

Digital Marketing

Strategy

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For: Saudi Trafe Co

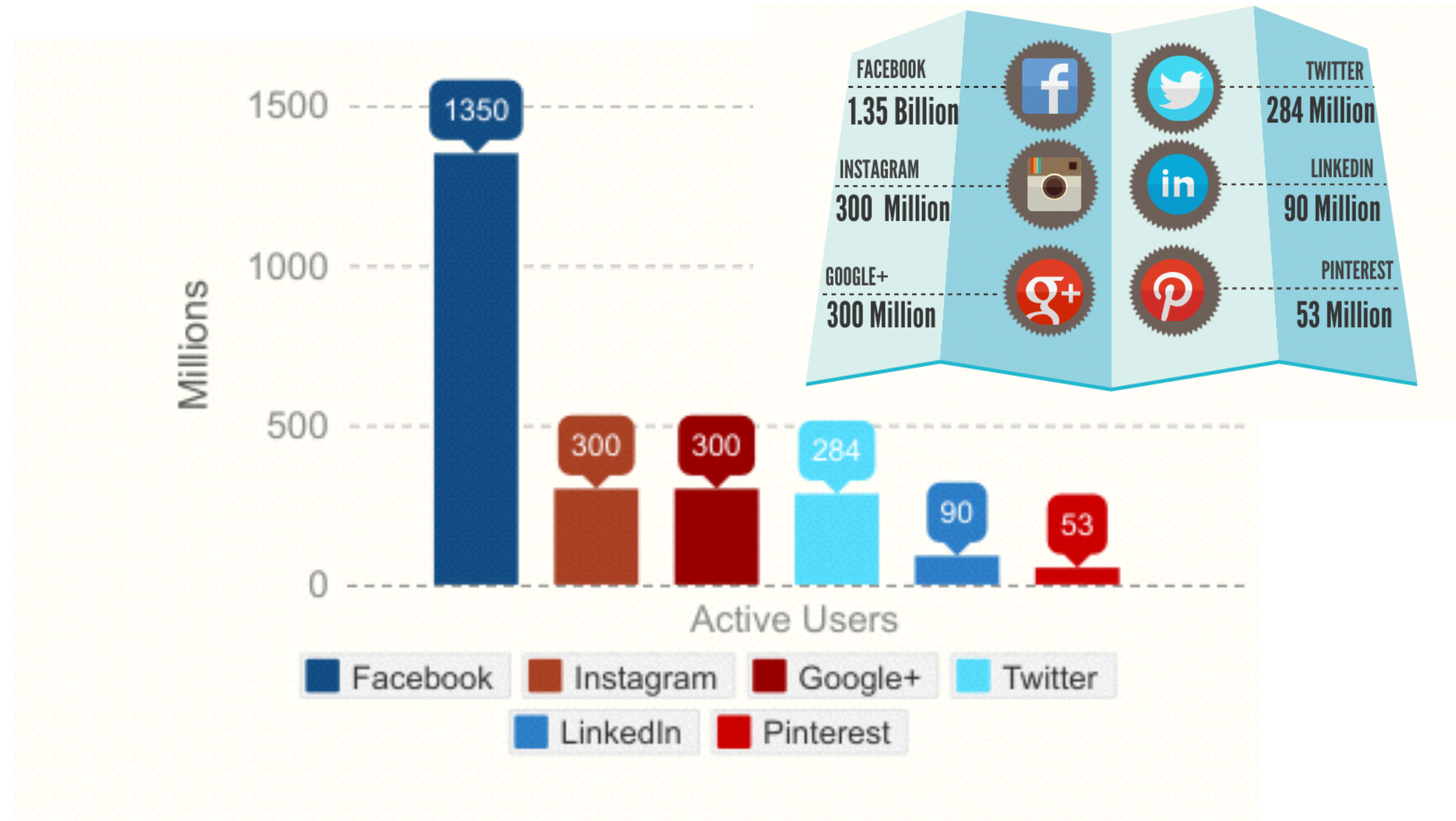


Introduction:

My digital marketing strategy will focus on Trafe's core attributes and support its main objectives. It will also show the growth, and the progress of the company by representing fancy and luxurious archaical designs that improve the quality of construction and buildings in Saudi Arabia using indirect imaging and language.

Social Media Platforms: :

As been agreed with the company SEO Twitter, Instagram, and Snapchat will be the main social media platforms. I suggest to add Facebook, and YouTube.



In the chart above you can find a useful information about the social media statistic in 2015

Social Media Unified Design:

For all the social media platforms I am planning to create a unified interface that is inspired from the company webpage that captivate the customers and showcase the personality of Trade business.

Examples:

- 1- All social media pictures should be the company logo.
- 2- The Page layout and header should be the same in all of the social media platforms and it should be updated frequently.

Social Media Bio And Page Descriptive:

For this section I think it is better to include the mission of the company which give people a clear idea about the company and why they should follow its social media accounts.

Monitor The Social Media:

Not all post and interaction matter equally to customers, so monitoring the social media is very important because we can developed a framework to evaluate and make the accounts more interesting and appealing to customers. We can use tools like **Google Insights** to learn how people are searching and talking about the company.

Facebook:

Feature:

- Can include wider details about the company such as contact information, location, and longer description.
- Can create photo gallery of the company projects.
- Can promote events and ads.
- Link back to website, and other content assets.

Metrics:

- Page follows.
- Likes.
- Engagement and comments.
- Shares.



Twitter:

Feature:

- Listen and respond to relevant conversations.
- Build reputation.

Metrics:

- Followers
- Mentions
- Retweets
- Number of lists
- Hashtag usage



Feature:

- Showcase company culture and architecture theme.
- Post product videos and demos.
- Create a video series to share.

Metrics:

- Views.
- Shares.
- Likes.
- Comments.



Instagram and Snapchat:

Feature:

- Showcase company products and culture.
- Showcase marketing events.
- Show what company are working on by sharing behind the scenes images of the company progress and projects.

Metrics:

- Shares and comments
- View of photos
- Favorites

