

Proposal & Strategy for DigitalMarketing

RB Tech Services

An IT Service Provider

In today's day and age, to succeed, it is imperative that the brand has **digital presence.**

The Challenges in Building your Brand

- Reaching the right target audience for your brand.
- Your brand in the ever expanding world wide web risks losing its voice.
- Getting enough engagement and interest on your page so it translates into sales and leads to more business.

The Solution: RB TechServices

- We are in this industry since 2011. We get the ins and outs of social media.
- We are ever eager to know our audiences well.
- Understanding brands and building brand value is something we specialise in.
- We have a diversified team that handles our clients' needs holistically.

The Ecosystem of Our Services

We provide end to end solutions tailor made to your brand. Our key features are:

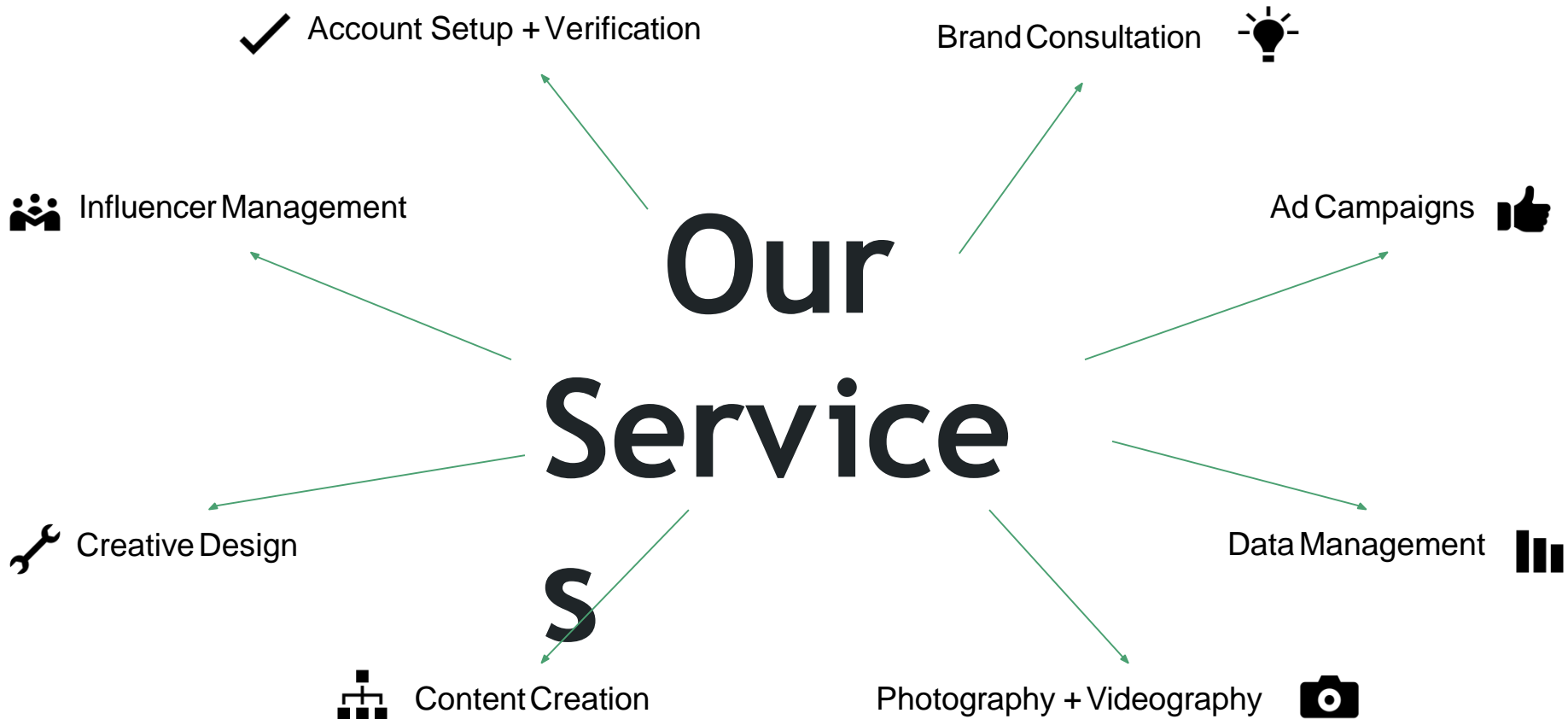
Social Media Management & Analysis: We are adamant about posting online timely, maintaining hygiene and being at the pulse of your customer base. In an unfortunate event of a crisis like your account being hacked, we handle that too. Every month, we make a comprehensive report for your perusal.

Design: Everything related to the overall design to the most minute aesthetic detail comes under our jurisdiction when it comes to each post.

