

WE OFFER

SOCIAL MEDIA MARKETING

Social Media Marketing is an integral part of any digital marketing strategy.

A focused approach to driving customers to your business via online.

In other words, marketing the modern way !



WWW.SLASHZ.IN



SlashZ
Chennai, India



About Us

SlashZ launched in 2019 with a simple mission to help the brands in our city connect with their customers more humanly. We Just started as a very small social media management company after our graduation, Now we are A digital marketing company you know today.

Social media marketing is the use of social media platforms to promote a product or service. Although the terms e-marketing and the digital marketing are still dominant in our academia, social media marketing is becoming more and more popular now.



What do We Do

Platforms We Promote You on



INSTAGRAM | FACEBOOK | LINKEDIN | YOUTUBE | TWITTER | GOOGLEADS



Different Types of Marketing



- Pay-Per-Click Marketing. As far as marketing channels go, pay-per-click (PPC) advertising is still an unbeatable juggernaut, especially with the diverse options now available to brands.
- Social Media marketing
- Influencer Marketing
- Your Website
- Content Marketing and SEO
- Word of Mouth Marketing

Brand Awareness – This includes a greater company or product name recall as well as familiarity with your business, brand, products and services. If this is your goal, you should make use of digital marketing channels that provide strong brand awareness and development like the following:

- Social media channels particular Instagram, Twitter, Facebook and Linked I.
- Engaging with the targeted audience through social channels.
- Channels that promote visual elements like Instagram and Pinterest.
- Channels that promote video materials like YouTube and Vimeo.
- Promotional campaigns with coupons.
- Joint venture marketing projects with other online businesses.
- Participating in online and offline events.



Different Types of Marketing

Lead Generation – Many businesses make use of digital marketing mainly to generate leads and connect with potential customers. Generating leads for them is just the first step and they will follow through by communicating directly and engaging with these leads. Digital marketing channels that are good for lead generation include:

1. Search Engine Optimization (SEO)
2. Pay-Per-Click Advertising
3. Display Advertising
4. Google Search Network
5. Blogging and other content marketing channels
6. Email marketing
7. others

Educate Potential Customers – Some businesses involve relatively new products and services that are very promising in their potential but still does not have an established market segment that is familiar or even knows that the product is already existing. we should go for educating their targeted customers first, particularly in making them realize the importance of the products/services and the problems that they can resolve. Blogging, press releases and content marketing will be ideal for this purpose.



Referral Program



Social media referral marketing refers to the whole process involved in increasing website traffic or simply drawing attention to a company by its customers, and them doing so through social media platforms. We can give coupons or freebies to customers who refer us to their friends.

REFERRAL PROGRAM

THE MODERN WAY OF MARKETING



Social Media Contest

- Like and/or comment to win. The classic “like and/or comment to win” is a tried and true way to increase engagement
- Share or RT to enter
- Tag a friend
- Photo caption contest
- Create the best comment competition
- Create a play-to-win game
- Vote to win.



INFLUENCER

Marketing



influencer marketing is a form of social media marketing involving endorsements and product placement from influencers, people and organizations who have a expert level of knowledge or social influence in the relevant field

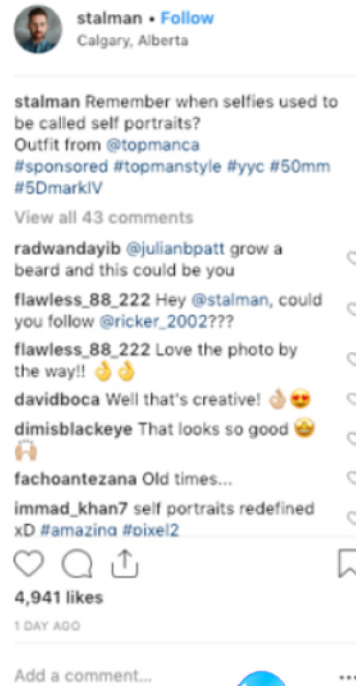


INFLUENCER

SlashZ

Marketing

Run an influencer campaign : Influencers are all the buzz in digital at the moment, especially in eCommerce. But there is a good reason for this trend – influencers can help you build immediate and lasting trust with your customers at scale.



