



*Danza*  
*de Ritmo*

The logo features the words "Danza" and "de Ritmo" in a white serif font. The letter "D" in "Danza" has a small white circle at its top. A dark blue diagonal ribbon or brushstroke starts from the bottom left, passes through the "D" of "Danza", and ends at the bottom of the "R" in "Ritmo". Above the text, there is a stylized white icon of a person in mid-air, performing a dynamic pose, suggesting movement and dance.

# DANZA DE RITMO

## Marketing Proposal

# TOC

Summary

Needs & Problems

Social Media Objectives

Scope Of Work

Timetable

Evaluation



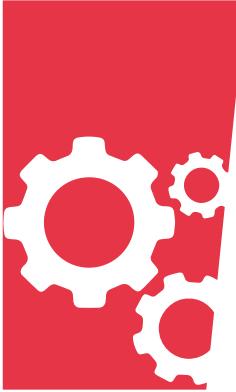
# SUMMARY

The following document outlines current context of Danza as a brand and its objectives it plans to achieve through a detailed solution of how the business can grow as a brand and in turn create a community.



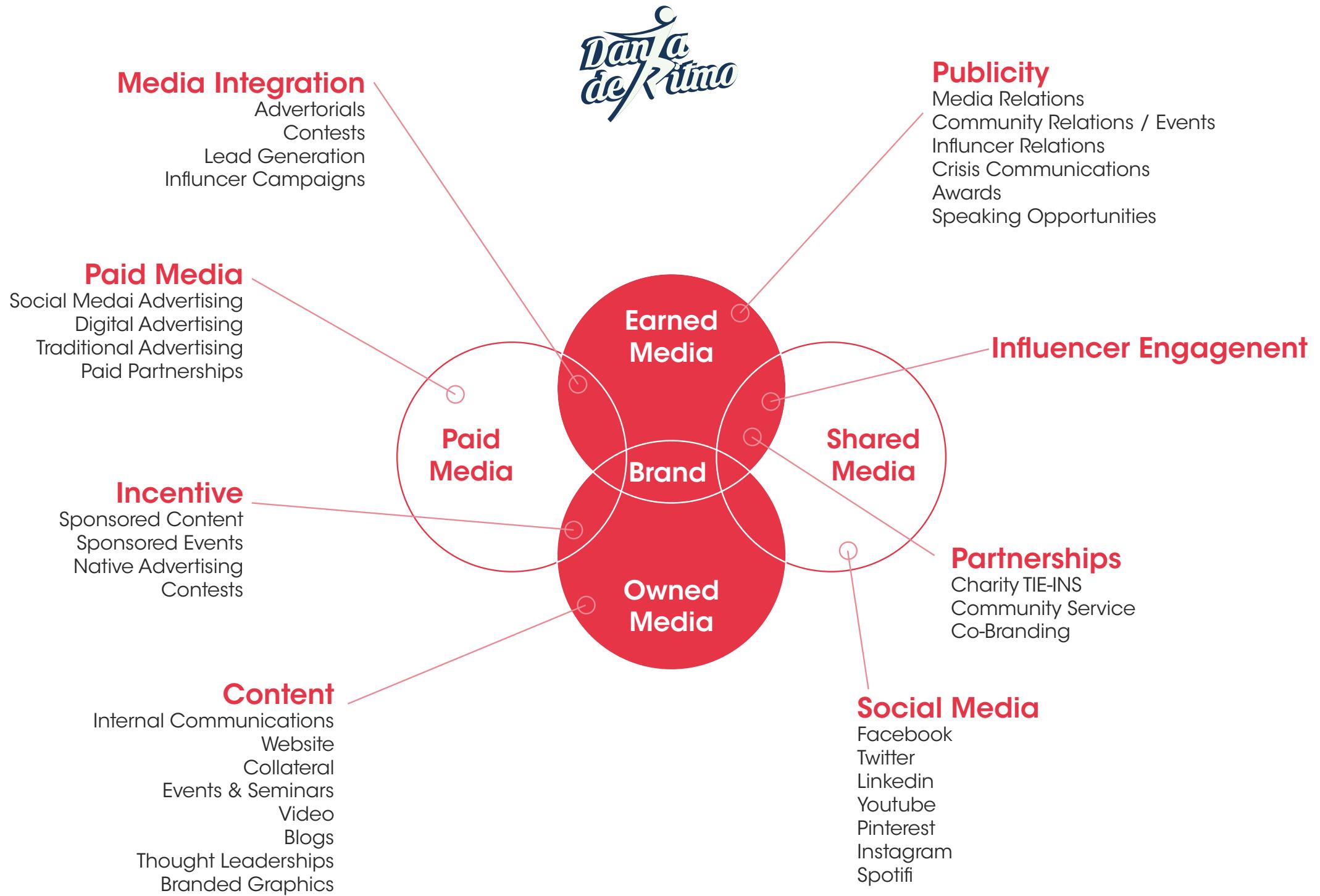
# MISSION OF DANZA DE RITMO

To uplift the Srilankan dance community as a whole through a highly engaged community of instructors,students and fans that promote expressing freedom,Health and the positivity of dance.



# Thought to think about !

In order for Danza De Ritmo to get to where it wants to it needs a strong brand presence in the market and that is where the real challenge lies.



A graphic element consisting of three interlocking white gears on a red background.

# Objectives Of Danza

## Create a engage Dance community

Danza aims to achieve the right "Balance" by creating a large community of rookies, expert and fans supporting and guiding one another for a greater cause.

