

DIGITAL TRANSFORMATION SPONSORSHIP 2019

By THANK BUNNY *powered by* ZOHO (July 1 – Dec 31, 2019)

Contents

- Brief 1
 - Deliverables for SMEs 1
- Process 2
 - Step 1: Application 2
 - Step 2: Intimation 2
 - Step 3: Agreement 2
 - Step 4: Execution 2
- Plan of Action 3
 - Month 1 3
 - Month 2 3
 - Month 3 - 6 4
- Contact 4

BRIEF

THANK BUNNY (powered by ZOHO) offers sponsorship for SMEs to embrace Digital Transformation for a period of 6 months (July 1 – Dec 31, 2019). In this context, Dimensions Co. has partnered to execute Digital services for participating SMEs. Restaurants, jewellers and retailers that would like to be part of this program can apply. The agreements and formalities will be handled by Dimensions Co.

DELIVERABLES FOR SMEs

- 50% Sponsorship on Digital Marketing Retainer Fee
- FREE Customer Engagement Platform THANK BUNNY
- FREE Email Automation Setup
- FREE Digital Ad Management
- FREE Integration with ZOHO CRM
- 30% Sponsorship on the purchase of Automation Hardware by MILANITY

PROCESS



STEP 1: APPLICATION

- SMEs can apply for Sponsorship at www.thankbunny.com/sponsorship2019
- Preference would be given to restaurants and jewelers.
- All SMEs in India and U.K (United Kingdom) are eligible to apply for this program.

STEP 2: INTIMATION

- The registrations are open from May 25 – June 25, 2019.
- The first batch of selected SMEs shall be announced on June 10, 2019.
- The second batch of selected SMEs shall be announced on June 30, 2019.
- The selected SMEs announced by the management shall be final.

STEP 3: AGREEMENT

- The MoU shall be signed electronically between the SME and Dimensions Co.
- NDA (Non-disclosure agreement) shall also be signed between the SME and Dimensions Co. This will ensure that the data and credentials are safe.

STEP 4: EXECUTION

- The SME shall pay the agreed retainer fee to Dimensions Co. at the start of each month
- The SME shall give the required access to the digital assets for execution of digital marketing.
- The SME shall complete the questionnaire and help the team with devising sales funnel and marketing strategy for their brand.

PLAN OF ACTION

MONTH 1

1. AUDIT & Research (Week 1)
 - Social Audit and Competitor Analysis
 - Device the marketing strategy and sales funnel
2. Setup systems (Week 1)
 - Setup or Get access to Social media handles
 - Setup Email Automation Workflow
 - Setup Customer Engagement System and CRM
 - Setup Google Analytics for Landing pages
 - Setup or Get access to Ad accounts (SEM, SMM)
 - Setup Tools for Project management, social media management, collaboration
3. Plan (Week 2)
 - Plan Hashtag Campaign Strategy for Social Media
 - Plan the Content Calendar
 - Plan AD Strategy for SEM and SMM
4. Prepare (Week 2)
 - Create 6 Branding posts for Social Media
 - Local Business Listing on Google Places
5. Deliver (Week 3 & 4)
 - Publish 6 Branding Posts (under 3 hashtag campaigns) in Social Media
 - Publish 1 Story-telling Video
 - Run Digital Advertisements on Google and Facebook with minimal budgets
 - Monthly Report on activity and analytics

MONTH 2

1. Execute 3 Hashtag campaigns consisting of 8 posts in Social Media
2. Develop 2 Stories for Blog and PR
3. Dispatch 1 email newsletter
4. Publish 1 Customer Engagement Activity
5. Publish 1 Story-telling Video
6. Digital Whisper on Quora (3 answers)
7. Run Digital Advertisements on Google and Facebook with minimal budgets
8. Monthly Report on activity and analytics

MONTH 3 - 6

All activity of Month-2

[+]

1. Run a contest for the fan community on social media
2. Setup a Viral Referral system
3. Experiment with Advanced Ad-Strategies
4. Optimize Ads in Google and Facebook for better CPC and Conversion Rate.

CONTACT

T. Seshu Karthick

Founder & CEO – Dimensions Co.

Phone: +91 9962257775

Email: ceo@dimensionsco.com

URL: <http://thankbunny.com/sponsorship2019>