DIGITAL MARKETING PROJECT

1. What is your business venture about along with target market ?

My business venture is a website for an upcoming band in our state.Words are stored in our brains but music will be there in hearts . This is why I try my level best to bring up bands. My is to bring up bands like this and give them a chance to play their music for others.In the website the band can upload their videos and songs so that it will get a much higher reach and the will be popular all over the world.

The name of our band is random proportions we started our journey in 2015 .We have made great effort to use the power of digital marketing to popularise our music. There is another aim for that is in india basically we don’t like rock music so I want to make people more familier with rock music so digital marketing will be very useful.

Basically the website helps in creating an interface between our clients and the band .They can book shows and watch our exclusive videos and songs.They can post their reiews and comments on our page by this we can built a good relation with our listeners and make improvements .

Our target audience will be mostly youngsters who like music.

1. Define your business objective

My business objective is to bring up the music of our band to the next level and at the same time make more audience.

1. Create the buyer’s persona as per the template shared

SECTION 1: WHO?

PERSONA NAME:

BACKGROUND

Job? Career path? Family?

DEMOGRAPHICS

Male or female? Age? Income? Location?

IDENTIFIERS

Demeanors? Communication preferences?

SECTION 2: WHAT?

GOALS

Primary goals? Secondary goals?

CHALLENGES

Primary challenges? Secondary challenges?

WHAT CAN WE DO

To help our persona achieve their goals?

To help our persona overcome their challenges?

SECTION 3: WHY?

REAL QUOTES

About goals, challenges etc

COMMON OBJECTIONS

Why wouldn’t they buy your product / service?

SECTION 4: HOW?

MARKETING MESSAGING

How should you describe your solution to persona?

ELEVATOR PITCH

Sell your persona on your solution

1. What will be your Go to Market Strategy?

Our strategy of execution is to make the full use of all social media and other digital marketing tools . The main social media that we focus on is facebook, youtube ,istagram , twitter sound cloud,and adwords.

Adwords: We can able to make a presents in the Internet with the help of Google Ad words through some basic steps.

Facebook: It is a great channel by which a Now a days most of the peoples are really engaged in Facebook, so we can able to use the channel as a common platform for all type of peoples to showcase or marketing our esteemed client’s product / service. We can interact the peoples with the help of Posting content (Text, Image, and Video), Poll / Quiz Event, Campaign, Page, Group etc…

Twitter: It will help us to make the product / service in a follow able manner.

Instagram : It is really a good channel to familiarize the product / service in a mode of picture.

YouTube : It will help us to do the promotion in the format of video.

There are a lot of channels are using now a days for the online market. Here we are described only the familiar one that most of the people are familiar with.

1. . How will use Digital Marketing for your business?

For the growth of random proportions, we need to focus more on the Digital Marketing because it’s a firm which is providing Digital Marketing services. However we will make use of the service effectively from A to Z Online (Digital) marketing of products / services, Affiliate Marketing, Content Marketing, E-commerce Marketing, E-mail Marketing, Google Analytics, Google Ad Words, PPC (Pay Per Click), SEO (Search Engine Optimization) and Social Media Marketing because we are passionate about marketing.