

SPATIAL EXPERIENCE
Digital Marketing & Lead
Generation Strategy

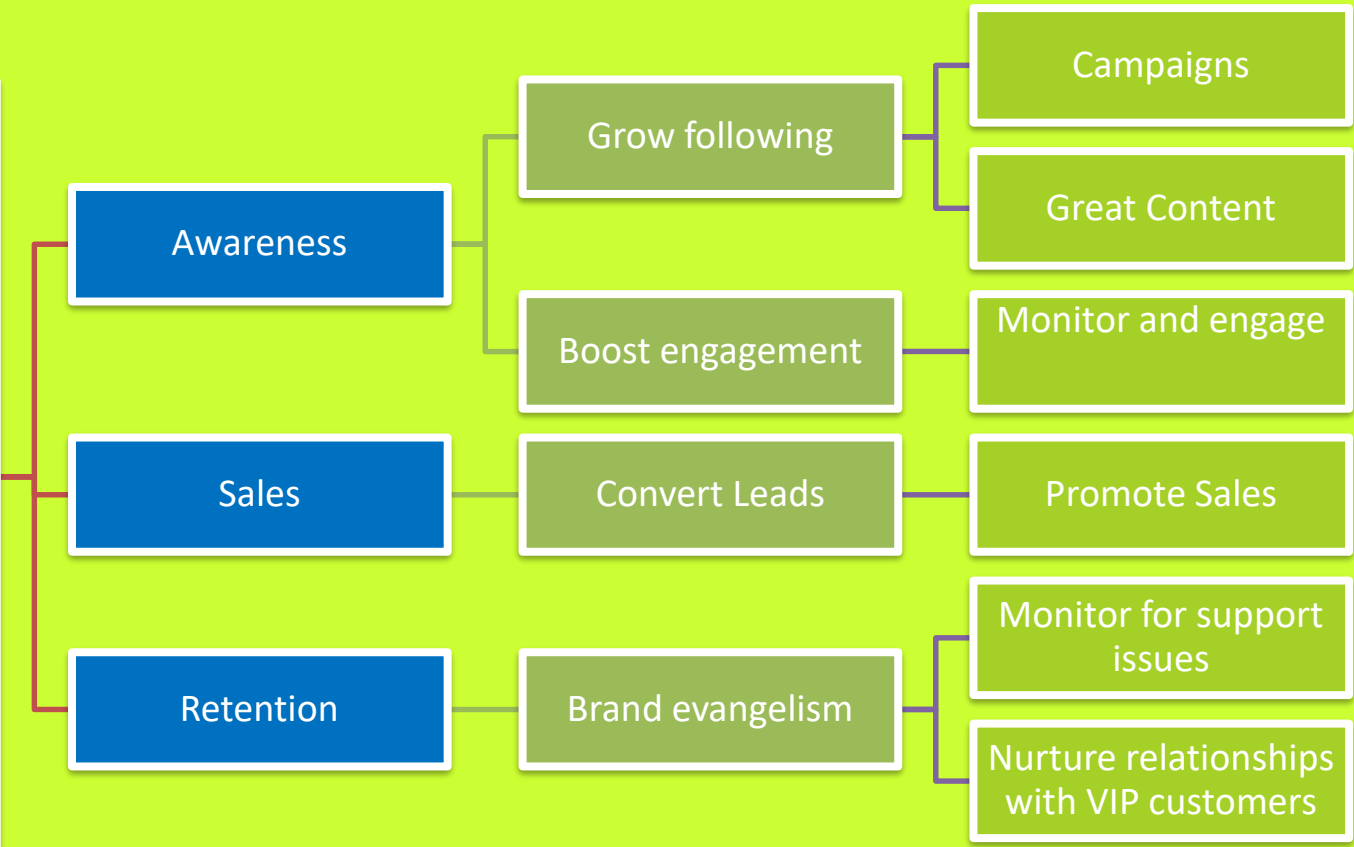
Our Offer!

