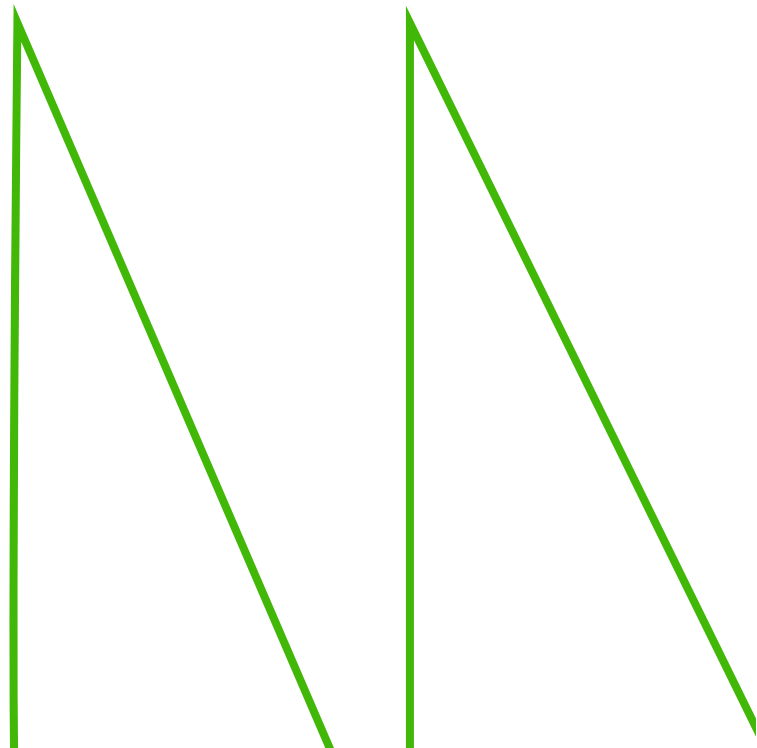
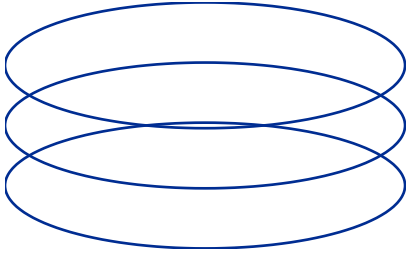


Digital MARKETING



CONTENTS



01 INTRODUCTION

02 PROFILE

03 CAMPAIGN&TARGET

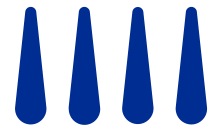
04 Services & DELIVERABLES

05 CALENDAR&TERMS

06 CONCLUSION



INTRODUCTION



In today's highly competitive market, having a strong and effective digital presence is more important than ever. It allows businesses to reach a wider audience, enhance brand visibility, and build long-term customer relationships. At MediaHike.in, we specialize in providing tailored digital marketing solutions that are designed to elevate your business, engage your target audience, and drive foot traffic to your physical location.

With over 1.5 years of experience in the digital marketing space, we have successfully helped businesses like yours grow and thrive online. Our team has extensive knowledge in creating high-impact digital strategies, and we have worked with numerous clients across various industries, including cafes, restaurants, and local businesses. As a trusted partner, MediaHike.in is dedicated to not only helping you build an effective online presence but also ensuring that your brand stands out in the crowded food and beverage industry. We will work closely with you to develop a custom strategy that resonates with your audience and helps you achieve your business goals.

Our expertise lies in providing businesses with a comprehensive suite of digital marketing solutions designed to deliver measurable results. We understand that every brand is unique, with its own set of goals, challenges, and audiences. That's why we tailor our services to align perfectly with your vision, helping you connect with your target audience effectively. Whether it's crafting engaging social media campaigns, designing user-friendly websites, or running ads that convert, we bring creativity, strategy, and data-driven insights together to drive results.

Our team of skilled professionals is passionate about staying ahead of trends and technologies, ensuring your business gets the edge it deserves. With MediaHike, you're not just investing in services – you're investing in a partnership dedicated to your success.

Let's embark on this journey together to elevate your brand to new heights!

OUR VALUES



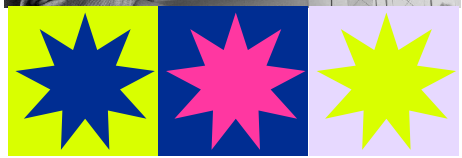
Customer-Centric Approach

We take the time to understand your business goals, challenges, and audience to create personalized strategies that drive success. Your satisfaction and growth are our top priorities.



Creativity & Innovation

We understand that every business is unique, and we work hard to bring fresh ideas that resonate with your audience.



