

Thoughts Refilling Digital Marketing Agency and Training Center, Korba

GST Number: 22EZYPS9861N1C9

Address: LIG 163, Pandit Ravi Shankar Shukla Nagar, Korba, CG,
495677

Contact Number: +91-8770015224

Email Address: info@thoughtsrefilling.com

Official Website: thoughtsrefilling.com

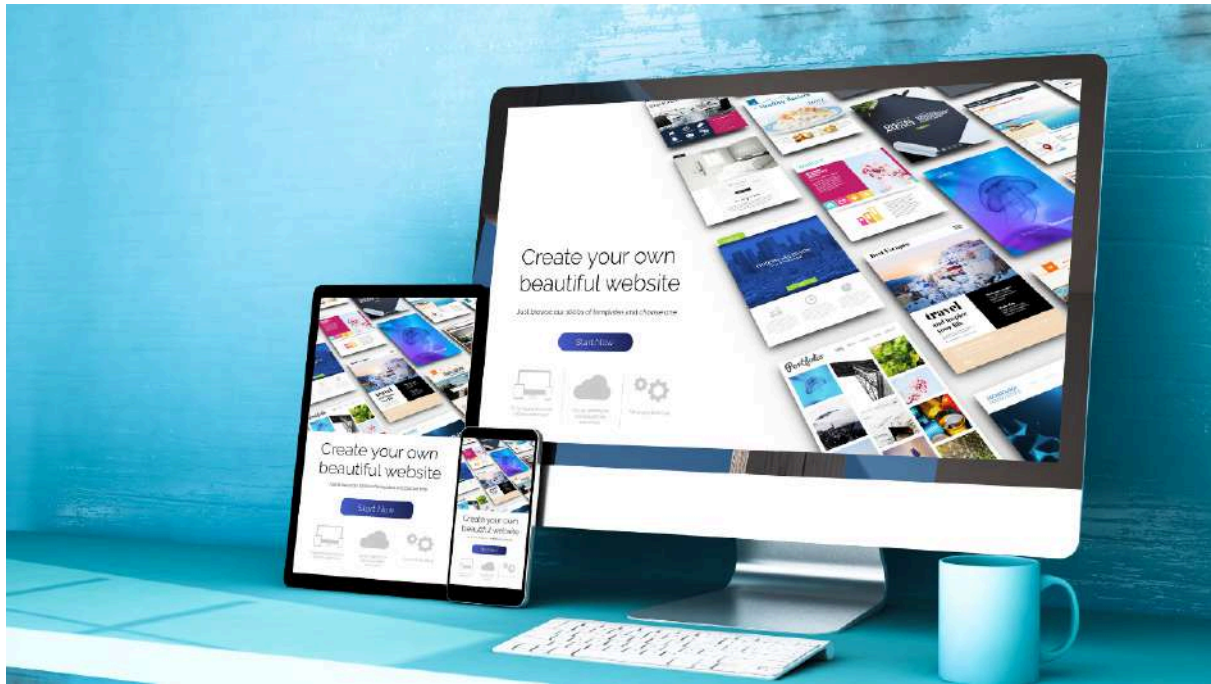
Price List

Valid till April 2025



1. Website Development

We build custom websites that look great and are easy for people to use on both computers and phones. These websites are made to help grow your business.



1. Starter Package (Basic):

Price	₹15,000 – ₹20,000
Target Clients	Small businesses, freelancers, bloggers
Inclusions	<ul style="list-style-type: none">● Customizable WordPress theme installation● Up to 5 web pages (Home, About, Services, Contact, Blog)● Mobile-responsive design

	<ul style="list-style-type: none"> ● Basic on-page SEO (meta tags, alt text, keyword integration) ● Contact form integration ● Basic security setup (SSL setup if needed) ● One round of revisions ● Delivery in 1-2 weeks
Add-Ons	<ul style="list-style-type: none"> ● Extra pages (₹1,000 per page) ● Basic logo design (+₹2,000) ● Basic analytics setup (+₹1,500)
Note	GST Charges Extra

