

PROJECT PROPOSAL

DIGITAL MARKETING SERVICES

- Digital Planning & Strategy
- Creative Services
- Media Services
- Insight & Analytics
- Social Media Management
- Performance Marketing
- Search Marketing
- Content strategy
- Technology & Innovation
- Social Listening
- Influencer Marketing
- Web Applications
- ORM

DM Strategy & Planning

Influencing voters and putting the focus of masses towards you with well-planned digital marketing for political campaigns and data-driven strategies.

Social Media Marketing

Strategic social media management and marketing to expand your online followers and reach.

Online Advertisement

Promote political parties and candidates through various online channel to enhance reach and generate better support.

Mobile Advertisements

The best mobile marketing and in-app mobile advertising to help your political campaign reach the audience of smart phone users.

Online Events

Planning and executing various online events, such as webinars, live rallies and much more

Online Press Releases

Creating effective Press Release distribution to create buzz, increase online visibility

WhatsApp Marketing

Leveraging WhatsApp for political campaigns to reach virtually everyone in the city, state, country and the world instantly.

Social Media Management

Services Include	
STRATEGY	
Platforms	 
Identify Business Goals	
Analyze Your Audiences	
Create a Content Strategy	
Identify Hashtags	
FACEBOOK	

Facebook Setup	
Facebook Enhance	
Daily Facebook Management	
Post Update & Engagement	
Profile Optimization	
No. of Posts - Custom Creative's / Month	
Cover Image Creative and Upload	
Targeted Page Likes	
Call To Action Button	
Facebook Review Postings	
Facebook Insight Monitoring	
Deleting of unwanted spam	
Traffic Monitoring Through Google Analytics	
Increase Video Views	
Sponsored Ads (Paid)	Extra Charges (as per budget)
PINTEREST	
Create new business account	
Create board (Notice board)	
Create pins (Post)	
Create/Follow topic	
Image Submission(photo+Title+Description+Link)	
Bookmarking site	
Increase Customer Engagement	
Upload photo from site by link	
INSTAGRAM	
Profile Optimization	
Instagram Image Sharing	
Targeted Instagram Followers Increase	
#hashtag Trend Research	
Comments & Likes Management	
Image Tagging to Friends/Followers	

Instagram Analytics Monitoring	
Sponsored Ads (Paid)	Extra Charges (as per budget)
You Tube	
Video Optimization	
Video Submissions	
Video Uploads(provided by client)	
Likes & Comment	
subscribers Increase	
Video Title & Meta Optimization	
Youtube Video Views	
Video Promotion	
Sponsored Ads (Paid)	Extra Charges (as per budget)
LinkedIn	
Linkedin Profile Creation	
Linkedin Post Sharing	
Company Page Creation	
Likes & Comment	
Follower Increase	
Profile Connection Build up	
Linkedin Performance Review	
Sponsored Ads (Paid)	Extra Charges (as per budget)
Google Ads Management	
Display Ads	
Remarketing	
Ad Management & Monitoring	
Weekly Report	
Creative Preparing for display Ads	
Paid Budget	As per Client
Video Creations	
Video Preparing and editing	

Video Promotions	
Ad Management & Monitoring	
TWITTER	
Twitter Setup	
Twitter Management	
Tweets Posting	
Targeted Twitter Followers Increase	
Retweets	
Background Image Creative and Upload	
Cover Photo Creative and Upload	
Lists Creation	
#hashtag Trend Research	
Twitter Analytics Monitoring	
Online Reputation Management	
Rating & Reviews	
Blogging	
Commenting	
SMS & Email	
SMS Campaigns	
Email Campaign Designing	
Bulk mailing	

- **Resource Allocation**

An appropriate team of Experts, designers and QC will be identified and allocated. The size and skill of the team will depend on the requirements of the project.

Team (Full Time)
Campaign Manager
Social Media Analyst
Content Write
Creative/Graphics Designer
Project Coordinator

**** Reports will send on every 1st of the month for Social Media Handlings & Status.**

****weekly report during the campaigns.**

****weekly Discussion with client for the feedback and their suggestions.**

Thanks & Regards