requirements
Part 1 (Branding)
Domain
Hosting
Design
Content

	Laund	ch Plan
Step I	Reel	
	Sponsored Content	Picturization of enterprenurers getting marketing and branding troubles; projection of agency as soultion.
Step II	Post Sponsored Content	Carousel
		DCM as a soultion to better marketing and branding practices.
		Sharing our expertise
		Directing towards the launch of an ebook directed towards helping entrepreneurs build brands.
Step III	Post	Carousel
	Content	Learn with us series
		With informative content directed towards branding CTA to Download the eBook Part 1

	Ins	tagram
Week One Day 1	Reel	Our Expertise
		Basics of branding
Day 2	Post	5 steps to start of your branding journey. With an imaginary or real life example. Plus ebook CTA
Day 3	Reel	Branding dissection.
		A reel where Founder or someone from the team picks up a popular brand discusses their branding and how that has helped the business to grow. Ex. Apple. Its branding and customer reputation that has been built with the branding.
Day 4	Post - carousel	Branding cheat-sheet
Day 5	Break	Break
Day 6	Reel	Our formula to get your branding on-point with examples.
Day 7	Post - carousel	Most common branding mistakes that you are about to make and how to fix those.

E-book								
Part 1	Branding							
Part 2	Digital Media Content Creation basics							
Part 3	Marketing basics							
Part 4	Niche specific approach							

List of activities								
of 6 months)	es (for the period	Mon	nth 1		Month 2		Month 3	Month 4
		Diatfrom		Dietform		Social media		Social media
		Platfrom testing with report generation and User Experience suggestions for the development		Platform testing based on the user feedback gained		Social media presence:		Social media presence:
		report		on the user		presence: Facebook, Instagram & Youtube		presence: Facebook, Instagram &
		generation and User		gained		Youtube		Youtube
		Experience		guinea		Toutabe		Toutube
·-		suggestions						
Platform testing and		development						
reporting		team						
							Company and	Content
							founders page on linkedIn	directing users
							on inkedin	directing users towards downloading
								the app
		Social media profile creation and optimization: Facebook, Instagram, Linkedin &		Social media	With season spe Previous sales record from sister brands or inputs from the tea	m will be required	Season specific	Season specific
		profile creation		presence: Facebook, Instagram & Youtube			content + testimonials + impact stories	content + testimonials + impact stories
		and		Facebook,			testimonials +	testimonials +
		optimization:		Youtube			impact stories	impact stories
		Instagram,		Toutabe				
Social Media		Linkedin &						
Social Media		Youtube						
								Content sharing
							Product range	learnings from Q1
								Product range
	Optimization							
				Social Media	Season specific content	Social Madia	promoting and	Social Media promoting app Promotion: Ad downbads spend of Rs. 2000 each for Facebook, Instagram
		Social Media		Promotion: Ad	access opening content	Promotion: Ad	downloads	Promotion: Ad downloads
		Promotion: Ad		spend of Rs.		spend of Rs.		spend of Rs.
		spend of Rs.		5000 each for		2000 each for		2000 each for
		Facebook		Instagram &		Instagram.		Instagram
		Instagram, &		YouTube		YouTube and		
	Management	Social Media Promotion: Ad spend of Rs. 5000 each for Facebook, Instagram, & YouTube				LinkedIn	promoting app downloads	
	Marketing							
		Corporate	for Sellers in ppt	Corporate	For sellers focusing on benefits	Website SEO	On-page SEO	Website SEO On-page SEO
		Presentation	and auto slide-	Presentation				
		Corporate Presentation and brochure design	snow video format	Corporate Presentation and brochure design				
Digital		acoign		avaigii	For buyers; focusing on schemes and benfits (in Hindi Marathi)		Off-page SEO	Off-page SEO
Digital Marketing (Marketing other than					. or objects, roccoming on ourienness and definits (in mind Marathi)		On page SEO	Oli-page SEO
(Marketing								
other than social media)								
social media)			Continue				Discounting	Discounting
			For buyers (from creating				Blog writing	Blog writing
		Application	(from creating and account to purchasing a					
	1	Application explainer	purchasing a					
	YouTube ads	video	product)					
				Application explainer video	For platfrom selle Same videos to be put up on YouTube	Digital Marketing (Marketing other than		Digital Marketing (Marketing other than social media)
				explainer		Marketing		Marketing (Marketing
				video		other than		other than
	Google ads					social media)		social media)
					Dashboard		Google ads: Focusing on increasing downloads	Google ads: Focusing on offering app specific
								Focusing on
								offering app
			Ontmizing					specific
		Website SEO	content					uiscounts
Website SEO			Keyword		Product listing			
Website 3EO			Keyword reseach		rioductisting			
					Accepting orders	Application	For platfrom selle Same videos to be put up on YouTube	Application
					,	Application explainer video		Application marketing video
			On-page SEO			video		video
					For buyers Negotiations feature		Product	Sharing
							Product discounts and offers	Sharing successes and growth stats
							Dully lighter and	B
							Bulk listing and inventory management	
							management	
		Digital		Website SEO	On-page SEO		Negotiations	Digital
								Marketing
		Marketing						Digital Marketing (Marketing other than social media)
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Coporate presentation building		Marketing (Marketing other than social media)						social media)
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	Month 5				Month 6		
Social media presence: Facebook, Instagram & Youtube				Social media presence: Facebook, Instagram & Youtube			
	Content directing users towards downloading the app				Content directing users towards downloading the app		
	Season specific content + testimonials + impact stories + success stories				Season specific content + testimonials + impact stories + success stories		
Social Media Promotion: Ad spend of Rs. 2000 each for Facebook, Instagram	promoting app downloads with testimonials			Social Media Promotion: Ad spend of Rs. 2000 each for Facebook, Instagram	promoting app downloads with testimonials		
Website SEO	On-page SEO			Website SEO	On-page SEO		
	Off-page SEO				Off-page SEO		
	Blog writing				Blog writing		
Digital				Digital			
Digital Marketing (Marketing other than social media)				Digital Marketing (Marketing other than social media)			
	Google ads: App experiences of the users; redirected to download				Google ads: App experiences of the users; redirected to download		
					YouTube ads: Brand presence		
Application marketing video							
video	Campus and or facilities built						
	built						
Digital Marketing (Marketing other than social media)				Digital Marketing (Marketing other than social media)			
	Google ads: Focusing on increasing downloads				Google ads: Focusing on increasing downloads		
	Youtube ads: Sharing successes and growth stats				Youtube ads: Sharing successes and growth stats		
Coporate presentation building							
	For corporate farms to join the platfrom to purchase for their needs						