



Full-Service Marketing Proposal

Content & Branding · Meta & Paid Ads · SEO / AEO / GEO · Social Media Handling Video Editing · LinkedIn Management · Business Profile Optimization · Email & WhatsApp Marketing

Content & Branding	Meta & Paid Ads	SEO / AEO / GEO	Social Media Handling
Video Editing	LinkedIn Management	Business Profile Optimization	Email & WhatsApp Marketing

90 Days

Campaign Sprint

8+

Core Services

100%

Transparent Reports



PATIENT ACQUISITION STRATEGY

The 3-Phase Digital Growth Funnel

1

Attract:

LinkedIn + FB + Instagram authority content targeting busy professionals 28–50. Educational videos, paid ads, SEO/AEO/GEO & brand reels.

2

Convert:

Discovery call funnel, lead magnets, landing page with booking CTA, WhatsApp/email sequences & retargeting campaigns.

3

Retain & Refer:

Post-90-day testimonial capture, referral incentives, GMB reputation management & monthly performance reviews.

3x

Avg Lead Increase

50+

Clients Served

100%

Transparent Reports

5★

Client Satisfaction

EIGHT GROWTH SERVICES

Content & Branding

Brand identity, visual content, copywriting & monthly content calendar

SEO / AEO / GEO

On-page SEO, AI Answer Engine Optimization & geo-targeted local search

Video Editing & Production

Short-form reels, educational clips, testimonials & brand story videos

Business Profile Optimization

GMB, Yelp, Trustpilot — setup, review management & local SEO

Meta & Paid Ads

Facebook & Instagram ads — campaign setup, A/B testing & ROAS tracking

Social Media Handling

Daily/weekly posting, community management & engagement across all platforms

LinkedIn Management

Profile SEO, 3x/week posts, connection strategy, DMs & lead generation

Email & WhatsApp Marketing

Drip campaigns, broadcast messages, lead nurturing & re-engagement flows

SERVICEDEEP DIVE

What's Included — Service by Service

Content & Branding

- Brand identity guidelines, color palette & tone of voice document
- Monthly content calendar — 30 days planned in advance
- 8–12 branded static posts/month per platform
- Copywriting for captions, ads & landing pages
- Carousel posts, infographics & story templates
- Brand voice consistency audit every 30 days

Meta & Paid Ads

- Ad account setup/audit & Meta pixel installation
- Campaign strategy: awareness, traffic, lead gen & retargeting
- Ad creative design (static, carousel & video ads)
- A/B split testing of headlines, visuals & audiences
- Daily budget management & bid optimization
- Weekly performance report: CTR, CPL & ROAS

SEO / AEO / GEO

- Full on-page SEO audit & keyword mapping
- AEO: optimize for AI search answers (ChatGPT, Perplexity, Gemini)
- GEO: geo-targeted landing pages & local keyword clusters
- Technical SEO: speed, schema markup & Core Web Vitals
- Monthly backlink building & domain authority growth
- Google Search Console & Analytics reporting

Social Media Handling

- Full management of FB, Instagram, LinkedIn & TikTok
- 3–5 posts per week per platform, scheduled & published
- Story/Reel scheduling & content calendar management
- Comment moderation & DM responses within 24 hours
- Hashtag research & trending topic integration
- Monthly platform analytics & audience growth report

Video Editing & Production

- 4–8 short-form reels/month (30–90 sec, platform-optimized)
- Subtitle & caption overlay, B-roll & transitions
- Brand intro/outro animations & lower thirds
- Educational & testimonial video editing
- Thumbnail design for YouTube & LinkedIn
- Hook-first scripting for maximum viewer retention

LinkedIn Management

- Full profile SEO: headline, about, featured & skills sections
- 3x posts/week: thought leadership, case studies & tips
- Connection growth strategy targeting ideal client profiles
- Personalised DM outreach sequences
- LinkedIn article writing — 2 long-form pieces/month
- Engagement & network amplification strategy

