



# DIGITAL > MARKETING

| Vision Sports Academy - Digital Marketing Proposal Questionnaire

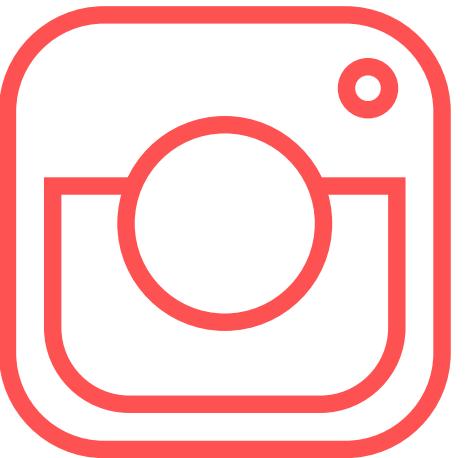
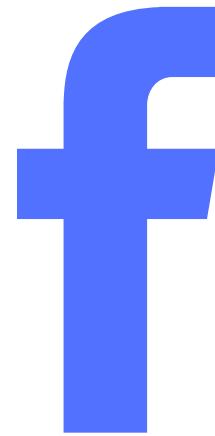


## DIGITAL MARKETING FOR VISION SPORTS ACADEMY

The digital marketing project for Vision Sports Academy aims to enhance its online presence and attract more athletes by leveraging platforms like Facebook, Instagram, YouTube, and Google Ads. The campaign will focus on social media management, content creation, video production, lead generation, and paid advertising. Engaging content will be developed to showcase the academy's training sessions, athlete success stories, and promotional offers. Paid ads will target specific demographics to drive memberships and event registrations, while lead generation strategies will capture potential clients.

The campaign will run for six months, with ongoing optimization to ensure the best results. Key goals include increased brand awareness, higher social media engagement, improved lead conversion, and the growth of the academy's member base. Performance will be tracked through analytics and regular reporting to refine strategies and maximize return on investment. This approach will solidify Vision Sports Academy's reputation as a top sports training facility while reaching a broader audience.