2. Business Package (Standard):

Price	₹35,000 – ₹50,000
Target Clients	Small to medium businesses, entrepreneurs
Inclusions	<ul style="list-style-type: none"> ● Custom WordPress theme tailored to brand ● Up to 10 web pages with advanced layout customization ● Mobile and tablet-responsive design ● Enhanced on-page SEO with keyword research and setup ● Blog setup with category structure ● Integration with Google Analytics and social media links ● Basic contact form with email notifications ● 1-hour WordPress training session on content updates ● Security and backup setup

	(plugins for regular backup) <ul style="list-style-type: none"> • Two rounds of revisions • Delivery in 2-3 weeks
Add-Ons	<ul style="list-style-type: none"> • E-commerce functionality (+₹10,000) • Lead capture forms with CRM integration (+₹3,000) • Speed optimization (+₹2,000) • Additional training session (+₹1,000 per session)
Note	GST Charges Extra

3. Professional Package (Advanced):

Price	₹65,000 – ₹90,000
Target Clients	Established businesses, e-commerce stores
Inclusions	<ul style="list-style-type: none"> • Full custom WordPress theme design with branding and visual identity • Up to 20 pages, with advanced content and layout customization • Fully mobile-responsive and optimized for tablets • Comprehensive on-page SEO and technical SEO setup • E-commerce setup with WooCommerce or similar (up to 50 products) • Product page design, cart, and checkout customization • Integration with Google Analytics, Facebook Pixel, and advanced tracking • Email marketing integration

	<p>(MailChimp or equivalent)</p> <ul style="list-style-type: none"> • Advanced security (SSL setup, firewall plugins, and anti-spam measures) • Speed optimization for faster loading times • 3-hour WordPress training (content updates, product management) • Up to three rounds of revisions • Delivery in 3-5 weeks
Add-Ons	<ul style="list-style-type: none"> • Additional product uploads (+₹500 for 10 products) • Custom plugins or additional functionality (+₹5,000) • Membership or subscription site setup (+₹15,000) • Monthly maintenance (+₹2,000 per month)
Note	GST Charges Extra

4. Enterprise Package (Custom):

Price	Starting from ₹1,50,000
Target Clients	Large businesses, high-traffic websites, custom requirements
Inclusions	<ul style="list-style-type: none"> • Fully custom website design from scratch (no themes) • Unlimited pages and advanced layouts as needed • Advanced SEO setup and keyword strategy • Custom plugin development for unique business needs • Fully responsive and optimized for all devices • E-commerce with unlimited

	<p>product uploads, membership options, or custom functionalities</p> <ul style="list-style-type: none"> ● Advanced analytics setup (Google Tag Manager, heatmaps) ● Content management training for team members ● Premium security with SSL, advanced firewall, and regular security audits ● Dedicated support during launch phase ● Ongoing maintenance and monthly updates for one year ● Delivery timeline: Based on requirements
Add-Ons	<ul style="list-style-type: none"> ● Content writing services (+₹1,000 per page) ● Multilingual site setup (+₹20,000 per language) ● Custom API integrations (price based on requirements)
Note	GST Charges Extra

2. Search Engine Optimization (SEO)

We make sure your website shows up in search results so that more people can find you online without paid ads.



1. Starter Package (Basic):

Price	₹10,000 – ₹15,000/month
Target Clients	Local businesses, freelancers, startups
Inclusions	<ul style="list-style-type: none">● Initial SEO audit and website analysis● Keyword research (up to 10 keywords)● On-page optimization (title tags, meta descriptions, image alt tags)● Google My Business setup

	<ul style="list-style-type: none"> and optimization ● Local SEO for 1-2 locations ● XML sitemap creation and submission ● Basic backlink building (up to 5 links/month) ● Monthly performance report ● Duration: Minimum 3-month contract
Add-Ons	<ul style="list-style-type: none"> ● Additional keywords (+₹1,000 per 5 keywords) ● Social media optimization (+₹2,000/month) ● Additional location targeting (+₹3,000 per location)
Note	GST Charges Extra

