



# project Proposal deck

Odea Development

**PRESENTED BY:**

Team ODEA

**ODEA**

**ଓଡ଼ିଆ**

**ଓଡ଼ିଆ**

**ଓଡ଼ିଆ**

**ଓଡ଼ିଆ**



# Company overview

## Who are we?

We are Odea Development an **Coimbatore** based agency that helps **businesses make better communication with their customers with content , creatively**

We specialize in creative content of all kinds whether it be **eye catching graphics** or Creative videos that leave an impression on the viewers. **Visual content that they will always remember.**

what else? let's connect ....

### what you get

- Quality and timely service
- Innovative and creative team
- Travel(marketing) partners of your business

## SERVICE PACKAGE

- 1. Graphic designing** ( BROCHURES , LOGOS, BUSINESS CARDS , SOCIAL MEDIA OPTIMIZATION , PACKAGE DESIGNING , PPTs, Animations, etc)
- 2. Web & SEO**
- 3. Video ideation and shooting**
- 4. Editing**
- 5. Content marketing (blogs, articles & videos)**
- 6. Meta and google ads**
- 7. Email marketing**
- 8. Whatsapp automation**
- 9. Social media marketing and management (Instagram, Facebook, LinkedIn, YouTube)**
- 10. Influencer marketing**

- Weekly once meeting (virtual)
- monthly once reporting
- monthly once video shoot (3 to 4 days)
- Transparency in spending, shoots, work schedules, content calendars, etc
- Digital support will be provided anytime from our supporting team.

In simpler words we will complete take care of your online presence and sales, so you can concentrate on your business...

# Platforms that we work on



we create creative short videos that makes an lasting impressions on the viewers relatable and funny ads and we can increase our Reach by stepping i into the world of memes

- ✓ Content According to Algorithm
- ✓ Memorable content
- ✓ Creative scripts
- ✓ Targeted to the Younger audiences



To give detailed communication for the product or service

- ✓ Long form content
- ✓ Engaging Content
- ✓ Increased Brand Visibility:
- ✓ FAQ'S

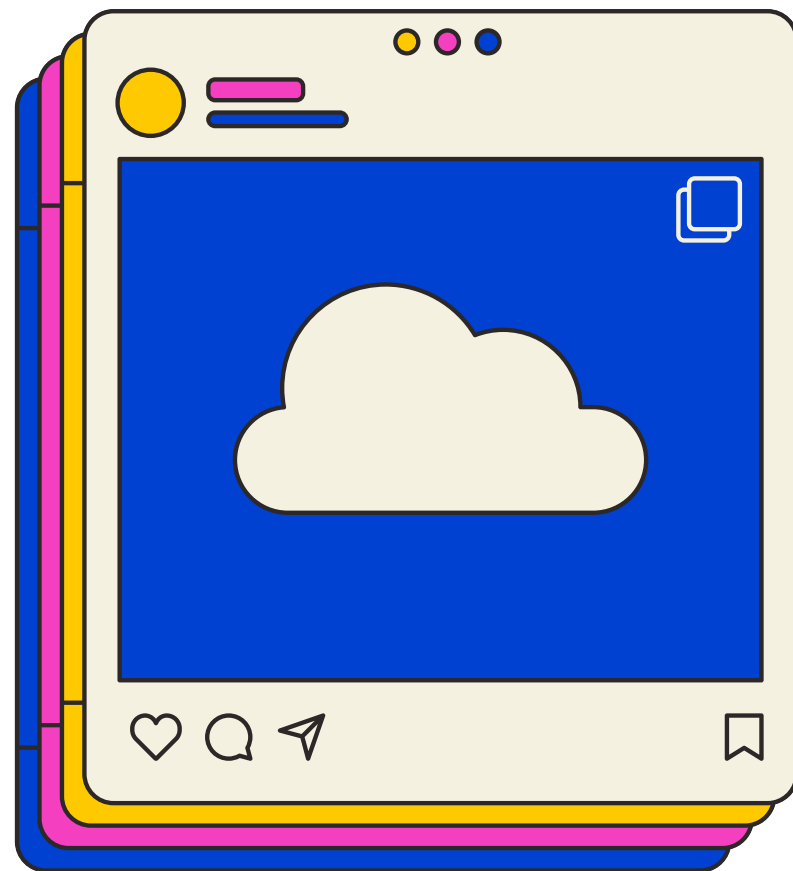
YouTube: Quick, visual how-tos.

- ✓ Easy troubleshooting.
- ✓ Enhance customer support.
- ✓ Build strong community.
- ✓ Improve product knowledge.

# Platforms that we work on



facebook



Facebook can help us reach more people getting more awareness about the brand and products

- ✓ Reaching More audiences and more customers
- ✓ A Great way for two way interaction
- ✓ People who follow you in facebook  
Have 82 percent More chance buying from you

WhatsApp has evolved into a powerful business tool. With the introduction of APIs, companies can now run regular marketing campaigns to reach potential customers. Beyond sales, WhatsApp is an excellent platform for after-sales support, allowing customers to easily contact the company for complaints, maintenance scheduling, and general inquiries.

- ✓ We Boost sales with targeted campaigns.
- ✓ We Create Direct customer engagement and support.
- ✓ Systems for Efficient complaint and service requests.
- ✓ Expand customer reach and retention .

