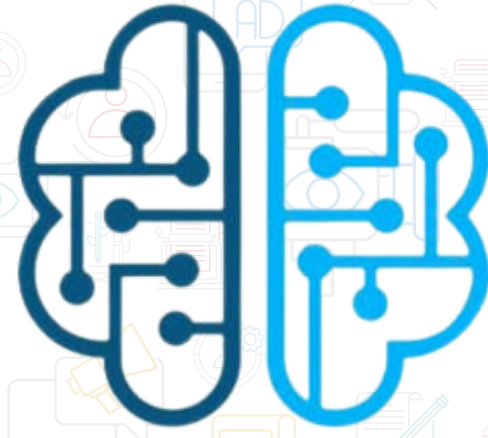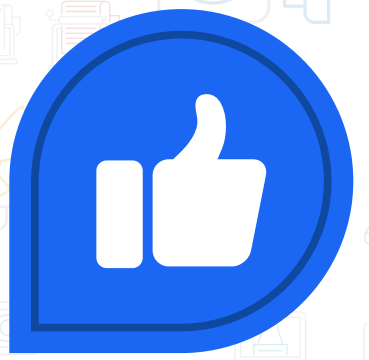**+91 99130 05192**

SMS TECHNOLOGIES

Technologies at the speed of life

facebook

Facebook is a social media platform founded by Mark Zuckerberg in 2004. It allows users to connect with friends and family, share photos and updates, and communicate through messages and comments. Facebook has grown to become one of the largest and most popular social networking sites globally, with billions of active users.

Key features of Facebook include:

1. Profile: Users can create a personal profile with information about themselves, including photos, posts, and personal details.

2. News Feed: The central feature where users see updates from their friends, pages they follow, and sponsored content.

3. Friends: Users can connect with others by sending and receiving friend requests. Once connected, they can see each other's posts and updates.

4. Groups: Users can join or create groups based on common interests, where members can share posts, photos, and events.

5. Pages: Businesses, public figures, and organizations can create Facebook Pages to connect with their audience and share updates.
6. **Events:** Users can create and invite others to events, such as parties, meetings, or gatherings.

7. Messenger: Facebook's messaging app allows users to send text messages, make voice and video calls, and share media files.

8. Privacy Settings: Users can control the visibility of their posts, manage friend requests, and customize who can see their personal information.

Over the years, Facebook has faced scrutiny and controversies related to user privacy, data handling, and its impact on society. It has also expanded its services by acquiring other popular platforms like Instagram and WhatsApp. Keep in mind that the platform may have evolved or undergone changes since my last knowledge update in January 2022.
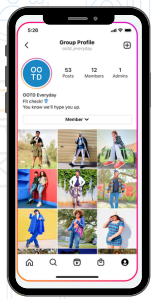
Instagram
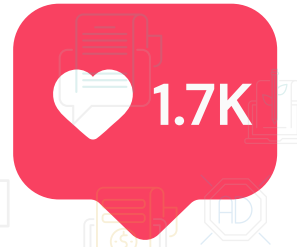
Instagram is a popular social media platform that focuses on visual content, allowing users to share photos and videos with their followers. Here are some key features and aspects of Instagram:

1. **Profile:** Users create a profile with a username and can customize it with a profile picture, bio, and links.

2. **Feed:** The main feed displays photos and videos posted by users you follow. Instagram uses an algorithm to show content it thinks you'll find most engaging.

3. **Posts:** Users can share photos and videos on their profile, adding captions, hashtags, and location tags. They can also tag other users in their posts.

4. **Stories:** Instagram Stories are short-lived photos and videos that disappear after 24 hours. Users often use this feature for more casual and spontaneous content.

5. **Explore:** The Explore page suggests photos and videos based on your interests and the content you engage with. It's a way to discover new accounts and trending topics.

6. **IGTV:** Instagram TV allows users to share longer-form videos, including vlogs, tutorials, and other content. IGTV videos can be accessed from a user's profile or the Explore page.

7. **Direct Messaging:** Users can send private messages to each other via Instagram Direct. You can send text messages, photos, videos, and more.

8. **IG Shopping:** Instagram has features that allow businesses to showcase and sell products directly through the platform. Users can browse and purchase items without leaving the app.

9. **Reels:** Instagram Reels is a feature for creating short, entertaining videos set to music. It's a format similar to other short-form video platforms.

10. **Highlights:** Users can save their Stories into Highlights, which are featured on their profile and don't disappear after 24 hours.

