



# MARKETING PROPOSAL

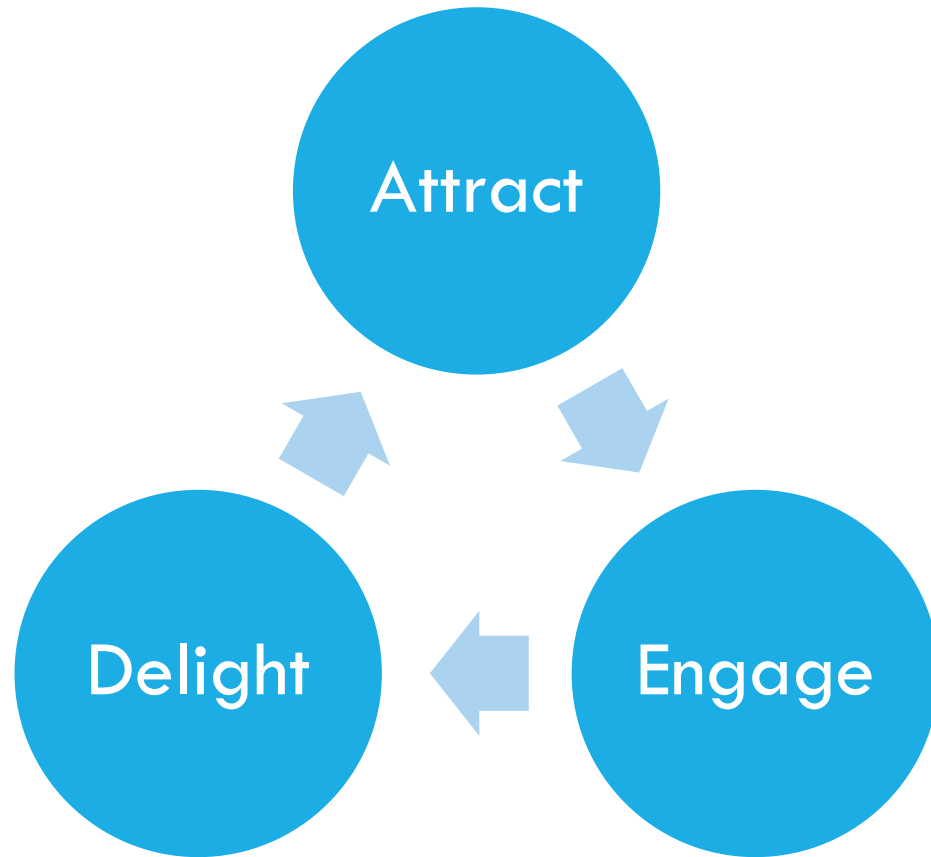
JAN 2020

Jungle Safaris

# HOW WE WORK

- Consultation
  - Month to Month
  - A-la carte
  - No long term contracts
  - Cheaper than hiring in-house
- 
- SEO: facebook forums, safaris  
Look up safari forums  
Low price
- All over the world
- trade fairs

# INBOUND MARKETING



- ❑ Social Media Marketing
- ❑ Search Engine Optimization
- ❑ Lead Generation: Social media, PPC
- ❑ E-mail Opt-in – E-mail marketing
- ❑ Sales Agent

# SOCIAL MEDIA

1. Page Management (Upto 3 Platforms)
2. Cover & Page UI
3. 12 Social Media Posts
4. 1 Animation
5. Audience Engagement
6. Monthly Reporting



# SOCIAL MEDIA — CONTENT IDEA

In order to engage with your audience and generate quality interaction, good content is key. Here are a few strategies that would work for your company:

1. The marketing efforts of the business will be crafted in a manner that appeals potential customers and arouses interest.
2. The idea is to create brand awareness with competent and current approach and creates a desire to make use of the service.
3. To highlight top features of the service and USP of the Brand.
4. Promote your brand message with more of visual images and blogs to attract customers.
5. We will highlight hallmarks such as landscapes, Wildlife and travel destinations.
6. We will use social media platforms to vigorously promote your business.
7. We hope to encourage word of mouth marketing from loyal and satisfied customers.

# SOCIAL MEDIA — CONTENT IDEA

## Posting Trending Posts:

1. The news feed algorithm will reward posts that are about topics trending on Facebook.
2. We will be posting about trending trips and experiences for 2020 to gain audience interest.
3. This will create Awareness of your Brand.



