



**GIANTS SOLUTIONS**  
YOUR DIGITAL TRANSFORMERS

**“DIGITAL MARKETING  
PLAN”**



# INTRODUCTION OF GIANTS SOLUTIONS

Giants Solutions is created to address the need for professional IT Consulting, Web Development services, Software Development Services, Digital Marketing & Multiple IT Services. We enable you to become more efficient, streamline your operations, and grow to your true potential with the power of technology. Giants Solutions serves as a multi-task company and excellence is our word of honor. Our principal vision is to progress towards being a top-notch software developer & technology provider firm, and to provide clients with contemporary high-tech & business solutions by exploiting industry standards and practices. Our qualified staff has the knowledge and experience to tackle any problem. We aim to work directly with your company to completely understand your situation, make intelligent recommendations, and implement a customized solution to fit the needs of your business. We have a crew of proficient beings with acknowledged competence in diverse skills and strengths. Our eligible team has the knowledge and experience to address any challenge. We aim to work straight with your company to thoroughly acknowledge your situation, make rational commendations, and bring about a tailored solution to meet the demands of your business.





# ESTABLISHING DIGITAL MARKETING GOALS

Once your business has its place in the market and your strong points in mind, work on establishing some goals to have a clear idea of where your actions should take you. Everything you plan has to work towards meeting those goals.

We need to plan smartly in order to meet the digital goals of your business. Now what is SMART framework? The SMART goals frame work is an important part of digital marketing plan. SMART goals frame work will be clearer with the picture given below.

## SMART GOAL SETTING





## Here's an example:

- **Not a SMART** objective: "I want to increase the number of visits to my website."
- **SMART** objective: "I want to reach 20,000 visits on my website every month within three months. To do so, I'm going to do X, Y, and Z."

Based on our goals (attraction, conversion, and loyalty), we'll start to carry out different strategies: email marketing campaigns, video marketing, web optimization, SEO strategies, paid social media advertising, etc. You'll be able to create workflows that will allow you to **create hundreds of campaigns with mere clicks**. You'll be able to personalize messages based on your buyer persona, increasing your chances for success. Quality content creation and targeting appropriate walk-in customers is the main tactic we will be looking to follow.

If we are starting to work for any business digitally then always the very 1st target is to develop the brand reputation i.e. the main task is to work on followers. If we are looking to boost your products then the first priority is to gather at least 2000+ followers first and this task takes around 2-3 months. So, if you are looking to grow digitally then you have to be patient and wait for results. Grooming any business digitally is a time-consuming task and it is never an overnight process. In short, the first target is the handsome number of followers then boosting your products to receive queries.

For example, if we are targeting the right audience but our content is not up to the mark, so we cannot generate business because unprofessional content or unimpressive photos will not attract customers to purchase your products.



Similarly, if we are creating interesting videos of your products, but the videos are too long and hence boring to watch, so they won't be more engaging for Facebook and Instagram users as they want to see short clips. Longer videos mostly are appropriate for YouTube. Tagging people and asking them to re-share the videos is worth important because if something is shared more, it is seen by more people, and then the digital marketing venture is a success.

Therefore, in order to increase the value of your business, we need to follow standard digital marketing strategies. This is what we will do every month to promote your business using online platforms:

 <p><b>Silver Package</b> <b>Monthly \$350</b></p>	 <p><b>Gold Package</b> <b>Monthly \$470</b></p>	 <p><b>Platinum Package</b> <b>Monthly \$650</b></p>
✔ SOCIAL MEDIA MARKETING STRATEGIES	✔ POST CONTENT	✔ WEB-DEVELOPMENT (5-7 PAGES)
✔ UPTO 5 WEEKLY POSTACROSS ALL PLATFORMS	✔ SOCIAL MEDIA MARKETING STRATEGIES	✔ SOCIAL MEDIA MARKETING STRATEGIES
✔ 2 PLATFORMS (FACEBOOK, INSTAGRAM)	✔ UPTO 6 WEEKLY POSTACROSS ALL PLATFORMS	✔ UPTO 7 WEEKLY POSTACROSS ALL PLATFORMS
✔ POST CONTENT	✔ 2 PLATFORMS (FACEBOOK, INSTAGRAM)	✔ 2 PLATFORMS (FACEBOOK, INSTAGRAM)
✔ SOCIAL CHANNEL OPTIMIZATION	✔ SOCIAL CHANNEL OPTIMIZATION	✔ POST CONTENT
✔ VIDEO MAKING (TEASER, INTRO, ANIMATED)	✔ 3 VIDEOS MAKING (TEASER, INTRO, ANIMATED)	✔ SOCIAL CHANNEL OPTIMIZATION
✔ 2 BASIC CAMPAIGNS SETUP (FACEBOOK, INSTAGRAM)	✔ 3 CAMPAIGNS SETUP (FACEBOOK, INSTAGRAM)	✔ 5 VIDEOS MAKING (TEASER, INTRO, ANIMATED)
✔ SOCIAL MEDIA COMPETITIVE ANALYSIS	✔ SOCIAL MEDIA COMPETITIVE ANALYSIS	✔ 5 CAMPAIGNS SETUP (FACEBOOK, INSTAGRAM)
✔ MONTHLY REPORTING	✔ MONTHLY REPORTING	✔ SOCIAL MEDIA COMPETITIVE ANALYSIS
✔ SPAM MONITORING	✔ SPAM MONITORING	✔ MONTHLY REPORTING
		✔ SPAM MONITORING



