GrowthHub

✈️ Proposal for japan & korea language

# From class to Japan.

Student journeys, language tips and exam results that bring serious students to your door.




Prepared for: _____

Be seen. Be chosen. · Marketing Proposal 2026

01 · ABOUT GROWTHHUB

# 20+ years of tech. Now growing your brand.

GrowthHub is a digital marketing agency from GlobalyHub, based in Lalitpur, Nepal. We combine more than 20 years of industry experience building technology for businesses with AI and a local creative team, helping study-abroad consultancies, test-prep and language institutes build strong brands and reach more of the right customers.



**20+**
years of industry experience

**5**
content pieces every week

**3**
platforms: Instagram, Facebook, TikTok

**24/7**
AI auto-replies to your customers

02 · WHY WE'RE DIFFERENT

# Marketing, built like a product.

⚡

### AI-first, human-finished

AI helps us design and produce content fast, which keeps prices low. Our designers and strategists review every piece so it looks and sounds like you.

🧠

### Built by product people

Our team builds software used by restaurants, education agencies and institutions, and we bring that product and automation thinking to your marketing.

🇳🇵

### Made for Nepal

Nepali and English captions, festival calendars (Dashain, Tihar, New Year), local audiences, and every price in rupees.

🧾

### Honest, published pricing

No hidden fees, no confusing retainers. You see every price up front, and we focus on inquiries, bookings and sales, not just likes.



# The team that builds products.

Before GrowthHub, our team built software used across Nepal and beyond. That same product thinking, and the AI behind it, now powers your marketing.

### GlobalyAI
**globalyai.com**

A conversion chatbot for institutions' websites that answers applicants' questions and hands admissions teams the full conversation.

### Orderlay
**orderlay.app**

Restaurant management system in Nepal: QR ordering, KOT printing, table management and real-time sales reports.

### Agentcis
**agentcis.com**

CRM software for education agents and migration consultants to run their business efficiently.

### Globaly
**globalyapp.com**

An AI education discovery platform, launching soon.

### Appliflo
**appliflo.com**

Part of our product family.

**AR** — **Amit Ranjitkar**
FOUNDER

**SM** — **Sandip Manandhar**
COO

**AB** — **Atul Bista**
CMO

04 · THE CHALLENGE

# What's holding japan & korea language back.

1

## Everyone looks the same

Dozens of consultancies post the same flag-and-university graphics.

2

## Low-quality leads

Ads bring clicks but not serious students.

3

## Follow-up falls through

Inquiries arrive faster than counsellors can reply.

**The good news: every one of these can be fixed with consistent content, the right audience and fast replies. That's exactly what we do.**

# Marketing made for your business.

- ✓ Success-story & destination posts
- ✓ Student testimonial reels (with consent)
- ✓ Lead-generation ads by course & country
- ✓ Website with destination & course pages
- ✓ Auto-replies that qualify leads 24/7



# Your content, every single week.

Most popular

## Monthly Content Plan

**₹28,000**/month

Planned around your offers, seasons and festivals.
Designed with AI, finished by our team, approved by you.

**12**
static posts a month: offers, services, reviews

**4**
carousels a month: menus, catalogues, tips

**4**
videos a month: reels for Instagram & TikTok

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|---|---|---|---|---|---|
| **Static post** New product or service | 🎬 **Video** Reel or walkthrough | **Static post** Offer of the week | **Carousel** Menu, catalogue or tips | **Boost goes live** Best post, right audience | **Static post** Customer review | **Planning** ☕ We plan next week |
| Auto-replies 24/7 | Auto-replies 24/7 | Auto-replies 24/7 | Auto-replies 24/7 | Auto-replies 24/7 | Auto-replies 24/7 | Auto-replies 24/7 |

07 · SAMPLE POSTS

# What goes on your feed.

Content concepts for japan & korea language. Final posts use your photos, logo, colours, offers and voice.




Sample concepts only. Photos are illustrative, and your campaign will be designed for your business.

08 · OTHER SERVICES

# Everything online, one team.

🎨
### AI Content Studio
Static posts and swipe-worthy carousels, designed with AI and finished by our designers.
**रु1,000 per post**

🎬
### Video & Reels
Ambience, product and customer-review videos made for Reels and TikTok.
**रु3,000 per video**

📱
### Social Media Management
Captions, hashtags and scheduling across Instagram, Facebook and TikTok.
**रु5,000 / month**

🎯
### Ads & Boosting
Targeted boosts by location, age and interest, for launches, sales and bookings.
**From रु1,000 ad budget**

🌐
### Websites
Fast, mobile-first websites on your own domain that get you found on Google.
**रु10,000 one-time**

⚡
### AI Automation
Instant auto-replies to DMs and comments: prices, bookings and FAQs, 24/7.
**Custom quote**

🔎
### SEO
Rank higher on Google for the searches your customers make, with the right keywords, pages and Google Maps profile.
**Custom quote**

🤖
### AEO
Answer Engine Optimization: help ChatGPT, Gemini and Google's AI answers find and recommend your business.
**Custom quote**

✉
### Email Campaigns
Newsletters, offers and follow-ups that land in the inbox and bring customers back.
**Custom quote**

💬
### SMS Campaigns
Short, timely texts for sales, reminders and festival offers that customers read in seconds.
**Custom quote**

🟢
### WhatsApp Campaigns
Broadcasts and offers on the app Nepal already uses, sent to customers who opted in.
**Custom quote**

