

BHONGA KHIRKI

Comprehensive digital
Marketing Strategy



Digital Plan

TOPICS

- Social Platform Setup
- Facebook Ad Marketing
- Youtube/Google Ad Marketing
- Instagram Ad Marketing
- Mobile Platform Distribution strategy
- Organic Social and Digital distribution
- Whatsapp Distribution
- Financials

Who we are:

At **73 Avenue Productions** we strive to provide quality service to our clients by chalking out an effective way for maximum brand recognition.

Our aim is to provide dynamic services to all business ventures pertaining to Digital Presence & Marketing, ATL & BTL advertising. Whether it be any form of AV or TV commercial, sound designing or any kind of events such as product promotions, product launches, celebrity management etc we do it all.

With a dedicated team of experienced professionals, we envision to bring into the foreground, the core strategic constructs of products and brands; and utilize them to their full potential to achieve the highest level of performance.

Combined with strategic expertise, we focus on the use of creativity and innovation to capture and retain the interest of the customers and get the best results. The amalgamation of creativity, innovation and strategic expertise is given utmost attention here at "73 Avenue Production".

DIGITAL :: ATL/BTL :: A/V :: EVENTS :: CELEBRITY

Landing Pages:

1. WebPage for the movie will be built with all relevant images, media, cast and crew details, also the Ticket Booking Link will be there.
2. Facebook Page for the Movie. Newly created or customise the existing one.
3. Youtube Channel for the Movie.
4. All Booking Channel Pages like (Book My Show, Hungama, IMDb, etc).
5. Business Whatsapp Installation and configuration for the movie.

These pages will identify the key performance index of the campaign. To track the success of the ad campaigns & determine the conversion rate. To create a database of users who are interested in the movie. Promote these page on Google & Facebook get new users registered.

Promotion Techniques:

Organic:

Search Engine Optimisation, Online Press Release, Discussion Forum like Quorra, etc, Facebook Posting, Timeline posting, Insta Stories and feeds, Blog posting, Movie directory listing, Youtube video posting, vimeo posting. Tweets on movie updates.

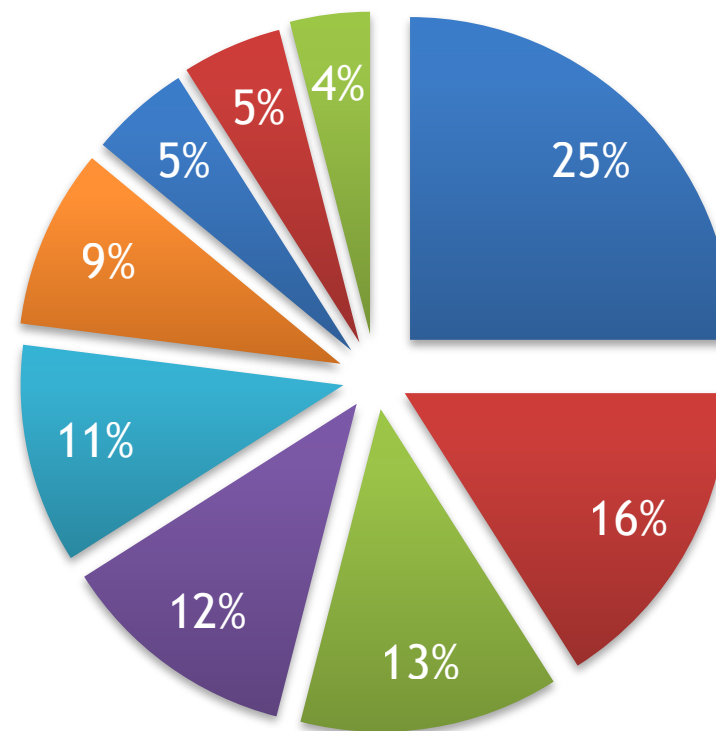
Paid:

Facebook Ads, Instagram Business Ads, Youtube and Google Adwords with Mobile Distribution, Whastapp Bulk Distribution.

Newsletter & Email Marketing to students, community and other available databases with us.

