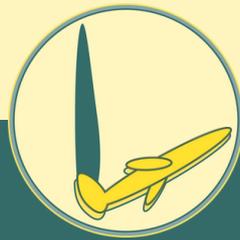




Developing

Designing

Marketing



Give your Business a Lift

TheDigiLift

A PROPOSAL TO BE A DIGITAL PARTNER
OF YOUR ORGANISATION

**ALL DIGITAL SERVICES
UNDER 1 ROOF**



scope of services

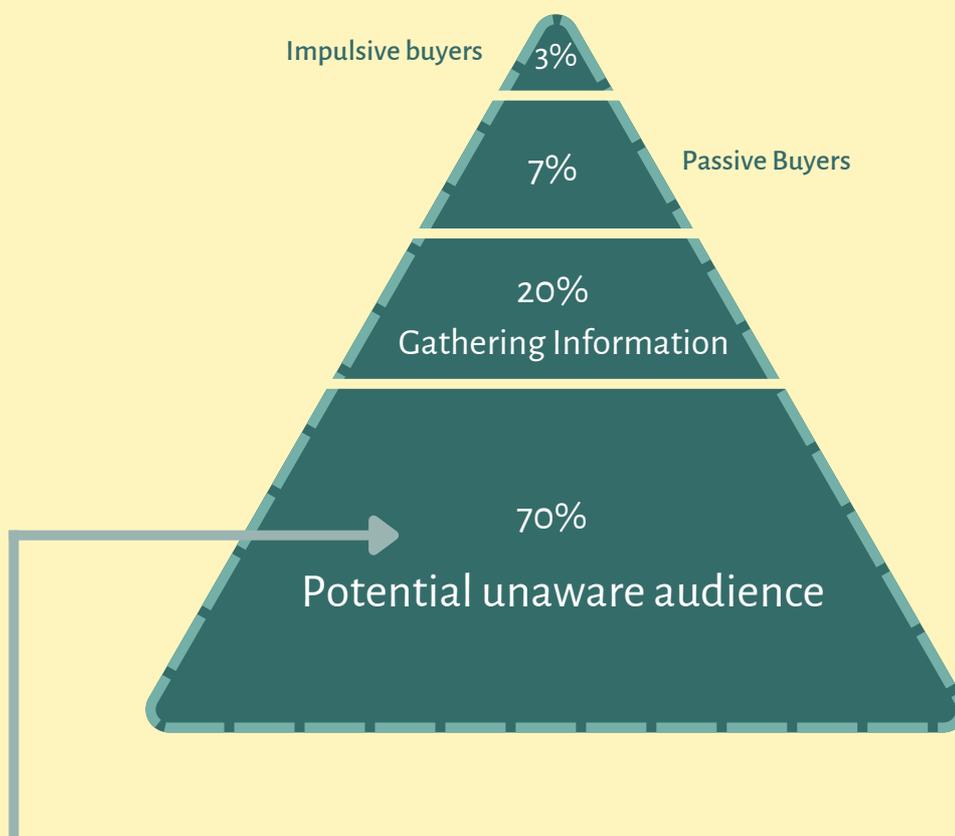
Overview of Services

- **Web Designing and App Development (Android + iOS)** - Complete Community and e-learning App.
- **Branding** - Giving a universal theme to the product and maintaining it throughout.
- **Mobile App Push Notifications** - Keep your customers in the loop with mobile app push notifications.
- **Light Weight Website/App with Animated designs** - Adding animations to the App and Website that makes it look lively.
- **SEO** - On-Page SEO of Website for better search engine ranking.
- **Fast Loading Speed** - Optimizing the website and Application for fast loading speed.
- **SSL Certificate and Web Security** - Website security protects the content from external attacks.
- **Google Search Console and Sitemap** - Preparing sitemap and submitting it to Google Search Console for better ranking.
- **Email Notifications** - Setting transaction emails and notifications to the users of the platform.
- **Payment Gateway Integration** - Integration with Razorpay payment gateway.
- **Cache Customization** to reduce server load and improve loading speed.
- **CDN** to increase speed
- **Cookie setting** to show ads and re-market to your website visitors.
- **Website and App Maintenance.**
- **Email notification** to clients based on purchase of product
- **Did we miss anything?** - The product shall include all the important things with complete support and maintenance. If you think we missed out on anything feel free to reach out to us.

