



new9

Digital Marketing Roadmap



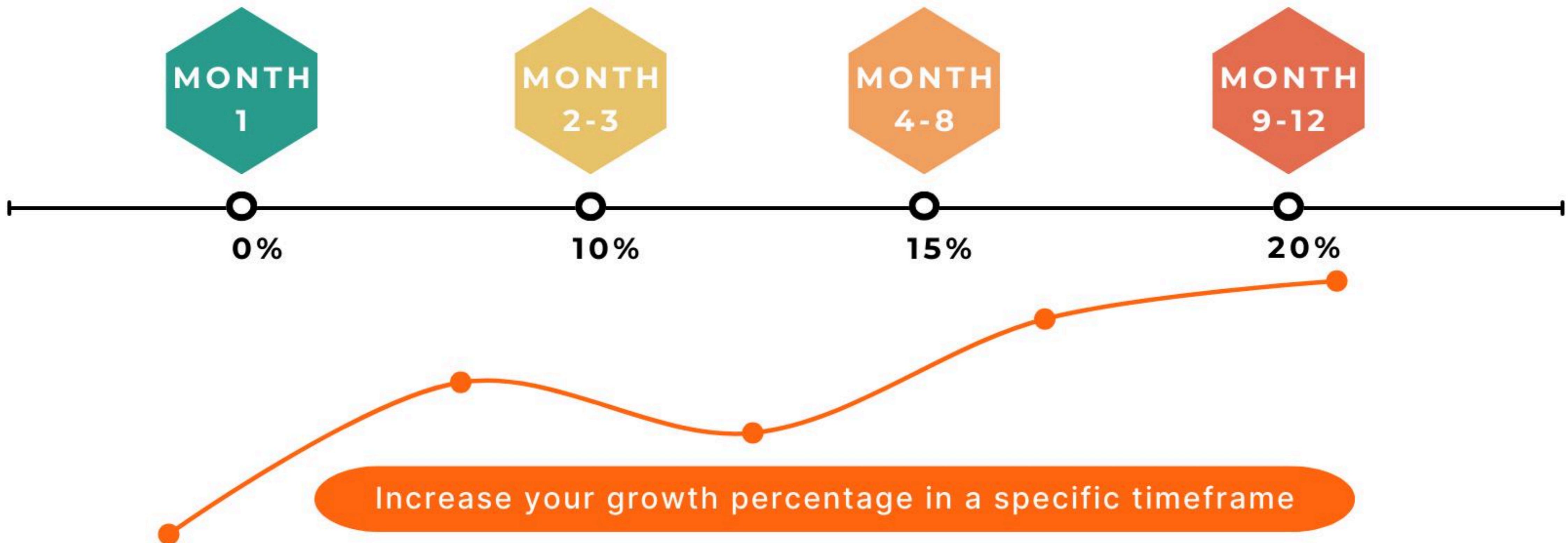
Banao Technologies is a 7 year old organization providing web development, app development and marketing solutions. We are based in Bangalore and Chandigarh with our sales offices in UK and Dubai. We're a one - stop shop offering custom solutions for you looking to succeed in your online endeavor.

200+ Team

700+ Customers

1000+ Projects

How BANAO can help you Grow?



