

MISSIONS, VISIONS, GOALS AND STRATEGIES **FOR YYBC ADEVRTISMENT COMPANY**

Yybc Advertisement Company Is A Firm Aimed At Aiding Our Clients to PLAN, CREATE, And ADVERTISE And publicize our clients services as best as possible.

MISSION: Maximizing Brand Value and Accelerating Business Growth Through Innovative Advertising strategies and Creative Thinking. We Integrate Data, Technology and Design to create advertising experiences that truly resonates with people.

VISION: Empowering Businesses to Reach, Engage Inspire and Connect to their Audiences through Creative Excellence and Technological Innovations.

SERVICES: Planning: Create Advertising Plans for print, Digital, Audio And Video for Clients.

Production: Produce advertisement For Television, Radio, Online, social media and more

Analysis: access the success of marketing efforts through quantitative metrics, qualitative metrics, Tools and software and Regular review and Analysis.

Branding: Oversea branding and marketing strategies by helping clients defining brand identity, set market objectives, Develop Marketing strategies, Execute And monitor and Optimize and Improve.

Manage Public relations: Building and Maintaining a positive image and reputation for an organization or our clients.

Mange Interactive Media: Overseeing and Guiding the Creation, Production and distributing information to a wider audience of Media Content that allows for two way communication and interaction between the USER and the MEDIA e.g. **SOCIALMEDIA, WEBSITE MOBILE APPS** etc.

GOALS

MINI GOALS (0-6MONTHS):

- Establish a Strong Online Presence
- Define Target Audience and Niche
- Develop a Unique Value Proposition(UVP)
- To Develop a Client Base

- Establish a Committed Team

STRATEGIES TO ACHIEVE MINI GOALS:

1. To Establish a Strong Online Presence

- * We Need to Develop a Professional Website, Social-media accounts and other Digital Platform.
- * We need to publicize our services and create awareness on all our advertisement platform.
- * We need to create a Unique visual brand, Visual representations both animations flyers and photos

2. To Define Target Audience and Niche

- * We need to identify the Industries, businesses (clients) to focus on. (QUESTIONNAIRE CAN BE USED ALSO TO HELP ACHIEVE THIS GOAL) **Not compulsory though**

3. To Develop a Unique Value Proposition (UVP)

- * We need to clearly articulate the benefits and uniqueness of our Advertising Services. (QUESTIONNAIRE CAN BE USED ALSO TO HELP ACHIEVE THIS GOAL) **Not compulsory though**

4. To Develop a Client Base of 5-10 clients minimum before the end of 6months

- * Acquiring a minimum of 5-10 clients to generate revenue and build a Portfolio by reaching out friends, family, colleagues and acquaintances to spread the word about your services

By also developing a strong online presence that is why developing a strong online presence is very important.

By also utilizing email marketing i.e. building an email list of registered email and sending regular email.

5. To Establish a committed team

* The need to hire Essential staff, such as account managers, Creatives(content creators, graphic designers, visual &Audio creators and editors and) and Media Buyers(a professional who is responsible for negotiating, purchasing and monitoring advertising space on behalf of our clients) the media buyer primary goals is to reach the highest number of people in the target audience at the lowest possible cost.

MID TERM GOALS (0-1YR):

- To Create a Service Menu and standard pricing
- To Establish Partnership (not likely our compulsory goal)
- Develop a Content Market Strategy
- Leverage Digital Marketing

STRATEGIES TO ACHIEVE MID TERM GOALS:

1. To Create a Service Menu and standard pricing

- * by offering a range of advertising services, such as social media management, content creation and media planning.
- * by researching the needs and pain of our gotten clients we will ensure that we understand the challenges and goals of our clients.
- * by analyzing competitors' services we will identify gaps and opportunity in the world market.
- * by staying up to date with industry trends and best practices our services must always be relevant and effective.
- * by brainstorming and categorizing services we will make major emphasis on our major team strength, categorize services into packages to simplify the menu
- * by defining service details and pricing we will make sure that we describe each service in details such as deliverables and timeline and then consider factor for expertise such as time and value delivered to give pricing for each service.

2. To Establish partnership

- * by research and identification we can find partners for yybc advertisement company we can research companies, organizations or individual that align with our goals, values and target market. We will access their reputation and expertise and resource to ensure they are good fit.
- * by building relationships we can utilize our sour social media platform to connect with potential partners share content and engage in conversations.

* by developing a partnership proposal we can outline the benefits of partnering with us

3. To Develop a Content market strategy

* by creating content such as testimonials from our previous works or clients and also our active work rate and team strength making all this into visual & Audio representations to attract potential clients and show our expertise.

* by focusing delivering exceptional services to clients and prioritize their satisfaction so that our clients can announce us and refer us everywhere.

4. To Leverage digital marketing

* by Utilizing search engine optimization(SEO)i.e. we pay for Google or other services to traffic our advertisement on their search engines, by Pay Per Click Advertising i.e. we would pay webpages or other services promoting our advertisement by the number of clicks gotten and finally through social media marketing to promote our services.

LONG TERM GOALS (1-4YRS):

- Expand Services
- Increase revenue and profitability
- Establish thought Leadership

1. To Expand services

* by adding new and more unique services like influencer marketing, video production(filming) and more.

* by using questionnaires to know what new services our clients would want see and knowing how to use our uniqueness to our advantage in the world market place.

2. To increase Revenue and Profitability

*by expanding our services to attract new clients and increase our average order value

*by entering new geographical location and knowing what and how to attract clients based on their geographical location

*by adjusting and increasing pricing to fit our excellent and quality service and competitive landscape.

- * by renegotiating contracts with partners to secure a better term based on the addition of our value

3. To establish thought leadership

- * by making sure that all the above mentioned mini goals, mid term goals and long term goals are already achieved or becoming a success “Words without the work is an empty conception”

- * by hosting webinars, seminars and even workshop to share our expertise and build relationships

- * By engaging in online communities related to our company brand

- * by sharing YYBC success story, Experiences and lesson learned to build trust and credibility

- * by partnering with other businesses to enable us expand our reach

- * by joining firm association and contribute in developing communities to establish relationship with people even outside our business scope and also establish relationships with the government.





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