



Lead Marketing

Getting India Online

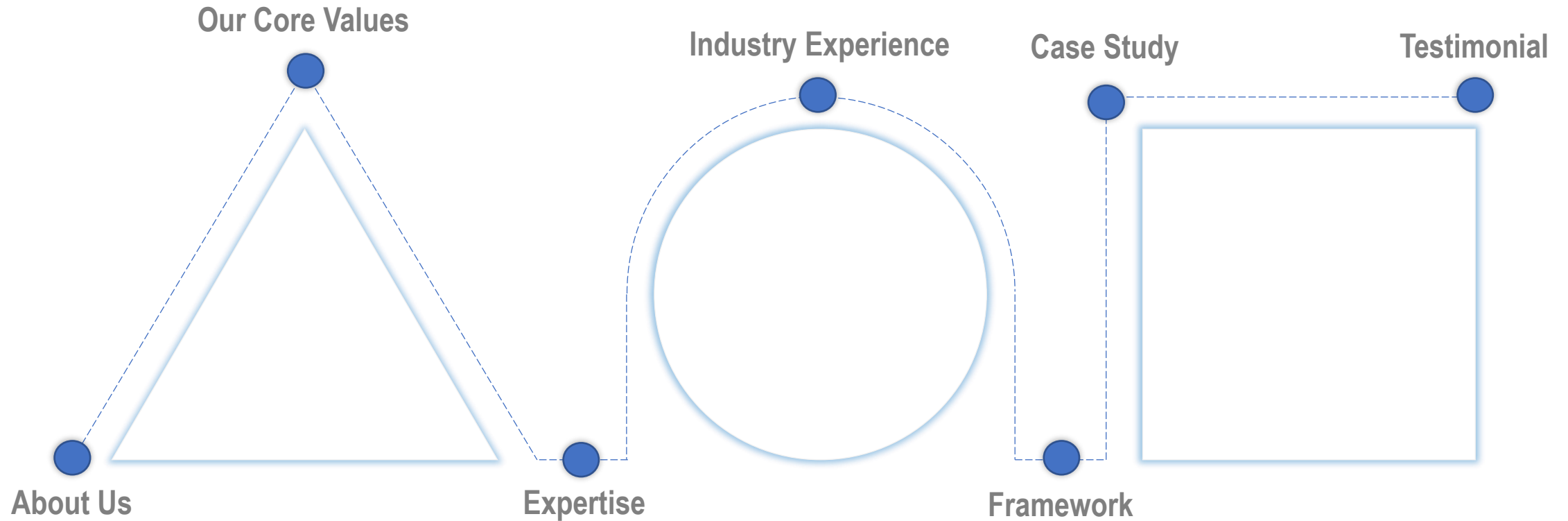
Website | Content | Brand Book

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Outline

Lets Get across the basic hurdles first!



Who Are We

We are pool of young professionals with common vision of getting India online and we will achieve same with our mission by providing businesses with Website, Content & Brand Book.

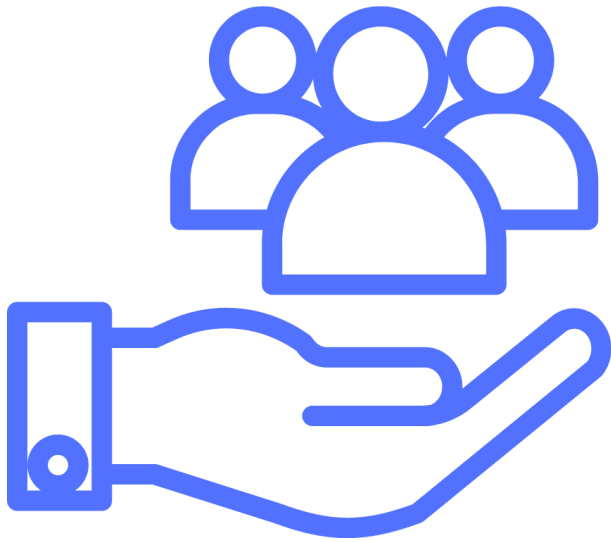
Our Approach is Simple & Cost is Low to benefit all businesses that partner with us sharing common vision.

