

ATC Trimulgherry Digital Marketing

Target Dates:

Festive Sales: Dussehra , Diwali

Seasonal Sales: Monsoon Season and Winter Season

Dates	Heading	Schedule	Progress
24 th to 31 th August ,2019	Research and Findings	Finding Hotspots, Webpage outline, Social media schema, Finalizing strategy, Finalizing Products	Achieved (product images not received)
2 nd to 10 th September,2019	Implementation of Social Media Schema.	Get The Social Media Pages& Webpage Up And Running. Running Polls to find reach. Start organic campaign. Webpage launch.	Achieved (Website delayed due to details)
10 th to 14 th September,2019	Content Creation: Trending Products and Brands	Photo Shoot , Video Production for Campaign-1	Achieved
15 th to 22 th September,2019	Content Optimization: Running The First Campaign	Running Campaign. Campaign Name: Arrival of ATC. Update Webpage Catalogue.	In Progress
19 th to 24 th September,2019	Content Creation: Dussehra Campaign	Interview,Photo Shoots , Video Production for Campaign-2	In Progress
25 th September,2019 - End of Dussehra	Content Optimization: Dussehra Campaign	Running Campaign. Campaign Name: 11 Days, 11 Outfits. Update Webpage Catalogue.	

For any queries, feel Free to Call

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