

# SOCIAL MEDIA ADVERTISING

HARNESSING THE POWER OF DIGITAL PLATFORMS



# PURPOSE OF THE PRESENTATION

The purpose of this presentation is to explore the dynamic world of social media advertising and its significance in today's digital landscape. We aim to highlight how businesses can harness the power of various social media platforms to reach their target audience, increase brand awareness, and drive growth.

## WHY SOCIAL MEDIA ADVT. ?

Social media advertising has become a cornerstone for businesses aiming to thrive in the digital age. Social media advertising is effective because it allows businesses to reach a large, targeted audience through engaging content, build brand awareness, foster customer interaction, and achieve high levels of engagement at a relatively low cost compared to traditional advertising methods,

# BENEFITS OF SOCIAL MEDIA ADVERTISING



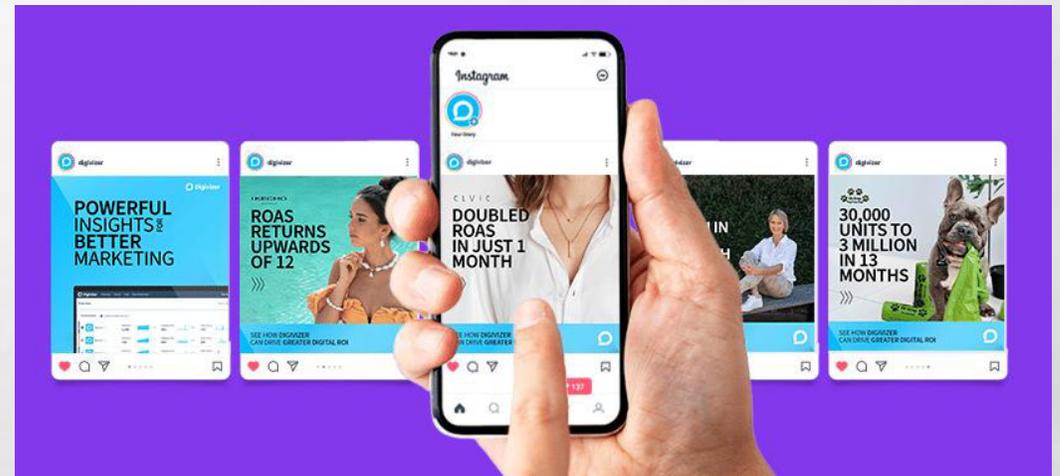
## Key Benefits :

- **Increased Brand Awareness**
  - Reach a Larger Audience
  - Regular Brand Recognition
- **Improved Customer Engagement**
  - Direct Interaction
  - Customer Feedback
- **Cost-Effective Marketing**
  - Affordable Options budget-friendly
  - Flexible Budgeting -set their own
- **Targeted Advertising**
  - Demographic Targeting
  - Behavioural Targeting
- **Measurable Results**
  - Analytics and Metrics
  - Data-Driven Decisions

# TYPES OF SOCIAL MEDIA ADS

## Ad Formats:

- **Image Ads**  
Simple, visually appealing images that promote a product, service, or brand.
- **Carousel Ads**  
Ads with multiple images that users can swipe through
- **Video Ads**  
Short videos that capture attention and convey a message through motion and sound.
- **Sponsored Posts**  
Posts that brands pay to promote to a wider audience



# CREATING EFFECTIVE SOCIAL MEDIA ADS

## Best Practices:

- ***Understand Your Audience***
  - Research:** Identify the demographics, interests, and behaviors of your target audience.
  - Segmentation:** Segment your audience into different groups to tailor your ads more effectively.
- ***Use Eye-Catching Visuals***
  - High-Quality Images/Videos:** Use visually appealing and high-resolution images or videos.
  - Brand Consistency:** Maintain consistency with your brand's visual identity, colors, fonts, logos.
- ***Craft Compelling Copy***
  - Clear Messaging:** Ensure your ad copy is clear, concise, and communicates the value proposition.
  - Engaging Headlines:** Use attention-grabbing headlines that spark curiosity or interest.
- ***Keep Mobile Users in Mind***
  - Mobile-Friendly:** Ensure your ads are optimized for mobile devices, as a significant portion of social media users access platforms via mobile.

