ENH 2201 - Enhancement III

Group 09

Group Activity 2

Index No	Name
20001772	M A K N Silva
20000421	M G R M Dias
20001754	G P C Shamindi
20000482	N S Elvitigala
20000677	S S Gunawardane
20021143	M S Weerawarna
20020945	D P Sathyangani
20001746	Kanishka Sewwandi
20002017	W P P S Weerasinghe
20000294	T P G K P De Alwis
20000391	A K Dharmadasa

Entrepreneurial Marketing Strategy for a Software Development Company

As a group of university students starting a software development company, our main focus is on building a strong online presence and leveraging it to attract potential clients. To achieve this, we will be utilizing Content Marketing as our primary marketing strategy.

Content Marketing:

We believe that creating high-quality, informative blog articles and videos that demonstrate our expertise in software development will be the most effective way to attract potential clients and establish ourselves as a trusted and knowledgeable provider of custom software solutions. By regularly publishing content on our website and sharing it on social media, we hope to establish ourselves as thought leaders in the software development industry and build a loyal following of interested individuals and businesses.

Implementation:

To implement our Content Marketing strategy, we will take the following steps:

Research: We will conduct research to understand the needs and interests of our target market and create content that addresses those topics.

Create Content: We will create blog articles and videos that showcase our knowledge and experience in software development. We will also include case studies and testimonials from satisfied clients to build credibility and trust with our target audience.

Promote Content: We will share our content on social media platforms such as LinkedIn, Twitter, and Facebook, and engage with our followers to start conversations and build a community around our brand. We will also use search engine optimization (SEO) techniques to ensure that our content is easily discoverable by potential clients.

Measure Results: We will use analytics tools to track the performance of our content and adjust our strategy as needed to ensure maximum impact.

Conclusion:

By using Content Marketing as our main marketing strategy, we believe that we can build a strong online presence, establish ourselves as a trusted provider of custom software solutions, and attract potential clients to our business. By consistently creating and promoting high-quality content, we hope to grow our brand and achieve our goal of becoming a successful software development company.