



ECHOBOOM
show off your brand, literally.

DIGITAL MARKETING PROPOSAL

PREPARED BY:

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THE COMPANY

Echoboom Management and Entrepreneurial Solutions Private Limited's core mission is to deliver business, marketing, manpower planning, training, and development-related advisory services. We help the leading companies in their respective market segments to turn their current business management goals into tangible results.

WHY US

We're social people. Beyond getting invited to lots of parties, we understand how you can translate what may seem like the frivolous online interaction of your customers into engaging with them in a way that makes your brand more meaningful. We know who is where, what they're doing, and the best ways you can interact with them. It's like knowing the dress code for every occasion, the right wine to bring to dinner, and whether a rom-com or a thriller is the best choice for movie night. You don't want to crash their party, you want to be on the top of their VIP list.



SCOPE OF WORK

1. Social Media Marketing

We help our clients to connect and engage potential customers where they are at: LinkedIn, Twitter, Youtube, Facebook, Instagram With a strong social media strategy and the ability to create engaging content, marketers can engage their audience.

Social media has become the most influential and important virtual space where the platform is not only used for social networking but is also a great way of digitally advertising your brand and your products.



*Advanced SMM Model

- Pack of 12 posts & 3 reels
- Instagram, Facebook, & LinkedIn Page creation
- Daily posting and handling of all accounts
- Less than 24 hours of response time
- Social Media Audit + Recommendations
- SMM Strategy
- Dedicated Social Media Account Manager
- Roster of all 30 posts will be shared in advance .
Once the roster is approved the design process will begin.
- Design moodboards for the posts will be provided in advance with the roster.

Posts included consists of 30% video/reels and 70% static/carousel posts

- Carousel posts
- Short animation videos of logo on posts
- Reels posts



2. Google AdWords

It is very difficult to measure the outcome of traditional advertisements like newspapers, radio, broadcast television, cable television, outdoor billboards, brochures, etc. Also, they are much more expensive than Google AdWords. As a result, it would be very difficult to calculate ROI from traditional media. But, AdWords, on the other hand, would tell you exactly what happened with the campaign. You would know: Who clicked on your ad. How many leads have been generated? How much traffic you have got you from AdWords to your website. Which keyword generated the most traffic and leads. How much does it cost you per lead? This would help marketers understand what worked and what didn't. Using this information, you can then tweak your campaigns until you achieve optimal results.



3. Brand Identity Creation

When you're considering all of the factors that go into building a business, creating a logo might not seem like a top priority.

"Maybe I don't even need a logo at all," a little voice is whispering in the back of your mind.

Don't listen to that voice; he couldn't be more wrong. Having a logo is an integral part of making your brand a successful one – right up there with having high-quality products and positive referrals.

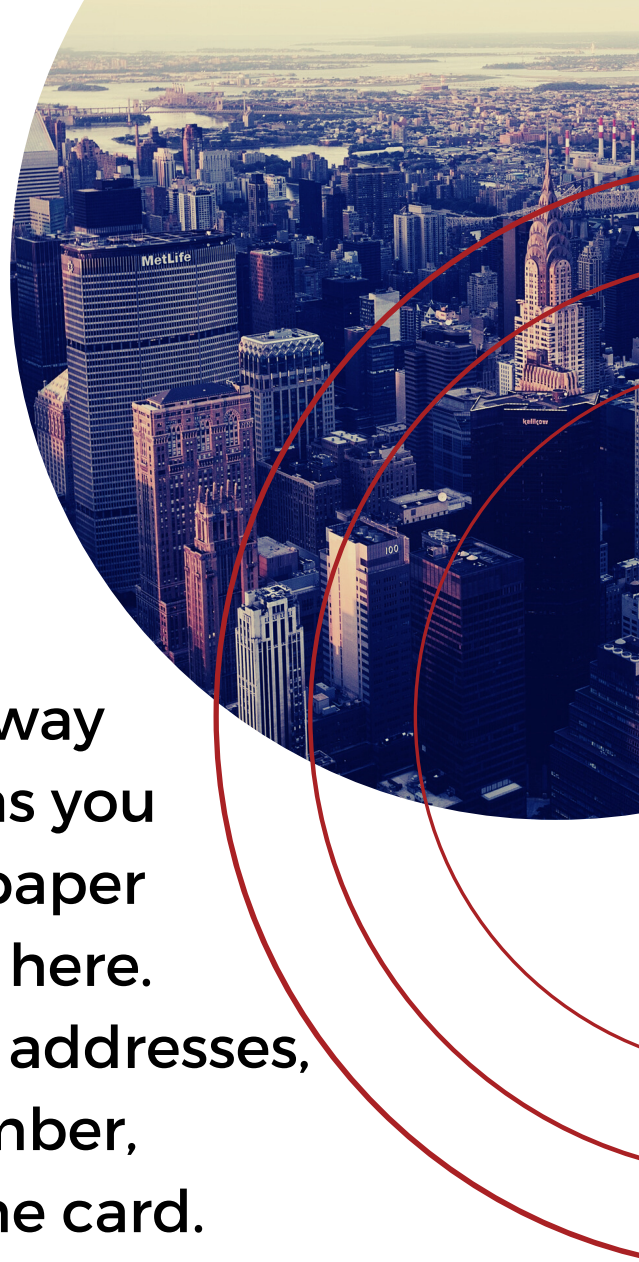
A well-designed company logo can communicate everything from the company's background (professional, relaxed, fun) to its mission (entertainment, efficiency, and innovation) through the right icon or proper font.



4. Uno Green card

One of the most significant advantages of digital business cards is that it is a convenient way to store as much information as you want in one place. Unlike the paper cards, there is no lack of space here. So, include your URLs, website addresses, social media accounts, fax number, phone number, and more in the card.

There happen to be an array of tangible benefits of using digital business cards ranging from saving money to ones that increase the effectiveness and efficiency of carrying out business activities. If people would give this idea a real thought they would realize that the majority of things to gain by making the switch to digital business cards are the disadvantages of paper business cards.



MARKETING PROPOSAL



SERVICES

GOOGLE STREET VIEW

GOOGLE ADWORDS

SOCIAL MEDIA MARKETING (BASIC)

SMM (ADVANCED)

VIDEO PHOTOGRAPHY

DRONE PHOTOGRAPHY

PRODUCT PHOTOGRAPHY

WEBSITE DESIGN & DEVELOPMENT

LOGO DESIGNING

FACEBOOK & INSTAGRAM ADWORDS

UNOGREEN DIGITAL BUSINESS CARD

COST

5000 ONWARDS

30000 ONWARDS

12000 ONWARDS

15000 ONWARDS

5000 ONWARDS

5000 ONWARDS

200 PER PHOTO

5000 ONWARDS

10000 ONWARDS

5000 ONWARDS

1870 ONWARDS

TERMS AND CONDITIONS

- All Images/videos related to the business to be provided in advance.
- Discount is applicable only iff contract of 6 months is agreed upon.
- All payments to be made in full on 1st of every month

CONTACT US



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