



Digital Marketing Proposal

SRM University



01 Website

A website needs to define the brand name of the organization and its value in marketplace and it should also determine unique value proposition for the sake of its customers.

02 Facebook

Facebook is first platform where a teenager signs up, so having a brand value over such an bewildering platform is really critical.

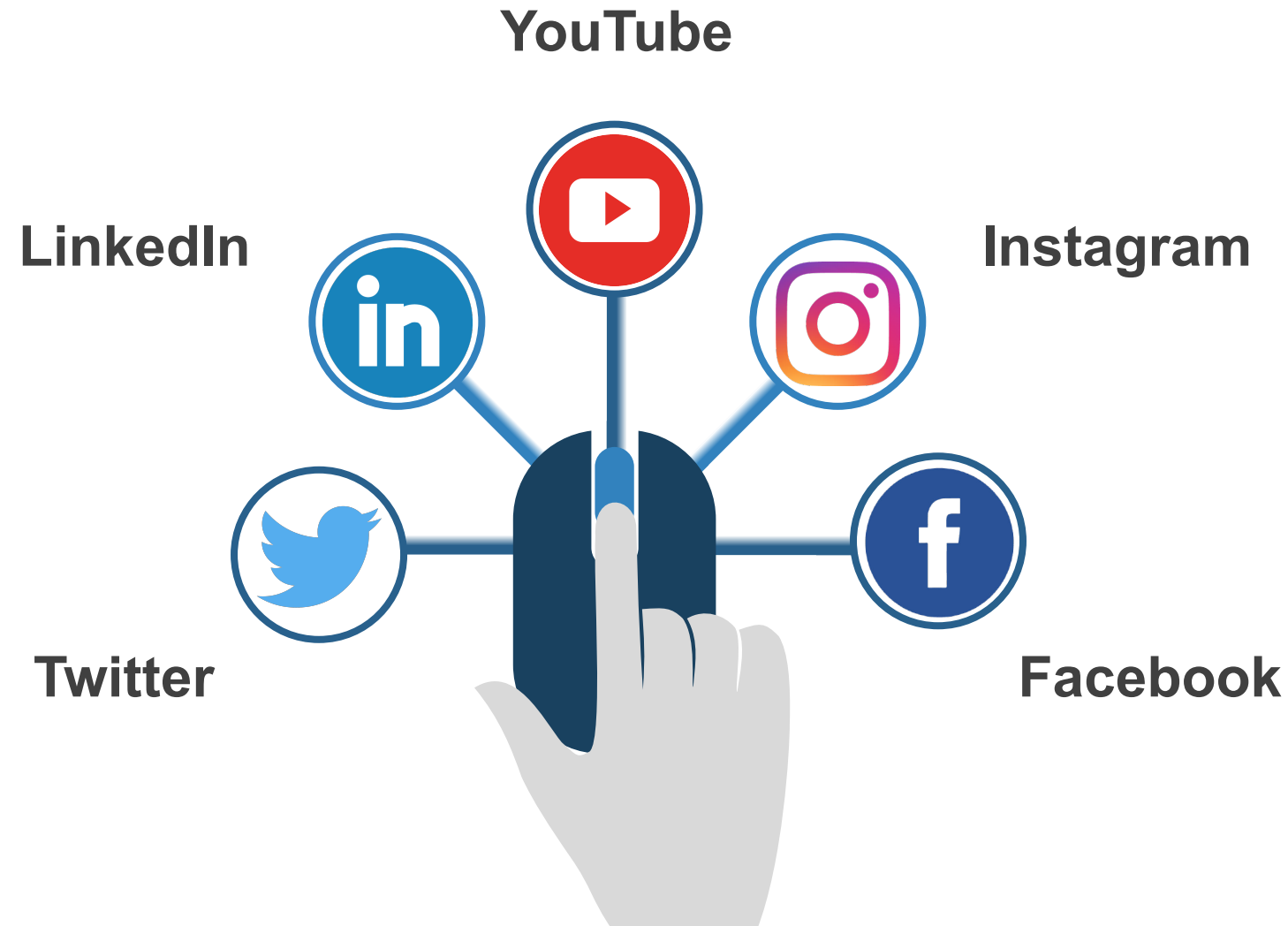
03 LinkedIn

It is platform for all professionals to search for a job or to establish a business which makes it a necessary evil for any reputed organization.

