

Proposal for Digital Marketing Strategy

Think digital, think strategy, think interaction

Overview

The digital medium in Mauritius

Digital marketing is defined as the used of all digital channel as medium of marketing and this include Radio, TV and now the internet.

Today internet offers perhaps the most dynamic medium of marketing both in terms of opportunities and audience. The Internet side of Digital medium as a marketing channel is a relatively new in Mauritius and is principally compose of **Email marketing** and **Social Network Marketing**, even though there are other less used solution like SMS marketing

We have very little information gathered around the state of digital marketing in Mauritius but yet from observation we know that it is clearly dynamic with more and more companies moving from using only traditional medium to a mix of traditional and non-traditional medium.

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Social networks is the mostly used solution with Facebook as focal point for the traffic.

Socialbakers, ranks Mauritius at the **114th** place worldwide as per the number of internet users connected to Facebook with **366,040** users. Which is around **30%** of our population and nearly **100%** the penetration of internet users in the island.

Malls of Mauritius with over **129K** fans leads the number of fans per page in our local brand listing over FB followed by Ferrero Rocher **56,734** local fans and KFC with **56,345** local fans.

Penetration of mobile phone in Mauritius :>120%

Penetration of Smartphones in Mauritius : > 100k

Rs 900 spent on Facebook can make you reach 26,000 persons

Overview

The digital medium in Mauritius

Facebook Demographics

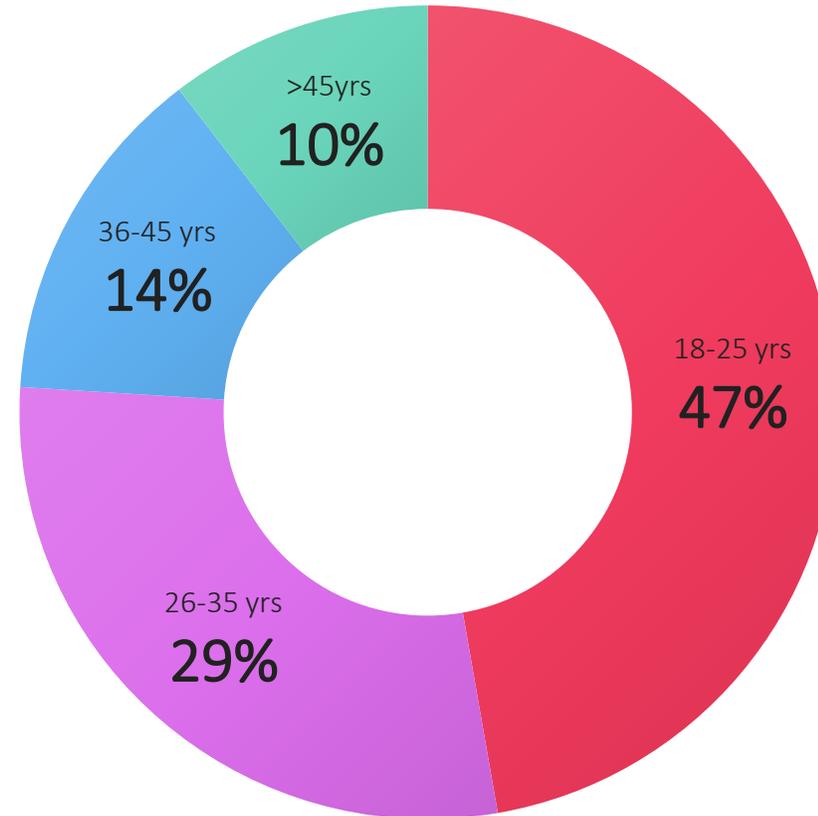
18-25 yrs :148,500

26-35 yrs : 90,300

36-45 yrs : 42,700

>45yrs : 32,760

Facebookers of Mauritius



■ 18-25 yrs ■ 26-35 yrs ■ 36-45 yrs ■ >45yrs

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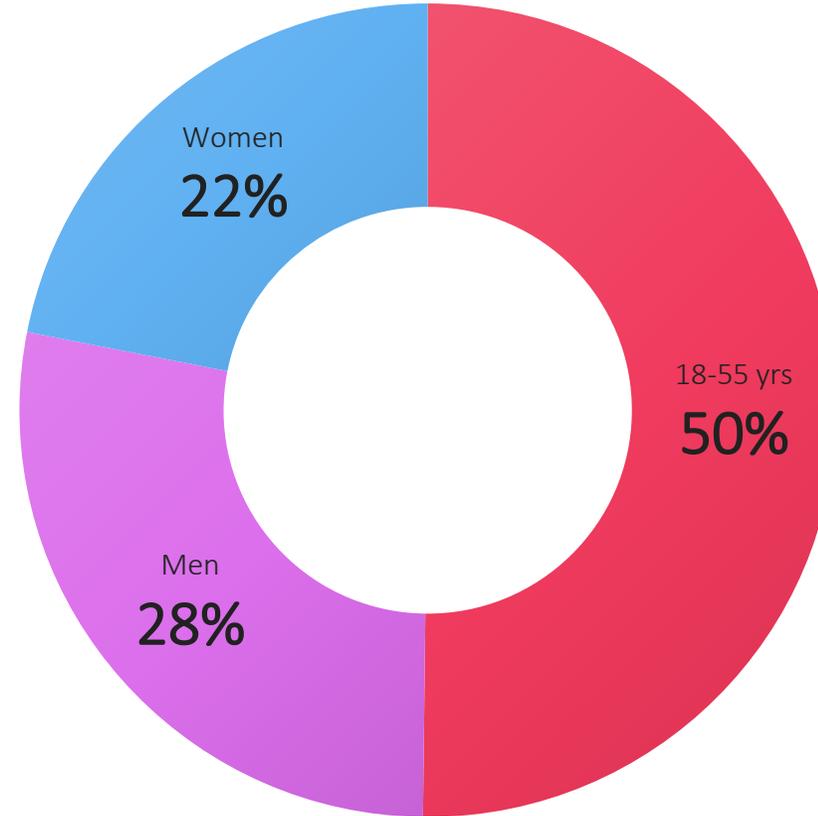