11. **Filters and Editing Tools:** Instagram offers a variety of filters and editing tools to enhance photos and videos before posting.

Instagram has become a powerful tool for individuals, businesses, and influencers to share their stories and connect with a global audience. It is owned by Facebook, and like other social media platforms, it has evolved over time with new features and updates.
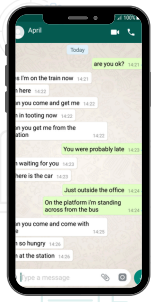
WhatsApp

WhatsApp is a widely used messaging app that allows users to send text messages, make voice and video calls, and share media files with individuals or groups. Here are some key features and aspects of WhatsApp:

1. Messaging: Users can send text messages, images, videos, and documents to individuals or groups. WhatsApp uses end-to-end encryption to secure communication.

2. Voice and Video Calls: WhatsApp enables users to make voice and video calls to contacts around the world over the internet. Calls are free, but data charges may apply.

3. Status: Users can share updates, photos, and videos with their contacts through a feature called Status. Status updates disappear after 24 hours.

4. Groups: Users can create and participate in group chats, allowing for communication with multiple people simultaneously. Group members can share messages, photos, and videos.

5. WhatsApp Web: WhatsApp can be used on a computer through the WhatsApp Web platform. Users scan a QR code on their computer screen using the WhatsApp app on their mobile device to sync the two.

6. Location Sharing: Users can share their live location with contacts, making it easy to coordinate meetups or let others know your whereabouts.

7. Document Sharing: In addition to media files, users can send documents such as PDFs, spreadsheets, and slideshows.

8. Voice Messages: Instead of typing, users can send voice messages to their contacts. This feature is particularly useful for quick communication.

9. Privacy Settings: WhatsApp provides privacy settings that allow users to control who can see their profile information, status updates, and last seen status.

10. End-to-End Encryption: All messages and calls on WhatsApp are end-to-end encrypted, meaning that only the sender and the recipient can read or listen to them. This ensures a high level of security and privacy.

WhatsApp has gained immense popularity due to its user-friendly interface, widespread availability across platforms, and its focus on privacy and security. It is owned by Facebook, and its features may be subject to updates and changes over time.

facebook

Instagram

WhatsApp

+
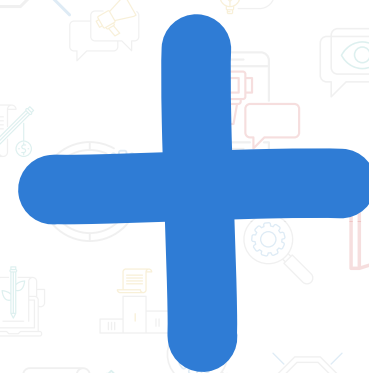
2022

Meta

"**Meta**" refers to the parent company of Facebook. As of my last knowledge update in January 2022. The company rebranded itself as Meta in October 2021 to reflect its broadened focus on the development of the metaverse—an immersive and interconnected virtual space.

Regarding ads within the Meta ecosystem (which includes platforms like Facebook, Instagram, WhatsApp, and Oculus), advertising is a significant part of the company's revenue model. Meta Ads, previously known as Facebook Ads, are advertisements that businesses and individuals can create and display on Meta's various platforms. Here are some key points:

1. Ad Types: Meta offers various ad formats, including image ads, video ads, carousel ads, and more. Advertisers can choose the format that best suits their marketing goals.

2. Ad Targeting: Meta Ads provide powerful targeting options, allowing advertisers to reach specific demographics, interests, and behaviors. This helps in delivering ads to a more relevant audience.

3. Ad Placement: Advertisers can choose where their ads appear, whether in users' feeds, in Stories, on the right column of the desktop site, or in other specific locations.

4. Ad Campaigns: Businesses can create ad campaigns with specific objectives, such as brand awareness, traffic to a website, app installs, or engagement. The ad campaign structure includes ad sets and individual ads.

5. Ad Analytics: Meta provides detailed analytics and insights for ad performance. Advertisers can track metrics such as reach, engagement, conversions, and more to evaluate the success of their campaigns.

6. Instagram Ads: As part of the Meta ecosystem, Instagram also offers advertising options. Advertisers can create and manage ads on Instagram using the same ad platform as for Facebook.

7. WhatsApp Business: Meta has integrated business features into WhatsApp, allowing businesses to communicate with customers and run ads using the WhatsApp Business API.

It's important to note that the details and features of Meta Ads may evolve over time as the company continues to refine its advertising platform. If you're specifically looking for the latest information on Meta Ads, I recommend checking the official Meta for Business website or the advertising documentation provided by Meta for the most up-to-date information.