Business Profile Optimization

- Google My Business: complete setup & full overhaul
- NAP (Name/Address/Phone) consistency across all directories
- Weekly GMB posts, offers & product/service updates
- Review acquisition strategy & professional response templates
- Photo gallery refresh, Q&A; management & attributes
- Local pack ranking & Google Maps optimization

Email & WhatsApp Marketing

- Contact list segmentation & CRM setup (Mailchimp/HubSpot)
- Monthly email newsletter — designed, written & sent
- Automated drip sequences: welcome, nurture & re-engage
- WhatsApp broadcast campaigns & AI chatbot flows
- Lead magnet creation: PDF guide, checklist or mini-course
- A/B subject line testing for open-rate & click-rate optimization



IMPLEMENTATION PROCESS & ONBOARDING

FROM SIGNED PROPOSAL TO LIVE CAMPAIGNS — WE MOVE FAST WITHOUT CUTTING CORNERS

Week 1	Week 2	Week 3	Week 4
Discovery & Audit	Strategy & Build	Go Live	Optimize & Report
• Kick-off call & business deep-dive	• Content calendar approved	• FB, Instagram & LinkedIn ads active	• First performance snapshot delivered
• Account access & brand asset collection	• Website/landing page wireframe & design	• Website/page launched & SEO-ready	• Ad bids & targeting refined
• Competitor & market research	• GMB setup & optimization	• Educational videos — first batch	• A/B testing initiated
• Brand voice & content guidelines	• Ad creative, copy & audience built	• GMB live & review system running	• Month 2 content calendar delivered

Campaigns fully live within 14–21 days · SEO & GMB results appear within 60 days · Full reporting dashboard live by Day 30 · 90-day growth review included

CHOOSE YOUR PACKAGE

STARTER	GROWTH ★	ENTERPRISE
<i>Foundation Package</i>	<i>Recommended</i>	<i>Full Results</i>
● LinkedIn profile + 3x posts/wk	★ Everything in Starter	● Everything in Growth
● 8 content pieces/month	★ Meta paid ads (FB & Instagram)	● All 8 services active
● Google My Business setup	★ SEO + AEO + GEO full suite	● Daily social media handling
● Basic SEO on-page	★ Video editing (4 reels/mo)	● LinkedIn lead gen outreach
● Monthly reporting	★ Email & WhatsApp campaigns	● Dedicated account manager
	★ Weekly reporting + ROAS	● Custom KPI dashboard

NEXT STEPS

1	2	3	4
Choose Package	Sign Proposal	Kick-Off Call	Go Live
Starter · Growth · Enterprise	Contract sent via email	Within 24 hours	Within 14-21 days



Digital Marketing Agency

Full-service growth agency delivering content, paid performance, SEO, social media, video and LinkedIn authority — all under one roof with 100% transparent reporting.

50+

Clients Served

3x

Avg Lead Increase

100%

Transparent Reports

5★

Client Satisfaction

diversecityzone.com · zubairbinhussain9@gmail.com

WHY CHOOSE DIVERSECITY

Our Expertise — Why DiverseCity

01

Full-Funnel Ownership

From first ad impression to a signed client — content, ads, SEO, email, video & reputation all owned by one team.

02

Multi-Platform Execution

LinkedIn, Facebook, Instagram, TikTok, Google & WhatsApp — one agency, one invoice, zero coordination gaps.

03

AEO & GEO First

We optimize for AI-generated search (ChatGPT, Perplexity, Gemini) and geo-targeted queries — the future of discovery.

04

Paid Ads with Real ROI

Every rupee tracked. Pixel-level attribution, 3–5 ad creatives tested simultaneously, real ROAS reported weekly.

05

LinkedIn Authority

We build personal brands on LinkedIn that generate inbound leads organically through thought leadership content.

06

Video Content That Converts

Short-form reels with proven hooks, brand messaging & CTAs — optimized for Instagram, TikTok & LinkedIn reach.

