# SPATIAL EXPERIENCE Digital Marketing & Lead Generation Strategy

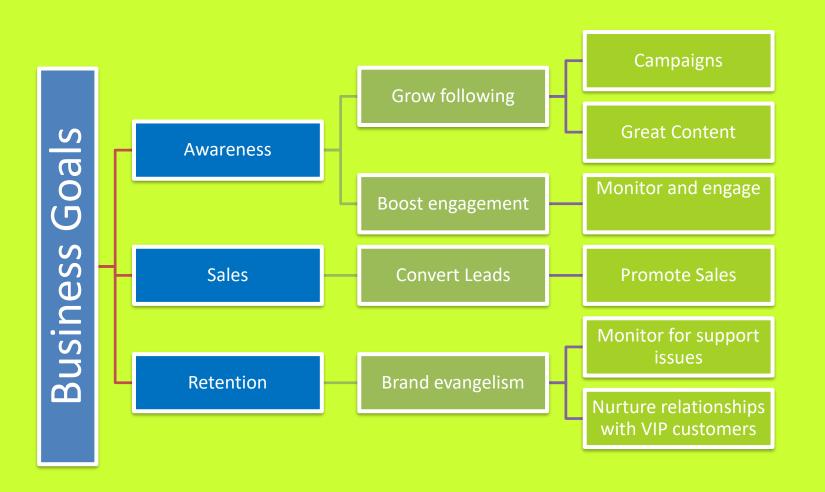
### **Our Offer!**

#### 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 Goals

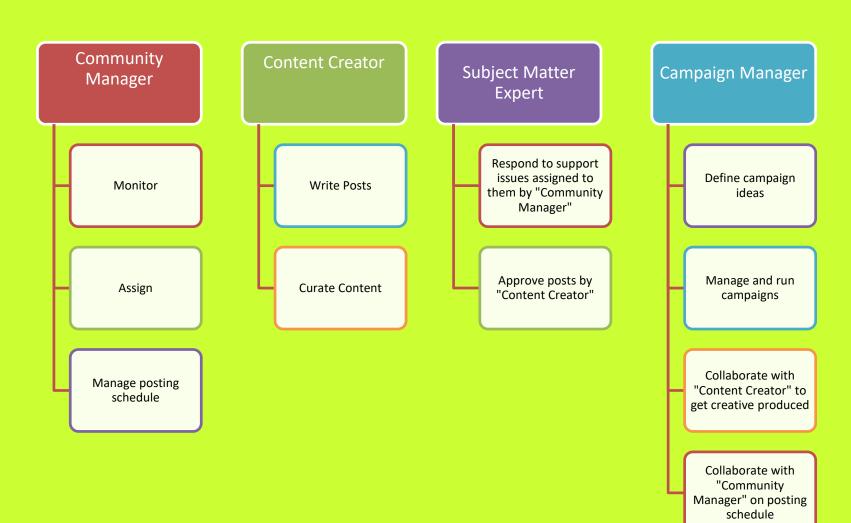
Social Media Activities



### 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



## SOCIAL MEDIA MANAGEMENT

- 1. Leads generation portal
- Social Media and online campaign to drive traffic to the portal
- Content creation and Management



### 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 Management

With over 5Million Kenyans (2.5M logging in every day) Facebook will be our primary means of communication.

We will handle everything from posting, engaging followers, answering FAQ's

We will need your assistance in creating a list of FAQ's so as to efficiently answer any query on Social Media



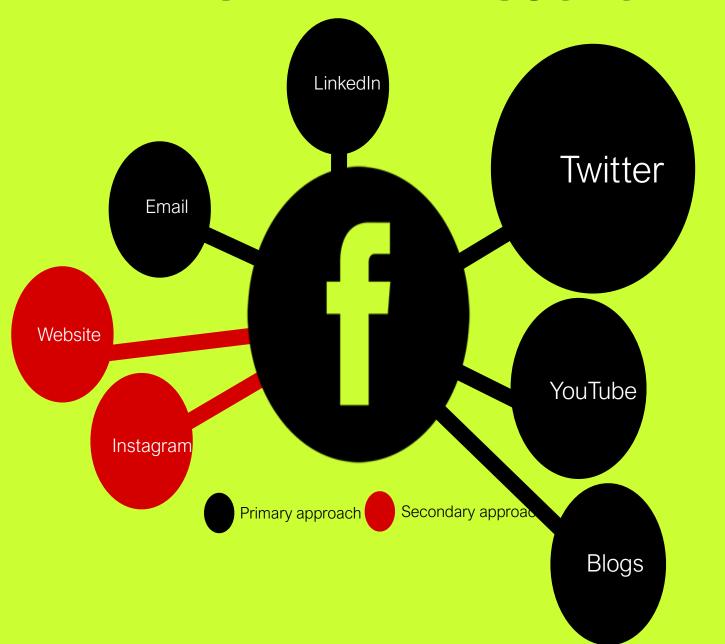
## 2. Social Media - as a Conversion Tool

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**

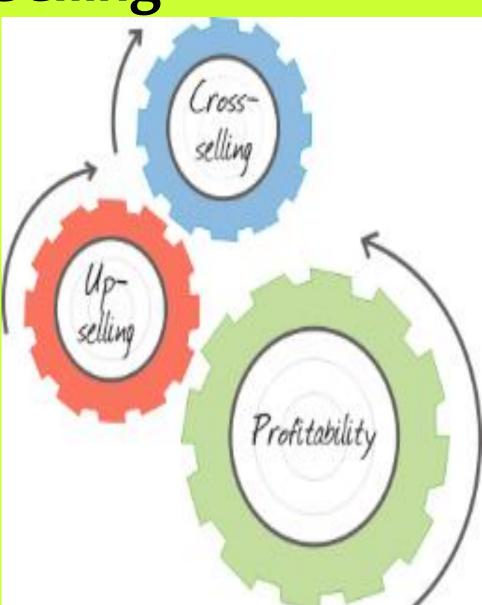


**Cross Selling** 

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



## 4. Content Strategy

Our content will follow our 80 - 20 principle. 80% motivational and inspirational, and 20% product.

We will create content that sparks a conversation and helps engage our audience

Our content will be focused at creating an emotional connection



## **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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