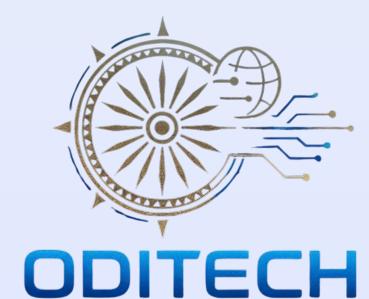




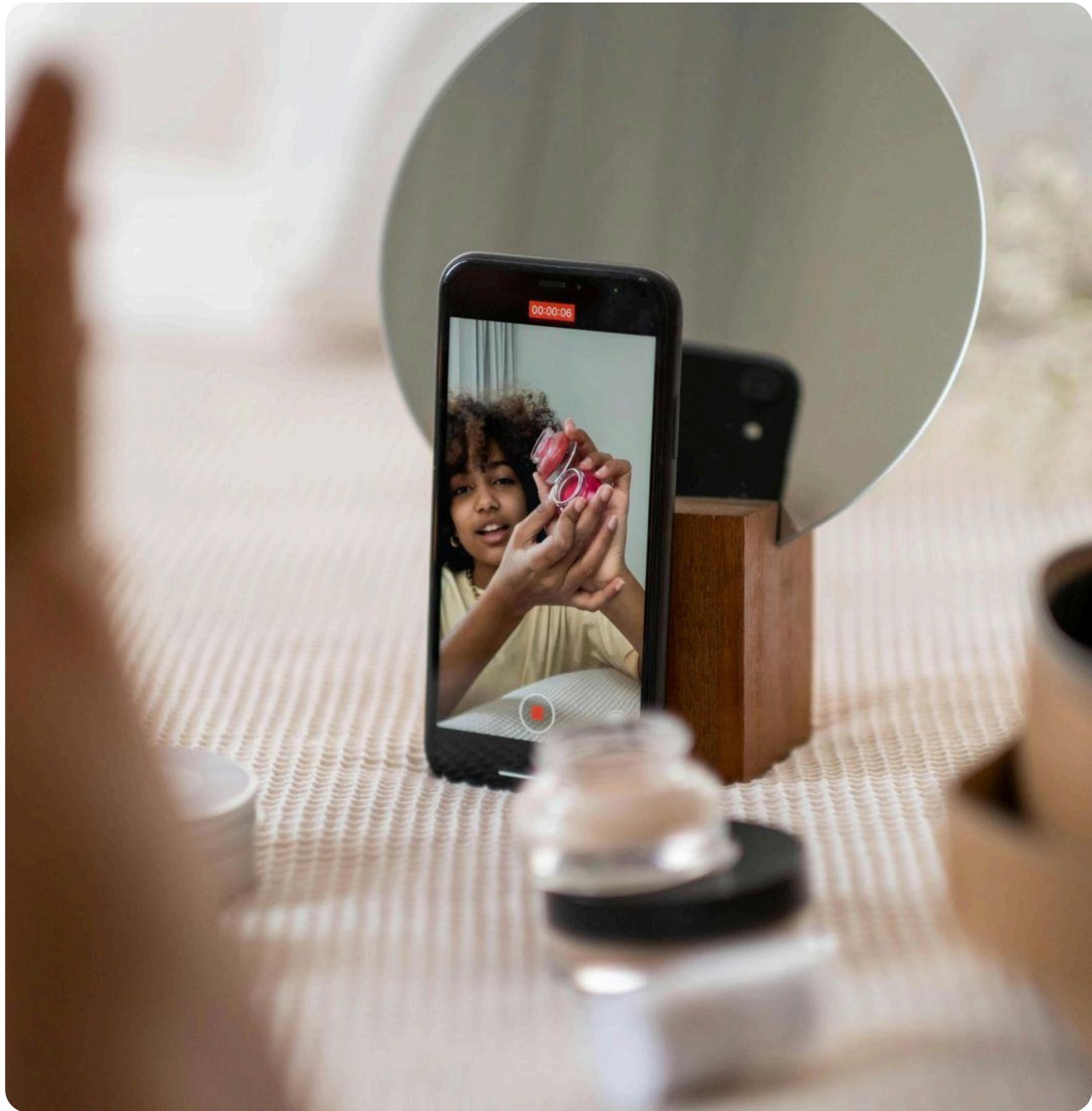
OdiTech  
Global



INNOVATION, TRANSFORMATION & IMPACT

## INFLUENCER & SOCIAL MEDIA MANAGEMENT

At **Oditech Global**, we understand that your online presence is your brand. Our expert team specialises in enhancing and managing your social media platforms to ensure consistent growth and engagement. We offer tailored strategies encompassing content creation, community management, and performance analytics—allowing you to focus on what you do best: creating authentic content. Whether you're aiming to expand reach, increase follower engagement, or monetise your platforms, our comprehensive services are designed to support your journey. Partner with us to amplify your influence and achieve sustained success in the digital landscape.





## WHY IS IT IMPORTANT

- **Leverage Trusted Audiences:** Collaborating with influencers provides access to their established, trust-based audiences, enabling higher credibility and engagement than traditional ads.
- **Amplify Reach & Conversions:** Influencer-led campaigns can significantly boost brand awareness and drive conversions: for example, brand posts via influencers may see 4–12× more conversions than traditional ads.
- **Optimize Niche Engagement:** Micro and niche influencers enable cost-effective targeting, strong community engagement and authentic connection with specific audience segments.
- **Ensure Social Coherence & Growth:** Active social media management combined with influencer activity supports your brand's coherence, responsiveness and long-term growth in a continuously shifting digital environment.

## THE TECH WE USE

- **AI-Driven Content Scheduling:** Automates posting times for optimal engagement.
- **Social Listening Tools:** Monitors brand mentions and audience sentiment across platforms.
- **Influencer Analytics Platforms:** Evaluates influencer performance and campaign effectiveness.
- **Augmented Reality Filters:** Creates interactive and engaging content for social media platforms.
- **Live Streaming Integration:** Incorporates real-time video broadcasts for direct audience interaction.

## OUR PROCESS

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We follow a structured approach to deliver high-quality services:

### 1. **Strategy Development:**

We begin by understanding your brand goals, target audience, competitive landscape, and key performance indicators.

### 2. **Influencer Identification & Collaboration:**

We identify and partner with influencers whose values, style and audience align with your brand. Contracting, briefings and creative collaboration are managed end-to-end.