Social media as a tool for:

- Reputation building and positive PR
- An engaged community that easily converts to applications
- Lead Generation campaigns, directing traffic to institution /Company's visibility
- SEO



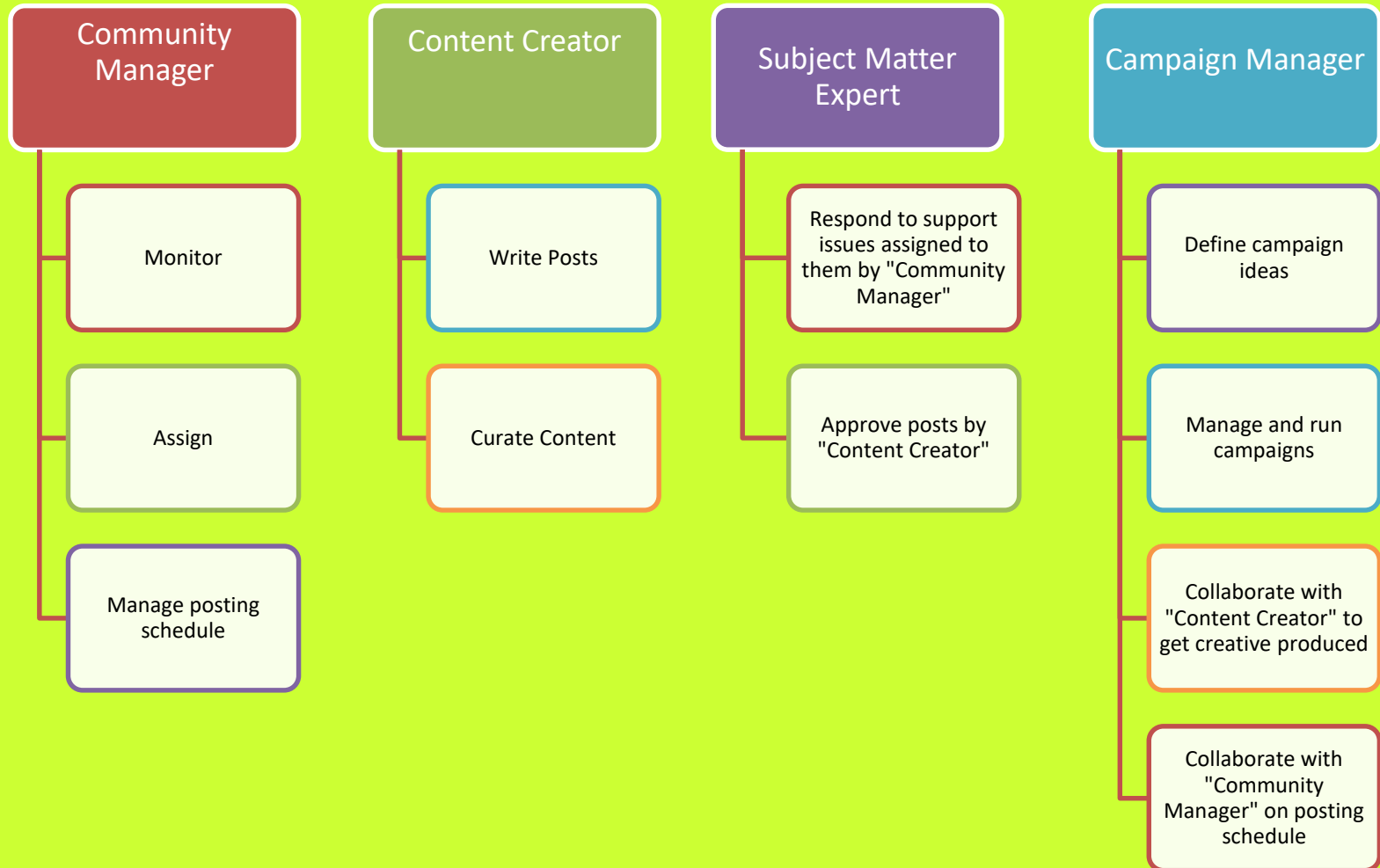
Business Goals



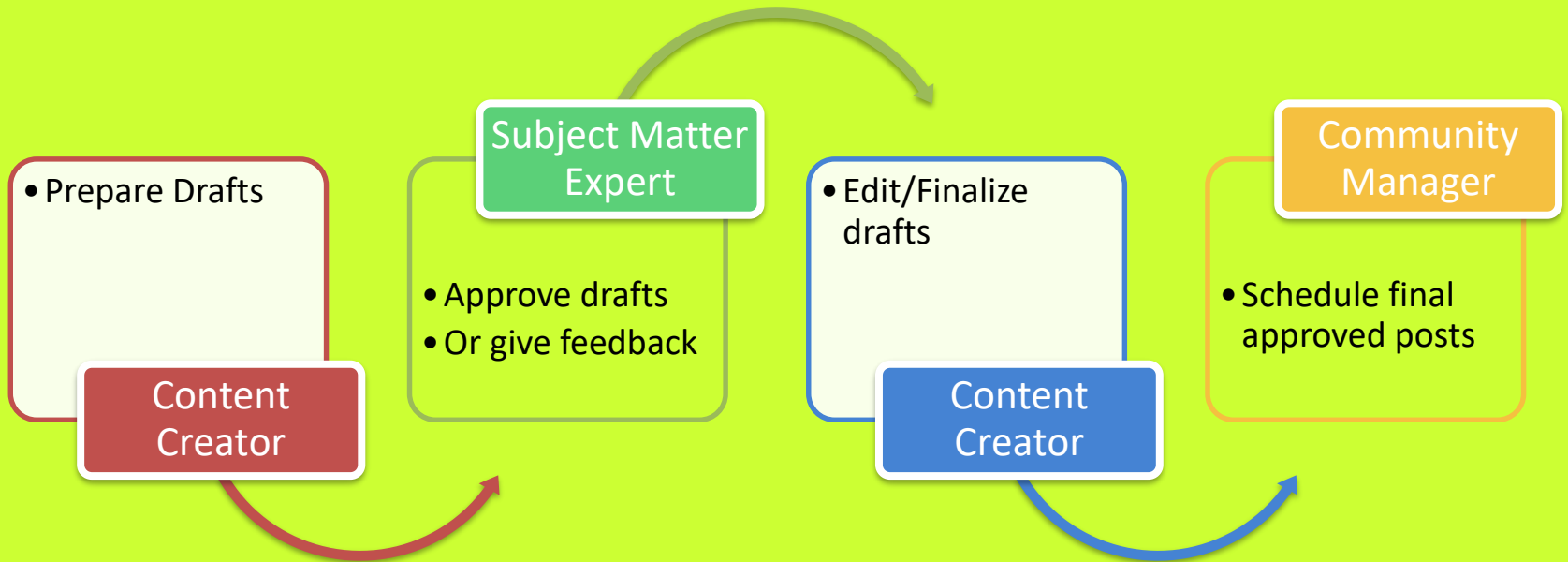
Social Media Deliverables

- Mapping out target applicants/ lead generation campaigns and selecting/ suggesting content
- Weekly Content plan
- Weekly Status report on Social Media and Leads Generated
- Creative briefs/ Scripts for suggested content (photo and video content)

Tech Chimp Roles



Workflow



Top 5 Digital Offering

I. Greater reach

II. Targeted Marketing and Tracking

III. Interaction and Engagement

IV. Flexibility

V. Affordability



1. Lead Generation

Great PR and reputation building but with a strong focus in generating leads.

Our posts will have a clear call to action

Communicate the advantages of XXX Product / Company



1. Lead Generation

We will have a specific product that we will be pushing every month supported through:

- Facebook/ Twitter/ LinkedIn posts
- YouTube/ Facebook video
- Blog articles
- Email communication