Leverage user-generated-content (UGC) : UGC is 35% more memorable than other media such as ads or brand-created content.

For the most part, users create content from their desire to play a greater part in a brand's community of followers. UGC can be extremely powerful because it provides social proof, increases your exposure to a new audience, and builds trust by association.

Localize your marketing: The eCommerce landscape is very much a global endeavor these days. There is no reason, except an extended shipping period, why you can't sell products to just about any country in the world. This means that scaling up is faster and more attainable than ever.

Start a loyalty program: Loyalty programs have been an eCommerce favorite for many years now. They have the potential to improve your relationships with customers, increase repeat purchases, gather valuable customer data, and reduce marketing costs.



Spending on Social Media

Spending and allocating a budget for social media paid promotion is always a good idea. To reach our target audience in various regions, we need the boost of paid promotions and we need a min. budget of ₹500 per ad to get the best result in 2 days.

The ROI

This completely depends on the amount we spend and the design we promote. Each promotion varies from each account and there are no fixed numbers. For example, If we spent min of ₹300 per post, We can reach 30,000 but again, this is just an example and sample for our experience

The Benefits

- There are more than **700 million users on Instagram** and the community is still growing.
- **Instagram and Facebook are connected.** So it's easier to target your audience based on Facebook data. All budgeting and scheduling tasks, the setup and creation of ads are done through Facebook. So you don't need to start from scratch and learn about Instagram, once you've already used its sister platform for marketing and ads.
- **Instagram ads are non-intrusive** and less likely to annoy your targeted audience.
- **The engagement rate on Instagram is higher** than the engagement rate on any other social media platform

Video adverts

Get the same visually immersive quality as photo adverts, with the added power of sight, sound and motion. And now, you can share videos that are up to 60 seconds long in landscape or square format.

[Create your Own](#)

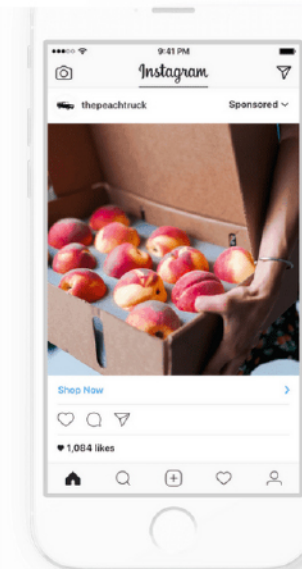
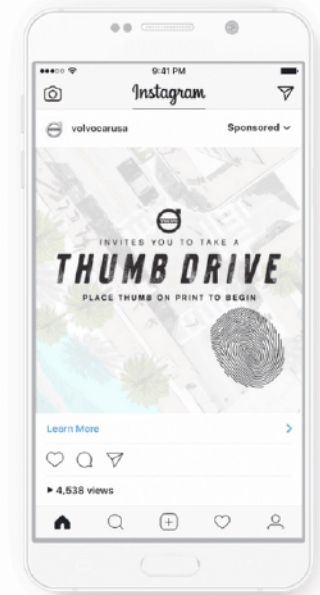
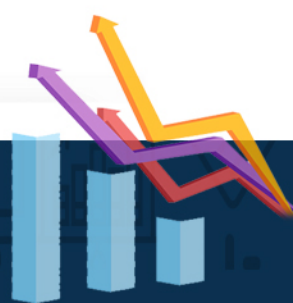


