botmedia®
DIGITAL MARKETING · PUNE

PACKAGES & PRICING
FY 2026–27

Real estate marketing, priced clearly.

Social media, paid ads, websites, drone films and video editing, packaged for developers, with fees you can plan around.

WHAT'S INSIDE		STARTING PRICE
01	**Developer Complete Packages** Social media + paid ads, one team, one monthly fee	FROM **₹50,000** / month
02	**Social Media Management** Instagram + Facebook: posts, reels, stories, promotions	FROM **₹25,000** / month
03	**Performance Marketing** Meta, Google, LinkedIn & ChatGPT ads, fees capped	FROM **₹25,000** / month
04	**Website Development** Frontend site, or full site with admin panel	FROM **₹35,000** one-time
05	**Video Editing** Reels and project films from your footage	FROM **₹10,000** per batch
06	**Cinematic Drone Shoot** 4K aerial films for project showcase	FROM **₹35,000** per shoot

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01 SOCIAL MEDIA + PAID ADS, ONE TEAM, ONE MONTHLY FEE

Developer Complete Packages

Everything a real estate project needs on Instagram and Facebook: content, reels, page management and lead-generation ads, in one package.

Developer Starter

One project, steady presence and a dependable lead flow.

₹50,000 / month + GST

Social Media Starter ₹25,000 + Meta Ads ₹25,000

CONTENT

- 12 posts & carousels
- 4 edited reels
- 12 stories
- Comments & DMs handled
- Monthly report

ADS & LEADS

- Facebook & Instagram ads, budget up to ₹1.5 L
- 6 ad creatives a month, incl. 2 video ads
- Pixel, Conversions API & lead automation set up
- Leads reach your sales team instantly
- Weekly report + monthly review

RECOMMENDED

Developer Growth

Projects in active sales that need reels, promotions and leads.

₹60,000 / month + GST

Social Media Growth ₹35,000 + Meta Ads ₹25,000

CONTENT

- 16 posts & carousels
- 8 reels, 2 of them premium
- 20 stories
- Half-day site shoot every quarter
- Monthly strategy call

ADS & LEADS

- Facebook & Instagram ads, budget up to ₹1.5 L
- 6 ad creatives a month, incl. 2 video ads
- Pixel, Conversions API & lead automation set up
- Leads reach your sales team instantly
- Weekly report + monthly review

Developer Premium

Launches and multi-project developers.

₹70,000 / month + GST

Social Media Premium ₹45,000 + Meta Ads ₹25,000

CONTENT

- 20 posts & carousels
- 12 reels, 4 of them premium
- 30 stories, one a day
- Half-day site shoot every month
- Google Business Profile posts

ADS & LEADS

- Facebook & Instagram ads, budget up to ₹1.5 L
- 6 ad creatives a month, incl. 2 video ads
- Pixel, Conversions API & lead automation set up
- Leads reach your sales team instantly
- Weekly report + monthly review

Add more ad platforms

Packages include Facebook & Instagram ads. Google, LinkedIn or ChatGPT: +₹10,000 a month each.

MONTHLY FEE + GST	META ONLY ads ₹25,000	META + GOOGLE ads ₹35,000	+ LINKEDIN ads ₹45,000	ALL 4 PLATFORMS ads ₹55,000
Developer Starter social media ₹25,000	₹50,000	₹60,000	₹70,000	₹80,000
Developer Growth social media ₹35,000	₹60,000	₹70,000	₹80,000	₹90,000
Developer Premium social media ₹45,000	₹70,000	₹80,000	₹90,000	₹1,00,000

- Ad budget above ₹1.5 L? The ads fee follows the capped slab table on page 05. Ad budget is paid by you directly to each platform.

02 INSTAGRAM + FACEBOOK, FULLY MANAGED

Social Media Management

Your pages planned, designed, posted and answered by one team, with reels, stories and project promotions every month.

