



# **Financial & Technical Proposal**

**For**

**Digital Marketing**






*Codage Corporation Ltd.*

*<Think Outside the Circle />*


**From**

**Codage Corporation Limited**

## Codage Corporation Limited at a Glance

Name of Company	Codage Corporation Limited
Type of Business	Private Limited Company
Business Function	Website and Software Development and Digital Marketing Company
Founders & Board of Members	<ul style="list-style-type: none"> <li>A. K.M. Aminullah - Chairman</li> <li>S. M. Rajib Hasan – Managing Director &amp; CEO</li> <li>Mohammad Obaidullah Ahsan – Director</li> <li>Mahfuzur Rahman - Director</li> </ul>
Bangladesh Regional Office	House: 1022, Road: 9, Avenue: 9, Mirpur DOHS, Dhaka-1216, Bangladesh
Singapore Regional Office	101 Kitchener Road, Jalan Besar Plaza #02-05, Singapore
USA Regional Office	1203 Corolla Court, Catonsville, MD 21228, USA
Members of	Bangladesh Association of Software & Information Services (BASIS) e-Commerce Association of Bangladesh
Total Employees	25 (Twenty five)
Departments	<ul style="list-style-type: none"> <li>Software</li> <li>Website</li> <li>Domain &amp; Hosting</li> <li>Marketing</li> <li>Admin &amp; Accounts</li> </ul>
Website Address	<a href="http://www.codagecorp.com">www.codagecorp.com</a>
Company Email	Information Desk: <a href="mailto:info@codagecorp.com">info@codagecorp.com</a> USA: <a href="mailto:usa@codagecorp.com">usa@codagecorp.com</a> Singapore: <a href="mailto:sg@codagecorp.com">sg@codagecorp.com</a>
Skype ID	CodageCorp
Company Phone	(+88) 02-58070948
Company Hotline	Hotline: (+88) 01971 263243 Sales: (+88) 01971 263254 Support: (+88) 01971 263249 USA: +1 (314) 480-2198 Singapore: +65 62988902
Areas of Expertise	Website Development, Software Development, Graphics Design, Email Marketing, SMS Marketing, Facebook Marketing, Content Writing & SEO
Market Coverage	Bangladesh, USA, Singapore, UK, Canada, Australia, Saudi Arabia, Dubai, India
Logo	 <b>Codage Corporation Ltd.</b> <small>&lt;Think Outside the Circle /&gt;</small>
Motto	Think Outside the Circle!
Vision	Is to become the pioneer of Software Development Service in Bangladesh.
Mission	Is to rule the current market with all sorts of ecommerce web development and custom software solution is all quintessence.
Sister Concern	   

# Our Valuable Clients

Type of Clients	Company Logos
Bank	 <p><b>Standard Bank Limited</b> setting a new standard in banking</p>
Corporate Clients	 <p><b>PHILIPS</b> <b>DELL</b> <b>CEAT</b>  <b>hp</b> <b>SQUARE</b> <b>SANOFI</b> <b>radio today</b> <b>89.6fm</b>          THE 1<sup>ST</sup> &amp; #1 PRIVATE RADIO  <b>Delta Life</b> <b>Prosperous Life</b> <b>bb-q</b>  <b>Delta Life Insurance Company Limited</b>          (Largest Bangladeshi Insurance Company)          Leading Global Franchise <b>South Korea</b></p>
Local Clients	 <p><b>green</b> <b>technology</b> <b>Meilleur Deco</b> <b>Singapore</b>  <b>iSpiceU</b> <b>Personalized spice recipes™</b> <b>ClippingCrowd</b> <b>RAY</b>  <b>LA ESPERANZA</b> <b>ELEGANTLY ECCENTRIC</b> <b>CREATIVE interior</b> <b>Smart Services Ltd.</b>          Feed The Space Inside <b>Spectrum of solutions for business outsourcing</b>  <b>BANGLADESH</b> <b>ja SOURCING</b></p>
Singapore Clients	 <p><b>KAROTOA</b> OVERSEAS (S) PTE LTD</p>
USA Clients	 <p><b>Look 4 Electric</b> <b>AMERICAN MONTESSORI CAMPUS</b> <b>GowebSolution</b>  <b>GIFTS of arkansas</b> <b>EYodus</b> <b>Anaheim</b>          YOUR POINT FOR ELECTRIC NEEDS <b>Moving &amp; Storage</b> <b>Town Car Services</b></p>

For all of your online campaign Codage Corporation Limited is the best digital marketing agency in Bangladesh providing all of you digital marketing needs.

