



Marketing Profile.

Presentation 2024

Giving you global recognition



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Sino Soft

Overview

1. Introduction
2. Marketing goals
3. SEO plan
4. Paid Advertising
5. Social Media Setup/Management
6. Schedule and Deadlines
7. Marketing Channels
8. Performance and Analysis
9. KPIs
10. How you can reach us



Introduction.

Why we do marketing. What marketing means to us.

Why we do marketing

- ✓ Marketing is literally the backbone for any business. Without marketing, you wouldn't know a lot of businesses right now that you do.

People shy away from marketing but with a good and well aligned marketing strategy, a content plan and a willingness to change and adjust with the market or what we call marketing trends and user behaviors, marketing is a sure swing.

What Marketing means to us

- ✓ We share a common goal with our clients to make their products/ services or whatever they come to us for reach the world. Marketing fulfills this for us and that's why we have a soft spot for marketing as it helps us make our clients achieve their goals. It ends up being a happy marriage where everyone is in a wins.



Marketing Goals

We would like to your business become one of the most known and a go to for all prospects that are in need of the products and services you offer.

How are we going to implement this? Well, depending on the needs of your business, we will tailor our strategy to:



Wide reach

To reach a wide audience, we will utilize social media with targeted ads and engaging content, alongside SEO optimization to boost search rankings. Also, we will give people a full view of what you offer in an attractive and capturing way that will make them buy and interact with your business.



We will optimize your SEO strategy, focusing on relevant keywords and content creation to increase search engine rankings while also enhancing social media engagement with regular, visually engaging posts in different forms.

