

## **In bound strategy for a new brand of Roll on Deodorant**

### **1. Primary Target, Sports men and women**

Means of communication SEO, Content writing on various blogs (Personal-Driven Content to draw Visitors), Emails marketing, Social media Campaigns (Facebook, Instagram, Twitter), viral videos, mobile friendly websites, Web Based Seminars, Pay-per-Click PPC

Secondary target is the population who wants to sell nice

### **2. Outbound marketing**

Nivea is present on several social media platforms and they concentrate a lot on sales. Their online marketing is very active and its consistent.

3. -Since it's a new product a brand Ambassador (public figure) which will act as an influencer will be beneficial in that the public figure already has a fan base and the public turn to follow who they already know and if he/she advertises that they are using that product, people turn to buy,  
-Another Marketing Strategy I will propose is having bloggers talk about the product. This method is good because, the product will be everywhere on social media and as such increasing visibility of the product. And it helps in the active media footprint
5. For Facebook and Instagram, I will make photos, videos accompanied with content writing for the publications and gaining visibility. I will also use images, videos, text and audios
6. I will use the B2B and the B2I marketing strategy helping me in lead nurturing and engage-driven follow up lead nurturing.
7. The KPi I take into consideration most is the customer satisfaction because a happy customer will bring in more referral as such growth to the business as well as in bound marketing