## Digital Marketing Packages

STARTER	PROFESSIONAL	ADVANCE	PROMOTION
15,000 Taka	50,000 Taka	1,00,000 Taka	5,00,000 Taka
SMS Marketing: 25,000 Email Marketing: 50,000 Facebook Promotion: \$30 Google & YouTube: \$20 SEO : 1 Keyword	SMS Marketing: 1,50,000 Email Marketing: 3,00,000 Facebook Promotion: \$50 Google & YouTube: \$50 SEO: 5 Keywords	SMS Marketing: 3,00,000 Email Marketing: 10 Lac Facebook Promotion: \$100 Google & YouTube: \$100 SEO: 10 Keywords	SMS Marketing: 15,00,000 Email MKT: 5 Lac (10 times) Facebook Promotion: \$500 Google & YouTube: \$500 SEO: 50 Keywords

### Email Marketing

We will send your email proposal/design to 5 Lac corporate email of Bangladesh. These people are the top management of company like CEO, CTO, Project Manager, General Manager, Meneging Director, Chairman, President, Director etc. Beside this different kinds of organization like FBCCI, BGMEA, BASIS and different type of club like Dhaka Club, Uttara Club, Gulshan Club member's email address are available in our corporate database. So you can reach them easily.

We will send this email by our software and you will get access to see the LIVE report of how much email we are sending. This report shows the email count only. We need 2/3 days to complete the full email marketing. You have to provide the design in text or html or .jpg picture. We also need your email subject, reply email address. Your email marketing cost will be 12000 taka for one time campaign to 5 lac corporate email address.

### SMS Marketing

We have 5 Lac mobile numbers of different corporate people where you can send sms. Mobile number database list are given in the lower part of this proposal. You can send any amount of SMS. Generally 98% people read SMS. So this is one of the best marketing procedures to reach the target people. SMS marketing cost is 0.30 taka++ for non masking and 0.60 taka++ for masking. For masking you have to pay 15000 taka registration fee (one time).

### Facebook Marketing

Now a day Facebook marketing is very important. You can easily reach too many people by Facebook. Just some simple procedure we follow. Create a company page on Facebook. Write some important and attractive article for Facebook. Start advertisement and make it viral in Facebook. We advertise for page like so that once one connect with your page, can get notification regularly. For content we charge 2000 taka per article and 10000 taka per video content. You have to 10 taka per like for Facebook advertisement.

### YouTube Marketing

If you want to do video marketing then YouTube is the best way. Any type of video will start after your 5 second video advertisement. Generally we charge 10 taka per video advertisement. We take 10,000 taka for animated video.

## Google Marketing

If any one searches your product or service then google will show your company website or your advertisement. This is called google adward or google advertisement. We will advertise your website and information by google so that people can get you easily. We charge 10 taka per click on advertisement.

## Search Engine Optimization (SEO)

SEO is very important for every website for long time business and marketing. We generally work on 3 keyword for SEO and charge 15000 taka per month. This is a regular marketing option. Generally it will take 3-6 month for rank and it will show 1-3 pages in google search. Additional per keyword: 5000 taka

## Payment Module for Digital Marketing

Module#	Module Detail
Module#1	100% advance payment required.

## Payment Information

Cash Payment	Bank Payment
<b>Address:</b> House: 1022, Road: 9, Ave: 9, Mirpur DOHS, Dhaka <b>Email:</b> info@codagecorp.com <b>Hotline:</b> 01971 263243 <b>Phone:</b> 02-58070948	<b>Account Name:</b> Codage Corporation Ltd. <b>Account#</b> 1401796452001 <b>Bank:</b> The City Bank Limited <b>Branch:</b> Pallabi Branch, Dhaka
<b>bCash Payment:</b> 01971263243 (personal), 01678115737 (personal)	

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