# Platforms that we work on



Meta ads offer unparalleled precision in reaching target audiences. By leveraging detailed user data, businesses can deliver highly relevant ads to customers most likely to convert. This efficiency translates to significant cost savings and maximized return on investment. **For instance, a mere fraction of a rupee can generate substantial ad impressions among a highly targeted demographic.**

- ✓ **Find your customers:** Show ads to people interested in your product.
- ✓ **Spend smart:** Get more bang for your advertising buck.
- ✓ **Sell more:** Increase sales by reaching the right people.
- ✓ **Learn and improve:** Use data to make your ads better.

# Project team



Co founder

**Deepika S**



CO founder

**Karan Prabhu**



Social media head

**Sharmila Rozariyo S**



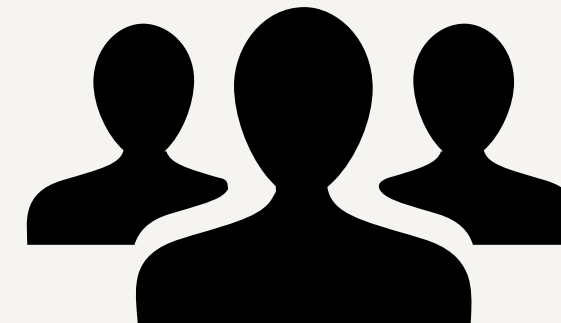
Technical head

**Gokul R**



**Harsh Vardhan ojha**

Director



8 freelancers, 1 camera team and 1 project team of 3 staffs

**Examples of our works will be shared as a google drive link. Kindly contact our team for the link.**

# Project Budget

## Video creation

10 - 15 videos per month

- Ideation
- Scripts and contents
- camera shoot
- model / presenter (if needed)
- background edits
- voice and subtitle edits
- dubbing and graphics
- premium edits
- Ad setup

~~47,999~~

36,999



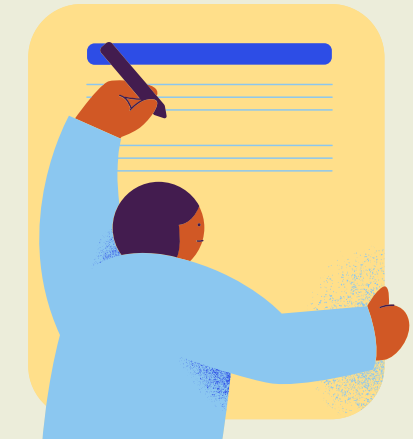
High quality  
Video editing



High Quality  
Videography



A Presenter



Scripting

And much more

# Project Budget

## For social media marketing

- 2 to 4 handles
- paid collabs
- content research and algorithm centric content
- Graphic designing
- meta ads
- automations (WhatsApp and email)
- influencer

~~34,999~~

29,999



Marketing Strategies



Videography

And much more



Creative content Creation  
For all the platforms



Advertisements across  
All platforms

# Project Budget

## Website and search engine optimisation

- Static website redesigning includes content drafting, market research, new theme and plugins, new visuals, infographics and extra pages(if necessary)
- Domain and hosting
- Search engine optimisation (1 month free SEO)

~~27,999~~

19,999

- **Modern and responsive redesign**
- **SEO**
- **content revamp**
- **improved ux**
- **fast loading and light weight**
- **video gallery**
- **security enhancements**
- **mobile sync**
- **whatsapp integration and payment integration (if necessary)**

# Project Budget

- **Search engine optimisation (3 to 6 months for ranking)**
- Keyword research
- website audit
- on page optimisation
- content optimisation
- technical seo
- link building
- local seo
- analytics and reporting

~~14,999~~

8,999



Modern & user friendly



SEO



Highly responsive



International standard

**And much more**

# Add ons

- Blogs
- articles
- personal branding (LinkedIn)
- Unlimited graphic designs
- account handling

**and what else? You name it, we do it.....!!**

~~11,999~~

**FREE**



Modern & user friendly



Highly responsive

**And much more**



SEO



International standard

## total package

- You are not paying for the terms mentioned... you are paying for the quality, determination and a companionship for your business.

**lets take the business to the next level with just rupees**

---

~~1,25,000~~

**95,999**

**But wait....**

# total package

**1st month (including website) - 95,999**

**next month onwards - 75,999**

**Monthly**

**75,999**

**6 months**

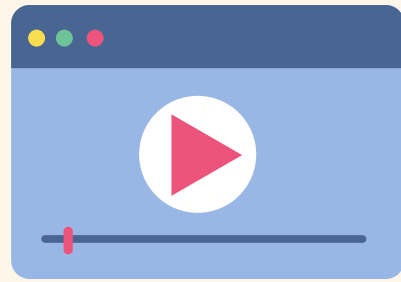
~~4,55,994~~

**3,96,000**

**Yearly**

~~9,11,988~~

**8,98,000**



# VideoGraphy

- ✓ **High-quality video editing: Precision artistry transforming raw footage into visual masterpieces.**
- ✓ **A Presenter: Charismatic presenter delivering engaging content with impact**
- ✓ **High-quality videography: Capturing stunning visuals that tell compelling Scripts**
- ✓ **Scripting for content creation (TP-Link): Crafting compelling narratives that resonate with TP-Link's audience.**

# Marketing



- ✓ **Marketing Strategies: Blueprint for achieving brand objectives through targeted audience engagement and data-driven decisions.**
- ✓ **Creative Content Creation: Crafting compelling narratives that resonate with diverse audiences across multiple platforms.**
- ✓ **Videography: Visual storytelling that captures attention and delivers a powerful brand message.**
- ✓ **Advertisements: Strategic placement of persuasive messages to drive desired actions and maximize ROI across various channels.**

Let's start the transition.....

**ODEA**