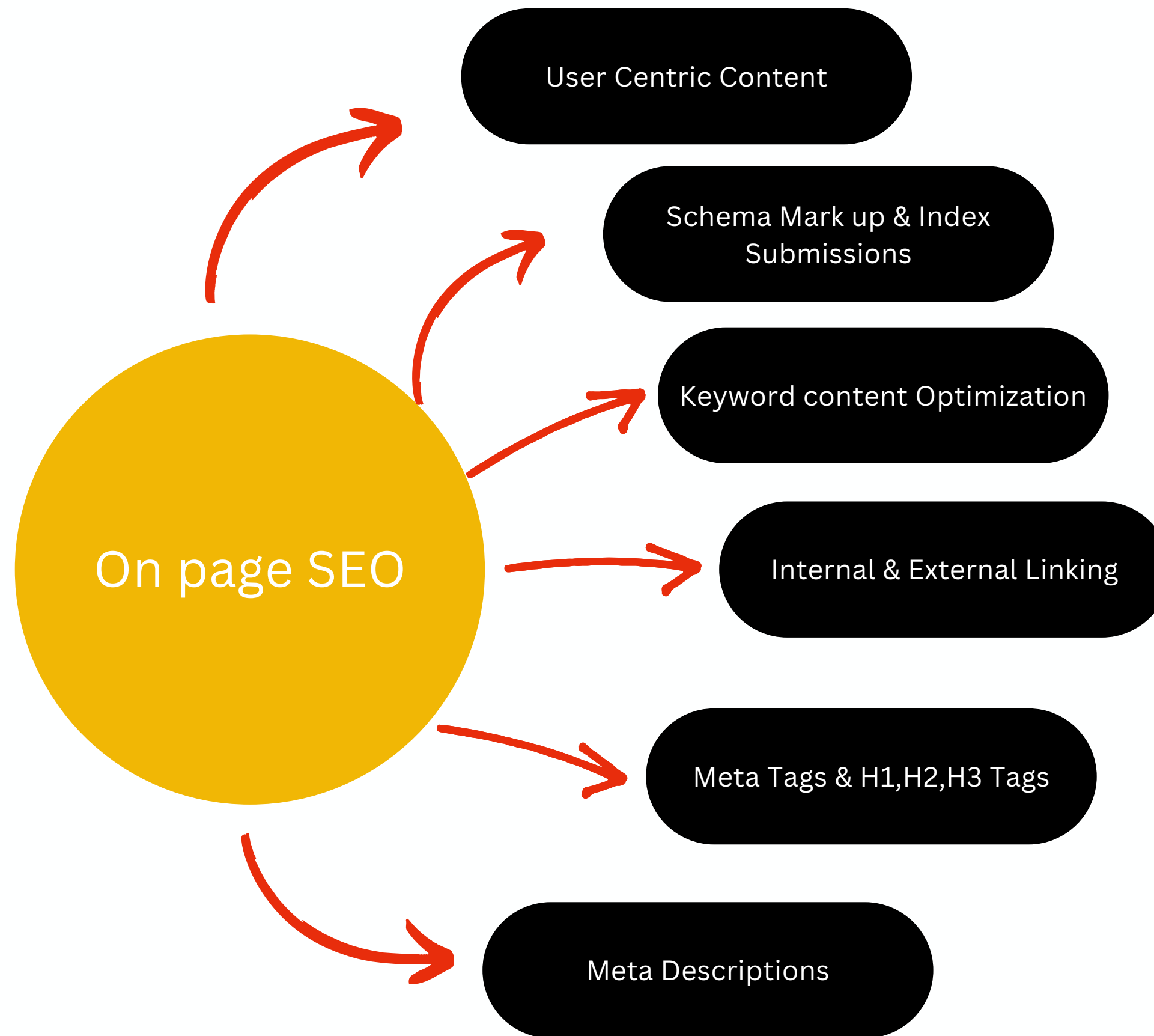


Increased Web site Visits

To increase website visits, we will optimize content that interlinks to your website with strong call to Actions that will trigger not only the visiting of the website but also sharing it to others. We will also list your website on our award-winning free classifieds website here in Kenya.

