

Digital Marketing Proposal

thinkbigdigital.co



Think Big Digital

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Get More Traffic.
Get More Leads.
Grow Your Business.



Introduction

The purpose of this digital marketing proposal is to give you a bit of information about **Think Big Digital** and the various digital marketing services we offer, along with information and provision for a custom digital marketing solution based on your needs. Based on our previous discussion, I feel like we are a good fit for one another. I've spoken with my team, and they're excited to get to work helping you reach your marketing goals.

We work on your behalf in the digital space so that you gain visibility and your customers become your fans because we make your product and services valuable.

Once you're happy with the services for your custom digital marketing solution, go ahead and [Contact us](#) and we'll move forward from there!

About Us

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Think Big Digital is a leading innovator in the digital marketing field. Our dedicated professionals have 7+ years of experience within the fields of marketing, web development, web designing, advertising, graphic design, and computer programming.

Our work in the industry has demonstrated significant achievement, and garnered lasting results, and we hope to provide your company with outstanding digital marketing services.

We are committed to using the best practices and staying on top of the latest innovations in digital marketing. Marketing strategies are being developed every day to find new ways to reach web users with the right marketing message. Whether it's a paid advertising campaign, new ways to improve search results, or better ways of connecting on social, we are constantly looking for the newest and most innovative ways to connect your brand with an online audience.

Executive Summary

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The following digital proposal presents the results of extensive social media strategy, keyword analysis, influence marketing, branding strategy, web designing, the study of SEO trends, graphics designing and application of specifics unique to your company. We believe our proposal provides a complete marketing strategy which will culminate in highly successful results for your business.

With our marketing tactics, your business will be more accessible on the Internet via the leading search engines, and social media platforms.

Executive Summary

1. The Problem

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The Problem

Launching your brand or services can be a daunting task in today's business environment. Competition is fierce in almost every trade. To carve out your own niche in a highly competitive market, you need to align your business plan with your marketing plan from the get-go. Customers today are influenced by several elements beginning right from the identification of the brand's logo to how and where they encountered the promotional messages. In addition to running your small or medium enterprise, marketing your products and services has now become a full fledged activity that is crucial to the promotion of a business. The promotional messages have to be crafted especially keeping this current competitive environment in mind and a sound knowledge of the potential customers' preferences. **One must know one's target market inside out to influence it the way one desires.**

Executive Summary

1. The Problem

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Before starting a business, you must surely have researched your target customer's profile, needs and requirements. Your product and services may be the best on offer in business, but without sound marketing plans executed professionally, you are unable to inform and convince the customers of your superiority over other brands. Marketing the business involves convincing these customers to use your particular products because of their suitability over the competitors.

As a marketing firm with professional experience, we can tell you that it takes a high level of expertise and a special nose for market trends to win over the highly informed customers of today.

Executive Summary

2. What You Need

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What You Need

Your needs for marketing are basically as follows:

- 1) Detailed identification of the target market and the best way to approach different segments.
- 2) Formulation of custom made messages for the identified methods of delivery. The messages have to be tailored to catch the eye of the customers and must be positioned suitably to reach the potential clients. The messages in both a comprehensive or basic marketing campaign typically include product packaging, slogans, sales presentations, promotional text for flyers, brochures and point of sale material, website content, copy for print, electronic media and web advertisements, press releases and articles.
- 3) The production and execution of different forms of marketing messages involves extensive working with text, ideas, materials and vendors, making it a time consuming and focused activity on its own.

Executive Summary

3. The Opportunity

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The Opportunity

While this marketing scenario poses a big challenge for any small or medium enterprise (SME), it also provides the opportunity for an entrepreneur to make use of specialized marketing services offered by experienced firms.

Instead of being daunted by this aspect of the business, you can safely hand over your marketing campaigns to professionals who guarantee customer satisfaction. This leaves your time and resources free to focus on your prime activity. It also means you gain access to the services of experienced professionals which may otherwise be unaffordable for a typical small business.

Executive Summary

4. The Solution

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The Solution

Sensing the need for dedicated handling of this highly specialized aspect of modern businesses, professional marketing firms offer their expertise to SMEs, effectively becoming partners by taking care of their marketing needs. By employing the services of these firms, you can safely skirt the need for setting up a specialized department with its extensive requirements, or you can facilitate your marketing team with highly experienced and professional support at key moments in your marketing plan.

Your business may have a dedicated marketing department handling the bulk of your needs. By hiring a marketing firm, you provide them with reliable support and a cost effective solution for handling your secondary needs like event promotion and production and delivery of specific services for different products or occasions.