2. Standard SEO Package:

Price	₹25,000 – ₹35,000/month
Target Clients	Small to medium businesses, growing online stores
Inclusions	<ul style="list-style-type: none"> ● Comprehensive SEO audit and competitor analysis ● Keyword research and optimization (up to 20 keywords) ● Advanced on-page SEO (internal linking, schema markup) ● Google My Business optimization for multiple locations ● Local SEO for 3-5 locations ● Link-building with 10-15 quality backlinks per month

	<ul style="list-style-type: none"> ● Blog optimization (if blog is available) ● Content recommendations for improved rankings ● Monthly performance report with analytics insights ● Duration: Minimum 3-month contract
Add-Ons	<ul style="list-style-type: none"> ● Blog content creation (2 posts/month) (+₹3,000) ● Enhanced local SEO (more than 5 locations) (+₹4,000/location) ● Social media content plan (+₹5,000/month)
Note	GST Charges Extra

3. Premium SEO Package

Price	₹50,000 – ₹70,000/month
Target Clients	Medium to large businesses, e-commerce stores
Inclusions	<ul style="list-style-type: none"> ● In-depth SEO audit, including competitor analysis and technical SEO ● Keyword strategy (up to 50 keywords) ● Full on-page SEO (schema markup, advanced internal linking) ● Custom content creation (2-4 blog posts per month) ● High-quality link-building strategy (20+ backlinks/month) ● Comprehensive local SEO optimization for up to 10

	<ul style="list-style-type: none"> locations ● Google My Business review strategy (reputation management) ● Speed optimization for improved page load time ● Monthly and quarterly performance reports with detailed analysis ● Duration: Minimum 6-month contract
Add-Ons	<ul style="list-style-type: none"> ● Additional blog posts (+₹2,000 per post) ● Product page SEO for e-commerce (+₹5,000 for 10 pages) ● Advanced competitor backlink analysis and targeting (+₹10,000)
Note	GST Charges Extra

4. Enterprise SEO Package

Price	Starting at ₹1,00,000/month
Target Clients	Established brands, national businesses, high-competition industries
Inclusions	<ul style="list-style-type: none"> ● Extensive SEO audit and competitor research ● Advanced keyword research for up to 100 keywords ● Complete on-page SEO and technical SEO optimization ● Customized content strategy and creation (4-8 blog posts per month)

	<ul style="list-style-type: none"> • High-quality backlinks from reputable sites (30+ links/month) • Custom local SEO strategy for unlimited locations • Google My Business monitoring and reputation management • Content optimization for voice search and mobile SEO • Conversion rate optimization (CRO) recommendations • Monthly performance report with strategic recommendations • Dedicated SEO account manager • Duration: Minimum 6-month contract
Add-Ons	<ul style="list-style-type: none"> • Advanced backlink outreach (+₹15,000/month) • Press releases and media coverage (+₹20,000) • Custom API integrations for SEO tools and analytics (+₹15,000)
Note	GST Charges Extra

