



# PS Associates Bhopal

DIGITAL & SOCIAL MEDIA PROMOTIONAL AGENCY

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# PS Associates : Social Media Marketing



- ▶ We have complete setup like creative team, studio in Bhopal and Indore & allied infrastructure.
- ▶ Indore Office:



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- ▶ Bhopal Office Photos:



# The #social #media RoadMap



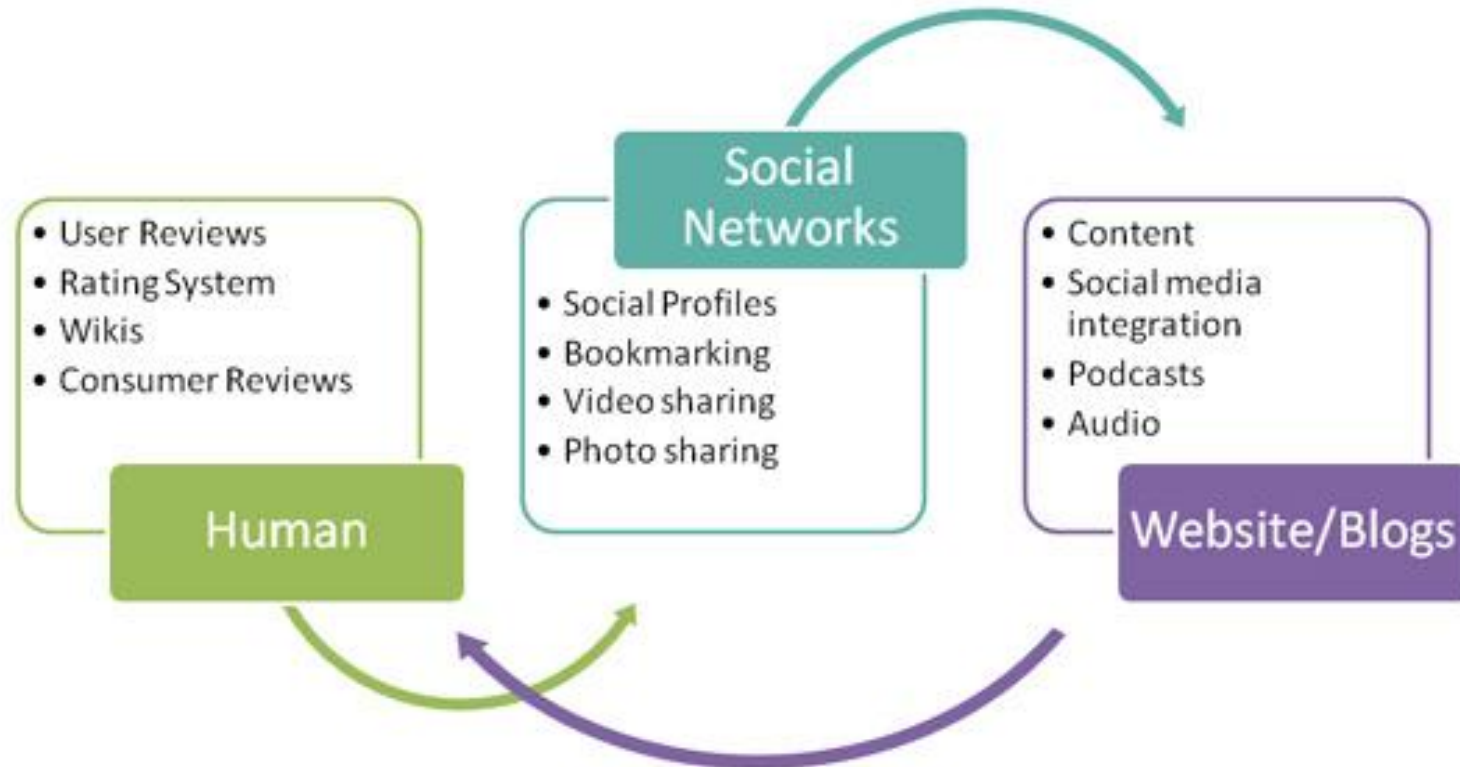
# Strategy

- ▶ Platform.
- ▶ Process.
- ▶ Marketing.
- ▶ Compliance / Risk.
- ▶ Infrastructure.