Photo adverts

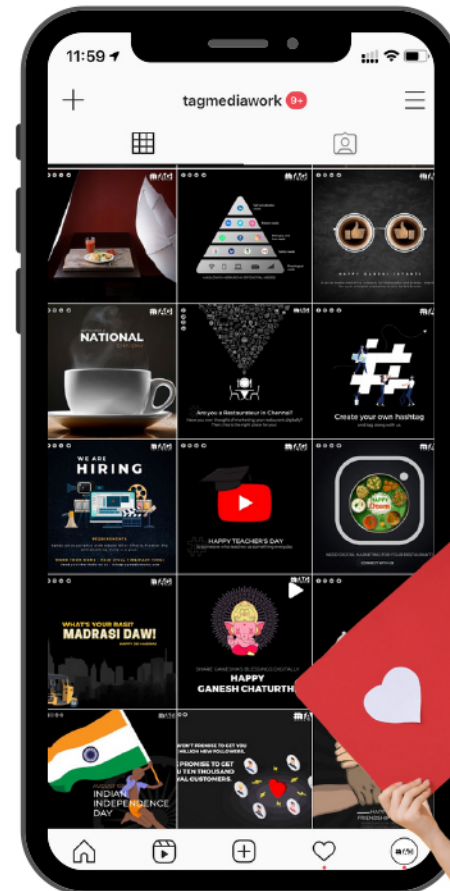
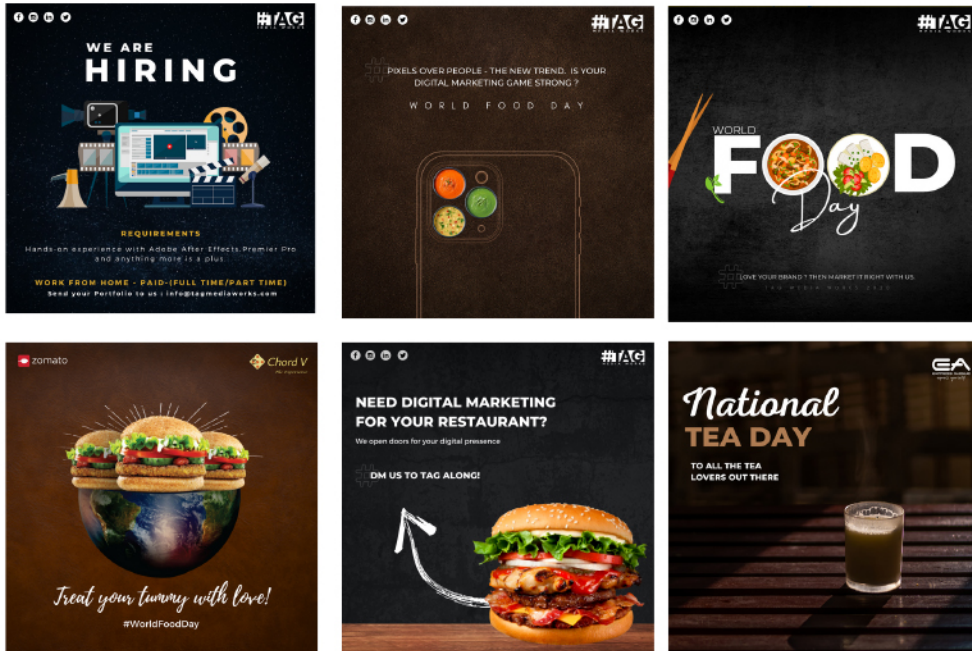
Tell your story through a clean, simple and beautiful creative canvas. Photos can be in square or landscape format.

[Create your Own](#)



Maintaining Layout on Social Media

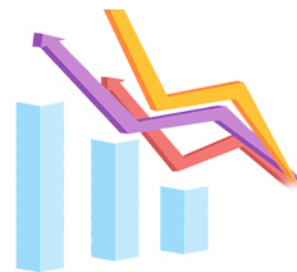
This will always attract people and this will also help us in branding. No matter how you look at it, maintaining a positive presence on social media is an uphill battle, especially for start ups.





We Got This!

- A-Z Branding
- Social media management
- Pay-Per-Click Marketing.
- Influencer Marketing
- Multilingual Marketing
- Content Marketing and SEO
- Word of Mouth Marketing
- Video marketing
- Photography & videography
- Website creation
- Designing
- Social media customer care



