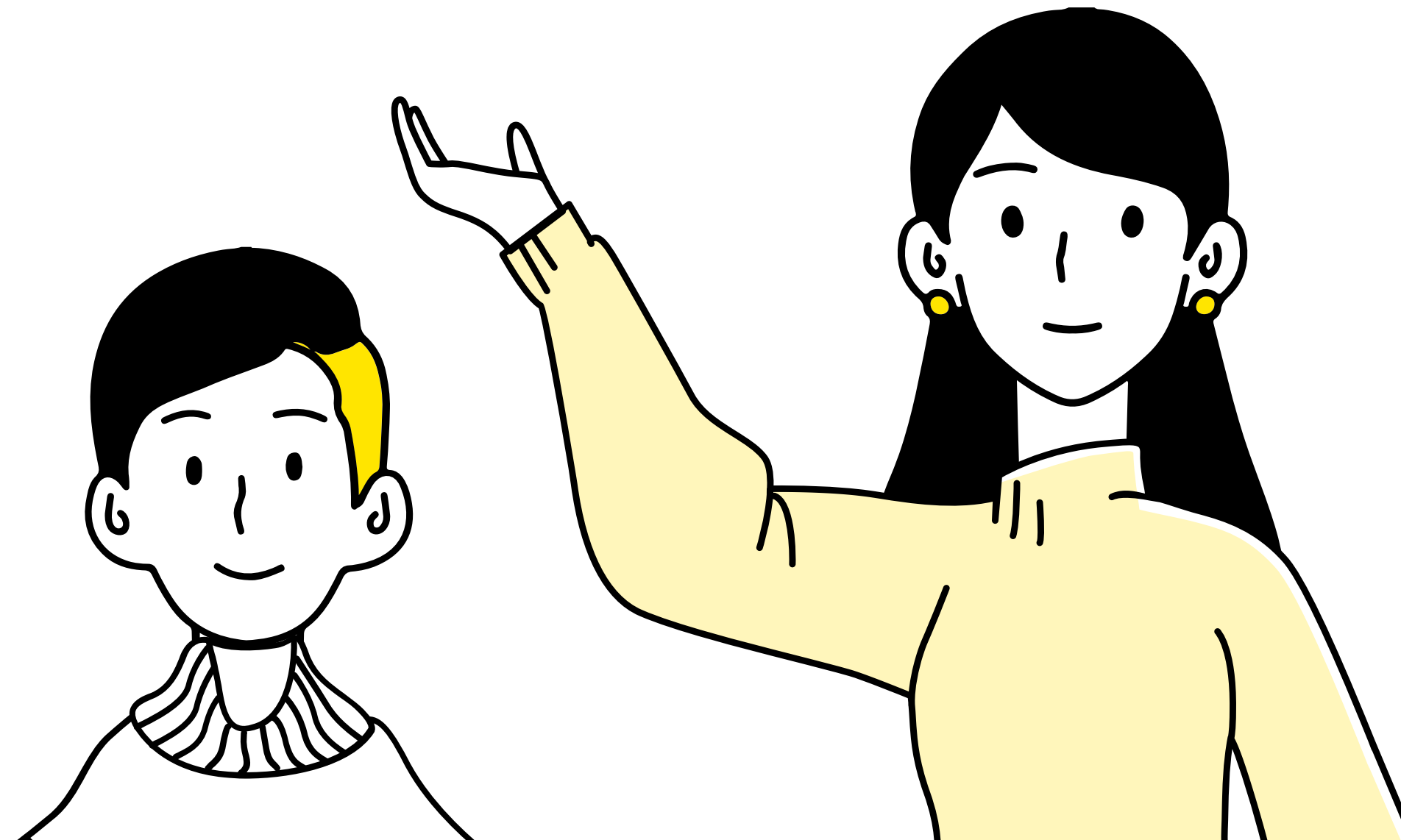
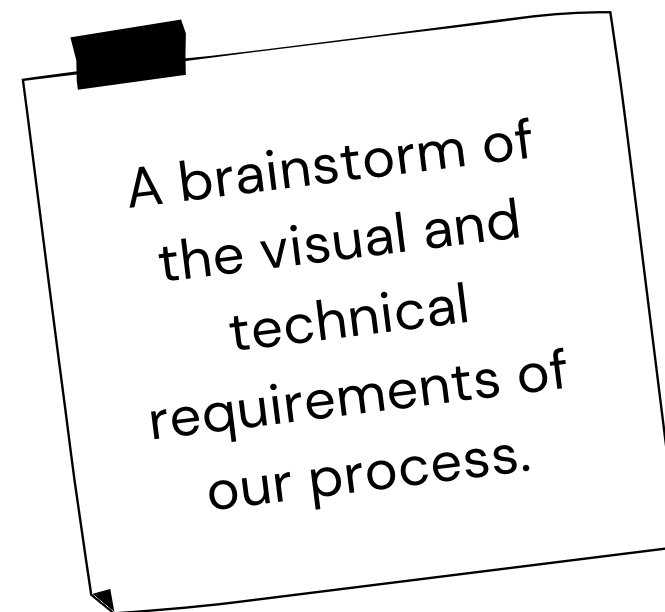