# SOCIAL MEDIA — CONTENT IDEA

## Posting Questions:

1. People love this type of content.
2. This type of post will get you a lot of responses.





# SOCIAL MEDIA — CONTENT IDEA

## Posting about Clients

1. To get engagement and reach on the page.
2. These 3Ps will allow you to spice up your content and add value to your customers.
  - a. Personal
  - b. Purpose
  - c. Promotions

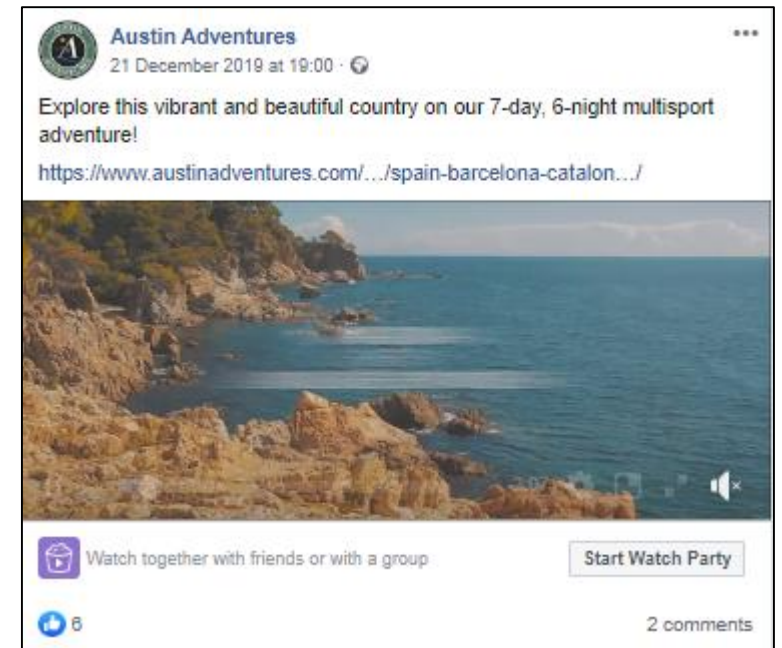




# SOCIAL MEDIA — CONTENT IDEA

## Video Posting

1. To get audience engagement.
2. To attract customers
3. Essential part of marketing



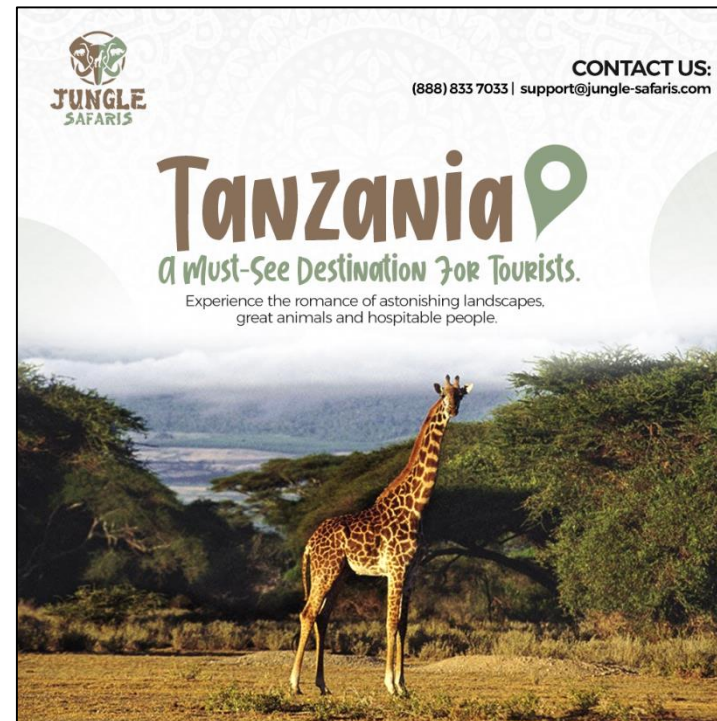
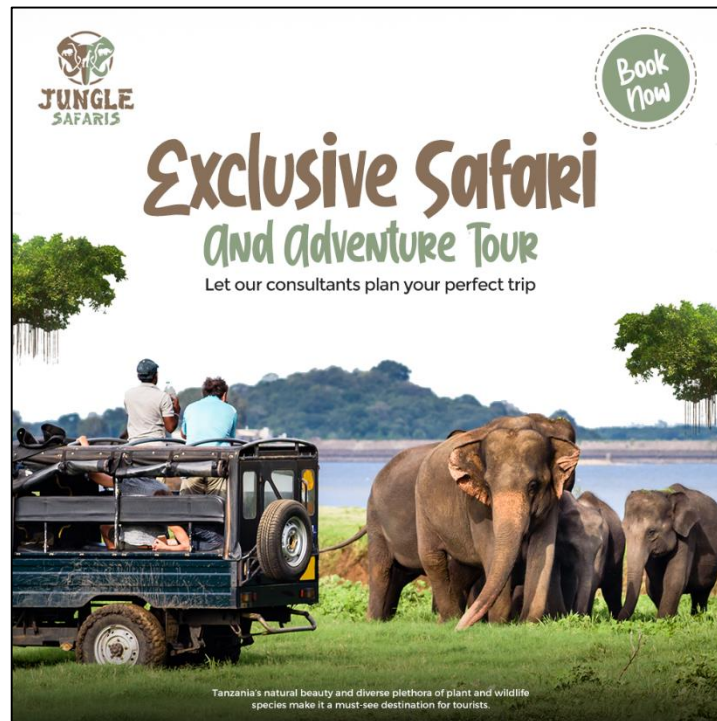
# SOCIAL MEDIA — CONTENT IDEA

