

DIGITAL MARKETING

SOCIAL MEDIA MARKETING

Our Process



→ INTRODUCTION

GET TO KNOW ABOUT US



Our social media marketing services bring a strategic mix to reach your target audience through a cohesive approach. Our strategy elevates brand presence, engages your target audience, and achieves your marketing objectives.

15+

Years of operations

90%

Client retention

10x

Return on investment

One

Mission: Your growth

DEFINING THE GOALS



Understanding Your Needs:

- We discuss your brand goals, target audience demographics, and current social media presence.
- Analyze your competitors' social media strategies to identify opportunities and best practices.



Measurable Results:

- Monitor metrics relevant to your goals (follower growth, engagement rate, website clicks, conversions).
- Provide monthly reports detailing campaign performance and progress towards your objectives.
- Analyze data to refine your strategy and optimize content for better results.



Crafting a Winning Strategy:

- Identify the most relevant social media platforms (Facebook, Instagram, Twitter, etc.) where your target audience spends their time.
- Create a content calendar with engaging and informative content formats (posts, images, videos) aligned with your brand voice and audience interests.
- Develop a strategy to actively engage with your audience, respond to comments and messages, and foster a positive online community.
- Monitor brand mentions and industry trends to stay informed and adapt your strategy accordingly.
- (Optional): Develop targeted advertising campaigns to reach a wider audience and achieve specific goals (brand awareness, lead generation, website traffic).

→ CONSISTENCY

BENEFITS OF OUR SMM



At Aidasinc, we are passionate about creating stunning, efficient, and results-focused social media campaigns. We understand the significance of a strong cohesive social presence in today's digital landscape. Our process outlines our approach that not only meets but exceeds your expectations. We are excited to embark on this journey with your company.



01

Increased Brand Awareness:

Reach a wider audience and establish a strong online brand presence, stay ahead of the curve.

02

Enhanced Audience Engagement:

Foster meaningful interactions with your audience, and build brand loyalty.

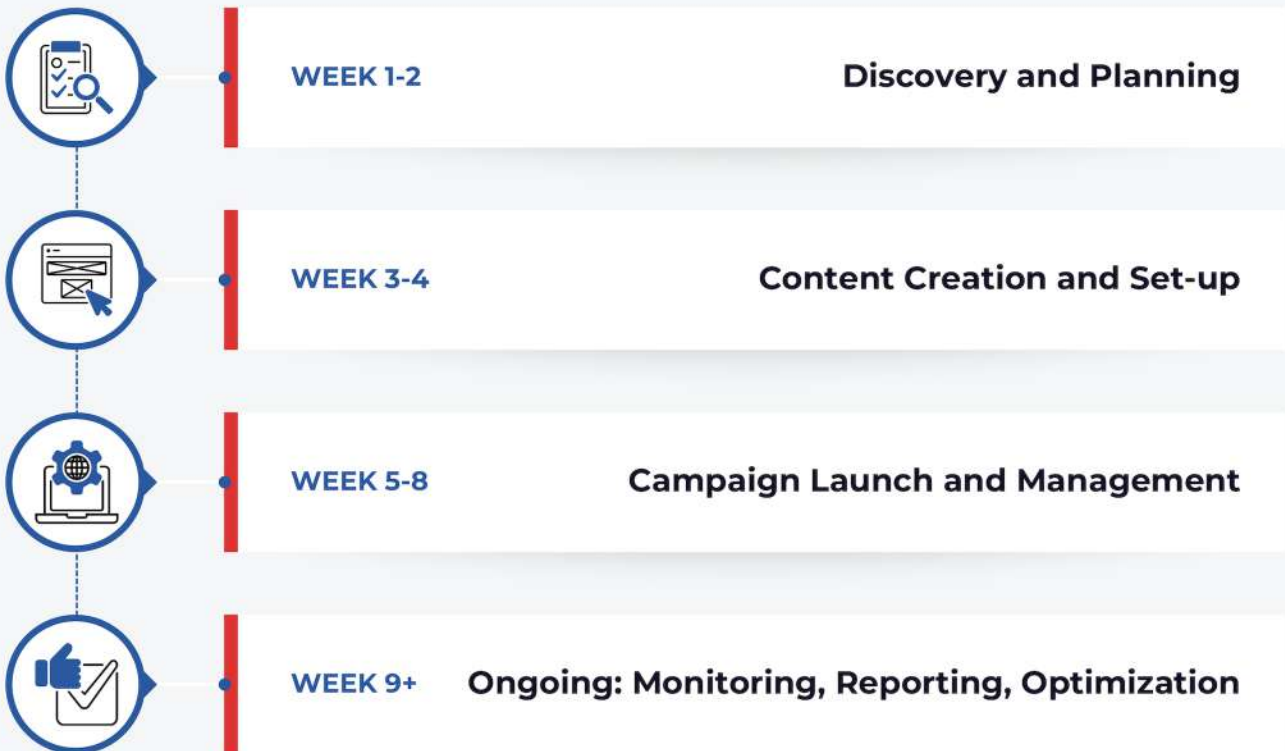
03

Improved Lead Generation:

Drive qualified leads to your website and sales funnel, enhance brand impact, and boost ROI.

→ PROJECT TIMELINE

TIMELINE AND MILESTONES



Please note:

- Building a strong social media following takes time and consistent effort. Significant growth may be seen after a few months of consistent posting and engagement.
- This timeline is a guideline, and some milestones may occur simultaneously or in a different order depending on your specific strategy.

SPECIFIC MILESTONES



Week 1-2: Discovery and Planning

- Milestone 1.1: Discuss brand goals, target audience, preferred platforms.
 - Milestone 1.2: Analyze existing presence, identify strengths and weaknesses.
 - Milestone 1.3: Craft plan for content, themes, schedule, engagement strategy.
 - Milestone 1.4: Develop content calendar with ideas, formats, tentative schedule.
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Week 3-4: Content Creation and Set-up

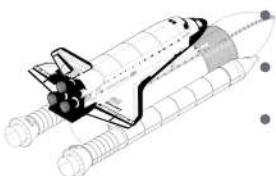
- Milestone 2.1: Develop initial batch aligned with the content calendar.
 - Milestone 2.2: Create high-quality visuals to enhance content engagement.
 - Milestone 2.3: Optimize profiles with compelling bios, visuals, and CTAs.
 - Milestone 2.4: Set up tools for scheduling posts and monitoring mentions.
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Week 5-8: Campaign Launch and Management

- Milestone 3.1: Begin posting according to the content calendar.
 - Milestone 3.2: Actively respond to messages to build relationships.
 - Milestone 3.3: Monitor industry trends to identify opportunities and adapt.
 - Milestone 3.4: Develop targeted ads based on goals (e.g., awareness, traffic).
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Week 9+: Ongoing: Monitoring, Reporting, and Optimization



- Milestone 4.1: Track follower growth, engagement rate, CTR, generate reports.
- Milestone 4.2: Analyze insights to identify what's working and refine tactics.
- Milestone 4.3: Optimize content formats, posting times, or PPC targets.

→ NEXT STEPS

LET'S GET STARTED!




We are thrilled at the prospect of working with your organization. We believe that our expertise and dedication to excellence make us the perfect partner for social media marketing goals. To proceed, please contact us to review the custom pricing options and let us know your preferred plan.

We look forward to creating a digital masterpiece together!

STAY IN TOUCH WITH US!



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