiries or sales
- YouTube advertising
- Google Display advertising
- Additional Google Search Ad Campaigns outside the agreed scope

### Search Engine Optimisation

#### Included

- Monthly SEO improvements
- Monthly keyword monitoring
- Search visibility review

- Pages gaining attention review
- New opportunity identification

### **Why this matters**

Ongoing SEO work helps Synergy build search visibility over time and identify new search opportunities connected to its products and sectors.

### **Not Included**

- PR campaigns
- Backlink outreach
- Guest posting
- Technical article writing
- Third-party directory submissions

## **LinkedIn Management**

### **Included**

- Up to 12 LinkedIn posts per month
- Post copywriting
- Static post creatives
- Carousel creatives
- Publishing
- Monthly optimisation

### **Content may include**

- Factory
- Products
- Manufacturing
- Projects
- Leadership
- Engineering
- Company updates

### **Why this matters**

LinkedIn keeps Synergy visible to consultants, engineers, contractors, procurement teams, developers, and business decision-makers during long buying cycles.

### **Not Included**

- Personal LinkedIn profile management
- Inbox management
- Outreach campaigns
- LinkedIn advertising

- Daily posting

## **Facebook & Instagram Management**

### **Included**

- Up to 4 Facebook & Instagram posts per month
- Post copywriting
- Static post creatives
- Publishing
- Monthly optimisation

### **Content may include**

- Factory
- Products
- Projects
- Company updates
- Behind-the-scenes
- Team

### **Why this matters**

Facebook and Instagram help Synergy look active, established, and present when someone checks the company online.

### **Not Included**

- Daily posting
- Community management
- Influencer marketing
- Customer support through social media
- Reels beyond the approved monthly scope

## **Meta Awareness Ad Campaigns**

### **Included**

- Ad copywriting
- Up to 8 new Meta ad creatives per month
- Creative concepts for awareness, recall, factory proof, product proof, and capability proof
- Monthly Meta Awareness Ad Campaign management
- Monthly optimisation
- Performance review

**Why this matters**

Because Meta's newer ad delivery relies heavily on creative variety, the monthly scope includes new ad creatives instead of relying only on the initial media library.

**Not Included**

- Meta advertising budget
- Meta lead generation campaigns
- Ecommerce campaigns
- Daily ad creative production
- New monthly photoshoots
- Video production beyond approved media assets
- More than 8 new Meta ad creatives per month

**Performance Review & Optimisation****Monthly Performance Review****Included**

- Google Ads performance review
- SEO performance review
- LinkedIn performance review
- Facebook & Instagram performance review
- Meta Awareness Ad Campaign performance review
- Website traffic review
- Enquiry source review
- Landing page performance review
- Search visibility review

**Why this matters**

Regular performance reviews help identify what is generating visibility, enquiries, and business opportunities, while highlighting areas that require improvement.

**Continuous Optimisation****Included**

- Google Search Ad Campaign optimisation
- Meta Awareness Ad Campaign optimisation
- SEO improvements
- Keyword refinement
- Search term optimisation
- Landing page improvements

- Ad copy improvements
- Creative improvements
- Content improvements
- Website recommendations where required

### **Why this matters**

Digital performance improves through continuous refinement. Small improvements made consistently over time often produce significantly better long-term results than one-time changes.

## **Meetings & Communication**

### **Included**

- 1 Monthly Strategy Review Meeting, up to 90 minutes
- 1 Monthly Performance Review Meeting, up to 60 minutes
- Up to 2 Coordination Calls per month, up to 30 minutes each
- WhatsApp / email coordination for routine approvals, content reviews, and urgent clarifications

### **Why this matters**

This gives Synergy enough access for proper coordination without turning the engagement into unlimited meetings.

### **Not Included**

- Additional meetings outside the monthly scope
- Daily calls
- Unlimited meetings
- On-site meetings unless agreed separately
- Meetings with third parties unless approved in advance
- Internal sales team meetings
- Emergency meetings outside business hours
- Sales team management
- Sales training
- Internal business consulting unrelated to digital activities
- CRM implementation
- ERP consulting
- Offline marketing activities
- Print advertising
- Exhibition or event management

## Net Monthly Growth Partnership Price: PKR 600,000 / month

### Pricing breakdown

## Monthly Growth Partnership Scope

| Component  | Unit logic  | Price                      |
|--|---|----------------------------|
| Google Search Ads Management                               | Ongoing optimisation, keyword refinement, negative keyword management, search term optimisation, ad copy improvements, landing page review, and Google Ads performance review | PKR 95,000                 |
| Search Engine Optimisation                                 | Monthly SEO improvements, keyword monitoring, search visibility review, pages gaining attention review, and new opportunity identification                                    | PKR 85,000                 |
| LinkedIn Management  | Up to 12 LinkedIn posts per month, copywriting, static creatives, carousel creatives, publishing, and monthly optimisation  | PKR 165,000                |
| Facebook & Instagram Management                            | Up to 4 Facebook & Instagram posts per month, copywriting, static creatives, publishing, and monthly optimisation   | PKR 55,000                 |
| Meta Awareness Ad Campaigns                                | Ad copywriting, up to 8 new Meta ad creatives per month, creative concepts, campaign management, optimisation, and performance review   | PKR 130,000                |
| Performance Review, Optimisation, Meetings & Communication | Monthly performance review, continuous optimisation review, 1 strategy meeting, 1 performance meeting, up to 2 coordination calls, and WhatsApp/email coordination            | PKR 70,000                 |
| <b>Total Monthly Growth Partnership Investment</b>         |   | <b>PKR 600,000 / month</b> |

## Monthly Growth Partnership Scope

PKR 600,000 / month

This is a monthly operating retainer, not a setup fee. The scope repeats every month across Google Search, SEO, LinkedIn, Facebook, Instagram, Meta Awareness Ad Campaigns, performance review, optimisation, meetings, and coordination.

The price is based on recurring work. Each month includes search term review, keyword refinement, ad copy improvement, SEO monitoring, post copywriting, creative design, Meta ad creative production, campaign review, performance review, and structured communication.

This fee covers the monthly work required to keep Synergy visible, active, measured, and improving across the agreed digital channels. Advertising spend is separate.

## Commercial Notes & Disclaimer

- This document is confidential and prepared only for Synergy Elektrik Pvt. Ltd. by Litplus Creatives.
- All prices are based on the scope stated in this document. Any additional pages, campaigns, production days, revisions, integrations, or deliverables will be quoted separately.
- Advertising spend is not included in agency fees and will be paid separately by the client or through the client advertising accounts.
- Hosting, domain registration, paid plugins, third-party software, taxes, government charges, and external vendor costs are excluded unless explicitly stated.
- Timelines depend on timely approvals, access, content, media availability, stakeholder availability, and required technical inputs.
- The Lean Commercial Shoot is a reduced scope option. It should not be treated as the same deliverable as the Commercial Grade Shoot at a lower price.
- The Advanced Enquiry & Tracking Setup is optional and recommended. The website includes basic enquiry setup; the optional upgrade expands the enquiry flow into a structured RFQ and source-tracking setup.