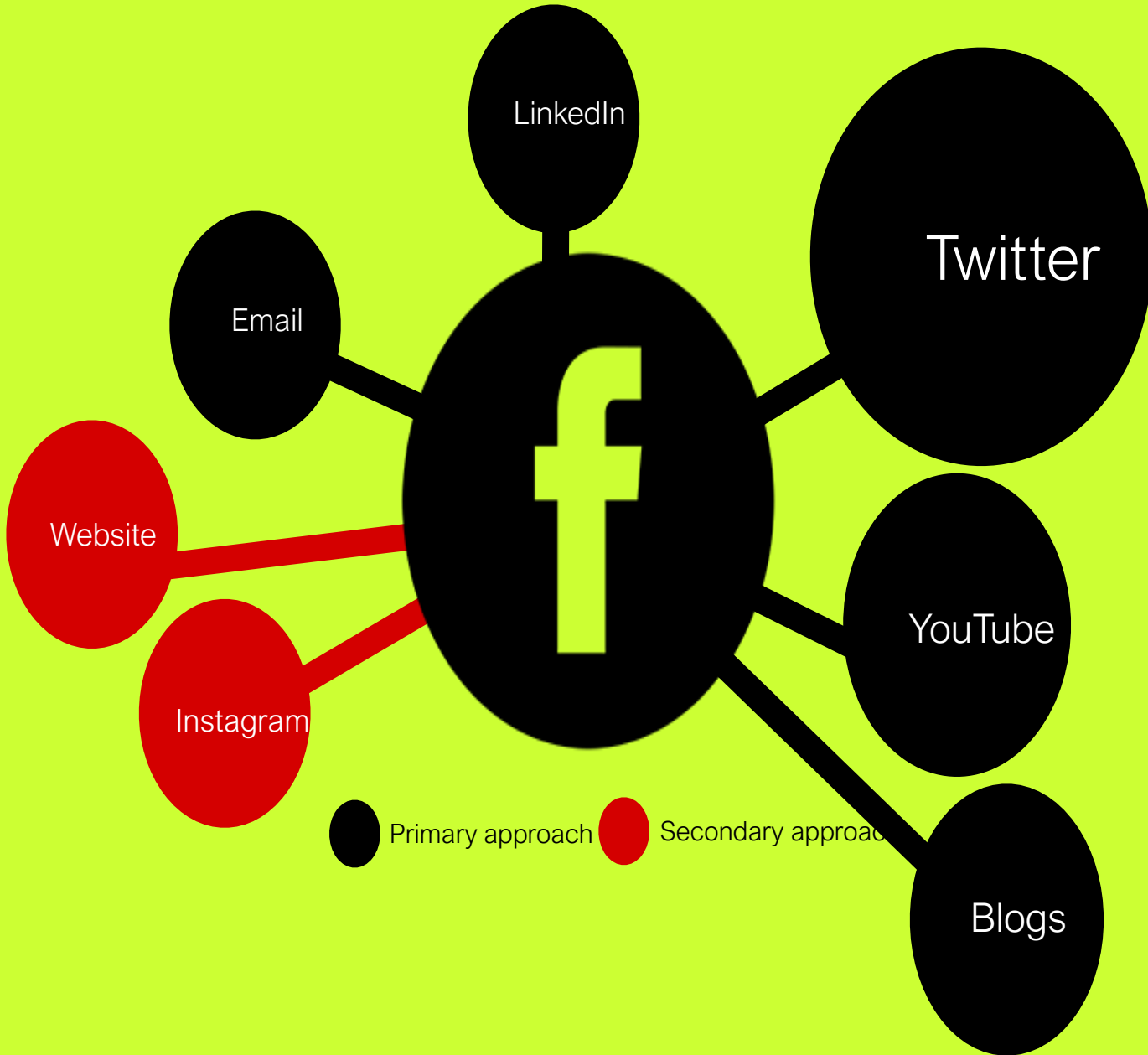
2. Social Media - as a Conversion Tool

Transforming social fans to marketing agents through promotions or sales on social media leading to increased brand visibility

We will create awareness on new discounts, special offers and where possible, track the leads resulting from social activities.