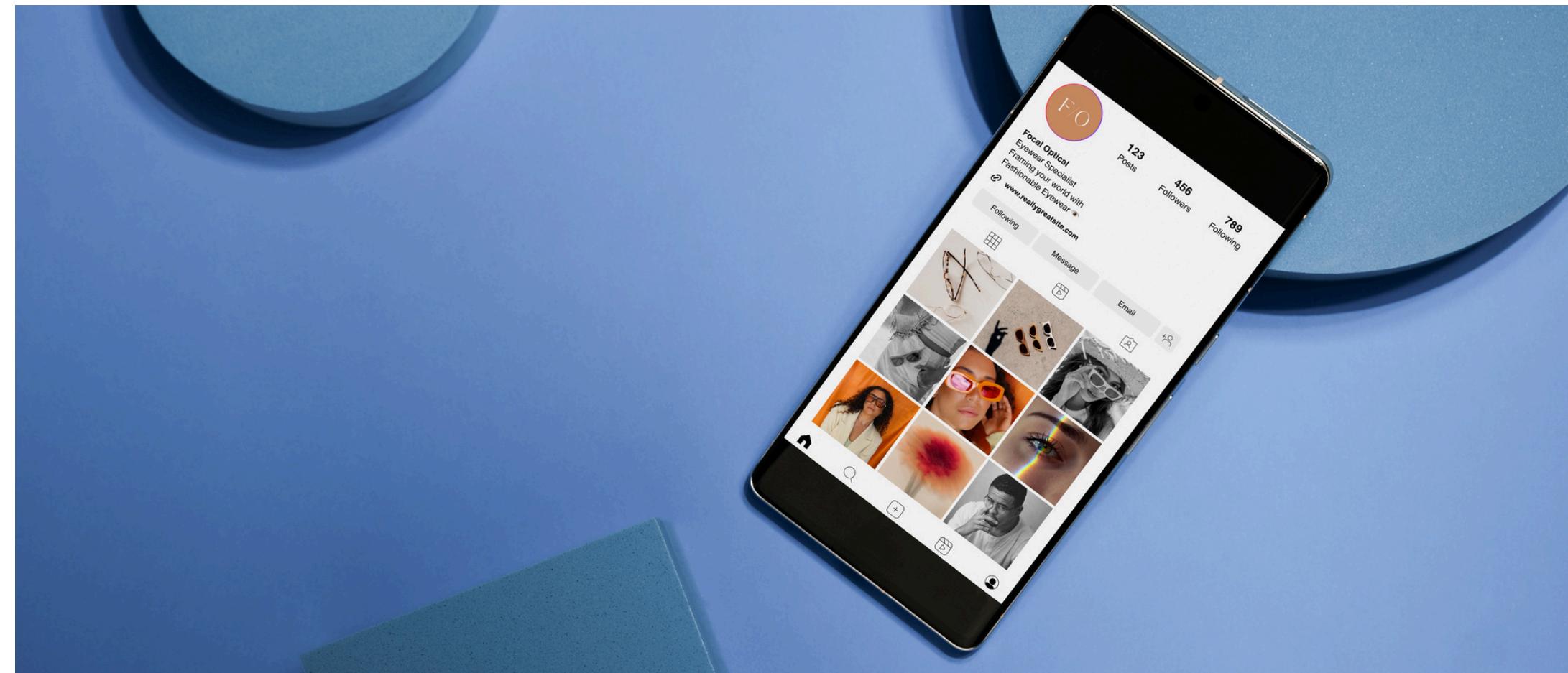
# SOCIAL MEDIA MANAGEMENT



- Facebook
- Instagram
- YouTube



# FREQUENCY OF POSTING



- Daily
- 3-4 times a week
- Weekly

# CONTENT FOCUS

Promotional Offers

Success Stories

Sports Tips/Training

Events & News



# VIDEO PRODUCTION

Training Sessions