EVERY MONTH	Starter ₹25,000 per month + GST	RECOMMENDED Growth ₹35,000 per month + GST	Premium ₹45,000 per month + GST
Posts & carousels Designed in-house, on your brand	12	16	20
Reels Professionally edited, with trending audio & captions	4	8	12
Stories Updates, polls, offers, site progress	12	20	30 · daily
Premium reels Motion graphics, 3D location map, AI visuals, voice-over	—	2 of the 8	4 of the 12
Project promotions Launch, offers, site progress, amenities, location	✓	✓	✓
Festive & muhurat campaigns Gudi Padwa, Akshaya Tritiya, Dussehra, Diwali	✓	✓	✓
MahaRERA-compliant creatives Registration no. + QR code on project posts	✓	✓	✓
Page setup & optimisation Bio, highlights, covers, CTA & WhatsApp buttons	✓	✓	✓
Content calendar & captions English, Marathi or Hindi, with hashtags	✓	✓	✓
Comments & DMs handled Lead enquiries passed to your sales team	Mon–Sat	Mon–Sat	7 days, priority
On-site content shoot Half-day photos + mobile video, in Pune	—	Quarterly	Monthly
YouTube Shorts Every reel cross-posted	—	✓	✓
Google Business Profile posts Keeps your site office listing active	—	—	4 / month
Competitor page tracking What nearby projects are posting	—	Monthly snapshot	Monthly report
Reporting & review Reach, engagement, follower growth	Monthly report	Report + strategy call	Fortnightly + monthly meet
Account manager Your single point of contact	Shared	Dedicated	Dedicated senior
Best for	A steady, professional presence for one project.	Projects in active sales that need reach, reels and promotions.	Launches and developers who want to lead their micro-market.

- Festive creatives are part of the monthly post count. 2 revision rounds per creative.
- Paid ads are a separate service (Performance Marketing). Shoots outside Pune (PMC/PCMC) at actual travel cost.

03 META, GOOGLE, LINKEDIN & CHATGPT ADS

Performance Marketing

Lead-focused campaigns on the platforms your buyers use, run from your own ad accounts, tracked end to end and reported every week.

Choose your platforms

Total ad budget up to ₹1.5 L a month · fees + GST

SOCIAL
Meta
₹25,000 / month
- ✓ Meta Ads

Facebook + Instagram lead generation and awareness.

RECOMMENDED
SEARCH + SOCIAL
Meta + Google
₹35,000 / month
- ✓ Meta Ads
- ✓ Google Ads

Adds buyers who are already searching on Google.

PROFESSIONAL REACH
Meta + Google + LinkedIn
₹45,000 / month
- ✓ Meta Ads
- ✓ Google Ads
- ✓ LinkedIn Ads

Adds professionals, NRIs and commercial buyers.

OMNICHANNEL + AI
All 4 platforms
₹55,000 / month
- ✓ Meta Ads
- ✓ Google Ads
- ✓ LinkedIn Ads
- ✓ ChatGPT Ads

Adds ChatGPT, for buyers researching with AI.

Any one platform ₹25,000, each extra platform +₹10,000 a month. Any mix works, e.g. Meta + LinkedIn = ₹35,000.

Ad budget is paid directly to each platform

Which platform does what

PLATFORM	BEST FOR	WHAT WE RUN	MONTHLY FEE
Meta Ads Facebook + Instagram	Demand and leads for every residential project	Lead forms, Click-to-WhatsApp, reel & carousel ads, retargeting	**₹25,000** first platform
Google Ads Search, Performance Max, YouTube	Buyers already searching, e.g. "2 BHK in Wakad"	Search ads on project & location keywords, PMax, YouTube & display remarketing	**+₹10,000** when added
LinkedIn Ads Professionals & decision-makers	Premium homes, commercial offices, NRIs and senior professionals	Lead Gen Forms and sponsored posts, targeted by job title, company and seniority	**+₹10,000** when added
ChatGPT Ads Ads inside ChatGPT	Buyers researching projects and localities with AI	Sponsored ads shown with relevant ChatGPT answers (Free & Go users in India)	**+₹10,000** when added

