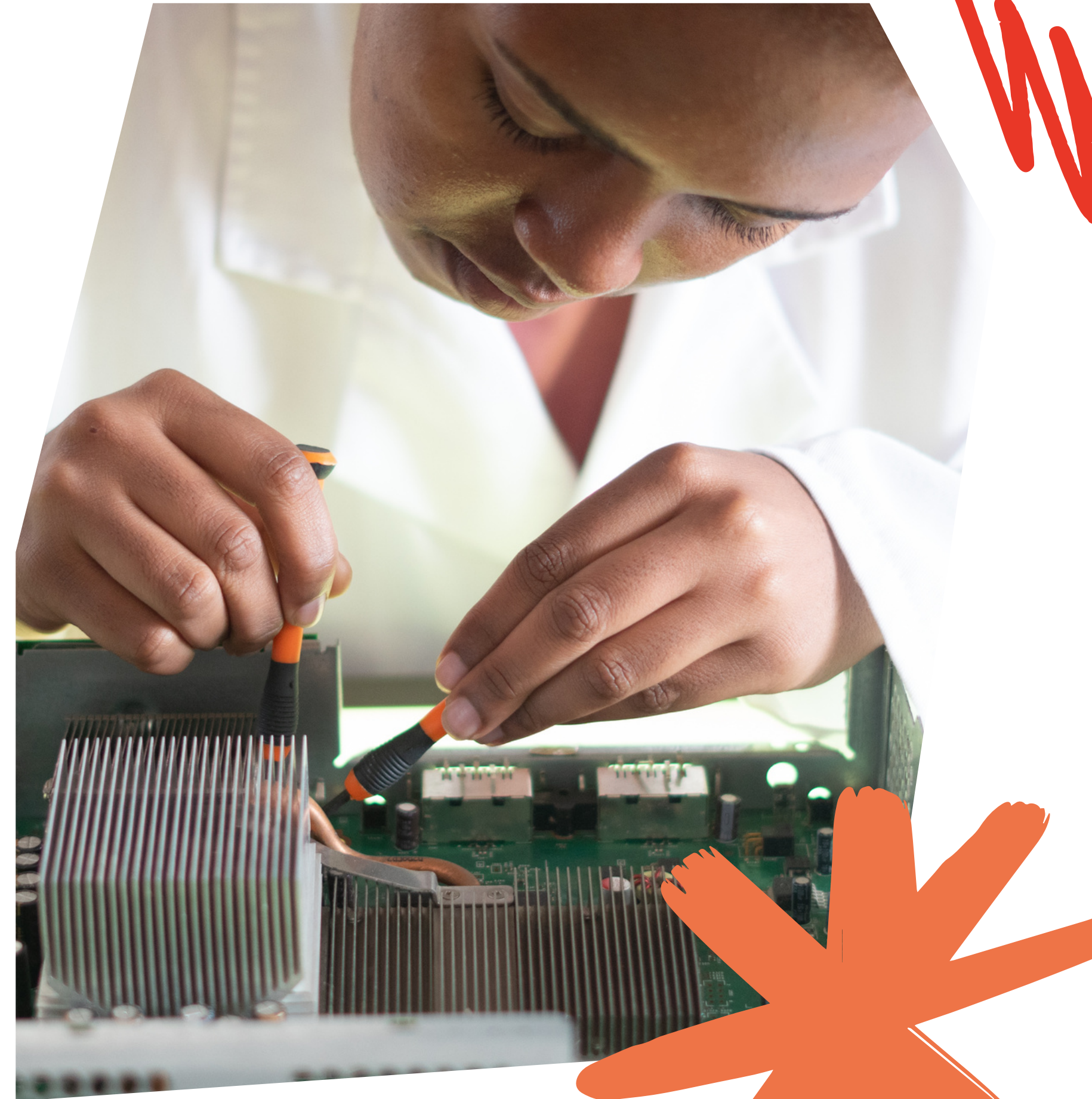


TECH CARE

Takes Care of Your PC

Suman Debnath
CMO of TECH CARE

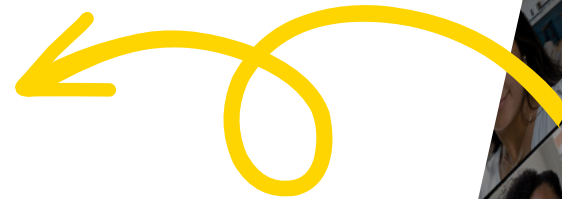
www.tech-care.com





About Our Startup

Tech Care is a startup that offers computer repair and software services. We provide a range of services including operating system troubleshooting, virus removal, data backup, software installation and updates, and peripheral device support. Our technicians are trained to diagnose and solve a wide range of software problems and offer customized solutions to meet the specific needs of their clients.