## Create a effective digital presence

High-quality, consistent content helps keep fans wanting more what Danza aims to accomplish is to create simple & trendy content that is viral and highly engaging.

## Promote Danza as a leading brand

To promote the ambiance, experience and location to our target audience as a leader in the industry.

## Highlight Sri Lanka Dance Talent

Dance in Sri Lanka has been around for ages with such a diverse culture it's time to take the next step and bridge the gap between dance and promotion to highlight what our dancers has to offer.

# The Solution



"Individually we are one drop  
together we are an ocean"

-Ryunosuke Satoro

*Danza  
de Ritmo*



# THE IDEA !

What Danza aims to do is create a community of independent instructors being promoted with a highly engaging content strategy under one Marketing Platform.



# BENEFITS TO YOU

Free Marketing !

Get your marketing done at zero cost as we develop your brand.

Exposure !

Get ready to be recognized as a leading instructor in Sri Lanka

Increased Revenue!

As your brand develops so will your awareness this will result in higher student numbers

# TIMELINE

## Instructor Participation

Involves communicating effectively the Value proposition of the Instructors being personal branded under a mother brand

## Personal Branding Campaign

Launch personal branding campaign on each individual instructor of class performed to increase engagement and conversions.

## Post Campaign Awareness

Personal sitdown with each individual instructor at the end of the month to analyse success and results.



