

DIGITAL MARKETING PROPOSAL

House of Ra

A New Hotel Launch

Jagatpura, Jaipur

Website Designing | Social Media Marketing | Photoshoot

Presented by **Prevoir Infotech**

A Launch Partner That Knows Hotels



70+ Hotels, PAN India

We currently manage the digital presence of over 70 hotels across the country.



Registered Since 2012

Over a decade of focused experience in hotel and hospitality marketing.



Jaipur-Based, Goa-Active

Regular visits to Goa with an existing virtual office there — full local staffing planned soon.



Built for New Hotel Launches

From pre-launch buzz to post-launch bookings, this proposal is built around what a newly opening hotel actually needs — in the right order.

Three Services, One Launch Plan

01



Website Designing

02



Social Media Marketing

03



Photoshoot

Website Development

A website gives guests a place to learn about and book House of Ra directly, independent of OTAs. Built around the property's 11 studios, rooftop and restaurant — full breakdown on the next page.



One-Time Setup

Domain registration, web hosting, and website design & development.



Built for Bookings

A clean, mobile-friendly site showcasing the studios, rooftop and dining.



Ongoing Renewal

Domain and hosting renew annually after the first year.

ONE-TIME COST

Rs. 20,000

ANNUAL RENEWAL

Rs. 5,000 / year

PAYMENT TERMS

100% Advance

One-time cost covers domain, web hosting and website design. Renewal from Year 2 covers domain and hosting only.

Website Designing — What's Included

A page-by-page website built specifically around House of Ra's Jagatpura location, 11 studios, rooftop and restaurant — designed to convert visitors into direct enquiries.



Home Page

Hero visuals, quick enquiry CTA, and highlights of the studios, rooftop and restaurant.



Studios Page

All 11 studios showcased individually — photos, layout, amenities and rates.



Rooftop & Restaurant Page

A dedicated page for the rooftop and dining experience — menus, ambience and seating.



Gallery

A curated photo & video gallery pulled from the professional photography shoot.



Location & Contact

Jagatpura, Jaipur location with map, directions and an enquiry form.



Mobile-Responsive & Fast

Optimized for mobile browsing and fast load times.



SEO-Ready Structure

Built with on-page SEO fundamentals for better discoverability.



Direct Enquiry Button

A clear call-to-action driving direct enquiries instead of relying only on OTAs.

Social Media Marketing

A full content program spanning the pre-launch build-up and ongoing marketing after opening — built around the studios, rooftop and restaurant, keeping House of Ra visible before, during and after launch.



Daily Stories

Fresh stories every single day — building anticipation pre-launch and visibility post-launch.



Alternate-Day Posts

Reels, static posts and carousels every alternate day, rotating focus across studios, rooftop and restaurant.



Monthly Shoot

One dedicated photo & video shoot every month for fresh content.



Pre-Launch — Post-Launch Strategy

A dedicated pre-launch content plan to build buzz before opening, transitioning into regular ongoing marketing after opening.

MONTHLY RETAINER

Rs. 25,000

BOOSTING BUDGET

Rs. 6,000 / month

PAYMENT TERMS

Monthly Advance

Making It Stand Out

Beyond the posting schedule, these are the elements that make a new hotel's page genuinely worth following — and worth sharing.



Content Pillars

Structured storytelling across four pillars — Studios, Rooftop Views, Restaurant & Food, and Jaipur Lifestyle — so the page never feels repetitive.



Trend-Led Reels

Leveraging trending audio, formats and challenges to boost organic reach well beyond the existing follower base.



Instagram Highlights & Profile Styling

A polished, on-brand highlight cover set and bio that turns first-time visitors into followers and enquiries.



User-Generated Content & Tagging

Encouraging guest check-ins, reposts and tags — turning real guests into promoters of the property.



Hashtag & Location Strategy

Targeted Jagatpura, Jaipur and travel hashtags to widen discoverability beyond the existing audience.



Seasonal & Themed Campaigns

Festive, weekend-getaway and rooftop-sunset content series that keep the page fresh and shareable.

One-Time Professional Photography

A dedicated 2-day shoot covering the entire property — all 11 studios, the rooftop and the restaurant — built specifically for the website and OTA listings, not just social media.



2 Full Days On-Site

Comprehensive coverage of all 11 studios, the rooftop, restaurant and exteriors.



Website & OTA Ready

High-resolution images formatted and delivered for the new website and OTA listing pages.



One-Time Investment

A foundational image library the hotel can use across every platform going forward.

ONE-TIME COST

Rs. 20,000

PAYMENT TERMS

Fully Advance

Covers a 2-day shoot, formatted for website and OTA (Google, Booking.com, MakeMyTrip, etc.) use.

All Three Services, At a Glance

Service	Cost
01. Website Development	Rs. 20,000 (one-time) + Rs. 5,000/yr renewal
02. Social Media Marketing	Rs. 25,000/month + Rs. 6,000/month boost
03. Professional Photography	Rs. 20,000 (one-time, 2 days)

Launch One-Time Total**Rs. 40,000****Fixed Monthly Retainer****Rs. 31,000 / month**

Note: Website renewal (Rs. 5,000/year) applies from Year 2 onward and is not included in the launch one-time total above.

Let's Launch House of Ra

From Pre-Launch Buzz to a Full Booking Calendar

Prevoir Infotech

Digital Marketing & Technology | Jaipur, Rajasthan