Why developers choose BotMedia

01
One team, start to finish
Content, reels, ads, drone and web under one roof. No hand-offs between vendors.

02
Built for real estate
MahaRERA-compliant creatives, a muhurat calendar and lead generation aimed at site visits.

03
Your accounts, your data
Pages, ad accounts and leads stay in your name. Full transparency, always.

04
Leads in real time
Every enquiry reaches your sales team the moment it comes in.

05
Fees with a cap
Ad-management fees are capped per budget slab, so you know the maximum up front.

03 INCLUDED IN EVERY ADS PACKAGE

What we deliver every month

The same full service on every platform you choose, from strategy and creatives to tracking, lead delivery and reporting.

01 Strategy & media plan
Platform budget split, audience map, lead and CPL targets.

02 Campaign build
Lead-form, Click-to-WhatsApp, search and awareness campaigns.

03 Audience targeting
Project radius, job hubs, interests, lookalikes, NRI markets.

04 Ad creatives & copy
6 a month incl. 2 video ads, sized for every platform.

05 Tracking setup
Meta Pixel + Conversions API, GA4, Tag Manager, platform tags.

06 Lead-quality filters
Budget, BHK and timeline questions; higher-intent forms.

07 Instant lead delivery
Real-time leads to Sheet / CRM, with WhatsApp & email alerts.

08 Retargeting
Website visitors, video viewers and page or profile engagers.

09 Daily optimisation
Bids, budgets, audiences and creatives, every working day.

10 Cross-platform budget shifts
Spend moves weekly to the platform with the best leads.

11 Weekly & monthly reporting
One report for all platforms; monthly review with sales.

12 Competitor ad watch
Monthly scan of competitor ads in the Meta Ad Library.

Bigger budgets: a % of ad spend, with a cap

L = lakh

TOTAL MONTHLY AD BUDGET	FEE, ONE PLATFORM	MINIMUM	MAXIMUM (CAP)	AD CREATIVES / MONTH
Up to ₹1.5 L	**₹25,000** fixed	—	—	6
₹1.5 L – ₹3 L	**15%** of ad spend	₹25,000	**₹45,000**	8
₹3 L – ₹5 L	**12%** of ad spend	₹45,000	**₹60,000**	10
₹5 L – ₹10 L	**10%** of ad spend	₹60,000	**₹1,00,000**	12
₹10 L – ₹25 L	**8%** of ad spend	₹1,00,000	**₹2,00,000**	15
Above ₹25 L	**6%** of ad spend	₹2,00,000	**₹3,00,000**	20

+ ₹10,000 a month for each extra platform (Google, LinkedIn or ChatGPT), at every budget level.

EXAMPLES · BUDGET → FEE

- ₹2 L → **₹30,000** (15%)
- ₹4 L → **₹48,000** (12%)
- ₹10 L → **₹1,00,000** (10%)
- ₹15 L → **₹1,20,000** (8%)
- Meta + Google, ₹4 L → ₹48,000 + ₹10,000 = **₹58,000**

- Ad budget is paid by you directly to each platform from your own ad accounts. Platforms charge GST on ad spend.
- The fee is set on the total ad budget approved at the start of each month, and never goes above your slab's cap.

04 FAST, MOBILE-FIRST WEBSITES BUILT TO CAPTURE LEADS

Website Development

Frontend Website

Up to 10 pages. Ideal for a developer brand or a single project.

₹35,000 one-time + GST

- Custom, mobile-first design, up to 10 pages
- Project pages: gallery, amenities, floor plans, location map
- Enquiry forms to email, click-to-call & WhatsApp buttons
- Brochure download & Google Maps embed
- On-page SEO basics: titles, meta tags, schema, sitemap
- GA4 + Meta Pixel installed, speed-optimised, SSL-ready
- 2 design revision rounds
- Live in 15–20 working days, 30 days free support

RECOMMENDED

Website with Backend

Frontend + backend. Manage projects, inventory and leads yourself.