## Creative Posting

1. Playing with colors and pictures
2. Posting landscape and wildlife images.



# SOCIAL MEDIA — SAMPLE VISUALS



# SEO— SERVICE DETAILS

1. On Page Optimization
2. 10 Keywords in top ten search
3. Guaranteed 1<sup>st</sup> Page.
4. Search Engine Submission
5. Blogs Writing
6. Blog Posting Links
7. Press Release Writing
8. Monthly Reporting

# SEO— ON PAGE ACTIVITIES

1. Page Titles
2. Meta Descriptions
3. Meta Tags
4. URL Structure
5. Body Tags (H1, H2, H3, H4, etc.)
6. Keyword Density
7. Image SEO
8. Internal Linking

# SEO— SUGGESTED KEYWORDS

Keywords Suggestion - Google.com (United States of America)			
Sr. No	Keywords	Avg. Monthly Searches	Tenure
1	Tanzania Safari Tour	590	6 Months
2	African Travel Agency	320	
3	African Safari Adventures	210	
4	Luxury Tanzania Safari	210	
5	Africa Safari Adventure Park	170	
6	African Safari Tanzania	140	
7	Africa Travel Company	140	
8	Safari Travel Agency	110	
9	African Safari Company	90	
10	Luxury African Safari Vacations	50	
11	Tanzania Luxury Tours	40	
12	African Safari Travel Agents	40	
13	Tanzania Safari Holidays	40	
14	African Safari Usa	30	
15	Africa Adventure Tours	30	

# SEO— SUGGESTION

Please note that client have hyphen in its domain name which is not favorable for SEO. They are hard to rank also potential visitors prefer simple domain names.



# LEAD GENERATION— SMM & PPC

1. Objectives: Leads Generation
2. Landing Page Development
3. Creative Strategy
4. Ad Development
5. Campaign Management
6. Leads Tracking
7. Conversion Goals
8. Chatting Integration
9. Media Buying on Social Media
10. Media Buying on Google Search
11. Monthly Reports

# LEAD GENERATION— SMM— MEDIA BUYING

Detail	Estimate
Avg Daily Budget	\$10
Avg Monthly Budget	\$300
Avg Cost Per Click	\$1
Avg Clicks	300
Avg Leads	20
Cost Per Lead	\$15

# LEAD GENERATION— PPC— MEDIA BUYING

Detail	Estimate
Avg Daily Budget	\$25
Avg Monthly Budget	\$500
Avg Cost Per Click	\$4.18
Avg Clicks	125
Avg Leads	22
Cost Per Lead	\$25

# EMAIL MARKETING

1. Setting Up Email Marketing Server
2. Content Creation
3. Email Design
4. Email Coding, Email Campaigns
5. Email tool Management
6. Database Management
7. Separate Landing Page for Email Marketing
8. Up to 1,000 Emails/Month
9. Database of Traveling & Tour Industry Included.

# DEDICATED PROJECT MANAGER

We will deploy a dedicated account manager who will coordinate with you throughout the service delivery process and will give you best customer experience!

# COSTING

Detail	Monthly Prices
SMM	\$150
SEO	\$500
Lead Generation – SMM	\$500
Lead Generation – PPC	\$800
Email Marketing	\$500
Total Price	\$2,450

# CONTENT MARKETING TO ATTRACT AND ENGAGE

Blogs

Social  
media

E-mail  
marketing



# QUESTIONS



- Contact

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