

Monthly Budget: ₹25,000

Scope of Services

1. Content Creation and Publishing

- **1 Reel/Week:** Engaging short-form videos that resonate with Kaya's audience, focusing on storytelling, product highlights, or trending content.
- **1 Static Post/Week:** Professionally designed visuals to reinforce brand identity and communicate value effectively.

2. Platform-Specific Strategies

- **Instagram and Facebook:**
 - Focus on creating visually appealing, engaging content to drive customer interactions and brand loyalty.
- **LinkedIn:**
 - Regular updates to highlight Kaya's milestones, achievements, and industry expertise.
 - Build professional connections and maintain a credible brand presence.
- **YouTube:**
 - Develop long-form content such as tutorials, customer success stories, or behind-the-scenes videos to strengthen Kaya's brand visibility.

3. Customer Engagement and Interaction

- Proactively engage with followers by responding to comments, messages, and queries.
- Conduct interactive activities like polls, Q&A sessions, and engagement posts to keep the audience connected.

4. Community Building

- Grow an engaged online community by consistently interacting with customers and sharing relatable, impactful content.

5. Monthly Analytics and Strategy Optimisation

- Provide detailed insights into platform performance, including reach, engagement, and audience growth.
- Recommend optimisations to enhance future campaigns.

SUMMARY:

For Rs. 25,000/month, we will ensure,

● Weekly Content:

- 4 reels and 4 posts per month across Instagram, Facebook, Youtube and LinkedIn.

● LinkedIn Management:

- Regular posts to highlight Kaya's milestones and professional achievements.

- Actively build professional connections and increase brand credibility.
- **YouTube Strategy:**
 - Develop long-form video content to showcase Kaya's value propositions and enhance brand storytelling.
- **Audience Engagement:**
 - Respond promptly to queries and comments to maintain strong customer relationships.
 - Run engagement campaigns periodically to increase visibility among new and existing audiences.
- **Performance Reporting:**
 - Share monthly reports on campaign outcomes and insights to refine strategies.