



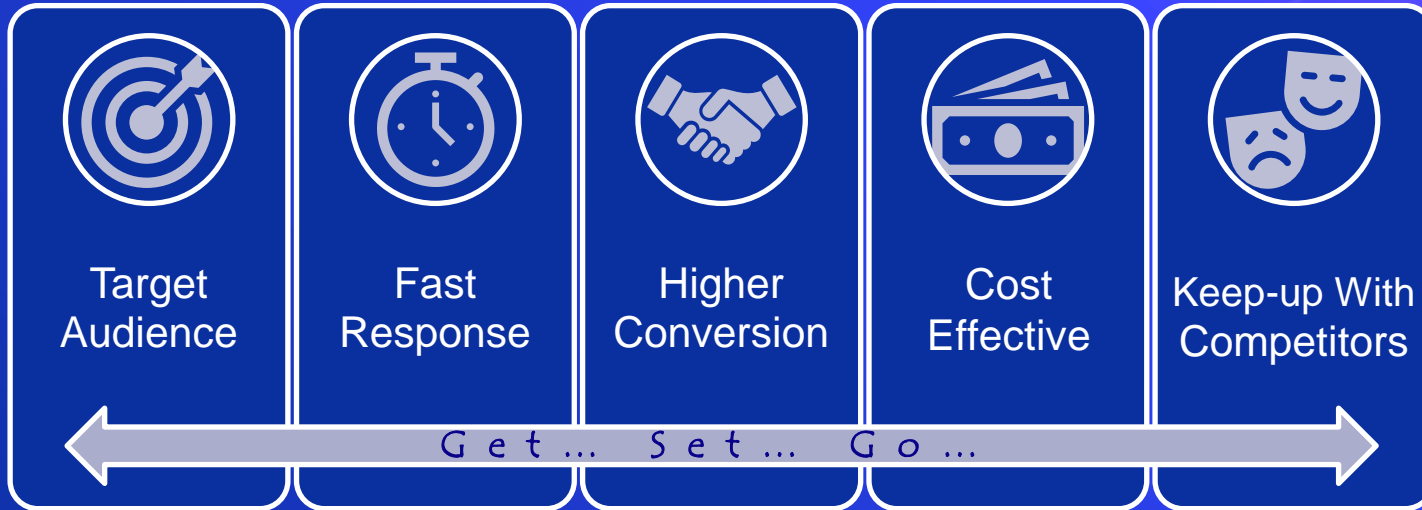
go-digital

# STAND OUT!

## Enhance your Brand Visibility with Digital Marketing!



# Why Digital Marketing is important?



# Our Digital Marketing Activities include

Digital marketing helps businesses reach their target audience effectively and consistently.



# WEBINAR

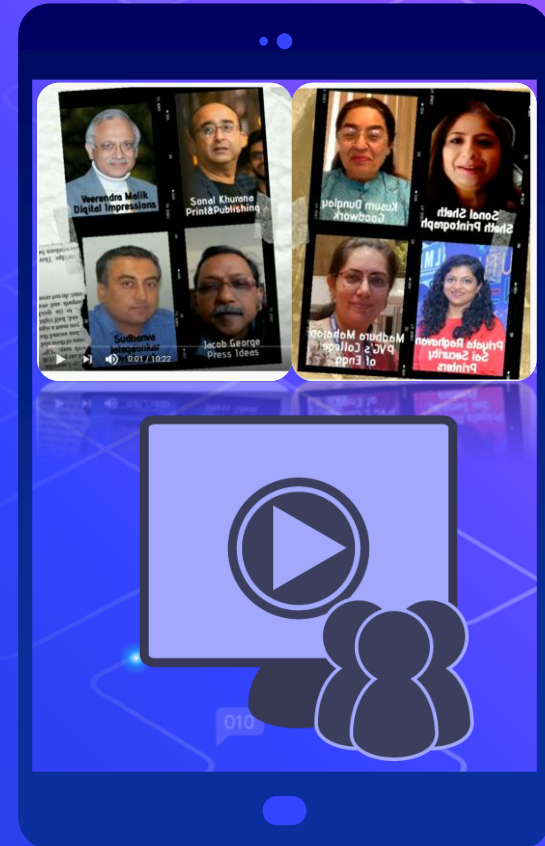
Webinar is a communicative activity that helps generate leads, build brand awareness & authority, and develop relationships with prospects. Share the USP of your products & solutions, with LIVE demo, presentations and interactive discussions!

