

## Proposal to Grow Vesen's Online Presence and Revenue

### Introduction

This proposal outlines a comprehensive digital marketing strategy designed to elevate Vesen's online presence, generate qualified leads, and drive sales revenue. By leveraging a combination of targeted social media advertising, strategic partnerships, and bulk SMS marketing, we aim to receive Edah's financial support and improve Vesen's digital success.

We acknowledge the desire for a data-driven approach that fosters continuous online engagement, lead generation, and customer connection. We propose a **three-month plan (May, June & July target)** focusing on Vesen's core services, including:

- Website Development
- Social Media Management
- Design Services
- (Potentially) Software Systems (to be included later)

### Proposed Campaign Objectives

- Increase website traffic and inquiries
- Generate qualified leads (30 per month –
- Boost sales revenue (**Ksh 600,000** Min monthly target – May, June & July)
- Expand social media following (20+ new followers per AD)
- Enhance customer engagement and brand awareness

## PROPOSED STRATEGIES

### Targeted Social Media Advertising

**25,000 ksh** monthly investment will be needed to support digital advertising across the key Vesen's social platforms.

We shall focus on platforms frequented by business owners in segmented industries such as beauty, fashion, health, real estate, construction, agriculture, credit, lending (the list will have frequent changes depending on Ad Performance)

The Ad frequency **will run four times per month** with a focus on different campaigns each month.

Current Campaign for May offers website development discounts of up to 20,000 KSH. As of now, there have been 15 inquiries through the ad directed to the company's WhatsApp number. The sales team is working on closing on the deals.

### KPI'S and Monthly Reporting

	Metrics	Description	May Target	May Actual
1	New Followers	Increase in social media followers	20	
2	Likes	Number of likes on social media posts	Min 100	
3	Impressions	Number of times ads are displayed	Min 1K	
4	WhatsApp Inquiries	Leads generated through WhatsApp	30	
5	Comments	Number of comments on social media posts used for lead generation	10	
6	Lead Generation	Number of leads generated through all marketing efforts	50	
7	Closed Deals	Number of sales conversions from online leads	30	
8	Geographical Performance	Breakdown of ad performance by location (including gender and age)	N/A	
9	Social Media Analytics	Engagement metrics specific to each platform (e.g., click-through rates, shares)	N/A	
10	Budget Utilization	Spending breakdown of the allocated marketing budget	25 K	

### Summary :Target Acquisition Cost (TAC) and Revenue Goals

- Target of 30 qualified website development clients per month (May) based on the 25,000 KES monthly investment
- This translates to a TAC of approximately 833 KES per qualified lead
- Combined sales and marketing target of 600,000 KES per month (May)

### Strategic Partnerships

- Collaboration with Dennis will enhance our advertising reach and effectiveness. (ongoing)
- Integration with JamboPay will enable the creation of e-commerce websites, expanding our service offerings. (ongoing)
- Partnering with Anga Cinemas will leverage their mini-app platform for pop-up banner advertising, reaching a wider audience. (ongoing)
- Online influencer (in progress)
- Online webinars and trainings (in progress)

### Bulk SMS Marketing

- We will utilize bulk SMS to promote service offers, Anga Cinemas pop-up banner advertising, rebranding services, and social media management packages.
- Existing client contacts will be used for targeted messaging, increasing brand recall and upselling opportunities.

*Thank You!*