



MARGOT



Prepared for

Al Rayan

hajj and umrah.



AlRayan

Hajj & Umrah Services



+251954 666 888
+251954 666 999



info@margot-group.com



Bole friendship business building
4th floor- office no 404/2B



www.margot-group.com

**Digital Marketing
and Branding
Proposal for
Al rayan.**

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1. Introduction

1.1 Overview of Margot's Approach

At Margot, we understand that every business is unique, and therefore, we tailor our digital marketing strategies to fit your specific needs. Unlike many other marketing companies that offer generic packages that may not be effective in the Ethiopian market, we focus on what truly works here. Your success is our success, and we approach every project with the mindset of treating your business as our own.

1.2 Why Choose Margot?

We offer the package you need, not one that wastes your money. We understand the Ethiopian market and prioritize strategies that deliver real results.

2. Why Margot is Different

2.1 Targeted Strategy

We focus on social media platforms that deliver the highest engagement in Ethiopia, including Facebook, Instagram, LinkedIn, and TikTok. We do not waste time or money on platforms or strategies that don't yield real results.

2.2 Ethiopia-Specific Marketing

Through research and experience, we know that many businesses in Ethiopia face challenges with digital marketing on websites, SMS, and email marketing. These channels have limited engagement. Therefore, we emphasize social media channels and provide solutions that generate real customers, not just clicks.

2.3 Effective and Affordable Solutions

We aim to solve your marketing problems with less expense and greater returns. Our strategies are designed to minimize cost and maximize impact, so you get the most out of your investment.



3. Our Approach for Alreyan

3.1 Brand Identity and Logo

We will create a distinctive and professional business logo that will improve your brand recognition and appeal to your target audience.

We also understand the critical role that a strong and memorable brand identity plays in establishing a business's presence and fostering long-term success. At Margot, we are committed to creating the best branding for Alreyan by crafting a distinctive and professional logo that resonates with your target audience and sets your business apart from competitors.

Our approach involves an in-depth analysis of Alreyan's values, vision, and market positioning to ensure the brand identity we develop is not only visually appealing but also aligned with your core objectives. The logo will embody the essence of Alreyan, communicating trust, quality, and innovation. Additionally, our branding solutions will include:

A cohesive color palette and typography that reflect Alreyan's personality and industry relevance.

Comprehensive guidelines to maintain brand consistency across all digital and offline channels.

Adaptability for various applications, ensuring the logo and branding elements look impeccable on all platforms and materials.

By prioritizing your unique identity and audience preferences, we aim to create a powerful brand that leaves a lasting impression, driving recognition and loyalty for Alreyan in the marketplace.



3.2 Social Media Management

We will take over the management of your social media profiles, ensuring that your accounts are professionally handled with consistent, relevant, and engaging content.

3.3 Engaging Content

Our team will create 32 posts:

- 20 social media posts: High-quality, engaging content for Facebook, Instagram, and LinkedIn to drive traffic and increase follower engagement.
- 12 TikTok videos: Fun, creative, and impactful videos to drive engagement on TikTok, which has become a crucial platform for reaching younger and dynamic audiences.

3.4 Professional Response Management

We will handle the responses on your social media platforms, ensuring that customer queries and concerns are addressed promptly and professionally, enhancing your brand's reputation and trust.

4. Offer Details

4.1 Social Media Platforms

Our services will focus on Facebook, Instagram, LinkedIn, and TikTok, as these platforms have the highest engagement in Ethiopia.

4.2 TikTok Content Creation

We will create 12 creative and shareable TikTok videos to boost your visibility on this fast-growing platform.

4.3 Post Breakdown

- 20 Social Media Posts: Engaging, high-quality content tailored for Facebook, Instagram, and LinkedIn.
- 12 TikTok Videos: Fun and impactful videos optimized for TikTok audiences.

4.4 Boosting Budget

We will allocate a total of \$100 for boosting posts on Facebook and Instagram to ensure your content reaches a larger and more targeted audience.

We are excited to offer a TikTok filter to help you achieve impactful brand recognition through TikTok's algorithm. This filter will boost your visibility and connect you with your target audience in a creative and engaging way.



CONTENT TABLE

social media Platforms	number of posts per week	number of posts per month
instagram and facebook	3	12
Linkedin	2	8
tiktok	3	12
Total posts		32



5. Why Choose Margot

5.1 Results-Oriented Approach

We're not like other companies that waste resources on things that don't matter. We know what works in Ethiopia and are committed to finding real customers who are likely to convert.

5.2 Cost-Effective Solutions

Our goal is to increase your engagement, enhance your digital presence, and solve your marketing challenges—all while keeping costs down.

5.3 Commitment to Your Success

Your success is our success. We approach every project with dedication, treating your business as if it were our own.

6. Next Steps

6.1 Deliverables Requested from Alreyan

We need high-quality images and videos that align with your brand. These materials will be requested based on our content plan and calendar. Providing these assets on time will ensure we deliver the most impactful and professional posts for your business.

6.2 Collaboration Process

Once the materials are provided, we will create a content calendar and begin executing the strategy. Regular updates and reports will be provided to track progress and ensure alignment with your business goals.

7. Conclusion

7.1 Summary of Proposal

At Margot, we offer tailored digital marketing solutions that deliver real results. By focusing on the platforms and strategies that work in Ethiopia, we aim to increase your engagement, enhance your brand reputation, and generate real customers.

We look forward to working with you and helping Alreyan grow, succeed, and stand out in the digital landscape. Let's make it happen—your success is our success!



Agreement

	items	price
1	Full branding	22,800
2	Content creation	16,700
3	Social media managemnt and digital marketing	27,900
Total		67,400

Name

DATE

Signiture

Name

DATE

Signiture



THANK YOU.

