





Performance Marketing:

Using Digital advertising platforms, such as Facebook Ads, Google Ads, or Instagram Ads, to reach potential customers who are likely to be interested in your leather products

We need to run ad's on the basis of country so we will promote our brand in different countries





Content Marketing:-

Plan your content in advance by creating a content calendar outlining the types of posts you'll share, as well as the frequency and timing of your posts. Mix up your content with a variety of formats, including photos, videos, stories, and user-generated content.

If we want to go global and generate sales, we need to create content as per that so that we can reach the audience who are interested in customised sales products

Types of Influencer marketing:

Barter collaboration

Offer influencers a complimentary meal or a food tasting experience in exchange for them creating content (such as posts, stories, or videos) featuring your restaurant.

Paid collaboration

Discuss compensation with the influencer, whether it's a flat fee, free meals, gift cards, or a combination of these. Negotiate terms that are fair and mutually beneficial for both parties.

Online Reputation Management:-

Managing comments & messages

Reaching new brands & people to collaborate

Chat support on social media

Social media reputation management

What we will provide?

12 to 15 Posts in total which will contain-

- 4-6 Influencer marketing
- 6-8 BAUs
- 2-3 Topicals(if any in that month)

