



PROFESSIONAL SERVICES

*Search Engine
Marketing (SEM)
Plan Outline for
Nuvanft.io.*



TABLE OF CONTENTS

About illionso	3
Digital Marketing PLAN.....	4
1. CONDUCT EXTENSIVE KEYWORD RESEARCH.....	4
2. SET UP GOOGLE/BING ADS CAMPAIGNS	5
3. optimization of PProducts listings.....	5
4. Implementation of Local SEO STRATEGIES.....	6
5. CREATE COMPELLING LANGING PAGES	7
6. implement Remarketing campaigns	7
7. On-page & off-page optimization.....	8
8. Aligning SOCIAL MEDIA ADVERTIsING .	8
9. TRACKING, ANALYZING AND OPTIMIZATION	9
SEMFINANCIAL PROJECTIONS, PLANS, & BREAKDOWN	10

ABOUT ILLIONSO

Welcome and Thanks for considering illionSo Technologies, the ultimate destination for unlimited solutions in Nepal. We are a tech company established during the COVID19 lockdown in Nepal. Our reputation as a trusted service provider for small and medium-sized entrepreneurs across Nepal has earned us the trust of over 25 clients, including multi-nationals, e-commerce, travel agencies, and educational institutions.

Our name, illionSo, comes from the combination of two words. **illion** means unlimited, while **So** means solutions. We believe in providing our clients with **unlimited solutions** that are tailored to their specific needs.

Our main office is located at **Nayabazar in Kathmandu**, and we are serving clients from various countries. We have a successful track record for launching additional products and businesses that address/solve SMEs and educational institution's pain points during COVID19 pandemic.

As a growing tech company, we are proud to be founded under the Nepal Government legal framework. We specialize in Web Development, Data Driven Digital Marketing, E-business Consultation, and Data Analysis. Our end-to-end outsourced service guarantees added value to a company's e-business strategy and helps them succeed.

Our team of experts is committed to delivering high-quality services to our clients. We understand that every business is unique, and we take the time to understand our clients' needs before developing a customized solution that meets their requirements. We pride ourselves on being reliable, efficient, and innovative in our approach.

At illionSo Technologies, we are passionate about helping businesses succeed in the digital world. We believe that technology can transform the way companies do business, and we are dedicated to providing our clients with the best possible solutions to achieve their goals.

We at illionSo always work for solution no matter what, **illion Solutions!!!** We assure you the continuous support throughout the year, we work with passion, we deliver more than what our client requirement docs ask for and yes, **we value our clients**. We believe that our work speak more before advertisement find you.

DIGITAL MARKETING PLAN

As **IllionSo Technologies**, we propose the following **Search Engine Marketing (SEM)** outline Plan for Nuvanft.io. Detailed plan will be available after contract. The estimated timeline and list of activities will ensure that campaign is implemented in a timely and effective manner, with continuous improvements to achieve maximum result and Return on Marketing Investment.

We aim to increase Nuvanft.io's online visibility, drive qualified traffic to the website, and improve conversions and sales. Our focus is on achieving optimal results and providing a seamless experience for customers, while also maximizing the ROI for Nuvanft.io.

Our focus on data-driven optimizations and delivering a seamless shopping experience will ensure that Nuvanft.io stands out in the competitive NFT market and achieves its long term business goals such as brand awareness, sales optimization, community development and customer retention etc.

As IllionSo Technologies, we are committed to providing Nuvanft.io with the best possible solutions to achieve your goal, mission and vision.

SEM PLAN & ACTIVITIES OUTLINE

I. CONDUCT EXTENSIVE KEYWORD RESEARCH

- ✓ In this activity, we will perform thorough keyword research to identify the most relevant and high-converting keywords related to the product categories offered by Nuvanft.io. We will analyze search volume, competition, and user intent to determine the optimal keywords to target in the SEM campaign. This research will enable us to create a comprehensive list of target keywords that will drive qualified traffic to Nuvanft.io's website.

Highlights of key activities we'll care includes but not limited to:

- Perform in-depth keyword research to identify relevant and high-converting keywords related to different categories and collections of NFTs offered by Nuvanft.io.
- Analyze competitor keywords and identify opportunities for targeting specific niches.

- Create a comprehensive list of target keywords to be used in the SEM campaigns for long term goal achievements.

