



Presentation by Business Ustad

Social Media Marketing Plan

Explore innovative approaches for strategic brand planning and engaging with the target audience.



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Today **Agenda**

The section explores important components such as market analysis, identifying the target audience, and optimizing content strategy to achieve goals.

1 Introduction

2 About Company

3 Company Vision

4 Company Mission

5 Target Analysis

6 Market Analysis

7 Content Strategy

8 Our Prices

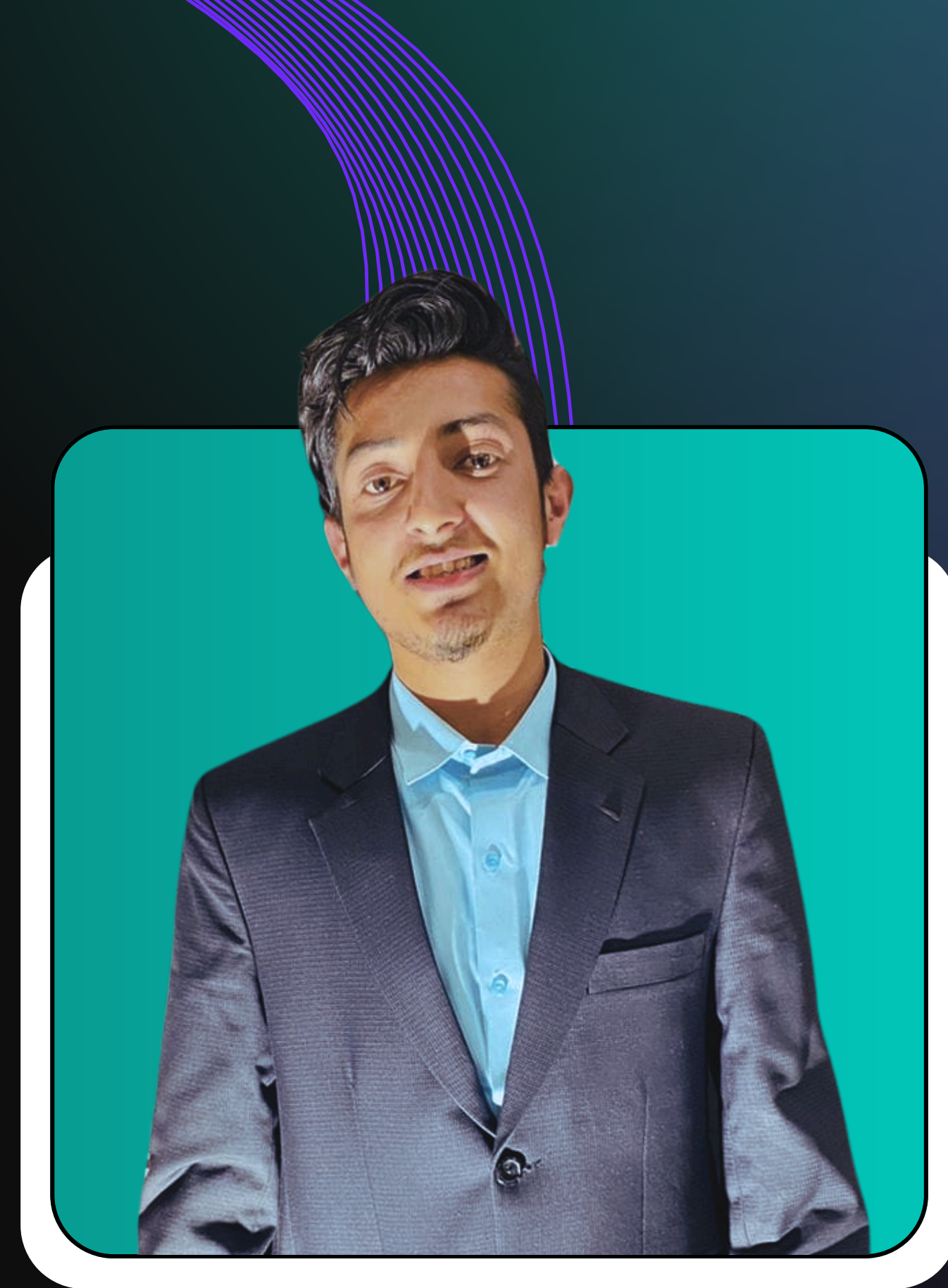
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Introduction

Maximising growth with our marketing strategy. To achieve business objectives and increase market share, our company's marketing strategy aims to boost growth. This section provides an overview of our approach and highlights the importance of a solid marketing plan.

