

**JOHNDIGITAL**  
SOLUTIONS LTD

Enhancing Business Through ICT



# INBOUND MARKETING PROPOSAL

This marketing proposal, designed by JOHNDIGITAL SOLUTIONS LTD is created exclusively for use by

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"Outbound marketing focuses on finding customers, while inbound marketing is focused on getting found by potential customers."

## SITUATIONAL ANALYSIS

Recently, marketing has evolved to enable you to be much more intentional about speaking to people who are already asking the questions you want to answer – delivering your message to the exact right person at the exact right time. This is called “inbound marketing.”

One of the biggest factors in growing your business is your ability to take complete strangers and turn them into buyers. How you find those strangers, educate them on your product, and condition them for a purchasing decision is called Lead Generation.

By taking a targeted approach, you can ensure that the leads being delivered to your sales team are marketing qualified and truly ready to talk business.

However, without a strategic, focused and highly scalable plan to exponentially acquire and retain new market segments and users, your company can risk experiencing a slow growth process and lose users to potential competitors.

To ensure that your company acquires and retains users in key market segments in East Africa, the company needs to have a strong strategic marketing plan to realize its goals. Thank you for the opportunity to provide you with a solution inbound marketing campaign proposed by us for your website.

## HOW DOES INBOUND MARKETING WORK?

People are always searching the internet for information about the products and services you provide. They're looking for solutions to their problems or opportunities on average a user researches about a product before making a decision and more often they use internet to do a search nearby or gather more information.



Using an inbound marketing strategy, your website is optimized to attract these prospects through various forms of content marketing like SEO - Search Engine Optimization, Content Marketing, PPC (Pay Per Click) Advertising, Social Media Marketing, Email Marketing, Marketing Automation through funnels

Once they volunteer information, you can effectively consider them a pre-qualified lead. They came to your site, showed some interest and gave you some information in exchange for more information about your product or service straight to your sales team.

## JOHNDIGITAL SOLUTIONS LTD's ADVANTAGE

We have a strong background in developing and executing strategic marketing plans for companies in various industries.

We specialize in acquiring and retaining users in key market segments -- including the events and conferences industry, retail and e-commerce, real estate, automobile, furniture stores, media and educational institutions -- that are essential to your company among others

- Our team has a combined 20 plus years of experience in online marketing, brand identity, web design, public relations, thought leadership and content marketing.
- We have a track record of delivering exceptional results at a competitive overall cost
- Our consultative approach strategies include as much input from your existing marketing efforts and working together to create the best communication messages and representation of your brand.
- We remain on the cutting edge of digital marketing to build high performance campaigns built for long-term results and market domination to ensure that you're maximizing your online potential





## STRATEGIC MARKETING FOCUS AREAS

To ensure that your company acquires and retains new market segments and users, improves its digital presence, digital footprint, brand penetration and secures high-value partners, the company needs to focus on the following key digital marketing strategies:

- High quality landing page with conversion points (Domain)**
  - A clean, fast and easy to use website with call to action where users will get the funnel
- Content distribution via social media and blog**
  - High quality and optimized content with industry keywords
- Search engine marketing ( Paid and organic)**
  - Pay per click ads with high audience targeting using a creative strategy
- Strategic partnerships with media house, influencers and bloggers**
  - Media buying
- Solid sales and marketing team to filter and sort leads**
  - You will need a call center or sales person who will be to reach out to the clients once they request for products



