

Subject: Proposal submission for Meta ads management

Good Day,

Thank you for your inquiry. Please find our proposal for expertly managing your Meta Ads campaigns.

At Nikitha.com, a **Certified Google Partner**, we have been specializing in web design and digital marketing services for **over 22 years**. Trusted by more than **6,000 + clients worldwide**, we are dedicated to delivering exceptional results to help grow your business online.

We are authorized partners of



Certified by Google



Lead generation service (Meta ads)

Management & Optimization of Facebook & Instagram ad campaigns

₹ 15,000/ per month

Package includes:

- Landing page creation (in your website)
- Landing page optimization
- Ad account & campaign setup
- Ad copywriting
- Ad creatives (for meta ads)
- Daily campaign management
- Regular optimizations
- Monthly reporting

Note 1: Content creation services such as social media post designs or video production are **not included** in our offerings.

Note 2: For budgets above **₹1,50,000/month**, management fee will be **12% of ad spend**

Terms & Conditions

1. Payment:

- Our monthly service charge must be paid on the 3rd of each month.
- A minimum commitment of 3 months is required for service.
- The ad campaign payment should be made directly to the platform by the client.

2. Meta Ad campaign:

- Ad creative design managed by our team
- We are not offering any videos content. If you want you can provide, we will promote it.
- We manage maximum of two ad campaigns at a time in Meta ads.

3. Leads & reply management

- Email inquiries, WhatsApp messages, social media comments and phone calls should be handled by the client.

4. Ad Budget:

- The ad campaign budget should be a minimum of ₹600 per day, this is the amount you pay directly to Meta to run your ads. It funds the actual ad placements and determines how often and where your ads will appear.
- The above-mentioned ad budget is the **minimum requirement for a month**. You can **increase your ad budget anytime** you want to drive more business conversions.

5. Agency Fee:

- Service fee is fixed up to ₹1.5L/month ad spend. Beyond that, management fee is 12% of ad spend.

Our Commitment to Ethics

"We prioritize integrity and transparency in all our work. Our team delivers results without compromising on ethics, ensuring you can trust us every step of the way."

Thank you for considering us. We look forward to your response and the opportunity to move forward with this collaboration

D.Sivakumar

CEO, Nikitha web development

A handwritten signature in black ink, appearing to be "D. Sivakumar", written in a cursive style.

Authorized signatory

Contact info

Landline: 044 426 33233 / 044 3143 0197

Mobile: 98412 44236 / 74001 76222

Email: info@nikitha.com



Office Address

Nikitha Web Development

55, 3rd Floor, KadarkaraiThangam Complex,
Kamala Nehru Nagar 2nd Street, 100 Feet Road,
Choolaimedu, Chennai - 600094.

Landmark: Near Arumbakkam Metro Station,
Opp. to AyswariyaMahal

Google map: <https://g.page/nikithawebdevelopment?share>

Our Bank details:

Name: **Nikitha**

Bank :Canara Bank

Account Number: 0975201012593

Account Type: current Account

Branch: Ashok Nagar

Branch Code: 000975

IFS Code: CNRB0000975

MICR Code: 600015006

