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# DIGITAL MARKETING

## SOCIAL MEDIA ADVERTISING

FACEBOOK & INSTA POST | PAGE MANAGEMENT | YOUTUBE MANAGEMENT  
GOOGLE MANAGEMENT | VIDEO SHOOT | WEBSITE DESIGNING



Contact us  +91 9600 9100 89



Facebook & Insta Post | Page Management | Youtube Management  
Digital Ads | Brand Awareness | Reach | Lead Generation



## About us

We have experience with 5 Years of Digital Marketing

Our CEO, T.M.Seenivasan, MBA (Marketing) M.A Tourism & Hospitality, Digital Marketing he has Experience in College Admissions and Marketing Department for the past 12 Years

We have an Experienced Team Consisting of a Graphics Designer, Cinematographer, Editor, Social Media Publisher, Content Writer, & Website Developer.

The objective of the promotion activities is to reach more people and get quality deals from quality customers across the world or from targeted areas.

Social promotions are an incredibly efficient way to reach customers.

You can drive sales by reaching people who are interested in your business exactly where they're looking – on their phones, tablets, computers.

## Advantage of Social Media

Social media allows users to easily connect and share information with their friends or followers. Millions of people use social media every day, making it easier for businesses like yours to find potential customers online.

- Build relationships with Customer.
- Increase your visibility.
- Connect anytime.
- Cost-Effective and Efficient.
- Target A Specific Demographic.
- Reach a Bigger Audience and Expand.



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- ✔ Account Creation
- ✔ Page Creation or Existing Page
- ✔ Merging Instagram
- ✔ Adding WhatsApp Business
- ✔ Creative Cover image
- ✔ Posting Regularly, Engaging the Followers
- ✔ Quality Image & Video
- ✔ Run Campaign Ads on Facebook & Instagram with Target Audience – Age, Location, Gender
- ✔ Posting Events, Festivals, Story ( 24 hours ), Reels
- ✔ Facebook Page Management, Sponsored Ads
- ✔ Exact Reach Posting Right Time (Organic Reach)



### Facebook Users



### Organic Reach in Google based on Key word



### Paid Reach

- Setting Location on Google map
- Getting Review from Customers
- Create Post – Welcome offer General Post, Offers, Events, Local SEO
- Posting Regularly
- Engaging the Followers
- Quality Image & Video

- Create Post – Welcome Offer General Post, Offers, Events
- Getting More Lead & Enquiry
- Minimum Ads Running 30 Days

**Small | Jump Start the Growth of Business | Boosting Results**  
Ads Run At Google Search, YouTube, Google Partner Websites



YouTube is an American online video sharing and social media platform owned by Google. It was launched in February 2005 by Steve Chen, Chad Hurley, and Jawed Karim. It is the second most visited website, with more than one billion monthly users who collectively watch more than one billion hours of videos each day.

#### Task 1

- ✔ YouTube Channel Creation
- ✔ Cover Photo & Profile Pic Creation



#### Task 2 - Creation

- ✔ Video Shoot ( Professional Camera )
- ✔ Editing [Pr] [Ae]
- ✔ Video Shoot ( 1 ): 3 - 5 Videos Per Month
- ✔ Video Editing - 1:1, 9:16, 16:9
- ✔ FB & Insta video Edit - 1:1 Post
- ✔ FB & Insta video Edit - 9:16 Reels
- ✔ Youtube video Edit - 16:9 Video



#### Task 3 - Posting

- Upload & Publish: ✔
- 3 - 5 videos to Publish
- Thumbnail, ✔
- Custom Creation



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**f facebook**

**1 : 1 Poster Design**

**Instagram**



**f facebook**

**16 : 9 Story Design**

**Instagram**





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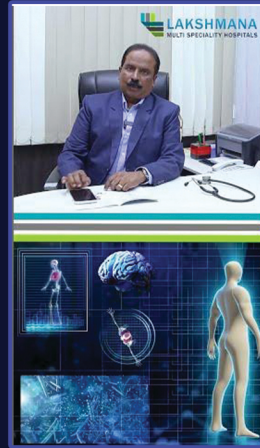
**f** facebook **Instagram**

**1:1 Video**



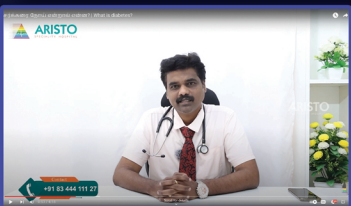
**f** facebook **Instagram** **You Tube**

**9:16 Short**



**f** facebook **You Tube**

**16:9 Video**



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**Twitter Account Open or Existing Account**  
**Creative Cover image**  
**Posting Regularly**  
**Engaging the Followers**  
**Quality Image, Creative Cover image**

Twitter is an American microblogging and social networking service on which users post and interact with messages known as "tweets". Registered users can post, like, and retweet tweets, but unregistered users can only read those that are publicly available.



