

iDula

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- **Basic Plan:** It's a foundation with limited services. Clients should understand that they can only make minor modifications like color changes. Content is basic, and they may need to provide it themselves in a shared document. Any advanced changes or requests, such as personalized designs or more extensive video production, will incur extra charges.
- **Standard Plan:** More services are included, but there's still room for additional charges if there are major modifications or additions beyond what's outlined (e.g., extra landing pages, ad campaigns, or extended email lists).
- **Premium Plan:** This is the most advanced and comprehensive plan, which comes with higher expectations and more in-depth services like AI integration, brand management, and multi-channel marketing. Again, any extra work outside the plan's scope would be billed separately.

iDula Basic Plan Details

The **Basic Plan** is designed for businesses or individuals starting out or seeking essential digital marketing services to create a simple online presence. Ideal for those who need foundational services without the complexities of customization or additional features.

Services Included in the Basic Plan

1. **Social Media Management (SM Management)**
 - **Platforms:** Facebook, Instagram, YouTube
 - **Parameters:** Up to **3 platforms** included. Additional platforms (LinkedIn, X, etc.) will incur extra charges.

- **Content:** Regular posting and engagement management. Clients will need to provide content, and a content document will be shared for easier submission.
- **Support:** Basic content calendar and comment responses.
- **Charges:** Additional posts or advanced engagement features may incur additional service fees.

2. Content Marketing

- **Service:** Develop and post **4 blog posts/articles per month**.
- **Limitations:** Content strategy and performance tracking with basic level optimization.
- **Content Requirements:** Client provides initial content (in a shared document).
- **Charges:** Additional content requests(e.g., more blog posts) may incur extra charges.

3. SEO Marketing

- **Service:** Basic SEO implementation: on-page optimization, keyword research, and link-building strategies.
- **Reports:** Monthly performance tracking and SEO reports.
- **Charges:** More extensive SEO work (like backlinks, technical SEO, or aggressive keyword strategies) will incur additional fees.

4. Static Website

- **Design:** A simple **static website** with up to **5 pages** (Home, About Us, Services, Contact, Blog/Additional Page).
- **Customization:** The client will select from **pre-designed templates**. Any **custom design requests**, including personalized layouts or features, will incur additional charges.
- **Maintenance:** Basic maintenance; future changes will require **extra charges** if modifications exceed the basic scope (e.g., additional pages, custom designs).
- **Content:** Clients must provide their own text and images for the website via a shared document.

5. Basic Design & Video Production

- **Service:** 1-2 promotional videos (up to 60 seconds) for use on social media or the website.
- **Design:** Basic graphic design for social media and marketing materials.
- **Charges:** **Advanced video production** or **custom designs** (e.g., extra graphics, flyer designs) may incur additional costs.

Work Process for the Basic Plan

1. **Initial Consultation:** We'll discuss your business goals and target audience to define success criteria.
2. **Content and Design Development:** Based on your input, we'll draft the content and design.
3. **Website Launch & Social Media Setup:** Launch your static website and initiate social media management.
4. **Ongoing Optimization:** Monthly performance monitoring and basic SEO/content adjustments.

Support Process for the Basic Plan

- **Support Availability:** 5 hours/month for updates and minor changes (Monday-Friday, 9 AM - 5 PM).
- **Response Time:** Email responses within **24-48 hours**.
- **Service Changes:** Modifications outside the plan (extra pages, custom designs, additional services) will be priced separately.

iDula Standard Plan Details

The **Standard Plan** is ideal for businesses needing a more comprehensive digital marketing strategy, including website maintenance, PPC, email marketing, and AI-powered customer service tools. It's perfect for businesses looking to increase engagement and traffic with moderate customization.