ESTIMATED TIME: Day 1 to Day 15

2.SET UP GOOGLE/BING ADS CAMPAIGNS

- ✓ This activity involves setting up a Google Ads account for Nuvanft.io (if it hasn't been setup yet) and defining campaign objectives. We will create ad groups based on the identified keywords and develop compelling ad copies that resonate with the target audience. Our team will also optimize bidding strategies to ensure maximum return on investment (ROI) and campaign success. Additionally, we will implement conversion tracking to measure the effectiveness of the ads in driving conversions by analyzing data from different analytics tools.

Highlights of key activities we'll care includes but not limited to:

- Create Ads accounts in Google Ads and Microsoft Ads platforms for Nuvanft.io and set campaign objectives.
- Develop ad groups and compelling ad copies based on the identified keywords and target audience.
- Plan for tailored ads campaign for platform's launch event starting from mid to the end of June.
- Optimize bidding strategies to maximize ROI and achieve campaign goals.
- Set up conversion tracking with analytics tools like Google Analytics and Bing Webmasters.
- Optimize bidding strategies to maximize ROI, competitive advantages and achieve campaign goals.

ESTIMATED TIME: Day 5 to Day 28

3.OPTIMIZATION OF PRODUCTS LISTINGS

- ✓ In this activity, we will optimize the NFTs listings on Nuvanft.io's website with SEO friendly descriptions if necessary by examining. We will focus on improving specific NFTs of collections titles, descriptions, and images to enhance visibility and relevance in search results. By utilizing structured data markup, we will provide

additional information to search engines and improve the display of product listings. Moreover, we will optimize product feeds for platforms like Google Shopping to expand the reach of Nuvanft.io's listings.

Highlights of key activities we'll care includes but not limited to:

- Optimize product as well as collection's titles, descriptions, and images to improve visibility and relevance in search results.
- Utilize structured data markup to enhance product listings and improve click-through rates.
- Implement product feed optimization for platforms such as Google Shopping to reach a wider audience.

ESTIMATED TIME: Day 10 to Day 45

4. IMPLEMENTATION OF LOCAL SEO STRATEGIES

- ✓ Local SEO strategies will be implemented to target customers in specific regions from around the world specifically focusing on European region. This activity involves optimizing Nuvanft.io's website for local search by incorporating location-specific keywords and information. We will also optimize the Google My Business profile and ensure accurate and up-to-date business details. Encouraging customer reviews and managing online reputation through local review platforms will also be part of this activity.

Highlights of key activities we'll care includes but not limited to:

- Optimize Nuvanft.io's website for local SEO to target customers in specific regions from around the world.
- Optimize the Google My Business profile and ensure accurate and up-to-date information.
- Utilizing Bing Web Master's platform to boost platform's exposure and grasp additional genre of clients.
- Encourage customer reviews and manage online reputation through local review platforms.

ESTIMATED TIME: Day 15 to Day 55

5. CREATE COMPELLING LANDING PAGES

- ✓ This activity will focus on creating dedicated landing pages that align with specific product categories or promotional campaigns. We will optimize or suggest some strategies so that the content, design, and call-to-action elements of these landing pages will be optimized in order to maximize conversions. Ensuring that the landing pages are mobile-friendly will be a priority to provide a seamless user experience across devices. These optimized landing pages will help drive targeted traffic and encourage visitors to take desired actions.

Highlights of key activities we'll care includes but not limited to:

- Develop dedicated landing pages for specific product categories or promotional campaigns.
- Optimize landing page content, design, and call-to-action elements to maximize conversions.
- Ensure landing pages are mobile-friendly for a seamless user experience.

ESTIMATED TIME: Day 5 to Day 60

6. IMPLEMENT REMARKETING CAMPAIGNS

- ✓ Remarketing campaigns will be implemented to re-engage with previous website visitors and cart abandoners. This activity involves displaying tailored ads to reconnect with potential customers and entice them to complete their purchase. By utilizing dynamic remarketing, we will showcase personalized ads featuring previously viewed products, increasing the likelihood of conversions and repeat purchases.

Highlights of key activities we'll care includes but not limited to:

- Set up remarketing campaigns to re-engage with previous website visitors and cart abandoners.
- Display tailored ads to reconnect with potential customers and encourage them to complete their purchase.
- Utilize dynamic remarketing to show personalized ads featuring previously viewed products.

ESTIMATED TIME: Day 30 to Day 85

7.ON-PAGE & OFF-PAGE OPTIMIZATION

- ✓ We will implement on-page optimization techniques like meta-tags, header tags, and image optimization, and off-page optimization techniques like link building and social media presence management to improve Nuvanft.io's search engine rankings.