- social networking
- video sharing
- blogs
- photosharing
- RSS
- wikis
- microblogging
- social bookmarking
- A/V podcasts

Social Media Landscape in Assam



Based on Online Google Research and Trend Analysis Tools.

With a digital presence you can reach upto **4.4 million** users in Google and **3.6 million** users in Facebook (age group: 18 to 45+ years), all from Assam.

2.5 million users in Shillong, and nearby NE States.
Reaching out to potential audience – The reach can be

optimised by selecting only target profiles based on demographic as well as psychographic parameters. One-on-one interaction with potential students/entrepreneurs/social media influencers as well as involvement of the masses of Assam seamlessly across the major social media platforms.

DIGITAL AD MARKETING

Search Engine Marketing will continue to capture the largest share of Online spend at 47%, or about 14%, of total marketing Budgets.

Bhonga Khirki Movie Campaign Target Matrix

Facebook Ads: 20 Lakhs - 25 Lakhs User Reach, 5-7 Lakhs User Engagement

Instagram Ads: 10 Lakhs - 12 Lakhs User Reach, 2-3 Lakhs User Engagement

Youtube Ads: 90 Lakhs - 1.4 M Video Views, 1.5 M- 2.3 M Video Impressions.

Whatsapp Distribution: 3 Lakh Existing Phone Database, Truecaller database Assam specific distribution with Truecaller flash.

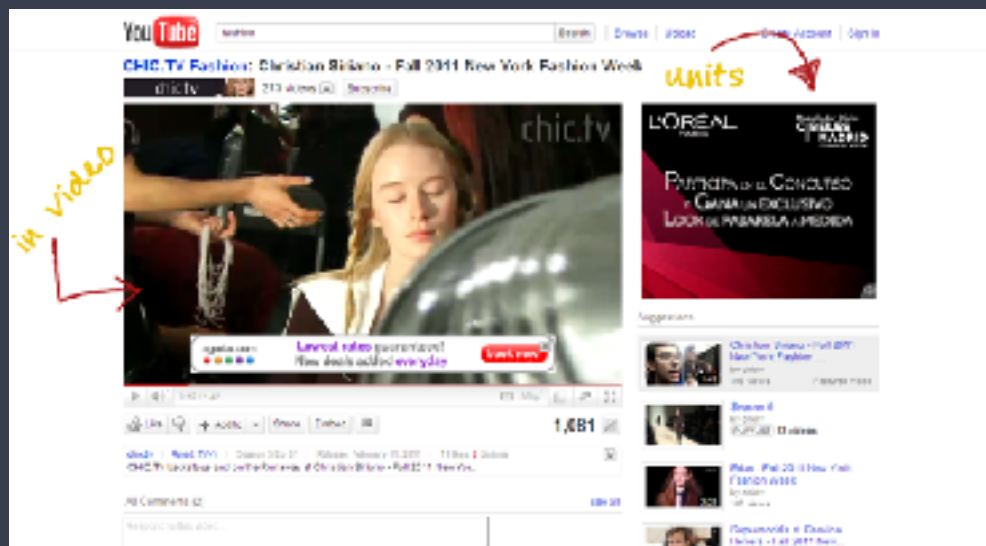
Mobile In App Ads: Distribution Network AdMob will be used for 5-10 Lakh reach.



Content Strategy

YOUTUBE

- Motion Poster Promotion
- Event Live Streaming
- Audio Jukebox with Poster
- Video Trailer
- Behind The Scenes
- Influencer Review & Channel Promotion



