

WELCOME TO INTEGRATED MEDIA

WHERE CUSTOMERS MATTER MORE THAN CROWD

Our company helps life coaches, healers and consultants build a powerful online presence and monetise their expertise through organic content marketing.

We offer a structured package which helps in your social media visibility and right customer acquisition for your business:

Growth Guarantor Package

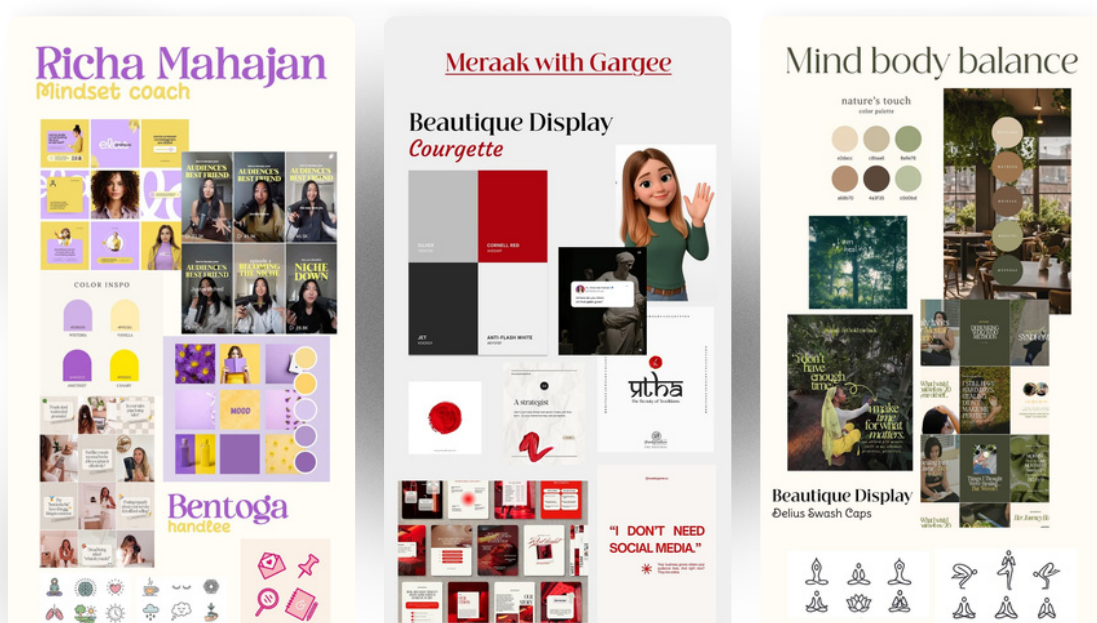
Price: ₹60,000 / Month

The Growth Guarantor Package is designed for life coaches, healers and consultants who want to build a strong online presence to solve their visibility and monetisation aspects by using right systems.

In visibility aspect we focus on three major pillars:

1. Branding

We help you create a strong and consistent personal or institutional brand identity.



Brand Assets

Mood Board Creation

- Primary Color Palette
- Secondary Color Palette
- Primary Font
- Secondary Font
- Overall visual direction of the brand

Brand Guidelines

- Brand vibe and personality
- Tone of communication
- Visual theme and aesthetics
- Content communication style

Brand Story

- Personal Brand Story (for individual creators)
- Institutional Brand Story (for companies or organizations)

This ensures that every piece of content reflects a clear and consistent brand identity.

2. Positioning

Positioning helps the audience clearly understand who you are, what you do, and why they should follow you.

We help you define:

- Your Niche
- Your Sub-Niche
- Your Area of Expertise

Preamble Statement

Just like a constitution has a preamble that defines its purpose, we create a 2–3 line positioning statement that becomes the foundation of all your content.

Profile Optimization

We optimize your social media profiles so they clearly communicate:

- Your expertise
- Your value proposition
- Your positioning in the market

3. Content Creation & Management

Once branding and positioning are clear, we help you execute a powerful organic content strategy.

Content Pillars

We design content pillars such as:

- Educational Content
- Storytelling Content
- Authority Content
- Engagement Content

Content Strategy

A strategic roadmap for how your content will grow your visibility and authority.