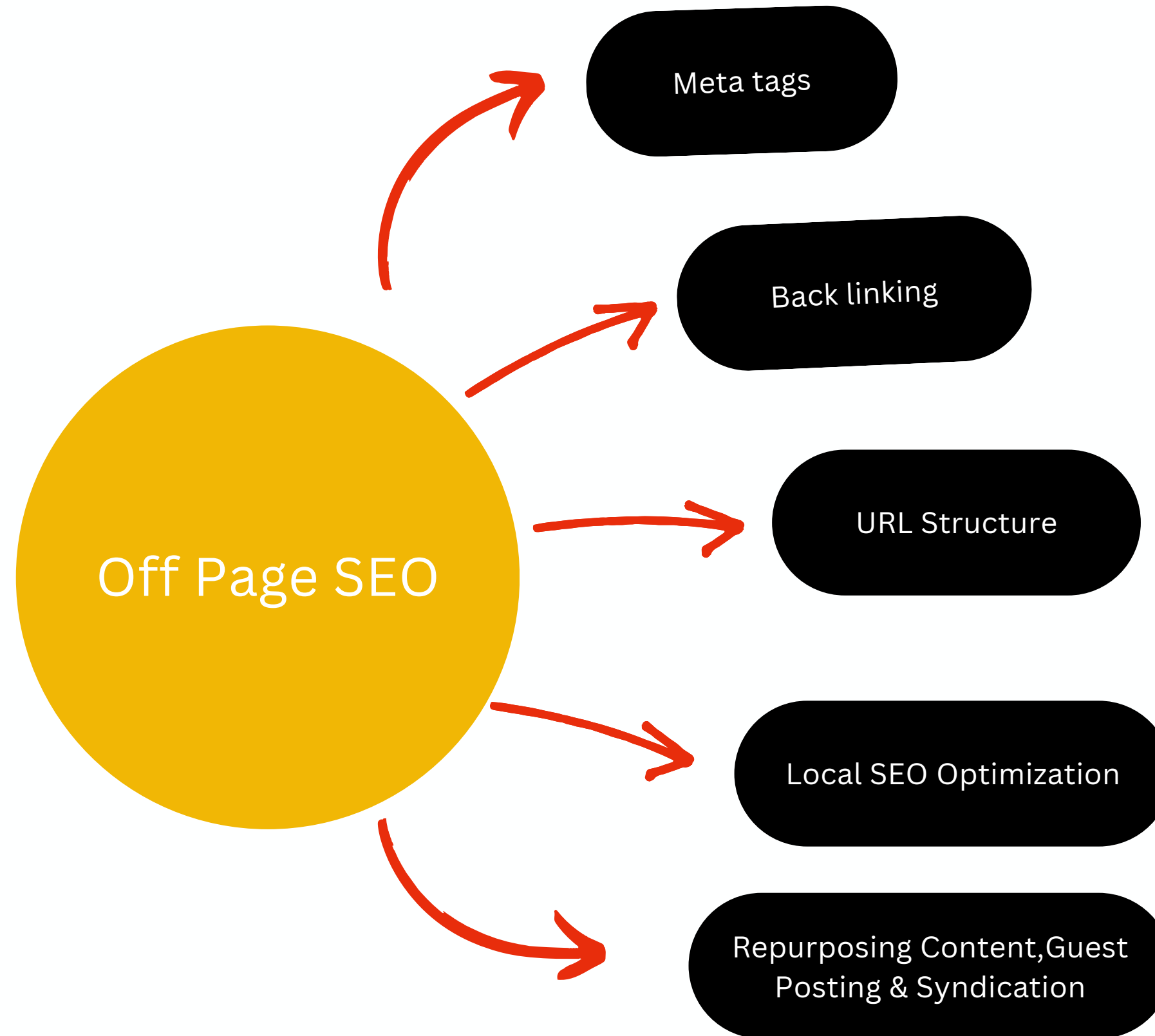
SEO Plan

This is an overview of how we will improve your visibility on search engines.



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Paid Advertising.

The power of paid advertising is that you kill two birds with one stone. You get conversions and increase web visits at the same time.



01

Google Video & Search Ads

Targets an intentional audience with a need for your services.

02

Facebook Ads

To target a broader audience that are more likely to enquire about your services.

03

Twitter Ads

Reaches a target audience more directly than waiting for an organic reach.

04

Bulk SMS Marketing

Targets already existing clients or new clients that you may have their contacts

05

E-mail Marketing

To target a broader audience that are more likely to enquire about your services.

06

Influencer Marketing.

To get high valued clients from influencer refferals and increase brand awareness.

Social Media Setup/Management

Being that you already have a set up your social Media Pages, we can help you to:



01

Create Engaging Carousels to increase and improve interaction which is good for the algorithm

02

Create a theme across all your social media pages to match your brand

03

Turn Customer reviews to content

04

Have a consistent brand message on all platforms

05

Turn followers in to fans and build a community

06

Show people how much they are missing out with interactive reels and different forms of videos

Content Schedule



Month 1-3

Build initial interest through strategic online content and plan targeted advertising initiatives.



Month 4-7

Roll out the rebranding through targeted ads and promotions and posts on all social media posts.



Month 5-9

Broaden reach by leveraging customer feedback, referrals, and collaborations. Keep building interest through high-quality content and restructured.



Month 9-12

Refine marketing tactics based on performance data and continue expanding reach through optimized content and global outreach efforts. Keep engaging the audience to sustain long-term growth.



Performance and Analysis

After every test, there's definitely results.

How do we access the performance of your business on the online space?

This below will help us understand: Average time on the page, Bounce rate, Traffic engagement, Referring pages, Pages visited, Conversion rates and Customer purchase journey.



Google Search Console

To view web visits, engagements rates, clicks, visibility on Search Engines and submission of sitemaps.



Google analytics

To check website performance by providing insights into user behavior, traffic sources, and content engagement and other specific important details.



Ahrefs

For competitor analysis, rank tracking and audits to target and retargeting purposes.