TECH CARE



Marketing Strategy

- Identify Target Customer

- Marketing Budget

- Media Mix Plan

- User-friendly Website.



Target Customers



- **Age range:** 18-60+.



- **Gender:** Male and female.



- **Income level:** Middle-class to upper-class.



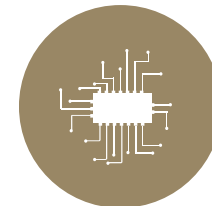
- **Education level:** High school diploma, college degree, or higher.



- **Occupation:** Office workers, freelancers, small business owners, students, and professionals in various industries



- **Prior Experience:** Target customers who have had negative experiences with technology in the past, such as computer crashes or software malfunctions.



- **Tech-savviness:** Target customers who may not be as tech-savvy and require more assistance with their devices.



- **Busy Professionals:** Target customers who have busy schedules and value convenience and efficiency.



- **Local Residents:** Target customers who live in the same city or region as your business.

Media Mix



Email Marketing:

Build an email list of current and potential customers and use email marketing campaigns to promote services, offer discounts, and share helpful tips and information.

Email Marketing
13%

Traditional Advertising
4.1%



Traditional Advertising:

Place ads in local newspapers, magazines, and other print media to reach potential customers in our area.

Search Engine Marketing (SEM)
27.6%



Search Engine Marketing (SEM):

Use Google AdWords or other search engine advertising platforms to place targeted ads for customers searching for computer repair and software services. Implement effective SEO strategies to ensure that website ranks high in search results for relevant keywords.

Pay-Per-Click Advertising
13.8%



Pay-Per-Click Advertising (PPC):

Running targeted PPC ads can help drive immediate traffic to the website and mobile application.

Influencer Marketing
20.7%



Influencer Marketing:

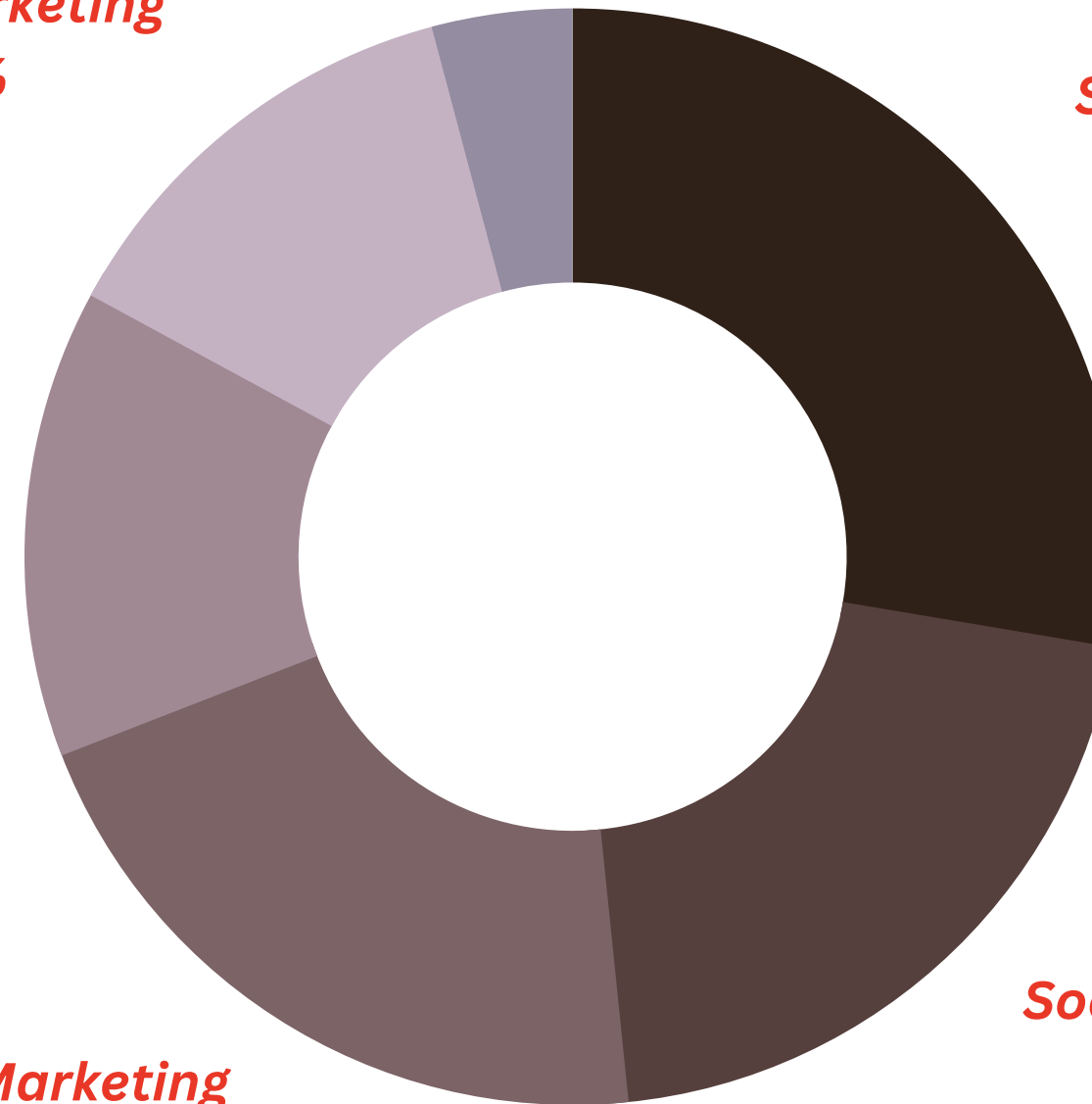
Work with relevant media outlets and bloggers to earn media coverage and improve your brand visibility.



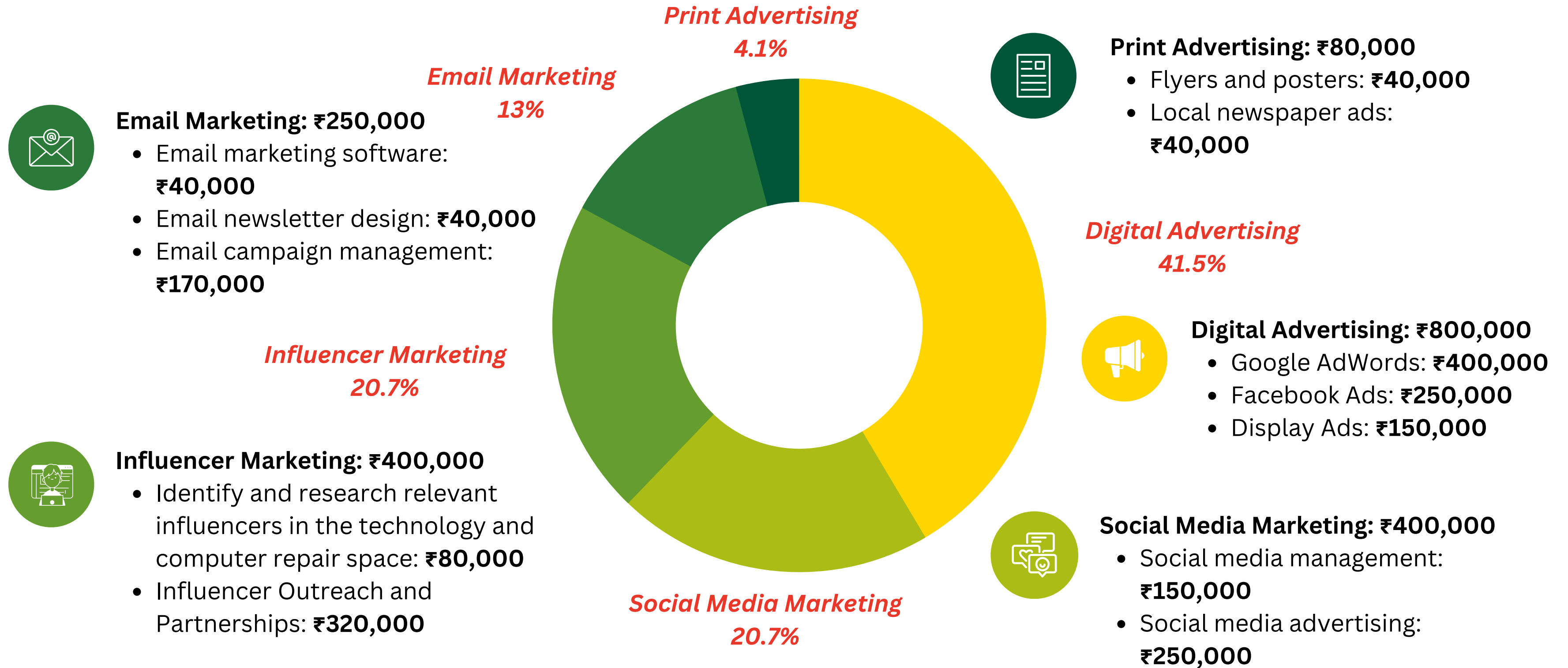
Social Media Marketing:

Use social media platforms such as Facebook, Twitter, and Instagram to reach potential customers and promote our services.

Social Media Marketing
20.7%



Marketing Budget



Total Marketing Budget: ₹1,930,000

Website

In today's digital age, a website is the face of the business. Tech Care invests in building a user-friendly website that showcases its services, pricing, and customer reviews. The website is also optimized for search engines, making it easier for potential customers to find Tech Care online.

[Website Link - www.tech-care.com](http://www.tech-care.com)

TECH CARE

TECH CARE

Features

Why us

Prices

Contact

Get started

Hassle-free tech solutions at your fingertips.

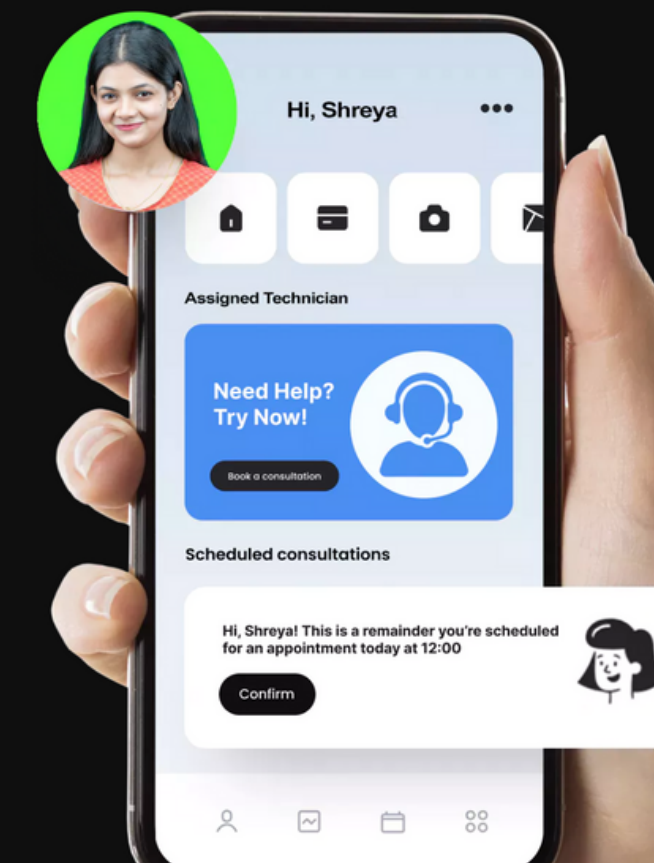
Get expert assistance with your hardware or software issues from the comfort of your home or office.

Get started

View features



Loved by 10,000+ people like you.





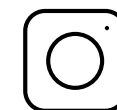
Get In Touch



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support@techcare.in





Thank You!

Questions?

TECH CARE