### 3. **Content Calendar & Creation:**

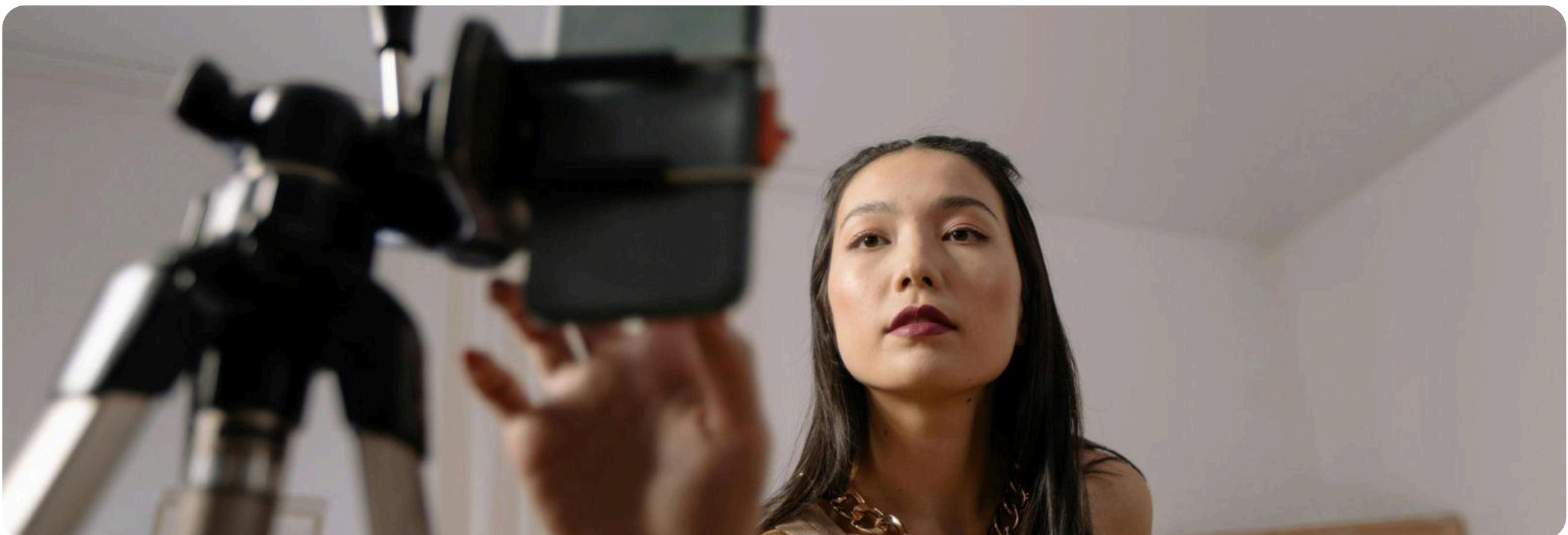
We craft and execute a content calendar that covers influencer posts, platform-specific content (stories, reels, posts), and community engagement activities.

### 4. **Community Management & Engagement:**

We monitor and engage with your social channels—responding to comments, messages, engaging followers and nurturing a loyal online community.