Facebook Demographics

Total 18-55 yrs : 293,760

Men : 163,280

Women : 128,300

Facebookers of Mauritius



■ 18-55 yrs ■ Men ■ Women

Our vision

Premium Concept & Design, maximum interaction

SOCIALIZE

Use social networks to drive traffic but most of all to create awareness and build your brand value

MAXIMISE

Know your target and maximise exposure by multiplying your presence across channels

- use mass mailing to create traffic but also to build your database
- capture data to create your own mailing list and sms database
- Multiply channels but master one as the main focal point or simply drive them to your website
- Be smarter than your competitor
- Use AB testing
- Go for online PR

INNOVATE

Go for mix media, innovate with events, road shows and demos. Make interactive games and go for GIFTS

costs

Costing for Digital Marketing solution by I Think

Costing

Online Brand Management based on a one year contract

Concept + Strategy + Facebook page personalization Rs 15,000

- Includes design and development linked to the personalization of the Facebook page.
- Hosting for personalized pages
- Assistance and coaching for FB and Social network management
- Regular enhancement and strategy updates

Facebook management and consultancy Rs 5,000 per month

- Day to day management and strategy implementation
 - Facebook advertising management (excluding Advertising costs)
- Note : we advise additional budget of RS 500 to Rs 1500 per month for off peaks promotion to build fan base*

Youtube brand Channel (where necessary) Offered

- Design and concept
- Management excluding supply for content

Extras

Extra themes or events

- Extra themes which will involve any change in the basic page available with specific pages to be added should be quoted after brainstorming

Upon quote request

Design

- Design of any offline / online material for communication

Upon quote request

Mobile

- We need to site and schedule budget as well as concept

Upon quote request