BEAST: A STRATEGIC APPROACH FOR INDUSTRY MALL

UNLEASHING THE CREATIVITY

INTRODUCTION

THIS PROPOSAL ENTAILS:

- DETAILED CREATIVE DIRECTION
- FIVE LAYERED MARKETING STRATEGY

CREATIVE DIRECTION

BRAND IMAGE:

- Market Industry Mall as one of a kind, comprehensive platform for all industrial needs
- convey innovation, efficiency of our online platform
- Global partnerships unlike any other
- Catering all major industries

CREATIVE DIRECTION

VISUAL IDENTITY

- Design guidelines: Modern & Sleek
- Color Palette: Blue, Gray & Black to signify Industrial tones.
- Tagline Propositions:
- Automating Your Future/
- Delivering Excellence To You/
- Engineering Your Success/
- Your Partner in Productivity

CREATIVE DIRECTION

CORPORATE PROFILE

 Detailed document design to show mission, vision, and introduction for the clientele & stakeholders/partners

MARKETING COLLATERAL

 Future ATL branding will be along these same lines

MARKETING STRATEGY:

DIGITAL MARKETING PERFORMANCE MARKETING STRATEGY VIDEO PRODUCTION

SOCIAL MEDIA MARKETING

Platforms:

- 1. Instagram
- 2. LinkedIn
- 3. Facebook
- 4. YouTube

1. Instagram & Facebook:

Goals:

Introduction in the market

Thought leadership on Industrial Automation & the future of Industries

Comment on global trends in industrial automation

Paid ads for international audience

Educate audience regarding this platform

digital footprint of our achievements and activities

1. Instagram & Facebook: Strategy:

Monthly content calendar: video and static content

Large scale events will be covered

How to's, tutorials and animated posts to promote online buying

PAID ADS will be run on these two platforms

Customer testimonials

Swift community management and customer service via these pages

LinkedIn

- Goals & Strategy:
- 1. Corporate profile for authority on digital space
- 2. essential for image building
- 3. All mergers, collaboration and press releases done via this account
- 4. All national and international days posts
- 5. CSR activities coverage
- 6. Connecting with our International base in UAE, US & Bahrain

YouTube

- Goals & Strategy:
- 1. Video Coverage for all events
- 2. Shorts & Reels snippets
- 3. Educational video animations
- 4. Behind the Scenes
- 5. Webinars & Live Streams
- 6. Podcast with every major stakeholders

CONTENT MARKETING

Web Content

- 1. Blogs (seo strategy/Google Search tbd)
- 2. White Papers
- 3. Video Tutorials
- 4. Case Studies

PERFORMANCE MARKETING

Paid Ads

Lead Generation

Meta & Google Search Ads