September 11, 2021

Vedic Tree Kids Learning App

# WORKFLOW



# Area's Of Focus

1

Referral (Involve Parents)

2

Events (Shreyas+ Jubeen)

3

Organic Search (Dhairya)

4

Social Media (Shreyas+ Rupali)

5

Email Marketing (Shreyas)

6

Website (Mohammed + Shreyas)

7

PPC (Dhairya)

8

Partnership

9

Phone (Cold Calling)

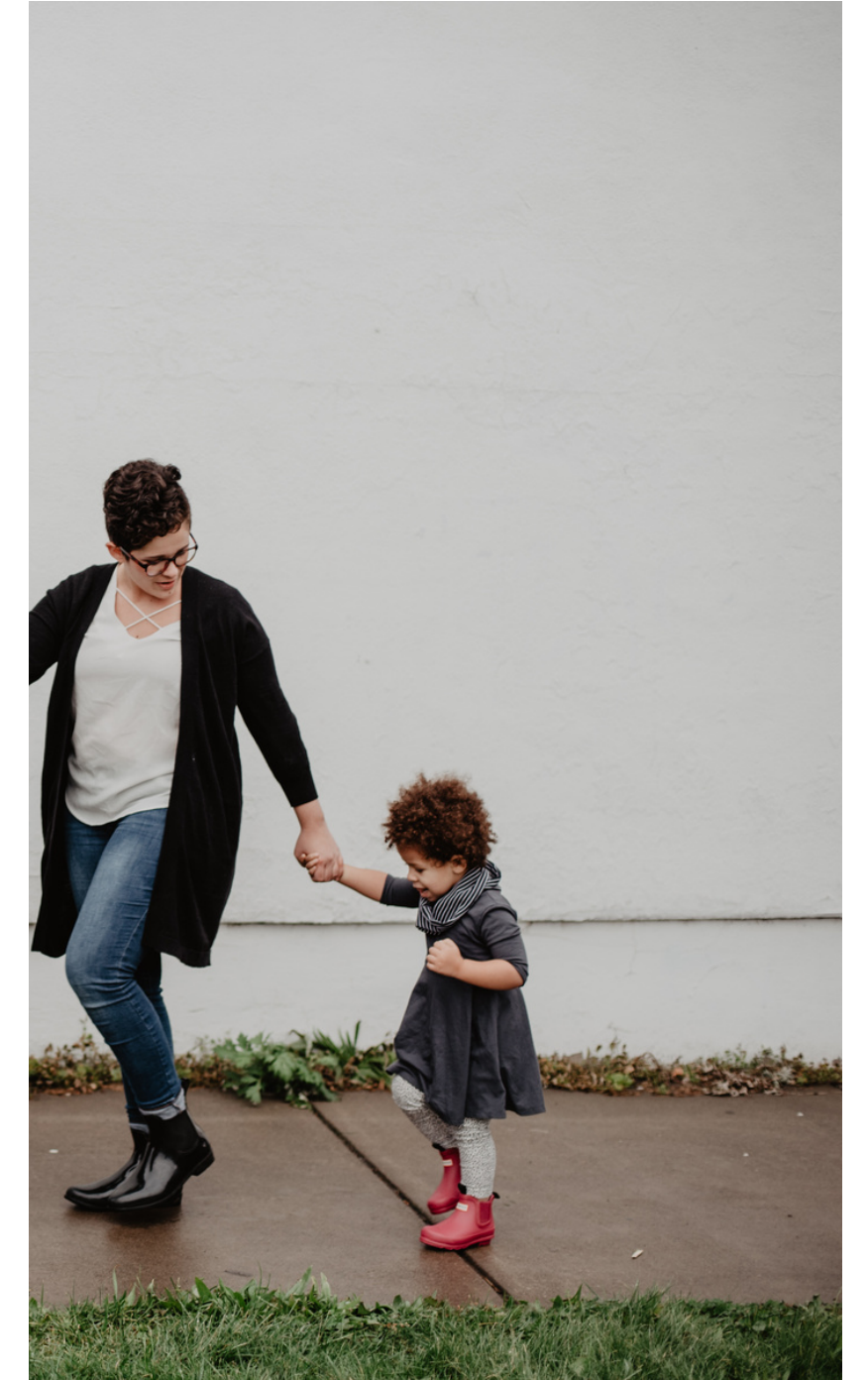
September 11, 2021

## Vedic Tree Kids Learning App

# Referral

**Parents can be a vital part of our growth in terms of referral**

If we say to our parents if you get 3 kids from your vicinity you will get a flat discount for 1 month fee. This can be a great way of marketing both side and can equally benefit from it.



# Process for Referral

## Three-Step Process

**1**

Their child Should have been or is a part of Vedic Tree Kids Learning App

**2**


They only have bring 3 kids from their area it can be anybody and they have register for a full academic year.,

**3**


After successful admissions and 1 month of tenure of each child, you will receive a flat discount or a cheque of Rs 1,399

# Basic Rules and People Needed


Before we start with the session,  
let's warm up a little with this icebreaker question:



The Kid will be  
counted only and  
only when Promo  
code is applied on  
the website



The only sales team will  
coordinate regarding this  
no technical member  
should be involved in this  
process



Even Company  
employees can take part  
in this apart from sales.  
For every three kids got  
you will receive an  
added bonus of Rs  
1,399 with your salary



September 11, 2021

## Vedic Tree Kids Learning App

# Events and Video Marketing

Video marketing and events are an integral part of increasing your Digital presence faster

