

DIGITVILLA LLP

DIGITAL MARKETING & SOCIAL MEDIA MARKETING QUOTATION

EXPO SPECIAL PRICING • 2026

Quote Details	Client Details
Quote No.: DV-DM-01022026	Client / Business Name: _____
Quote Date: 01/10/2026	Contact Person: _____
Valid Until: 07/10/2026	Phone / Email: _____
Prepared By: Digitvilla LLP	Business Type: [RETAIL / SERVICES / PROFESSIONAL / OTHER]

1. OUR DIGITAL MARKETING SOLUTION

Digitvilla provides practical digital marketing services designed to help businesses build a professional online presence, communicate with customers, and maintain consistent visibility across relevant digital channels.

Depending on the selected package, services may include social media management, creative content, basic SEO, Google Business Profile support, campaign planning, and performance reporting.

Marketing results depend on multiple factors, including the business, market, competition, pricing, offer, content quality, audience response, advertising budget, seasonality, and platform algorithms. Digitvilla provides professional execution and optimization but does not guarantee a specific number of leads, enquiries, sales, followers, rankings, reach, conversions, ROAS, or revenue.

2. SCOPE OF SERVICES

Area	Included Services
Strategy & Planning	Initial business/brand understanding, audience direction, content strategy and monthly activity planning.
Social Media Management	Management of agreed social profiles such as Instagram, Facebook and LinkedIn, according to the selected package.
Content Creation	Original branded posts, promotional creatives, educational content, captions and hashtags according to the monthly plan.
Content Calendar	Monthly content calendar and planned posting schedule for approved content.
Posting & Scheduling	Publishing/scheduling approved content on agreed platforms.
Engagement Support	Basic monitoring of comments/messages and escalation of customer enquiries to the client where appropriate.
Basic SEO	On-page recommendations, keyword direction, metadata/content suggestions and basic SEO work according to package.
Google Business Profile	Basic profile optimization, business information updates and selected post/content support where included.
Reporting	Monthly summary of activities and available platform performance metrics.
Campaign Support	Planning and setup assistance for selected promotional campaigns; advertising spend is separate.
Optimization	Reasonable activity/content adjustments based on available performance data and agreed objectives.
Client Coordination	Regular coordination for approvals, offers, announcements and required business information.

3. EXPO SPECIAL PACKAGES & PRICING

Expo pricing is a promotional introductory offer available to clients who confirm a package during the Digitvilla Expo campaign and within the quotation validity period. The discount applies to Digitvilla's monthly service fee only. Advertising spend, paid tools, premium assets, third-party services and other external charges remain separate.

Package	Best For	Regular Monthly	Expo Discount	Expo Monthly
STARTER	Local business building a consistent social presence	₹10,000	40% OFF	₹6,000
BUSINESS	Growing business needing regular content + SEO support	₹15,000	35% OFF	₹9,750
GROWTH	Business seeking broader marketing & optimization	₹22,000	35% OFF	₹14,300
CUSTOM	Multi-channel / advanced requirements	From ₹30,000	Up to 30% OFF	From ₹21,000*

* Custom packages are finalized after requirement analysis. The applicable expo discount depends on the approved scope, deliverables and commercial terms.

Expo pricing is not automatically permanent. Any continuation after the agreed promotional period may be billed at the applicable regular rate or at a separately agreed renewal rate.

4. RECOMMENDED EXPO PACKAGE — STARTER

Feature	Starter
Social platforms	Up to 2 platforms
Static / carousel creatives	Up to 12 posts/month
Reels / short-form videos	Up to 4/month
Captions & hashtags	Included
Monthly content calendar	Included
Posting / scheduling	Included
Basic engagement monitoring	Included
Basic Google Business Profile support	Included
Basic SEO recommendations	Included
Monthly performance report	Included
Monthly strategy discussion	Included

5. PACKAGE COMPARISON

Service	Starter	Business	Growth
Social platforms	Up to 2	Up to 3	Up to 4
Static/carousel posts	12/month	16/month	20/month
Reels/short videos	4/month	6/month	8/month
Content calendar	✓	✓	✓
Posting & scheduling	✓	✓	✓
Engagement monitoring	Basic	Standard	Priority
Google Business Profile	Basic	Standard	Advanced support
SEO support	Basic	On-page	On-page + monthly optimization
Campaign planning	Basic	✓	✓
Monthly reporting	✓	✓	Detailed
Strategy review	Monthly	Monthly	Bi-weekly

6. PAID ADVERTISING

Paid advertising on Meta, Google or other platforms is not included in the monthly service fee unless specifically stated in writing.

Item	Treatment
Advertising budget	Separate; decided and funded by the client.
Ad accounts	Client-owned account preferred. Client remains responsible for account ownership, billing and platform compliance.
Ad creative	Included according to the selected package where applicable.
Campaign setup	Basic setup may be included; advanced campaigns are quoted separately.
Ad management	As per package or separate management fee.
Performance	No guaranteed leads, sales, ROAS, reach, enquiries or conversions.

7. OPTIONAL SERVICES

Optional Service	Indicative Price
Additional social media platform	₹2,000–₹4,000/month
Additional static/carousel post	₹500–₹1,000/post
Additional reel / short video	₹1,000–₹2,500/video
Professional content writing	₹1,000–₹3,000/page
SEO setup / advanced on-page SEO	₹5,000–₹15,000 one-time
Google Business Profile optimization	₹3,000–₹7,500 one-time
Paid campaign management	From ₹5,000/month or fixed quote
Landing page	From ₹5,000
Product/service photography	Quoted separately
Influencer / creator marketing	Quoted separately + creator charges
WhatsApp marketing / automation	From ₹7,500 + provider charges

8. CONTENT, REVISIONS & APPROVAL PROCESS

- Digitvilla prepares the monthly content direction/calendar according to the selected package.
- Creatives, captions and videos are prepared according to the approved scope.

