DIGITAL MARKETING PROJECT

1. What is your business venture about along with your Target Market?

Abalone Creation is an organization, which provides a set of services that can lead an organization to be the best in industry. On behalf of Abalone Creations we help different organizations or group of organizations to be maintained by ourselves. Helping them to design their advertisements and giving ideas on establishment of their groups, organization or company. Ten percent of our income will be used for the social services such as charity activities. Hence being our member you will be a part of one organization as well as society too.

Design is the creation of a plan or convention for the construction of an object, system or measurable human interaction (as in architectural blueprints, engineering drawings, business processes, circuit diagrams, and sewing patterns). Design has different connotations in different fields (see design disciplines below). In some cases, the direct construction of an object (as in pottery, engineering, management, coding, and graphic design) is also considered to be design.

What’s in a name?

Puzzled by ‘Abalone Creations’? It was a deliberate choice we wanted something unusual, mystifying, yet meaningful.

The answer was Abalone Creations!

It’s really simple!

Abalone Creations is pronounced as Ab- alone cre- ations. It means very much precious. Here we are really precious about design.

And what's more...

Abalone Creation is very special and precious. Being with us you will understand how much special you are for us...

Thus "design" may be a substantive referring to a categorical abstraction of a created thing or things (the design of something), or a verb for the process of creation, as is made clear by grammatical context.

Our Tag line

“Design Makes Everything Perfect”

1. Define your business objective

We provides a set of services that can lead an organization to be the best in industry and we are mainly focusing on services like Design, internet marketing, Digital marketing, web designing.

We will be creating and designing stuffs like Banners, Birthday cards, Boucher, Caricature, Logo design, Photo design, Poster design, Visiting cards and Wedding albums

1. Create the buyer’s persona as per the template shared

SECTION 1: WHO?

PERSONA NAME:

BACKGROUND

Job? Career path? Family?

DEMOGRAPHICS

Male or female? Age? Income? Location?

IDENTIFIERS

Demeanours? Communication preferences?

SECTION 2: WHAT?

GOALS

Primary goals? Secondary goals?

CHALLENGES

Primary challenges? Secondary challenges?

WHAT CAN WE DO

To help our persona achieve their goals?

To help our persona overcome their challenges?

SECTION 3: WHY?

REAL QUOTES

About goals, challenges etc.

COMMON OBJECTIONS

Why wouldn’t they buy your product / service?

SECTION 4: HOW?

MARKETING MESSAGING

How should you describe your solution to persona?

ELEVATOR PITCH

Sell your persona on your solution

1. What will be your Go to Market Strategy?

Abalone creations are moving ahead to the market. Currently there are many places for designing. But our design will be precious. When our clients going to start a new venture they will be thinking about design, marketing and they will be spending more it. This is common strategy seen in the current market. But we are focusing on maximum publicity with minimum budget. So this we will be new beginning and we are sure that after our establishment current market will be following us. We are making use of the channels such as Facebook, Twitter, Instagram, Youtube etc…

Facebook: It is best and more effective platform for our venture than anything else. Now a days most of the peoples are really engaged in Facebook, so we can able to use the channel as a common platform for all type of peoples to showcase or marketing our esteemed client’s product / service. We can interact the peoples with the help of Posting content (Text, Image, and Video), Poll / Quiz, Event, Campaign, Page, Group etc…

Twitter: By using twitter we can encourage viewers to get involved in our venture.

Instagram: We are mainly concentrating on design. So instagram is a best platform which give more important on images than content

Youtube: We will be design posters for films etc. So youtube is will be a great platform for us.

And many more channels we are using other than these.

1. How will use Digital Marketing for your business?

The answer is very simple. We are dealing with digital marketing itself and also we are really precious about design also. So whatever venture happens digital marketing plays a very important role now a days. Here we are also fully dependent of digital marketing and their features.