Our Services



Think Big Digital is an end-to-end provider of digital marketing services. Whether you're looking for a turnkey managed strategy, an independent audit, or services specific to a short-term campaign, our experience and approach are sure to prove to be a valuable asset.

Our in-house services include:

- Website Development
- Lead Generation
- Pay-Per-Click (Google Ads)
- Content Marketing
- Email Marketing
- Search Engine Optimization (SEO)
- Social Media Marketing
- LinkedIn Lead Generation
- Marketing Automation
- Conversion Rate Optimization
- Brand Identity Design
- Digital Strategy

Website Development

Our Services

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Your website is the center of your digital presence. It's one of the few places on the internet where you can deliver your brand's message free of distortion or distraction. Think Big Digital's web development services are perfect for brands at any stage.

Our web development team can help you build your brand's website from the ground up. We specialize in building websites that tell a unique brand story while meeting the expectations of today's most discerning consumers.

We really get what's essential in developing a highly functional website custom-fit with the latest features and functionality ranging from normal day-to-day business websites to e-commerce solutions.

- Business Strategy
- SEO Ready Design
- Advanced Analytics
- High Performance
- Dynamic Website
- Mobile Responsive
- Creative UI/UX
- Security & Support

Lead Generation

Our Services

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Generate more leads with the lead generation campaign for your business, and increase the conversion rate. Our Lead Generation services offer you increased number of targeted and qualified leads in B2B and B2C markets. **In the world of digital marketing, lead generation can serve as your first step to get closer to the customer, based on the interest or inquiry of the products/services shown by them.**

We all are aware of the fact that businesses are required to invest a lot of time in ensuring that core operations run smoothly. This is the reason why enterprises are recommended to outsource lead generation without moving their focus from core operations. We offer lead generation services that result in qualified leads by channeling our efforts in the most impactful way possible.

LinkedIn Lead Generation

Our Services

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Get highly targeted, cost-effective Marketing Qualified Leads for your sales team from LinkedIn. We significantly increase the quantity and quality of your B2B sales leads with our LinkedIn Lead Generation services.

Understanding a LinkedIn lead generation funnel and its functionality is important to digital marketing.

How businesses get their valued pool of prospective customers that eventually can be turned into paying clients is probably the most crucial part of any business development strategy.

Think Big Digital works with successful business executives, consultants, and founders from around the world to help accelerate sales opportunities within their ideal client market. We have a one-of-a-kind expertise in knowing how to skillfully combine LinkedIn with email in a strategic manner to position you in such a way as to motivate your prospective clients to connect and engage with you resulting in new business opportunities, market share and revenues.

Marketing Automation

Our Services

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Whether it's large or small, marketing automation on any scale is now essential to your digital marketing efforts. **Marketing automation is utilizing software and technology that help you execute, automate, and track your marketing efforts, with the primary goal of driving conversion.** Marketing automation is part of many digital marketing activities today. Its autonomy provides numerous benefits; for instance, marketing automation reduces human error significantly.

Marketing automation allows you to seamlessly market across channels, segment your audience, and target them with personalized experiences, saving you time and enhancing results. The right solution enables the automation and organization of routine and repetitive tasks, freeing you to focus on more important activities. All you need to do is determine the content, set your goals, and create a schedule.

Email Marketing

Our Services

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Email Marketing is the Most Effective Marketing Channel available to every business. The return on investment (ROI) of email continue to be the best among all marketing channels.

Reach and connect with your target customers effectively at lower costs with Email Marketing.

With Email Marketing, one can:

1. Reach Global Audience
2. Personalize your Email messages
3. Easily Segment groups of your Prospects and Customers
4. Automate your Email Campaigns
5. Easy to test, optimize, and continually improve Email-marketing results
6. Easy to track Engagement, Sales and Conversions
7. Creating and Maintaining an Opt-in List of Subscribers
8. Make new Business Relations with Cold Emailing

Content Marketing

Our Services

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Content is the backbone of your business. It is a sticky content that establishes your brand's image in the viewers' minds.

High quality content can attract prospects and customers, especially when used effectively across all marketing channels.

Consumers make their purchasing decisions based on a number of factors, including your overall brand. Instead of solely promoting products or services, you need to provide consistent, valuable information to stand out in a sea of competition.

In SEO, search engines reward great content with high rankings. In PPC, content can increase quality score, drive down costs, and ultimately lead to more conversions. Inbound marketing relies on content to drive inbound traffic and leads.

