



PROPOSAL FOR DIGITAL MARKETING & BRAND CONSULTATION (META & GOOGLE ADS)





DELIVERABLES

SOCIAL MEDIA & PERFORMANCE MARKETING

- Set up social media profiles & Linking them to each other for the brand.
- Setting up the brand's Meta Business Profile & linking it with the socials.
- Social Media Marketing Strategy and Plan of Action to meet the Company's monthly, long term and short term objectives.
- Social Media competitor research for the brand.
- Campaign ideation for brand building, Visibility, Customer engagement, customer acquisition, Community building etc.
- Running Meta Ads on a regular basis for the Brand.
- Performing monthly Analytics to trace the effectiveness of the strategy.



DELIVERABLES

BRAND CONSULTATION

- Setting up the WhatsApp Business Profile for the Brand.
- Setting Up the Google Business Profile, Google Ads Account, Merchant Centre etc.
- Running Google Ads on a regular basis for the Brand.
- Campaign ideation for brand building, Visibility, Customer engagement, customer acquisition, Community building etc.
- We act as a link between your Brand & Production houses, influencers, stylists, Photographers, other brands etc to Organize seamless collaborations for Campaigns.
- Creating SEO Backlinks on Established platforms related to the brand.



CONTENT MARKETING

- Static Content
- Ad Campaign Design + Content
- Video Content

Things included to make the above deliverables:-

- Creative Copywriting for the marketing collaterals
- Creative Graphics Design for Digital Marketing Collaterals.
- Motion Text and Graphics Videos for digital Marketing Collaterals.
- Video Editing for the footage/videos to be used for making Reels & Video Ads.
- Curating, Ideating & Executing a shoot for the brand or we can work with the photo & video shoot material provided to us by the brand.



EXECUTION ON DIGITAL PLATFORMS:-

- Publishing of Content Pieces every Alternate Day on Social Media Platforms - Instagram & Facebook including 5 Reels & 10 Statics/Carousels to make 1 full grid each month.
- Google & Meta SEO Keyword Research and Inclusion in Social Content & on the brand website.
- Making & implementing a working Hashtag & Keyword Strategy for the brand.
- Running Monthly Ads on the Brand's Meta & Google Business Profile to attract New Leads & increase Brand Awareness
- Speaking on DMs to the leads who get in touch & Handing them over to the point person in the company.
- Story Content for festivals and important days related to the Brand.