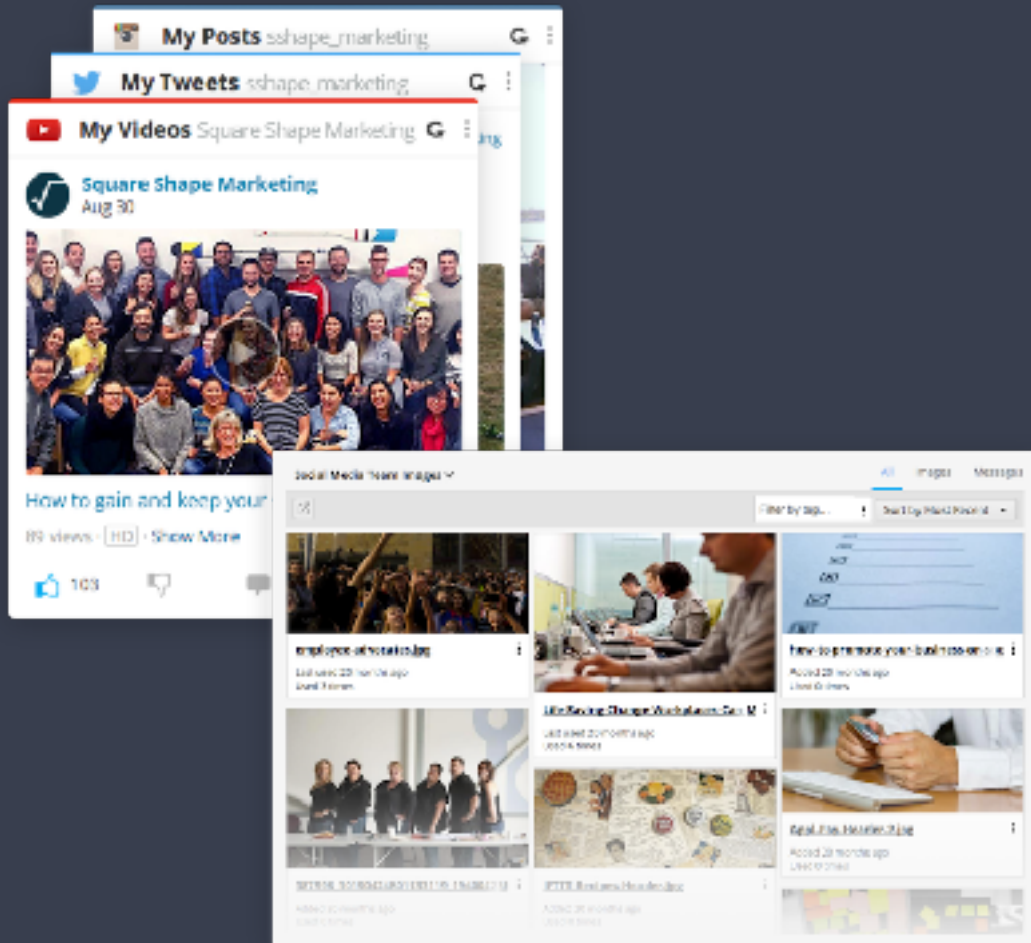
Type of Ads

- Desktop Video Mastheads
- **Mobile Video Mastheads**
- **Rich Media Mastheads**
- **TrueView in-stream video ads**
- TrueView video discovery ads
- Standard Display Ads
- In-video Overlay Ads
- **Live Streaming in Ads**
- Standard Banner Ads
- Third party Served Ads
- Live Streaming in Ads
- Zagat Standard Ads
- Gmail Video Ads
- **Youtube 6 seconds Bumper Ads**



