

SHAVINDU RASHMIKA



# **BRAND Identity Creations**



# Executive Summary

Our primary objectives include increasing website traffic by 30% within the next six months, improving social media engagement by 25%, and driving a 20% increase in sales revenue within the first year.

By leveraging data-driven analysis and targeted marketing campaigns, we will streamline our efforts and ensure measurable outcomes that align with our overall business goals.

Hanover and Tyke aims to enhance its digital marketing strategies to significantly boost online presence and revenue.



This proposal outlines a comprehensive approach, including a detailed scope of work, methodology, timeline, and budget. Our experienced team, coupled with a robust communication and evaluation plan, ensures that we are well-equipped to meet these objectives and deliver substantial value to stakeholders. We seek your approval and support to commence this transformative project and achieve our ambitious goals.

# Project Background



## Problem

Current digital marketing efforts are fragmented and inefficient.

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## Opportunity

Integrate all marketing channels.

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Utilize data-driven insights.

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Streamline marketing processes.

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# Goals and Objectives

30%

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Increase website traffic in 6 months

25%

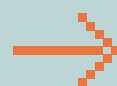
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Improve social media engagement in 3 months.

20%

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increase in sales within the first year.

# Methodology

## Approach

Data-driven analysis and A/B testing.

## Tools

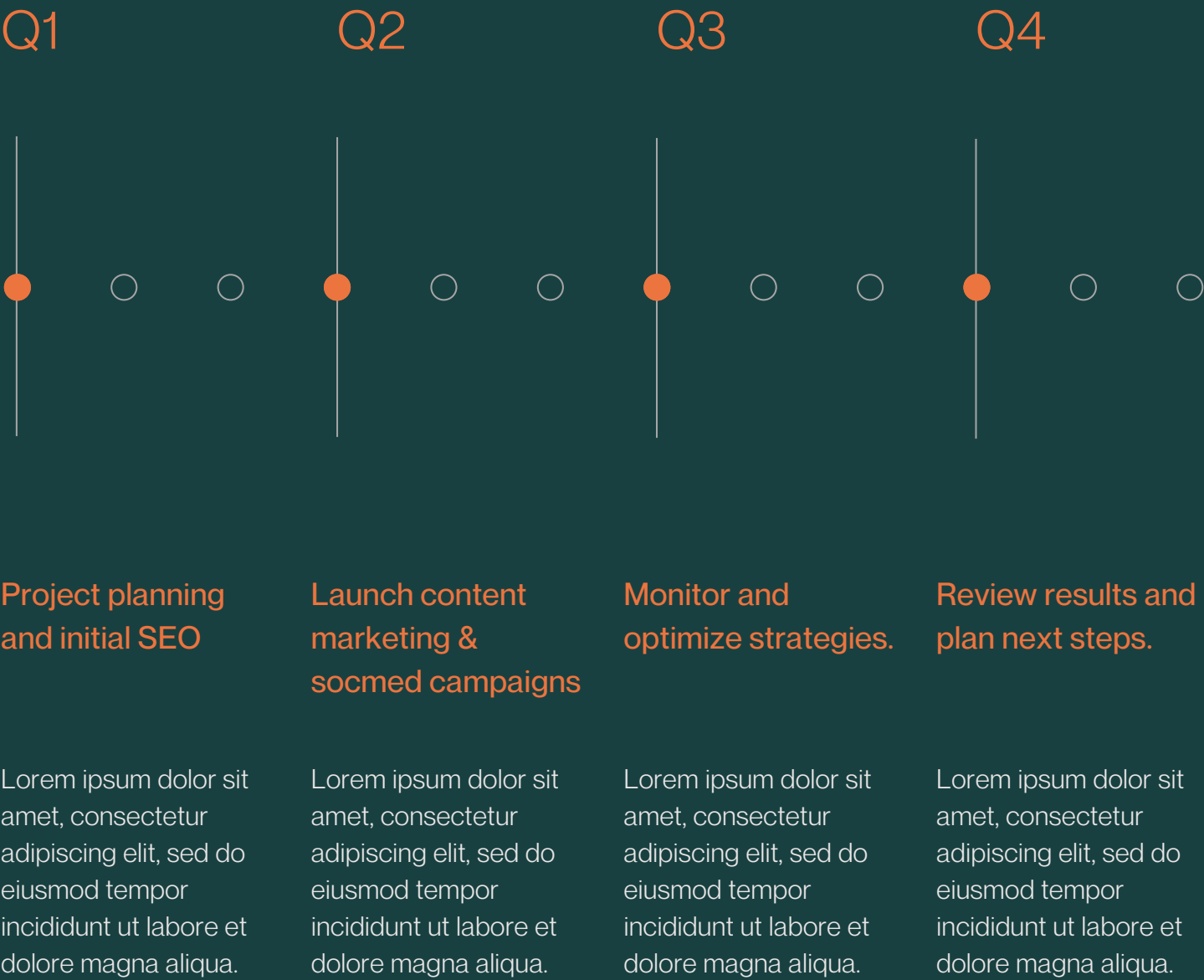
Rimberio Analytics, Fauget SEO Tools, Wardiere Inc.