# PACKAGE EXPLANATION

## 1. SOCIAL MEDIA MARKETING STRATEGIES:

Social marketing strategies involve using social media platforms and other online channels to promote products, services, or ideas. The goal is to engage and interact with a target audience, build brand awareness, and drive desired actions. Here are some common social marketing strategies:



### Define Your Goals:

We will clearly outline marketing objectives, whether it's increasing brand awareness, driving website traffic, generating leads, or improving customer engagement.



### Understand Your Audience:

We will conduct thorough research to understand your target audience's demographics, interests, behaviors, and preferences.



### Choose Relevant Social Platforms:

We will select social media platforms that align with your target audience. Examples include Facebook, Instagram, Twitter, LinkedIn, Pinterest, and TikTok. But as far as the paid campaigns are concerned, we will initially focus on Facebook & Instagram.



### Content Marketing:

We will create valuable and shareable content that resonates with your audience. This includes images, videos, infographics, and other content types.





### **Consistent Branding:**

We will maintain a consistent brand image across all social media channels, including logo, color schemes, and messaging.



### **Engagement and Interaction:**

We will actively engage with your audience through comments, likes, and shares. Respond promptly to messages and encourage conversations around your brand.



### **Influencer Marketing:**

You also have an option to collaborate with influencers or thought leaders in your industry to reach a wider audience and build credibility.



### **Paid Campaigns:**

We will utilize paid advertising options on social media platforms to target specific demographics, increase visibility, and drive conversions. Initially Facebook & Instagram. But we also have other options as well for future endeavors.



### **Social Listening:**

We will monitor social media platforms for mentions of your brand, industry trends, and customer feedback. Use insights gathered for strategic decision-making.



### **Customer Advocacy Programs:**

We always try to encourage satisfied customers to become brand advocates. User-generated content and testimonials can significantly impact your online reputation.



### **Community Building:**

We will create and nurture online communities related to your industry or brand. This fosters a sense of belonging and loyalty among your audience.





### **Analytics and Optimization:**

We will regularly analyze performance metrics using social media analytics tools. We will adjust your strategy based on what is working and what needs improve-



### **Educational Content:**

We will try to share educational content that adds value to your audience, positioning your brand as an authority in your industry.



### **Live Video and Stories:**

We can also utilize live video and stories features on platforms like Instagram and Facebook to connect with your audience in real-time and showcase behind-the-scenes content.

Social marketing strategies should be dynamic, adapting to changes in the social media landscape and your business goals. Regularly assess your performance and adjust your approach to meet evolving trends and audience preferences.

## **2. UPTO 5 WEEKLY POSTACROSS ALL PLATFORMS:**

We will be responsible to design posts or videos on daily basis and we will be responsible for publishing that content after your approval on you all social media platforms. We publish 5-7 posts weekly.

## **3. SOCIAL MEDIA COMPETITIVE ANALYSIS:**

A social media competitive analysis involves evaluating and comparing your company's social media presence against your competitors. This analysis helps identify strengths, weaknesses, opportunities, and threats in your social media strategy.



#### **4. MONTHLY REPORTING:**

We will be responsible to share the monthly report with you that will describe the monthly progress and detail that what are the analytics of last month and what we have achieved since last month. This analytical report will help you to monitor your progress and growth on digital platforms.