Companies we've Partnered with

- ✓ Midas Flowers Delivery Kenya
<https://midasflowersdelivery.co.ke/>
- ✓ Chateau254
<https://chateau254.co.ke/>
- ✓ Nursing Capstone Writing Services
<https://nursingcapstonewritingservices.com/>
- ✓ FaceShop254



Budget

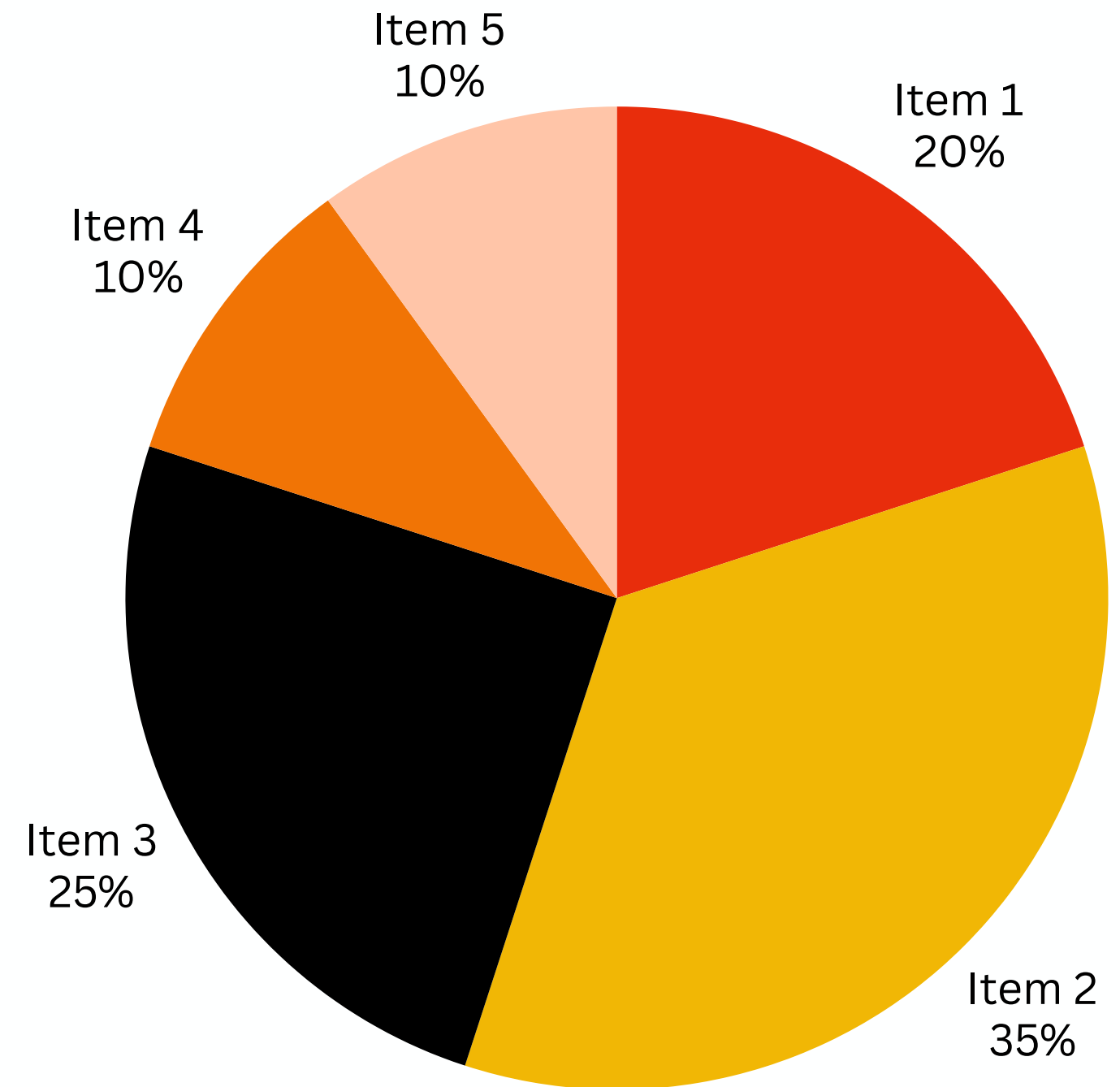
Use the graph to present the expenses associated with the campaign.

=From ksh 20,000

Check our packages [here](#)



- 01** Facebook, Twitter, Instagram, Pinterest, Google My Business, LinkedIn.
- 02** 3 high-quality branded posts on each platform per week
- 03** Social Account and Profile Optimization
- 04** Search Engine Optimisation (SEO)
- 05** SEO-ready Blog Article Per Month



Marketing Platforms

This are the channels we will use to grow and improve your business.



