



Digital Marketing Services Proposal for the Promotion of Commercial Properties

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Introduction

Our approach is designed to maximize the reach and appeal of commercial properties through a comprehensive digital marketing strategy that includes the creation of professional multimedia content and targeted Facebook ADS campaigns. This approach seeks to generate initial interest, provide valuable content and effectively attract leads.

Work Process

1. Information Gathering

We require the client to provide specific details of each property, such as:

- Location, size, price and particular features.
- Additional information on benefits or key points.

This will allow us to perform a SWOT analysis and market research to define the target audience and design a customized marketing strategy.

2. Content Strategy

Each property will have 1 specific video and a carousel of photos of the property, strategically designed to achieve different objectives:

1. Promotional Video: Focused on capturing the public's attention and generating initial interest.
2. Photo Carousel: Focused on highlighting the benefits, features and unique details of each property, offering more informative value content that will complement the advertising campaigns.

Scripting and planning:

Our team will write the scripts for each video and tailor them to the message needed to maximize impact.

Scripts will be delivered to the filming team in advance to ensure effective execution.

3. Multimedia Content Production

- Professional photo shoot.
- Video production: Each video will include recording, editing, graphic design, copywriting and adaptation to digital formats.



Cost per video:

- Each video has a cost of 10 effective working hours. Cost per hour: \$25.
- Total cost per video: \$250 (includes recording, editing, graphic design and copywriting).
- Each video has a cost of 4 effective working hours. Cost per hour: \$25.
- Total cost per video: \$100 (includes shooting, editing, graphic design and copywriting).

4. Volume Negotiations

In case the client chooses to produce more than 6 videos, the cost per hour can be adjusted to offer a more competitive price. This adjustment will be evaluated according to the total number of hours accumulated.

5. Facebook ADS Campaigns

- Setup and management: Customized campaigns will be developed for each property, using the promotional video as the main piece and the photo carousels as reinforcement content.
- Ongoing optimization: Adjustments and tracking to maximize ROI.

Suggested minimum budget:

- \$60 per day as a minimum standard for investment per day.
- Minimum recommended duration per campaign: 5 days. This standard is optimal for the area and is designed to ensure favorable results and effectively engage potential customers.

Advertising management cost:

Collection of 25% of the advertising budget invested.

In case the amount is less than \$1300, the monthly advertising management fee is \$300.

6. Reporting and Optimization

- Periodic reports with key metrics such as reach, clicks and conversions.
- Constant review and optimization based on the results obtained.

General Budget

1. Video production:

- Each video has a base cost of \$250 (10 hours at \$25/hour).
- Each Photo Carousel has a base cost of \$100 (4 hours at \$25/hour).
- The number of videos and Carousels will depend on the client's needs:
- 1 video per property: \$250 per property.
- 1 Carousel per property: \$100 per property.

2. Facebook ADS campaign management:

- Charge 25% of the advertising budget.
- In case the amount is less than \$1300, the monthly advertising management fee is \$300.
- Suggested minimum budget: \$60 per day.
- Minimum duration per campaign: 5 days.



Prerequisites

- Complete information about the properties to be promoted.
- Confirmation of the number of videos to be produced per property.
- Approval of the initial advertising budget.

Delivery Times

1. Initial analysis and strategy: 3-5 business days after receiving complete information.
2. Video production: 7-10 business days depending on the number of videos.
3. Start of advertising campaigns: Within 2 business days after content delivery.

Benefits of Our Proposal

1. Comprehensive content strategy: Combination of promotional content and valuable content to capture and maintain audience interest.
2. Flexibility and customization: We adapt our solutions to the client's specific needs.
3. Measurable results: Optimized campaigns and constant reporting to guarantee an effective return on investment.

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