**Pinterest Account Open or Existing Account**  
**Creative Cover image**  
**Posting Regularly**  
**Engaging the Followers**  
**Quality Image, Creative Cover image**

Pinterest is an American image sharing and social media service designed to enable saving and discovery of information on the internet using images and, on a smaller scale, animated GIFs and videos, in the form of pinboards.



**Pinterest Account Open or Existing Account**  
**Creative Cover image**  
**Posting Regularly**  
**Engaging the Followers**  
**Quality Image ,Creative Cover image**  
**Job Posting**

LinkedIn is an American business and employment-oriented online service that operates via websites and mobile apps. Launched on May 5, 2003, the platform is primarily used for professional networking and career development, and allows job seekers to post their CVs and employers to post jobs.



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# Facebook & Insta Post | Page Management | Youtube Management

## Digital Ads | Brand Awareness | Reach | Lead Generation

### SILVER



#### Task - 1

Poster Graphic Design – 12 No / Per Month

Medical Event & Festival Event

Story Instagram & Facebook – 12 No / Per Month

#### Task - 2

- a. Facebook – 12 Post per Month
- b. Instagram – 12 Post per Month
- c. Google – 5 Post per Month
- d. Twitter – 5 Post per Month
- e. Story - Facebook & Instagram

#### Task - 3

Monthly 1 Ads

Instagram

### GOLD



#### Task - 1

- 1. Poster Graphic Design – 15 No / Per Month
- 2. Video Shoot ( 1 ) - 3 - 5 Videos Per Month
- 3. Video Editing - ( 1:1 ), ( 9:16 ), ( 16:9 )

Medical Event & Festival Event

FB & Insta video Edit - ( 1:1 ) Post

FB & Insta video Edit - ( 9:16 ) Reels

Youtube video Edit - ( 16:9 ) Video

#### Task - 2

- a. Facebook – 15 Post per Month
- b. Instagram – 15 Post per Month
- c. Youtube – 3 - 5 videos to Publish
- d. Google – 10 Post per Month
- e. Twitter – 4 Post per Month
- f. Story - Facebook & Instagram

#### Task - 3

Monthly 1 Ads

facebook Instagram You Tube

### DIAMOND



#### Task - 1

- 1. Poster Graphic Design – 15 No / Per Month
- 2. Video Shoot ( 1 ) - 3 - 5 Videos Per Month
- 3. Video Editing - ( 1:1 ), ( 9:16 ), ( 16:9 )

FB & Insta video Edit - ( 1:1 ) Post

FB & Insta video Edit - ( 9:16 ) Reels

Youtube video Edit - ( 16:9 ) Video

#### Task - 2

- a. Facebook – 15 Post per Month
- b. Instagram – 15 Post per Month
- c. Youtube – 3 - 5 videos to publish
- d. Google – 15 Post per Month
- e. Twitter – 5 Post per Month
- f. Story - Facebook & Instagram

#### Task - 3

Facebook & Instagram  
Monthly 2 Ads

Google Advertisement  
15 Days Ads

facebook Instagram You Tube Google



# SOCIAL MEDIA ADVERTISING

## OUR SERVICES

Digital Ads | Brand Awareness | Reach | Lead Generation

- FACEBOOK & INSTA POST
- PAGE MANAGEMENT
- YOUTUBE MANAGEMENT
- GOOGLE MANAGEMENT
- VIDEO SHOOT & EDITING
- ADS SHOOT
- LOGO INTRO VIDEO
- POSTER DESIGN
- LOGO DESIGN
- MEDICAL EVENTS DESIGN
- FESTIVAL EVENTS DESIGN
- YOUTUBE COVER IMAGE DESIGN
- BULK WHATSAPP MARKETING SOFTWARE
- WEBSITE DEVELOPMENT & MANAGEMENT




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