

CHIA DIA

DIGITAL MARKETING STRATEGY



Summary

The project has a complete digital marketing strategy, made by the team, explained and researched the best way possible carrying a sales funnel, swot analysis and USP's for the product.

MISSION AND VISION

MARKET ANALYSIS

BUYER PERSONA

BRAND IDENTITY

CAMPAIGNS

GOALS

Канали на комуницирање



Facebook

Од 12-15 објави месечно



Instagram

Од 12-15 објави месечно



TikTok

Од 7-8 објави месечно



Youtube

Една реклама месечно



Билборд

Во поголемите градови на
прометни локации



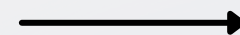
Веб-сајт

Од 4 – 6 пати месечно



ТВ кампања

PROFILE

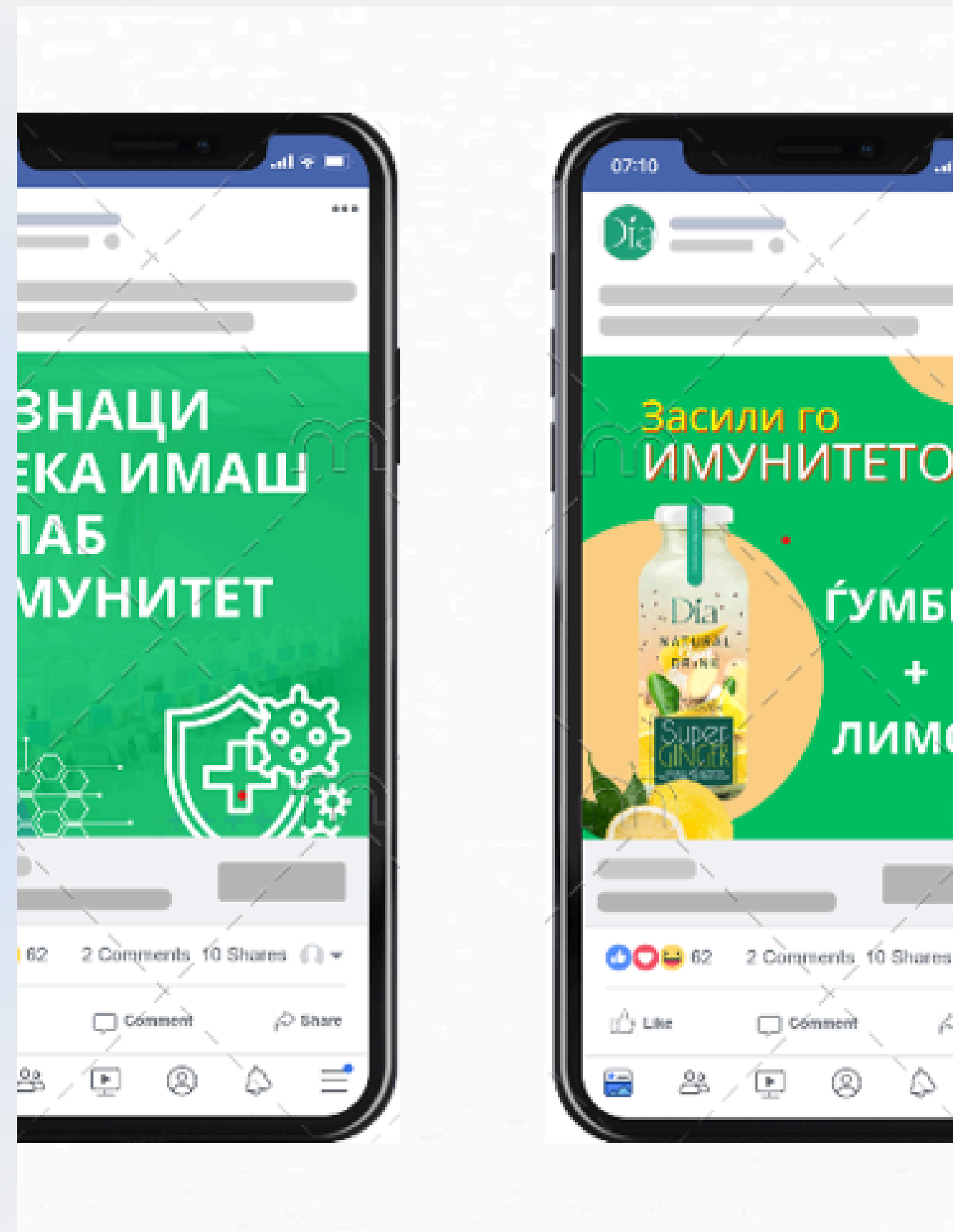


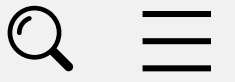
Posts for SM

MOCKUP POSTS

The project has mockup templates and post examples for Facebook, Instagram and LinkedIn.

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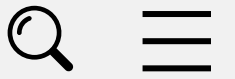




Campaigns

The strategy carries social media campaign, new year campaign, guerilla campaign, tv campaign and billboards.





Main responsibilities

- Coordinated the creation of advertising campaigns, ad content drafts, and designs for TV, billboards, social media, and guerilla marketing.
- Developed and executed sales funnels, TV campaign advertisements, and models for social media postings and layouts.
- Carried out SWOT and market analyses.

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For

