

Dear Sir,



We are writing to propose a comprehensive brand promotion campaign for you. Our team has carefully designed this campaign to help promote the Business brand and increase its visibility in the local community.

The proposed campaign includes the following elements:

- A. **Advertisement on Khoja Nepal Application:** Our team will utilize the Khoja Nepal mobile application, which is widely used in Nepal, to help promote the Business brand. We will create a profile for the Business on the app and provide information about business events, achievements, and news. Users of the app who are interested in the business will be able to easily find and access this information.
- B. **Banner Advertisement:** Our team will use the popular Khoja Nepal mobile app, widely utilized in Nepal, to promote the business brand by Banner advertisement. Banner advertisements are a powerful tool for visually promoting brands, products, and services. With eye-catching designs and strategic placement, they capture attention and drive traffic to website.
- C. **Post Designs:** We propose to design graphics for each event, including social media graphics, posters, banners, and flyers that you can use to promote the Event and engage your business community. Our team will work closely with you to ensure that the designs align with your business branding Guidelines and are visually appealing to your target audience.
- D. **Social Media Marketing:** Our team will develop a social media marketing strategy to promote the school's brand across various platforms, including Facebook & Instagram. We will create engaging content that highlights the school's unique qualities and encourages students, parents, and the local community to share their positive experiences with the school. We will also use targeted advertising to reach out to potential students and parents who may be interested in enrolling in the school.
- E. **Social Media Page Management:** Our team will help to manage the official social media page to get the desired results.
- F. **Google Profile -:** Our team will help to list or make Google profile to get the desired results.

We would be happy to discuss this proposal further and answer any questions you may have. Please do not hesitate to contact us at your earliest convenience.

Thanking you

**Regards
Prasanna Pandey
CEO & MD, Khoja Nepal
Absolute Digital Business Solutions Private Limited.**

Classification: Restricted

Additional Services on Demand basis:

- A. **Email Marketing:** We will create a targeted email marketing campaign to reach out to costumers who have expressed interest in the dental. We will provide them with regular updates on business events, achievements, and news. This will help keep them informed about what's happening at the business and build a stronger relationship between the business and its stakeholders.
- B. **Local Event Sponsorship:** We will sponsor local events that are aligned with the business values and goals. This will help the business build relationships with the local community and increase its visibility.
- C. **Website Optimization:** Our team will optimize the business website to improve its search engine rankings and increase its visibility online. We will create high-quality content that is optimized for search engines and ensures that the website is user-friendly and easy to navigate.
- D. **SMS Marketing:** We propose SMS marketing to improve communication with consumers. Benefits include direct communication, cost-effectiveness, personalization, and improved attendance. SMS marketing can help your business to achieve its goals.