Market V/s. We

MARKET	SMS TECHNOLOGY
Trust Guarantee ?	100% Trust Guarantee
Minimum 2 Month Develop	1 Month Results
High Dreams For Brands	Dreams Before Results
Limited Service	30 Service In One Plate from
Late Service's	On-time Service's
No guarantee For Support	365 Whatsapp Support
Without Systematic Business	Systematic Business
Only Lead Generation	All Types Of Work Report
No Ethics In Business	Work With Ethics
No Money Back	100% Money Back
No Budgets Limit	Low Budgets For Ads.
0% Transparency	100% Transparency

OUR RESULTS

Rs.2.48 Per 1000 People For Awareness Campaign

Off/On	Ad	Results	Reach	Impressions	Cost per result	Quality ranking Ad relevance
☑ ⬤	EATSI Awareness 29-01	870,737 Reach	870,737	1,167,595	₹2.48 Per 1,000 people reac...	—

Rs.0.78 Lowest Click Cost For Product

✕	Campaign	⋮
	Sweez King Katargam – Link clicks • Off	

Maximum	⚙ Metrics

Results

Link clicks	2,640
Cost per Link Click	₹0.78
Amount spent	₹2,066.89
	₹200.00 daily budget ✏
Reach	136,386
Impressions	221,067

✕	Campaign	⋮
	Sweez King Katar...essage replies • Off	

Maximum	⚙ Metrics

Results

Messaging conversations started	287
Cost per Messaging Conversation Started	₹4.38
Amount spent	₹1,258.42
	₹200.00 daily budget ✏
Reach	36,792
Impressions	50,727

✕	Campaign	⋮
	New Awareness Campaign • Off	

Maximum	⚙ Metrics

Results

Reach	190,656
Cost per 1,000 People Reached	₹4.77
Amount spent	₹908.92
	₹103.70 daily budget ✏
Reach	190,656
Impressions	308,470

Rs. 10.27 Lowest Leads Cost For Counseling

Campaign name	Delivery	Campaign name	Attribution setting	Results	Reach	Impressions	Cost per result	Quality ranking	Engagement rate ranking	Conversion rate ranking	Amount spent
OCFM LEADS	● Inactive Campaign	OCFM LEADS	7-day click or 1-day view	104 On-Facebook leads	7,896	15,985	₹17.85 On-Facebook leads	—	—	—	₹1,856.68
Franchise	● Not delivering Campaign	Franchise	7-day click or 1-day view	101 On-Facebook leads	6,952	11,751	₹10.27 On-Facebook leads	—	—	—	₹1,037.42
CHAILD	● Not delivering Campaign	CHAILD	7-day click or 1-day view	45 On-Facebook leads	14,069	24,925	₹22.02 On-Facebook leads	—	—	—	₹990.86
GOAL	● Not delivering Campaign	GOAL	7-day click or 1-day view	3 On-Facebook leads	2,538	3,759	₹184.52 On-Facebook leads	—	—	—	₹553.55
Parenting	● Inactive Campaign	Parenting	7-day click or 1-day view	—	2,113	2,697	—	—	—	—	₹213.04
Business	● Inactive Campaign	Business	7-day click or 1-day view	—	738	1,067	—	—	—	—	₹171.99
DMIT LEAD	● Active Campaign	DMIT LEAD	7-day click or 1-day view	—	127	137	—	—	—	—	₹21.02
Total results 7/7 rows displayed			7-day click or 1-day view	— Multiple conversions	29,088 Accounts Centre accounts	60,321 Total	— Multiple conversions	—			₹4,844.56 Total Spent

Rs.7.77 Lowest Cost Lead For Distributor Inquiry

Off/On	Ad		Results	Reach	Impressions	Cost per result
◻ ⬤	JIJO Leads Ad	r 1...	109 ⬇ On-Facebook leads	3,864	6,715	₹7.77 Per on-Facebook leads
	Results from 1 ad ⓘ	r ...	109 On-Facebook leads	3,864 Accounts Centre acco...	6,715 Total	₹7.77 Per on-Facebook leads