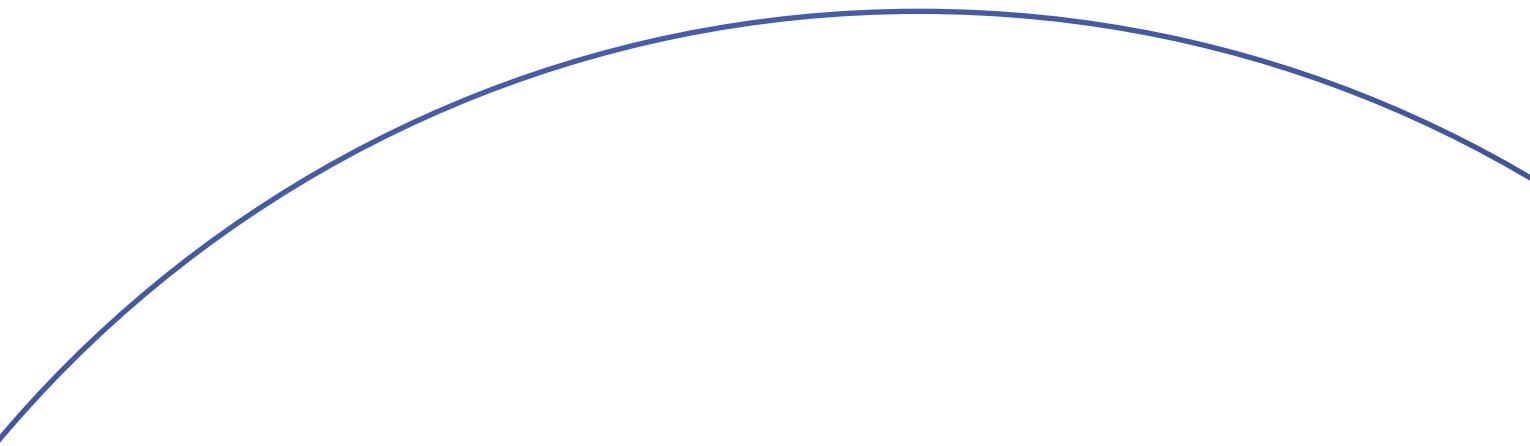
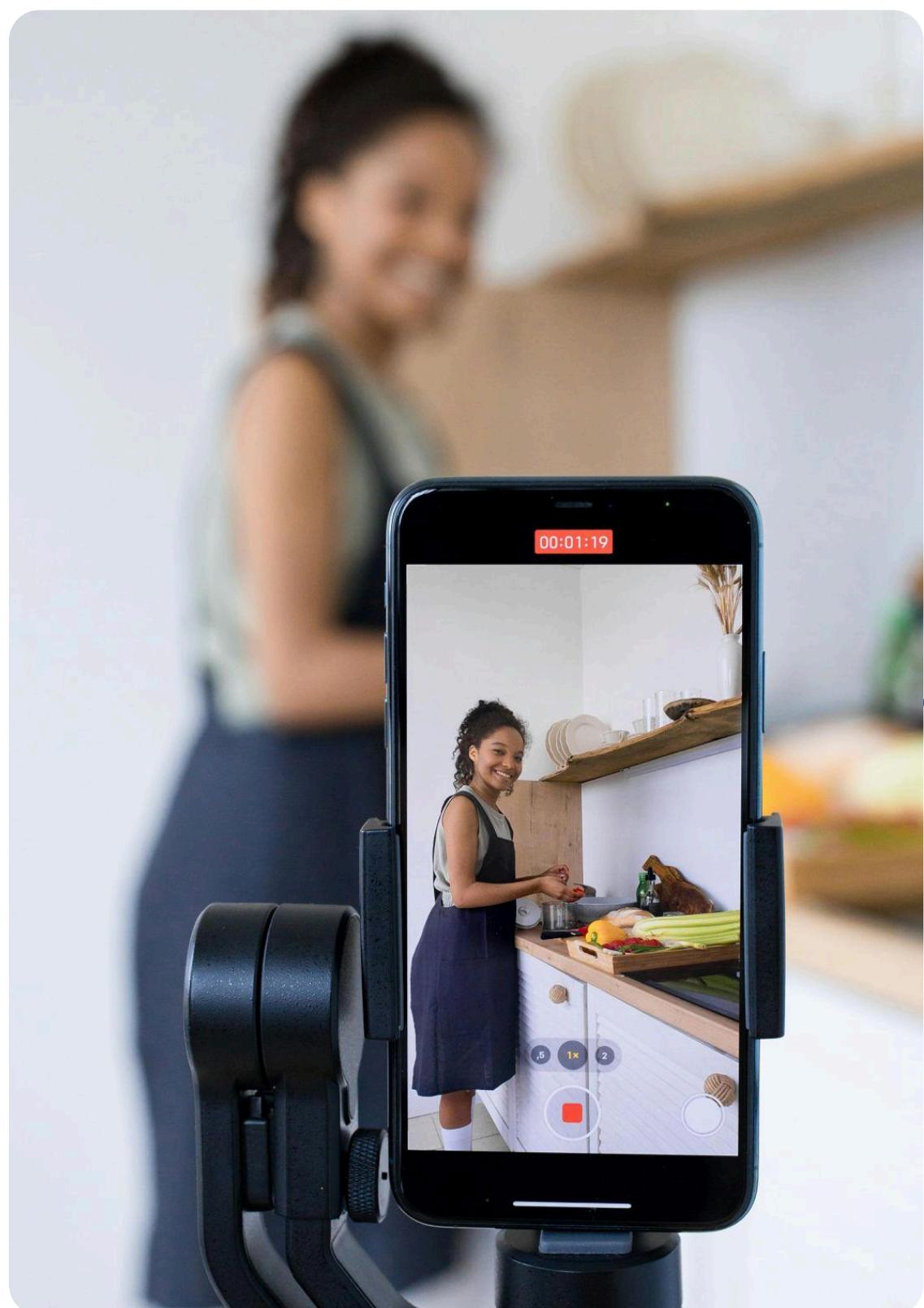
### 5. **Performance Analytics & Optimization:**

