

# **“Project 1”**

## **Introduction:**

Active Voice is a Digital News Platform catering to the active generation, focusing on highlighting human struggles and amplifying impassioned voices. With a commitment to promoting democratic values and the rule of law, Active Voice aims to engage its audience through meaningful content on Facebook and YouTube.

## **Mission:**

Active Voice aims to be the leading digital news platform for the active generation, highlighting human struggles, amplifying impassioned voices, and shaping a community that values democratic principles and social progress.

## **Objectives:**

1. **Maximize Reach and Engagement:** Increase visibility and interaction with our content on Facebook and YouTube to build a robust community of engaged followers.
2. **Promote Democratic Values:** Share stories that represent alternate voices in society, strengthen democratic values, and uphold the rule of law.
3. **Educate and Inspire:** Provide insightful content that educates and inspires the active generation to actively engage in promoting positive change in society.
4. **Brand Growth:** Grow our online presence, increase brand awareness, and establish Active Voice as a trusted source of impactful news and stories.
5. **Positive Impact:** Create a platform that fosters constructive dialogue, empathy, and understanding among diverse communities.

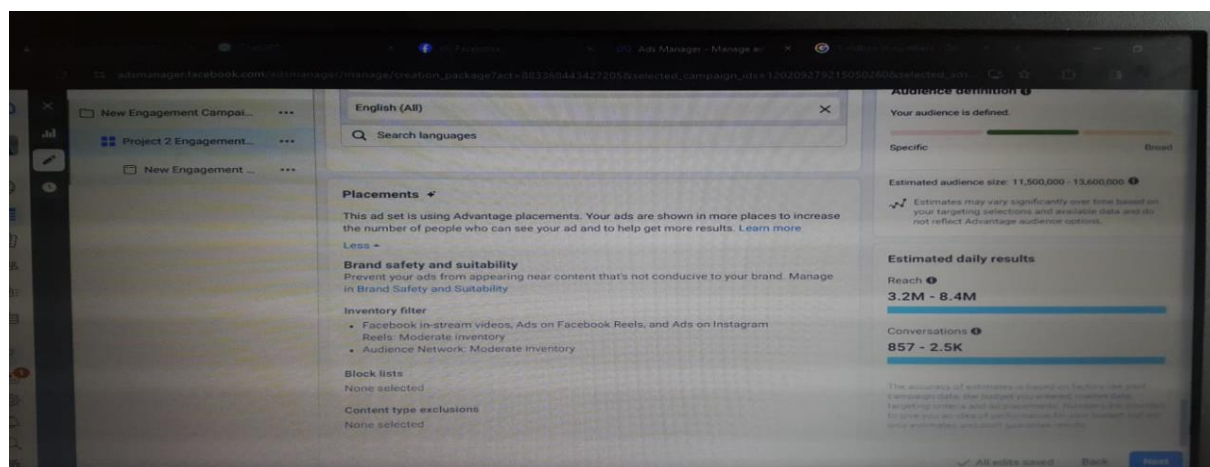
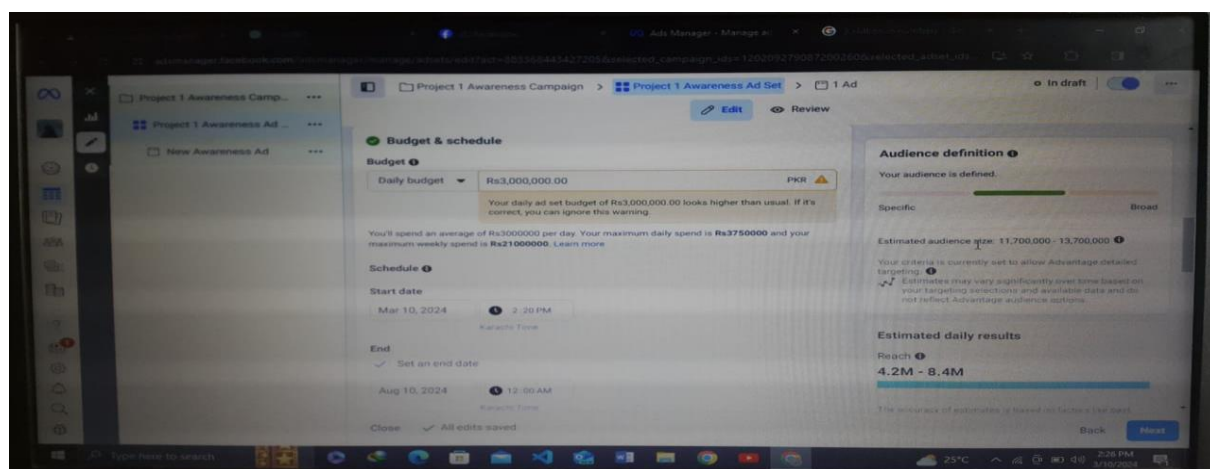
## Facebook Campaign Details:

### Objective:

The primary objective of the Facebook campaign is to maximize reach, engagement, and brand awareness among the target audience of Active Voice.

### Target Audience:

1. Active Generation: Youth and adults who actively engage in promoting democratic values and social progress.
2. Demographics: Age range 18-45, urban and semi-urban areas, educated individuals interested in current affairs and social issues.
3. Interests: Democracy, human rights, social justice, activism, news consumption.



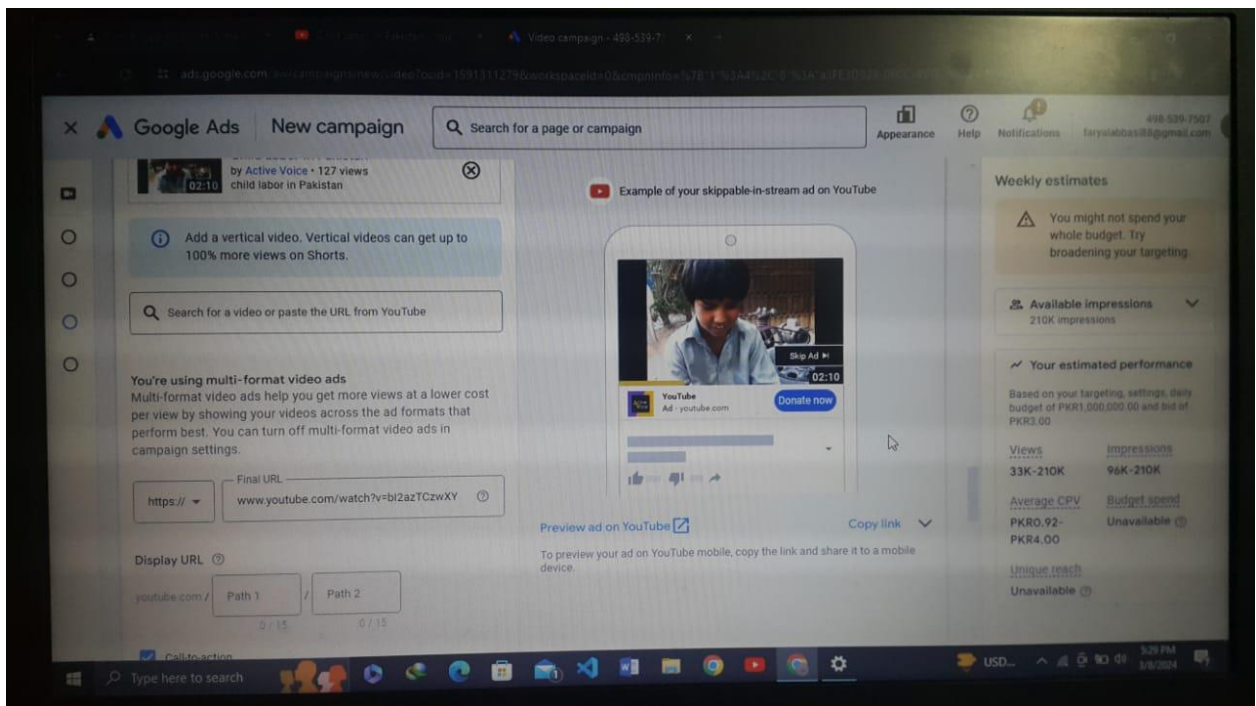
## YouTube Campaign Details:

### Objective:

The primary objective of the YouTube campaign is to increase visibility, engagement, and subscriber growth for Active Voice's YouTube channel.