Discover the essential components of our marketing strategy, including market analysis and brand presence tactics. Join us on our journey to success in the world of marketing.



Muawiya Kayani
Ceo of Business Ustad

BUSINESS USTAD

About Our Company

We'll be taking you through our journey, covering the highlights, the challenges, and everything that has shaped us into who we are today.



12+

Running Projects



50+

Happy Client

Ads Management Vision



The cultivation of an envisioned future necessitates the development of a precise vision to guide strategic decision-making.

FOR CLIENT ADS

- Identify the primary goal: brand awareness, lead generation, sales conversion, etc.

Know Your Audience

- Research demographics: age, gender, location, interests.
- Create customer personas for targeted messaging.

FOR AGENTS ADS

- **Target Travel Agents & Travel Companies**
- **Social Media:** Use platforms like Instagram and Facebook to share captivating travel images and stories.
- **Travel Websites:** Leverage sites like TripAdvisor or your own website for ads and listings.
- **Email Marketing:** Send out newsletters featuring travel tips, packages, and promotional offers.

STAR PACKAGES ADS

Identify Your Target Audience

- **Segment Your Market:** Determine who would benefit most from the star packages (families, couples, adventurers, luxury travelers).
- **Understand Their Preferences:** Research what appeals to your audience (e.g., relaxation, adventure, culture, cuisine).

ABOUT US

Our Company Mission



The marketing strategy of any company is built upon its mission, which serves as a guiding force, influencing and shaping every move.

The Importance of a Mission Statement in Demonstrating Dedication to Delivering Enduring Value to Both Customers and Communities.

Impact of Innovation

Innovation and technology adoption can enhance market influence.

Empower Our Team

Encouraging Workplace Diversity, Collaboration, and Career Growth

Embrace Responsibility

Committing to Sustainable Practices for Society and the Environment

Market and Target Analysis



Market Analysis

Market analysis and understanding consumer behaviour can help navigate complex market scenarios.

Target Analysis

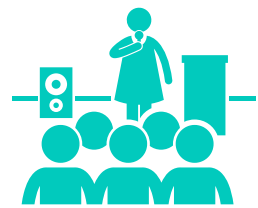
Comprehending the demographics of the audience is a crucial aspect of formulating effective marketing strategies.



OUR BEST STRATEGY

Content Strategy

Creating content tailored to the target audience's needs and preferences is crucial for relevance and resonance.



Client Orientation

Consistent Brand



Consistent and cohesive content is crucial for establishing a unified brand identity and communicating it effectively to the audience.

An effective content strategy is indispensable for marketing, guaranteeing congruity with the brand's message and forging a connection with the target audience.



SOCIAL MEDIA MARKETING PACKAGES

Basic

Starter Digital Marketing

Services

- ✓ Social media management (2 platforms insta & fb)
- ✓ Monthly performance reports
- ✓ 20 Posts & 5 reels
- ✓ 6 paid ads managements

Price

45k / month

Get Started

Most Popular ★

Growth Digital Marketing

Services

- ✓ Social media management (3 platforms insta , fb & tiktok)
- ✓ Bi-weekly performance reports
- ✓ 30 Posts & 8 Reels
- ✓ 9 paid ads management

Price

67k / month

Upgrade Now

Premium

Pro Digital Marketing

Services

- ✓ Social media management (4 platforms insta,fb, tiktok & Snapchat)
- ✓ Weekly performance reports
- ✓ 30 posts & 15 reels
- ✓ 16 Paid ads management

Price

92k / month

Choose Plan



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Get in Touch

Contact us for questions, technical assistance, or collaboration opportunities via the contact information provided.

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