



**new26**

## Digital Marketing Roadmap



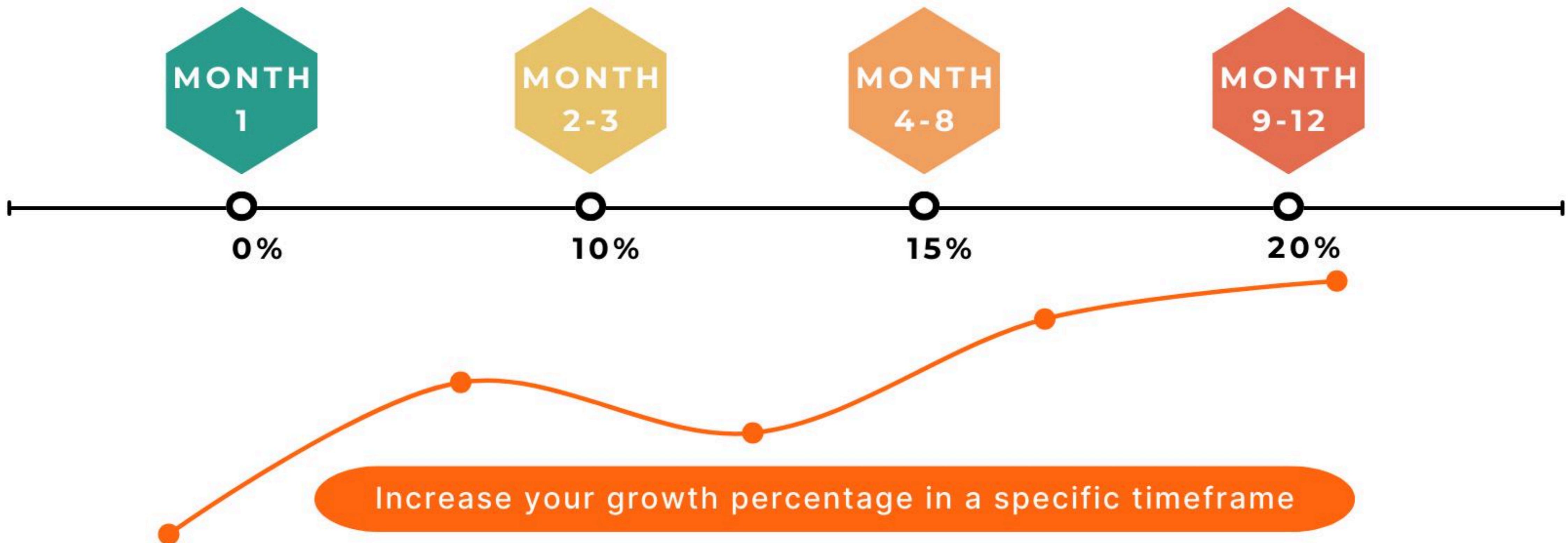
Banao Technologies is a 7 year old organization providing web development, app development and marketing solutions. We are based in Bangalore and Chandigarh with our sales offices in UK and Dubai. We're a one - stop shop offering custom solutions for you looking to succeed in your online endeavor.

