DIGITAL GROWTH PROPOSAL

AI-Powered Digital Marketing, Website Development & Growth Solutions

Build your brand. Reach the right audience. Turn digital visibility into business growth.

IKIGAI CLICKS

We help businesses improve online visibility, attract relevant customers, build trust and create measurable growth using modern digital marketing and AI-supported strategies.

ikigaiclicks.com

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01 Why Businesses Need Digital Growth

Customers search, compare and decide online before contacting many businesses. A strong digital presence helps a business become easier to discover, understand and trust.

- Be visible when customers search for your products or services.
- Build a professional and trustworthy online presence.
- Reach the right audience instead of only chasing views.
- Generate calls, WhatsApp enquiries, leads, visits or online orders.
- Create long-term visibility through search and useful content.
- Measure performance and improve the strategy based on real data.

Our approach
We do not use the same strategy for every business. We study the business, audience, competition and customer journey, then build a practical digital growth plan around the business goal.

02 Our Digital Growth Services

Search Everywhere Optimization Google SEO, AEO, semantic search, AI search visibility and content structures designed for modern search behaviour.	**Local SEO & Google Visibility** Google Business Profile optimisation, local search visibility, location-focused content and reputation signals.
Social Media Marketing Content planning, creative posts, reels/videos, audience engagement and conversion-focused social campaigns.	**Performance Marketing** Google Ads and Meta Ads strategy, audience targeting, campaign optimisation and lead/sales-focused advertising.
Website Development Responsive, fast, mobile-friendly and conversion-focused websites designed around the business and customer journey.	**AI Funnel & Revenue Optimization** Customer journey, landing pages, enquiry flows, automation and conversion improvements to turn traffic into business.

03 Search & Visibility Solutions

Search is changing. Customers now discover businesses through Google, Maps, social platforms, voice search and AI-powered answers. Ikigai Clicks builds visibility across these discovery points.

- Google SEO and technical optimisation.
- AI/AEO optimisation for answer and conversational search.
- Semantic SEO and topical authority.
- Keyword and search-intent research.
- On-page optimisation and content planning.
- Local SEO and Google Business Profile support.
- Location and service-area visibility.
- Search performance monitoring and monthly reporting.

04 Social Media & Content

- Monthly content strategy.
- Creative posts and brand communication.
- Reels and short-form video content.
- Product/service-focused content.
- Educational and trust-building content.
- Promotional and seasonal campaigns.
- Audience engagement and platform optimisation.
- Paid campaign support when required.

05 Website Development

A website should do more than look professional. It should explain the business clearly, build trust, work smoothly on mobile and guide visitors toward an enquiry, call, purchase or other business action.

- Responsive mobile-friendly design.
- Conversion-focused page structure.
- Basic on-page SEO setup.
- Contact and enquiry options.
- WhatsApp/call-to-action integration where required.
- Speed, usability and basic security setup.
- Content and image placement support.
- Post-launch support based on the selected package.

06 Website Development Plans

Choose the website type based on the business requirement. Domain, hosting, paid themes/plugins, third-party services and advanced custom features may be quoted separately where applicable.

STATIC BUSINESS WEBSITE	**■7,000**
Suitable for service businesses, consultants, local businesses and brands that need a professional online presence. • Responsive design • Essential business pages • Contact/enquiry setup • Basic SEO structure • WhatsApp/call CTA • Mobile optimisation	One-time
ECOMMERCE WEBSITE	**■15,000**
Suitable for businesses selling products online. • Responsive ecommerce design • Product/category setup structure • Cart & checkout • Payment gateway integration support • Basic SEO structure • Mobile optimisation • Essential ecommerce pages	One-time

07 Monthly Digital Marketing

SEO + AEO + Local SEO Google SEO • AI/AEO SEO • Technical SEO • Local SEO • Google Business Profile support • Content optimisation • Keyword research • Monthly reporting	**■10,000 per month**
Social Media Marketing 5 creative posts/month • Video/Reel content • Content planning • Promotional content • Brand-building • Product/service content	**■10,000 per month**
SEO + Social Media Combined visibility and content package for businesses that want both search growth and consistent social presence.	**■20,000 per month**

Advertising spend is separate. Google/Meta ad budgets are paid directly by the client. Campaign management can be added based on scope.

08 How We Work

01	**UNDERSTAND**	Business goals, audience, market and competition
02	**BUILD**	Website, search foundation, content and conversion structure
03	**GROW**	SEO, social media, paid campaigns and audience reach
04	**MEASURE**	Track visibility, enquiries, leads, sales and campaign performance
05	**IMPROVE**	Use data and customer behaviour to continuously refine the strategy

09 Why Ikigai Clicks

- AI-integrated digital marketing approach.
- Search, social, website and conversion strategy under one system.
- Strategies customised to the business rather than one-size-fits-all packages.
- Focus on visibility, qualified enquiries and measurable business growth.
- Modern search approach covering Google, AI search, voice and social discovery.

Ikigai Clicks
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Where purpose meets performance — begin your digital evolution with Ikigai Clicks.