Objectives



01

Brand Marketing

02

Content Marketing

03

Social Media Marketing

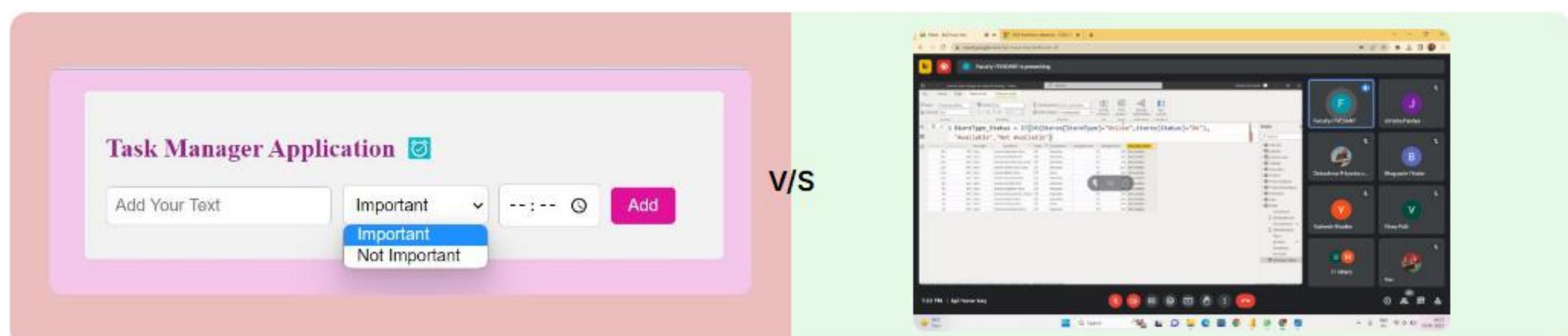
new9 should use Brand Marketing effectively as the strategic promotion for identity, products, and services across all channels to create loyalty among consumers.

Issue/Gap: new9'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 new9's marketing approach for greater reach and impact.

Examples:



The image shows two side-by-side screenshots. On the left, a 'Task Manager Application' window is displayed with a pink header and a white body containing a text input field ('Add Your Text'), a dropdown menu ('Important'), and a button ('Add'). On the right, a more complex software interface titled 'Inventory Management System' is shown, featuring multiple windows with data grids, dropdown menus, and various icons, typical of a business intelligence or reporting tool.



This section is similar to the one above, showing a comparison between a simple 'Task Manager Application' (left) and a complex enterprise system (right). The left side shows the same basic task manager interface, while the right side shows a more advanced system with multiple windows and complex data structures.

Drawbacks in Current Brand Marketing

No relevant 'Don'ts' found after retries.

