

for the growth of your business

LOMI ***MARKETING***

Digital Marketing Proposal

Addis Ababa, Ethiopia

CONTENT

About Lomi

Our Service

Digital Marketing Project Procedure

Service and Price Proposal

Detail Digital Marketing Strategy

Proposal

ABOUT US

Lomi Marketing is a dynamic marketing agency located in Addis Ababa that specializes in providing comprehensive marketing and promotional services.

Our mission is to assist companies or business in establishing and enhancing their brand presence in the Ethiopian market while driving sales growth. Our team in Addis Ababa, Ethiopia remains fully committed to supporting the growth of your business and elevating your brand to new heights.



WHO WE ARE?

Our team in Addis Ababa, Ethiopia remains fully committed to supporting the growth of your business and elevating your brand to new heights

OUR MISSION

Our mission is to be the experts in marketing, provide goal-oriented marketing solutions, and deliver tangible results through our services.

1.Brand Strategy:

WE Develop a comprehensive brand strategy that defines your brand's purpose, values, positioning, and target audience. We conduct market research and competitor analysis to identify opportunities for differentiation and long-term brand growth.

Visual Identity Design:

lomi marketing Create a visually appealing and cohesive brand identity that reflects your brand's personality and resonates with your target audience. This includes logo design, color palette selection, typography, and other visual elements that convey your brand's essence.

Brand Messaging:

WE Craft compelling brand messaging that communicates your unique value proposition and resonates with your target audience across various touchpoints. We ensure consistency and clarity in your messaging to build brand recognition and trust

Our Service

2. Online Advertising

We create and execute targeted online advertising campaigns across various platforms, utilizing advanced targeting options, compelling ad creatives, and strategic bidding strategies to effectively reach your desired audience.

Engagement Campaigns: We create captivating content and interactive campaigns to enhance brand visibility and awareness by driving engagement on social media platforms, thereby fostering meaningful connections with your audience.

Lead Generation: We'll create lead generation campaigns using digital tools like lead magnets, landing pages, and automated email sequences to boost conversions and expand your customer base.

Call-to-Action Campaigns:

We create effective call-to-action (CTA) campaigns that encourage audience actions like calling, filling out forms, or visiting your website, optimizing them for maximum visibility and effectiveness across digital touchpoints.

Traffic Generation:

We optimize advertising campaigns on various platforms to drive targeted traffic to your website or landing pages, maximizing click-through rates and conversions.

Grow your follower community organically and through targeted advertising campaigns on social media platforms. We engage with your audience, foster meaningful interactions, and incentivize followers to become brand advocates.

Our Service

3.Content Production

We offer complete visual or written assets content production services such as videos, E-books, blog posts, info graphics and etc.

4.Website development

We create powerful, effective and engaging websites that rank in search engine results with our bold design style and ultra-clean code.

5.Digital Marketing Management

We offer a complete digital marketing solutions such as SEO, Google ads, social media ads, email marketing, insights and analytics also digital marketing management services that focus on your leads, sales and growth that involves planning, crafting, profile audits, and audience research.



01

Digital Marketing Project Procedure

Digital Marketing Project Procedure

At lomi marketing, we understand that every client is unique, and so are their needs in the digital sphere. This is why we've developed a sophisticated digital marketing project process that aims to improve your business as much as you.

1. Understand Client Needs and Business Sector:

We delve deep into understanding your specific requirements, ensuring a tailored approach.

By examining your industry, we can better understand its subtleties and dynamics and develop methods that will appeal to your target market.

2. Company Value and Uniqueness:

Your company's values and uniqueness are the cornerstone of our strategy. We highlight what sets you apart, ensuring your digital presence reflects your brand identity authentically.

3. Current Digital Visibility and Its Level:

Assessing your current digital footprint gives us insight into where you stand. Knowing how visible you are online enables us to map out a plan for development and guarantee quantifiable outcomes.