Monthly Content Calendar

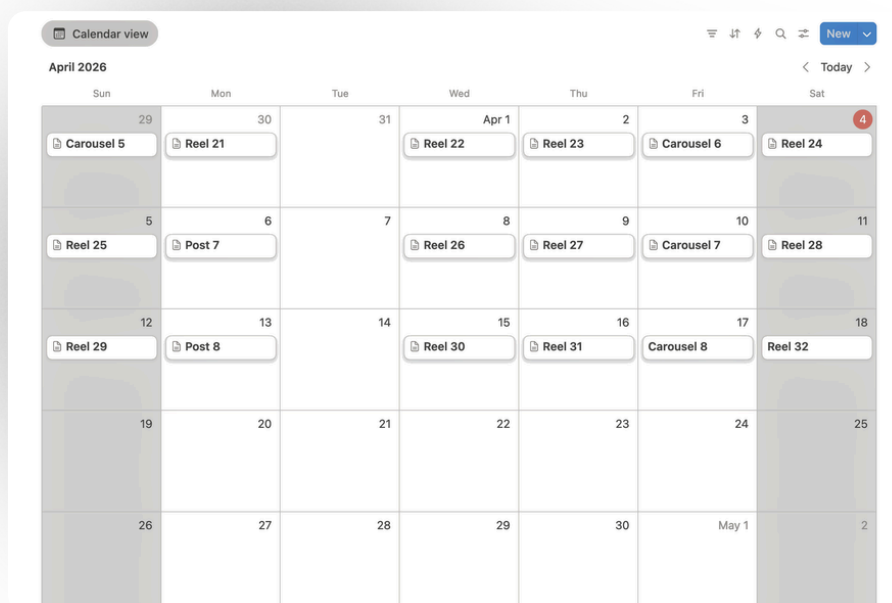
A structured plan for 30 contents that will be posted throughout the month.

Content Production Support

Our team helps you with:

- Content Strategy
- Script Writing
- Video Editing
- Graphic Designing
- SEO-Driven Captions
- Content Posting

Visual representation of content calendar



Monetisation aspect

1. Offer & Program Design

We help you structure your offerings in a way that makes them easy to understand, sell, and scale.

This includes:

- Designing your Signature Program
- Structuring Level 1, Level 2, and Level 3 Programs
- Auditing your existing offers
- Suggesting additional programs if required

This ensures your business has a clear product ladder for monetization.

2. Conversion Assets

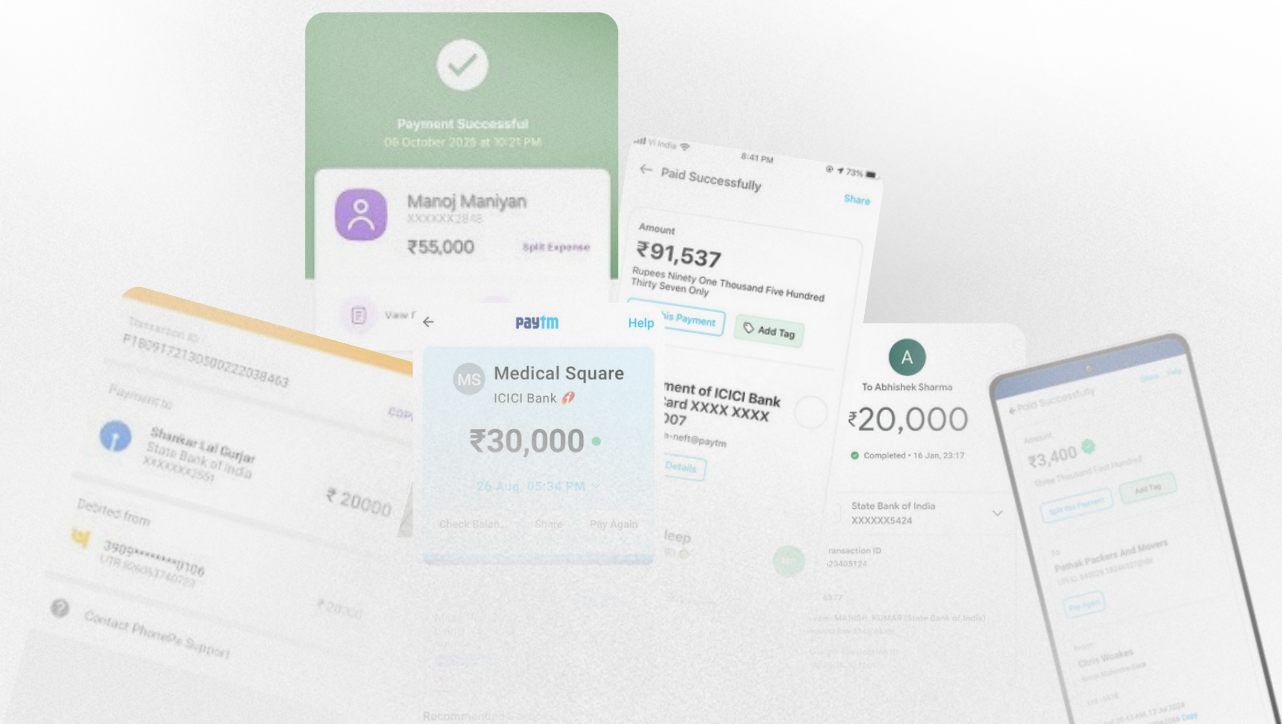
We help you create powerful conversion assets such as:

