

BUSINESS
PROPOSAL
FOR SOCIAL MEDIA



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Chapters

1

Campaign Goals

2

Branding

3

Research & Analysis

4

Strategy Building

5

Budget

6

Social Media Management & Optimization

7

Brand Awareness

8

Key Performance Indicators

9

Advertisement

Campaign Goals

We need to know your Business goal.

1

Increase Brand Awareness

Your Goal is important player for researching and strategy building which give you more visibility and engagements.

2

Generate Leads

Use social media to collect information and generate leads for your business, which can then be nurtured into customers through targeted marketing efforts.

3

Your Position

Your goal decides your position among compaitors. Once you decide your business goal then our researchers start work according it.

Branding

User/Buyer
Personal

At Zigma, we understand the profound impact that effective branding can have on a business's success in the digital age. We Design your Branding to shape your Product.

Your Brand Colors

Fonts

Brand Identities

Smogens

Logos

Business Profile

Research & Analysis

We Provide you a Manager to communicate with our experts 24/7 and conducting zoom meeting on necessary moments.

1

Competitor Analysis

2

Business Trends

3

Trget Audience Profiling

4

Keywords Finding

5

Content Ideas

6

Content Calendering

7

Profile Optimizations

8

Engagement Analysis

7

Brand Awareness

10

Key Performance Indicators

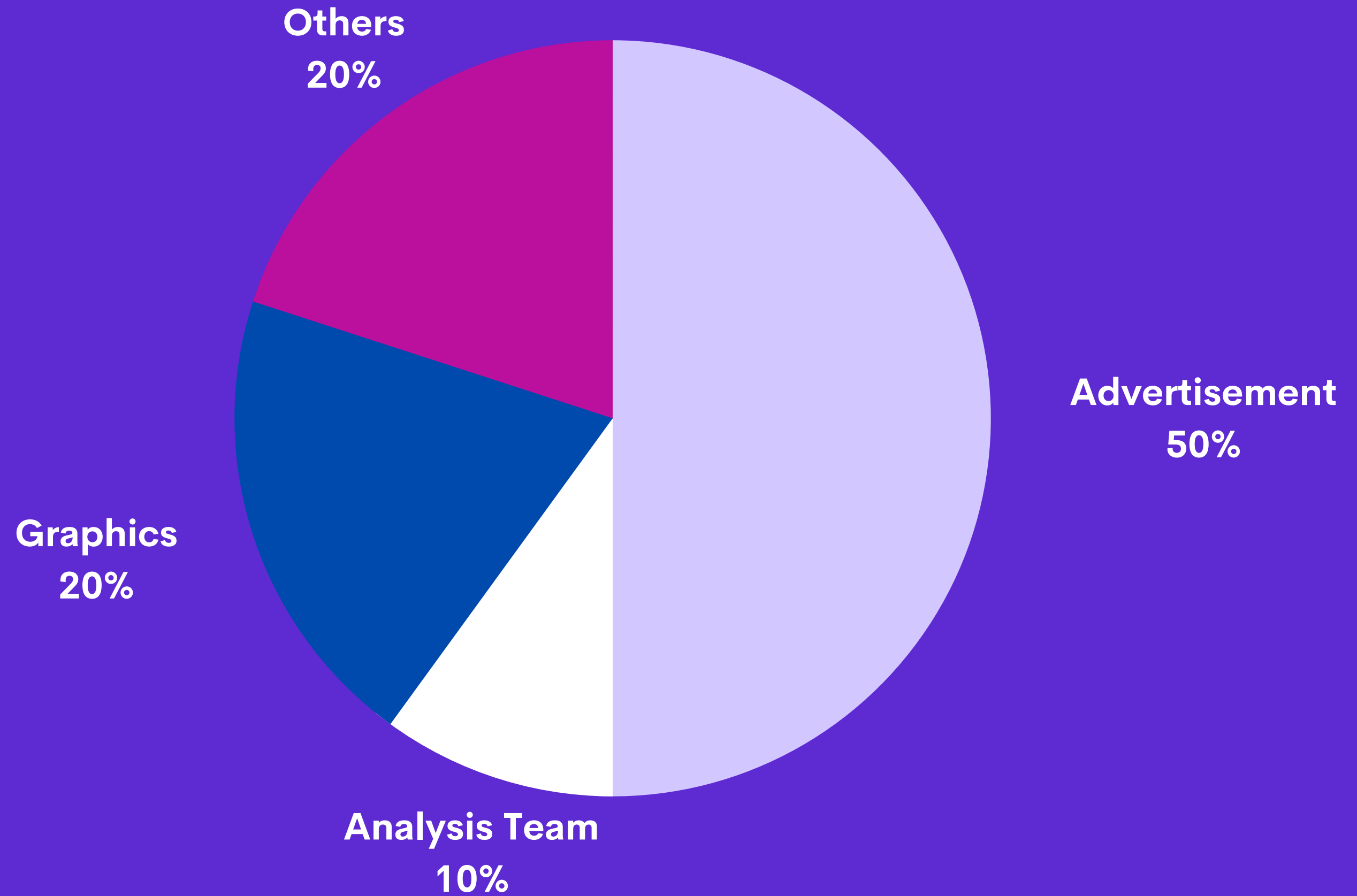
Social Media Strategy

We follow following KPIs for building your social media strategy

- 1 **Platform Alignments**
- 2 **Diverse Content**
- 3 **Timely Posting**
- 4 **Advance Approvel for next post**
- 5 **Proactive Interaction**
- 6 **Leveraging Influence**
- 7 **Targeted Ads**
- 8 **Budget Optimization**
- 9 **Real-Time Analytics**

Budget

Your Total Budget would be divided into following pattern.



Social Media Optimization

After research, analysis and strategy building, we focused on your Social Media profiling.

Registration

Register your Brand on Social Medias

Profiling

Profile completion

Enhancement

Update your profile by applying KPIs

Engagements

Engage your audience

Brand Awareness

New born profile need some quick booter dose by getting enough amount of followers. We made it.

Increase your followers

Increase Posts

Make connections

Key Performance Indicators

Zigma recognize the significance of quantifiable results in evaluating the success of any social media marketing campaign using AI Tools.

- **ENGAGEMENT**
- **AUDIENCE GROWTH**
- **BRAND AWARENESS**
- **CONTENT PERFORMANCE**
- **CUSTOMER INTERACTION**
- **RETURN ON INVESTMENT (ROI)**
- **INFLUENCER COLLABORATION**
- **PAID ADVERTISING METRICS**

Advertisement

At Zigma, our dedicated efforts are focused on transforming your social media presence into a valuable asset for your business. We highly value the trust you place in us and the investment you make.

After meticulous consideration of all the aforementioned parameters, we execute advertising campaigns for your products, ensuring that you achieve the utmost benefits and returns on your investment



Thank You

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