02

02
Service and Price

SERVICE & PRICE PROPOSAL:

We offer comprehensive digital marketing services tailored to your needs, ranging from social media management to SEO optimization, influencer marketing, and more.

Our pricing is flexible and customizable, ensuring you get the services you need at a budget that works for you.



We offer comprehensive digital marketing services tailored to your needs,

Posting Frequency:

Our posting frequency is optimized for each platform to ensure consistent engagement and visibility. We tailor our posting schedule based on audience behavior and platform algorithms.

Number of Social-Media Accounts:

We manage multiple social media accounts across various platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, and TikTok.

SERVICE PROVIDE BY LOMI

- Content Format and Development
- Content topics and Calendar
- Number of SMS per month
- Seo
- Bulk Email management
- Influencer strategy. Casting and goal
- ad strategy and platform creative and KPI with goa

1.CONTENT

A. Content Format and Development:

We offer comprehensive digital marketing services tailored to your needs, ranging from social media management to SEO optimization, influencer marketing, and more. Our pricing is flexible and customizable, ensuring you get the services you need at a budget that works for you.

B. Content Topics and Calendar:

Our content strategy is meticulously planned, with topics and themes aligned with your brand message and audience interests. We develop content calendars to maintain consistency and relevance.

C. Number of SMS per Month:

We offer SMS marketing services with a specified number of messages per month, personalized to maximize engagement and conversion.

2. SEO

Our SEO services optimize your website and content to boost search engine rankings and organic traffic, utilizing keyword research, on-page optimization, link building, and more.



4. Influencer Strategy, Casting, and Goals:

We handle influencer selection, negotiation, and campaign execution for your industry, aiming to boost brand awareness, drive engagement, and generate leads or sales.

3. Bulk Email Management:

We manage bulk email campaigns, from strategy development to execution and performance tracking. Our email marketing efforts are designed to nurture leads, promote engagement, and drive conversions



Ad

5. Ad Strategy and Platform:

Our advertising strategy utilizes platforms like Google Ads, Facebook Ads, Instagram Ads, and LinkedIn Ads to create targeted campaigns for reach, engagement, and conversion.

KPI

6.Creative and KPI with Goals:

We develop creative ad content aligned with your brand identity and campaign objectives. Key performance indicators (KPIs) are defined to measure the success of each campaign, whether it's brand awareness, website traffic, lead generation, or sales.

Budget:

We work within your budget constraints, allocating resources effectively to deliver maximum ROI. Our pricing structure is transparent, with clear breakdowns of costs for each service offered.

03

Detail Digital Marketing Strategy Proposal

“

Detail Digital marketing strategy proposal

- Understand client need and Business Sector
- Company Value and Uniqueness
- Current Digital Visibility and its level

Executive Summary:

*Brief overview of the company's current digital presence.
Summary of key goals and objectives for the
digital marketing strategy.*

2. Digital marketing Guidelines

I Competitor Analysis:

Identification of main competitors.

Analysis of their digital presence, including strengths and weaknesses.
Comparison of key metrics such as website traffic, social media engagement, and content strategy.

II Goal Setting:

SMART goals are defined as specific, measurable, achievable, relevant, and time-bound objectives that are in line with the overall business objectives.

Examples: Increase website traffic by 30% in the next six months, generate 20% more leads through social media advertising within three months.

III Target Audience:

Detailed description of the target audience personas.
Analysis of their demographics, interests, online behavior, and pain points.

Example: Persona Name: Sarah, Age: 25-35, Occupation: Marketing Manager, Interests: Digital marketing trends, Social Media: Active on LinkedIn and Twitter.

IV. Digital Channels Selection:

Evaluation of various digital channels based on target audience preferences and business goals.

Selection of primary and secondary channels such as social media, search engine optimization (SEO), email marketing, content marketing, and paid advertising.

V. Budget Allocation

Allocation of budget across different digital marketing channels and tactics.