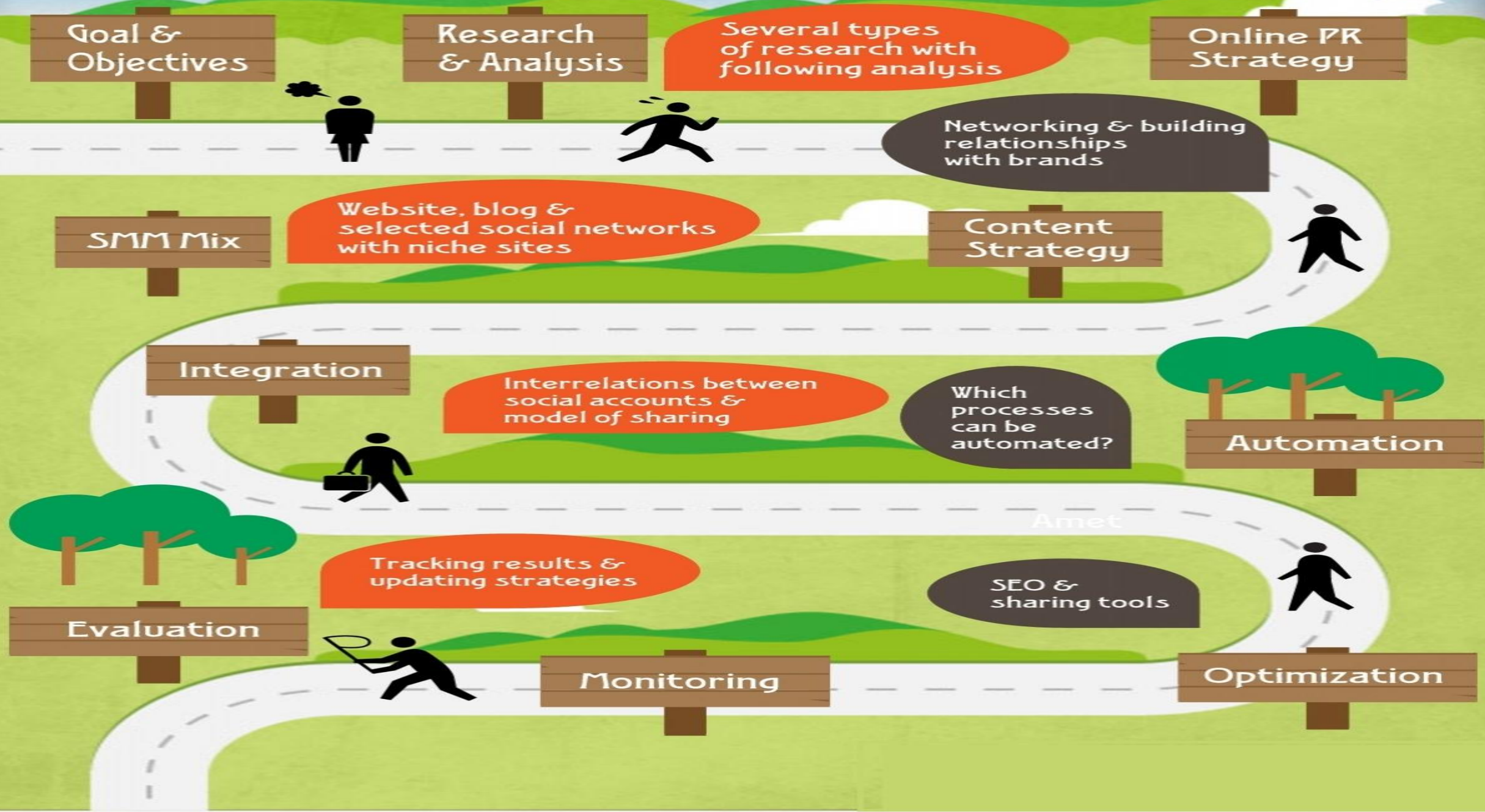


# Proposed #social @media Roadmap

## Social Media Roadmap



# Roadmap of Social Media Marketing Plan





- We will Exclusively handle the Facebook, twitter, Youtube, Google+ and other Social Media accounts in all aspects for a period of one year.