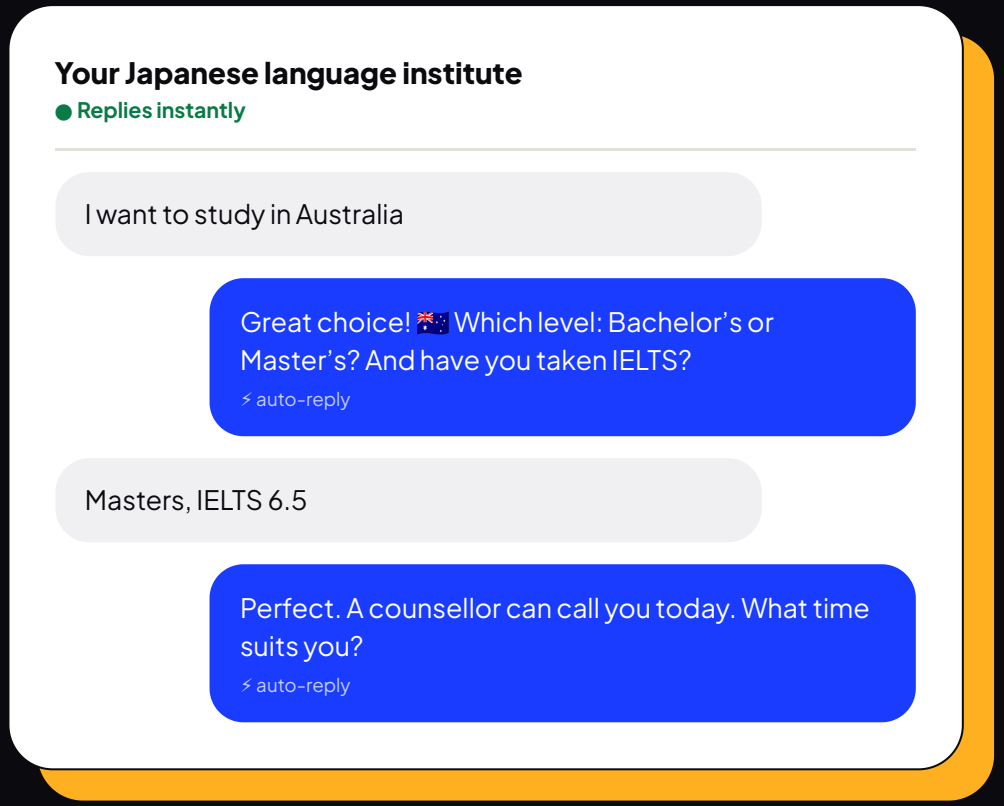
🧲
### Lead Nurture & Segmentation
Group your leads by interest and stage, then follow up automatically until they are ready to buy.
**Custom quote**

09 · AI AUTOMATION

# Every inquiry answered, instantly.

Customers message when they're ready to buy. Our AI auto-replies answer prices, bookings and FAQs day and night, then hand serious leads to your team.

- ✓ **Instant replies on Instagram, Facebook & WhatsApp**
- ✓ **Answers from your approved information only**
- ✓ **Serious leads handed to your team**



# Clear prices, in rupees.

### CONTENT

**Static post** ..... ₹1,000
AI-designed, team-finished

**Carousel post** ..... ₹1,000
Multi-slide

**Video / Reel** ..... ₹3,000
Ambience, product, reviews

### SOCIAL & ADS

**Social media management** — ₹5,000 /mo
IG, FB & TikTok posting

**Boosting** — ₹1,000
Management fee, ad budget up to ₹ 5,000

**Ad budget above ₹ 5,000** — 20% of budget
Management fee

### WEBSITE

**Website build** ..... ₹10,000
One-time

**Hosting** ..... ₹10,000 /yr
Per year

**Domain** ..... ₹2,000 /yr
Per year

### AUTOMATION

**AI auto-replies** ..... Ask us
DMs & comments, 24/7

**Booking & inquiry flows** ..... Ask us
Menus, admissions, appointments

Recommended

## Monthly Content Plan

12 static posts · 4 carousels · 4 videos

**₹28,000** /month

**Good to know**

- Ad budgets are paid to the platforms and are separate from our fees. Management fee: minimum ₹1,000 up to ₹5,000; 20% of the budget above ₹5,000.
- Hosting (₹10,000) and domain (₹2,000) are billed yearly.
- Monthly plans are billed in advance. Custom plans are available.
- Prices valid for 2026; your signed proposal applies.

# Four steps to growth.

## 01
### Free audit
We review your pages, photos and Google listing and show you where customers slip away.

## 02
### Plan
A monthly content plan built around your services, offers, seasons and festivals.

## 03
### Create & post
AI makes it fast, our team makes it on-brand, and you approve everything before it goes live.

## 04
### Boost & grow
We put ad money behind what works, and automation answers every message.



# Your typical first month.

STEP 1

### Discovery & audit

We learn your goals and customers, and share what we found on your pages.

STEP 2

### Onboarding

Page access via partner roles (not passwords), brand assets, offers and a monthly content calendar.

STEP 3

### Shoot & first content

We capture photos and videos at your location and prepare the first posts for approval.

EVERY WEEK

### Go live

3 static posts, 1 carousel and 1 video published, with boosts and auto-replies running.

EVERY MONTH

### Review & improve

We review what worked, adjust the plan and agree next month's priorities with you.



GrowthHub

# Be seen.
# Be chosen.

Ready to grow? Reply to this message or book your free audit today, and we'll show you exactly where your next customers are.

**growthhubnp.com/free-audit →**


| | |
|---|---|
| WHATSAPP | +977 9714628681 |
| EMAIL | hello@growthhubnp.com |
| WEBSITE | growthhubnp.com |
| ADDRESS | Gyakarba Marg, Kumaripati, Lalitpur, Nepal |
| SOCIAL | Instagram @growth_hub.np<br>LinkedIn growthhub.np |