Client Testimonials

Promotional Ads



# VIDEO EDITING

Basic Cuts/Trimming

Adding Background Music

Text Overlays/Subtitles

Animations

Branding/Logo Insertion



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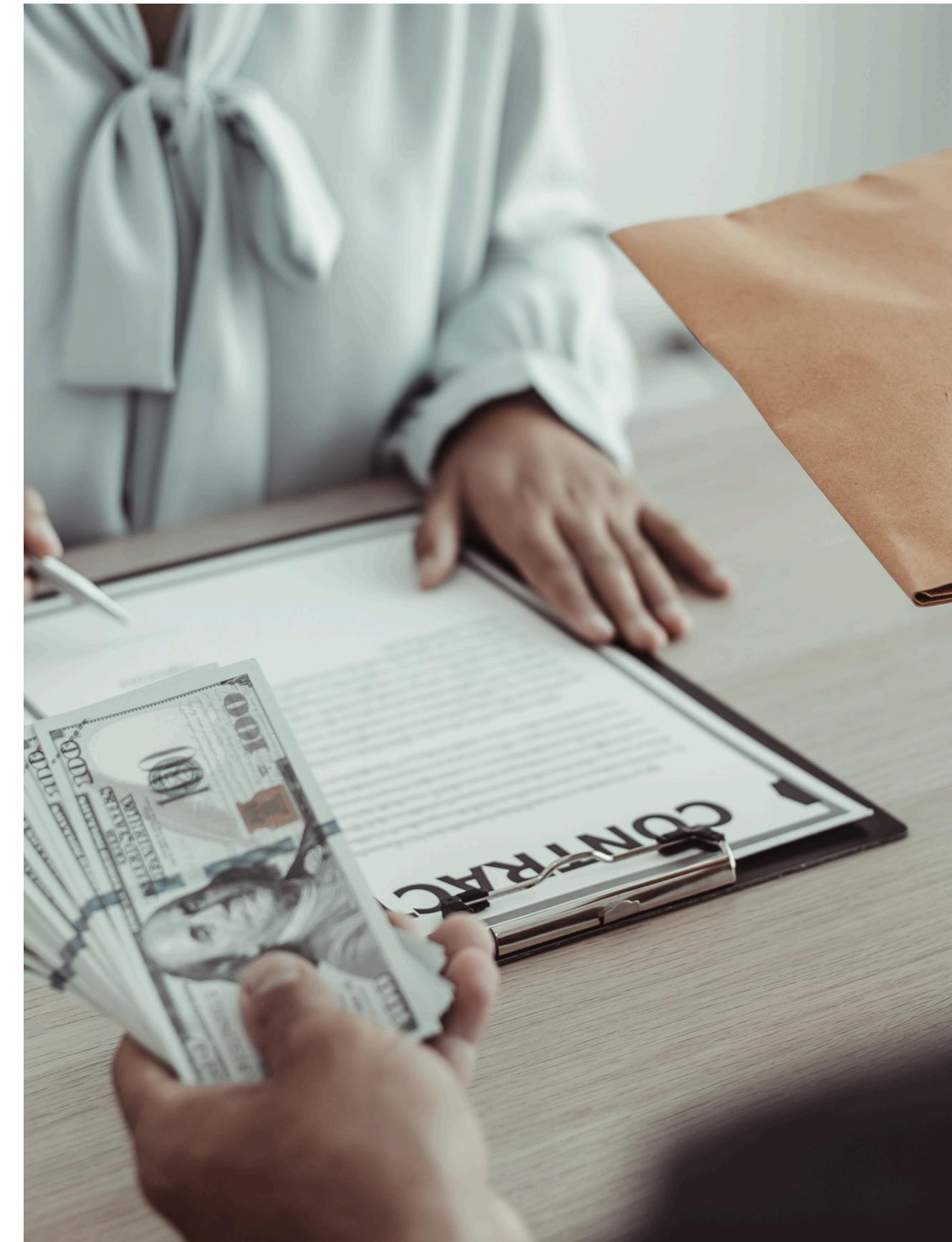
# LEAD GENERATION