### Target Audience:

1. Active Generation: Youth and adults passionate about social issues, democracy, and human rights.
2. Demographics: Age range 18-35, diverse backgrounds, urban and semi-urban areas with access to online content.
3. Interests: News, documentaries, interviews, social activism, educational content.



# **Facebook Campaign Details**

## **Campaign Components:**

### **1. Content Creation:**

- Develop engaging and informative content aligned with Active Voice's mission and values.
- Content formats: News articles, opinion pieces, video snippets, infographics, user-generated content, and polls/surveys.
- Focus on storytelling to connect emotionally with the audience and drive engagement.

### **2. Content Calendar:**

- Create a 2-month content calendar with a mix of content types to ensure variety and consistent engagement.
- Schedule posts based on peak engagement times and audience preferences.

### **3. Paid Advertising:**

- Utilize Facebook Ads Manager to create targeted ad campaigns.
- Ad formats: Carousel ads, video ads, image ads, and sponsored posts.
- Targeting criteria: Demographics, interests, behaviors, and lookalike audiences based on existing followers/subscribers.
- Set campaign objectives such as reach, engagement, website traffic, or conversions based on campaign goals.

### **4. Ad Mockups:**

- Develop ad mockups based on placement screenshots to visualize how ads will appear on users' timelines and mobile devices.
- Ensure ad creatives are compelling, visually appealing, and aligned with the campaign message.
- Include clear calls-to-action (CTAs) to encourage user interaction (e.g., Learn More, Sign Up, Watch Now).

## **5. Budget Allocation:**

- Allocate a portion of the 3 million Rupees budget specifically for Facebook advertising.
- Monitor ad spend closely to optimize budget allocation based on ad performance and ROI.

## **6. Engagement and Community Management:**

- Monitor comments, messages, and user interactions on Facebook.
- Respond promptly to inquiries, feedback, and discussions to foster a positive community environment.
- Encourage user-generated content and user participation through contests, challenges, or campaigns.

## **YouTube Campaign Details:**

### **Campaign Components:**

#### **1. Content Strategy:**

- Develop high-quality video content that resonates with the target audience's interests and values.
- Content types: Documentaries, interviews with activists/politicians, news analysis, explainer videos, and success stories.
- Ensure videos are informative, engaging, and visually appealing to captivate viewers' attention.

## **2. Content Calendar:**

- Create a 2-month content calendar specifically tailored for YouTube.
- Plan video releases at optimal times for maximum viewership and engagement.
- Include themed content series or weekly/monthly segments to maintain audience interest and anticipation.

## **3. Channel Optimization:**

- Optimize the YouTube channel layout, description, and tags to improve search visibility and attract organic traffic.
- Create compelling channel art, thumbnails, and a consistent brand identity across videos.

## **4. Promotion and Distribution:**

- Utilize social media platforms (including Facebook) to promote new video releases and channel updates.
- Collaborate with influencers, activists, or relevant organizations for cross-promotion and wider reach.
- Encourage audience engagement through comments, likes, shares, and subscriptions.

## **5. YouTube Ads:**

- Leverage YouTube Ads platform to reach a wider audience and promote specific videos or channel subscriptions.
- Ad formats: In-stream ads, discovery ads, and bumper ads targeting relevant keywords and audience demographics.
- Set clear objectives such as video views, subscriptions, or website visits to measure ad performance.

## **6. Engagement and Analytics:**

- Monitor YouTube analytics to track video performance, audience retention, demographics, and engagement metrics.
- Engage with viewers through comments, Q&A sessions, and community posts to build a loyal subscriber base.
- Use audience feedback and insights to refine content strategies and improve viewer satisfaction.