Content Strategy

SOCIAL MEDIA ADS



SOCIAL MEDIA CAMPAIGN CATEGORIES



Sweepstakes



Sign Up



Voting Gallery



Poll



Commenting Sweepstakes



Social Commerce



Caption Contest



Essay Contest



Pinterest Contest



Photo Contest



Social Feed



Vine Contest



Instagram Gallery



Twitter Contest



Video Contest



Twitter Feed



Instagram Contest

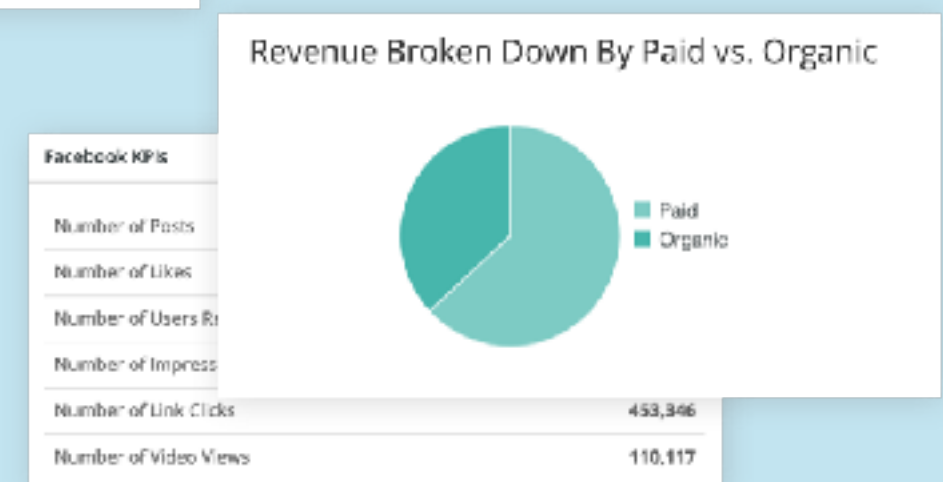
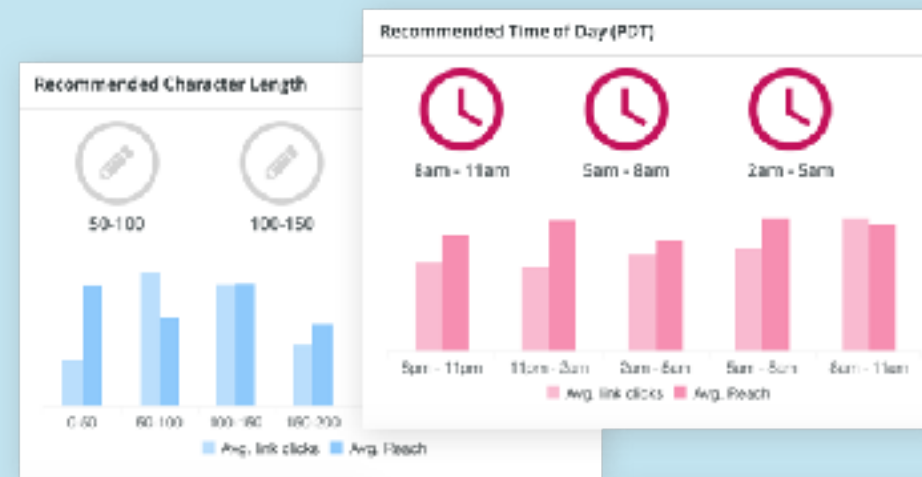
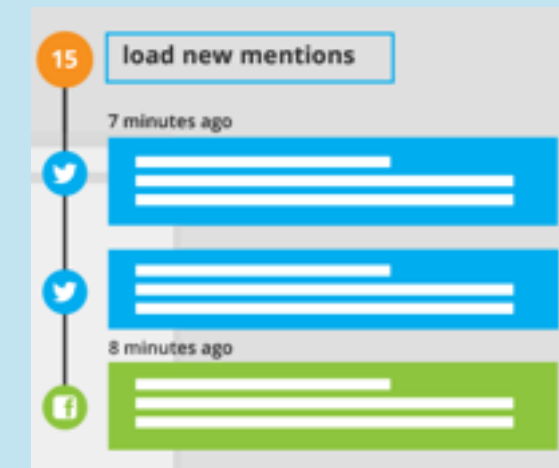
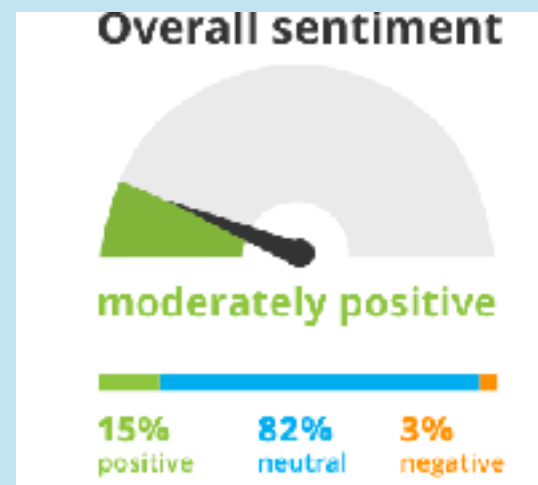


Quiz

Content Strategy

ANALYTICS

- Sentiment Analysis
- Real-time Analytics
- Share of Voice
- Trend Analysis
- Media Monitoring
- Social Engagement
- Media Intelligence
- Influencer Database