**200+ Team**

**700+ Customers**

**1000+ Projects**

# How BANAO can help you Grow?



# Objectives



01

Brand Marketing

02

Content Marketing

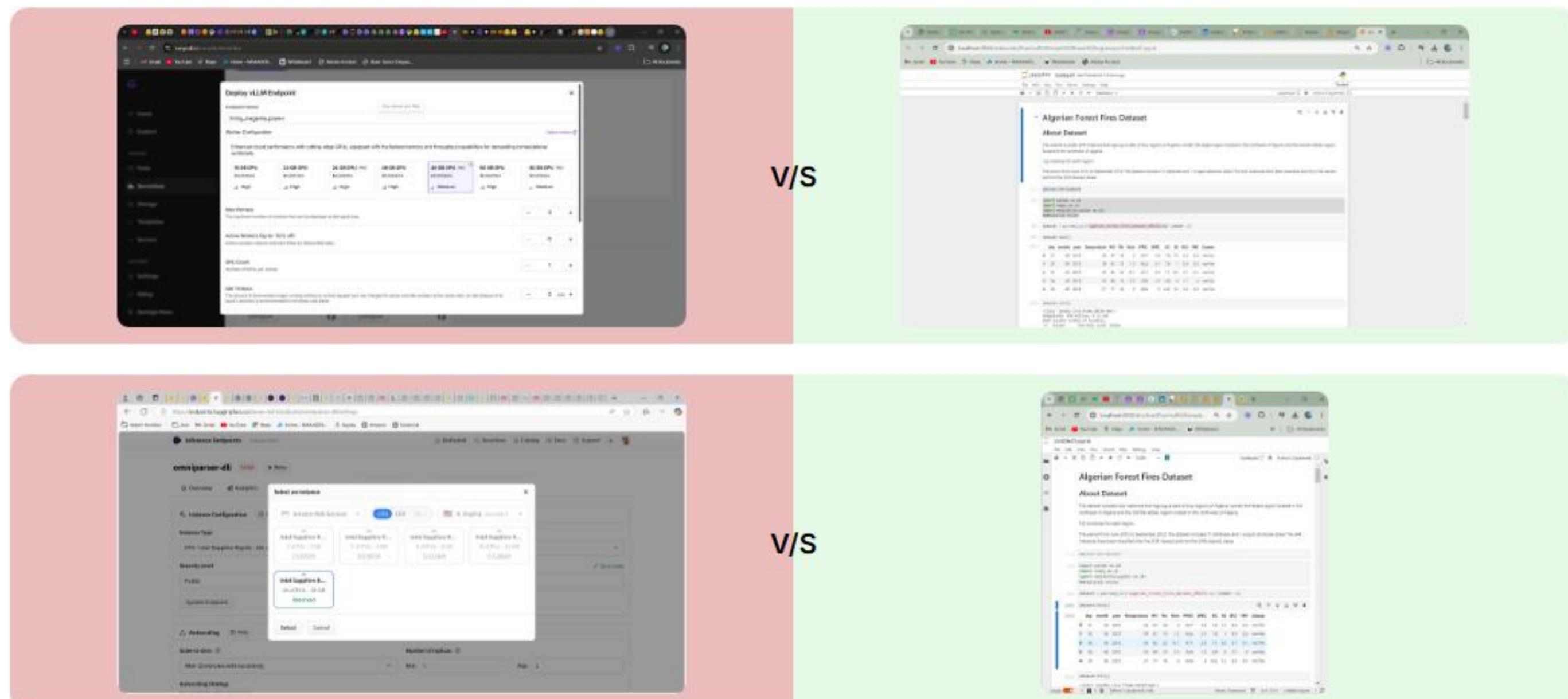
03

Social Media Marketing

new26 should use Brand Marketing effectively as the strategic promotion for identity, products, and services across all channels to create loyalty among consumers.

**Issue/Gap:** new26's current brand marketing efforts might not be reaching their full potential. A comprehensive analysis of brand messaging, target audience engagement across channels, and content strategy could reveal opportunities to optimize new26's marketing approach for greater reach and impact.

#### Examples:



#### Drawbacks in Current Brand Marketing

No relevant 'Don'ts' found after retries.