OUR PLAN FOR MARKEITNG

No	Service	Silver	Gold	Platium
1	Facebook Page Creation	Y	Y	Y
2	Instagram ID Creation	Y	Y	Y
3	Facebook Page Post + Story	2	4	6
4	Instagram ID Post + Story	2	4	6
5	Post Text Content	N	Y	Y
6	Post Approval	N	Y	Y
7	Account Awerness	Y	Y	Y
8	Meta Ads Campaign	1	2	3
9	Meta Ads Content	Y	Y	Y
10	Meta Ads Post Content	Y	Y	Y
11	Meta Ads Post Development	1	2	3
12	Business Whatsapp Development	N	Y	Y
13	Whatsapp Catalog	N	N	Y
14	Whatsapp Chanal	N	N	Y
15	Google Business Development	Y	Y	Y
16	Google Review System	N	Y	Y
17	Facebook Group Posting	N	Y	Y
18	Facebook Marketplace	N	Y	Y
19	Ads. Lead Opration	Y	Y	Y
20	Ads. Lead Management	N	Y	Y

No	Service	Silver	Gold	Platium
21	Ads. Lead Follow Up	N	N	Y
22	Whatsapp Support	Y	Y	Y
23	Offers Content Creation	N	N	Y
24	Brand Anyasis Ideas	N	N	Y
25	Review And Rating	N	Y	Y
26	Trending Analysis	N	Y	Y
27	Theme Deigning Ideas	N	N	Y
28	Legal And Ethical Consideration	Y	Y	Y
29	Crisis Management	Y	Y	Y
		—	—	—
	Market Value Of 29 Service	25000	35000	45000
	We Provide This 29 Value In	15000/-	25000/-	35000/-

*T & C Apply

Payment Terms and Conditions for Monthly Payments

1. Payment Amount:

The Client agrees to pay [Amount] per month to The Growth Buddy for Digital Marketing provided.

2. Payment Due Date:

Payments are due on the 5 of each month. Late payments may incur additional fees as outlined in Section 4.

3. Payment Method:

The Client agrees to make payments via Any, as specified by The Growth Buddy. Alternative payment methods must be approved in writing.

4. Late Payments:

Late payments may be subject to a late fee of 500/- of the outstanding balance, whichever is greater. This fee will be applied for each month the payment is overdue.

5. Billing Statement:

The Growth Buddy will provide a monthly billing statement outlining the services provided and the corresponding charges. The Client is responsible for reviewing and verifying the accuracy of the statement.

6. Termination of Services:

In the event of non-payment, The Growth Buddy reserves the right to suspend or terminate services after 15 days' notice.

7. Refunds:

Payments made are non-refundable, except in cases where The Growth Buddy fails to deliver agreed-upon products or services.

8. Changes to Payment Terms:

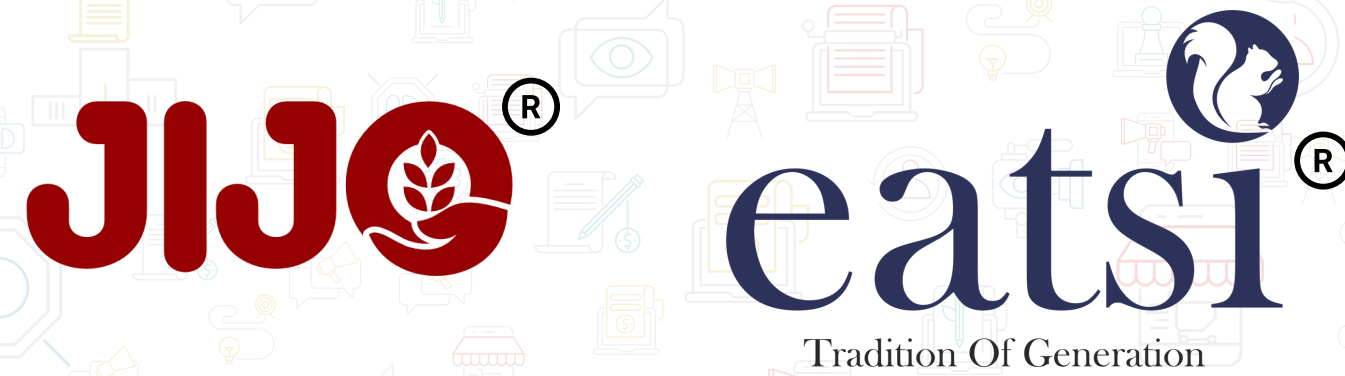Any changes to the payment terms must be agreed upon in writing by both parties.

9. Governing Law:

This agreement is governed by the laws of India. Any disputes arising from this agreement will be resolved through arbitration.

10. Confidentiality:

Both parties agree to keep confidential any proprietary or sensitive information disclosed during the course of this agreement.

OUR RESPECTED CLIENTS