Highlights of key activities we'll care includes but not limited to:

- Implement on-page optimization techniques such as meta tags, header tags, and image optimization
- Implement off-page optimization techniques such as link building and social media marketing
- Conduct a backlink analysis and create a plan for building new links
- Optimize social media profiles

ESTIMATED TIME: Day 30 to Day 100

8.ALIGNING SOCIAL MEDIA ADVERTISING

- ✓ To further expand Nuvanft.io's reach, this activity focuses on creating targeted advertising campaigns on popular social media platforms. We will develop engaging ad copies and visually appealing creatives that resonate with the target audience. These campaigns will drive traffic and conversions by leveraging the power of social media platforms and reaching a wider audience.

Highlights of key activities we'll care includes but not limited to:

- Develop targeted advertising campaigns on popular social media platforms to reach a wider audience.
- Create engaging ad copies and visually appealing creatives to drive traffic and conversions.

ESTIMATED TIME: Day 20 to Day 100 and onwards..

9. TRACKING, ANALYZING AND OPTIMIZATION

- ✓ Tracking, analyzing, and optimizing campaign performance is crucial for continuous improvement. This activity involves monitoring campaign performance using tools like Google Analytics. We will analyze data to identify trends, user behavior, and areas for improvement. Based on these insights, we will make data-driven optimizations to ad copies, keywords, bids, and landing pages to maximize campaign performance and ROI.

Highlights of key activities we'll care includes but not limited to:

- Monitor campaign performance using Google Analytics and other tracking tools.
- Analyze data to identify trends, user behavior, and areas for improvement.
- Make data-driven optimizations to ad copies, keywords, bids, and landing pages for better campaign performance.

ESTIMATED TIME: Day 1 to Day 105 and onwards..

Social Media(Channels and Funnel Level-TOFU, MOFU, BOFU researches, Page and Events branding and Promotion, Driving Web Traffic from Key Channels, Lead Generation Campaigns and Data Collection for Retargeting Campaigns) and Email Marketing(Email Setup, Automation, Weekly/Monthly Newsletter) etc. are main activities to get kick started by targeting platform's launch date ASAP. Outlines Available Upon Request.

SEMFINANCIAL PROJECTIONS, PLANS, & BREAKDOWN

The "Financial Projections, Plans, & Breakdown" shown as below of the SEM plan provides a comprehensive and detailed overview of the expected costs associated with each stage of the campaign. We've conducted careful and quick market research and analysis to ensure that our financial projections are cost effective, accurate and realistic.

SEM COST PROJECTION				
IllionSo Technologies			June 3 rd , 2023	
COST ITEMS	WEEK	% OF TOTAL	INSTALLMENT	TOTAL COST
Extensive Keyword Research & Analysis, Social Media Channels Analysis and Setup	1,2	-	NPR. 20,000	NPR. 40,000
Set-up Google Ad Campaign, create and maintain monthly calendar for different ad types and social medias	2,3,4	-	NPR. 15000	NPR. 30,000
Optimize Product Listing	2,3,4,5,6	-	NPR. 25,000	NPR. 40,000
Local SEO Strategy, SM Lead Generation Campaigns Setup, Launch Event Promotion Starts	2,3,4,5,6,7	-	NPR. 15,000	NPR. 30,000
Landing Page Optimization	1,2,3,4,5,6,7,8	-	NPR. 5,000	NPR. 15,000
Implement Remarketing Campaign, Newsletter and Email Marketing Starts	5,6,7,8,9,10,11	-	NPR. 15,000	NPR. 30,000
On-Page and Off-Page Optimization	10, 11, & onwards.	-	NPR. 25,000	NPR. 55,000
Implement Remarketing Campaign	5,6,7,8,9,10,11	-	NPR. 15,000	NPR. 30,000
Continuous Improvement and Reporting	11 Onwards		NPR 10000+/Month	(Guided by AMC)

NOTE:

- Above mentioned budget is just an estimated preliminary SEM Budget.
- Please be noted that all the Paid Ad Expenses spent on Search Engines like Google and Bing is supposed to be beard by the client themselves.
- Weekly Progress Reports of each campaigns will be forwarded to client every Sunday.
- Planned SEM campaigns are supposed to get your product and services on first page of search engines result page or even at the top along with the webpage optimization, mobile responsiveness and necessary SEO Friendly Content Writing and improvisation.

Thanks for your time and considering illionSo.

Best Regards,

Hem Sagar Pokhrel

Director, Strategic and Product Development

illionSo Technologies Pvt. Ltd.

Kathmandu – Nepal

hello@illionSo.com

+977 9845006260, +9779803082585