

Marketing Strategy – 2025

Overview:

Our marketing strategy focuses on brand awareness, lead generation, and customer retention using digital and traditional channels.

Target Audiences:

1. B2B Technology Clients
2. SMEs in Retail and Healthcare
3. Strategic Partners and Investors

Key Initiatives:

- Launch social media campaigns emphasizing innovation.
- Develop thought leadership content (blogs, webinars, whitepapers).
- Utilize email marketing automation for lead nurturing.

Metrics:

- Website traffic increase by 20%
- Lead conversion rate target: 10%
- Customer retention rate: maintain >90%

Budget Allocation:

- Digital Ads: 40%
- Content Marketing: 25%
- Events & Conferences: 20%
- Miscellaneous: 15%