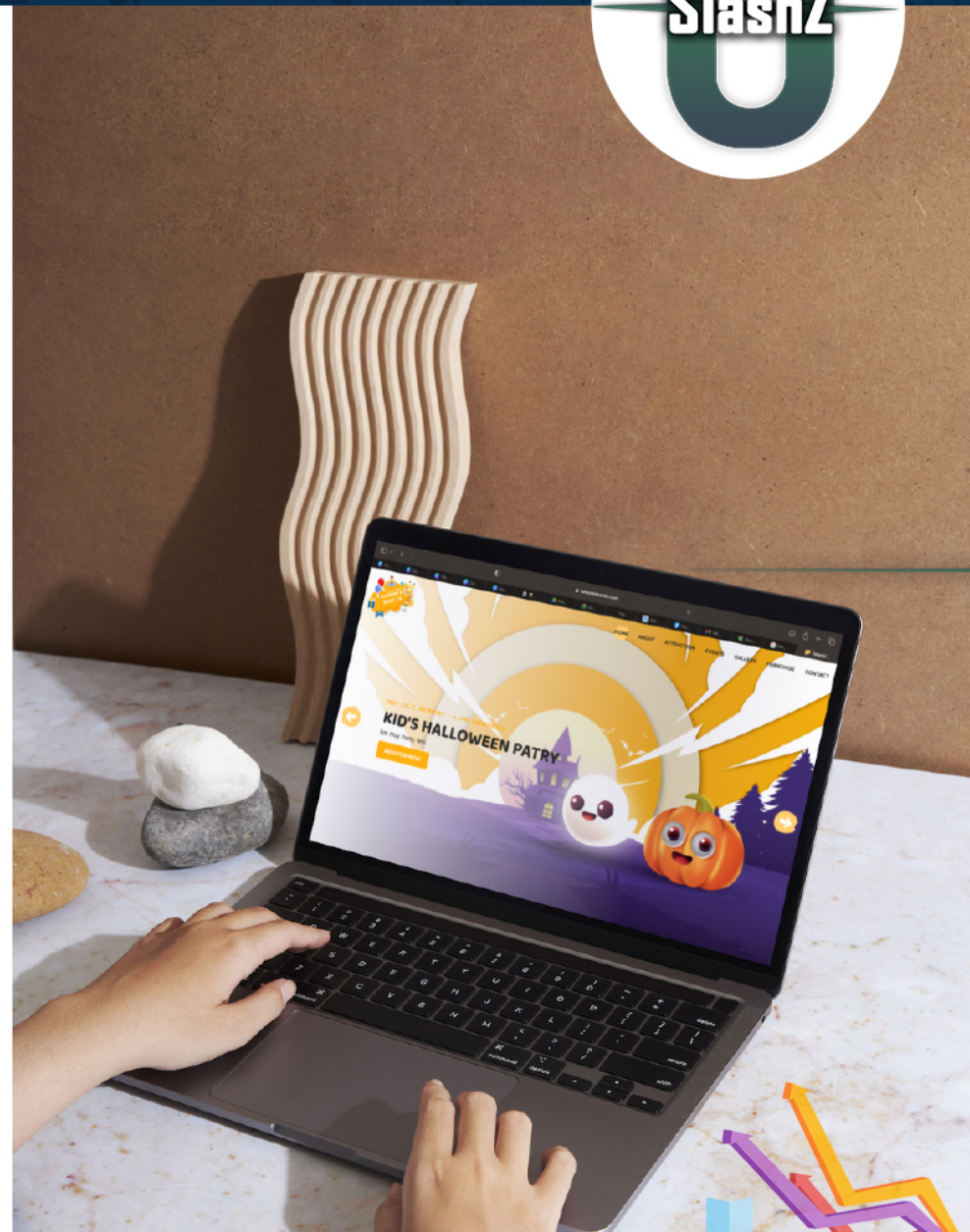
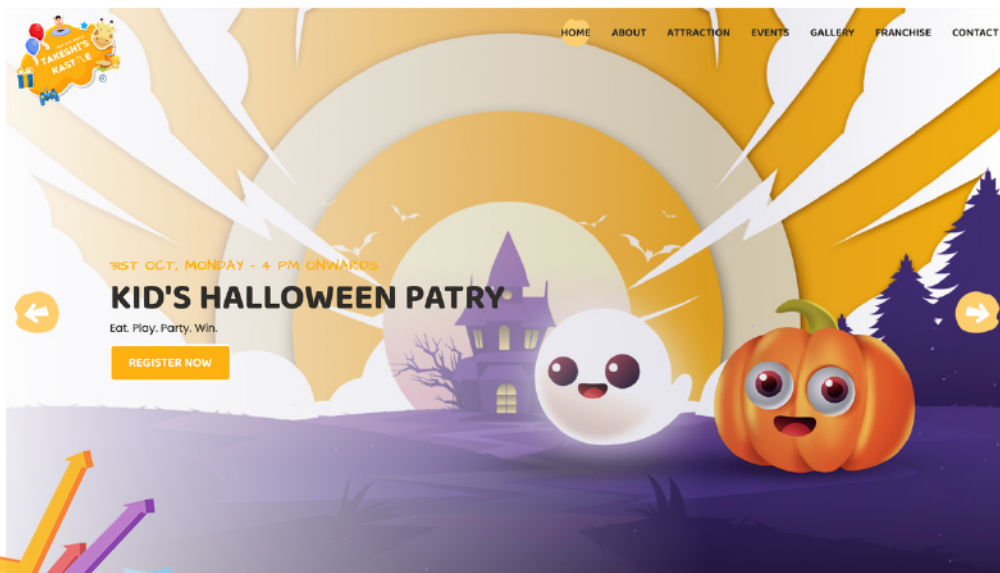
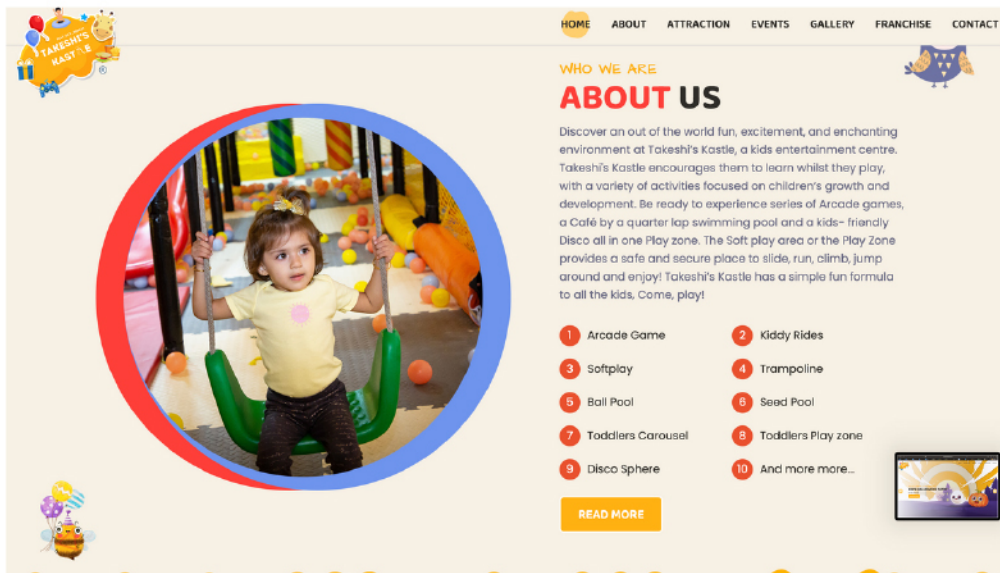
Website Design



