

SEARCH ENGINE OPTIMIZATION

Strategies and techniques to improve website visibility and ranking on search engines like Google.

Paid Advertising

Running Paid campaigns on Platforms like Google Ads, Social media ads, etc

To reach a broader audience!

SOCIAL MEDIA MARKETING

Utilizing Social media Platforms to build brand awareness, engage with the audience, and drive traffic to websites.

CONTENT MARKETING

Creating & sharing valuable content to engage audiences!

VIDEO MARKETING

YOUTUBE, TIKTOK, INSTAGRAM

INFLUENCER MARKETING

collaborating with influencers to promote our product

Monitor the impact!



EMAIL MARKETING

Sending targeted emails to a list of subscribers to promote products.

Analytics

Data driven insights for better campaign performance, leading upto 20% improved outcomes.



Marketing Department

Meeting Minutes

Date & Time: 5th July 2023, 10:30 AM

Attendees: John, Kevin, Susan, Andrew, Mark, Olivia, Robert

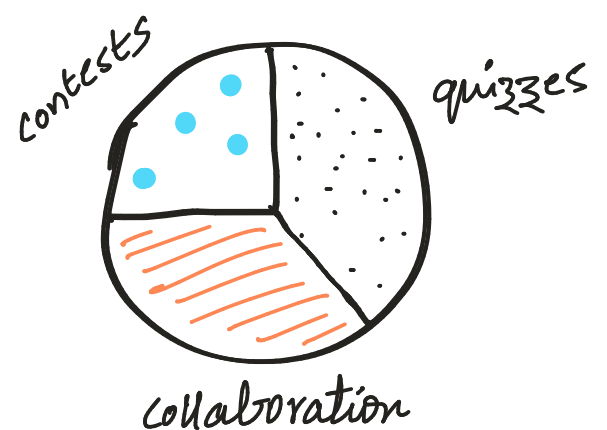
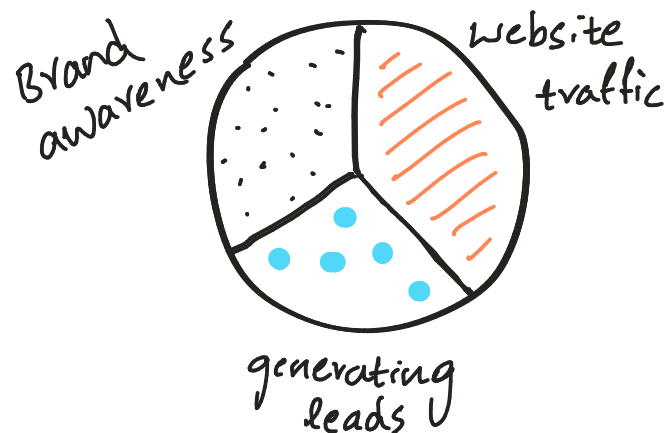
Agenda: Review of social media strategy for the month of July

Minutes: 1) Kevin Presented the social media strategy for the month, with goals to increase brand awareness, drive website traffic, and generating leads.

aim to increase brand visibility and recognition

2) The team identified areas for improvement: more interactive content (quizzes, contests) and increased collaboration with influencers.

Stronger Partnership with influencers

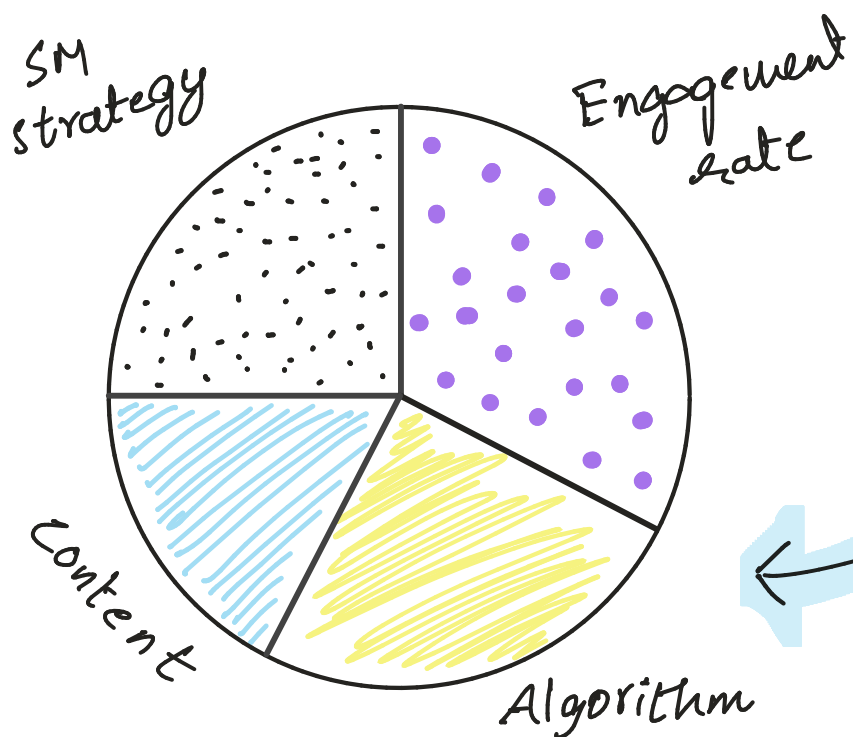


- Action Items:**
- The team has finalized the Plan for content creation
 - All the suggestions were listed down in the PowerPoint for everyone's reference.

Next meeting: follow up meeting on 12th Aug 2023



SOCIAL MEDIA CHALLENGES



this is important

This chart points out the 4 most problematic areas for us and points to the areas where direct effort is needed.

Challenges at hand:

- Time constraint
- changes in algorithm
- Using only select platforms

use relevant #s

Focus more on the Content to get more engagement

Have more resources??

What else can be done to make more engagement Post?

Providing valuable information

Knowing the audience

using compelling visuals