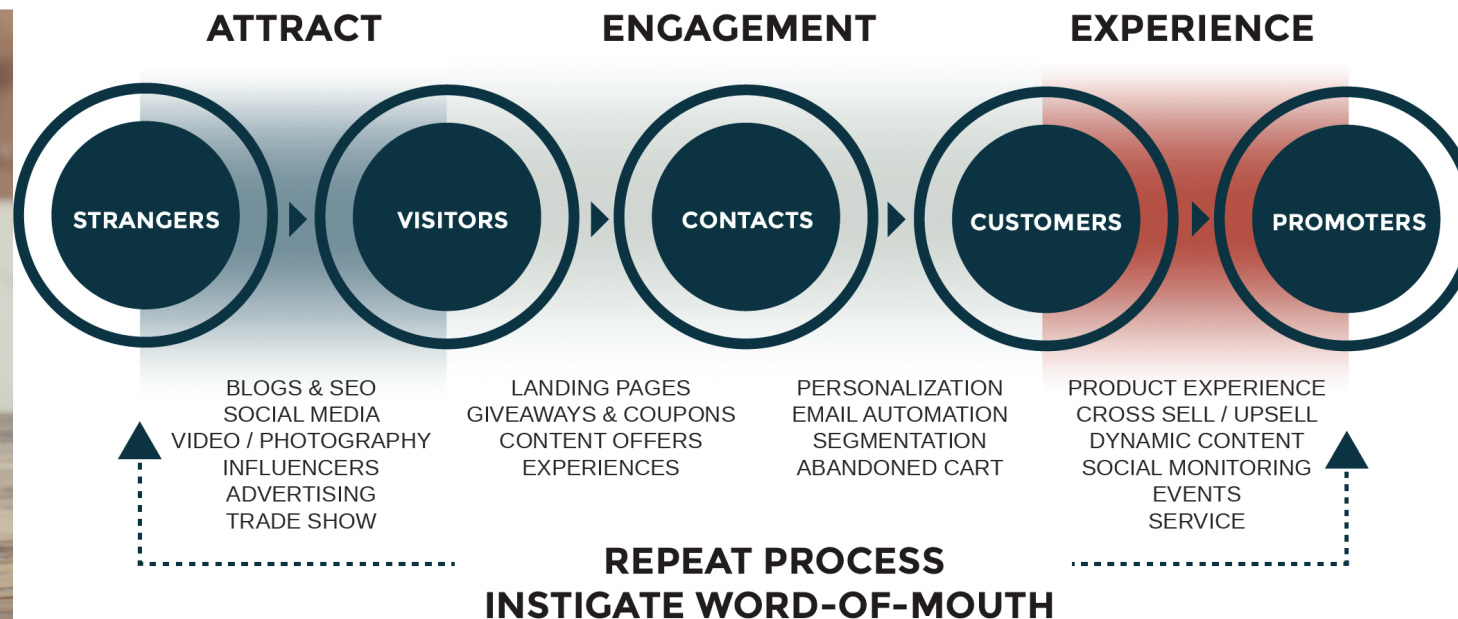
## HOW CAN WE HELP YOU?

JDS can help you put together a digital marketing strategy. We will work together to analyze your current marketplace and provide insight into focused areas where improvements can help you overtake your competitors.

The strategy will be based on your business requirements and your customer's expectations, with the aim of increasing revenue. We will work together to agree the best form of digital marketing for your budget and combine what we feel is appropriate to reach your end goals.

## WOULD YOU LIKE TO START A PROJECT WITH US?

Our lead generation strategies are designed to increase qualified leads. We implement targeted campaigns that complement your marketing as a whole and work with your managers to bring sales and marketing into alignment.





## PROPOSED DELIVERABLES AND TIMELINE

There is no one package that fits all kind of business, besides your business is too important to be package in one box of solution. Our consultative approach takes time to understand your core business and research your target audience plug in to your companies' culture to give an all-inclusive strategic approach to increase brand loyalty, visibility to increase revenue on a strong ROI for your company no matter size or budget.

Our team sits with top management to generate the best plan for your budget. We go the extra mile to learn more about your company, your objectives, and your unique position in your market

If you're serious about growth, and you recognize that you need more or better leads in order to meet your goals, it's critical that you determine whether your current lead generation process is helping or hurting your progress — and how much of a change is necessary in order to get back on track. but if you decide you want real help, we're a phone call away.

## FEES AND FINANCIAL

Our service rate currently stand between 20\$ – 60\$ a day depending on your audience reach and channels.

Because we have worked with business of all sizes, we have known that the needs of every business differ from the other and so is the budget and channels of digital marketing. Our team has taken time to create a rate rack which acts as a guide to minimum expenditure on different channels.



## MARKETING MIX

From experience we have seen a mix of channels to deliver your content works best, this is purely focused on where your customers spend their time. In this information age and social media. Digital channels have attracted different audience so we identify which channel most likely your potential customers are and serve them your business. Simple!

The table shows what you can expect from inbound marketing

<b>Landing page</b>	
<b>Audience research / market research</b>	
<b>Brand Identity / brand penetration</b>	
<b>Marketing message &amp; Good quality photos</b>	
<b>SEO / SEM/ SMM</b>	
<b>Company profile</b>	
<b>Call center</b>	

Now that I have given you the basics want to talk to a live human about what's going on with your online marketing? Get in touch with us by filling out our [contact form](#) and we'll get back with you shortly!

You may call/ whats app our line on +254 722 59 22 33 speak to our leader John if you prefer email consult with us email to [consult@johndigital.co.ke](mailto:consult@johndigital.co.ke)

We use world standard marketing tactics with certification from Google and our vast experience in the Kenyan market has put us at the front of the market. Long gone are the days of having a "museum website" and our question to you is your website doing you any good?

Call us and let's have a FREE 2hour consultation meeting and discuss opportunities that are available for your company to grow over the internet



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## CONTACTS

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