

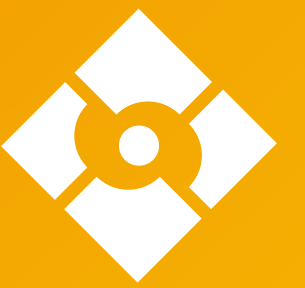
EASY  
SOFTWARE  
COMPANY.

# Marketing Plan

SOFTWARE WHICH BRING EASE IN YOUR BUSINESS

## OVERVIEW

1. Company vision/mission.
2. Campaign Goals
3. Target audience
4. message
5. Marketing Channels
6. Marketing Content
7. promotional
8. Tracking



EASY  
SOFTWARE  
COMPANY.

# Company Vision/mission

Easy software, we are passionate about transforming ideas into innovative software solutions. With a **mission to empower businesses and individuals with cutting-edge technology.**

we design, develop, and deliver **software solutions that empower businesses to thrive in the digital age.** Whether you're a startup looking to streamline your operations, an enterprise seeking scalable solutions, or an individual consumer in search of user-friendly applications.

## CAMPAIGN GOALS

- 1 To increase brand awareness**
- 2 To generate leads**
- 3 Boost sales 30%**

# TRAGET AUDIENCE

## Customers

Small and Medium-sized  
Businesses

Startups and Entrepreneurs

Educational Institutions:

Healthcare Industry

E-commerce Businesses:

Small business owner

# MESSAGE


Our new software product can help you **save time** and **money by automating your tasks**, so you can thrive more in competitive world.



**STRATEGY**




## MARKETING CHANNELS

- ➔ social media(instagram, facebook, youtube)
  - ➔ Email marketing
  - ➔ Content marketing
  - ➔ Testimonial marketing
  - ➔ Ads - facebook, youtube, google
  - ➔ pay-per-click advertising, SEO
- 





## MARKETING CONENT

- 01** software's features, benefits, and use cases.
  - 02** Blog posts, videos, infographics .
  - 03** landing pages that highlight the software's value proposition and encourage conversions.
  - 04** Optimize website
- 

# PROMOTION

- Social media post and video
- Publishing blog/article
- Running paid ads
- Search engine optimization(SEO)



# Tracking and monitoring

Implement analytics tools to track campaign performance.

Monitor key metrics such as

1. website traffic
2. conversion rates,
3. click-through rates,
4. ROI.
5. messages
6. A/B testing

Making data-driven adjustments as needed.

*Thank  
You*