## Program & flow:

- 60 Min of Panel Discussion on an online platform.
- Panel to include your company spokesperson and your customers.
- Poll and QA session with attendees!

## What we do:

- Market & promote Webinar Registration among target audience
- Speaker Co-ordination and programme finalisation
- Webinar set-up on Zoom panel & execution on Event Day!
- Attendee information & query sharing.
- Post- event marketing on social media and video on Youtube Channel.



# PRODUCT LAUNCH

A digital Product Launch needs to create a feeling of expectation and excitement among the potential customer. The marketing of product release requires in-advance preparation and promotion.

## Program & flow:

- 40 Min of Launch Program with Product LIVE demo/video.
- Special price offer on the launch day for participants.
- Interactive discussion & QA with participants.

## What we do:

- Market & promote product launch, starting 3 weeks before the date.
- Launch set-up on Zoom Panel & execution on Event Day!
- Attendee information & query sharing.
- Post launch marketing on social media and video on Youtube Channel.



# Social Media Marketing

Social media has a benefit over traditional media as it allows for immediate interaction and customer feedback

## Mediums:

- Facebook Page & Groups
- LinkedIn Page & Groups
- Youtube Channel
- Company Websites

## What we do:

- Schedule Social media posts at regular intervals under a time frame.
- All enquiries received on Go Digital social media platforms are shared.
- Post tagging, hashtags and sharing with relevant pages and groups on all channels
- Help with design ideas for effective marketing collaterals.





# EMAIL MARKETING

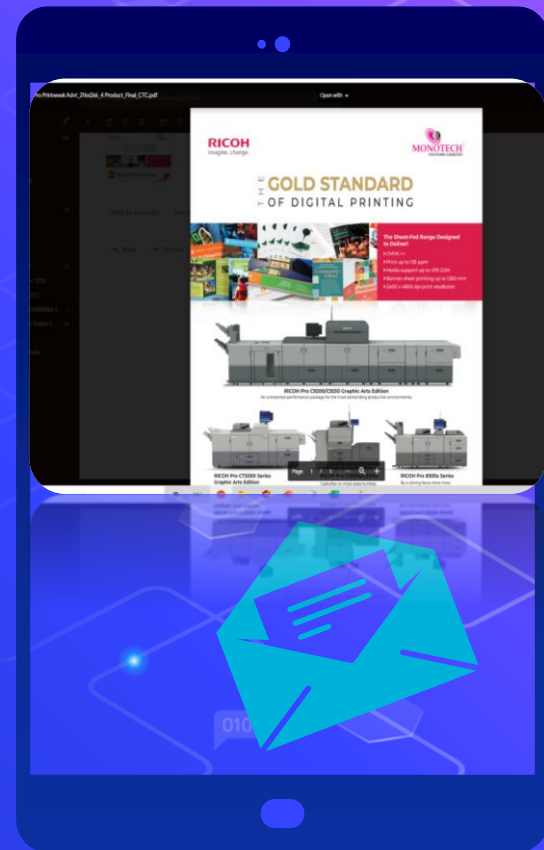
Marketing your products or services by email can be a fast, flexible and cost-effective way of reaching new customers and retaining existing customers.

## Process:

Provide us with images and content and we design an impressive emailer.  
(If you prefer your own design, share that with us).

## What we do:

- Categorise your target audience from our extensive database.
- Use professional Emailer software for sending campaign.
- Queries land directly in your inbox.
- Share any queries received at our end.



