



**Hello,**

Thank you for considering BornHI  
for your Social Media Marketing Needs.

## WELCOME TO BORNHI

BornHI are committed to providing you the best solution in digital marketing and support in the industry. Our Social Media Marketing Services help your business develop brand awareness, build relationships and increase website exposure. We help your business advertise through social media to target your exact demographic and get leads faster at a low cost.

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## ABOUT YOUR PROJECT

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We have reviewed your project requirements carefully, and we find Company Name apt for the undertaking and successful completion of the work.

1. As per our research and analysis of your company, we might find that Facebook, Instagram, and Pinterest work better to engage your customers.

2. We have performed a Social Media Audit of your company and identified some areas of improvement like increasing social activities and it needs clever content to engage with the current follower base.



## HOW WE SMM CAN HELP YOU:

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**If you have a website for which you want to consider SMM, but wondering “Why use SMM?” then read the below-listed benefits of SMM services for a business:**

**1. Brand Awareness:** Social media is one of the most cost-efficient digital marketing methods used to syndicate content and increase your business's visibility. Implementing a social media strategy will increase your brand recognition since you will be engaging with a broad audience of consumers.

**2. More Inbound Traffic:** Without marketing your business on social media, your inbound traffic is limited to your usual customers. Without utilizing social media as part of your marketing strategy, you'll have much more difficulty reaching anyone outside your loyal customer circle.

**3. Search Engine Rankings:** Although posting on social media might get your business some site traffic, more effort than that is required to see significant success. To give yourself the best chance of ranking better through social media, create high-quality content that integrates your targeted keywords.

**4. Higher Conversion Rates:** With increased visibility, your business gains more opportunities for conversion. Putting your brand in an atmosphere where people are sharing, liking, and talking, can only improve the conversion rates on your existing traffic.

**5. Customer Satisfaction:** Social media is a networking and communication platform. Creating a voice for your company through these platforms is important in humanizing your company. Customers appreciate knowing that when they post comments on your pages, they will receive a personalized response rather than an automated message.

**6. Improved Brand Loyalty:** One of the main goals of almost all businesses is developing a loyal customer base. Considering that customer satisfaction and brand loyalty typically go hand in hand, it is important to regularly engage with consumers and begin developing a bond with them.

**7. More Brand Authority:** When consumers see your company posting on social media, especially replying to customers and posting original content, it makes you appear more credible. Having customers mention your business on social media will advertise your business and show new visitors your value and brand authority.

**8. Cost-Effective:** Social media marketing is possibly the most cost-efficient part of an advertising strategy. Being cost-effective is profitable because you can see a greater return on investment and retain a bigger budget for other marketing and business expenses.

## WHY SHOULD YOU CHOOSE US?

- Building a brand presence online can be a tricky task. It involves a lot of thought processing, planning, and most importantly, the perfect execution of the said plans. Social Media Marketing is a field that has been growing incredibly fast. Let's get to the benefits that you get when you hire us.

- We will provide you a complete all-around solution in terms of content, graphics, and creatives for all of your social media. We will also take care of the technical aspects of ensuring that your brand gains a perfect image.

- We would cater to the needs and requirements on multiple social media platforms. So, it doesn't matter whether you are an

Instagram blogger or run a Facebook page, or want to expand your business on LinkedIn, you'll have support and dedicated creative material and support for all of them.

- We understand the importance of creativity, originality, and content. That's why we have dedicated teams for every aspect of the content that makes rounds on your social media profiles. And the best part is that the content is custom-made from scratch especially for your needs.

- We have expertise in making your content viral to the right audience and ensuring that it keeps reaching the target audience. We will mold our plans and efforts to reach the best audience.

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## PLAN OF ACTION:

To improve your sales or grow your business, our Social Media Marketing plan resolves these issues through the following's strategies:



### ANALYZE

Before making any strategy about where you are headed, we take a quick look at where we are.



## IDENTIFY THE RIGHT AUDIENCE

Listing all the potential audience we want to reach through social media. The right audience is important and will deliver a higher return on investment.



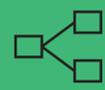
## AUDIENCE PROFILE

Creating the right audience with the right demographics, decision drivers, what interests them, questions they may have, etc



## GOALS AND OBJECTIVES

We will set goals & objectives for the business that we want to accomplish through social media. Without goals, there is no way to measure success or return on investment (ROI)



## ANALYZE THE COMPETITION

A Complete Analysis Allows Us To Understand Who The Competition Is And What They're Doing Well. It Evaluates Its Own Goals And Plans.



## CAMPAIGN

Before Making Any Strategy About Where You Are Headed, We Take A Quick Look At Where We Are.



## MONITORING

We Start Working On Creating Multiple Campaigns With A Low Budget To See Which Audience Is Effective Or Not.



## TOOLS WE ARE USING



## FEATURED ON



## REVIEWS



## SMM PACKAGE

### STANDARD

Monthly Retainer : 1.25 Lac  
20 Content Peices

- 2 Platforms : Faebook & Instagram
- 12 Static Post
- 2 Carousels
- 1 Video
- Account Management
- Content Creation
- Social Media Calendars
- 
- Identify Hashatgs
- Social Trending
- 

### ADVANCE

Monthly Retainer : 2.5 Lac  
30 Content Peices

- 3 Platforms : Facebook, Instagaram, Twitter
- 15 Static Post
- 3 Carousels
- 2 Videos
- Account Management
- Content Creation
- Social Media Calendars
- Content Marketing Strategies
- Identify Hashatgs
- Social Trending
- Paid Campaign Suggestions