**MARKETING PROPOSEL**

2019

**FACEBOOK PROMOTION AND DIGITAL MARKETING**





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**Company Introduction**

CygnusTech Nepal (formerly known as Cygnus Foundation) is the innovative, personal co-operation in its very successful year. Cygnus works over your Web, Desktop & mobile application issues. It develops Customer Relationship Management, Enterprise Resource Planning & E-Commerce application and a desktop-based application using Windows Presentation Foundation & have complete grip on Android & IOS application development. Required analysis, application design, debugging and process improvement is just the part of this. No need to mention that software development, branding and event management are most basic but most important things to do for your company. And that is why; Cygnus is here to makes things easier for you.

Evaluating and analyzing company’s internal strengths and weaknesses and external opportunities including threats have served as the foundation for this strategic analysis and marketing policy. The policy focuses on the company’s growth strategy, advertising with most unique and ingenious ideas, suggesting ways in which it can build on existing customer relationships, and on the development of new services targeted to specific customer niches. Improvement in methodology of working and using latest technology is our major focus. Since CygnusTech Nepal markets the service used basically as a promotional tool by its clients, it currently is known as a business-to-business marketer.

Founded as a commercial software developing company, CygnusTech Nepal, is evolving into a marketer of high-quality desktop and android software and related business specialty items. The company is possessed by group of expertise, who themselves are software engineers and technology graduates. Cygnus employees face scheduling challenges, just to ease your work and deliver on time. At the end, there hard works pays off with the satisfaction of client. Here, Cygnus brings a plenty of experience in marketing, branding, sales and social media links. The cooperation and link between owner, employee and client is what Cygnus believes in.

Through the full-time commitment of company holders and its employee, this private limited is turning it into a very successful operation in the nation. Well the fact that this height of success in minimum time suggests the bright future of Cygnus. It is expected that soon, the company will be best in the nation with large number of employee and clients.

**Digital Marketing**

Digital Marketing a service in today’s highly competitive environment can be a challenge to any new or old business. The volatile condition of the market and a highly informed and spoiled for choice customer base in the area, make it a specialized task to position your brand for both maximum visibility and enhanced respect among the customers.

**Facebook Marketing**

Facebook is the biggest platform for the promotion, because we will have an audience of 200-220 million+ Facebook users worldwide, with more than 60% users logging in on the daily basis. So, for any business, to convey their information to the mass, Facebook Advertisement is the cheapest and most effective method.

**Why Facebook Marketing?**

* The message of the given advertisement can be modified at any time according to your need and desire
* Facebook has enabled us to target our advertisement to specific audience, the audience can be customized according to their age, gender, location, interest, devices they use and other details
* Another interesting feature of Facebook is the share feature. This helps the user to share the valuable and interesting information on Facebook with their friends and family instantly. Good information always has high probability of being shared instantly, so you get more exposure with no extra cost

**Is Facebook Marketing better than Traditional Marketing?**

* Advertisement in Facebook and other social media is more cost effective than other traditional print and TV media. E.g. a full-page cover ad on a popular newspaper costs around Rs.11,52,000 while Facebook advertisement gives your better result at lower cost
* Another great advantage of the Facebook advertisement is the life span on the advertisement. The life span of print media is restricted e.g. the ad on newspaper is limited just for a day while
* Another advantage of Facebook advertisement is the display quality of the advertisement. Generally, display quality on print media must be compromised specially on newspaper while High resolution image can be used for the advertisement
* The advertisement on the Facebook is not limited to image only, video can also be used for promotion without any change in the cost of the advertisement
* Beside that Facebook provide a specific ad space, which do not let your ads disappear into the clutter of editorial and ads by competitors. Your ads are well place with best view area regardless of the budget you use.
* Above all, the interactive features of the Facebook advertisement enable us to directly interact with the customer and gain their feedback and leave a positive image, which is not possible in the traditional ad’s media

**Service we Offer**

* Social Media Management and Promotion (Facebook, Twitter, LinkedIn, Instagram)
* Search Engine Optimization (SEO), Content Management, Email
* Brand Identity Design (Brand Naming, Logo, Slogan, Color combination, etc.)

**Social Media Marketing**

Our aim is to achieve maximum results from Social Media activities (page boost, post-boost, post engagement and so on). In order to achieve these, we make sure that our activities are efficient and focused on specific goals.

82% OF CONSUMER INTERNET TRAFFIC WILL BE VIDEO BY 2021

**Goals:**

* Campaigns
* Content
* Monitor and engagements
* Promotion
* Targeted audience

**Target During Engagements**

* Grow social following and fan base

We create posts, marketing call-to-actions, and other ways to encourage fans to follow and like you.

* Increase engagement

We create and curate content which is engaging to your fans.

* Convert fans into leads

We promote your lead generation pages and links on social media

* Get our service bought

We promote information, benefits, offers, special offers that lead to purchases, and where possible, track results from social activities.

**Content Creation**

We create content for posting on your social media profiles, making sure that you stay in front of your fans and followers. We determine the types (categories) of posts such as organization promotion, education, information, and humor as well as the schedule and frequency of posts for each social network. Posts are easily created and are posted immediately or scheduled for a future day/time across multiple social profiles.