# SMS, Whatsapp MARKETING

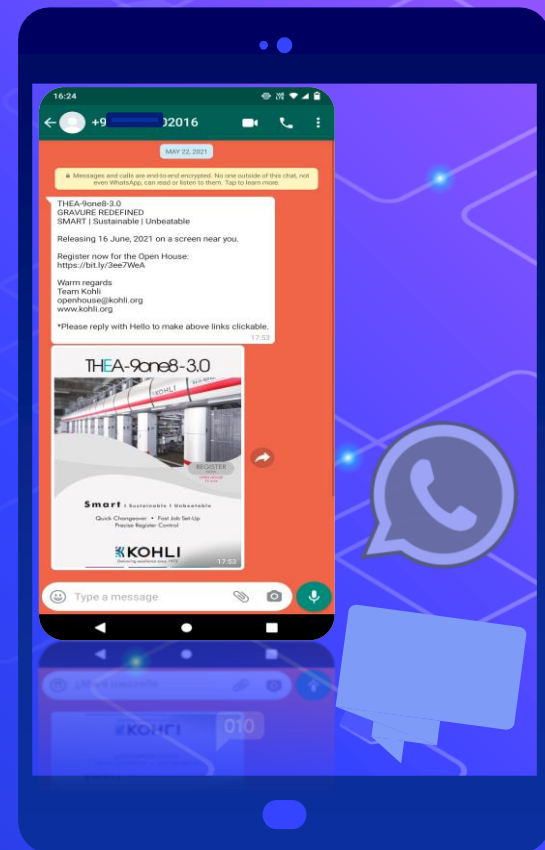
SMS/ Whatsapp Marketing is one of the most effective and easy ways of business communication. They are inexpensive and have high open & conversion rate.

## Process:

Provide us with images and content and we design an impressive message.  
(If you prefer your own design, share that with us).

## What we do:

- Categorise your target audience from our extensive database.
- Use professional Email/Whatsapp software for sending campaign.
- Share any queries received at our end.





# Interview/ Talk Show

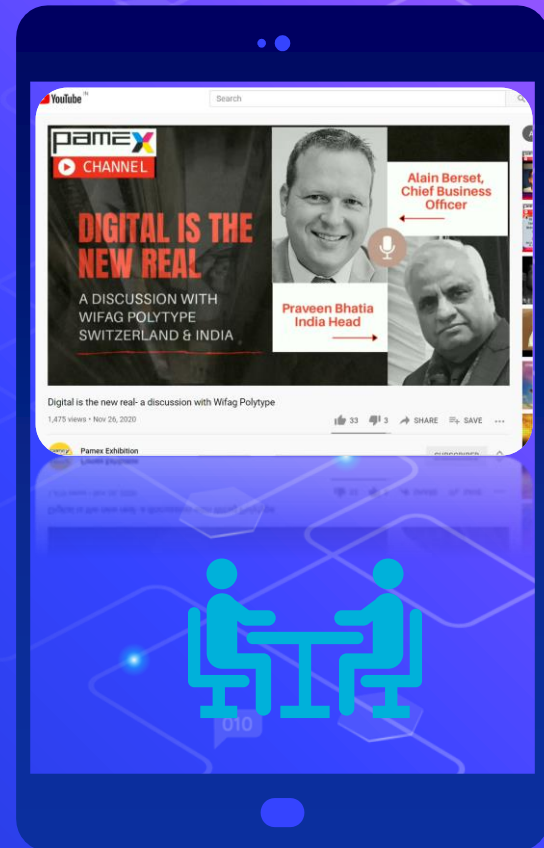
A one on one interview with company chief personnel with pre-approved questionnaire on latest innovations and developments at the company.

## Duration & Process:

- Interview conducted on Zoom Video Panel.
- Duration: 20-25 minutes (Edited to 15 minutes for Youtube Channel)

## What we do:

- Prepare and share questionnaire for approval.
- Schedule interview as per company's convenience.
- Editing & Posting of interview
- Interview promotion on Social Media Channels and Website



# Our process is simple...

## We prepare a customized plan for you!

- ❑ We understand and identify your target customers from our extensive database.
- ❑ We prepare a schedule of your campaign.
- ❑ We extend the best possible proposal as per your budget.

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## Share your requirement!

- ❑ What would you want to promote/market?
- ❑ What are the digital marketing mediums you want to focus on?
- ❑ What is your budget?

## BE READY for GOOD RESULTS!

- ❑ Your inbox and call log will start receiving enquiries.
- ❑ All the enquiries received at our end will be forwarded to you.
- ❑ We will wait for your next order ☺

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Want us to design a marketing plan  
that suits your requirement & fits  
your budget?

Reach us @

[info@print-packaging.com](mailto:info@print-packaging.com)

