



CRISPRYS Technologies Pvt. Ltd

Digitalized Business & Technology Solution
Consultant

BUSSINESS TRANSFORMATION - MADE IT EASY
CONTENT MEDIA MARKETING PLAN OPTIMIZATION

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Problem Statement

Crisprsys Technologies Private Limited is growing start up company based in Hyderabad, India and branch office in Delaware USA, which focused their business in Digitalized Technology Business Solution at several platform such as Workforce Management, Business Application, Enterprise Efficiency Enhancement, Plant Management Optimization, Intelligence Prescriptive Plant Management System, and Digitalized Business Transformation.

Currently the company deliver content marketing through website base as part digital marketing. And further to pre-evaluation audit process through SEO optimizer, its observed have lower score in SEO Optimization Performance.

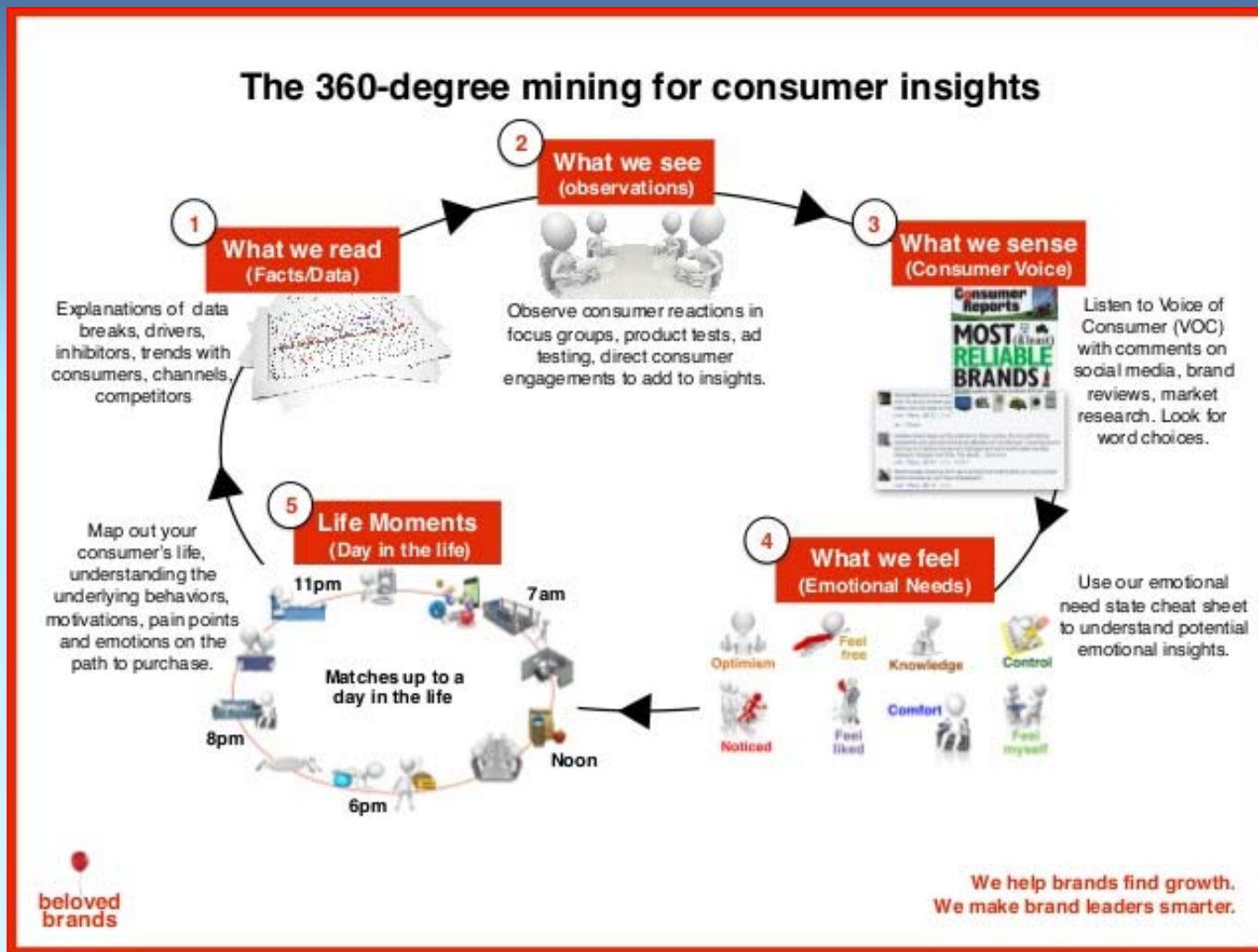
Project Overview

This Research Project is covering audit assessment of the Digital Content Media Marketing, identify/listed of prescriptive improvement required, and develop of content marketing plan to improve the digital content marketing performances which will lead to increase conversion.