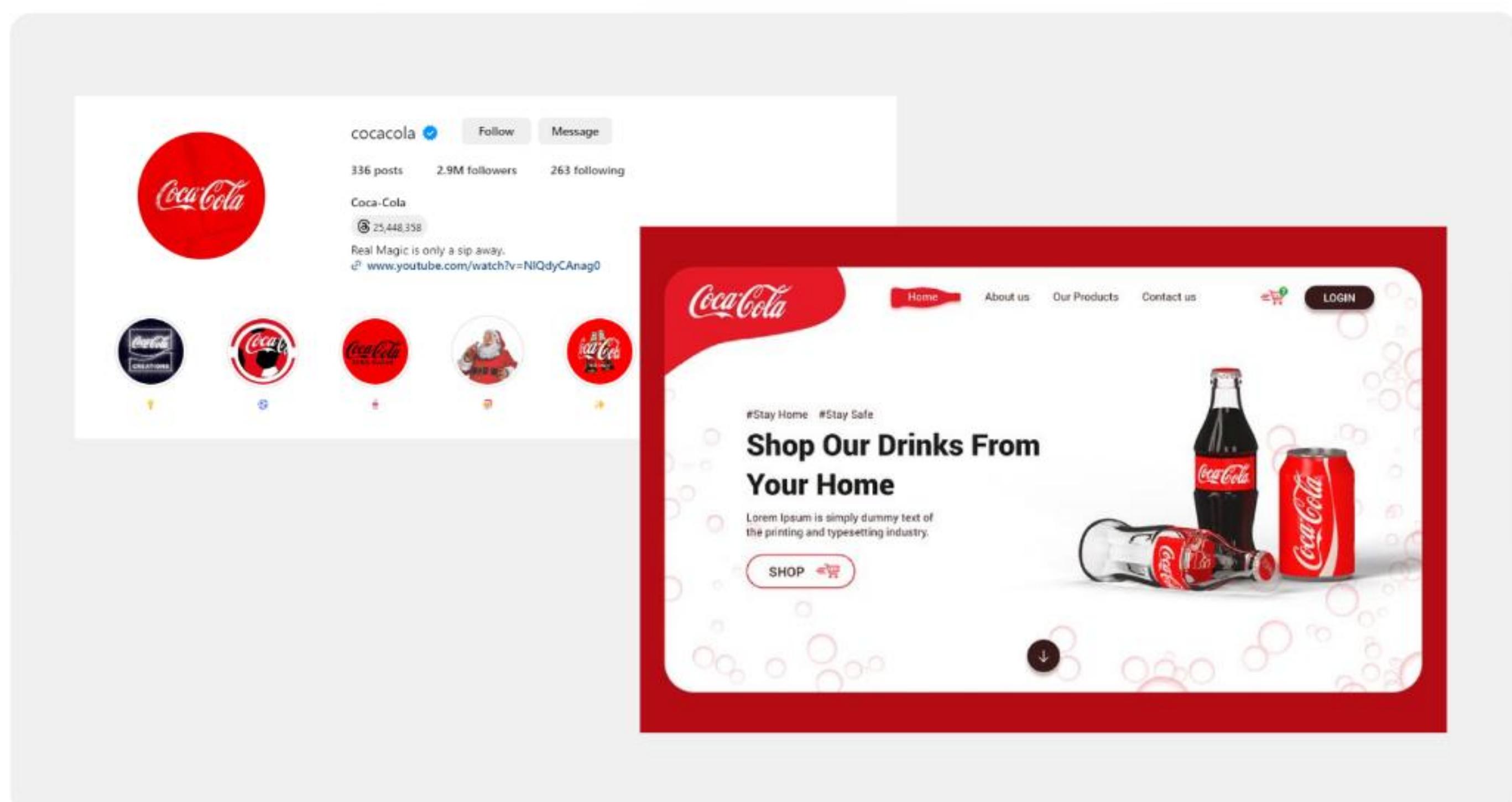
#### How Banoa Technologies Can Help

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#### Case Study:

##### Coca-Cola Brand Marketing using its iconic red color?

Coca-Cola uses its iconic red color, Spencerian script font, and "Open Happiness" slogan across all platforms, from its website to its social media pages to its countless physical advertisements.



## Content Marketing



new26 should use Content Marketing effectively as the strategic promotion for identity, products, and services across all channels to create loyalty among consumers.

**Issue/Gap:** new26's current content marketing efforts might not be reaching their full potential. A comprehensive analysis of brand messaging, target audience engagement across channels, and content strategy could reveal opportunities to optimize new26's marketing approach for greater reach and impact.

**Examples:**

The figure consists of six screenshots arranged in a 3x2 grid. The columns are labeled 'V/S' (versus) between them. The top row shows a dark-themed dashboard titled 'Deploy LLM Endpoint' and a light-themed dashboard titled 'Algerian Forest Fires Dataset'. The middle row shows a dark-themed interface titled 'omniparser-dB' and a light-themed interface titled 'Algerian Forest Fires Dataset'. The bottom row shows a dark-themed interface featuring a yellow banner for 'Tyagaraja Ayodhya Ram' and a light-themed interface titled 'Algerian Forest Fires Dataset'.

### Drawbacks in Current Content Marketing

No relevant 'Don'ts' found after retries.

