

MARKETING PROPOSAL

Zerotorq Creative
Building relationship Beyond business

Client: Threads at home

Date: 08 Jan 2025

PROPOSED SOLUTIONS

Platforms enable businesses to connect with their target audiences online, promoting their brand, building awareness, and increasing engagement. Social media paid campaigns are helpful to increase the walk-in.

TARGET AUDIENCE

College girls, Working & Married womens, Brides-to-be & Wedding Families, Fashion-Conscious Youth, NRIs Visiting Coimbatore, Festive & Gift Shoppers.

OUR SCOPE OF WORK

- **4 quality videos** for an ad with video shoot & voice-over
- **8 attractive flyers** for engagement
- Content creation
- **SMM handling & promoting** content through **Story, Post, and Reels.**
- **Paid ads** on Facebook and Instagram.
- **Data research** on competitors
- **Marketing and business consulting**, like brochure design, coupon design, etc.

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DELIVERABLES:

- 4 Quality voice-over video/ month
- Graphical poster - 8 flyers/ month
- Meta paid Ad campaign
- SMM handling
- Story updates on Facebook & Instagram – 20days
- Marketing & business Consulting
- Enquiries - 25+ / month
- Potential Reach - 10000+ / month
- The monthly ad report will be shared every month

MARKETING BUDGET RS. 10,000/ MONTH

- Allocate the ad budget separately and add it to your Meta Vault account.
Minimum ad budget Rs. 5000 for better results.

NOTE:

- Payment is to be made in advance of 100% while starting the work.
- A minimum contract period of 3 months is required
- Our packages are completely customizable.