Increase Membership Sign-ups

Promote Special Offers

Event Registrations

Client Referrals



# LEAD COLLECTION METHOD

Forms on Social Media Pages

Landing Pages

Direct Messages



# **PRESENTATION AND TEMPLATES**

**Sales/Service Presentation**

**Event/Seminar Presentation**

**Athlete Progress Reports**



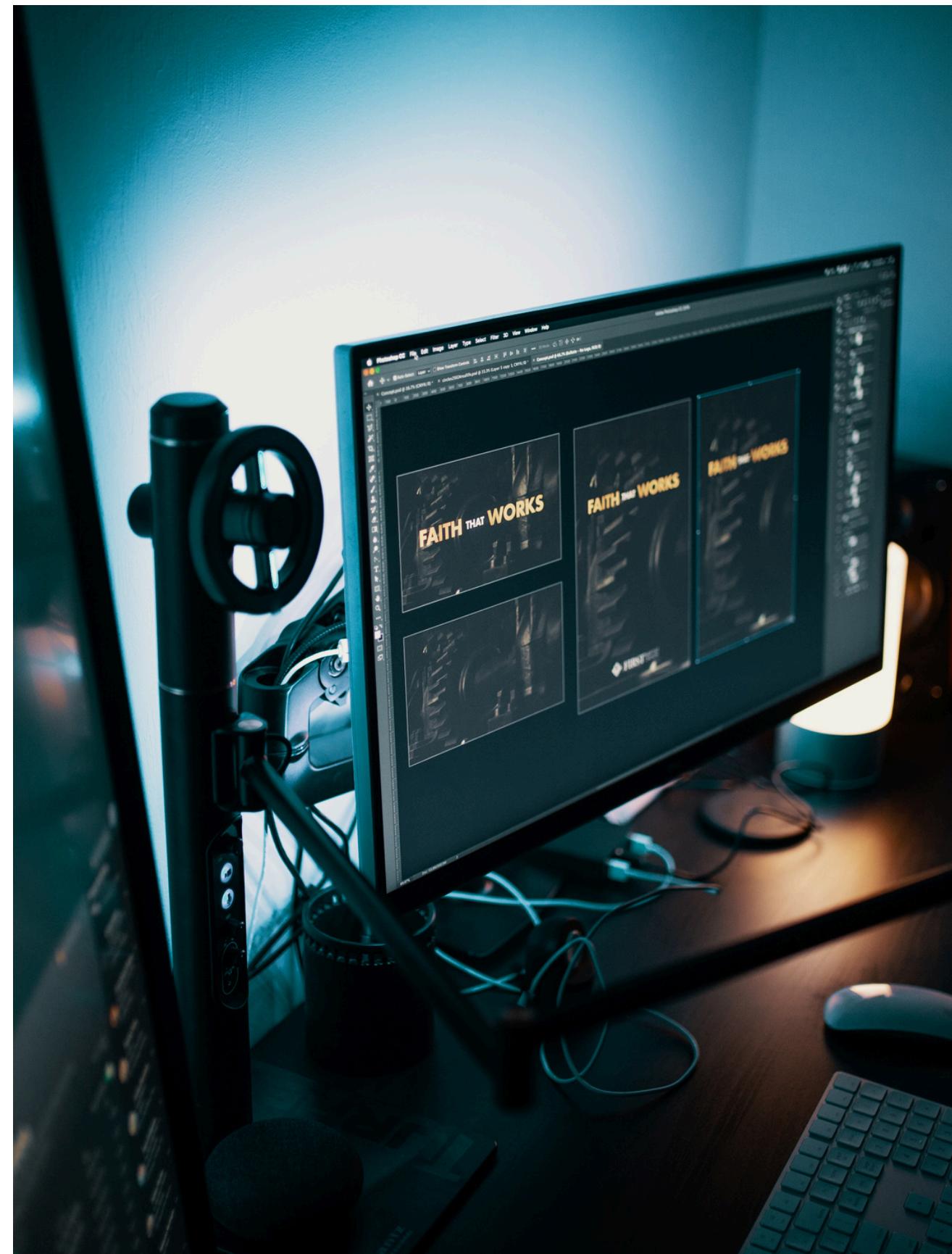
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# TEMPLATES