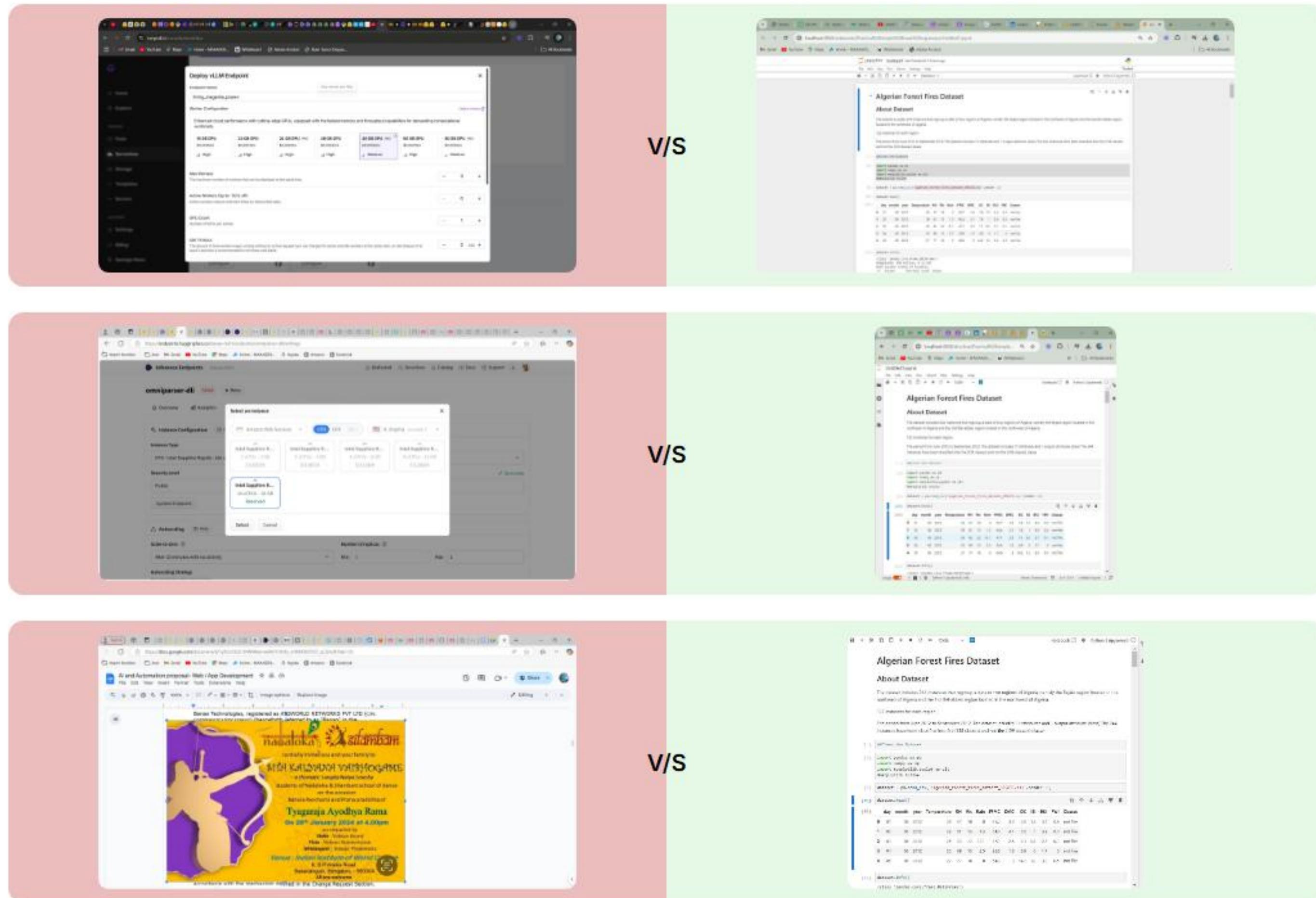
### How BANAO Technologies Can Help

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**new26** should use Social Media Marketing effectively as the strategic promotion for identity, products, and services across all channels to create loyalty among consumers.

**Issue/Gap:** new26's current social media marketing efforts might not be reaching their full potential. A comprehensive analysis of brand messaging, target audience engagement across channels, and content strategy could reveal opportunities to optimize new26's marketing approach for greater reach and impact.

Examples:



### Drawbacks in Current Social Media Marketing

No relevant 'Don'ts' found after retries.

### How Banao Technologies Can Help

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### Case Study:

We Helped HaldiRam's to Grow

Using different techniques we Banao helped Haldiram's to reach 54k followers and generate a revenue of 4.75 Lakh in 3 months





At BANAO, we're more than just creators - we're a team of zealous innovators, constantly pushing the boundaries to engineer exceptional solutions and deliver unmatched excellence. Take a look at our work:

👉 Development Portfolio: <https://rebrand.ly/banaotechdevelopment>

👉 Marketing Portfolio: <https://rebrand.ly/banaotechmarketing>

You can also reach us at **9900036467** or schedule a meeting at your convenience here: <https://rebrand.ly/yaqvht1>

**1000+**

Products Delivered

**200+**

Delighted Clients

The collage displays several screenshots of mobile and web interfaces:

- A large central screenshot shows a social media feed for "Rohit Ransore" featuring a post about Pixar's Rules of Storytelling.
- To the left, a smartphone screen shows a health and fitness app with sections for "Breastfeeding & Weaning" and "Ovulation Tracker".
- Below the central feed, a smartphone screen displays the homepage of a nutrition company named "PoshN" with the tagline "Balanced nutrition for a lean & fit body".
- On the right side, there are two vertical stacks of screenshots:
  - The top stack shows a mobile appointment booking application with profiles for "Lois Lane" (Nutritionist) and "Ragini Jain" (Chiropractor), along with a calendar and availability details.
  - The bottom stack shows a web-based platform for "Technical Python & Django Meetup Delhi - 2020" with posts and user interactions.
- At the bottom, a horizontal row of screenshots includes a "Hub" interface, a "Consultations" section, and a "Group" section.