- Client reviews content and provides consolidated feedback/approval.
- Up to 2 reasonable revision rounds per creative/content item are included unless otherwise agreed.
- Major redesigns, new concepts after approval, or revisions caused by changed requirements may be quoted separately.
- Approved content is scheduled/published on agreed platforms.
- Timely approvals and accurate business information are required to maintain the planned posting schedule.
- If approvals or required materials are delayed by the client, the corresponding posting/content schedule may be adjusted without extending the service scope.

9. PAYMENT TERMS

Item	Terms
Monthly Service Fee	100% payable in advance at the beginning of each service month.
Expo Offer	Expo-discounted fee applies to the agreed promotional period/package stated in the quotation.
Advertising Budget	Paid separately by the client and not part of Digitvilla's service fee.
Third-party Services	Paid tools, stock assets, influencers, domain/hosting, messaging providers and other external fees are payable separately where applicable.
Taxes	GST/taxes, if applicable, will be charged as per applicable law and stated on the invoice.

Work may be paused if an invoice remains unpaid or required account access/content/approvals are not provided. Any approved work completed before a pause remains payable.

10. SERVICE TIMELINE

Marketing services operate on a monthly cycle. Initial setup and onboarding generally require 3–7 working days after receipt of the required business information, brand assets and account access. Timelines may vary based on client responsiveness, platform access and approval cycles.

11. CLIENT RESPONSIBILITIES

Client Provides	Requirement
Business information	Business profile, products/services, offers, contact details and target audience information.
Brand assets	Logo, colors, brand guidelines, images, videos and other approved assets.
Access	Required social media, Google Business Profile, website and advertising account access where applicable.
Approvals	Timely review and consolidated approval/revision feedback.
Legal/compliance	Accuracy and legality of business claims, offers, pricing, images, testimonials and promotional statements.
Advertising budget	Separate budget for paid advertising campaigns where applicable.

12. OWNERSHIP, ACCOUNTS & THIRD-PARTY TOOLS

- Client-owned social media, Google, advertising and website accounts remain the client's property.
- Digitvilla will use access provided by the client only for agreed services.
- Client is responsible for keeping account ownership, billing details, passwords and recovery information secure.
- Final approved client-specific creatives/content produced under the paid scope may be used by the client for its business purposes, subject to any third-party asset/license restrictions.
- Premium stock assets, fonts, music, software subscriptions, plugins, hosting, domains and other third-party services are subject to their respective licenses and charges.
- Digitvilla may retain reasonable work records for operational, reporting and portfolio purposes unless the client requests otherwise in writing, subject to applicable confidentiality commitments.

13. IMPORTANT EXCLUSIONS

Unless explicitly listed as included, the quotation excludes: advertising spend; influencer/creator fees; paid software subscriptions; premium stock assets; professional photography/video production; customer support on behalf of the client; guaranteed rankings, leads or sales; crisis management; legal/compliance consultancy; large-scale website development; marketplace management; major branding/re-design work; and services outside the approved scope.

14. PERFORMANCE & NO-GUARANTEE DISCLAIMER

Digitvilla does not guarantee or promise any minimum number of leads, enquiries, customers, sales, followers, likes, views, rankings, reach, conversions, revenue or return on advertising spend. No lead quota, sales commitment or business-result commitment is included in this quotation.

Digital marketing outcomes can be affected by factors outside Digitvilla's control, including market demand, competition, pricing, offer quality, client response time, website performance, audience behavior, platform policies/algorithms, seasonality, account restrictions and advertising budget.

Digitvilla's commitment is to provide the agreed services professionally, maintain the agreed activity schedule where client dependencies are met, optimize based on available data, and provide transparent reporting. Any performance target or guarantee must be separately documented and signed by both parties; verbal expectations do not modify this quotation.

15. EXPO COMMERCIAL SUMMARY — STARTER

Particular	Amount
Regular Monthly Digital Marketing Fee	₹10,000
EXPO DISCOUNT — 40%	– ₹4,000
EXPO MONTHLY SERVICE FEE	₹6,000
Advertising Budget	Not included
Paid Tools / Third-party Services	Not included unless specifically agreed
GST @ 18% (if applicable)	₹1,080
TOTAL INCLUDING 18% GST (if applicable)	₹7,080

The ₹7,080 total is applicable only where 18% GST is charged. If GST is not applicable to the transaction, the service fee payable is ₹6,000 plus any separately approved third-party charges.

Expo pricing is promotional and subject to the approved scope, package and quotation validity. Any renewal/continuation pricing should be confirmed separately.

16. TERM, CANCELLATION & RENEWAL

- The initial service period is the monthly period stated on the invoice/order confirmation unless otherwise agreed in writing.
- Monthly services renew only upon mutual confirmation/payment; no automatic long-term commitment is created by this quotation unless separately agreed.
- Cancellation or non-renewal should be communicated before the next billing cycle.
- Amounts already paid for the current service period are non-refundable once service delivery has commenced, except where otherwise required by applicable law or separately agreed in writing.
- If a client requests work outside the approved scope, Digitvilla will confirm the additional fee before starting that work.

17. QUOTATION ACCEPTANCE

By approving this quotation, the client confirms acceptance of the scope, package, commercial terms, payment schedule, responsibilities, exclusions and performance disclaimer described above. Requirements outside the approved scope will be discussed and quoted separately.

For Digitvilla LLP	For Client
Authorized Signatory: _____	Authorized Signatory: _____
Name: _____	Name: _____
Date: _____	Date: _____
Signature & Stamp	Signature & Stamp