04 Instagram

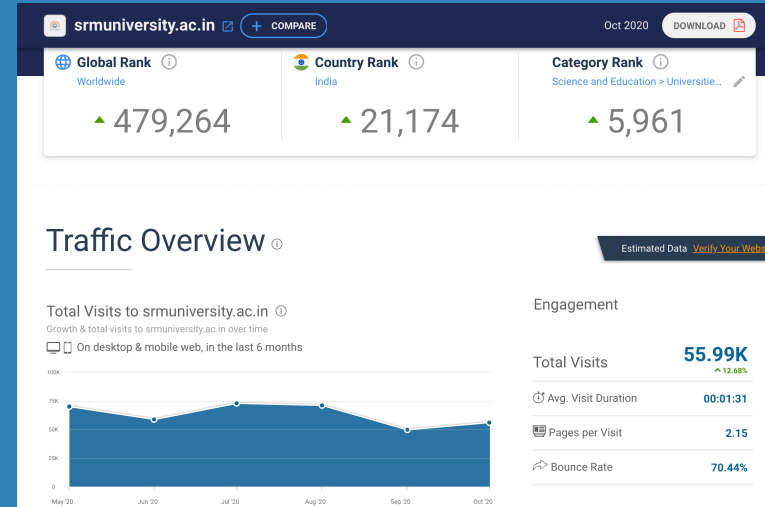
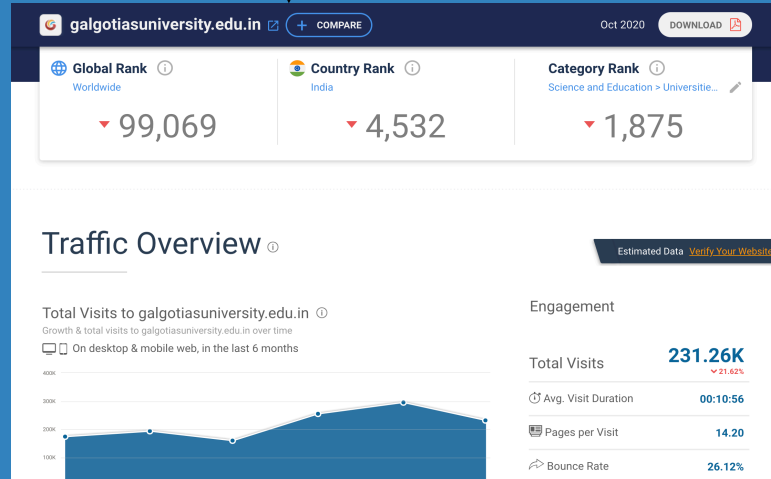
Instagram, nowadays is not just a platform to post photos instead it has developed itself into a searching platform where one can find their interest.

Social Media Platforms



Overview Website

2 Galgotias University

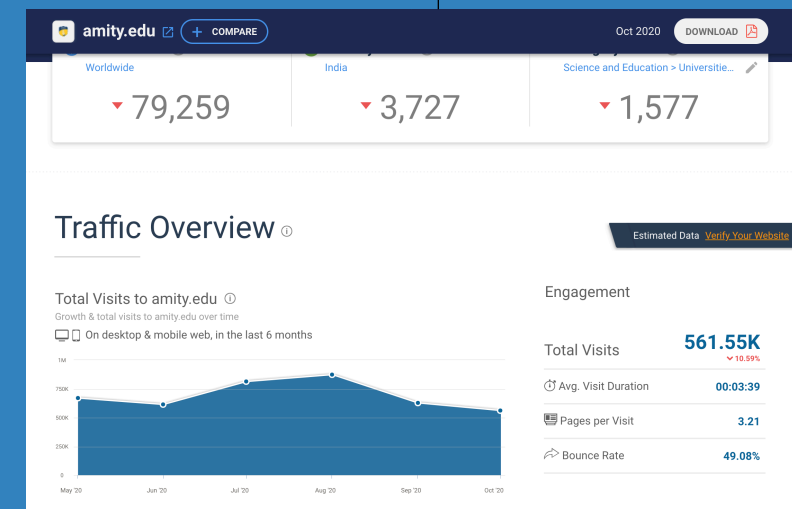


SRM University

3

Amity University

1



Website Traffic

 srmuniversity.ac.in  COMPARE Oct 2020  DOWNLOAD

Social



[See More Social Traffic](#)

YouTube

LinkedIn



Top Performing Social Media

Subscribers

SRM University presently have 438 subscriber with 148 videos which is major source of traffic generation.

SRM
University

Amity
University

Subscribers

Amity consists of 3.68K subscribers with 278 videos.

We shall focus upon...

All social media handling in more effective ways

SRM
University

Amity
University

Views

Presently SRM'S channel has 10k as most viewed and recently which has drop down to less than 100 views.

Views

Their most viewed have reached up to millions.



Top Performing Social Media

We shall focus upon...

All social media handling in more effective ways

SRM
University

Followers
1,115



Amity
University

Followers
111,901

Proposition for Enhancement



Website

Our first priority will be to improve bounce rate, fix the bugs and make it innovative to get SRM University Sonipat recognized as brand.



Social Media Platforms

Next in the line we will focus on revamping these platforms using ingenious graphics.



Events

In parallel we will be conducting numerous online and offline events to create a client database and generate traffic for SRM University Sonipat.



ORM

Our goal will be creating a brand name of SRM University Sonipat as a brand is something that provides value to its customers.

Thank You!!



Contact Us: contact@pixxmo.com



Visit us at:
www.pixxmo.com

pixXmo
EVERY PIXEL HAS A MOMENT



Nishant Tiwari
+91 83186 74272

Terms & Conditions: Quotation will be disclosed after proposal