Tools

- SEO Optimizer.
- Twitonomy.
- Microsoft Visual Studio
- Python 3.8
- Tensor flow, Keras, and other relevant DL analysis library
- Google Cloud Platform API
- Power BI Desktop
- Microsoft Azure Cloud

360-degree Consumer Insights



Media Plan Consumers Insights



Content Marketing Evaluation Through Machine Learning Model



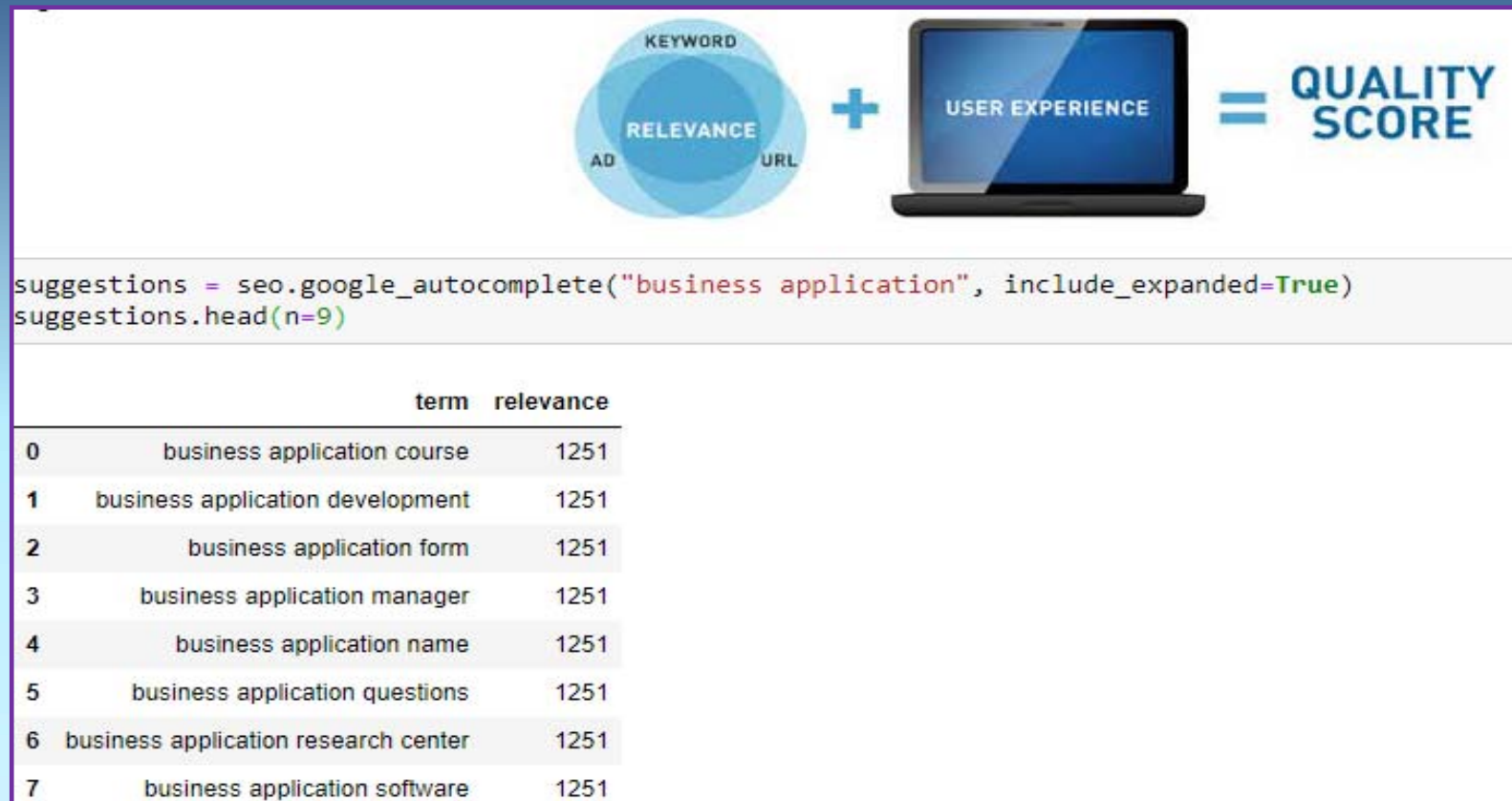
Knowledge Graph Evaluation

```
knowledge_graph = seo.get_knowledge_graph(knowledge_graph_key, "business application", output="dataframe")
knowledge_graph
```