Regular review and adjustment of budget based on performance and ROI.

VI. Risk Management

Identification of potential risks such as algorithm changes, negative feedback, or technical issues.

Development of contingency plans to mitigate risks and minimize their impact on the strategy.

VII.Content Strategy:

Create a content calendar with specific topics, formats, and publishing schedules, tailoring content to target audience preferences across channels, including blog posts, videos, infographics, and case studies

VIII. Performance Measurement:

Identification of key performance indicators (KPIs) aligned with the defined goals.

Regular monitoring and analysis of metrics using tools like Google Analytics, social media insights, and email marketing platforms.

Adjustment of strategies based on performance data to optimize results

VX. Implementation Plan:

Detailed timeline outlining tasks, responsible parties, and deadlines.

Allocation of resources such as budget, personnel, and tools.

Integration of various digital marketing tactics to create a cohesive strategy.

X. Risk Management

Identification of potential risks such as algorithm changes, negative feedback, or technical issues.

Development of contingency plans to mitigate risks and minimize their impact on the strategy.

Conclusion:

Call to action for stakeholders to support the implementation and execution of the strategy.

This strategy outlines a comprehensive digital marketing plan provided by Lomi Marketing for achieving business goals, with adjustments based on performance analysis and market changes.

Team Establishment

▪ Social media manager

Develops and executes social media strategies, creates content, interacts with followers, and analyzes performance metrics to enhance brand presence and engagement.

▪ Production Team

Conceptualizes, produces, and edits multimedia content for digital marketing campaigns. Collaborates with other teams to ensure content aligns with brand identity and objectives.

▪ Voice-over artist and model

Provides voice-over narration and visual representation in digital marketing materials. Enhances brand messaging and engagement through expressive performances and compelling appearances

▪ Coordinator

The role involves managing digital marketing teams, ensuring communication, tracking progress, delivering deliverables on time, supporting inquiries, and identifying process improvement opportunities

Account Setup Process

■ Account Access

If the client already has active accounts, access will be necessary as part of our process.

■ Account Setup

If the client doesn't currently have any accounts, Lomi Marketing will proceed to establish them, content development

Our marketing company specializes in crafting comprehensive content solutions encompassing video production, graphic design, voiceover services, and more.

■ Short and long-term goal and KPI development

Our marketing company excels in developing short and long-term goals, as well as Key Performance Indicator (KPI) frameworks, tailored to drive your business towards success.

■ Task Assignment

Our marketing company issues task assignments for the required projects, ensuring efficient execution and successful project completion.

Task assignment

Daily Operation Management

- Our marketing company provides daily operation management services, ensuring the smooth and effective execution of tasks to meet your business objectives.

■ Weekly report and Monthly report

Our marketing company diligently prepares monthly and weekly reports, offering comprehensive insights into campaign performance and progress toward goals.

■ KPI analysis and Project Evaluation

Our marketing company conducts thorough KPI analysis and project evaluations, leveraging data-driven insights to optimize strategies and ensure project success.

Price Proposal



LOMI MARKETING
For the growth of Your Business

Price Proposal
for Branding Service

Date

March 28, 2024

Valid Until

February 9, 2024

Quote #

[100]

Customer ID

[ABC12345]

Customer:

[Name]

[Company Name]

[Street Address]

[City, ST ZIP Code]

[Phone] 251962 15 1304

Quote/Project Description

The initial phase of the project will entail a comprehensive strategy and guidelines development process, which will span over a period of 7 days. This phase will also encompass the setup and configuration of the required digital platforms.

We will provide weekly reports and monthly in-depth analyses, which will be diligently reviewed and assessed in alignment with the predefined goals and objectives of the project

Item	Product or Service Description	
1	Logo	
2	Brand Color	
3	Font/typography	
4	Tag Line	
5	Letter Head	
6	Company Profile	
7	Business Card	
8	Stamp	
9	ID Card	
10	Banner /Signage	
11	Flyer/Brochure	
12	Certfcate	
13	Booklet/Pamplet	
14	T-shirt/Cap Desogn	
15	Mug	
16	Socai Media post/graphics Style/guide	

Special Notes and Instructions

Once signed, please Fax, mail or e-mail it to the provided address.