Arfeen Khan App

Marketing Strategy and Platform Objective

Audience Segmentation



Target Audience

Most of the marketing strategies target 3% of the audience.

Our design and features of the platform are focused on converting the massive 70% of the target audience by educating them and converting them into paid customers by making a freemium funnel. We have tried our best to include some of the key points in the proposal and if we are on the same page, then there are several other vital points relating to the gamification of the platform that we can further discuss in detail.

Arfeen Khan App

Concept of Gaming and Reward Points

1) How will the users be rewarded?

Rewards are what motivate a user to perform any action. And so rewards are a crucial aspect of gamification. There are several ways to reward a user. The best one is to give them coins, named AK Coins (Arfeen Khan coins). These coins will be linked to the assessment embedded in every course and based on the user's performance in the tests the user shall get coins.

2) What are the sources of reward?

There are several sources of earning coins:

- **Course assessments** - To motivate users to pay attention we shall have in-video assessments. Based on the score we shall reward AK coins to them.
- **Course Exercise/Games** - This is one of the most important features in the gamification of the application. Every course will have games or exercises that a user is expected to perform repetitively, which in a way is counted as a practice exercise. The more they do/play, the better they get in performing the skill and based on their performance in the game they will get points.

For example - Under the course on how to become a coach. We can add a game that serves as a practice exercise. When a user enters a game, then we randomly generate a topic and the user has to record himself/herself tutoring on the topic for at least five minutes. A lot more features can be added to this, to make it more valuable and interactive, such that not only the users become addicted to the app but also invite others to participate. And we can discuss all these features in detail.

- **Daily login** - users shall get coins on the daily login of the application.
- **Application life management and other tools** - As mentioned earlier we will be having lots of tools in the application, and on the daily use of the management tools, users shall get valuable coins.

Arfeen Khan App

Concept of Gaming and Reward Points

3) Benefits of reward:

- Competitiveness - brings in the sense of competitiveness among the users, making them participate and be more active.
- Motivation - Users with more scores are motivated to log in daily and perform better.
- Success probability - Games/exercises shall be designed in such a way that scoring more in these games increases the probability of success.

4) What is the use of rewards or coins?

- Another use case of the application is to unlock features in the app. The app which we are proposing to make shall be feature-rich, and so to unlock certain features like posting in the community or unlocking certain levels in the game, a user has to pay some coins.
- The top three on the leaderboard get a chance of personal mentorship from Arfeen Khan and any other course of their choice for free! This shall motivate all the users to give their best and use the application as much as possible.

Marketing Services

Marketing Strategies

+

Ad graphics

Retargeting Ads - Converting leads to customers running retargeting ads.

Customer Retention through Marketing automation.

Designing custom and dynamic ad graphics to increase ad conversion ratio.

Creation of location and pincode specific ads to generate sales.