Social Media Graphics

Email Templates

Flyers/Brochures



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# ADS MANAGEMENT

Facebook Ads

Instagram Ads

YouTube Ads

Google Ads



# ADVERTISING OBJECTIVE

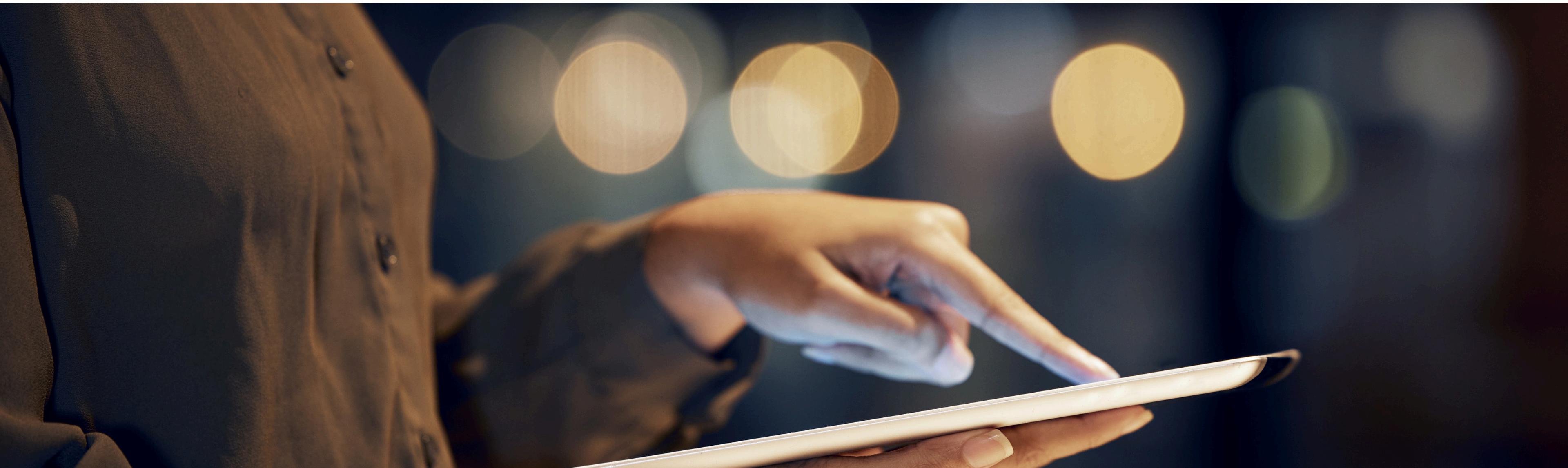
Increase Brand Awareness

Generate Leads

Drive Traffic to Website

Promote Events/Offer





## AD BUDGET

- Facebook Ads: ₹ 2500 Monthly
- Instagram Ads: ₹ 2500 Monthly
- YouTube Ads: ₹ 2500 Monthly
- Google Ads: ₹ 2500 Monthly

### Note:

- We are offering an ad setup for Facebook, Instagram, YouTube, and Google Ads with a budget of ₹10,000 for all four platforms combined. This budget will cover the management and execution of ads across these platforms to help promote your academy. However, if you would like to increase the budget for more extensive reach or better-targeted campaigns, you are welcome to adjust the amount as per your requirements. Let us know if you would like to explore additional options.

**Dear Sachin ji,**

Thank you for choosing our digital marketing services. Below is the breakdown of the services and associated costs:

**Total Service Charge: ₹26,999 Monthly**

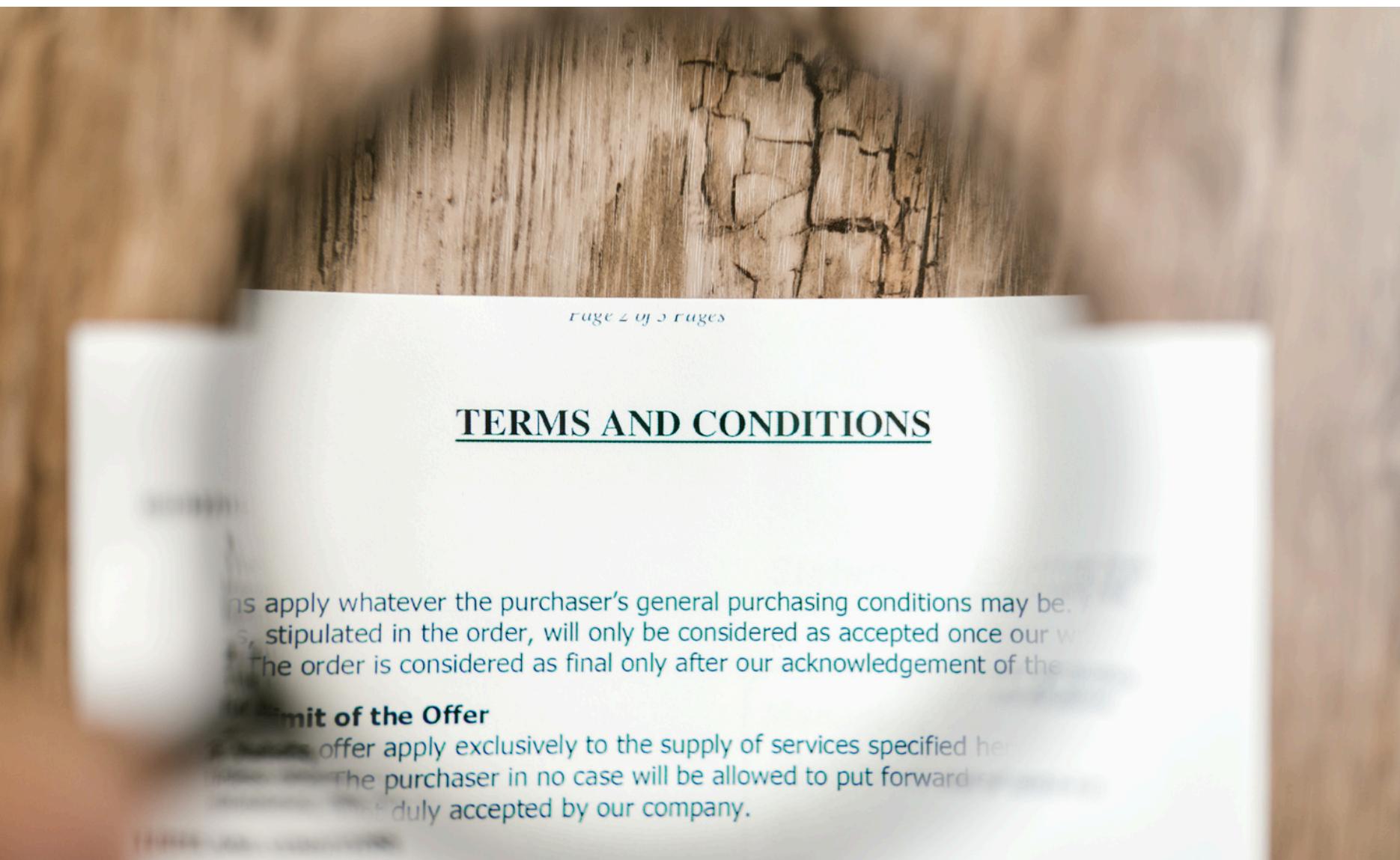
This includes the management of social media accounts (Facebook, Instagram, YouTube), content creation, video production & editing, lead generation, and campaign optimization etc.

