

[Marketing Plan for Group Co.]

2022 Digital Plan

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Objective:

To establish a strong social presence for that builds awareness, creates engagement & drives quality leads.

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Business Goals

Business Objectives

The core objective behind this digital plan is to create a strong social presence- to build right target audience, create engagement & conversions.

Targeted Activities

- **Content Creation:** 4-5 pieces of valuable content on a weekly basis (facebook, instagram, linkedin)
 - Client Testimonials of each of our brands, Achievement as a Group, Insight on what's to come within the group, Trends ahead for each of our industries,
- **Ad Campaigns:** Run 'Traffic' & 'engagement' objective ad campaigns on facebook, instagram & LinkedIn targeted to website, facebook & instagram pages.
- **Lead Magnets:** Create lead magnets for Envicon Group website to capture visitor information.
- **Hashtags & Mentions:** Create a specific #envicongroup (hashtag) & a mention (@) to be used by audience across all platforms- This provides access to user generated content, build awareness & create a community.
- **Competitions/Giveaways:** Run competitions once a week/2 weeks by asking audience to share content, tag family & friends & follow the special social platform.

Metrics & KPIs

Success Metrics & Key Performance Indicators (KPIs)

ACTIONS	SUCCESS METRIC OR KPI
Content Creation	Review the number of likes, comments, views & shares of every post
Ad Campaigns	Number of clicks, reactions, comments, CPC, CPM, CTR, reach & impressions.
Lead Magnets	Number of email subscribers over a period of time (weekly/monthly)
Community Building Via # & @ (mention)	#search & brand name search across social platforms. Additionally this shall also provide insight on 'social listening' to improve brand performance/health.
Competitions	Number of shares of 'competition' posts, number of mentions (@), number of followers

Audience Segmentation & Personas

SEGMENTS	DESCRIPTION
HealthCare	Hospitals, Specialized Health Service Providers (Urologists, Dermatologists, ENT), Medical Equipment Traders/Distributors
Oil & Lubricants	Car Repairs Services, Auto Spare Parts, Petrol Pumps, Major Garages, Marine Equipment Services, Ship Spare Parts
Hotels & Resorts	Elite Class Travelers with zest for Adventure & Comfort, Elite Business Owners & Families looking for an overall experience than a regular 5 star hotel stay.

Social Platforms to Target & Relevant Strategies

CHANNELS	DESCRIPTION
Facebook	As the goal is to build the brand and create engagement- Videos, Blog Posts & Curated Content must be in action- As they are known to create high engagement & increase page likes.
Linkedin	For Linkedin, the plan should be to create content that involves company news, milestones & industry specific content- industry insights, trends etc. Having this strategy in place (consistently) will build a strong reputation in the minds of target audience, thereby leading to more followers & higher engagement.
Instagram	For Instagram having high-res visual content is a winning strategy. This platform will work particularly well for One Nature Hotels, as the theme of One Nature can be well showcased through reels & high res photos. In addition, it will also be vital to incorporate 'behind the scenes' & 'UGC content' as part of the content strategy. Reels is known to have given maximum reach as far as views are content. Behind the scenes & UGC content bring about authenticity & customer satisfaction respectively.

Marketing Strategies

Market Awareness Strategies

TACTICS:

- Run Traffic Ad Campaigns
- Competitions on S.Media
- Backlinks via Guest-Blog
- Influencer Marketing
- Local Partnerships

Demand Generation Strategies

TACTICS:

- Blogging
- Lead Magnets
- Industry-Specific Events
- Sharing valuable Info via Email Marketing
- How to videos- Webinars/Podcasts

Sales Enablement Strategies

TACTICS:

- Provide Offers via Paid Ad Campaigns
- Community Engagement
- Regular Email Campaigns
- Organic Content Post with product/service offer

Brand Superfans Strategies

TACTICS:

- Create Brand Community on Facebook
- Greetings on special days (Birthday, Anniversary)
- Strong Community Engagement
- Thought Provoking & Feedback based Content

Marketing Activities & Tools to Budget for

ITEM
SEO Tools(SEM Rush/Uber Suggest)
Facebook Ad Campaigns
Competition Cash Prizes/Gifts for engagement, following & awareness
Email Marketing Tool (Mailer Lite/ Mail Chimp/ Active Campaign)
Social Media Management Tool (Sprout Social/ Hootsuite)
Google Ads
Linkedin Ad Campaigns
Visual Content Tool (Canva)

THANK YOU