# MEASURING SUCCESS

## Analytics and Metrics:

- **Key Performance Indicators (KPIs) to Track**
  - **Reach:** The number of unique users who have seen your ad.
  - **Impressions:** The total number of times your ad has been displayed, regardless of whether it was clicked.
- **Tools for Measuring Ad Performance**
  - Platform Analytics
  - Google Analytics
  - Third-Party Tools
- **Importance of Data Analysis**
  - Identify Trends
  - Optimize Campaigns
  - Measure Success



# BRANDS WE WORKED WITH

 <p>MAVELLOUS TASTE OF <b>ANAND</b> ICE CREAM SINCE 1984</p>	 <p><b>AVZOL</b><sup>TM</sup> AN ASSURANCE OF QUALITY</p>	 <p><b>IB</b> INTERNATIONAL Manufacturers of Fancy Yarns</p>	 <p><b>BOSKY</b></p>	 <p><b>ECOMAC</b> BUILD BETTER</p>
 <p><b>FRESH BHARAT</b><sup>TM</sup></p>	 <p><b>Glufro Starch Sugar Pvt. Ltd.</b></p>	 <p><b>HERO</b> AGRI INDUSTRIES</p>	 <p><b>KGC</b></p>	 <p><b>KAT</b> KAINTH MACHINE TOOLS SINCE 1982</p>
 <p><b>KMT FARMS</b></p>	 <p><b>KHALSA ENTERPRISES</b> Advertising Hoarding Solutions</p>	 <p><b>Orbit</b> ORGANICS</p>	 <p><b>Oribitess</b> traditional food</p>	 <p><b>Narvs Pharma</b></p>
 <p><b>Ourmelt</b> HEALTHY DELICIOUS</p>	 <p><b>OYTRA</b><sup>®</sup></p>	 <p><b>RADIANCE IMPEK</b></p>	 <p><b>REGNON</b></p>	 <p><b>Shri Balaji Impex</b> Quality Local Customer Satisfaction</p>
 <p><b>SWACHH RAS</b></p>	 <p><b>VEER YODHA</b> ISO 9001:2015</p>	 <p><b>Vintel</b></p>	 <p><b>DR KOOIN</b></p>	 <p><b>WIN TRUST PHARMACEUTICALS LTD.</b></p>

and many more...

# CHOOSE THE PERFECT PLAN TO FUEL YOUR BRAND'S GROWTH

## BOOST

₹ **4999.00**

- Social Media Post  
**Total 15 Post per Month**
- > 10 Graphic Post
  - > 03 Stories
  - > 02 Gifs / Carousel Post

**Festival Greetings FREE**

**Social Media Management**  
It will be posted on social media platforms every other day along with the body of the message

Monthly Billing

## IGNITE

₹ **9999.00**

- Social Media Post  
**Total 25 Post per Month**
- > 15 Graphic Post
  - > 06 Stories
  - > 04 Gifs / Carousel Post
  - > 01 Sponsored Promotion

**Festival Greetings FREE**

**Social Media Management**  
It will be posted on social media platforms every day except Sunday/Holiday along with the body of the message

Monthly Billing

## AMPLIFY

₹ **13999.00**

- Social Media Post  
**Total 35 Post per Month**
- > 25 Graphic Post
  - > 05 Stories
  - > 05 Gifs / Carousel Post
  - > 02 Sponsored Promotion

**Festival Greetings FREE**

**Social Media Management**  
It will be posted on social media platforms every day except Sunday/Holiday along with the body of the message

Monthly Billing

Monthly • Save 10%

Quarterly • Save 20%

Annually • Save 30%

# 2-IN-1 PACKAGE (GRAPHIC DESIGNING & SOCIAL MEDIA ADVERTISING)

## BASIC

₹ **5001.00**

### Graphic Designing and Social Media Post

- > Daily Graphic Services (Daily 1 Hours)
- > 10 Social Media Post
- > 1 Exhibition Poster/Banner
- > 1 Invitation Card
- > 4 Pages Brochure

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Monthly Billing

## BEST VALUE

₹ **10010.00**

### Graphic Designing and Social Media Post

- > Daily Graphic Services (Daily 2 Hours)
- > 15 Social Media Post
- > 2 Exhibition Poster/Banner
- > 2 Invitation Card
- > 8 Pages Brochure

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Monthly Billing

## HIGH OUTPUT

₹ **15100.00**

### Graphic Designing and Social Media Post

- > Daily Graphic Services (Daily 4 Hours)
- > 20 Social Media Post
- > Exhibition Poster/Banner
- > Invitation Card
- > Catalogue / Brochure

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Monthly Billing

*Sunday / Festival Day / National Holiday will be off.*

# OUR OTHER SERVICES

## ❖ **Graphic Designing**

Logo | Stationery | Books | Catalogue | Brochure | Packaging Box | Packaging Pouch  
Packaging Label | College Prospectus | Folder | 2D Art Lines | 3D Product Mock-up  
3D Packaging Mock-up | Illustrations | Visual Aid | Poster | Hoarding | Govt. Advertorial  
Magazine | News Paper Advertisement etc.

## ❖ **Video Editing**

Product Video | Reels | Short Clips | Voice Over | Promotional Video

## ❖ **Website Designing**

E-commerce website | News website | Educational website | Products website

# THANKS...



**DESIGN CREW**

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