## Set Goals and Objectives

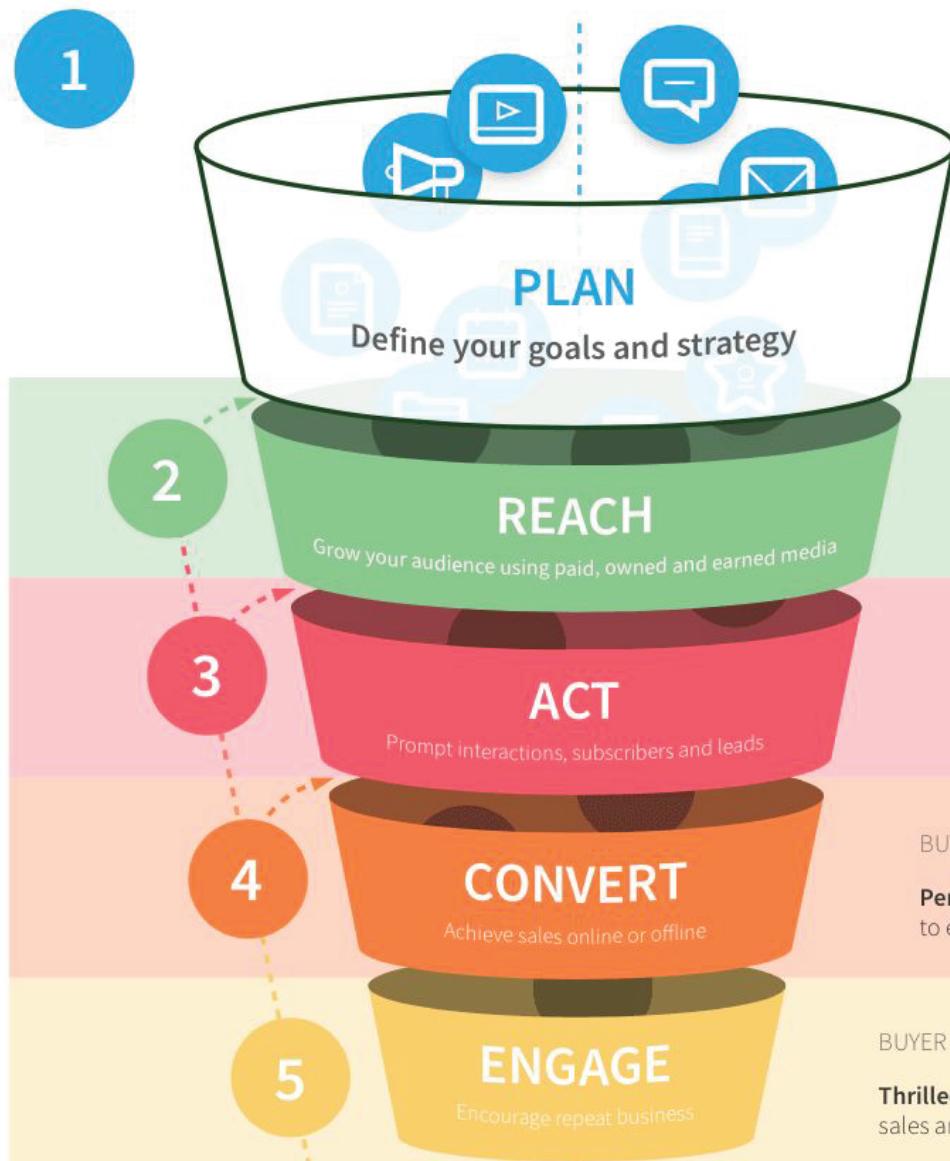
Create Goals and Objectives based on what, Why and How we will be executing the content plan.

## Conversion Followup

Involves being the bridge between the customers who connect with the brand digitally and the instructor all contact details will be forwarded to the specified instructor based on the requirement.

# THE PROCESS





## Build an agile, strategic approach to digital marketing

Competition is fierce online. To win you need to Plan, Manage and Optimize digital channels against defined targets, SMART KPIs and a focused investment in content marketing, digital media and experiences. We believe an integrated digital strategy is essential to define new Segmentation, Targeting and Positioning for your online value propositions.

### BUYER STAGE: EXPLORATION

**Invest in always-on** and campaign activity including organic and paid search, social media, PR, display and influencer marketing

#### KEY MEASURES

- Audience volume
- Audience quality
- Audience value and cost

### BUYER STAGE: DECISION MAKING

**Be worth finding** using clear persona customer journeys and a content hub that is relevant, inspirational, useful and creates leads

#### KEY MEASURES

- Leads/Lead conversion rate
- Time on site
- Subscribers, Likes and Shares

### BUYER STAGE: PURCHASE

**Persuasion marketing** using CRO, marketing automation and retargeting to ensure contextual relevance, brand trust and value drives conversion

#### KEY MEASURES

- Sales (on and offline-influence)
- Revenue/Profit
- Conversion and Order Value

### BUYER STAGE: ADVOCACY

**Thrilled customers are key** to social media marketing, social proof, repeat sales and referral. Ensure you research your customer loyalty drivers!

