

UDAYA GROUPS

DIGITAL MARKETING PLANNER

UDAYA GROUPS OF INDUSTRIES

Manufacturing Units

Retail Outlets – Udaya KictheNext & Udaya Bazar

UDAYA KITCHENEXT

The Group has exclusive kitchenware showrooms - one-stop-shop for housewives, caterers & institutions. It displays complete set of kitchenware set with various designs brought in from different locations across the country.

The logo for Udaya Kitchenext is displayed in a 3D style. The text "Udaya Kitchenext" is rendered in a bold, red, sans-serif font. Below the text, there are three horizontal bars: a blue bar under "Udaya", a blue bar under "Kitchen", and a yellow bar under "ext". The entire logo is set against a light gray background with a subtle drop shadow effect.

Udaya Kitchenext

UDAYA BAZAR

Retail outlets POS with FMCG, Grocery etc.



Digital Marketing

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers.

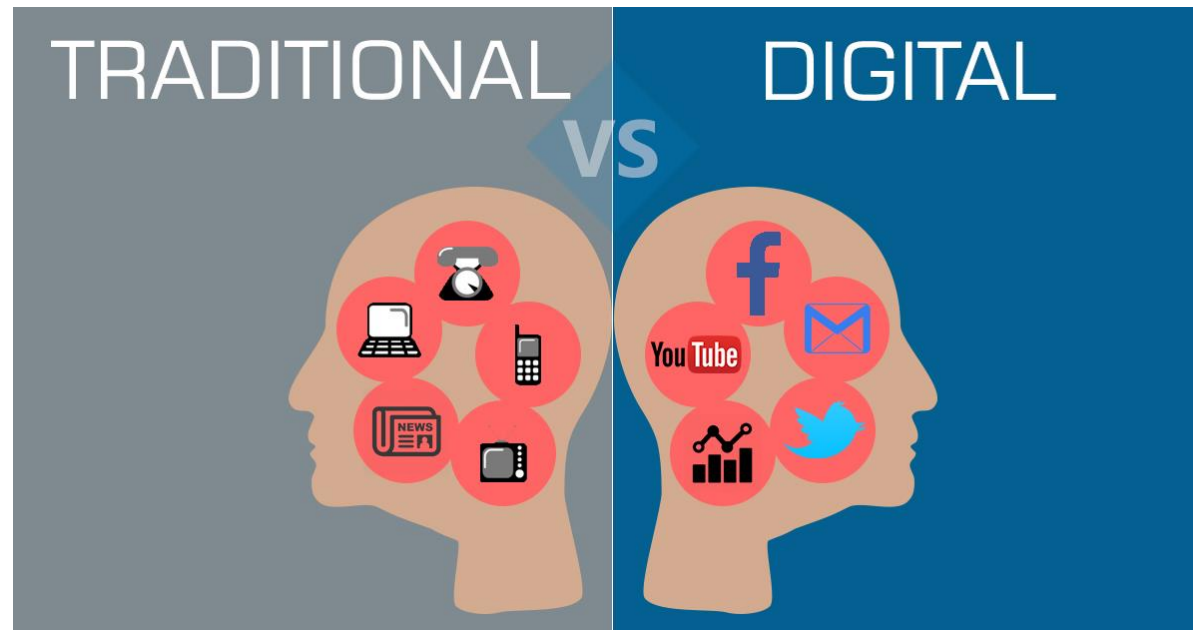


Campaign Objectives

Increase brand visibility across digital platforms

Maximize brand outlet reach via digital media campaign

Boost up overall marketing strategy of the brand in virtual world



Brand history

Started in 1979 – Having track record of customer satisfaction **40 years**

Business Domain; Kitchen Utensils and Retail Chain

Geographical Area; Udupi, Dakshina Kannada, Uttara Kannada and Shivamogga District

Major Cities; Manipal, Udupi, Mangaluru, Kumta, Brahmavar, Karkala, Sirsi, Padubidre, Kapu, Shivamogga

Competitors

MNC/ Indian based big players in FMCG retail outlets

- Highest investment for digital branding/marketing/campaign
- Nationalized campaign with maximum budget & reach

Local players in FMCG & retail outlets

- Newgen brand based retail outlet chains (minimum budget for local reach)
- Existing wholesale/retail shops (no campaign/has loyal customer base)

Preferred Digital Platforms

Google

Facebook

Instagram

Google Ads & Maps

Google is where people search for what to do, where to go and what to buy. Your ad can appear on Google at the very moment someone is looking for products or services like yours.



Google Ads



Facebook & Instagram

Every small business should be on social media, especially Facebook. From its powerful advertisement options to Facebook groups, Facebook has many tools small businesses can and should use. A solid Facebook presence helps you engage potential customers and grow your business. If you're a local business and want to target your promotions on Facebook and Instagram to people near your business, you can do so directly from your Facebook Page, ad creation or Power Editor



Campaign Planner

Google Ads; Configuring location based map, centralized communication detail and website configuration with Google Analytics, SEO friendly content and keyword submission

Facebook; Official page configuration, Location based Page Promotion, Content (Text/image/video as shared by the client) update via posting on regular basis, Boosting selected posts, SEO friendly content and keyword

Instagram; Building followers, Content (Text/image/video as shared by the client) update via posting on regular basis, SEO friendly content and keyword, Storyline & IGTV configuration

Investment (monthly basis)

PLAN A		
Digital Media	Budget	Reach (Avg.)
Google (Clicks)	9,000	300
Facebook Page Promotion (Likes)	6,000	2,000
Facebook Post Boosting (Reach)	4,500	18,000
Instagram (views)	6,000	15,000
Design charges	4,000	
Service Charges	6,500	
Total	36,000	

PLAN B		
Digital Media	Budget	Reach (Max.)
Google (Clicks)	13,500	450
Facebook Page Promotion (Likes)	9,000	3,000
Facebook Post Boosting (Reach)	6,750	27,000
Instagram (views)	9,000	22,500
Design Charges	6,000	
Service Charges	9,750	
Total	54,000	

PLAN C		
Digital Media	Budget	Reach (Avg.)
Google (Clicks)	18,000	720
Facebook Page Promotion (Likes)	12,000	4,000
Facebook Post Boosting (Reach)	9,000	40,000
Instagram (views)	12,000	30,000
Design Charges	8,000	
Service Charges	13,000	
Total	72,000	

Terms & Conditions

Project will commence once receiving the workorder and advance.

Client shall provide existing social media login credentials.

Client shall provide draft content, product/service details and images for graphic design well in advance.

Content should be approved by the concerned authority before publishing.

Above mentioned amount is without GST. GST @ 18% will be charged additionally on the total billing amount whenever applicable.

Payment terms; 75% in advance at the beginning of the month and remaining 25% at the end of month

Invoice will be raised on monthly basis at the end of the month.

Additional services required by the client at any stage which is not mentioned in the work order will cost extra.

Thank you



Mr. Yatiraj S. Padavinangady

Managing Director

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