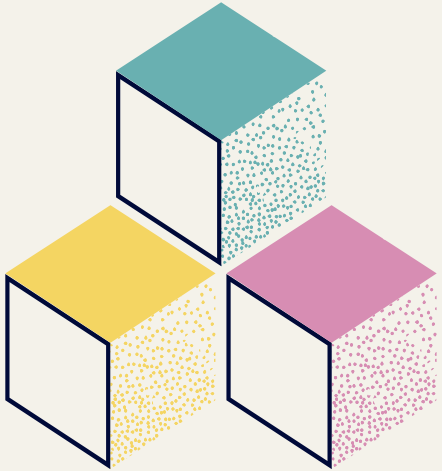


MISC ARCHIVE

And It’s Done!

A Complete Solution for your Technological needs.

MISC ARCHIVE
And Its Done!

About us

Welcome to
MISC ARCHIVE

Welcome to **MISC ARCHIVE**! We are a team of digital marketing experts dedicated to helping businesses of all sizes achieve their online goals. Our mission is to provide top-notch digital marketing services that drive results and help our clients succeed.When you work with us, you can expect open communication, transparency, and a team that is dedicated to helping you achieve your goals.

At **MISC ARCHIVE**, we pride ourselves on our expertise in all areas of digital marketing, including SEO, PPC, social media marketing, content marketing, web designing, branding, audibles, video recording and more. Our team is made up of experienced professionals who are passionate about helping businesses succeed online.

contact@miscarchive.com

Cover Letter

Hi,

Thank you for considering our team at Cocoon Play school and Kindergarten for your digital media marketing needs. We are excited to present to you a proposal that we believe will not only meet, but exceed your expectations.
We understand that your brand is unique, and as such, requires a tailored approach to marketing. Our team has extensive experience working with a variety of clients across various industries, and we pride ourselves on our ability to develop custom strategies that deliver measurable results.

We believe that our approach, coupled with our expertise in digital media marketing, will position your brand for success. Please review the attached proposal for more details on our services and pricing.
Once again, thank you for your consideration, and we look forward to the opportunity to work with you.

Best regards,
Anoop Krishna V A (CEO)
Misc Archive

Our Services

01

PLATFORMS

- Websites
- Mobile Applications
- System Integration
- Marketing Automation
- Event Management

02

MARKETING

- Social Media Marketing
- E-mail Marketing
- SEO
- Online Ads
- PPC
- Branding

03

AUDIBLE

- Audibles
- Audio Recording
- Music Production
- Mixing
- Mastering
- Corporate Video Creation
- Personalized Content Creation