#### KEY MEASURES

- Repeat Purchase (Lifetime Value)
- Brand satisfaction and Loyalty
- Advocacy

# User Generated Content

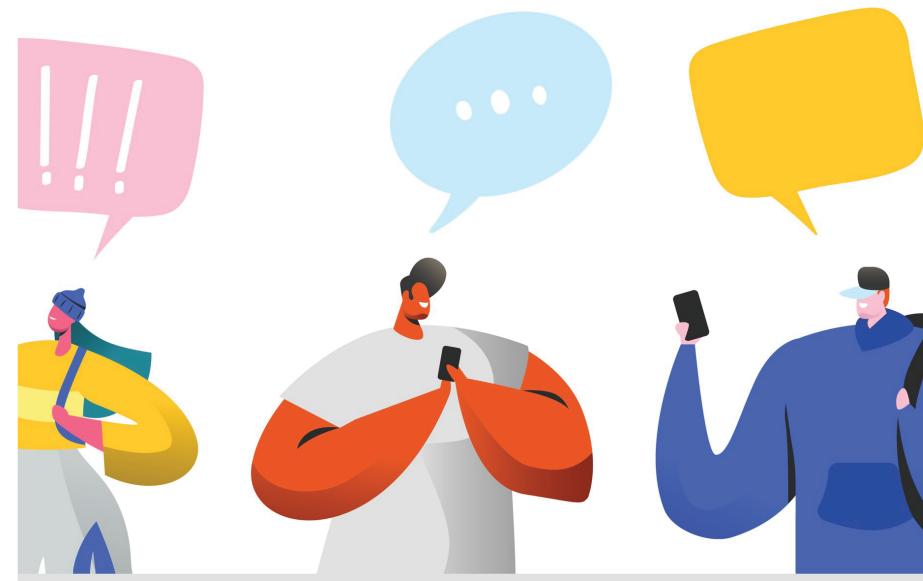
01

One of the top benefits of user-generated content is that it serves as excellent social proof. Seeing content from real customers increases your credibility and brings your brand's promises into perspective. Brands make certain promises to their customers or audience.

## How can You benefit from User-Generated Content?

- Increases your credibility as reputed and recognised.
- Higher engagement with fans as it's real time and trustworthy you are not pushing products but an experience

When users create and share content on social media channels, they get 28% higher engagement compared to standard company posts.



# Video Marketing

02

While convenient and efficient for the consumer, video marketing provides marketers with an attractive, versatile, and extremely shareable medium to reach their audiences.

## Why do you need an effective Video Strategy?

- Video Provides a Higher ROI than Other Content Formats
- Social Platforms Love Videos plus competition like wisdom has still not tapped into this market.

93% of brands got a new customer because of a video on social media.  
(Wyzowl 2020)



# Personal Branding

03

A personal brand allows you to build more trust between your business and colleagues and clients alike. It also boosts your reputation and motivates others to want to do business with you.

## Why do you require an effective Branding strategy ?

- Personal branding aids a person in establishing his name as a thought leader and expert in his area of speciality.
- Having a personal brand also creates intentions that are clear and genuine, which are key to fostering trust.

92% of people trust recommendations from individuals (even if they don't know them) over brands



# A REAL TIME EXAMPLE





IM

Desigual®



1milliondance Follow

219 posts 1.4m followers 53 following

1MILLION DANCE STUDIO

For more, follow us at:

@1moffstage

[www.1milliondance.com](http://www.1milliondance.com)



Popup



Merch



1M X Nike



Collaborati...

