



Summary Proposal: Enhancing Digital Media Effectiveness of NVT Brand

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Project Overview:

This proposal outlines a strategic initiative aimed at enhancing NVT Brand's digital media presence and effectiveness. The project will span from July 2021 to March 2022 and have a total budget of Rs. 600,000 only. Our key objectives are to improve digital visibility, optimize social media engagement, create impactful content, and implement data-driven marketing strategies to enhance overall brand performance. By adopting cutting-edge digital media practices, the project will enable NVT Brand to solidify its position in the industry and engage with its audience effectively.

Rate: Rs. 2,000 Per Hour

Maximum Budget: 600,000

Objectives:

1. Increase Digital Visibility:

- Improve online presence through targeted campaigns and optimized SEO strategies.
- Strengthen NVT Brand's social media presence to engage relevant audiences.

2. Content Strategy and Creation:

- Develop engaging and high-quality content that resonates with the target audience.
- Implement a consistent content calendar to drive regular engagement.

3. Audience Engagement and Relationship Building:

- Foster a strong online community by interacting with followers and customers.
- Run targeted campaigns to attract and convert new customers.

4. Data Analytics and Optimization:

- Utilize analytics tools to measure campaign performance and optimize strategies based on data insights.

Scope of Work:

International School of Management Excellence

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1. Assessment and Strategy Development:

- Review current digital efforts and market trends to develop a tailored strategy.

2. Content Creation and Implementation:

- Design and schedule engaging content across platforms, optimizing it for SEO.

3. Digital Campaign Execution:

- Launch and manage targeted digital advertising campaigns, optimizing them for maximum impact.

4. Monitoring and Reporting:

- Use performance tracking tools to evaluate campaign success and provide actionable insights for improvements.

Timeline:

- **July - August 2021:** Initial assessment and strategy development.
- **September 2021:** Content creation and planning.
- **October - December 2021:** Digital campaign execution.
- **January 2022:** Performance monitoring and optimization.
- **March 2022:** Final review and reporting.

Expected Outcomes:

- 1. Improved Digital Visibility:** Increased website traffic and a stronger social media presence.
- 2. Enhanced Audience Engagement:** Higher interaction and brand loyalty through consistent and engaging content.
- 3. Better Conversion Rates:** Optimized ad targeting and improved lead generation from digital campaigns.
- 4. Data-Driven Insights:** Enhanced ability to refine strategies based on continuous performance tracking.

Conclusion:

This project will significantly enhance NVT Brand's digital presence and effectiveness. By focusing on targeted campaigns, quality content creation, and data-driven optimization, NVT Brand can increase engagement, improve conversion rates, and establish itself as a digital leader in the industry. We look forward to receiving feedback and proceeding with the project implementation.