Content Creation: We keenly do photoshoots and video shoots in-house & on location if you so desire.

Campaigns & Events: Online and offline campaigns, launch events, festivals, blogger meets are just a few things in the of gamut of campaigns we do.

Influencer Management: Our influencer management network is over 400 people strong and growing. We ensure that we connect you with the right social media influencer for your brand.

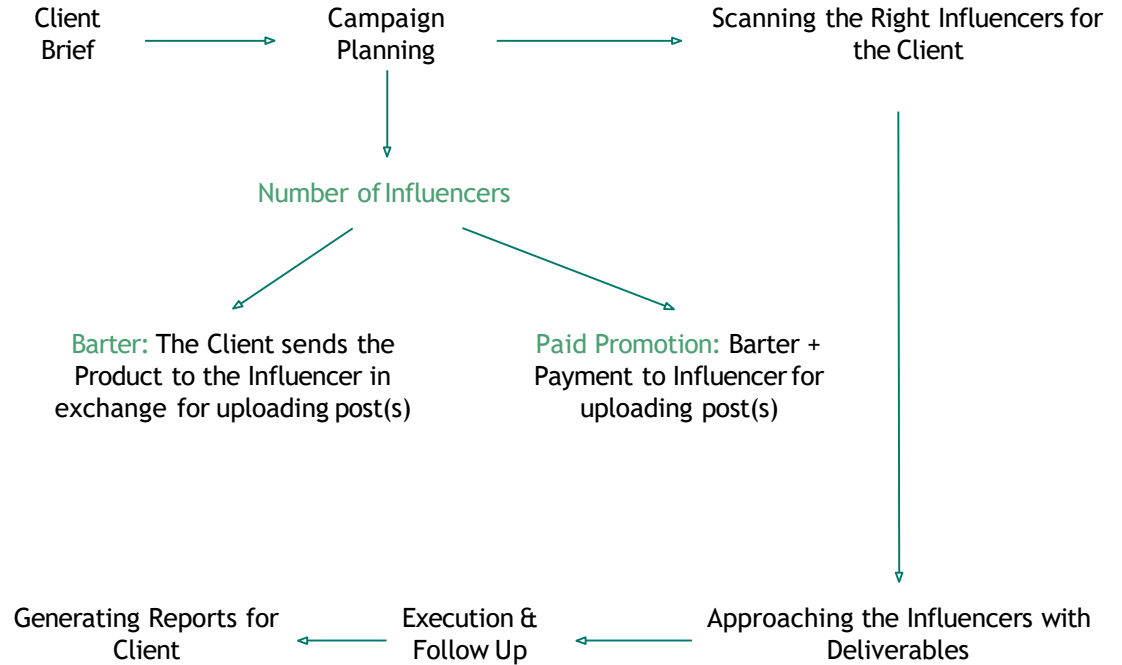


How We Do It

Depending on what your brand is about, we design campaigns that are featured on your pages ensuring that there is significant interaction with your audience.

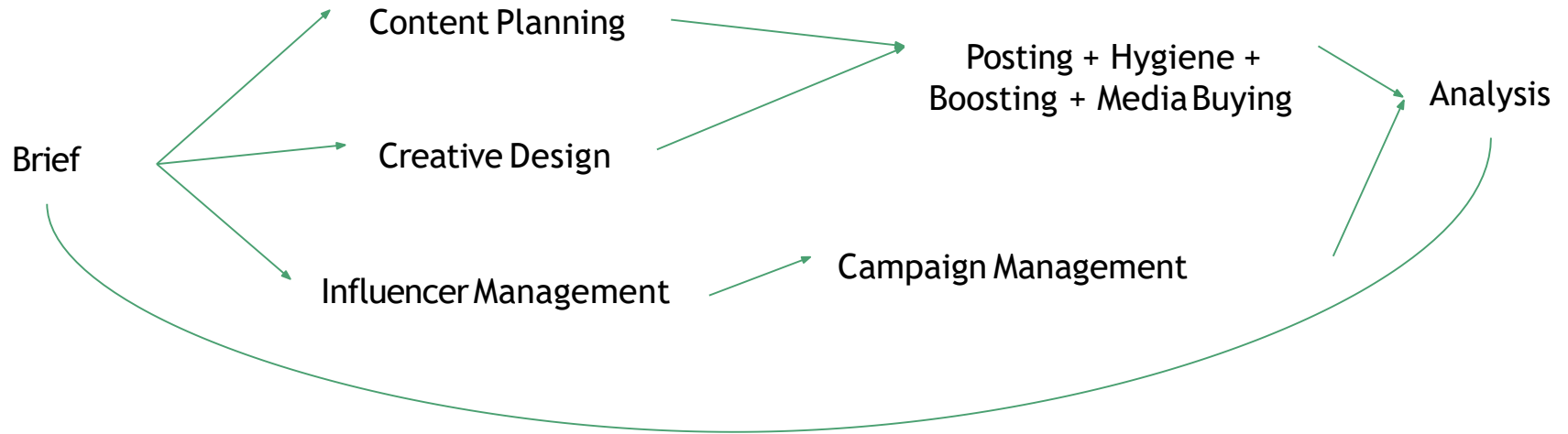
We also collaborate with influencers who widen your reach. This is explained in the diagram alongside.