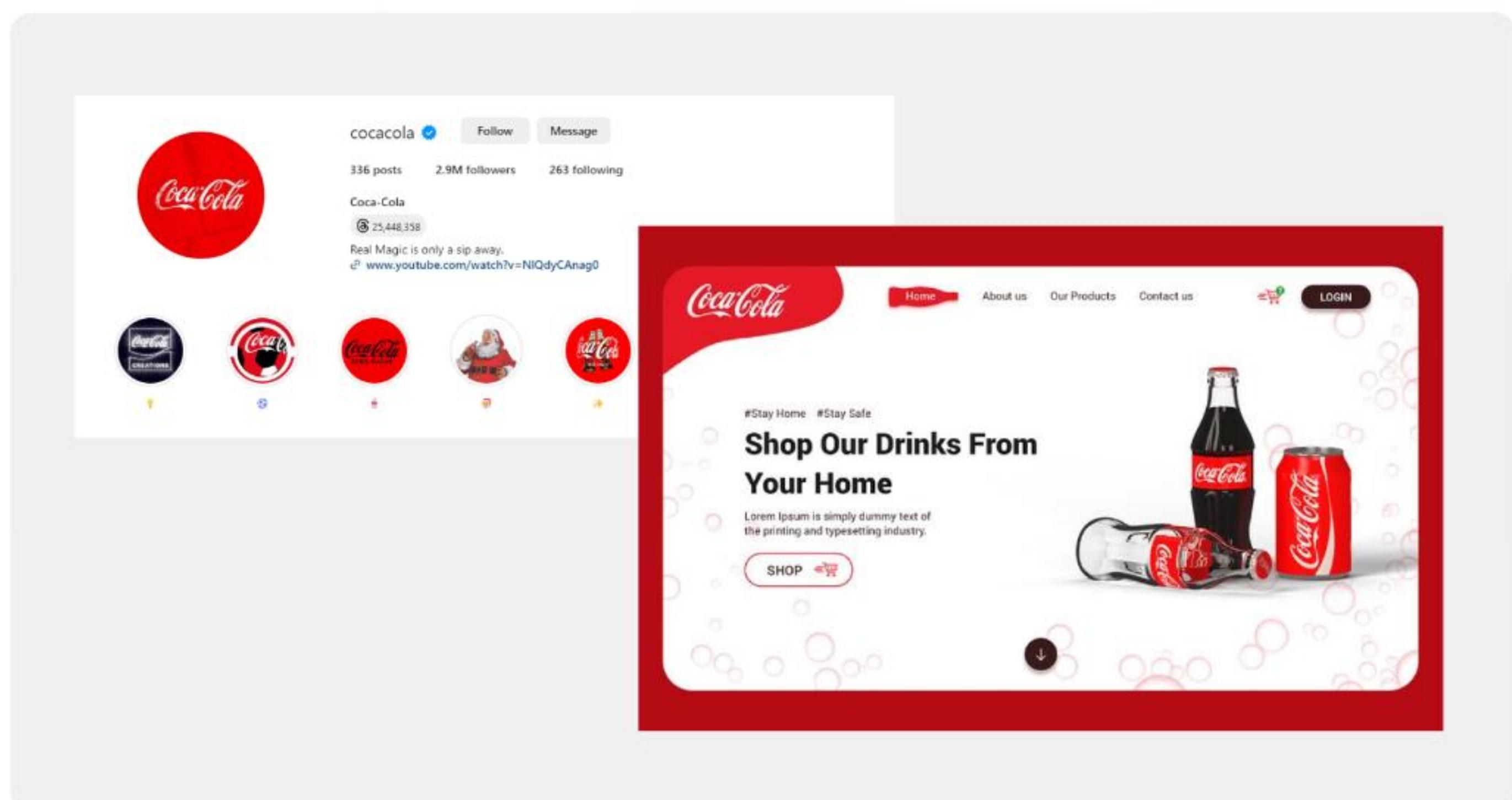
How Banoa Technologies Can Help

Error: 401

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.



The image displays two screenshots of Coca-Cola's branding. On the left is a screenshot of the Coca-Cola official Instagram account (@cocacola), which has 2.9M followers. The bio reads 'Real Magic is only a sip away.' and includes a link to a YouTube video. On the right is a screenshot of the Coca-Cola website, featuring a red header with the brand's name and several product offerings.

Content Marketing



new9 should use Content Marketing effectively as the strategic promotion for identity, products, and services across all channels to create loyalty among consumers.

Issue/Gap: new9'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 new9's marketing approach for greater reach and impact.

Examples:

The image shows two side-by-side screenshots. On the left is a 'Task Manager Application' interface with a pink header, featuring a text input field 'Add Your Text', a dropdown menu set to 'Important', a date/time selector, and a pink 'Add' button. On the right is a screenshot of a complex enterprise system with multiple windows open, showing data tables and various icons, illustrating a more sophisticated solution.

The image shows two side-by-side screenshots. On the left is a 'Task Manager Application' interface with a pink header, featuring a text input field 'Add Your Text', a dropdown menu with 'Important' selected, a date/time selector, and a pink 'Add' button. On the right is a screenshot of a complex enterprise system with multiple windows open, showing data tables and various icons, illustrating a more sophisticated solution.