Instagram



Twitter (X)



Facebook



Paid Advertising
(Recommended)

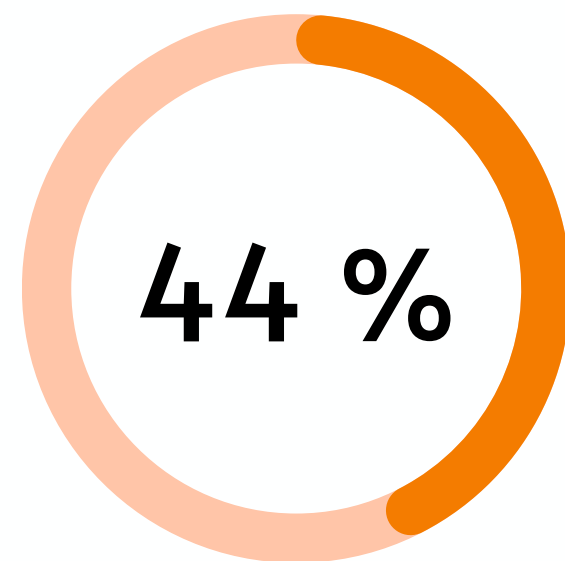
Marketing Mix

Service Marketed	Platform	Post type
Your service/Product	Ig, FB, X,	Polls, Carousel
Your service/Product	Ig, FB, X	Reel, Carousel
Your service/Product	Ig, FB, X	Reel, Story
Your service/Product	Ig, FB, X	Post, Reel, Story
Your service/Product	Ig, FB, X	Voice Over

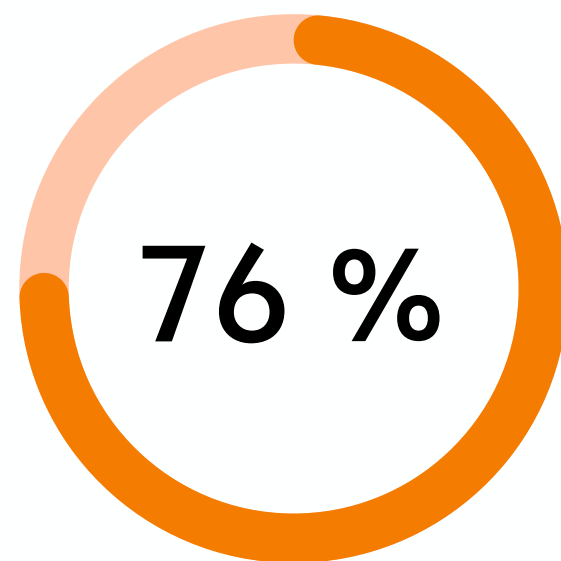


Key Performance Indicators

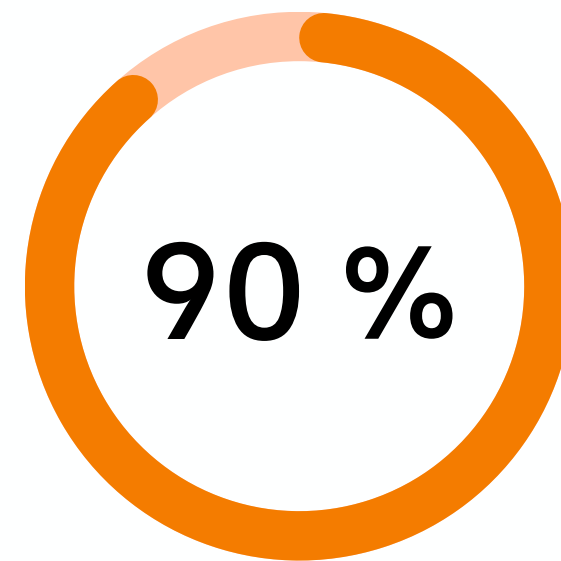
The following should be a sign that our marketing plan is working.



KPI 01
Increased website visits.



KPI 02
Increased engagement



KPI 03
Increased conversions in terms of booking



GOT QUESTIONS?

Reach out.



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