Online Marketing Strategy

1. **PRODUCTS**
2. **Weekly programme**We propose to start a weekly 1hr online live program hosted by the `president. The programme will center on him addressing party plans, policies and any relevant issues affecting the nation. This will create a one on one experience by the president with both local and international audiences.
3. **Website**We propose to revamp the [www.nelsonchamisa.co.zw](http://www.nelsonchamisa.co.zw) website in line with up to date best practises. Upon complete the website should be fast to load, easy to navigate and basically offer a friendly and smooth browsing experience. In process giving the visitor all relevant important information pertaining to the president’s current and future plans
4. **Facebook**Grow our audience with a target of reaching xxxx likes by 31 December 2019. The account will updated daily.
5. **YouTube**We plan to manage the account posting latest video materials of the President addressing different issues pertaining to our country. The target for subscribers by 31 December 2019 is xxxx.

1. **MARKETING**

For us to create a demand for both physical and digital daily sermons during the 21 days, we will expire live sermons on Facebook and YouTube. We replace the full sermon with a 10-minute promo video with full details as to how people can purchase the full sermon and options available.

We plan to boost the promos on Facebook, giving us a potential reach of **17 000 people** per day if we work with a daily budget of **US$10**. If we manage to have **10%** of targeted reach of 17 000 people making an order we will be looking at potential revenue of **$1700** per sermon. **C. COST**

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| --- | --- | --- | --- |
| **LABOUR** | | | |
|  | **QTY** | **COST (ZW)** |  |
| Video Editor | 1 | $15 | Create DvD and short sermon promo. |
| Production Labour | 1 | $100 | Sleeve, Surface print and duplication for total 100 copies |
| **EQUIPMENT** | | | |
| Livestream modem hire | 1 | $160 | Charged per week |
| Gloss Paper | 100 | $25 | Sleeve cover paper |
| Blank DVDs | 100 | $44 |  |
| **FACEBOOK BOOSTING COSTS** | | | |
|  | **# DAYS** | **COST/DAY (USD)** | **TOTAL COST** |
| Boosting cost | 21 | 10USD | **210USD** |

**INITIAL CAPITAL ZW$345 (+210USD)**

Finance needed to produce day 2 sermon and onwards, will come from revenue generated from sales of the first sermon.

**Conclusion**  
We intend to use the 21 days season as a test run to the effectiveness of the strategy and highlight areas needing adjusting.