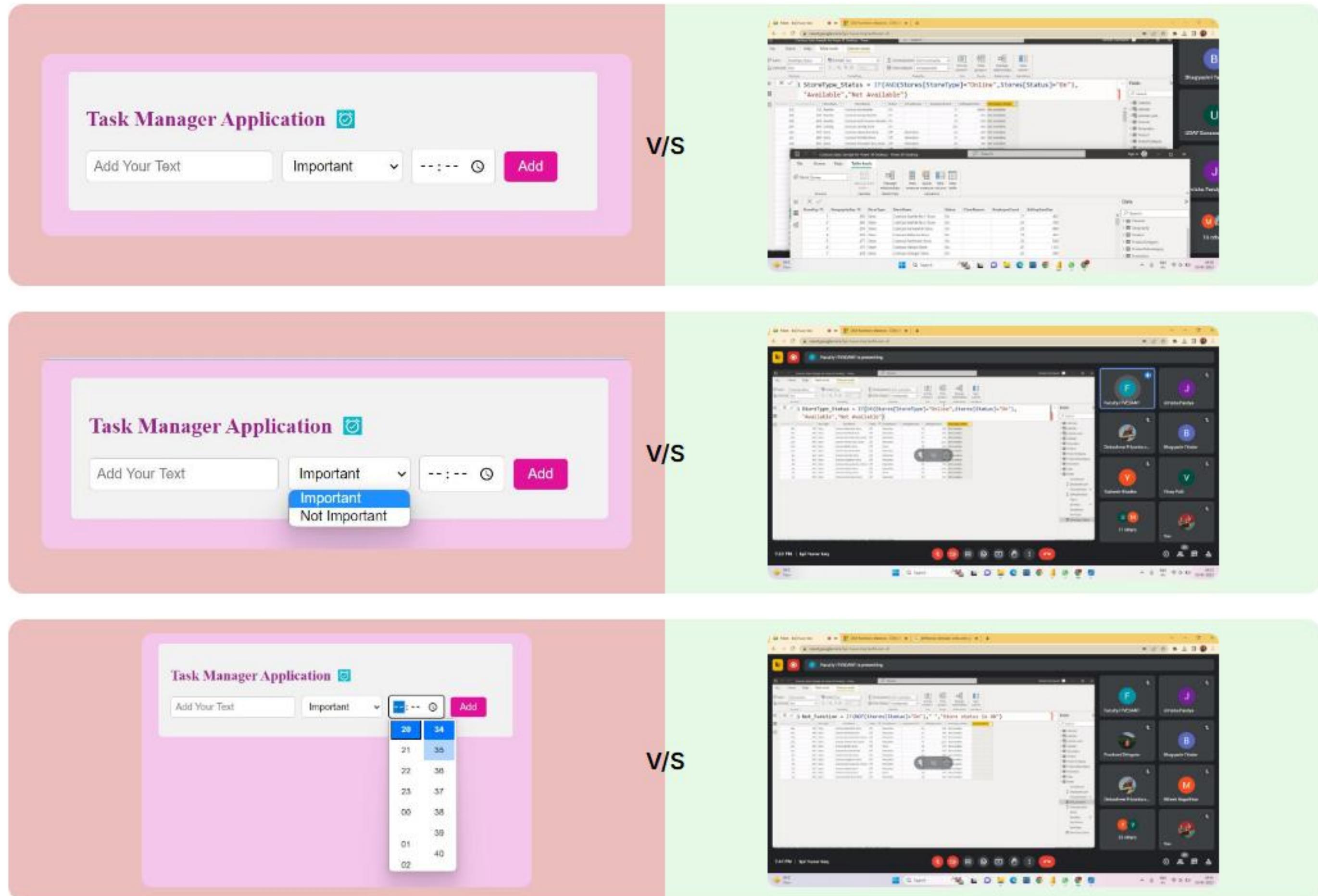
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The image shows two side-by-side sections. The left section, titled 'Drawbacks in Current Content Marketing', contains the text 'No relevant 'Don'ts' found after retries.' The right section, titled 'How BANAO Technologies Can Help', contains the text 'Error: 401'.

new9 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: new9'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 new9's marketing approach for greater reach and impact.

Examples:



The figure consists of three pairs of screenshots. Each pair is separated by a vertical 'V/S' (versus) marker. The left side of each pair shows a simple 'Task Manager Application' interface, while the right side shows a more complex, integrated platform (labeled 'BANAO').

- Comparison 1:** Shows a basic task input form ('Add Your Text') and a dropdown menu ('Important'). The BANAO side shows a detailed dashboard with multiple data tables and a sidebar with various icons.
- Comparison 2:** Shows a dropdown menu with 'Important' selected. The BANAO side shows a similar dashboard with a different layout and more icons.
- Comparison 3:** Shows a dropdown menu with 'Important' selected and a small preview of a calendar or list. The BANAO side shows a similar dashboard with a different layout and more icons.

Drawbacks in Current Social Media Marketing

No relevant 'Don'ts' found after retries.

How Banao Technologies Can Help

Error: 401

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 three vertical stacks of screens:
 - The top stack shows a mobile profile for "Lois Lane" (Nutritionist), a calendar, and availability details.
 - The middle stack shows a desktop news feed for "Shirley Setia" with articles about Python/Django Meetups.
 - The bottom stack shows a desktop news feed for Shirley Setia with articles about UI/UX Designers.
- At the very bottom, a small screenshot of a mobile application interface is visible.