

Pre launch requirements	
Ebook	Part 1 (Branding)
Landing page	Domain Hosting
	Design
	Content

Launch Plan		
Step I	Reel	
	Sponsored Content	Picturization of entrepreneurs getting marketing and branding troubles; projection of agency as solution.
Step II	Post	Carousel
	Sponsored Content	DCM as a solution 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

Instagram		
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 (for the period of 6 months)		Month 1			Month 2			Month 3			Month 4		
Platform testing and reporting		Platform testing with report generation and User Experience suggestions for the development team			Platform testing based on the user feedback gained			Social media presence: Facebook, Instagram & Youtube			Social media presence: Facebook, Instagram & Youtube		
							Company and founders page on linkedin				Content directing users towards downloading the app		
Social Media		Social media profile creation and optimization: Facebook, Instagram, LinkedIn & Youtube			Social media presence: Facebook, Instagram & Youtube	With season spe	Previous sales record from sister brands or inputs from the team will be required	Season specific content + testimonials + impact stories			Season specific content + testimonials + impact stories		
								Product range			Content sharing learnings from Q1		
Optimization											Product range		
Management Marketing		Social Media Promotion: Ad spend of Rs. 5000 each for Facebook, Instagram, & Youtube			Social Media Promotion: Ad spend of Rs. 5000 each for Facebook, Instagram, & Youtube	Season specific content		Social Media Promotion: Ad spend of Rs. 2000 each for Facebook, Instagram, YouTube and LinkedIn	promoting app downloads		Social Media Promotion: Ad spend of Rs. 2000 each for Facebook, Instagram	promoting app downloads	
		Corporate Presentation and brochure design	for Sellers in ppt and auto slide-show video format		Corporate Presentation and brochure design	For sellers focusing on benefits		Website SEO	On-page SEO		Website SEO	On-page SEO	
Digital Marketing (Marketing other than social media)						For buyers; focusing on schemes and benefits (in Hindi Marathi)			Off-page SEO			Off-page SEO	
	YouTube ads	Application explainer video	For buyers (from creating and account to purchasing a product)						Blog writing			Blog writing	
	Google ads				Application explainer video	For platform sells Same videos to be put up on YouTube		Digital Marketing (Marketing other than social media)			Digital Marketing (Marketing other than social media)		
		Website SEO	Optimizing content			Dashboard			Google ads: Focusing on increasing downloads			Google ads: Focusing on offering app specific discounts	
	Website SEO		Keyword research			Product listing							
			On-page SEO			Accepting orders		Application explainer video	For platform sells Same videos to be put up on YouTube		Application marketing video		
						For buyers Negotiations feature			Product discounts and offers			Sharing successes and growth stats	
									Bulk listing and inventory management				
									Negotiations				
Corporate presentation building		Digital Marketing (Marketing other than social media)			Website SEO	On-page SEO					Digital Marketing (Marketing other than social media)		
			Google ads: Focusing on increasing downloads			Off-page SEO						Google ads: Focusing on increasing downloads	
	Video production							Digital Marketing (Marketing other than social media)				Youtube ads: Sharing successes and growth stats	
									Google ads: Focusing on increasing downloads				
	Facility overview				Digital Marketing (Marketing other than social media)								
						Google ads: Focusing on increasing downloads							
								Corporate presentation building			Corporate presentation building	For brands to become sellers on our platform	
	Explainer videos								Handout/brochure for marketing team				
					Corporate presentation building								
						Handout/brochure for marketing team							

		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 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							
		Campus and or facilities 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			
	Corporate presentation building							
		For corporate farms to join the platform to purchase for their needs						