One-Time SEO Packages

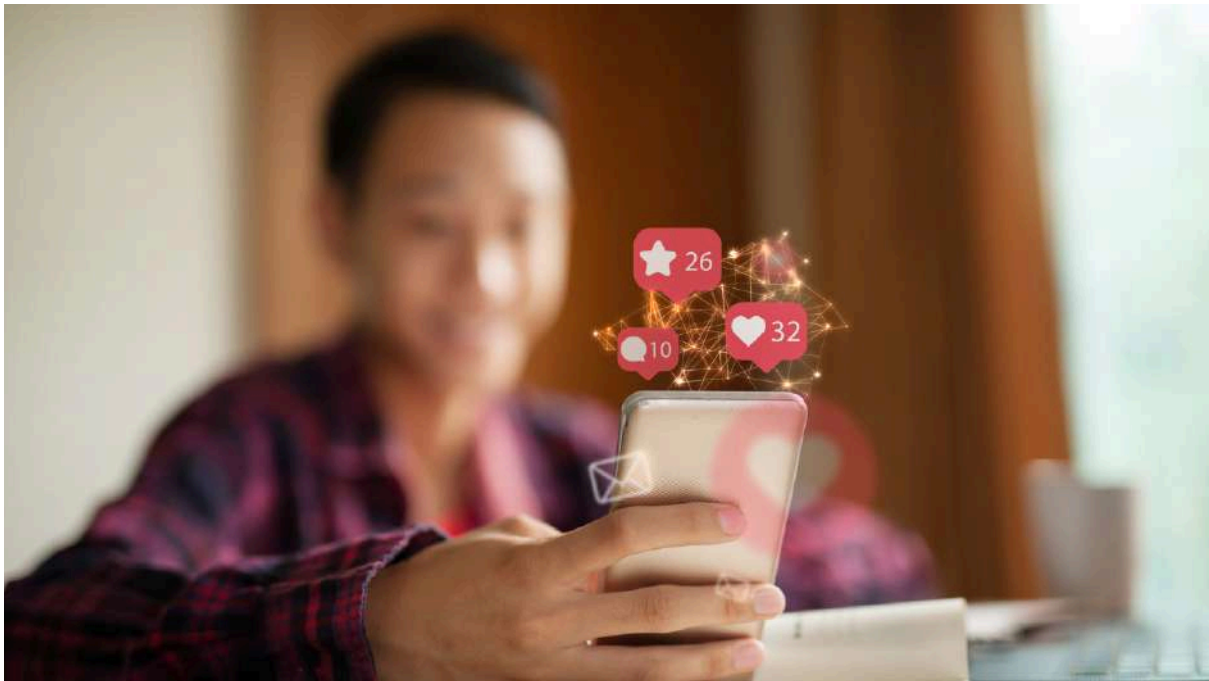
For clients seeking short-term support or a quick boost, you could offer one-time packages:

SEO Audit & Recommendations	₹7,000: Detailed audit with actionable recommendations for on-page, off-page, and technical SEO.
Local SEO Setup	₹10,000: Google My Business setup,

	local directory submissions, and basic on-page optimization for local SEO.
Website SEO Revamp	₹20,000: Complete on-page optimization for up to 10 pages, including keyword research, meta tags, schema markup, and speed improvements.

3. Social Media Marketing

We help you connect with people on social media platforms like Instagram, Facebook, and LinkedIn by creating posts and content that attract and engage your audience.



1. Starter Social Media Package

Price	₹8,000 – ₹12,000/month
Target Clients	Freelancers, small local businesses, startups
Inclusions	<ul style="list-style-type: none">• Account setup and optimization (up to 2 platforms: Facebook & Instagram)• 8 posts per month (images or simple graphics with captions)• Content calendar creation

	<ul style="list-style-type: none"> ● Basic engagement (replying to comments, responding to messages) ● Hashtag research and optimization ● Monthly performance report
Add-Ons	<ul style="list-style-type: none"> ● Extra posts (+₹500 per post) ● 1 short video or reel creation (+₹1,000) ● Paid ad management (starting at +₹5,000/month, ad spend not included)
Note	GST Charges Extra

2. Growth Social Media Package

Price	₹18,000 – ₹25,000/month
Target Clients	Small to medium-sized businesses, e-commerce stores
Inclusions	<ul style="list-style-type: none"> ● Account setup and optimization (up to 3 platforms: Facebook, Instagram, LinkedIn or Twitter) ● 12 posts per month (mix of images, graphics, and short videos) ● Monthly content calendar with content strategy planning ● Engagement and community management (daily responses to comments and messages) ● Hashtag strategy and keyword tagging ● Paid ad management (up to ₹10,000 ad spend, not included in package price)

	<ul style="list-style-type: none"> ● Monthly analytics report and insights
Add-Ons	<ul style="list-style-type: none"> ● Extra platform management (+₹3,000 per platform) ● Additional 4 posts (+₹2,000) ● 2 reels or short videos (+₹2,000)
Note	GST Charges Extra

3. Premium Social Media Package

Price	₹35,000 – ₹50,000/month
Target Clients	Medium to large businesses, brands, product-based businesses
Inclusions	<ul style="list-style-type: none"> ● Full social media setup and branding (up to 4 platforms: Facebook, Instagram, LinkedIn, Twitter) ● 16 posts per month (mix of images, infographics, reels, and carousels) ● Monthly content calendar with brand-focused content strategy ● Advanced hashtag research and keyword optimization ● Daily engagement (replying to comments, DMs, and follower interactions) ● Paid ad management and strategy for up to ₹20,000 ad spend (not included in package price) ● Monthly performance report with deep insights and recommendations