TEAM & RESOURCES

Your Dedicated Project Team

PM Project Manager Active: All Months • Overall campaign delivery & client communication • Sprint planning, milestone sign-offs & risk management • Weekly status updates & monthly review calls • Coordinates all team deliverables	DM Lead Digital Marketing Lead Active: All Months • Owns paid ads strategy (Meta & Google) • AEO/GEO & SEO execution lead • Campaign performance analysis & reporting • Conversion funnel optimization	Content Content Strategist Active: All Months • Monthly content calendar & brand voice • Copywriting for ads, captions & emails • Social media post creation & scheduling • Email & WhatsApp campaign writing
Design Video Editor / Designer Active: All Months • Short-form reel editing (4–8/month) • Graphic design: posts, stories & banners • Brand identity assets & templates • Thumbnail & cover image production	LinkedIn LinkedIn Specialist Active: All Months • Profile SEO & positioning strategy • 3x/week posts & article writing • Connection outreach & DM sequences • Engagement & lead generation	SEO SEO / GMB Specialist Active: All Months • On-page SEO audit & keyword mapping • Google My Business full optimization • Local pack & Maps ranking • Backlink building & technical SEO

Team Responsibility Matrix

Role	Strategy	Content	Paid Ads	SEO/AEO/GEO	Video	LinkedIn	GMB	Reporting
Project Manager	✓	—	—	—	—	—	—	✓
Digital Marketing Lead	✓	—	✓	✓	—	—	—	✓
Content Strategist	—	✓	—	—	—	—	—	—
Video / Designer	—	✓	—	—	✓	—	—	—
LinkedIn Specialist	—	✓	—	—	—	✓	—	✓
SEO / GMB Specialist	—	—	—	✓	—	—	✓	✓



SERVICES INCLUDED

What's Included — All 8 Services

Content & Branding

- Brand identity guidelines & tone of voice
- Monthly content calendar — 30 days planned ahead
- 8–12 branded posts/month per platform
- Copywriting for captions, ads & landing pages
- Brand voice consistency audit every 30 days

Video Editing & Production

- 4–8 short-form reels/month (30–90 sec)
- Subtitle overlay, B-roll & brand transitions
- Brand intro/outro animations & lower thirds
- Educational & testimonial video editing
- Hook-first scripting for viewer retention

Meta & Paid Ads

- Ad account setup/audit & Meta pixel installation
- Campaign strategy: awareness, traffic & retargeting
- Ad creative design (static, carousel & video)
- A/B split testing of headlines, visuals & audiences
- Weekly report: CTR, CPL & ROAS

LinkedIn Management

- Full profile SEO: headline, about & skills
- 3x posts/week: thought leadership & case studies
- Connection growth targeting ideal client profiles
- Personalised DM outreach sequences
- LinkedIn article writing — 2 long-form pieces/month

SEO / AEO / GEO

- Full on-page SEO audit & keyword mapping
- AEO: optimize for ChatGPT, Perplexity & Gemini
- GEO: geo-targeted landing pages & local clusters
- Technical SEO: speed, schema & Core Web Vitals
- Monthly backlink building & analytics reporting

Business Profile Optimization

- Google My Business: complete setup & overhaul
- NAP consistency across all directories
- Weekly GMB posts, offers & service updates
- Review acquisition strategy & response templates
- Local pack ranking & Google Maps optimization

Social Media Handling

- Full management of FB, Instagram, LinkedIn & TikTok
- 3–5 posts per week per platform, scheduled & published
- Story/Reel scheduling & content calendar management
- Comment moderation & DM responses within 24 hours
- Monthly analytics & audience growth report

Email & WhatsApp Marketing

- Contact list segmentation & CRM setup
- Monthly email newsletter — designed, written & sent
- Automated drip sequences: welcome, nurture & re-engage
- WhatsApp broadcast campaigns & AI chatbot flows
- A/B subject line testing for open & click rates