



# **PROPOSAL FOR E-COMMERCE MANAGEMENT**





# **DELIVERABLES**

## **FOR BRANDS LOOKING TO SCALE THEIR ONLINE STORE WITH EXPERT MANAGEMENT & ADS.**

- E-Commerce Store Management (Shopify, Wix, WooCommerce, etc.)
- Product Uploads & Optimization (Titles, Descriptions, SEO)
- Inventory & Order Tracking Support
- Monthly Sales & Performance Report
- Setting Up the Google Business Profile, Google Ads Account, Merchant Centre etc.
- Running Google Ads on a regular basis for the Brand (Search, Display, PMax, Shopping Ads etc)
- Campaign Setup & Management
- Keyword & Audience Targeting
- Conversion Tracking & Analytics
- Setting up the WhatsApp Business Profile for the Brand.



## **COMPENSATION:-**

- Creative Calendar will charge a fees of Rs 25,000 /- per month for the above mentioned services.
- A Separate Advertising Budget, a minimum of Rs 10,000/- is to be allocated every month which will be used to run Google Ads and this will be loaded directly from the client's card/account to the Google Ads account.
- The above mentioned amount of Rs 25,000/- is to be paid in the bank account in the starting of every working month.