4X As Many Consumers Would Rather Watch A Video Than Read to Learn About A Product

**What are the Promotional Contents?**

Contents are the visual posts in the forms of:

* Image posts
* Animated Gifs

**Image posts:**

This organization will carry a service every week that should be promoted. We need choose at least one service that should be promoted. We will survey which is the mostly needed service in market, according to that data we can procedure our promotions.

**Animated GIF:**

These are the banners which have some movements, it could be an animation, a slideshow because sometimes, a single banner is not enough to convey the required message. These Promotional contents will be posted on our Facebook page & will be boosted so that it will reach the Facebook users of Nepal.

**Monitoring & Engagement**

Social monitoring of all profiles is a critical activity because fans require fast response to questions, comments, and complaints. Using our social media monitoring tool(s), we will monitor all social profiles for engagement and respond appropriately. If approvals are required for responses, it may be appropriate for us to acknowledge a fan and then respond later. Engagement activities could include **Reply, Comment, Follow, like** and other social actions. These are accomplished quickly and efficiently by our team.

**Promotions - Social Campaigns**

We are excited to propose the management of social media Campaigns which tie into your marketing initiatives and fit your goals. An integrated social media campaign is more than just posting promotions for a sale, giveaway, or contest you wish to run.

We will also monitor and measure the campaign metrics as it progresses. A campaign can be run for as short as a day, or six months. We’re uniquely able to provide summarized - campaign level analytics for the social activities in the campaign.

**Analytics & Reporting**

It’s important that we be able to measure the results of our efforts, and whether you’d like insight into the level of detail we regularly review or prefer weekly/monthly summaries, you can be confident that we strive for results, not just activities.

75% Of Total Marketing Budget Will Go to Digital Marketing

a. Daily and Weekly Analytics

b. Report creation

**Our Clients**

The Average Consumer Attention Span Is 8 Seconds

75% Of Total Marketing Budget Will Go to Digital Marketing

* Kanchanjunga Travel & Tours
* I. Solution International
* Sara Nepal
* Route Himalaya Travels and Tours
* Kapan Jordhara Khanepani Sanstha
* Halesi Decor
* Narayan Pokhrel Foundation
* ACHS College
* Texas Saving and Credit Co-operative
* Nepal Charter School

Influencer Marketing Is A $1B Industry on Instagram

* Innovative Entertainment
* Hotel Golden Three
* Nepal Heat Pump Pvt. Ltd.
* Studio Gulabo
* Alter Keshav Pvt. Ltd.
* Neptech Education Foundation
* Khairawang News
* Narayan Pokhrel Foundation
* Mr. Bikash Khatiwada – Top Commercial Photographer of Nepal
* Mr. Simosh Sunuwar – One of the finest movie-director in Nepali Movie Industry & many more …….

**Our Packages:**

|  |  |  |  |
| --- | --- | --- | --- |
| Package Name | Offers | Duration | Costing |
| Budget | - 3 creative design   * 1000+ page likes * 50,000 post reach * Page management | As per client need | NRs.14,999 |
| Standard | * 5 creative designs * 2000+ page likes * 100,000 post reach * Page management | As per client need | NRs.19,999 |
| Smart | * 7 creative designs * 3000+ page likes * 200,000 post reach * Page management * Engagement Campaign * Tabs customization * Performance report * Instagram Boost also included | As per client need | NRs.29,999 |
| Premium | * 17 creative designs * 5000+ page likes * 300,000 post reach * Page management * Engagement Campaign * Performance report * Instagram Boost also included | As per client need | NRs.49,999 |

**Corporate Packages:**

|  |  |  |  |
| --- | --- | --- | --- |
| Package Name | Offers | Duration | Costing |
| Silver | * 25 creative designs * 7000+ page likes * 450,000 post reach * Page management * Engagement Campaign * Performance report * Instagram Boost also included | 1 Month | NRs.64,999 |
| Gold | * 35 creative designs * 10000+ page likes * 550,000 post reach * Page management * Engagement Campaign * Performance report * Instagram Boost also included | 1 Month | NRs.74,999 |
| Platinum | * 47 creative designs * 12000+ page likes * 700,000 post reach * Page management * Engagement Campaign * Performance report * Instagram Boost also included | 1 Month | NRs.84,999 |

All plans include ***FREE*** dashboard, review widget to get more positive reviews, automated weekly & monthly reporting and customer support via email, chat & phone.

**Our Products**

* Inventory Management System
* Smart Pasal
* Easy Job Nepal
* Medical POS\*
* Eshikshya – An educational product of CygnusTech Nepal Pvt. Ltd.
* CSIT App
* Cygnus Sports MIS
* Cygnus Insurance Agency MIS

**Our Services**

* Software development
* Android apps development
* IOS apps development
* Website development
* Social media marketing (Facebook, Twitter, Instagram, LinkedIn)
* SEO
* Brand naming, logo designing, slogan design
* Brochures, pamphlets, cards, calendars etc. designing for promotion
* Event management
* Corporate training
* Web hosting
* Domain registration
* Graphics design
* Database Management
* Network Administration
* Project Management
* IT Consultancy Services

THANK YOU





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