	@type	resultScore	result.name	result.@type	result.@id	result.detailedDescription.license	result.detailedDescription.articleBody
0	EntitySearchResult	44.404926	Google Maps	[WebSite, Thing]	kg:/m/055t58	https://en.wikipedia.org/wiki/Wikipedia:Text_o...	Google Maps is a web mapping platform and cons..
1	EntitySearchResult	12.211576	PayPal	[Organization, Corporation, Thing]	kg:/g/122s91_5	https://en.wikipedia.org/wiki/Wikipedia:Text_o...	PayPal Holdings, Inc. is an American company o..
2	EntitySearchResult	4.326344	Google Workspace	[Brand, SoftwareApplication, Thing]	kg:/m/012vtfpw	https://en.wikipedia.org/wiki/Wikipedia:Text_o...	Google Workspace is a collection o cloud comp..
3	EntitySearchResult	3.562883	Business intelligence	[Thing]	kg:/m/016jq3	https://en.wikipedia.org/wiki/Wikipedia:Text_o...	Business intelligence comprises the strategies..
4	EntitySearchResult	3.355319	Management	[Thing]	kg:/m/04_tv	https://en.wikipedia.org/wiki/Wikipedia:Text_o...	Management is the administration of an organiz..
5	EntitySearchResult	2.019895	Gmail	[WebSite, Thing]	kg:/m/02q_bk	https://en.wikipedia.org/wiki/Wikipedia:Text_o...	Gmail is a free email service provided by Goog..
6	EntitySearchResult	1.997095	Instagram	[WebSite, SoftwareApplication, Thing]	kg:/m/0glpjl	https://en.wikipedia.org/wiki/Wikipedia:Text_o...	Instagram is an American photo and video shari..
7	EntitySearchResult	1.106524	Netflix	[Organization, Corporation, Thing]	kg:/m/017rf_	https://en.wikipedia.org/wiki/Wikipedia:Text_o...	Netflix, Inc. is an American over-the-top cont..
8	EntitySearchResult	1.077389	WhatsApp	[MobileApplication, SoftwareApplication, Thing]	kg:/m/0gwzvs1	https://en.wikipedia.org/wiki/Wikipedia:Text_o...	WhatsApp Messenger, or simply WhatsApp, is an ..
9	EntitySearchResult	1.055263	Leidos	[Organization, Corporation, Thing]	kg:/m/01h2kg	https://en.wikipedia.org/wiki/Wikipedia:Text_o...	Leidos, formerly known as Science Applications..

Through Knowledge Graph Evaluation, it is observed that Google Maps and Workspace lead the score of knowledge collection of interlinked descriptions.

Keywords Relevance Evaluation



Keywords Relevance Model : Keywords lists with high relevance score to be used as reference during developing Ad word as specific keyword search