CHANNEL ECOSYSTEM

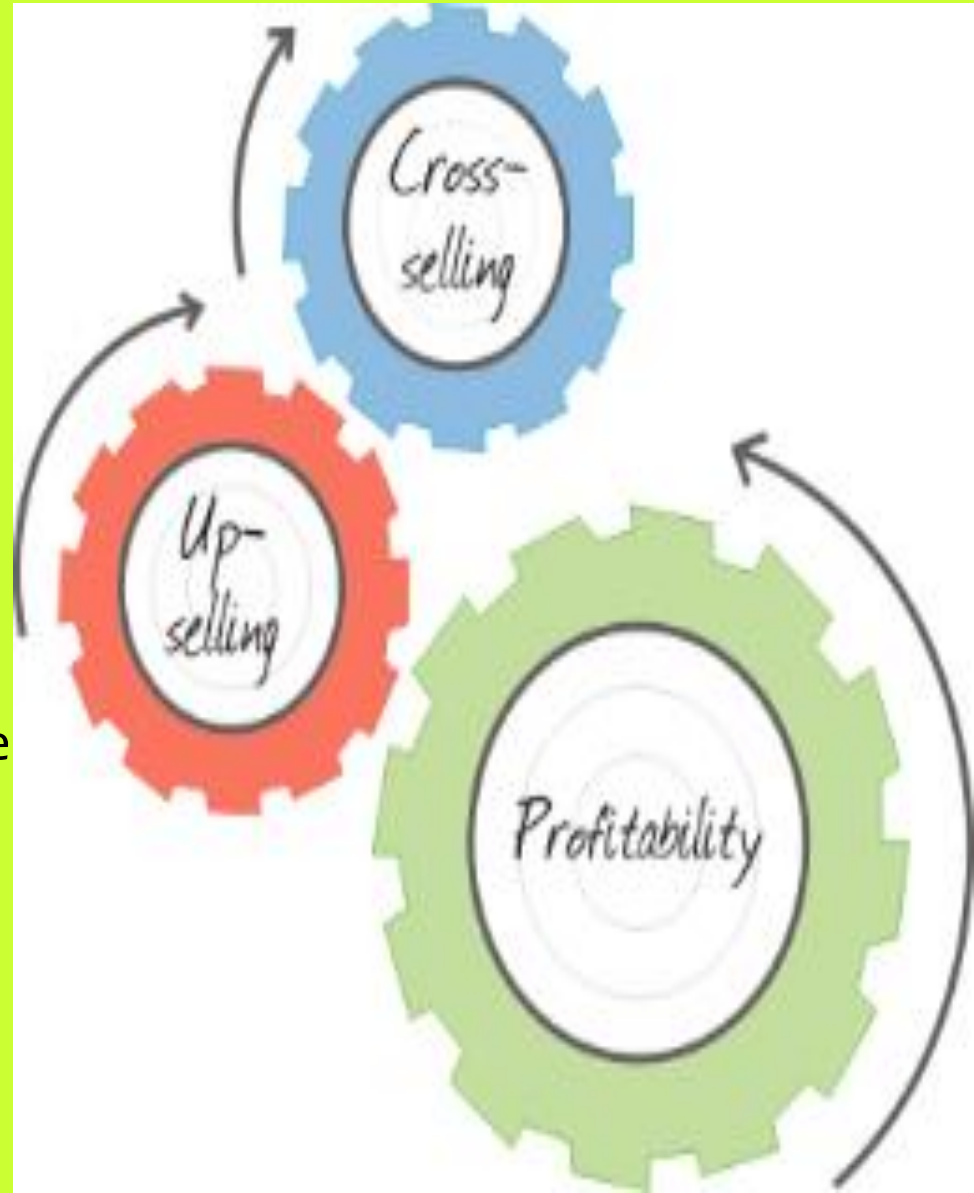


Cross Selling

Email communication will be our primary source of increasing the rate of cross selling

Monthly communication through a newsletter, announcement of new offers

We will need your student database (with the products they already have) so as to effectively market



Emotional Connections

Explore the difference between rational and emotional marketing:

Rational Processing

- Product benefits
- Facts and Statistics
- Need to grasp competitors product

Emotional Processing

- Need to be safe/ protection
- Attractive design (look and feel)
- Feel good factor



THANK YOU !

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