World is moving fast & technology is changing constantly, we are here to nimbly get you on board.



Core Values

Customer First, Social Impact & Innovation are in our core.



Customer First
“Customers needs are our priority”



Social Impact
“Making technology accessible”



Innovation
“Discovering unique identity”

Expertise



Website



Content



Brand Book

We also take work on Market Research, Comparative Analysis & Special Projects.



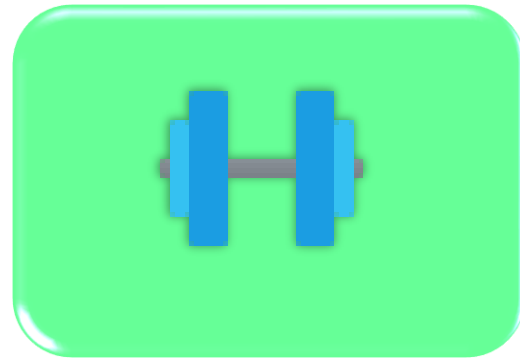
Industry Experience



MSMEs



Health Care



Fitness



Services

Framework Website



Focus Areas

- Pick a template that resonates with your business & audience
- Keep it SEO-friendly
- Ensure fast loading times
- Stay simple and on-brand
- Consider customization capabilities

Focus Areas

- User Experience
- Design
- Information Architecture
- Copywriting
- Marketing
- Public Relations and Brand Building

Focus Areas

- Working Links to social post and pages
- Plugins automation and functionality
- Load Time and SEO functionality
- Easy to access framework

Key Deliverable: Fully functional website which is easy to customize from business side.

Simple Approach & Quick Delivery



Framework Content



Focus Areas

- Balance all elements
- Lines and Shapes
- Colours
- Typography
- Clear and Simple Message

Focus Areas

- Set a clear objective
- Define your personas and highlight target customers
- Define stages and identify goals for each
- List out touchpoints
- Gather data and customer feedback
- Determine pain points and points of friction

Focus Areas

- Use of content Calendar
- Use automation tools like meta business suite, YT Studios, Twitter Deck etc
- Use Analytics Tools like Twitter analytics, SEMrush, Google analytics etc

Key Deliverable: Content for 365 Days for brand, product & service promotion on social media.

Simple Approach & Quick Delivery



Framework Brand Book



Focus Areas

- Customer value proposition
- Customer segments
- Channels & customer relationships
- Revenue streams and cost structure.
- Key resources, key partners, & key activities

Focus Areas

- Brand identity
- Brand image
- Brand culture
- Brand personality
- Customer experience & brand perception.
- Look & feel.

Focus Areas

- Brand Position
- Brand Promise
- Brand Personality
- Brand Story
- Brand Associations

Key Deliverable: Brand book & business stationary graphics for unified brand experience.

Simple Approach & Quick Delivery



Case Study

NYC, USA based dance event business led by female entrepreneur launched a new product & service for global dance community which unique offering which was not tried & tested before in market wanted to launch a trial program to gauge buyer acceptance.

Challenge:

- Project launch date was only 45 days to align with business season.
- Product & service details were not complete.
- New buyer identification was required.
- Unique offering details were final, but no survey was conducted.
- Marketing Channels were not final.
- Business wanted new website for product & service promotion and on existing social handles which were not optimized.

Approach:

- Team Started with business model canvas, buyer persona mapping and buyer journey mapping.
- Content Plan was made for 40 Days for product & service Promotion.
- Single page website was planned for product & service promotion.
- Content was made based on experience which business wanted to give through its offering.
- Quick to reach marketing channels were identified for strategic alliance.

Outcome:

Within 15 days final website was delivered to business. Content was curated & scheduled for automation purpose for 30 days. Elements of blue ocean strategy were followed for end to end execution of project. Business was able to successfully get registration for 1st batch planned in form of workshop for sale of its product and services.



Testimonial



“5 Star Rating for Skills, Quality, Availability, Deadlines, Communication and Cooperation”



Looking forward to deliver more such experience

Thank You

Adapting & understanding technology is important to stay in business & good for country economy.

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