₹1,25,000 one-time + GST

- Everything in the Frontend Website
- Admin panel: add or edit projects, prices, inventory, floor plans, offers, blogs; no coding
- Lead dashboard: every enquiry saved, status tracking, Excel export, email alerts
- Property search & filters: location, BHK, budget, possession
- Gated brochure / cost-sheet download that captures the lead first
- Blog & news module for SEO; unlimited projects and posts
- Team logins with roles; CRM / Google Sheets integration
- Live in 30–45 working days, 90 days free support + training

- Domain, hosting and paid third-party APIs at actuals.
- Content and images come from your brochure and renders; we polish the copy.

05 YOUR FOOTAGE, EDITED INTO SCROLL-STOPPING REELS

Video Editing

Starter

4 reels or 1 project film.

₹10,000 per batch + GST

- 4 reels (up to 45 sec), or 1 project film (up to 2 min)
- Cuts, transitions, captions / subtitles
- Trending or licensed music, colour correction
- Logo, CTA & MahaRERA end-card
- 2 revisions per video, 48–72 hr turnaround per reel

RECOMMENDED

Pro

8 reels, including motion graphics.

₹18,000 per batch + GST

- 8 reels incl. 2 motion-graphics reels, or 4 reels + 1 project film
- Kinetic text, map callouts & sound design
- Custom covers / thumbnails
- Everything in Starter

Premium

12 reels with premium edits.

₹25,000 per batch + GST

- 12 reels incl. 4 premium edits: 3D location map, motion graphics, AI visuals, voice-over
- Subtitles in English, Hindi or Marathi
- Priority turnaround
- Everything in Pro

- Footage is provided by you; we can add stock or AI visuals.
- Batches can be taken monthly.

06 REAL ESTATE PROJECT SHOWCASE IN 4K

Cinematic Drone Shoot

Basic

Half-day aerial shoot of one project.

₹35,000 per shoot + GST

- Half-day shoot (up to 4 hours), one location
- 4K aerials of the project, approach roads & surroundings
- 1 cinematic project film (60–90 sec, 16:9)
- 2 vertical reels (30 sec, 9:16)
- 15 edited aerial photos
- Colour grading, licensed music, logo & MahaRERA end-card
- Delivery in 5–7 working days

RECOMMENDED

Standard

Full day of aerial + ground cinematography.

₹55,000 per shoot + GST

- Full-day shoot (up to 8 hours)
- Drone + ground cinema camera on gimbal
- Exteriors, amenities, sample flat & connectivity
- 1 project film (2–3 min) + 4 reels
- 30 edited photos, aerial + ground
- Motion titles & location callouts
- Delivery in 7–10 working days

Premium

Two-day brand film with an FPV fly-through.

₹85,000 per shoot + GST

- 2 shoot days, incl. golden hour / twilight
- FPV fly-through + drone + cinema camera
- Scripted brand film (3–4 min) with voice-over in Hindi, Marathi or English
- 3D location-map animation
- 1 teaser + 6 reels + 50 edited photos
- Raw footage handover
- Delivery in 10–15 working days

- Shoots within Pune (PMC/PCMC); outstation travel and stay at actuals.
- Certified pilot; flights follow DGCA rules and Digital Sky airspace zones. Yellow / red-zone permissions at actuals.
- Weather-dependent, with one free reschedule. Models, make-up, props and location permissions at actuals.

General terms

- All prices in Indian Rupees, exclusive of GST @ 18%.
- Monthly plans are billed in advance; minimum 3 months, then 30 days' notice.
- One-time projects: 50% advance, balance on delivery (website with backend: 40 / 40 / 20).
- Ad budget is paid by the client directly to each ad platform from the client's own ad accounts.
- Rates valid till 31 March 2027.

Let's plan your next launch.

Tell us about your project. We'll suggest the right package and send you a written quotation.

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