PROFILE

Name

Name of the Person

Social Media

Social media name @accountname

Social media name @accountname

Social media name @accountname

Social media name @accountname



Niche

Food

Cafe

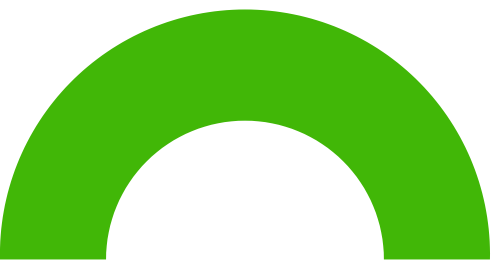
Brand

Content categories

- Pictures
- Reels
- Videos
- Publicity

Engagement metrics

SOCIAL MEDIA	FOLLOWERS	LIKES	COMMENTS	SHARES
Social Media 00	0000	0000	0000	0000
Social Media 00	0000	0000	0000	0000
Social Media 00	0000	0000	0000	0000

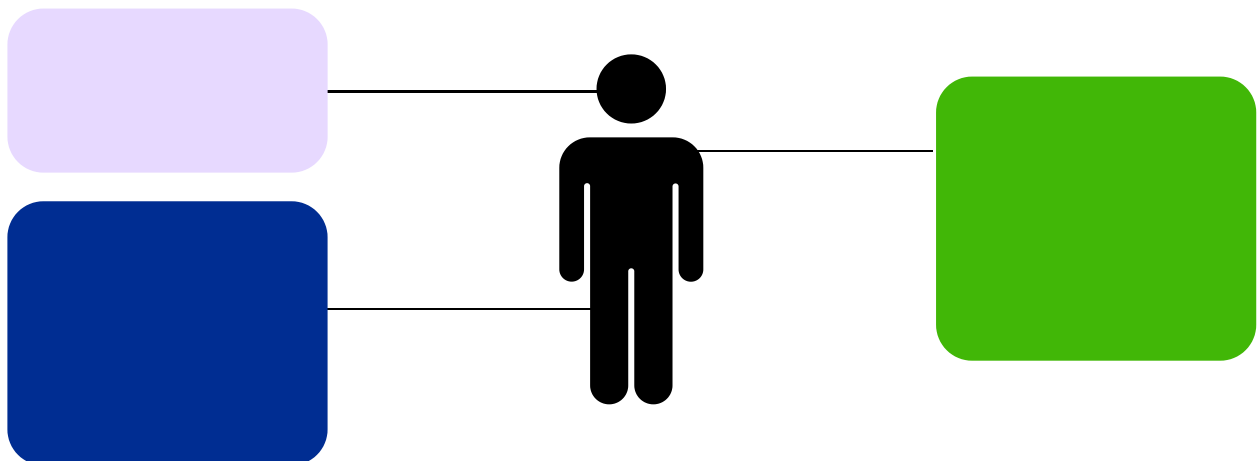


THE CAMPAIGN

- The campaign will have the following objectives:
- Promote Signature Menu Items: Highlight your unique non-veg dishes, emphasizing what makes them special, their quality, and the experience of dining at your cafe.
- Increase Brand Awareness: Establish a strong brand presence on social media platforms like Instagram, Facebook, and others, positioning your cafe as the go-to place for non-vegetarian food.
- Special Offers and Promotions: Drive customer interest by showcasing limited-time offers, discounts, and special deals.
- Engagement and Interaction: Foster customer engagement through interactive content, such as polls, giveaways, and behind-the-scenes glimpses.
- Content Variety: Create visually appealing graphics, reels, and posts that highlight the atmosphere, customer experience, and exceptional food quality at your cafe.



TARGET AUDIENCE



Services

1. Graphic Designing (Visually appealing graphics that strengthen your brand identity.)

2. Social Media Marketing (Campaigns, Ads, and Targeting)

3. Social Media Management (Posts, Engagement, Analytics)

4. Lead Generation (High-quality, targeted leads that align .)

5. Content Creation (Engaging content that drives traffic, boosts engagement)

6. Website Development (A fast, user-friendly website that enhances your online presence.)

7. Email Marketing (Effective email campaigns that foster client relationships and drive conversions.)

8. Business or Product Promotion (Targeted visibility for your products or services, leading to increased brand recall and sales.)



Graphic Design Deliverables :

Custom Social Media Graphics:

- Design of visually appealing posts for Instagram, Facebook, and other platforms (at least 12-15 posts for the month).
- Eye-catching graphics for special promotions, limited-time offers, and new menu items.
- Engaging stories for Instagram and Facebook (at least 10 stories throughout the month).

Menu Design:

- Creation or redesign of digital menus that align with your brand identity, available for use on your website and social media.

Promotional Flyers & Posters:

- Custom-designed flyers, banners, and posters for both online and offline use, promoting special events, discounts, or seasonal menu items.



Social Media Marketing Deliverables :

Ad Campaigns :

- Creation and management of targeted Facebook and Instagram ad campaigns to promote key products, special offers, and brand awareness. Minimum of 2 ad campaigns (one at the start and one mid-month) targeting your local audience.