Add-Ons	<ul style="list-style-type: none"> ● Product photoshoot for social content (starting at ₹10,000) ● Custom-designed templates for ongoing content (+₹5,000) ● Monthly influencer collaboration strategy (+₹5,000)
Note	GST Charges Extra

4. Enterprise Social Media Package

Price	Starting at ₹75,000/month
Target Clients	Large businesses, enterprises, multi-location brands
Inclusions	<ul style="list-style-type: none"> ● Complete social media audit, setup, and branding across all major platforms ● 20+ posts per month, including high-quality images, carousels, reels, and interactive content ● Content calendar with a tailored content marketing plan ● Daily community management and engagement with followers ● Comprehensive paid ad strategy and management (up to ₹50,000 ad spend, not included in package price) ● Influencer marketing strategy and collaboration setup ● Monthly analytics with in-depth performance review and strategic adjustments ● Dedicated social media manager
Add-Ons	<ul style="list-style-type: none"> ● Monthly influencer campaign

	<ul style="list-style-type: none"> management (+₹15,000) • Video series production for reels and stories (pricing varies) • Custom content creation workshop for client's in-house team (+₹20,000)
Note	GST Charges Extra

One-Time Social Media Packages

For clients seeking specific services or short-term help, you could offer one-time packages:

Social Media Audit & Strategy	₹7,000: In-depth audit with actionable recommendations for content, engagement, and growth.
Content Calendar Setup	₹5,000: A 1-month content plan tailored to the client's brand and target audience.
Profile Setup & Optimization	₹3,000 per platform: Complete setup and optimization for new or existing profiles to improve reach and engagement.

4. Online Ads

We create paid ads on Google, Facebook, and Instagram that put your business in front of more people who might want to become your customers.



1. Basic Ads Package

Price	₹10,000 – ₹15,000/month (ad spend not included)
Target Clients	Local businesses, freelancers, startups
Inclusions	<ul style="list-style-type: none">• Platform selection and campaign setup (Facebook or Instagram)• Ad copy and basic graphic

	<ul style="list-style-type: none"> design (up to 3 ad variations) • Audience targeting for local reach • Up to ₹5,000 in ad spend recommendations • Basic performance tracking (clicks, impressions) • Monthly report with key metrics
Add-Ons	<ul style="list-style-type: none"> • Additional platform (e.g., Google Ads or LinkedIn) (+₹5,000) • Retargeting setup (+₹3,000) • Additional ad variations (+₹1,000 per ad)
Note	GST Charges Extra

2. Growth Ads Package

Price	₹20,000 – ₹30,000/month (ad spend not included)
Target Clients	Small to medium-sized businesses, e-commerce
Inclusions	<ul style="list-style-type: none"> • Ad campaign setup across two platforms (e.g., Google and Facebook) • Ad copywriting and design for up to 5 ads • Audience targeting, including demographic and interest-based • A/B testing for ad variations to optimize performance • Budget planning and recommendations (up to ₹10,000 ad spend)

	<ul style="list-style-type: none"> • Weekly performance tracking and optimization • Monthly report with insights and recommendations
Add-Ons	<ul style="list-style-type: none"> • Advanced retargeting across platforms (+₹4,000) • Video ad creation (+₹3,000 per video) • Lead generation forms and CRM integration (+₹3,000)
Note	GST Charges Extra

3. Premium Ads Package

Price	₹40,000 – ₹60,000/month (ad spend not included)
Target Clients	Medium to large businesses, e-commerce brands, service providers
Inclusions	<ul style="list-style-type: none"> • Comprehensive ad setup on up to 3 platforms (Google, Facebook, Instagram, or LinkedIn) • Ad copy, creative design, and up to 8 variations for testing • Custom targeting, including lookalike audiences and advanced demographic targeting • Conversion tracking setup (Google Analytics, Facebook Pixel) • Retargeting and remarketing campaign setup • Weekly performance tracking with optimizations