To know more about our Influencer Management System, click [here](#).



The Business Model

We make monthly plans for all our clients. As a rule, we take payments at the start of each month since the budget is allocated to boosting and media buying allotments as well. The following diagram shows our monthly workflow.



The Strategies We Use

- Content Creation: We create content banks for our clients so we are able to map out & execute their digital activity timely.
- Campaigns: We plan and execute detailed campaigns both online and offline.

The Advantage Of RB Tech Services

- Holistic solutions from building the brand to growing the brand. We handle everything from design to execution in-house.
- We run analytics on all our clients' pages to keep a close eye on what's working & what isn't. This level of understanding leads to growth.
- Strong network of related fields and individuals that give us many opportunities to collaborate.

Analysis of Our Online Presence

Facebook: <https://www.facebook.com/groups/DigitalIndia2020/>

Total Members: 18,852 Members

Minimal /Negative engagement for growth

Information is well presented.



The screenshot displays the Facebook group page for 'Digital India'. The group is identified as a 'Closed group'. The header features the group's logo, which is a stylized 'i' in blue, green, and orange, with a Wi-Fi symbol above it. To the right of the logo, the text reads 'Digital India' in a bold, italicized font, with 'Power To Empower' underneath. Below the header, there are buttons for 'Joined', 'Notifications', 'Share', and 'More'. The main content area includes a 'Write Post' section with options for 'Add Photo/Video', 'Live Video', and 'More'. A post by 'RB Tech Services' is visible, with the text '667 people like this'. At the bottom, there are buttons for 'ADD MEMBERS', 'MEMBERS', and 'Embed Invitation', with the member count '18,852 members' displayed.

Analysis of Our Online Presence

Advertisement Portal: <http://www.nagarnews.info/>

Daily 10,000 Visitors.

Poster is will presented.

Twitter:

Well representation of content.

Minimal /Negative engagement for growth

Analysis of Our Online Presence

WhatsApp: 2000+ Active Business Groups

Highest Engagement.

4-5 Lakh People Reach On Daily Basis.

Information is well presented.



Analysis of Our Online Presence

Instagram: <https://www.instagram.com/rbtechservices/>

Highest Engagement.

Information is well presented.

Advertisement Portal: <http://www.nagarnews.info/>

Daily 10,000 Visitors.

Poster is will presented.

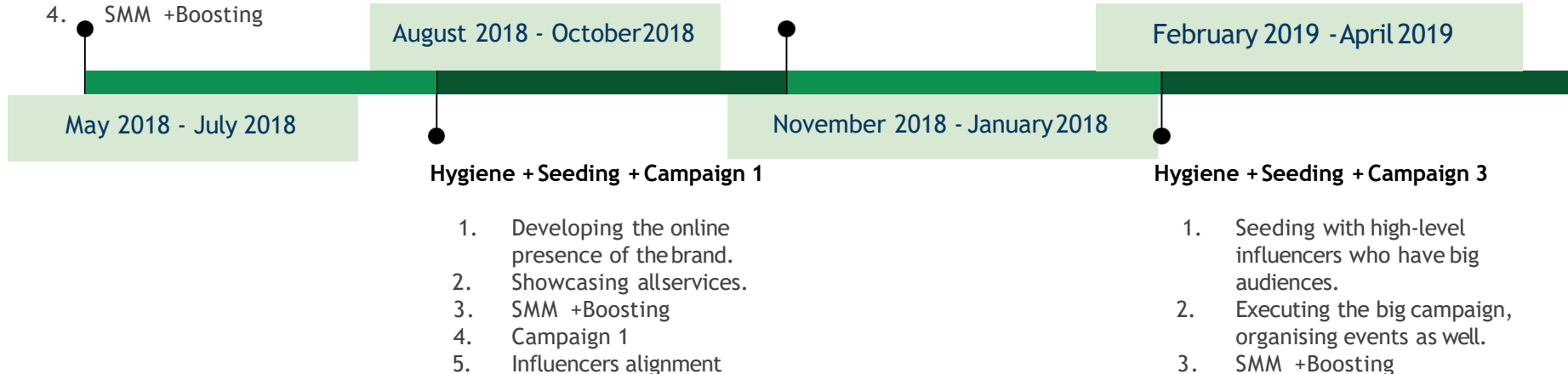
Suggested: 1Year Plan for Digital Media Marketing (Overview)