04

DATA & ANALYSIS

- Conversion Optimisation
- Analytics
- Reporting
- Data Mining

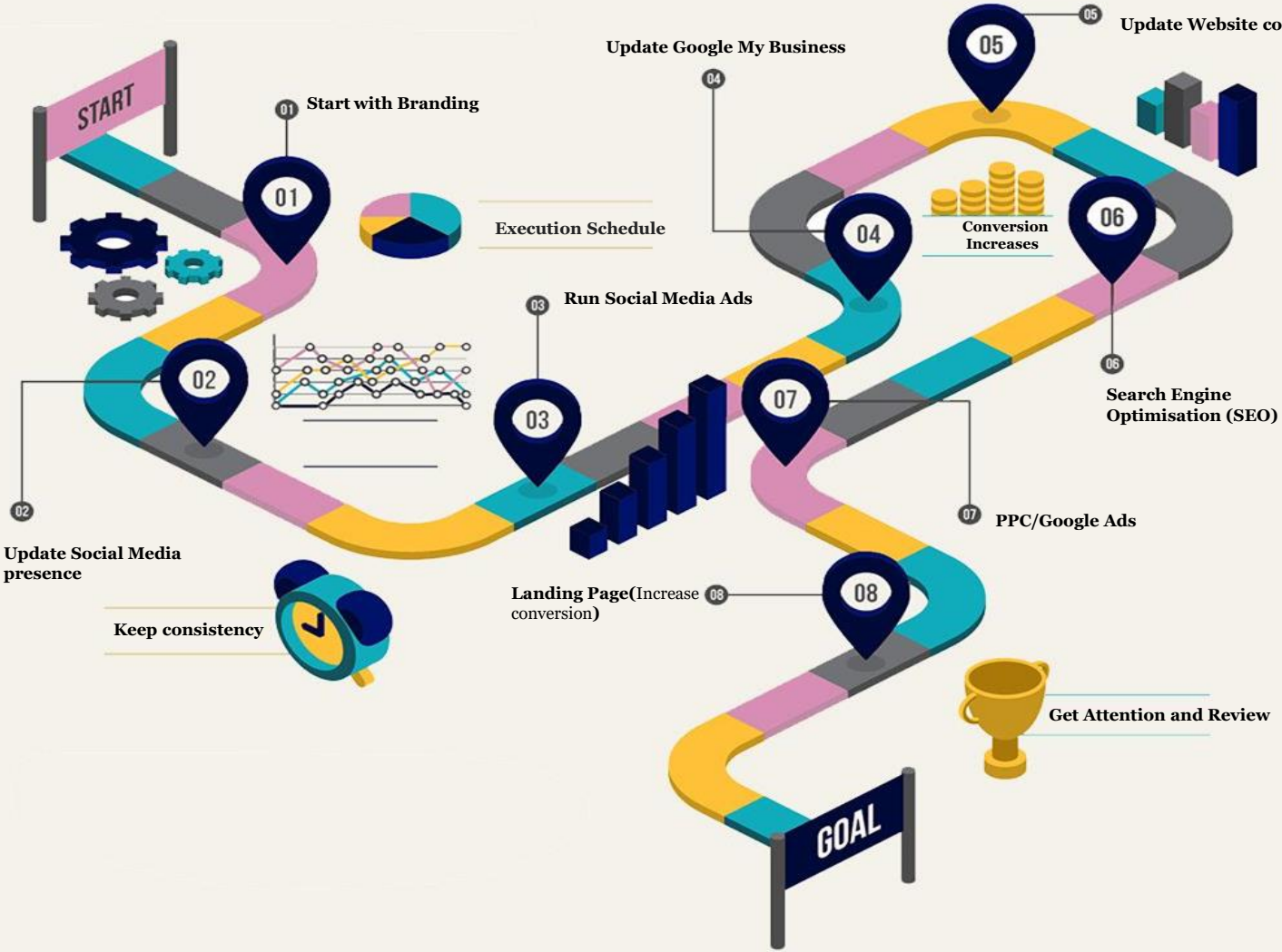

START
01
Start with Branding
Execution Schedule
02
Update Social Media presence
Keep consistency
03
Run Social Media Ads
04
Update Google My Business
05
Update Website content
06
Conversion Increases
Search Engine Optimisation (SEO)
07
PPC/Google Ads
08
Landing Page(Increase conversion)
Get Attention and Review
GOAL

Table of contents

01 Website Overview

02 Website Analysis

03 solutions

04 Financial Plan

OVERVIEW OF WEBSITE

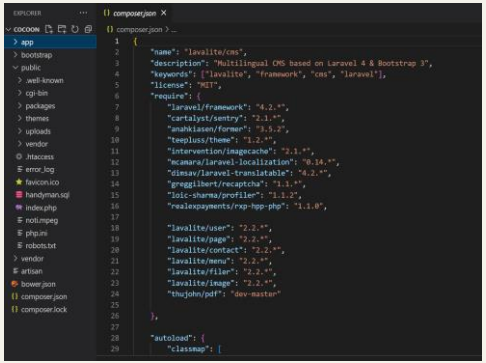
There are two website with domain name cocoopreschool.org and funatcocoon.com are currently available. The cocoonpreschool.org is developed in Laravel 4.2 version with different features and pages. The funatcocoon.com page is developed in CodeIgniter with different pages.

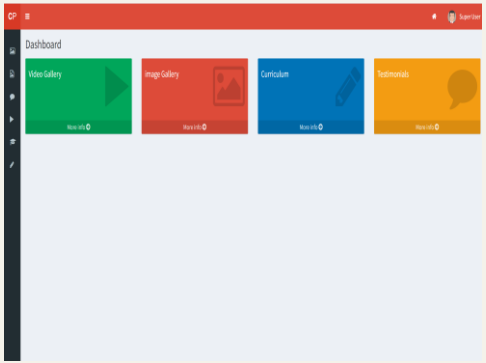
Website Analysis

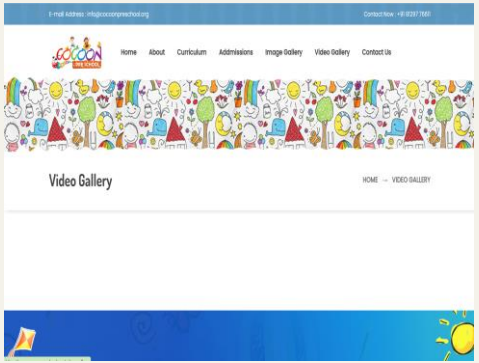
1. The security and the features available on the website are in critical condition.
2. The version of the technology that used in the current website is deprecated, sooner or later we need to update to the latest version. Also, the deprecated technology will not get any security supports. For example: the version of Laravel is used in current website is 4.2 released in 2013.As of now the version released in Laravel in Feb 2023 is 10.x
3. Due to the issue mentioned above they may be affected to the site performance as well as the stability of the site.

4. Some latest features of current technology can't be implemented in the current website.

5. Page without content and non-optimised images and contents are in website. It will also affect the performance of the website.







Solutions

The Latest version need to be implemented to the current website and need to be optimized. As per the current required websites can be clubbed into one and can target all the leads into one landing page which need for the digital marketing.

The new website that will be created with the latest technology , design , secured, User friendly admin dashboard and Optimised which can reach to the targeted audience.

Financial Plan

As per the above solution we have quoted the working hour of 70 for the total work as per the current website feature. If we need to increase the features according to the usability, the hour may differ.

Thank You