GrowthHub

Proposal for café & coffee shop

Your café, everyone's favourite.

Latte art reels, cosy corner photos and work-friendly offers that make your café the place people meet.



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 restaurants, cafés, tea shops and bars 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 café & coffee shop back.

1

Quiet weeknights

Weekends are packed, but Monday to Thursday stay slow.

2

Food looks better in person

Phone photos don’t do your dishes justice.

3

Missed booking messages

DMs pile up during service and guests go elsewhere.

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.

- Food, offer & review posts every week
- Ambience, sizzling-food & review reels
- Offer boosts to diners nearby
- Menu website with location & hours
- Auto-replies for tables, menus & directions



Your content, every single week.

Chef's special

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

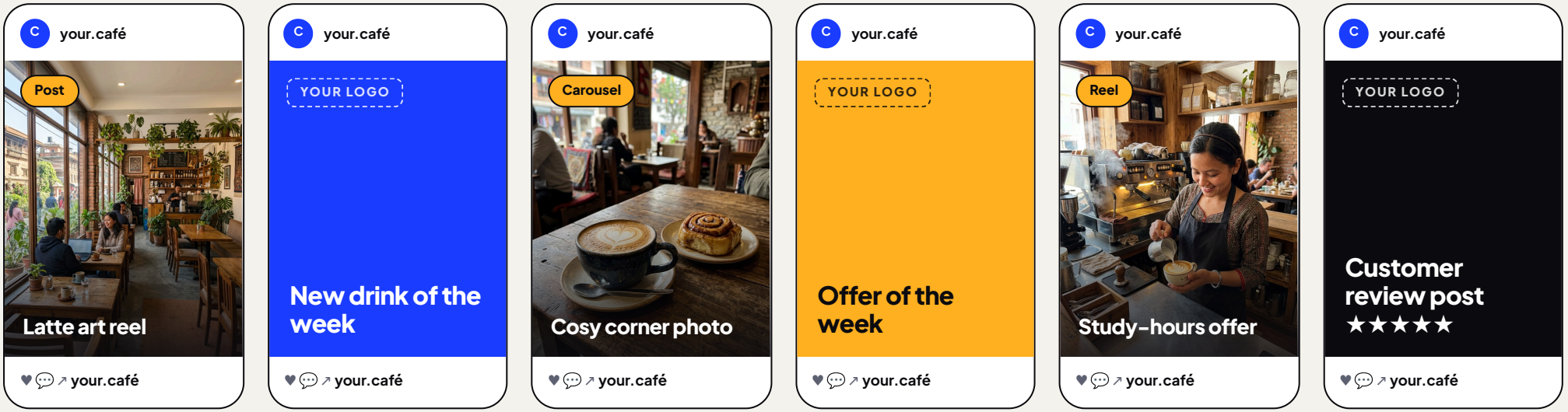
4
videos a month: reels for Instagram & TikTok

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 café & coffee shop. 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.

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

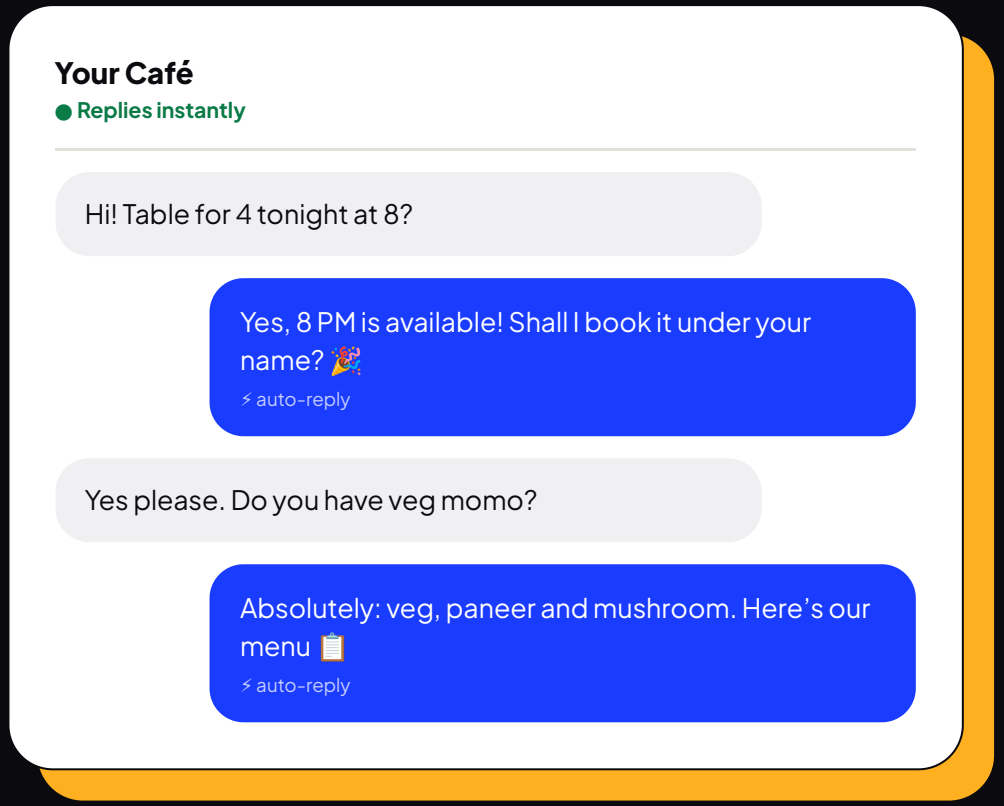
🧲
Lead Nurture & Segmentation
Group your leads by interest and stage, then follow up automatically until they are ready to buy.
Custom quote

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

WEBSITE

Website build — ₹10,000
One-time

Hosting — ₹10,000 /yr
Per year

Domain — ₹2,000 /yr
Per year

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

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 →

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