Digital

Branding Proposal

Why Branding an organization ?

According to a recent Advertising Age article an organization need to rapidly embrace modern branding strategies in order to reclaim the cause-marketing arena which has been co-opted by traditional for profit companies.

“It’s simple. In today’s market, brands matter. In fact organizations are starting to spend big bucks on marketing… And they have to. There’s calls to buy green. Support this cause. Threats of recession… It’s no wonder that donor fatigue has set in.”

The irony is that organization often struggle to justify marketing spend to their key stakeholders. Marketing has long been seen as a barely necessary evil in the sector, yet those same organizations constantly complain that “no one knows their brand”.

Yet many successful organizations have already made the switch and avidly follow the laws of marketing simply because they’ve learned from the corporate sector’s lead: success is determined by the way a potential customer perceives your organization. And if you’re not actively managing that perception, your chances of success become rather slim.

Digital Marketing

At a new tech of marketing, digital marketing refers to brands promoted through digital channels such as search engines, websites, social media, email, and mobile apps. While this covers a variety of marketing activities, all of which are not universally agreed upon, we'll focus on the most common types below.

Paid Search Engine

Paid search, or pay-per-click (PPC) /CPM advertising, typically refers to the "sponsored result" on the top or side of a search engine results page. You only pay when your ad is clicked or viewed. You can tailor your ads to appear when specific search terms are entered, creating ads that are targeted to a particular audience.

PPC/CPM ads are flexible, visible, and most importantly, effective for many different types of organizations. They are also contextual advertisements—ads that appear when a person is searching for a particular keyword or term.

Search Engine Optimization

Simply put, search engine optimization (SEO) is the process of optimizing the content, technical set-up, and reach of your website so that your pages appear at the top of a search engine result for a specific set of keyword terms. Ultimately, the goal is to attract visitors to your website when they search for products, services, or information related to your business.

SEO can almost be viewed as a set of best practices for good digital marketing. It enforces the need for a well-constructed and easy-to-use website, valuable and engaging content, and the credibility for other websites and individuals to recommend you by linking to your site or mentioning it in social media posts.

Social Media

People aren't just watching cat videos and posting selfies on social media these days. Many rely on social networks to discover, research, and educate themselves about a brand before engaging with that organization.

For marketers, it's not enough to just post on your Facebook and Twitter accounts.

You must also weave social elements into every aspect of your marketing and create more peer-to-peer sharing opportunities. The more your audience wants to engage with your content, the more likely it is that they will want to share it. This ultimately leads to them becoming a customer. And as an added bonus, they will hopefully influence their friends to become customers, too.

Content Marketing

Have you heard the expression, “Content is king?” If not, you have now. Great content is the fuel that drives your digital marketing activities:

- *It is a key pillar of modern SEO*
- It helps you get noticed on social media
- It gives you something of value to offer customers in emails and paid search ads

Creating clever content that is not promotional in nature, but instead educates and inspires, is tough but well worth the effort. Offering content that is relevant to your audience helps them to see you as a valuable source of information. On top of that, resourceful content makes it less likely that they will tune you out.

Email Marketing

Email has been around for more than two decades, and it’s not going anywhere anytime soon. It’s still the quickest and most direct way to reach customers with critical information. The reason is simple:

Consumers are very attached to their emails. Just ask yourself how many times you have checked your email in the past hour...See what we mean?

But great marketers know that not just any email will do. Successful email campaigns must be engaging, relevant, informative, and entertaining. To succeed, your marketing emails should satisfy these five core attributes:

- Trustworthy
- Relevant
- Conversational
- Be coordinated across channels
- Strategic

Mobile Marketing

As mobile devices become an increasingly integral part of our lives, it’s vital that marketers understand how to effectively communicate on this unique and extremely personal channel. Mobile devices are kept in our pockets, sit next to our beds, and are checked constantly throughout the day. This makes marketing on mobile incredibly important but also much nuanced.

From SMS and MMS to in-app marketing, there are many ways to market on mobile devices,

So finding the right method for your particular business is key.

Beyond the mechanisms to deliver your message, you also need to think about coordination of your marketing across digital channels and make sure mobile is a part of that mix.

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Budget & Target

S.No	Name of campaign	Duration	Cost	Target Audience
1	Paid Google Search Engine Optimization	10 days	$ 7500	1.5 million
2	**Social Media**			
	Facebook	10 days	$7500	1.7 million
	Youtube (video ad 30sec)	10 days	$3750	0.015 million
	Instagram (video ad 30sec)	10 days	$1200	0.3 million
	Twitter	10 days	$3600	0.6 million
	Snaptcaht	10 days	$2100	0.3 million
	Vimeo (video ad 30sec)	10 days	$2400	0.015 million
	Daily Motion (video ad 30sec)	10 days	$3000	0.015 million
3	**Online News editions (HOME /ROS)**			
	Jang.com.pk	10 days	$3000	1 million
	Geo.tv	10 days	$3000	1 million
	Thenews.com.pk	10 days	$2500	1 million
	DAWN.com	10 days	$3500	1.2 million
	express.com.pk	10 days	$3600	1 million
	Aaj.tv	10 days	$3500	1 million
	Geokahani.tv	10 days	$3200	1 million
	Geoharpal.tv	10 days	$3000	1 million
	SAMA.tv	10 days	$3700	1 million
	Geosuper.tv	10 days	$3000	1 million

Note: Above prices are exclusive of agency commission (15%) and Govt Taxes (13%).