## Techniques

Keyword research, content creation, and performance monitoring.



# Timeline



# Budget

## Breakdown

Product Development	\$200,000
Marketing and Sales	\$175,000
Operations	\$75,000
Miscellaneous	\$50,000

\$500,000

Total Budget

# Team and Roles

**Aaron Loeb**

PROJECT MANAGER



**Adeline  
Palmerston**

SEO SPECIALIST



**Adora  
Montminy**

CONTENT CREATOR



**Alexander  
Aronowitz**

SOCIAL MEDIA MANAGER



# Stakeholder Analysis

Our key stakeholders for this digital marketing optimization project include company executives, the marketing team, and investors. Company executives are primarily interested in the overall ROI and strategic alignment with business objectives, seeking to ensure that the project delivers significant value and supports long-term growth.

The marketing team, responsible for implementing the strategies, is focused on achieving measurable improvements in traffic, engagement, and conversion rates, requiring clear guidelines and robust tools to execute the plan effectively.

## Interests

Improved ROI, Enhanced brand visibility, Increased market share

Investors are keen on understanding how the project will enhance market competitiveness and drive financial performance, looking for transparent progress reports and risk mitigation strategies. By addressing the specific interests and concerns of each stakeholder group, we ensure alignment, secure support, and foster collaboration to achieve the project's ambitious goals.

# Risk Analysis

## Potential Risks

### Market volatility

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### Budget overruns

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### Technology failures

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## Mitigation Strategies

### Regular market analysis

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### Strict budget management

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### Backup systems in place

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# Quality Assurance

## Standards

### High-quality content

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### Accurate data analysis

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### Effective campaign management

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## Procedures

### Regular audits

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### Performance reviews

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### Continuous improvement

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# Communication Plan

Channels

EmailFauget ChatRimberio Message

Frequency

Weekly updatesMonthly reviews

Key Messages

Project progressMilestones achievedNext steps



# Communication Plan

## Methods

KPI tracking	Performance metrics	Regular reporting
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## Key Performance Indicators (KPIs):

KPI tracking
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Engagement rates
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Conversion rates
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# Sustainability and Scalability

## Sustainability

### Long-term content strategy

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### Continuous market analysis

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## Scalability

### Expand to new markets

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### Introduce additional marketing channels

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# Expected Benefits

## Tangible Benefits

### Increased sales

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### Higher ROI

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## Intangible Benefits

### Improved brand recognition

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### Enhanced customer loyalty

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# Conclusion

## **Summary of key points**

goals, strategies, and expected outcomes.

## **Call to action**

approval of the proposal and next steps.



# Contact Information

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