

# DVIRALS

CREATIVE LAB

## BUSINESS PROPOSAL



MARCH 2025

# *Hello, Welcome!*



## ABOUT US

Welcome to an Endless World of Imagination and Boundless Creativity!

DVirals is the perfect fusion of hardcore coders, social storytellers, digital creators, and data-driven strategists. Our mission? To turn your brand's voice into a vibe that resonates, engages, and converts. We bring brands to life across digital platforms with strategies that engage, convert, and scale. We craft experiences that spark meaningful connections.

## WHAT WE DO

We're not here to just build your website or manage your social media – we're here to make things work. From crafting scroll-stopping content, building loyal communities, to analyzing data to push the needle, we bring a blend of creativity and strategy that delivers results.

**Our perspective** - **NO FLUFF, NO ONE SIZE FITS ALL** Solutions – just tailored strategies that evolve as fast as the digital world itself. We make sure your brand doesn't just show up online – it stands out.

## OUR SERVICES

Transform your digital journey with expert-driven solutions!

- ✓ Website Development – Custom-built, high-performance websites for seamless user experience. Both static and dynamic, fully responsive websites with designs that will make an impact.
- ✓ Social Media Management – Strategic content, engagement, and analytics-driven campaigns for impactful brand presence.
- ✓ Branding & Design – Standout logos, visuals, and brand identity that make a lasting impression.
- ✓ Content Writing – Engaging blogs, website content, and creative storytelling that captivate your audience.
- ✓ Influencer Marketing – Leverage industry experts to amplify your reach and credibility.
- ✓ Reputation Management – Build and maintain a strong, positive online presence with proactive strategies.
- ✓ Analytics & Performance Tracking – Data-driven insights to optimize and refine marketing efforts.

## GOAL & OBJECTIVE

At DVirals, we specialize in providing comprehensive digital marketing services that'll enhance your brand's online presence. Our goal will be - to build an engaging and informative digital community for your target audience while reflecting the values and excellence of company.

Increase  
engagement with  
students, parents,  
and staff

Improve brand  
visibility and  
reputation online

Share important  
updates,  
achievements, and  
events

Maintain a  
professional and  
interactive digital  
presence

Strengthen brand  
identity and boost  
awareness through  
digital reach

Boost overall digital  
presence and  
identity

## SCOPE OF WORK

# SOCIAL MEDIA MANAGEMENT

We will manage Bhavani School's social media pages with a strategic, data-driven approach to ensure consistent engagement and growth.

*Engage, Influence, and Convert with Ease!*

Account Setup  
& Optimization

Content  
Strategy &  
Content  
Calendar

Graphics &  
Video Content  
Creation

Posting on all  
social media  
platforms

Community  
Engagement &  
Page  
Management

Paid Ad  
Campaigns  
(Optional)

## WHY DO YOU NEED TO HIRE A **SOCIAL MEDIA MANAGER?**



- Expertise and strategy
- Time management and efficiency
- Engagement and Interaction
- Content Creation and Curation
- Consistent brand voice
- Analytics and improvement

# OUR APPROACH:

## Account Setup & Optimization

- Create or Review and optimize existing social media profiles (Facebook, Instagram, LinkedIn, Twitter, etc.)
- Ensure branding consistency (logo, cover images, bio, contact details)
- Set up additional accounts if required

## Content Strategy & Posting

- Develop a customized content calendar aligned with your business's activities
- Post 4-5 times per week with engaging, high-quality content
- Types of content we will create & share:
  - Announcements & Updates (Launches, Events, Notices, etc.)
  - Achievements & Success Stories
  - Customer Engagement Posts (Polls, Competitions, Q&A sessions)
  - Educational & Inspirational Content ( Tips, Trends, Motivational Quotes)
  - Behind-the-Scenes content

## Graphics & Video Content Creation

- High-quality customized graphics for posts & banners
- Short video clips & reels highlighting your business activities & events
- Testimonial videos

## Community Engagement & Page Management

- Respond to comments, messages, and queries promptly
- Encourage positive discussions & interactions
- Monitor all mentions & tag relevant content

## Paid Ad Campaigns (Optional)

- If needed, run targeted Facebook & Instagram ads to boost brand awareness
- Optimize campaigns for maximum reach and engagement



# PRICING & PACKAGES:

Here's our standard social media management pricing format based on posting frequency, ad budget, and content requirements.

We can discuss package details based on your school's needs. Prices may vary as per requirements or tailored packages

## BASIC

Starting  
**INR 4999**  
PER MONTH

- 12 posts per month  
(announcements, student highlights, event updates)
- 2 customized design posts
- 3 Facebook Reel / Insta Story
- 1 YouTube Video
- Creative Taglines
- Resharing in social media groups
- Basic Hashtag Strategy
- Reputation Management

## PLUS

Starting  
**INR 5999**  
PER MONTH

- 16 posts per month  
(announcements, student highlights, event updates)
- 2 customized design posts
- 6 FB reels / Insta Stories
- 2 YouTube Videos
- Creative Taglines
- 1 Ad Campaign Management
- Target Audience Research
- Advanced Hashtag Strategy
- Audience Engagement
- Reputation Management

## PREMIUM

Starting  
**INR 9999**  
PER MONTH

- 20 posts per month  
(announcements, student highlights, event updates)
- 12 Insta stories / FB Reels
- 3 YouTube Video
- Creative Taglines
- Paid Campaigns Management & Monitoring
- Target Audience Research
- In-depth Hashtag Strategy
- Monthly Analytics Report
- Performance Analysis
- Dedicated Customer Support
- Reputation Management



*Reach out to us today!*

# READY TO MAKE WAVES? LET'S DIVE IN!

We'd love to discuss more on how we can enhance your school's online presence. Let's schedule a meeting to finalize the plan and get started.

Looking forward to working with Bhavani School and making its digital presence impactful.



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