Content Marketing Plan



Digital Content Media Plan

MEDIA PLAN BUDGET FORECAST - BUSINESS TRANSFORMATION - MADE IT EASY

BUSINESS CATEGORY : CONSUMER SERVICES, INDUSTRIAL SERVICES, E-COMMERCE, EMPLOYEMENT SERVICES, & TECHNOLOGY

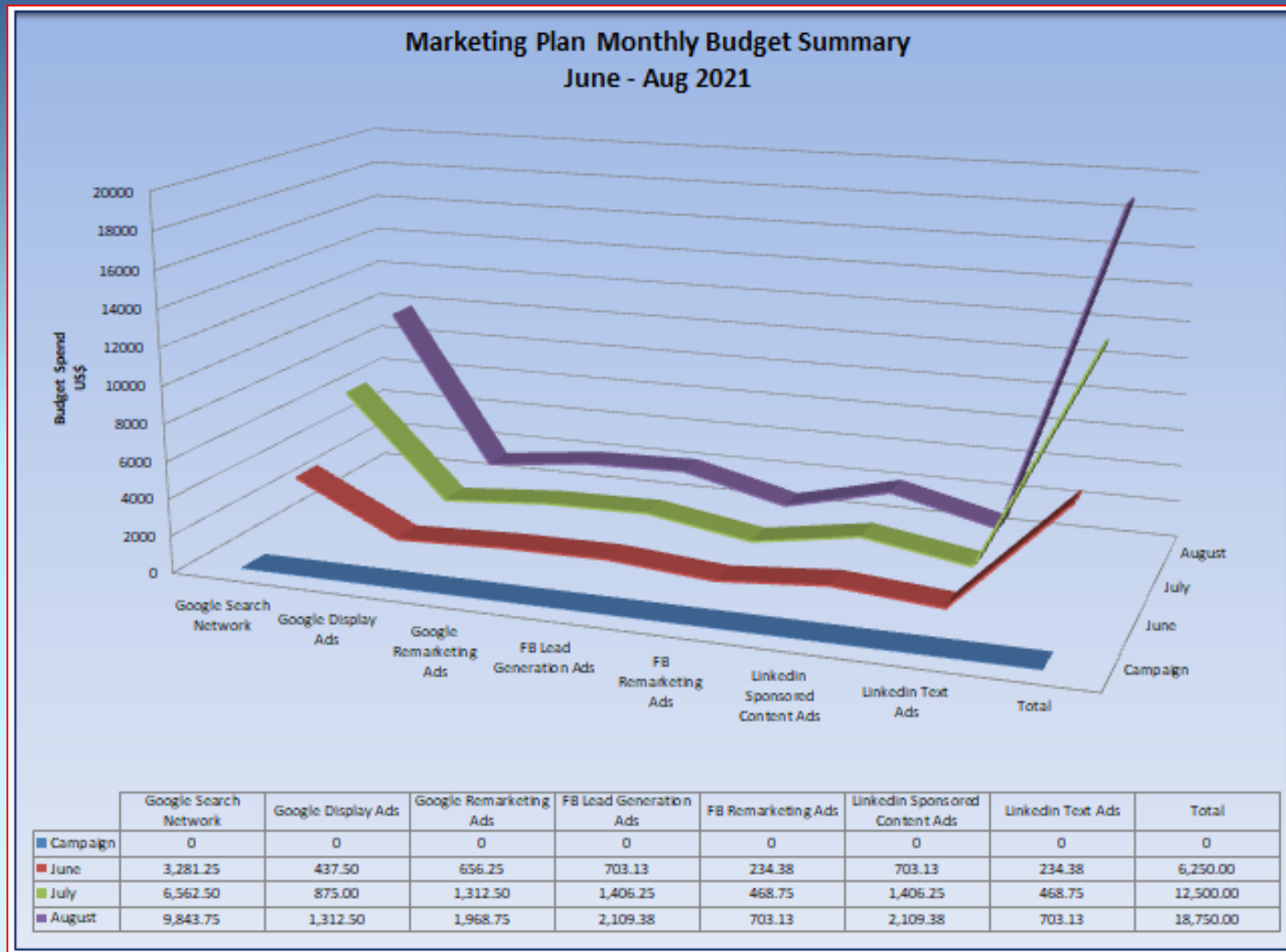
Summary Of Quarterly Ad Spends

Campaign	Click	Impression	CTR	Avg CPC	Daily Budget (US\$)	Monthly Budget (US\$)	Quarterly Budget (US\$)	Click To Lead Ratio	Lead	CPL (US\$)	Conv Rate	Conversion
Google Search Network	597	23,864	2.50%	5.50	109.38	3,281.25	9,843.75	10%	60	55.00	5.00%	3
Google Display Ads	875	175,000	0.50%	0.50	14.58	437.50	1,312.50	10%	88	5.00	0.98%	1
Google Remarketing Ads	119	7,955	1.50%	5.50	21.88	656.25	1,968.75	15%	18	36.67	5.00%	1
FB Lead Generation Ads	402	42,293	0.95%	1.75	23.44	703.13	2,109.38	10%	40	17.50	5.00%	2
FB Remarketing Ads	117	11,719	1.00%	2.00	7.81	234.38	703.13	10%	12	20.00	5.00%	1
Linkedin Sponsored Content Ads	100	20,089	0.50%	7.00	23.44	703.13	2,109.38	5%	5	140.00	10.00%	1
Linkedin Text Ads	47	234,375	0.02%	5.00	7.81	234.38	703.13	8%	4	62.50	15.00%	1
Total	2257	515,294	1.0%	4	208.33	6,250.00	18,750.00	10%	226	48.10	7%	8
	SUM	SUM	AVERAGE	AVERAGE	SUM	SUM	SUM	AVERAGE	SUM	AVERAGE	AVERAGE	SUM

Note: For daily and monthly statistics of different campaigns, please refer to the respective tabs

Annual Budget in US\$	75,000.00	75%	10%	15%								
Monthly Budget in US\$	6,250.00	Search	Display	Remarketing	Lead Gen Ads	Sponsored Conte	Text Ads					
Google Ads Monthly Budget	70%	4,375.00	3,281.25	437.50	656.25							
				25%	75%							
Facebook Ads Monthly Budget	15%	937.50	-	-	234.38	703.13						
						75%	25%					
Linkedin Ads Monthly Budget	15%	937.50	-	-	-	-	703.13	234.38				

Marketing Plan Progress Tracking



Content Marketing Qualified Lead Progress Tracking