1

Google Ads

2

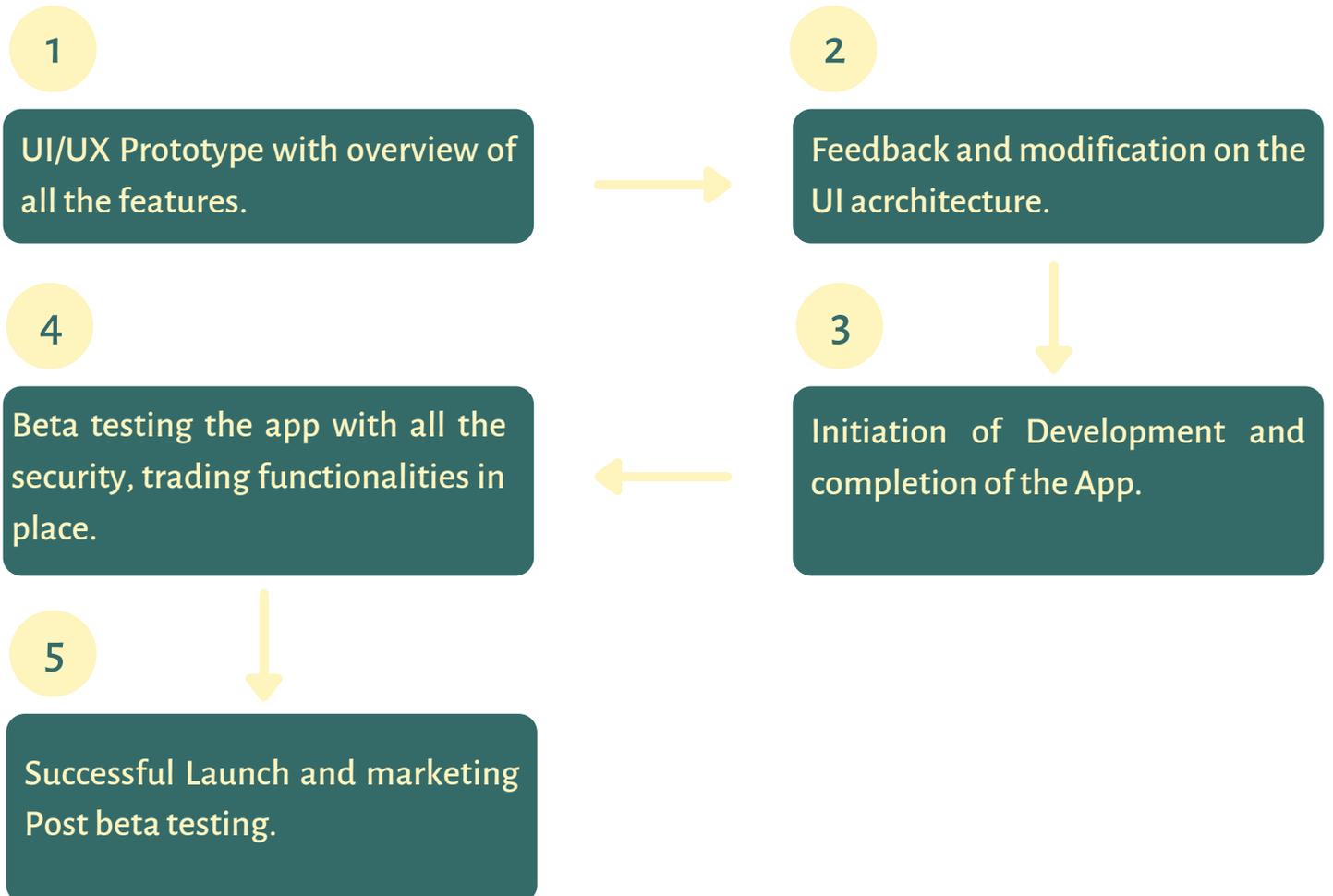
FaceBook and Instagram Ads

3

LinkedIn Ads

**ALL THE DIGITAL
SERVICES UNDER #1 ROOF**

Brief Operational Summary



**ALL THE DIGITAL
SERVICES UNDER #1 ROOF**

Cost and Timeline

Considering the features and complexity of the application, we will have to work together as one team. Both parties will have obligations and deliverables at their level which can be discussed once we have finalized the set of features we are looking forward to have in the application and accordingly we can come to a conclusion. At this stage, it is difficult to give a concrete answer on the exact timeline and cost. For example, if we choose to go ahead with embedding questions on videos, every video must be edited. And, the time and cost taken to perform this activity depend on the number of videos and questions that we are supposed to be embedded in the playing video. Also we need to discuss collectively the type of practice game we shall have for each course.

However, we will take 4-6 months of time post prototyping to redevelop the first version of the new platform, with the proposed graphics, 3D UI/UX, community features, life management tools, journals, etc. and eventually we can work on the roadmap and new features piece by piece. The exact cost of the same depends a lot on the features we finalize for the first version.

Tentative cost for Website and Mobile App (Android + iOS)

7,95,000 /-

The above mentioned quotation is inclusive of price of 1-year support and maintenance, security and all other services as mentioned above.

We shall inform you in case we foresee any additional charges over and above the fees already agreed. Additionally, in case other customizations are required, we may mutually agree on the fee and scope of work.

**ALL THE DIGITAL
SERVICES UNDER #1 ROOF**