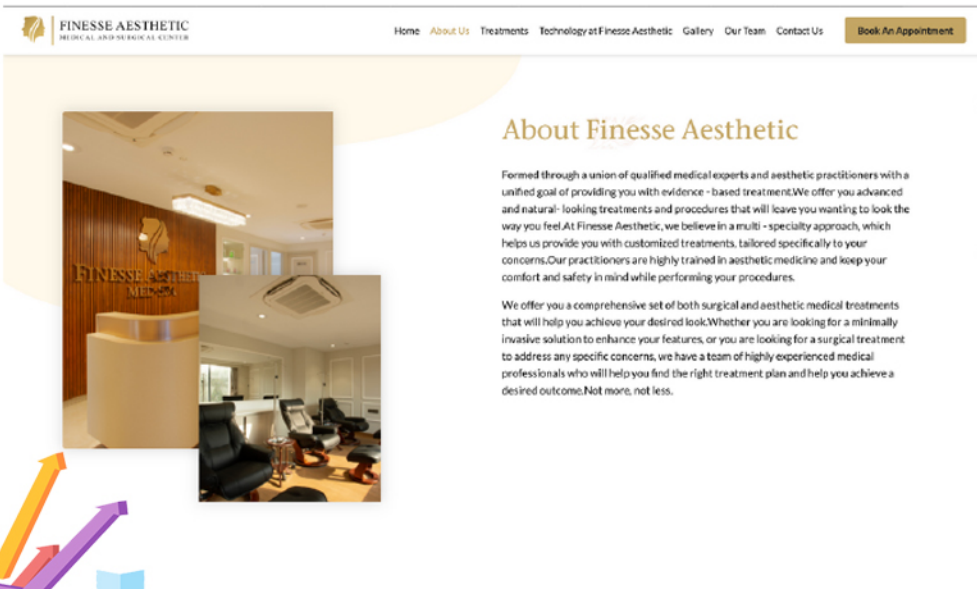
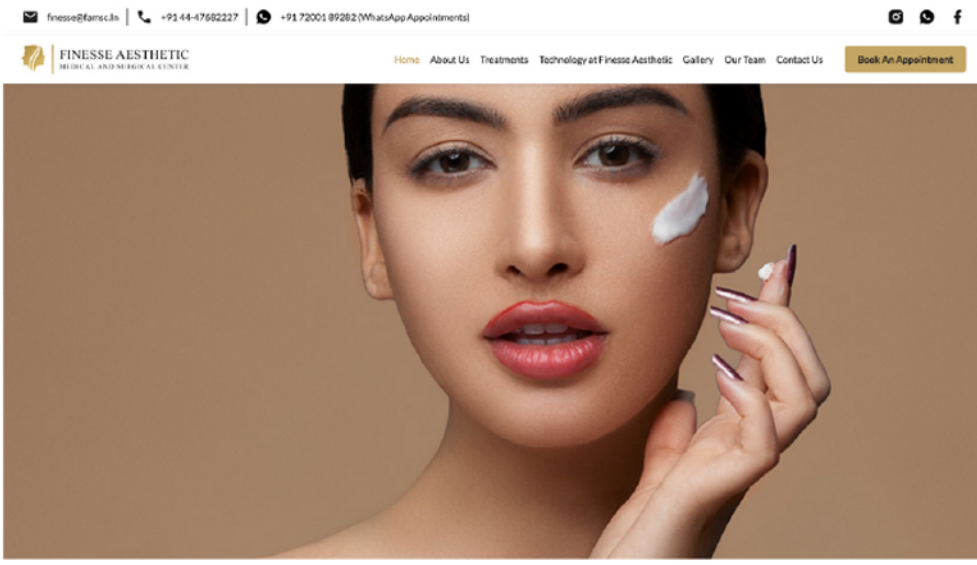
Build a strong online presence with a complete modern website done by the top website designers working on every attribute of the website that people interact with, so that the website is simple and efficient.