	<ul style="list-style-type: none"> • Up to ₹20,000 in recommended ad spend with ongoing adjustments • Detailed monthly report with in-depth analysis and strategic recommendations
Add-Ons	<ul style="list-style-type: none"> • Custom video ad creation and editing (+₹5,000 per video) • Multi-location targeting (+₹3,000 per location) • Lead magnet design and setup (+₹3,000)
Note	GST Charges Extra

4. Enterprise Ads Package

Price	Starting at ₹75,000/month (ad spend not included)
Target Clients	Established businesses, high-budget brands, national or multi-location companies
Inclusions	<ul style="list-style-type: none"> • Comprehensive ad setup and strategy across all major platforms (Google, Facebook, Instagram, LinkedIn, YouTube) • Full funnel ad strategy, including awareness, consideration, and conversion stages • Up to 12 ad creatives with custom designs, videos, and carousel ads • Advanced targeting (custom audiences, lookalikes, geo-targeting) • Dynamic retargeting for e-commerce or service-based

	<p>businesses</p> <ul style="list-style-type: none"> • Daily performance monitoring and real-time adjustments • Up to ₹50,000 recommended ad spend with budget optimization • Dedicated account manager and bi-weekly strategy calls • Monthly report with advanced insights, ad performance, and future strategies
Add-Ons	<ul style="list-style-type: none"> • Custom landing page design and development for ad campaigns (+₹10,000) • Influencer marketing for additional reach (+₹10,000) • Custom API integration with CRM or e-commerce platform (+₹15,000)
Note	GST Charges Extra

One-Time Ad Packages

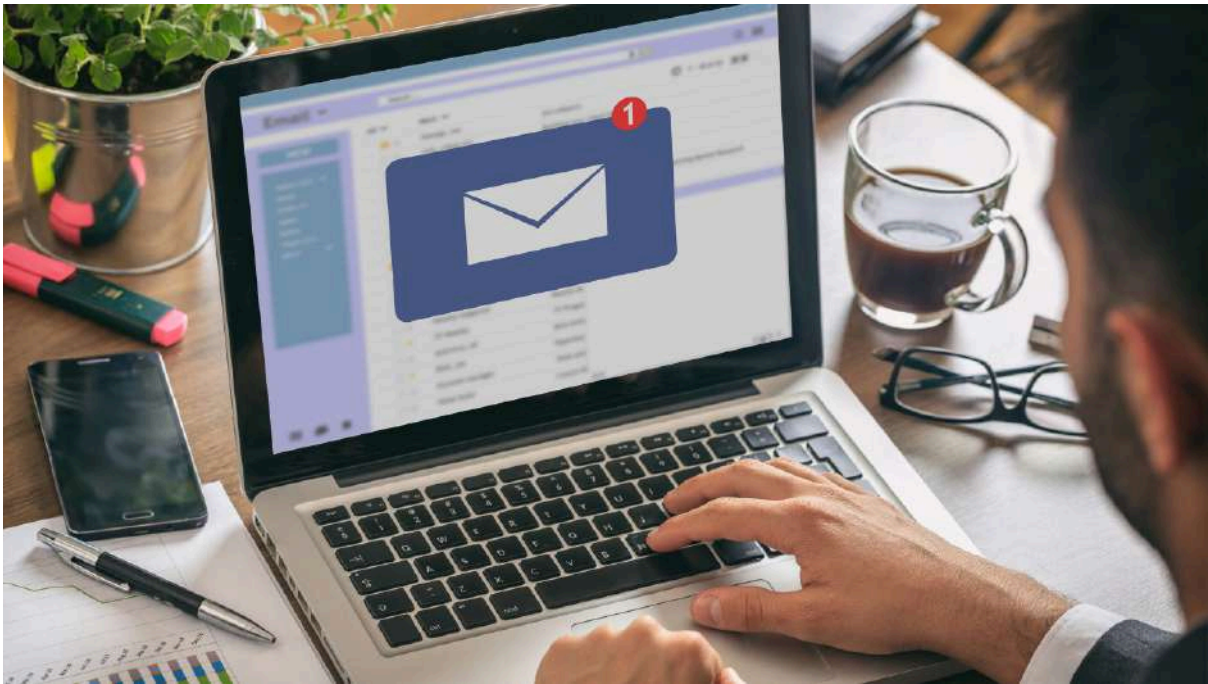
For clients needing a single campaign or a short-term boost, consider these one-time packages:

Quick Launch Campaign	₹8,000: Single ad campaign setup on one platform, up to 3 ads, with basic targeting and one-week performance review.
Seasonal Campaign Package	₹20,000: Ideal for holiday promotions or events. Includes setup on two platforms, up to 5 ads, retargeting setup, and a campaign report.
Event Promotion Package	₹15,000: For businesses hosting events, this package includes event-specific targeting,

	location-based ads, and social media ad management for a one-month duration.
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5. Email Marketing

We create personalized emails that keep your customers interested and informed, helping you build stronger customer relationships and get more repeat business.



1. Basic Email Marketing Package

Price	₹5,000 – ₹10,000/month
Target Clients	Freelancers, small local businesses, startups
Inclusions	<ul style="list-style-type: none">• List management and segmentation (up to 1,000 contacts)• 2 email campaigns per month (newsletters or promotional)

	<ul style="list-style-type: none"> emails) • Basic template design (using branded colors and logo) • Copywriting and subject line optimization • A/B testing for subject lines • Basic performance tracking (open rates, click-through rates) • Monthly report
Add-Ons	<ul style="list-style-type: none"> • Additional email campaign (+₹1,500 per email) • Advanced template design (+₹2,000) • Additional list segmentation (+₹1,000 for complex segments)
Note	GST Charges Extra

2. Standard Email Marketing Package

Price	₹15,000 – ₹25,000/month
Target Clients	Small to medium businesses, e-commerce stores
Inclusions	<ul style="list-style-type: none"> • List management and segmentation (up to 5,000 contacts) • 4-6 email campaigns per month (newsletters, promotions, and announcements) • Custom email template design • Email automation setup for drip campaigns (e.g., welcome series, product follow-up) • Advanced A/B testing for

	<ul style="list-style-type: none"> content and subject lines ● Performance tracking (open rates, click-through rates, conversion rates) ● Monthly analytics report with insights
Add-Ons	<ul style="list-style-type: none"> ● Customer re-engagement campaign (+₹3,000) ● Additional automation workflow (+₹2,500 per workflow) ● SMS integration for cross-channel campaigns (+₹3,000)
Note	GST Charges Extra

3. Premium Email Marketing Package

Price	₹35,000 – ₹50,000/month
Target Clients	Medium to large businesses, e-commerce brands
Inclusions	<ul style="list-style-type: none"> ● List management and segmentation (up to 10,000 contacts) ● 8-10 email campaigns per month (including newsletters, promotional, and seasonal emails) ● Custom-branded email templates with HTML design ● Full email automation setup (welcome series, cart abandonment, re-engagement) ● Advanced A/B testing (subject lines, design, and

	<ul style="list-style-type: none"> call-to-action) Detailed performance tracking (open rates, click-through rates, conversion rates, unsubscribe rates) Monthly analytics report with strategy recommendations
Add-Ons	<ul style="list-style-type: none"> Email retargeting integration (+₹5,000) Additional drip campaigns for product or service updates (+₹3,000 per series) Custom design for seasonal campaigns (+₹3,000)
Note	GST Charges Extra

4. Enterprise Email Marketing Package

Price	Starting at ₹75,000/month
Target Clients	Large companies, high-traffic e-commerce sites, multi-location brands
Inclusions	<ul style="list-style-type: none"> List management and advanced segmentation (up to 50,000+ contacts) 12-15 email campaigns per month (newsletters, product launches, offers) Custom HTML email designs tailored to brand and campaign goals Complete automation setup (welcome, re-engagement, cart abandonment, lead nurturing) Behavioral-based

	<ul style="list-style-type: none"> segmentation and targeting ● Personalization using user data for tailored email content ● Cross-platform integration (CRM, SMS, retargeting) ● Dedicated account manager and real-time optimization ● Detailed monthly report with in-depth performance analysis
Add-Ons	<ul style="list-style-type: none"> ● API integration for real-time customer data syncing (+₹10,000) ● Multi-language support for region-specific campaigns (+₹10,000) ● Monthly custom email design workshop for in-house teams (+₹15,000)
Note	GST Charges Extra

