

# **DIGITAL MARKETING PROPOSAL**

Averti Professional Managers.

Prepared For

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## PROPOSED SOLUTION

Digital Media Marketing is recognized today is the one of the cost effective means of reaching a target audience. The channels it presents are highly effective with measurable results. Our solution is to provide digital media marketing as a solution to Averti Professional Managers. It is our firm belief that we can reach a lot more people with a lot less.

We are proposing a multi-channel marketing approach to ensure that we get the best return on investment. The channels include:

**Search Optimization of the Current Website:** We will need to optimize the website for Search Engine Visibility and mobile responsiveness.

**Social Media Marketing:** We can channel some of our campaign spend towards ads on Facebook and Instagram. The ads will allow us to target the right customers based on the set ads criteria. This will increase the chances of the brand attracting new customers and improving sales.

**Management of Social Media Accounts (Facebook, Instagram, Twitter, LinkedIn):** We will manage the social media accounts with regular posts to drive engagement and improve brand awareness.

**Email Marketing and List Building:** We will use this channel to further drive up engagement. After a potential customer has seen the ads and clicked on it, they will be taken to the website registration page. After sign-up an email is sent to the customer which they can share to further increase our reach. Emails will be sent twice a week.

## IMPLEMENTATION

For effective results will need to implement the campaign in a multi-layered approach. We will commence with the optimization of the website. Which will include content review, SEO, adding signup forms and payment integration.

We will also begin a review of the social media channels including facebook, Instagram, twitter. The covers of the pages will be redesigned to help convey clear and concise messages about home lottery. After this we will setup multiple social media ads with specific targeting criteria. Further adjustments will be made to the targeting criteria based on the initial results of the campaign.

At the third layer will implement email campaigns which will be sent to customers as they signup as well as the cold email list to help bring in new customers.

## **COST IMPLICATIONS**

<b>S/N</b>	<b>SERVICE DESCRIPTION</b>	<b>AMOUNT MONTHLY</b>
<b>1</b>	SEO and Website Optimization	<b>Free</b>
<b>2</b>	Social Media Marketing: Content development, Creative design, execution and management of campaign on Facebook and Instagram as well the cost of the ads placement.	<b>100,000.00</b>
<b>3</b>	Email Marketing: Design and development of an email template Third-party email marketing software cost	<b>50,000.00</b>
	<b>TOTAL (Monthly)</b>	<b>150,000.00</b>