

AROMA

3 MONTHS MARKETING PROPOSAL

for Aroma

PRESENTED BY AFREACH CREATIVES



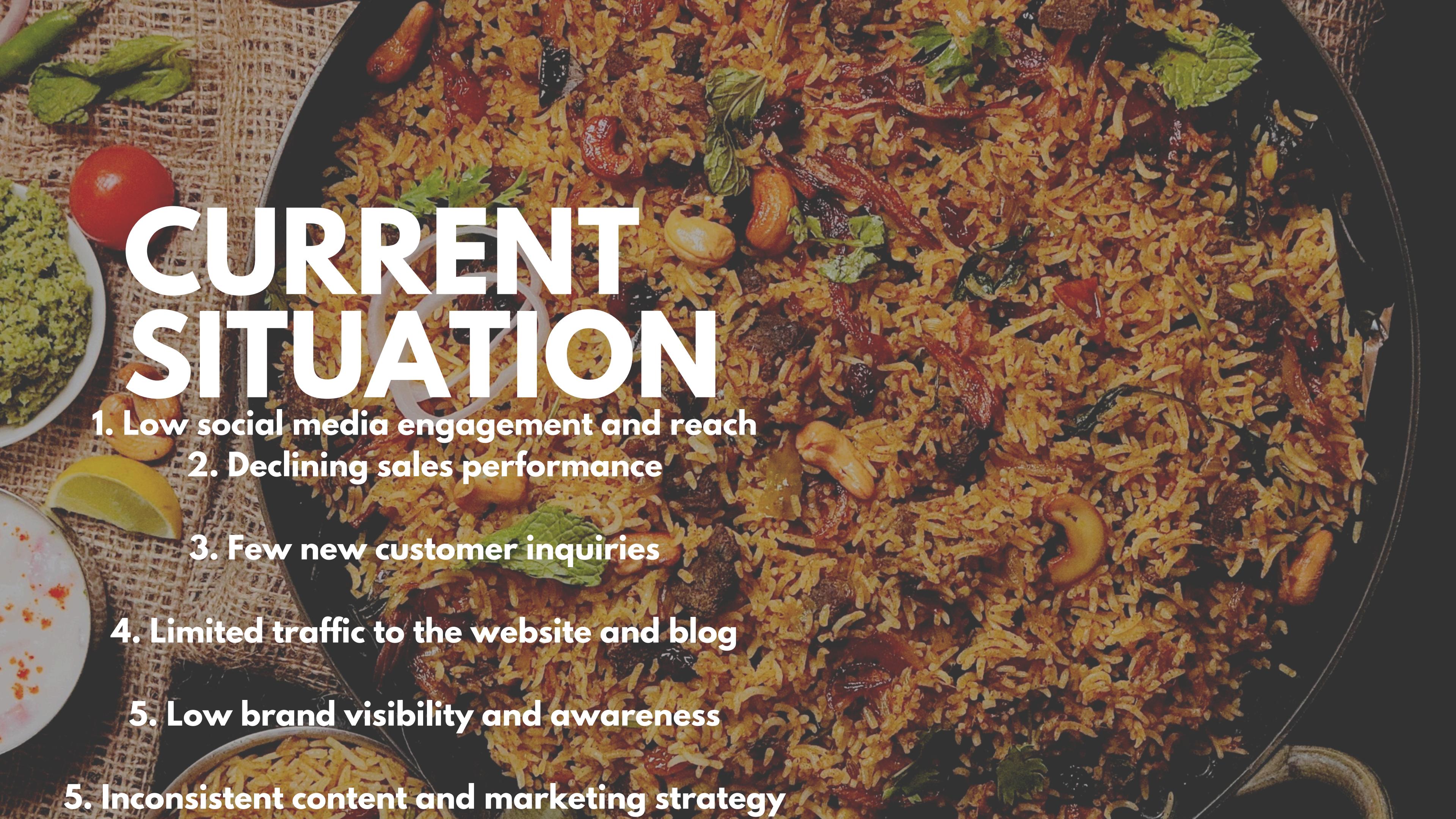
AROMA



ABOUT AROMA

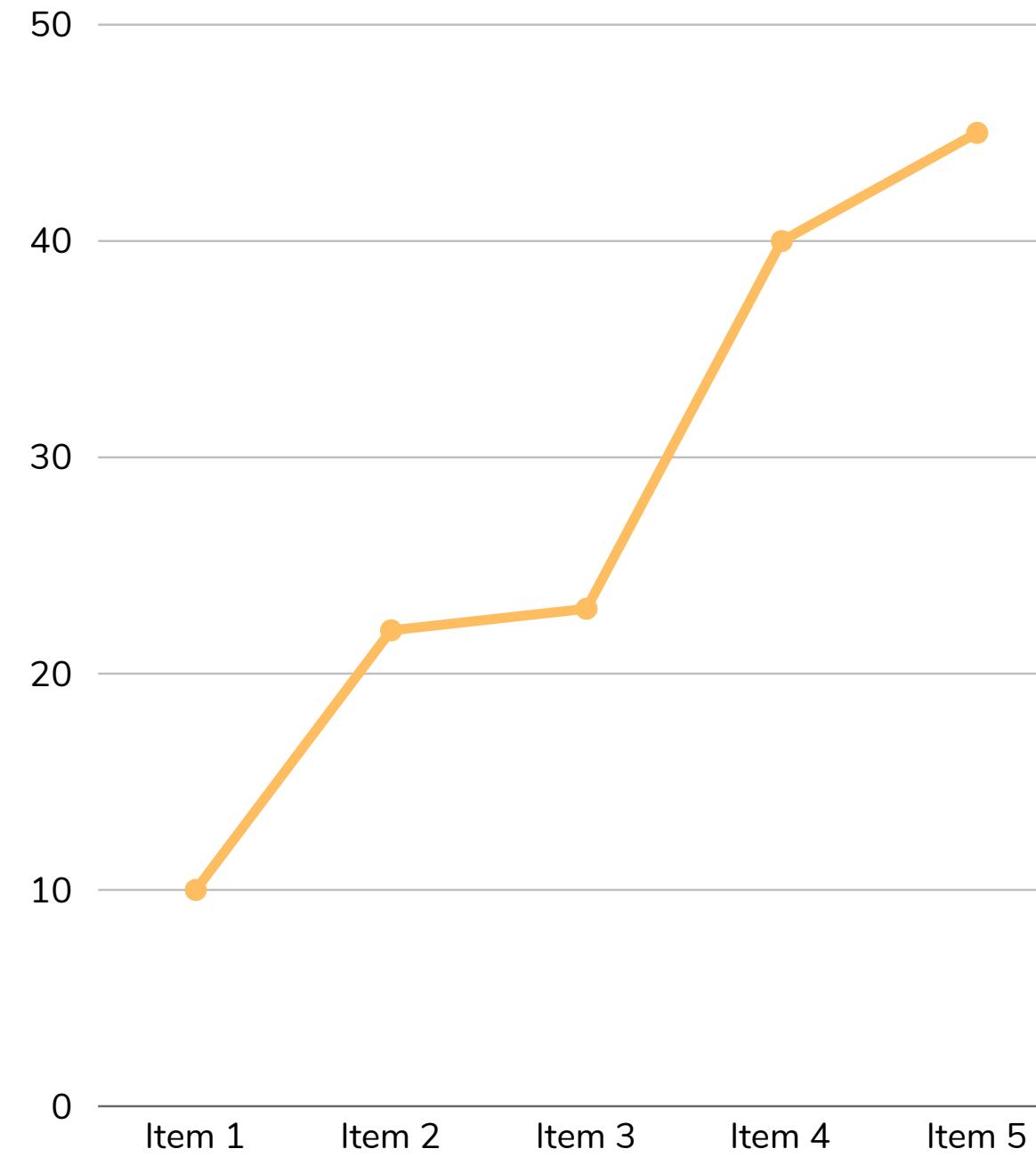
At Aroma, we believe great food should not only satisfy your hunger but also warm your heart. We specialize in our signature Hydrapath Biryani, a flavorful masterpiece cooked with passion and authentic spices. Taste the street. Feel the Aroma.





CURRENT SITUATION

1. Low social media engagement and reach
2. Declining sales performance
3. Few new customer inquiries
4. Limited traffic to the website and blog
5. Low brand visibility and awareness
5. Inconsistent content and marketing strategy



PROPOSED GROWTH STRATEGY 1

Focus on strengthening online presence and engagement through consistent, high-quality social media content, targeted promotions, and improved branding to attract new customers and increase sales.



PROPOSED GROWTH STRATEGY 2

Focus on strengthening online presence and engagement through consistent, high-quality social media content, targeted promotions, and improved branding to attract new customers and increase sales.

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PROPOSED GROWTH STRATEGY 3

Boost website and blog performance through search engine optimization (SEO), engaging food-related articles, and online ordering features to increase traffic and conversions.



A close-up photograph of a chef's hands working with dough on a floured surface. Fresh ingredients like tomatoes and basil are visible in the background.

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Q1

Foundation & Awareness
Rebrand & Refresh Social media pages and it's content

Engagement & Growth

Introduce referral and loyalty programs
publish regular recipe and blog content.

Q3

Expansion & Optimization
Launch seasonal promotions and limited-time offers

Q4

Retention & Evaluation
Offer festive discounts and loyalty rewards

TIMELINE OF ACTIVITIES

- Leverage Customer Reviews & Testimonials
- Improve Brand Identity
- Have a fully functional website with blogs with SEO included.

ADDITIONAL RECOMMENDATIONS





AROMA

**THANK
YOU FOR
YOUR TIME!**

For comments, please
contact us at +254703579059
afreachcreatives@gmail.com