Subtotal

-

Discount

-

VAT Rate

%10.00

VAT

-

Total

-

Above information is not an invoice and only an estimate of services/goods described above.

Payment will be collected in prior to provision of services/goods described in this quote.

Please confirm your acceptance of this quote by signing this document

Signature

Print Name

Date

Thank you for your business!

Should you have any enquiries concerning this quote, please contact Abinet on 251 9-3061-8253

Pizza, Pizza Market Center Bldg. 7th floor, , Addis Ababa, Ethiopia, ST, 00000

#REF!

04

Our Client & Sample Content

OUR CLIENTS.



Woye Transport

Strategy implemented by Lomi Digital Marketing Agency for Woye Transport, a company specializing in aggregating load transport vehicles on a transport application called "woye."

The project aimed to create brand awareness and promote the concept of easy shipment local transport to businesses with daily shipment needs and individuals in need of vehicle transport services

Sample Content Sample Content



Woye Transport

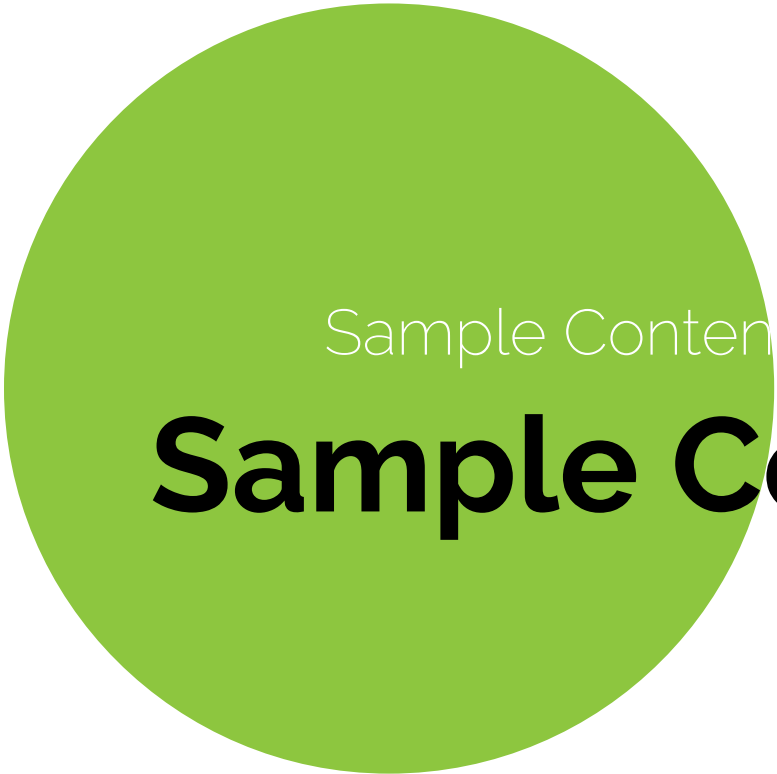


SAMPLE
CONTENTS

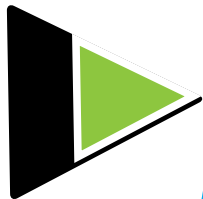
Dema Hope



Our marketing campaign for Dema Hope successfully achieved its objectives of enhancing brand awareness, driving sales, and establishing a strong online presence. By utilizing engaging content, influencer collaborations, targeted advertising, and active customer engagement, we were able to effectively reach the target audience and create a positive impact on Dema Hope business



Sample Content



Dema Hope Real Estate

The collage consists of five posters for Dema Hope Real Estate:

- Top Left:** A woman with curly hair holding a small globe. Text: "WHY choose?"
- Top Right:** A man in a white shirt running towards a tall building. Text: "Dema Hope REAL ESTATE"
- Middle Left:** A man in a grey suit looking at a building. Text: "Wubet Appartment LOOKING FOR LUXURY LIFE AND HOME?"
- Middle Right:** A building on a small island with a sunset. Text: "where city lights MEET SUN RISE"
- Bottom:** A man in a green safety vest holding a hard hat. Text: "ACHIEVING 90% COMPLETION IN JUST 1 YEAR"

Each poster includes the Dema Hope logo, contact information (www.demahoperealestate.com, +251 951 51 74), and social media links.

“

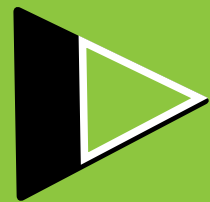
Drift Real Estate

Lomi Digital Marketing Agency conducted a specialized marketing campaign for Drift Real-Estate Sales Office, a company categorized as a real estate sales office. The project aimed to promote their housing products in different areas of Addis Ababa and reach potential clients who can afford the housing, ultimately driving sales for Gift Real-Estate.

Sample Content
Sample Content



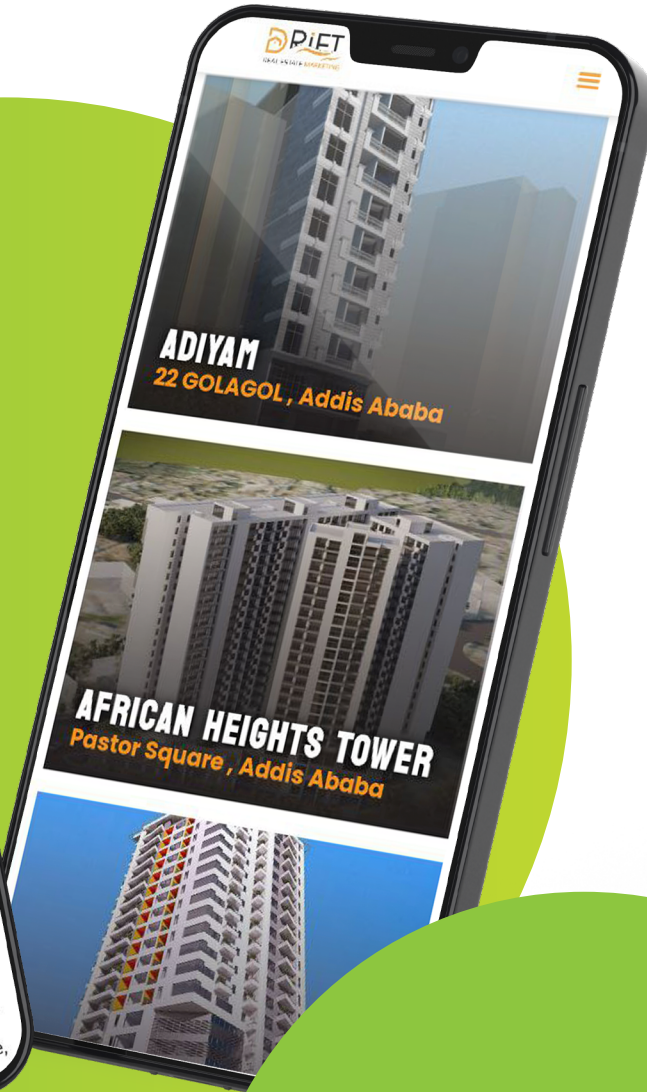
Sample Website Sample Website



Woye Transport

<https://woyenow.com/>





Sample Website
Sample Website



scan
for
more

Let's Connect With Us!

Lomi Marketing

+25196 201 0001/+25196 901 0001

www.lomimarketing.com

lomimarketing@gmail.com

Pizza Downtown Building, 7th floor