

 Proposal for banks & financial institutions

Trusted. Seen. Chosen.

Build trust at scale. We help banks and financial institutions explain products clearly, grow digital adoption and answer customers instantly, with compliance-friendly content.

Prepared for: _____



Account inquiry

Savings account, documents



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 banks, development banks, finance companies, microfinance and cooperatives 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



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

What's holding banks & financial institutions back.

1

Products are hard to explain

Loans, deposits and digital services need clear, simple content people trust.

2

Slow digital adoption

Customers still queue for things they could do on the app.

3

Approval-heavy content

Every post needs checks, so marketing moves too slowly.

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.

- ✓ Product explainers & financial-literacy posts
- ✓ App tutorial and branch-story videos
- ✓ Targeted campaigns for loans, deposits & app adoption
- ✓ Landing pages for products and campaigns
- ✓ Auto-replies for FAQs, documents & branch info



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

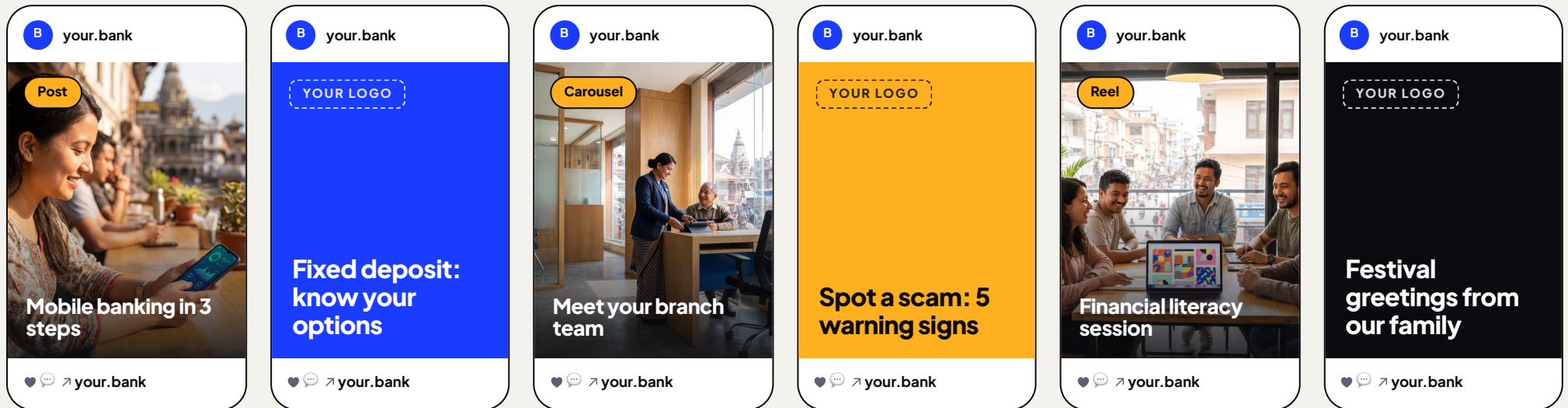
4

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

What goes on your feed.

Content concepts for banks & financial institutions. 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.

₹1,000 per post



Video & Reels

Ambience, product and customer-review videos made for Reels and TikTok.

₹3,000 per video



Social Media Management

Captions, hashtags and scheduling across Instagram, Facebook and TikTok.

₹5,000 / month



Ads & Boosting

Targeted boosts by location, age and interest, for launches, sales and bookings.

From ₹1,000 ad budget



Websites

Fast, mobile-first websites on your own domain that get you found on Google.

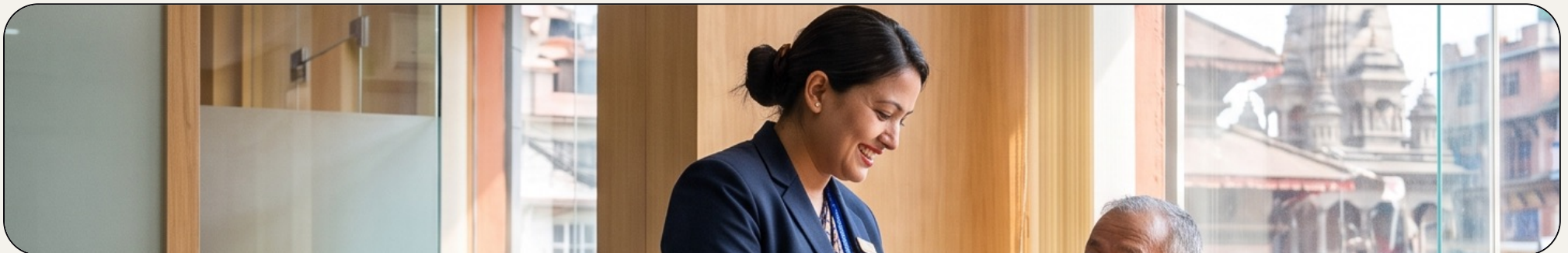
₹10,000 one-time



AI Automation

Instant auto-replies to DMs and comments: prices, bookings and FAQs, 24/7.

Custom quote



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

Your Bank

● Replies instantly

What documents do I need to open an account?

Happy to help! 🏠 You'll need your citizenship, a photo and proof of address. Want the full checklist?

⚡ auto-reply

Yes, and nearest branch?

Here's the checklist and branch map 📍 Our team can also call you back.

⚡ auto-reply

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 ₹5,000 /mo

management

IG, FB & TikTok posting

Boosting from ₹1,000

Ad budget, no fee up to ₹
5,000

Budgets above ₹5,000 +20%

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. No management fee up to ₹5,000; 20% 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.



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 XXXXXXXXXX
EMAIL	hello@growthhubnp.com
WEBSITE	growthhubnp.com
ADDRESS	Gyakarba Marg, Kumaripati, Lalitpur, Nepal
SOCIAL	Instagram @growth_hub.np LinkedIn growthhub.np