Services Included in the Standard Plan

1. **Everything in the Basic Plan**
 - All services from the **Basic Plan** are included in the Standard Plan.
2. **Website & Maintenance**
 - **Service:** Regular updates to website content and design.
 - **Security & Performance:** Ongoing security checks, speed optimizations, and bug fixes.
 - **Charges:** Additional major website changes beyond basic updates may incur charges.
3. **Ad Management (PPC)**

- **Service:** Targeted ad campaigns on Google Ads/Facebook Ads.
 - **Tracking & Optimization:** Regular adjustments to maximize ROI, with monthly reports.
 - **Charges:** New ad campaigns or additional ad budget management may incur additional charges.
4. **Email Marketing**
- **Service:** 1-2 promotional emails per month.
 - **List Management:** Basic segmentation and growth of your email list.
 - **Charges:** Extensive email list management or more frequent campaigns may incur extra charges.
5. **Customer Service AI Bot**
- **Service:** Chatbot integration to handle 24/7 customer inquiries and lead engagement.
 - **Charges:** Customizing chatbot responses beyond basic setup will incur extra charges.

Work Process for the Standard Plan

1. **Initial Consultation & Strategy:** We'll tailor a strategy around your goals and audience.
2. **Website Updates & Ad Campaigns:** Manage regular updates and PPC campaigns to boost engagement.
3. **AI Bot Integration:** Set up and customize the chatbot.
4. **Performance Reports & Adjustments:** Provide detailed reports on campaigns and ongoing adjustments.

Support Process for the Standard Plan

- **Support Availability:** 10 hours/month for campaign management and website updates.
- **Response Time:** Urgent issues will be addressed immediately; general inquiries within 24-48 hours.
- **Service Changes:** Additional services (e.g., extra landing pages, extended email lists) will be priced separately.

iDula Premium Plan Details

The **Premium Plan** is for businesses seeking the most comprehensive solution with advanced AI tools, multi-channel campaigns, and brand management services. This plan is perfect for businesses looking to take their digital presence to the next level.

Services Included in the Premium Plan

1. Everything in the Standard Plan

- All services from the **Standard Plan** are included in the Premium Plan.

2. On-demand AI Services

- **Service:** AI-powered tools like predictive analytics and customer segmentation.
- **Customization:** Tailored solutions for real-time adjustments based on customer behavior.
- **Charges:** Any custom AI tool requests may incur additional charges.

3. Marketing Campaigns

- **Service:** Multi-channel campaigns (social media, PPC, email, display ads).
- **Optimization:** Continuous refinement based on real-time performance.

4. Brand Management

- **Service:** In-depth brand monitoring and adjustments, ensuring a consistent and strong brand presence.
- **Brand Strategy:** Tailored long-term branding plan.

5. Data Analysis & Reporting

- **Service:** Detailed reports on all digital activities and performance.
- **Strategic Insights:** Using data to inform and improve marketing, sales, and business strategies.

Work Process for the Premium Plan

- 1. Strategy Development:** We'll define long-term business and marketing goals.
- 2. Advanced AI Setup:** Implement AI tools tailored to your needs.
- 3. Campaign Management & Brand Optimization:** Run multi-channel campaigns and manage brand presence.
- 4. Continuous Reporting & Adjustments:** Analyze data for strategic improvements.

Support Process for the Premium Plan

- **Support Availability:** 20 hours/month for advanced campaign adjustments, AI services, and brand management.
 - **Response Time:** Immediate attention to urgent issues.
 - **Service Changes:** Custom requests for new AI tools, additional marketing channels, or data analysis will be priced separately.
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Final Note on Service Modifications

For **all plans**, please note that **major customizations** (beyond the plan's basic scope) such as extra pages, personalized designs, advanced video production, custom content writing, or extensive SEO services, may incur **additional charges**. These can be discussed after an initial consultation.

Clarification on Additional Costs

Please note that **the service fees charged by Idula cover the work and services we perform**, such as managing campaigns, creating content, developing websites, and offering customer support. However, **extra costs outside of the service fee may apply, including:**

- **PPC Spending:** The budget for your ads (e.g., Google Ads or Facebook Ads) is separate from the service fee and is billed directly by the advertising platform.
- **Plugins/Website Payments:** Any third-party plugins or payment systems used for the website will be billed separately.
- **Social Media Boosting:** If you choose to boost your social media posts or run paid promotions, those charges will be handled directly by the platform (Facebook, Instagram, etc.) and are not included in the plan fee.