

KPI's for the Agency:

- Social Media strategy
- Content creation (Artworks)
- Content Calendar execution plan (posts and captions with relevant hashtags) 7/week
- Social media monitoring and Management (responding to queries on daily basis with relevant product knowledge and Social media optimisation
- Business consultancy and other media

Social Media Strategy: Agency will seek to create avenues to create brand presence by working towards an understanding and determination of the desired brand image and ensure the media and target audience understand and essentially build on this particular image in the strategy proposed

Content Creation: Agency will seek to create and implement avenues to create significant digital media presence and will provide graphics inclusive of images, GIFs, video, brand books, brand visual identity etc

Content Calendar: Coordination, development and fulfilment of content calendar on digital platforms in accordance with social media strategy.

Social Media Monitoring and Management: Content writing along with posting. Frequency will be dependent on scope of work in each campaign. Removing abusive comments and decreasing spam. Providing customers with relevant information

Social Media Optimisation: Optimising through paid boosting to reach relevant audience to increase visibility and generating reach and increasing engagement in the relevant market (Facebook Ad Manager, Instagram).

Business Consultancy and other media: The Services include brand consultancy, influencer and other media campaigns execution, coordination and consultancy if needed.

Monthly attainable targets of each KPI
Increased followers and reach by 10% every month

Content and material provided by us
Brand fonts, Product shoot, content which can be further leveraged on social media.