One-Time Email Campaign Packages

For clients seeking specific, short-term email support:

Single Email Blast	₹3,000: One-time email campaign with custom design, targeting up to 1,000 contacts.
Welcome Series Setup	₹20,000: ₹10,000: 3-5 email automation series for new subscribers, including custom copy and template design.
Re-engagement Campaign	₹8,000: Target inactive subscribers with a series of 3-4 emails to improve retention and engagement.

6. One on One Digital Marketing Coaching Program

We offer one-on-one digital marketing training to help business owners learn how to grow their online presence and manage their marketing themselves.



1. Basic Digital Marketing Coaching Package

Price	₹30,000 (4 Weeks)
Target Clients	New business owners, local startups, small entrepreneurs
Duration	4 weekly 1-hour live sessions
Topics Covered	<ul style="list-style-type: none">Digital marketing fundamentals

	<ul style="list-style-type: none"> • Social media basics (Facebook, Instagram) • Introduction to local SEO • Simple content creation techniques
Support	<ul style="list-style-type: none"> • Weekly Q&A via email • Access to templates for social media posts and content planning
Outcomes	Understanding of core digital marketing concepts and foundational skills to implement simple digital strategies.

2. Standard Digital Marketing Coaching Package

Price	₹60,000 (8 Weeks)
Target Clients	Small to medium-sized business owners, e-commerce startups
Duration	8 weekly 1.5-hour live sessions
Topics Covered	<ul style="list-style-type: none"> • Digital marketing strategies tailored to the business • Social media marketing (Facebook, Instagram, LinkedIn) • SEO (keyword research, on-page SEO, and basic link building) • Email marketing setup and basic automation • Basic paid advertising (Facebook Ads overview)

Support	<ul style="list-style-type: none"> • Access to a private WhatsApp group for Q&A and feedback • Templates and resources for ad creatives, email campaigns, and content ideas
Outcomes	Skills to run social media campaigns, set up basic SEO, and initiate email marketing to improve customer engagement.

3. Advanced Digital Marketing Coaching Package

Price	₹90,000 (12 Weeks)
Target Clients	Medium-sized businesses, expanding local businesses, e-commerce brands
Duration	12 weekly 2-hour live sessions
Topics Covered	<ul style="list-style-type: none"> • Digital marketing strategy development and campaign planning • Advanced SEO techniques (on-page, off-page, and local SEO) • Social media ads and content strategy across multiple platforms • Email marketing with advanced automation • Google Ads setup and optimization

	<ul style="list-style-type: none"> • Analytics and reporting for performance tracking
Support	<ul style="list-style-type: none"> • Private messaging support on WhatsApp • Templates and guides for SEO, content, and ad campaigns • Monthly performance review sessions
Outcomes	Ability to execute a full digital marketing strategy, including SEO, social media, email marketing, and paid advertising for measurable growth.

4. Premium Digital Marketing Coaching Package

Price	₹1,20,000 (16 Weeks)
Target Clients	Large business owners, high-revenue companies, business owners looking for in-depth digital transformation
Duration	16 weekly 2.5-hour live sessions
Topics Covered	<ul style="list-style-type: none"> • Comprehensive digital marketing strategy tailored to business goals • In-depth SEO (local, national, and e-commerce SEO) • Social media marketing and advanced advertising across multiple platforms

	<ul style="list-style-type: none"> ● Multi-channel email marketing with customer segmentation ● Advanced Google Ads and retargeting campaigns ● Data analysis and conversion rate optimization ● Sales funnel design and lead generation tactics
Support	<ul style="list-style-type: none"> ● Dedicated account manager for regular follow-ups and support ● Access to exclusive resources, tools, and templates ● Quarterly review and progress sessions to align strategy with business goals
Outcomes	<p>Mastery over full-spectrum digital marketing, with advanced strategies for SEO, social media, paid ads, and lead generation to drive business growth.</p>