SMO: Social Media Optimization

Average Social Media Activity of Fortune 100 Companies

Fortune 100 Companies with Social Presence

YouTube
50%

twitter
65%

Find us on Facebook
54%

33%

LinkedIn
17618

Reddit
11968

Twitter
6170

Facebook
4455

Wikipedia
10944

Stumble-upon
2517

Most Popular Social Media Sites for Generating B2B Traffic



27 Tweets/Week



3.6 Posts/Week

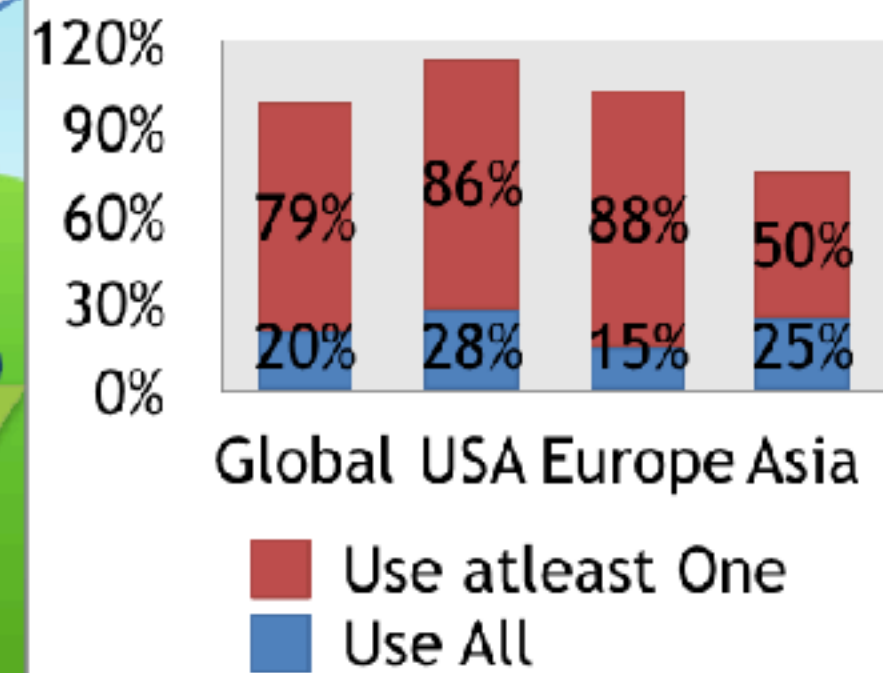


7 Blog Posts/Week

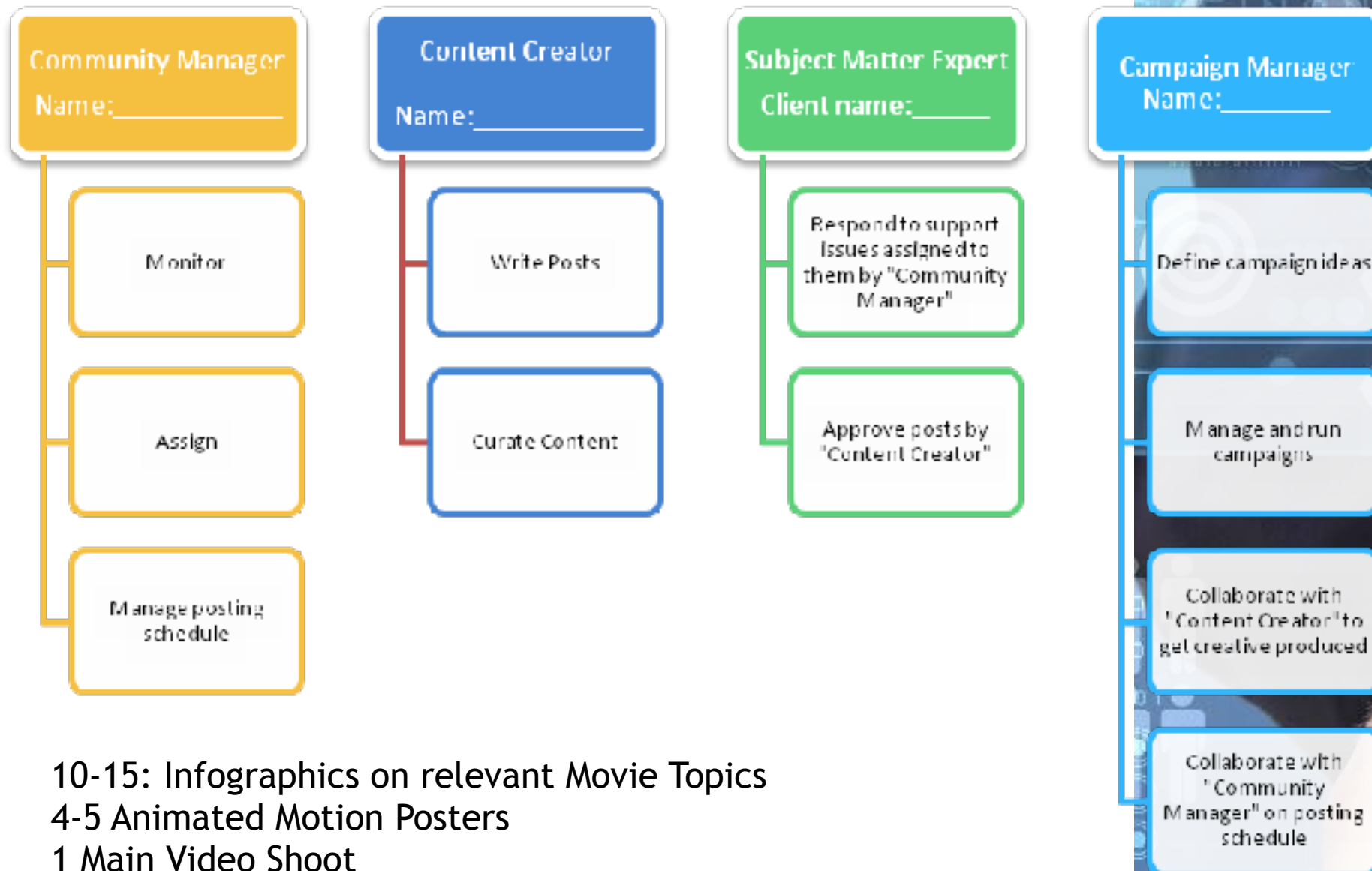


10 Videos/Month

Companies Using Social Media Tools



WORKFLOW AND CONTENT



10-15: Infographics on relevant Movie Topics

4-5 Animated Motion Posters

1 Main Video Shoot

3-5 Facebook Live or Youtube Live depending on urgency of news on other traditional medias.