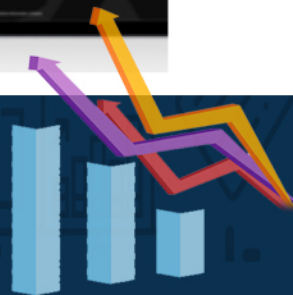
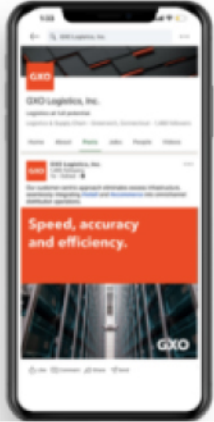
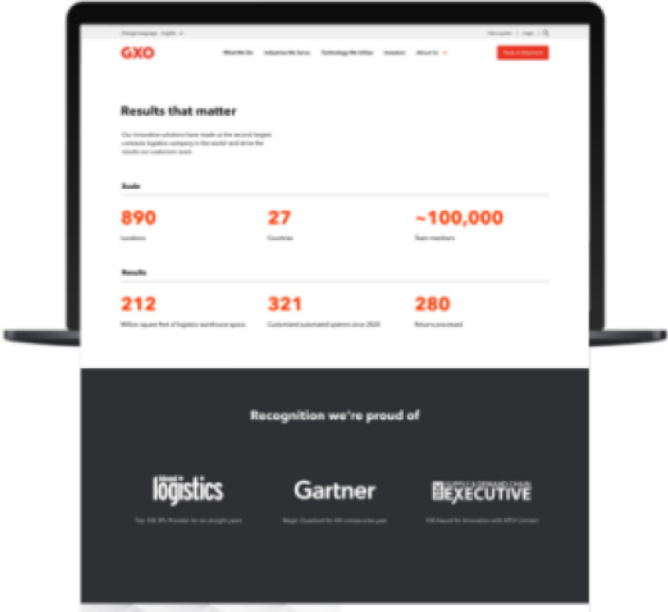
Websites