Hashtag Strategy:

- Research and implementation of an optimized hashtag strategy to boost organic reach and engagement on social media platforms.

Promotions & Offers :

- Design and implementation of promotional content for special offers, such as discounts, combo meals, or “buy-one-get-one” deals.

Social Media Management Deliverables:



- At least 4-5 professionally shot and edited reels featuring your best-selling non-veg dishes, highlighting the cooking process, presentation, and customer experience. Reels will be designed to be engaging, shareable, and optimized for social media platforms like Instagram and Facebook.
- High-quality editing of all reels to ensure they align with trending styles, include attention-grabbing elements (e.g., text overlays, music, and transitions), and are optimized for maximum engagement.
- Creation of engaging ad copy and designs tailored to your target audience, featuring your top dishes, promotions, or events.
- Based on campaign data, we'll provide actionable insights and recommendations for the next month's strategy, ensuring continuous improvement and growth.
- These deliverables will be executed strategically and professionally to ensure that [Non-Veg Cafe Name] achieves its marketing goals, maximizes brand exposure, and attracts more customers through consistent, engaging content across various digital platforms. Our aim is to make your cafe a recognizable and trusted brand within your local community, while driving traffic and sales through well-executed digital marketing strategies.

DELIVERABLES

PICTURES

Custom Graphics Creation

CAMPAIGN

SHORT VIDEOS

Content Scheduling & Posting

OTHER



Lead Generation

Generating quality leads is crucial for business growth, and we ensure your business attracts the right prospects.

What We Provide:

- Creation of high-converting landing pages
- Development of lead magnets (e.g., free resources, discounts)
- Integration with CRM tools for efficient follow-ups
- Performance analytics to track conversion rates

Content Creation

Content is king in digital marketing, and we specialize in crafting compelling and impactful material.

What We Provide:

- High-quality blogs and articles that establish authority
- Social media posts designed to engage and inform
- Visual storytelling through infographics, videos, and carousels
- Strategic content calendars aligned with your goals

Deliverable: Engaging content that boosts brand visibility, builds trust, and drives audience engagement.

Website Development :

Your website is your digital storefront, and we ensure it leaves a lasting impression.

What We Provide:

- Custom-designed websites tailored to your brand
- Mobile-responsive designs for seamless user experience
- SEO-optimized site architecture for better rankings
- Integration of e-commerce solutions and analytics

Deliverable: A visually appealing, fast, and user-friendly website that supports your business goals.



Email Marketing

Email marketing remains one of the most effective ways to connect with your audience directly.

What We Provide:

- Personalized email templates tailored to your brand
- Targeted campaigns for specific audience segments
- Analytics on open rates, click-throughs, and conversions

Effective campaigns that nurture leads, engage customers, and drive sales.

Business or Product Promotion

We design and execute promotional campaigns to showcase your products and services effectively.

What We Provide:

- Campaign strategy designed around your target audience
- Creative assets like banners, videos, and posts
- Cross-platform promotions (social media, email, PPC ads)
- Performance tracking and real-time adjustments

Enhanced product visibility and increased customer engagement that leads to higher sales.



Pricing :

- Social Media Marketing Starting at ₹15,000/month
- Business/Product Promotion ₹10,000/campaign
- Lead Generation ₹500/lead (bulk discounts available)
- Search Engine Optimization Starting at ₹20,000/month
- Pay-Per-Click Advertising ₹5,000/month + Ad spend
- Content Creation ₹1,500/blog, ₹1,000/post, or ₹12,000/month for 12 posts
- Website Development Starting at ₹30,000
- Email Marketing ₹8,000/campaign
- Graphic Designing ₹2,500/design or ₹20,000/month for 10 designs

CONCLUSIONS



- At MediaHike, we don't just deliver services – we deliver success stories. Your goals are at the heart of everything we do, and our mission is to ensure your brand achieves the recognition and growth it deserves in the competitive digital landscape. By leveraging our expertise in digital marketing, we provide tailored strategies that deliver tangible outcomes.

From attracting the right audience to fostering long-term customer relationships, we are committed to turning your vision into reality. When you choose MediaHike, you gain a trusted partner who prioritizes your success above all. Our transparent communication, results-oriented approach, and dedication to quality ensure that every project we undertake exceeds your expectations.

Let us help you navigate the ever-changing digital world and unlock your brand's true potential. Together, we can create a lasting impact that transforms your business into a market leader.

We're excited to work with you and look forward to driving incredible results for your business!

CONTACTS

We'd love to hear from you! Whether you have questions, need more information, or are ready to start your digital marketing journey with MediaHike.in, we're here to help.

Get in Touch:
Email: info@mediahike.in
Phone: +91 9515582605
Website: www.mediahike.in