**Total Ad Budget: ₹10,000 Monthly**

This budget is flexible and depends on how much you wish to allocate towards promotion. You have the freedom to increase or decrease the budget as per your requirements. The higher the budget, the greater the potential reach and impact of your campaigns.

Please note that the ad budget is directly linked to the reach and engagement of your campaigns, and we will optimize it to get the best results based on your goals.

Should you have any questions or require further customization, feel free to reach out. We look forward to working with you to take your brand to new heights!



# TERMS & CONDITIONS

This document contains the terms and conditions of our services. It applies whatever the purchaser's general purchasing conditions may be. Any specific conditions, stipulated in the order, will only be considered as accepted once our written acknowledgement has been received. The order is considered as final only after our acknowledgement of the same.

## **Limit of the Offer**

The terms and conditions of this offer apply exclusively to the supply of services specified herein. The purchaser in no case will be allowed to put forward any claim which has not been duly accepted by our company.

- **Contract Duration:** The minimum contract period is 6 months. After that, you can choose to renew the contract monthly.
- **Payment Terms:**
  - A 50% upfront payment is required to begin services, with the balance payable within 15 days of completion.
- **Content Ownership:**
  - All content produced during the project (videos, photos, graphics, templates) will be owned by Vision Sports Academy upon full payment. Any use of content after contract termination must be approved.
- **Confidentiality:**
  - All client information and strategies are confidential and will not be shared with third parties without prior consent.
- **Service Modifications:**
  - Any changes in scope or services outside the initial agreement will be subject to additional fees, which will be discussed beforehand.
- **Termination Policy:**
  - Either party can terminate the contract with 30 days' written notice. Early termination may result in forfeiture of the upfront payment.
- **Performance Reporting:**
  - Monthly performance reports will be provided detailing advertising performance, lead generation stats, and social media engagement metrics.
- **Force Majeure:**
  - Neither party will be held liable for delays caused by unforeseen circumstances like natural disasters or technical outages.



# CONTACT US

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THANK  
YOU