Websites



BRANDING



Social Media Packages



PRO +

15 Posts Per Month

8 Videos - Reels
6 Static Post (Raw & Creatives)
1 GIF Included
Multiple Stories - Daily

- ▶ Social Media Shoot
- ▶ Google Ads/ Social Media Ads
- ▶ Influencer Invite
- ▶ Content & Promotions
- ▶ Performance & Report
- ▶ Designing (Branding)
- ▶ Dedicated Manager
- ▶ Schedule For The Month

ASK FOR COST →

PRO

12 Posts Per Month

6 Videos - Reels
6 Static Post (Raw & Creatives)
Multiple Stories

- ▶ Social Media Ads
- ▶ Influencer Invite
- ▶ Content & Promotions
- ▶ Performance & Report
- ▶ Designing (Branding)
- ▶ Dedicated Manager
- ▶ Schedule For The Month

ASK FOR COST →

BASIC

9 Posts Per Month

3 Videos - Reels
6 Static Post (Raw & Creatives)
Multiple Stories

- ▶ Social Media Ads
- ▶ Content & Promotions
- ▶ Dedicated Manager
- ▶ Schedule For The Month

ASK FOR COST →

*GST IS EXCLUSIVE & COMPULSORY | *All packages are exclusive of AD Spend
*Campaign Shoots will be charged separately. | *Event Shoot is not included

Google Ads Packages



PRO

Campaigns - 2

Ad copies

Search ads - 1

Display ads - 2

Keywords

Competitor Analysis

Keyword Optimization

ROI Analysis

Reports – Monthly

Dedicated Account Manager

ASK
FOR COST →

PRO +

Campaigns - 4

Ad copies

Search ads - 2

Display ads - 2

Keywords

Landing Page Optimization

Social media promotions

Competitor Analysis

Keyword Optimization

ROI Analysis

Reports – Weekly

Dedicated Account Manager

ASK
FOR COST →

*Studio shoots/outdoor shoots will be extra charges

*All packages are exclusive of paid promotions. | *All packages are exclusive of GST

Twitter Packages



PRO

Creation of Page
Handling Ads
Copy based tweets - 15
Display Ads - 5

Reports – Monthly
Dedicated Account Manager

ASK
FOR COST →

PRO +

Creation of Page
Handling Ads
Copy based tweets - 30
Display Ads - 10

Reports – Monthly
Dedicated Account Manager

ASK
FOR COST →

*Studio shoots/outdoor shoots will be extra charges

*All packages are exclusive of paid promotions. | *All packages are exclusive of GST



OUR GOOGLE ADS MANAGEMENT STRATEGY INCLUDES:



- 1. A complete examination of the site.**
- 2. Keyword research is performed.**
- 3. PPC campaign is arranged to obtain a good quality score.**
- 4. Creation of creative ad-copy for every ad group with the objective of attaining CTR.**
- 5. Search And Display Ads Implementation**
- 6. Implementation of extensions to add functionalities.**
- 7. Filtration of negative keywords and weekly search queries.**
- 8. Creation of monthly progress reports.**



**Imagine all these ideas implemented for
your brand, It's the next big thing!**



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**LOOKING FORWARD
FOR YOUR BUSINESS!**

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