#### **5. SPAM MONITORING:**

We will be responsible to prevent your page from spams and social frauds like hacking. You are requested that if you receive any message that sounds some technical words and having any link in it and message is asking to click on any irrelevant link, in that case notify us asap. No need to click yourself anywhere. We will be monitoring at our end as well but informing for safe side. Scams on social media are usually being reported through messenger. Kindly avoid replying to anyone on your page. Our technical team will be looking after it.

#### **6. VIDEO MAKING & POST CONTENT:**

We will be responsible to design and create pictural post designs and business relevant videos and also, we are responsible to share it with you 1st. After your approval they will be posted on social platforms. This practice is usually to minimize errors up to 0%.



# MEASURING RESULTS

The work doesn't stop after we have designed and implemented your digital marketing strategy. The next step is one of the most important ones, i.e. analyzing the results. Analytics has turned into a critical pillar for successfully optimizing digital marketing performance and spending. Measuring the effectiveness of the strategies and activities we have implemented in our digital marketing, will help us correct what doesn't work to achieve the goals we set. We will make sure to have an effective real-time data visualization system. The digital world evolves rapidly, so you need to be on the lookout at all times to identify opportunities and room for improvement in an instant. We will keep this thing in mind while creating your digital marketing plan and we won't leave anything to chance.

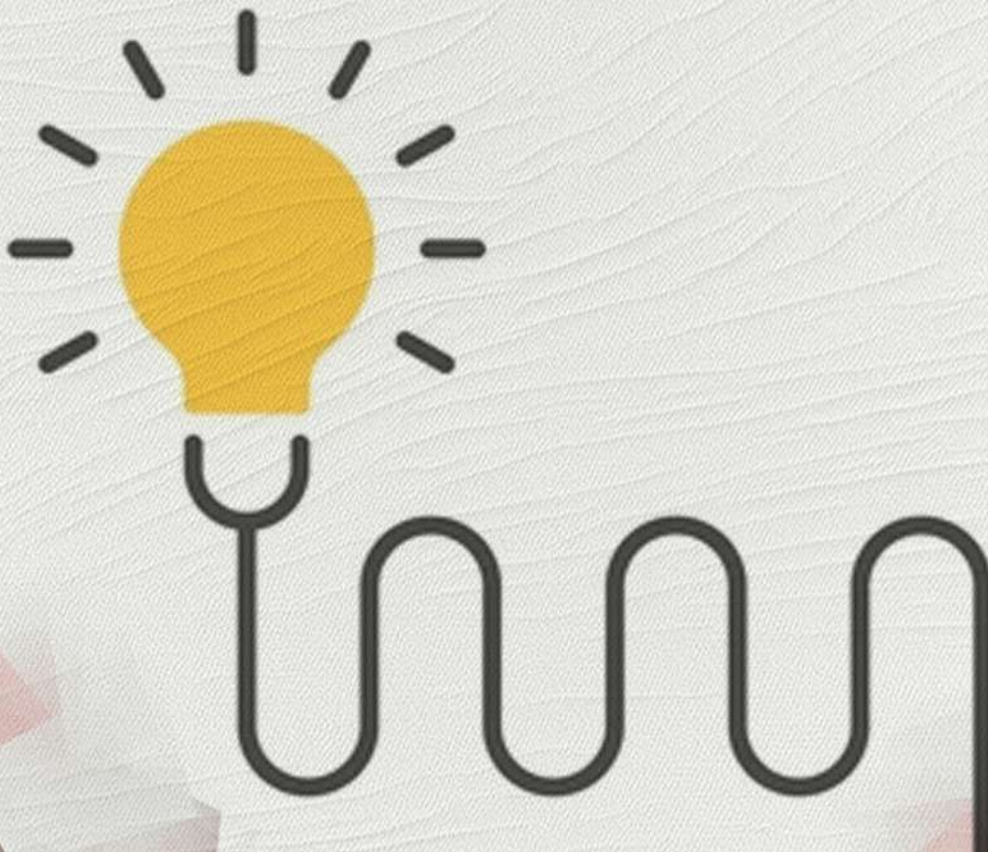
Likewise, keep in mind that technology can turn into your greatest ally to create personalized, automated, and ultimately successful marketing campaigns. As the task gets complicated, the new tools out there let you simplify your work and boost your performance.





# CONCLUSION

I hope you will find this detailed report informative and your doubts will all be clear after reading this document. I have tried to be as simple as I can in order to give you the best possible understanding. Your precious response will be awaited as me along with my team looking forward to work with you.







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