## **Digital Marketing Strategy Overview:**

### **Initial Audit:**

An initial audit of both Facebook and YouTube channels reveals current engagement levels, content performance, audience demographics, and areas for improvement. This audit serves as the foundation for devising an effective digital marketing strategy.

### **Audience Research Report:**

Through comprehensive audience research, we have identified the target demographic for Active Voice:

- Age group: 18-45 years
- Urban and semi-urban areas
- Educated individuals with an interest in social issues and activism
- Tech-savvy individuals who consume digital content regularly

### **Target Audience:**

Our target audience includes students, social workers, activists, young professionals, and individuals interested in social and political issues. They are active on social media platforms and are inclined towards consuming content that aligns with their values and beliefs.

## **Digital Marketing Strategy:**

### **1. Content Strategy:**

- Develop a content calendar with a mix of video, articles, infographics, and user-generated content.
- Highlight human struggles, promote democracy, and feature stories that resonate with the target audience.
- Collaborate with influencers and activists to amplify the reach of our content.
- Encourage user engagement through polls, Q&A sessions, and interactive posts.

### **2. Social Media Management:**

- Regular posting on Facebook and YouTube to maintain audience engagement.
- Respond promptly to comments, messages, and feedback to foster a sense of community.
- Utilize Facebook and YouTube analytics to track performance and make data-driven decisions.

### **3. Digital Campaign (2-Month Plan):**

- Launch a two-month digital campaign focusing on maximizing reach and engagement.
- Develop compelling ad creatives targeting the identified audience segments.
- Utilize a combination of sponsored posts, video ads, and carousel ads to showcase diverse content.
- Optimize ad placements based on platform insights and audience behavior..



## **Estimated Budget:**

Total Budget: 3,000,000 Rupees

- Digital Campaign (2 months): 2,000,000 Rupees
- Social Media Management (6 Months): 1,000,000 Rupees
- Agency Fee (12%): 540,000 Rupees
- Services Tax (17%): 158,400 Rupees
- Total Estimated Cost: 4,698,400 Rupees
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## **Estimated Results:**

- Increased brand awareness, reach, and engagement on Facebook and YouTube.
- Growth in followers/subscribers, likes, shares, and comments.
- Improved website traffic, video views, and user interactions.
- Positive sentiment and feedback from the target audience.
- Measurable ROI based on campaign objectives (e.g., conversions, sign-ups, donations).

## **Conclusion:**

This proposal outlines a comprehensive digital marketing campaign strategy for Active Voice, focusing on content creation, social media management, audience engagement, and measurable results. We are confident that our approach will effectively amplify your brand's message and impact within the active generation community.

<b>NO</b>	<b>Details</b>	<b>Start Date</b>	<b>End Date</b>	<b>Per Day Result</b>	<b>Total Result Estimated</b>	<b>Per Day Amount</b>	<b>Total Amount</b>	<b>CPR / CPC</b>
<b>1)</b>	<b>Awareness Campaign</b>	10-3-24	10-8-24	12,600,000	2,263,000,000	3000,000	540,000,000	4.19074
<b>2)</b>	<b>Engagement Campaign</b>	10-3-24	10-8-24	11,600,000	2,088,000,000	1,000,000	180,000,000	11.6
<b>3)</b>	<b>Graphic</b>	10-3-24	10-8-24				2,000,000	
<b>4)</b>	<b>Content Writing</b>	10-3-24	10-8-24				1,000,000	
<b>5)</b>	<b>Total</b>	10-3-24	10-8-24				723,000,000	

**Agency Fee 12 % =86,760,000**

**Services Tax 17% =122,910,000**

**Facebook Link:**

**<https://www.facebook.com/activevoice.new>**

**YouTube Link:**

**<https://www.youtube.com/@activevoice4142/featured>**



# *Thankyou*

**Submitted By Sir Haris**

**Faryal Abbasi**

**Banoqabil Batch 02**

**Digital Marketing & Freelancing**