



Project Proposal

PROJECT ID: #230902202001

PROJECT NAME: Complete Digital Marketing proposal for Explore

PREPARED FOR:

Mr. Manik

Owner, Explore

PREPARED BY:

Kinative

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TARGET FOR INITIAL STARTING:

a. Page Audience: Gathering at least a new audience on the page. (Depends on the spending limit of client, we are stating our recommendation)

b. Social Media Management: The current condition of the social media presence needs to be more Effective and making a good branding Prasence. We will revamp the whole page with proper design guidelines and branding.

- a. Creating a brand guideline (color, pattern, font , style etc)
- b. Creating some posts using consistent design language
- c. Setting , about us, review sections.

c. Social Media Marketing: At this point we have a fully well designed social media presence. Now we will select some Products by consulting with authority for one month and promote them in various formats of ads. We will also publish branded contents.

- a. Products ads (Products based ads ,offer oriented ads ,Specialty oriented ads)
- b. Branded Contents (Creatives on special days and events)
- c. Engagement Contents (Quiz, polls, contests, free using offer to engage target customers)
- d. Awareness Content (value proposition based contents)

d. The Next Step: After initial marketing affords, we will create a long term marketing plan based on the initial engagement, boosting results and conversions if the client is satisfied with our service so far.

SOME INITIAL IDEAS FOR SOCIAL MEDIA:

1. **Product Feature Based Promotional Posts:** Creating Feature based posts(Creating Brand Image) , featuring weekly special offer.
2. **Social Proof Based Content:** Customer review, paid review etc. Showcasing enough social proof to make people have trust in the page as well as in your services
3. **Customer Database and re-targeting:** Re-targeting the already interested customers to make customer retention, or push the buying decision. Influence on purchase equipment from us .
4. **Value Proposition Based Contents:** Showcasing the unique features of the products . why people should choose it over other Brands . Showcasing the value propositions like , unique designs, faster delivery ,quality, safety certified etc.
5. **Video and Animation Contents:** Animated Contents to promote offers and Services, explainer video, Service showcasing video etc.
6. **Special and Seasonal Creatives:** Creating creative contents based on special occasions and days.

7. **Campaigns:** Contests and special campaigns based on USP, influence clients , creating acknowledgments etc.

Digital Marketing	22000Tk
Launching and optimizing the social media page. creating a brand guideline for all posts. Design: Cover Design ,Project Post design, Animations, Target Audience set up for promotion and boosting strategy.	
Total:	22000Tk

RECOMMENDED ADVERTISEMENT COST Excluded : (Recommendation)

a. Product Promotion: \$100

a. Branding: \$20

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Total: \$120

SOCIAL MEDIA WORK PROCESS:

1	2	3	4
Research And Development a Brand guideline	Creating Road map for monthly report	Creating social Media calendar	Post / Creative Design And Submit for Approval
8	7	6	5
Based on Performance Report Improving the Affords	Analyzing Engagement and Performance	Finalization and Launching	Design revision (upto 2 times)

MONTHLY CONTENTS PLAN:

Content Type	Numbers
Cover Page	1
Static/Picture (includes promotional, branding and engagement content)	8
Motion Graphic	1
Total	10

Marketing:

1. Take initial steps to create a positive brand image on social media
2. Monthly discussion session based on the marketing afford and analytics
3. Target Audience setup (Based on audience area)

DURATION:

The project duration will be **3 months**.

PAYMENT:

Payment will be done in 2 steps:

1. 60% Upfront Payment
2. 40% at the end of the month

TERMS AND CONDITIONS:

1. 60% Advance along with the signed Agreement.
2. Payment has to be paid by Cash, Check or Mobile Banking.
3. Increase of requirements will require additional payment.
4. All rights will be handed over to Client.
5. Kinative will not share any internal information of Client in public.
6. If a client fails to make payment within due time Kinative can terminate the project and only the part of intellectual property will be given to the client of which the payment is done and Kinative can take any legal step.
7. Kinative will not hold responsibility for any kind of delay due to activity from clients end.
8. Kinative will not hold responsibility for any post published on the page/site.
9. This contract is between Kinative and Client , both will respect the terms and conditions.

10. If needed any further modifications can be included.

PROJECT CONFIRMATION:

Client's signature below authorizes us to begin work. If the information and terms in this proposal are to your satisfaction and approval, kindly return a signed copy of this Project Proposal to us.

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CLIENT'S CONFIRMATION

.....

Authorized Signature

Client's Name:

Designation:

Date:

COMPANY CONFIRMATION

.....

Authorized Signature


Name :

Designation:

Date:

This is an electronic version. Therefore, no signature is required.

Address: 4th Floor, Building 18, Road 6, Nikunja -2, Dhaka 1229



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