

Media Plan

LEAD GENERATION CAMPAIGN

Sr. No	Platforms	Ad Type	Nos.	Objective	Location	Targeting Type	Buy Type	Budget	Budget %	CPL	Leads
A	FB & Instagram	Website Traffic - Promotion	24 creatives	Leads	Mumbai, Delhi, Kolkata, Bangalore, Ahmedabad Chennai & Hyderabad	Interest + Demographic + Psychographic	CPL		65.00%		
		Lead Generation - Interest	24 creatives			Interest + Demographic + Psychographic	CPL				
	LinkedIn	Lead Generation - Interest	24 creatives			Interest + Demographic + Psychographic + Custom Audience	CPL				
	Google Search	Search Ads	6 text ads			Intent Based Keywords & Inmarket	CPL		35.00%		
Agency Commission (Cost)											
Equilization Levy Tax (If Applicable)											
Total											
B	Website Maintainence for 2 months								Deliverables. 1. End to end Website maintenance support as & when required for current campaign related activities including patching & resolving bugs. 2. Minimum 2 nos. landing pages design & development along with all creatives.		
	Creative Cost (Lumpson cost for 2 months)								Deliverables. 1. Campaign design & copy. 2. All campaign asset creations as per Nos.in each type. 3. 6 package emailers		
Total											
GST											
Any other Tax / Duty											
GRAND TOTAL											

Place-----

Signature of Tenderer

Date-----

Name & Address