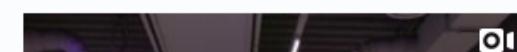
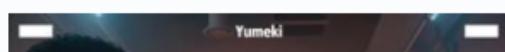
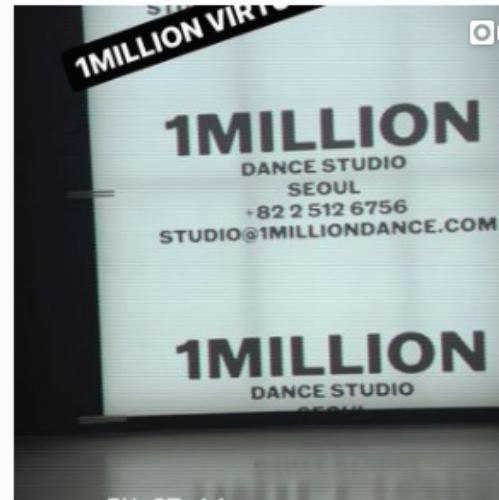
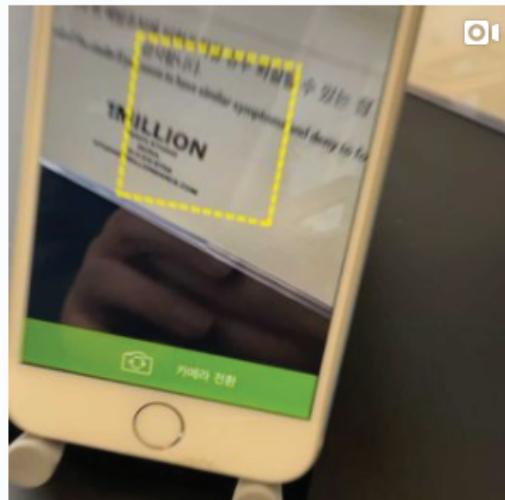


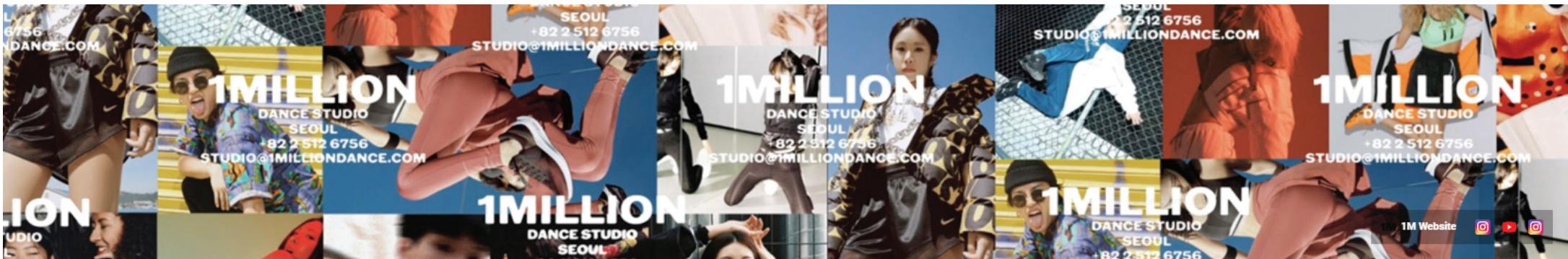
Workshops

POSTS

IGTV

TAGGED





1MILLION Dance Studio

23.2M subscribers

SUBSCRIBE

HOME

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COMMUNITY

CHANNELS

ABOUT



1MILLION X Sweet Home

1,387,647 views • 3 weeks ago

This video includes sponsored content.

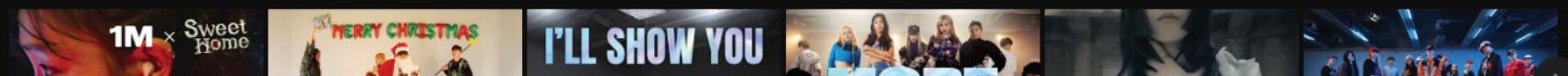
Song / BewhY - Side By Side 'Sweet Home' OST

Choreographers / Yoojung Lee, Yumeki

Dancers / Yoojung Lee, Yumeki, Debby, Jiwon Jung, Woomin Jang, Woonha, Chan, Churhyun Cho, Emma, Hui, Kamel, Root

READ MORE

1MILLION! ▶ PLAY ALL





**THANK YOU  
TEAM DANZA DE RITMO**