

Organic BPS
Project Brief Document (PBD)

Date:	2019-09-30	BRP:	Joby Antony
Brand:	TiE Kerala	Contact Person :	Nirmal
Project Title :	TiEcon Event countdown posts		
Category:	Digital Marketing		

Background

TiEcon is happening on 4th and 5th October 2019. Since only a few days are there for the event we need to market this event in the most aggressive manner.

Communication Objective

To attract maximum audience to the event with event information and countdown message.

Target Audience

Entrepreneurs, Management students, Aspiring Entrepreneurs

Focus of Communication

The target audience should get attracted to the event by seeing its key highlights and try to register for the event.

Proposition

The speakers, Key highlights such as mentoring masterclasses, TiE Kerala Awards these factors if said in a subtle manner will be good.

Reasons why consumers will believe/buy

TiEcon is a one among biggest Entrepreneurial event so such proposition will certainly work

Deliverables/Execution Specifics

Four post count down starting today to last day stating a spot registration message. These are the adaptation needed for the same. 1080x1080 (for paid and organic promotion for FB), 1200x627 for LinkedIn , For Google Ad, provide creatives in the following dimensions, 336x280 , 300x250, 728x90 , 320x100. Please include dimensions in the filename.

Check List

www.tieconkerala.org

Comments if any

since only 4 days remaining, we can put countdown from 4 days to last day ending on Thursday. Spot registration message should go on Last day as part of the Last day message

Deadline

30-09-2019