DIGITAL MARKETING PROJECT

**#LEMONCUPPA**

1. What is your business venture about along with your Target Market?

Past few years mouth communications and peer-to-peer comments often have a greater effect on individuals, services and business in certain areas. Since they are not aware about the product / service in the full extent. Due to the lack of connectivity which will lead to a feedback was not happening due to that. Customers are more likely to trust other customers’ experiences without knowing the launch of new product / service in the market. That leads to the decaying of the stuff without opening the box itself. Now the years have passed world has changed a lot. We come to know the product / service in the market even in our finger tips. That leads to a great change in all aspects of life and business. Now we will introduce you, how we can able to help in the current era to market and the back end process of your product / service.

When it’s about business venture, Lemoncuppa is a Digital Marketing service based in Ernakulam, Kerala, India. We have started the journey since 2016. Our service mainly deals with Online (Digital) marketing of products / services, Affiliate Marketing, Content Marketing, E-commerce Marketing, E-mail Marketing, Google Analytics, Google Ad Words, PPC (PayPerClick), SEO (SearchEngineOptimization) and Social Media Marketing.

Lemoncuppa prioritizes each client's need. We help you get your creative voice in to a great extent through our services. We are a group of thinkers and makers who have been bringing our esteemed clients’ ideas into reality by contacting us. Our business works closely interact with each client to produce a better measurable result. Not every Digital Marketing Agency is created equal all are unique. We know that the best results come from clubbing of the right people immersed in the right project. Our expertise in various areas of Digital Marketing Agency services helps to find out the goals assigned. We can able to assure you that the service we providing will persist beyond your expectation. Come and feel the services that advance your business to the next level because we are passionate about marketing.

Lemoncuppa mainly targeting on people who are in need of a channel in online to market their product / service. And also we would like to help people who are in mid of online marketing searching for a push for their product / service.

2. Define your business objective

The business objective of Lemoncuppa is the delivery of service in an appreciate manner within the time frame. We are very helpful to provide ideas to our esteemed clients beyond their limit. Come and feel the taste of Lemoncuppa.

3. Create the buyer’s persona as per the template shared

SECTION 1: WHO?

PERSONA NAME:

BACKGROUND

Job? Career path? Family?

DEMOGRAPHICS

Male or female? Age? Income? Location?

IDENTIFIERS

Demeanors? Communication preferences?

SECTION 2: WHAT?

GOALS

Primary goals? Secondary goals?

CHALLENGES

Primary challenges? Secondary challenges?

WHAT CAN WE DO

To help our persona achieve their goals?

To help our persona overcome their challenges?

SECTION 3: WHY?

REAL QUOTES

About goals, challenges etc

COMMON OBJECTIONS

Why wouldn’t they buy your product / service?

SECTION 4: HOW?

MARKETING MESSAGING

How should you describe your solution to persona?

ELEVATOR PITCH

Sell your persona on your solution

4. What will be your Go to Market Strategy?

Lemoncuppa’s idea of execution with different promotional channel is entirely different from one another. We are selecting the channels according to the product / service in which our clients can make their foot prints. We need to come across certain amount of research, and then only we can able to find the right place to showcase or market the product / service. Currently we are making use of the channels such as Ad Words, Facebook, Twitter, Instagram, Websites and YouTube.

Ad Words: We can able to make a presents in the Internet with the help of Google Ad words through some basic steps.

Facebook : It is a great channel by which a Now a days most of the peoples are really engaged in Facebook, so we can able to use the channel as a common platform for all type of peoples to showcase or marketing our esteemed client’s product / service. We can interact the peoples with the help of Posting content (Text, Image, and Video), Poll / Quiz Event, Campaign, Page, Group etc…

Twitter: It will help us to make the product / service in a follow able manner.

Instagram : It is really a good channel to familiarize the product / service in a mode of picture.

YouTube : It will help us to do the promotion in the format of video.

There are a lot of channels are using now a days for the online market. Here we are described only the familiar one that most of the people are familiar with.

5. How will use Digital Marketing for your business?

For the growth of Lemoncuppa, we need to focus more on the Digital Marketing because it’s a firm which is providing Digital Marketing services. However we will make use of the service effectively from A to Z Online (Digital) marketing of products / services, Affiliate Marketing, Content Marketing, E-commerce Marketing, E-mail Marketing, Google Analytics, Google Ad Words, PPC (Pay Per Click), SEO (Search Engine Optimization) and Social Media Marketing because we are passionate about marketing.