**Name: Fun n Food**

**Objective:** Brand awareness and increase website traffic.

**Summary:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Channels** | **Frequency/Detail** | **Input Needed from Client** | **Cost** |
| Email / SMS Marketing | News Letters | Email-id and mobile no. if any |  |
| Search Engine Marketing (SEM) | Google ads:   * Display ads * Video ads (you tube) * Search Ads | Age:  Gender:  Location:  Demographics:  And videos | Budget+15% |
| Social Media Marketing (SMM) for Brand awareness and increase reach | Brand Awareness Campaign for one month to Increase reach.  Channels are:   * Facebook * Linked in * Twitter | Same as Above  Social media access needed | Budget plus 15% |
| Video Marketing | 1 video submission on YouTube, Facebook, twitter..... | Advance sign-off on each video to be published |  |
| Social Media Optimization (SMO) | Daily one image replicated on all platforms with services detail | Image and services details | [amt] p.m. for 8 social media( Facebook, Linkedin, twitter, Instagram, Pinterest, Snapchat, blogger, Tumbler,etc...) platforms |
| SEO – On/Off page | Keyword management, back linking, blog and article writing, image sharing, local business listing, Business profile Creation, etc... | Share keyword list, if any. | Included in above |

We understand that we are required to do digital marketing of **Fun n Food** based in India (Water and amusement park) Target audience will be in Delhi and NCR area. Based on this we propose following strategy which will focus on individuals using digital devices in that category, target age range, selected demographics, interest, behaviours etc.

**You tube:**

**Recommended Ad Types**

1. **True View for reach**

Reach as many people as possible in your target audience at the most efficient price.

Video length: open (15 seconds recommended)

Bidding approach: cost-per-thousand impressions (CPM)

1. **Bumper ads**

SPECS

Non-skippable

Share our message in 6 seconds to drive reach and impact in a mobile-first world.

Video length: 6 seconds

Bidding approach: cost-per-thousand impressions (CPM)

1. **Reservation 15/20s**

SPECS

Non-Skippable

Video length: 15 or 20 seconds

Bidding approach: fixed cost-per-thousand impressions (fixed CPM)

1. **Out stream video ads**

SPECS

Non-Skippable

Video length: less than 15 seconds recommended

Bidding approach: Viewable cost-per-thousand impressions (vCPM). Allows us to set a maximum amount you’ll pay each time your ad can be seen (for each viewable impression) instead of for each click.

1. **Masthead**

High-visibility ads across devices by putting our business at the top spot of the YouTube homepage.

SPECS

Non-skippable

Video length: open

Bidding approach: Fixed cost-per-day (fixed CPD) bidding. You can work with the Google advertising team to get a rate estimate, check availability, and determine campaign impression goals.

**Keywords for SEOs**

Amusement Park Tickets

Fun N Food Village Nagpur,

Amusement Park In Gurgaon,

Fun Places In Delhi

Amusement Park Near Me

Amusement Park Website

Water Park in Gurgaon

Entertainment City Delhi

Kids Activities In Gurgaon

Adventure Things To Do In Gurgaon

Best Places To Visit In Gurgaon For Children's

Entertainment Places In Gurgaon

Places To Enjoy In Gurgaon

Kid Friendly Places In Gurgaon

Best Place For Adventure In Gurgaon

Entertainment Places In Delhi Ncr

Fun Places In Gurgaon For Youngsters

Best Place To Visit In Evening In Delhi

Best Adventure Place In Gurgaon

Waterfall Park In Delhi

Places To Visit In Delhi At Day Time

Best Place For Family Outing In Grogram

Monthly Work activity SEO/SMO for Fun n Food

|  |  |  |  |
| --- | --- | --- | --- |
|  | Activity | Input Needed from Client | Time Duration |
| Search engine optimization (SEO) | 1. Classified (60)  2. Profile Creation(50)  3. Blog post (4)  4. Article post (5)  5. Local business listing(15)  6. Forum posting(10)  7. Press Release(1)  8. Web 2.0 Creation(10)  9. Blog Commenting (30)  10. Image sharing(25) | Services details | 1 month |
| Social media optimization (SMO) | Daily one image replicated on all platforms with services detail  -Facebook  -Instagram  -Linked in  -Twitter | Services details and Account Access needed | 25 images monthly |

Weekly Work

|  |  |  |  |
| --- | --- | --- | --- |
|  | Activity | Input Needed from Client | Time Duration |
| Search engine optimization (SEO) | 1. Classified (15)  2. Profile Creation(10)  3. Blog post (1)  4. Article post (1)  5. Local business listing(5)  6. Forum posting(2)  7. Press Release  8. Web 2.0 Creation(2)  9. Blog Commenting (10)  10. Image sharing(5) | Services details | weekly |
| Social media optimization (SMO) | Daily one image replicated on all platforms with services detail  -Facebook  -Instagram  -Linked in  -Twitter | Services details and Account Access needed | 6 images weekly |