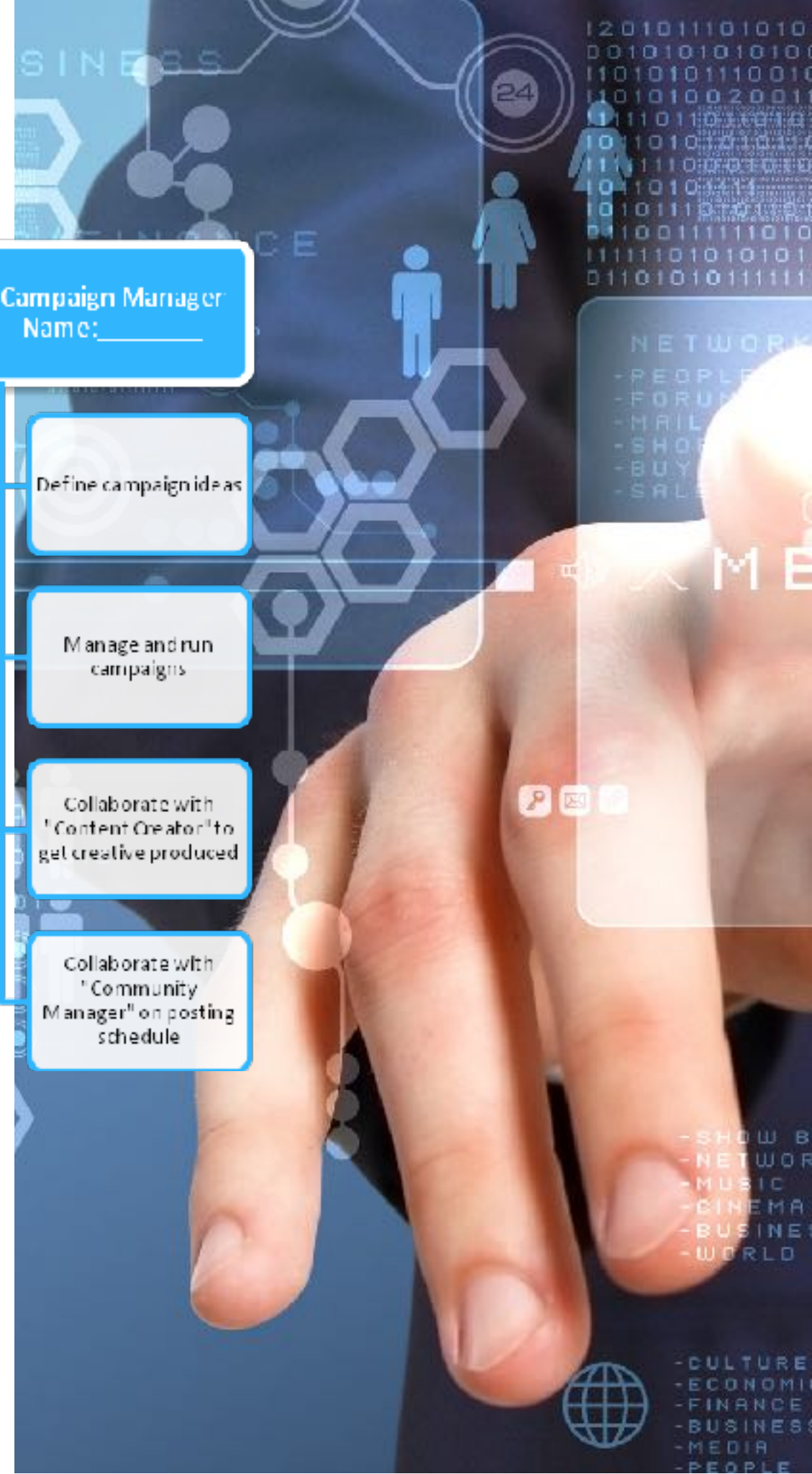
20-30 Articles Content Writing with Ghost Scripting and Plagiarism Checker.

20-30 Blog Content Writing with Ghost Scripting and Plagiarism Checker.

30-35 Tweets Monthly

5-10 Online PPT Creation of Cast & Crew

15-20 White-paper Creation and Distribution (Including PDF)



FINANCIALS

| SL. No. | Particulars | Rate (In INR) | Remarks |
|---------|---------------------------------|---------------|---|
| 1 | Setup Cost | 10000 | Social Media Profile Creation and Linking |
| 2 | YouTube Ads | 40000 | 90 Lakhs - 1.4 M Video Views, 1.5 M- 2.3 M Video Impressions. |
| 3 | Face Book | 20000 | 20 Lakhs - 25 Lakhs User Reach, 5-7 Lakhs User Engagement |
| 4 | Instagram | 15000 | 10 Lakhs - 12 Lakhs User Reach, 2-3 Lakhs User Engagement |
| 5 | A/B Testing/Analytics | 15000 | creative/delivery optimization/audience/ placement |
| 6 | Social Tools Subscription Costs | 25000 | Subscription Costs for sproutsocial/Hootsuite/ buzzsumo/ |
| 7 | Establishment cost | 30000 | Manpower and Others |
| 8 | Whatsapp Bulk Marketing | 15000 | Whatsapp Business Bulk Promotion |
| | TOTAL | 170000 | |
| | CGST + SGST = 18% GST | 30600 | |
| | GRAND TOTAL | 200600 | |

Optional Services: Influencer Cost for 2 Video Reviews 1 International and 1 Local: 30000-50000 per 1-2 Lakh Subscribers.

Terms of Payment: All Payments in favour of 73 Avenue Production on as is basis. 40% Advance Mobilisation Amount.