VSL (Video Sales Letter)

A persuasive video presentation designed to convert viewers into buyers for your signature program.

Workshop / Webinar Design

- Workshop structure
- Webinar strategy
- Improvement suggestions



Sales Call Audit

We review your sales calls and suggest improvements to increase conversions.

Sales Script Creation

We help design a clear sales script so that your conversations with potential clients become structured and effective.

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3. Lead Generation System

We build a structured lead generation process using organic engagement.

Engagement Outreach

Our team initiates conversations with people who engage with your content:

- People who like your posts
- People who comment & New followers

We start conversations and either:

- Book 1-on-1 consultation calls, or
- Invite them to your community

Webinar & Workshop Leads

We also generate leads through:

- Workshops
- Webinars
- Event registrations

Interested participants are followed up and nurtured for your programs.

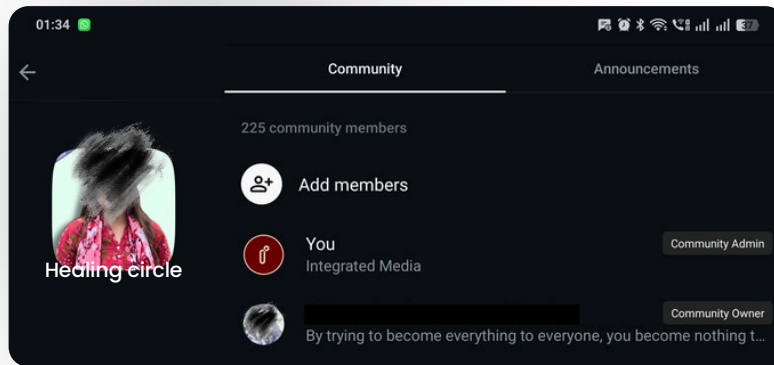
4. Community Building

We help you create and grow a dedicated community around your brand.

This includes:

- Creating the community platform
- Inviting engaged audience members
- Encouraging community interaction
- Maintaining engagement

Visual representation of community



5. Data & CRM Management

We maintain organized data so your business operations stay structured.

This includes:

- CRM Sheet Management
- Lead Tracking
- Revenue Tracking
- Customer Data Organization

This ensures clarity, scalability, and measurable growth.

Roles & Responsibilities

Agency Responsibility

- Content Strategy
- Script Writing (If you want line by line scripting)
- Video Editing
- Graphic Designing
- SEO Caption Writing
- Content Posting & Management (If we'll get posting access)
- Lead Generation
- Community Building
- Conversion Systems
- CRM & Data Management

Client Responsibility

- Provide raw content recordings
- Timely approvals for contents and team coordinations
- Conduct sales calls and host webinars/workshops

"You do your coaching best. We will handle the rest"

Payment Terms

Trimester Plan (3 Months)

- Total Payable for 3 Months is ₹60,000*3 = ₹1,80,000

Half yearly Plan (6 Months – 10% Discount)

- Monthly Cost: ₹60,000/Month
- Effective Monthly Cost after discount: ₹54,000/Month
- Total discount: ₹36,000
- Total Payable for 6 Months = ₹3,24,000

Yearly Plan (12 Months – 20% Discount)

- Monthly Cost: ₹60,000/Month
- Effective Monthly Cost after discount: ₹48,000/Month
- Total discount: ₹1,44,000
- Total Payable for 12 Months = ₹5,76,000

- All Payments must be paid in advance
- No refunds are applicable, service can be adjusted accordingly



THANKYOU
FOR CHOOSING INTEGRATED MEDIA