



Perfect Indian

IDEAS | ADS | RESULTS

— GROWTH MARKETING FOR AMBITIOUS SERVICE BRANDS

One Budget. Complete Growth.

Meta Ads, Google Ads, campaign creative and conversion tracking built as one focused system.



META + GOOGLE

Media with intent



CONVERSION-FIRST

Every click has a next step



90-DAY ROADMAP

Clear tests and priorities

90-DAY GROWTH PLANS

Turn clicks into qualified enquiries.



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THE 90-DAY APPROACH

A focused first term designed to create useful learning.

Each plan combines strategy, campaign management, creative testing and a planned media allocation. Payment is monthly in advance for an initial 90-day commitment.

MONTH 1

Build the foundation

Audit, offer framing, tracking, audiences, creative and launch.

MONTH 2

Find stronger signals

Improve cost, message and lead quality from live campaign data.

MONTH 3

Consolidate and scale

Shift effort to the clearest opportunities and define the next plan.



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CHOOSE THE RIGHT LEVEL OF SUPPORT

Three clear ways to begin.

LAUNCH

₹39,000

per month + GST

₹12,000 planned media

- One primary ad platform
- Campaign setup and management
- Creative testing direction
- Lead route and tracking
- Monthly performance review

GROWTH

RECOMMENDED

₹59,000

per month + GST

₹25,000 planned media

- Meta + Google campaign plan
- Conversion landing experience
- Ongoing creative testing
- Lead-flow tracking
- Fortnightly optimisation review

SCALE

₹89,000

per month + GST

₹45,000 planned media

- Multi-channel media plan
- Expanded creative pipeline
- Conversion and funnel analysis
- Additional market testing
- Weekly growth review

All plans require a 90-day initial commitment and are paid monthly in advance. Final scope follows a business and campaign audit.



WHAT CHANGES BETWEEN PLANS

More investment should add meaningful capability.

Capability	Launch	Growth	Scale
Primary channels	1 platform	Meta + Google	Multi-channel
Planned media	₹12,000	₹25,000	₹45,000
Landing experience	Lead route	Included	Expanded
Creative testing	Core	Ongoing	Expanded pipeline
Tracking	Lead source	Funnel events	Pipeline review
Review rhythm	Monthly	Fortnightly	Weekly

The exact channel mix and media allocation may be adjusted after the initial audit when evidence supports a better route.



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HOW PERFECT INDIAN WORKS

A connected path from campaign idea to qualified opportunity.

01

Diagnose

Offer, audience, funnel and tracking review.

02

Design

Campaign plan, creative angles and conversion route.

03

Launch

Media, landing experience and measurement go live.

04

Improve

Budget and messaging evolve from real lead quality.

Campaign Strategy -> Creative -> Advertising -> Leads -> Optimisation



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TERMS AND PERFORMANCE COMMITMENT

Confidence without unrealistic promises.

VALID LEAD COMMITMENT

If the agreed valid-lead target is not achieved during the campaign period, Perfect Indian will continue campaign management without additional management fees until the committed target is fulfilled, subject to the agreed media budget and campaign terms.

- **Valid lead** A genuine prospect within the agreed geography and service scope, with usable contact details and expressed interest.
- **Client responsibility** Media access, approvals, offer accuracy and timely lead follow-up remain essential to campaign performance.
- **No sales guarantee** Sales depend on pricing, availability, response time, follow-up and the client's sales process.
- **Payment** Monthly in advance for an initial 90-day commitment. GST is added as applicable.



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— START WITH CLARITY

Bring us the growth goal. We will map the next move.

A focused first conversation covers your offer, market, current activity, follow-up process and the clearest constraint to solve.

- 1 Share your business context
- 2 Review the recommended 90-day plan
- 3 Confirm scope, media and measurement
- 4 Begin after approval and payment

BOOK YOUR GROWTH CONSULTATION

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