Conversion Rate Optimization

Our Services

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Convert Your Traffic into Revenue and Persuade your Website Visitors to take Desired Actions.

Conversion optimization is a strategic and cyclic approach to not only convert visitors into clients but also maintain them for the long go.

We help to adopt an advanced conversion strategy to turn your website into 24x7 lead generation machine.

Getting people to visit your website is one thing. Getting them to perform a desired action or become customers is an entirely different challenge. We help businesses to overcome this challenge.

Pay-Per-Click (Google Ads)

Our Services

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Find and Create New Potential Customers through Pay-Per-Click Advertising. Improve Visibility and Generate Leads with our Pay Per Click Services. Search engine marketing has the potential to offer instant results through targeted campaigns. It connects you with prospects, where and how they want to be reached.

Paid search ads are a powerful, vital part of any digital marketing strategy. Every day, billions of searches are performed on engines like Google, Bing, and Yahoo!. When they use keywords, consumers are telling the world what they're looking for, why they want it, and where they want to purchase it. Our Process involves:

- PPC Strategy Development
- PPC Research
- Campaign Setup
- Analyze PPC Campaigns
- PPC Optimization

Search Engine Optimization (SEO)

Our Services

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Make your website more friendly to both search engines and users to rank higher in search results.

Increase Brand Exposure With Search Engine Optimization. Getting **organic (non-paid) traffic** to your site is the best reason to use SEO tactics.

Google alone handles billions of searches every day, so following their best practices helps to increase the trust and authority for your site, so you can rank higher in those searches.

Our Process-driven SEO Strategies for **On-Page, Off-Page, Mobile SEO, Technical SEO** make you visible to the right audiences.

Social Media Marketing (SMM)

Our Services

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It's all about engaging and creating genuine connections with your audience. Reach Your Audience through Engaging Social Media Strategies. Using the unique channels of organic social media, your business can reach users in spaces that feel natural and conversational.

Social media is everywhere. For many people, social media is used daily for entertainment, socialization, and even news consumption. Additionally, over the last two decades, it has risen as one of the primary marketing channels. **Our social media services begin with a detailed plan based on client marketing and business objectives.** By creating and sharing relevant content that embodies your brand's values and tone of voice, we can make your brand more memorable and relatable.

- Social Strategy Development
- Social Media Consulting
- Social Media Advertising
- Community Engagement

Digital Marketing Strategy

Our Services

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Strategize and drive customer growth with digital marketing services. By acknowledging and embracing key digital trends, small businesses can reap the same rewards as a large enterprise.

A digital marketing strategy is a plan for using digital marketing tools and techniques to achieve a firm's strategic marketing objectives, such as **brand building or new business development**. Common digital techniques include search engine optimization, digital advertising, email, webinars, social media marketing and Websites.

The process of developing a digital marketing strategy parallels the process for developing your overall strategic marketing plan or your marketing budgets.

Brand Identity Design

Our Services

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Design and Develop a Great Brand Identity. Improved technology has led to a decrease in attention span thus making it difficult for a business to engage with its potential customers.

Why it is crucial to design a brand identity?

Brand identity is the collection of all elements that a company creates to portray the right image to its consumer. **Brand is the perception of the company in the eyes of the world.**

Our process does what it takes to create brand identity that perfectly aligns with your business strategy.

The various elements involved are:

1. Logo Design
2. Graphics for Promotions/Blogs/Ads/Banners/Flyers
3. Video Creation
4. Corporate Presentations, Letterhead designs
5. Infographics

Our Proposal

See what are our
Clients are Saying

[To check out the
Client's Testimonials,
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Whether your small business is launching a new product or service, reviving a brand, reaching out to your customers or simply trying to expand your customer base, we have a number of highly satisfied clients around the globe belonging to diverse sectors.

Our clients' continued and long standing associations with our company are testimonies to our efficiency, skills and reliability.

By partnering with our firm in taking care of your marketing needs, we ensure a significant expansion of your returns and growth in business.

By keeping the client consistently informed of their brand's market performance as well as providing timely information about changing market trends, we fulfill the challenge of becoming partners in their growth.

Getting Started

See what are our
Clients are Saying

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Client's Testimonials,
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Please discuss with one of our executives for finalizing the services. Our representative will contact you shortly for initial consultation to determine your specific needs in marketing services.

Once we have received your initial requirement, our team of professionals with representatives from appropriate sections shall be available for discussion on how we can become your effective business partners to take care of your marketing needs.

Let's Work Together
We'll be Happy to Work With You



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