Every week two videos for that we would need to shoot at least a month's videos to be regular. The average video length would be 7-10 Minutes.



# Types of Video Marketing

We can customize the content according to the platform

**1**

Youtube Videos

**3**

Youtube Shorts

**2**

Reels

**4**

IGTV

Animation  
videos(Stories), How to  
teach videos, Basic  
Maths, Basic Colors,  
Shapes, Types of  
actions, Voice over  
videos with animation

# Youtube Videos

The average duration  
of 7-10 minutes.

2 Videos every week

Live session once a  
week

What do we want our  
viewers to see?



Everyday 1 shorts of 30  
seconds

Cut short clips from the  
Main videos can be put  
as shorts

# Youtube Shorts

30 Seconds video

Has more interaction  
compare to normal  
youtube videos



# Reels

30 seconds video

Needs to be shot  
differently

Has to be related  
regarding the latest  
topic

Needs to be edited  
properly to reach a  
maximum number of  
people.

No time limit

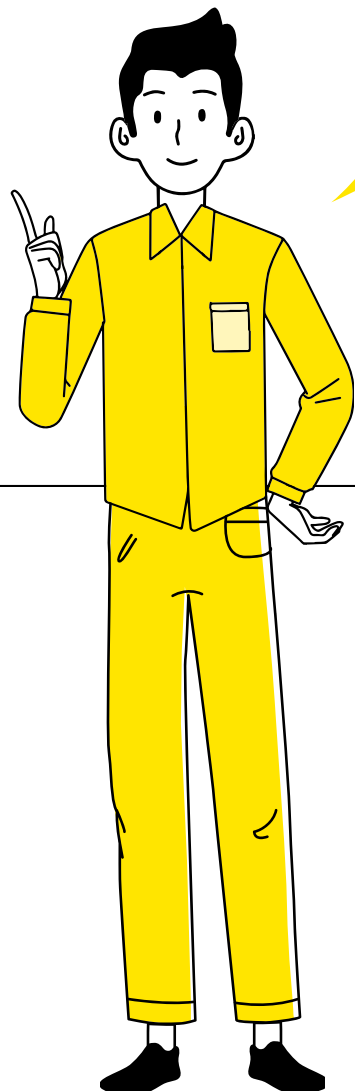
Can put Youtube videos  
directly but a shorter b

**IGTV**

Has to be related  
regarding the latest  
topic

Will be done with  
Youtube videos

# Marketing Of Youtube Videos



- Email marketing
- Youtube Thumbnail converted into post size and posting it on social media.
- Reels
- Whatsapp Status on all office phones (Compulsory)

## Number of People Required

1

Videos should be made according to a series so we can make a playlist later

2

There should not be any promotion of our brand

3

Browse and click the Emoji or GIF you want to use.

Kajal mam

1 video editor  
plus shoot  
person

Digital  
marketing plus  
graphic  
designer