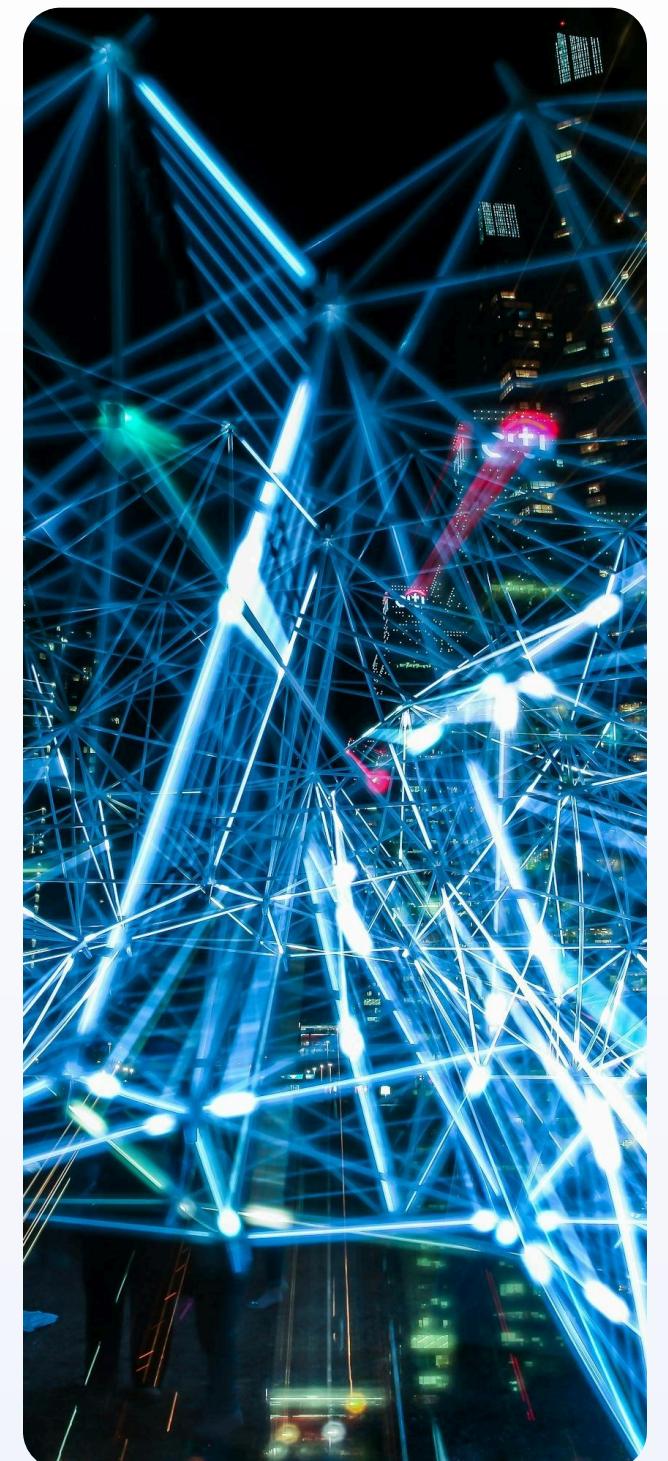
We track metrics such as reach, engagement, conversion, sentiment and ROI. Based on findings, we refine strategy and content for continual improvement.



## DELIVERABLES

- Custom **Influencer Campaign Plan** including objectives, target influencers, content themes and timelines
- **Content Calendar** for social media platforms (monthly/quarterly)
- Bespoke **Content Assets** (posts, stories, short-form videos) created in conjunction with influencers
- **Community Management Report** tracking engagement, follower growth, sentiment and feedback
- **Performance Analytics & Insights Report** including metrics, insights and optimisation recommendations
- Optional **Monetisation Strategy** (for influencers converting to affiliate marketing, UGC campaigns etc)





## CONTACT US

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