Hygiene

1. **Alignment of all social media channels** - Facebook, Instagram & Twitter.
2. Organizing the structure for daily process.
3. Design and Branding timeline.
4. SMM +Boosting

Hygiene + Campaign 2

1. Generic listing of all Services.
2. Detailed listing of top actions..
3. Completely different campaign.
4. SMM +Boosting
5. Influencer Alignment



Estimated Budget for Digital Media Marketing for 30 days =5,000 INR

Social Media Management +Execution	Rs. 5,000/per month
Management of Facebook, Twitter&Instagram,	
Whatsapp, Linkdin, Google-plus	
Photo + Content, CreativeDesigning	As per actuals

Services Provided:

Social Media Management:

- Content Planning
- Content Creation
- Product Marketing
- Website Promotion
- Increase Facebook Page Likes
- Youtube Marketing
- Engage Audience
- Blog Promotion
- Daily Hygiene and Weekly Postingspecifically
- Content Writing (Post Descriptions, Captions, Hashtags)

Influencer/Blogger Collaborations

We suggest that we collaborate with **10 influencers every month**. Each one would be giving the brand a **Photo /video testimonial** as a deliverable for Barter or Paid activities.

Following are the ways we can collaborate:

1. Influencer Experience: This could be a **one day activity** where an influencer (mid level with a decent following) from that city would come to your location, document the experience and upload the set of deliverables on their social handles.
2. Activities with a Group of Influencers: A **multi-day activity** with influencers (high level of influencers with a large following) who will go live as well as upload the set of deliverables on their social handles.
3. Promotional Posts: Paid activity for promotions where the influencers will promote the brand's events/promotional content in return of a fixed cost on multiple occasions.

Note: All Influencer Collaborations will depend on Influencer Availability, Commercials or Barter value.

Course of Action for Facebook & Instagram

Use of Language: Casual & Informal

Apart from improving and aligning all creatives (posts will have crisp captions) on Facebook & Instagram, following are points for implementation:

- Addition of the brand story on introduction pages and posts.
- Listing all the services provided by World For All.
- Engagement by re-posting pictures from other users which have hashtag campaigns. Also, sharing events on these channels.



Sample Posts for Facebook and Instagram

RB Tech Services

Connecting Minds, Creating Tomorrow...

- SEO Marketing
- 3D/ 2D designs
- Brand Promotions
- Consulting Services
- YouTube Marketing
- Twitter Marketing
- Graphic Designing
- Database marketing
- WhatsApp Marketing
- Politicians Promotions
- Social Media Services
- Mobile Apps Development
- Corporate Profile Designs
- Logo Designing
- Email Marketing
- Digital Marketing
- Singers Promotions
- Content Marketing
- Animation Services
- Domain services
- Hosting services
- Consulting Services
- Facebook Marketing
- Domain, Hosting, Email
- Animated Videos Designs
- Models / Actors Promotions



For Further Information Contact On:
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Send Your Requirements On
bhavikshah246@gmail.com

Food Plaza
Let the good times roll

FREE HOME DELIVERY

NO EXTRA CHARGES

ONLY RS 50

Call Us On 8087836389

PosterMyWall.com

The poster features a dark wood-grain background. At the top, a white delivery person in a red cap pushes a cart with a brown box. Below this, the text 'Food Plaza' is written in a large, yellow, cursive font, with 'Let the good times roll' in a smaller, yellow, cursive font underneath. The phrase 'FREE HOME DELIVERY' is written in bold, white, sans-serif capital letters. In the center, there are three white-bordered photos of burritos. A yellow banner with a red border at the bottom left says 'NO EXTRA CHARGES'. A red banner with a white border at the bottom right says 'ONLY RS 50'. At the bottom center, a white bowl contains several burritos. At the bottom right, a delivery person in a white cap and blue uniform is shown carrying a brown box. The phone number 'Call Us On 8087836389' is written in large, bold, yellow font at the very bottom. A small 'PosterMyWall.com' watermark is visible in the bottom left corner.

Sample Posts for Facebook and Instagram



RB Tech Services
AN IT Service Provider

**LOW COST FACEBOOK
MARKETING**

**WE CAN GENERATE YOU LEADS
FOR YOUR BUSINESS**

@ 65 RUPEES/DAY

**THAT DIRECTLY CONNECTS YOU
WITH YOUR CLIENTS.**



LOGO DESIGN

Logo Design Only ₹.3000^(PER)
(With five options)

- 100% Client Satisfaction
- Clean and Conceptual Design



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