



FIREBRICK
DIGITAL

**SOCIAL
MEDIA
MANAGEMENT**

FEATURES

All the features you want, none of the hassle

Our features makes it easy to run your business and yet have a very active online presence

Social Media Accounts Setup

Setup of business pages across major social media platforms like Facebook, Twitter and Instagram.

Social Media Profile and Header Image Design

We would ensure through our creative team that your brand get's easily recognized across all social media platforms

Content Calendaring

A full content calendar showing activity to be carried out based on mapped strategies for your business.

Mailing List Creation

Mailing lists will be created and segmented depending on the different categories of customers subscribed to your newsletters.

Newsletter Template Design

Through our in-house creative team we would ensure the templates designed match the brand's touchpoints and identity.

Newsletter Copywriting

Content of mails to be sent out will be generated by us after clearly understanding what you aim to get across to your customers.

Google Analytics Setup

Google Analytics set up and monitored to measure various metrics involving activities on your website and webpages.

A/B Testing

Content will be created with options either varied by color, font, image placement etc to find out which catches on more.

SEO Audit

Analysis of the SEO status of your website will be done and compared to that of competitors in your industry.

Keyword Research and Targeting

Research into words, phrases and terms that potential customers use to search for your products and services will be carried out. After which the keywords will be used to target more consumers.

E-Commerce Tracking

Activity and products on your online store will be tracked to have an accurate insight into visitor behaviors.

Overall Monitoring and Reporting

A report detailing results from each activity carried out throughout the month will be created and sent, ensuring we are in check with our deliverables.

PLANS & PRICING

Simple, transparent and perfect for your business.

Billed Monthly

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	Start ₹35,000 For early stage businesses	Grow ₹50,000 For businesses seeking better online engagement	Dominate ₹100,000 For businesses seeking mass traction
Facebook Page likes/ Instagram Followers Minimum Growth Rate Monthly	<200 Followers:- 10% Growth Rate	<200 Followers:- 15% Growth Rate	<200 Followers:- 20% Growth Rate
	<500 Followers:- 5%Growth rate	<500 Followers:- 7.5%Growth rate	<500 Followers:- 10%Growth rate
	<1000 Followers:- 2% Growth Rate	<1000 Followers:- 5% Growth Rate	<1000 Followers:- 7.5% Growth Rate
	<5,000 Followers:- 1% Growth Rate	<5,000 Followers:- 2% Growth Rate	<5,000 Followers:- 5% Growth Rate
	>5,000 Followers:- 1% Growth Rate	>5,000 Followers:- 2% Growth Rate	>5,000 Followers:- 3.5% Growth Rate
Twitter Followers Minimum Growth Rate Monthly	<200 Followers:- 5% Growth Rate	<200 Followers:- 7.5% Growth Rate	<200 Followers:- 10% Growth Rate
	<500 Followers:- 2.5%Growth rate	<500 Followers:- 3%Growth rate	<500 Followers:- 5%Growth rate
	<1000 Followers:- 1% Growth Rate	<1000 Followers:- 2% Growth Rate	<1000 Followers:- 3% Growth Rate
	<5,000 Followers:- 1% Growth Rate	<5,000 Followers:- 1% Growth Rate	<5,000 Followers:- 2.5% Growth Rate
	>5,000 Followers:- 1% Growth Rate	>5,000 Followers:- 1% Growth Rate	>5,000 Followers:- 2% Growth Rate
Social Media Accounts Setup	✓	✓	✓
Accounts Profile and Header Image Design	✓	✓	✓
User Engagement	✓	✓	✓

Mail Marketing Account Setup	–	✓	✓
Mailing List Creation	–	✓	✓
Newsletters Per Month	–	1	2
Email Template Design	–	✓	✓
Email Copywriting	–	✓	✓
Google Analytics Setup	–	–	✓
Audience Segmentation	–	–	✓
A/B Testing	–	–	✓
SEO Audit and Competitive Analysis	–	–	✓
Keyword Research	–	–	✓
Keyword Retargeting	–	–	✓
Analytics Monitoring	–	–	✓
E-commerce Tracking	–	–	✓
Content Calendar	–	–	✓
Overall Monitoring and Reporting	✓	✓	✓

N.B

Whenever you subscribe quarterly (3 months at once), you automatically get a month free.

FAQ

If its crossed your mind, it's definitely on ours

How do I Subscribe to any of the Plans?

You can subscribe by paying the amount accrued to any of the plans you wish to subscribe to. Payments can be made by making a transfer to the Firebrick's bank account that would be sent to you upon request.

Can I subscribe for multiple months at once?

Yes you can. Subscribing for 3 months with a onetime payment entitles you to a free fourth month.

Is there a Refund Policy?

Refunds will only be made available when subscriptions are cancelled within the first week of subscription.

Which plan is best for me?

You can make this decision based on the size and nature of your business and how frequently you would want to engage potential customers on social media.

What if I want just one feature on a higher Plan?

Feel free to do us a mail at support@firebrickdigital.com. We are open to hearing you out.

How do I cancel my subscription?

You can cancel your subscription by simply sending a mail as regards that to support@firebrickdigital.com.

When do I pay for my subscription?

Subscription to any of our plans is done by the first week of the month.

Can I switch to another plan before the end of a month?

No you can't. You have to wait till the beginning of a new month to switch to another plan.

What If I want a custom plan?

We are definitely open to you having a custom plan. Send us a mail at support@firebrickdigital.com stating the customized features you want and we'll get back to you.



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Let's talk

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