# Managing #social @media Campaigns



- ▶ We will work closely with you , on Ideas and Designing,
- ▶ Deploying PPC ads to targeted audience as per campaign .  
[Publication costs would be as applicable]
- ▶ On Creation of applications on facebook or other relevant medias.  
[App Development costs would be as applicable]
- ▶ We will do the Pay Per Click (PPC) Advertisement Management:  
Facebook Ads management, Google Adwords Management, YouTube  
Ads Management, using state-of-the-art Analytics.

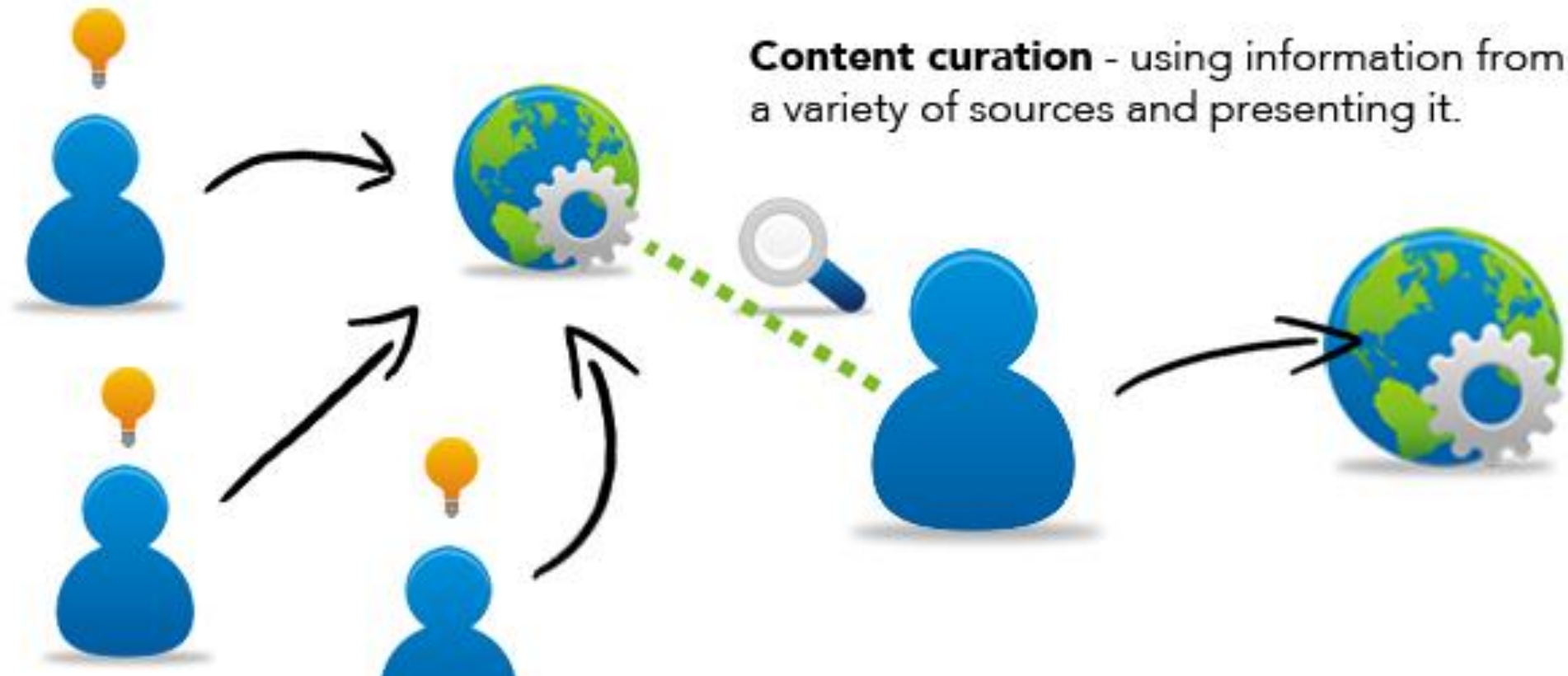
# Managing #social @feed



- ▶ Organizing online surveys, quizzes, contests on social media in consultation with Madhya Pradesh Madhyam.
- ▶ Daily informative and promotional postings. This includes uploading of pictures, videos, comments, stories, articles, etc.

# Curation !!! #@###&&& :D

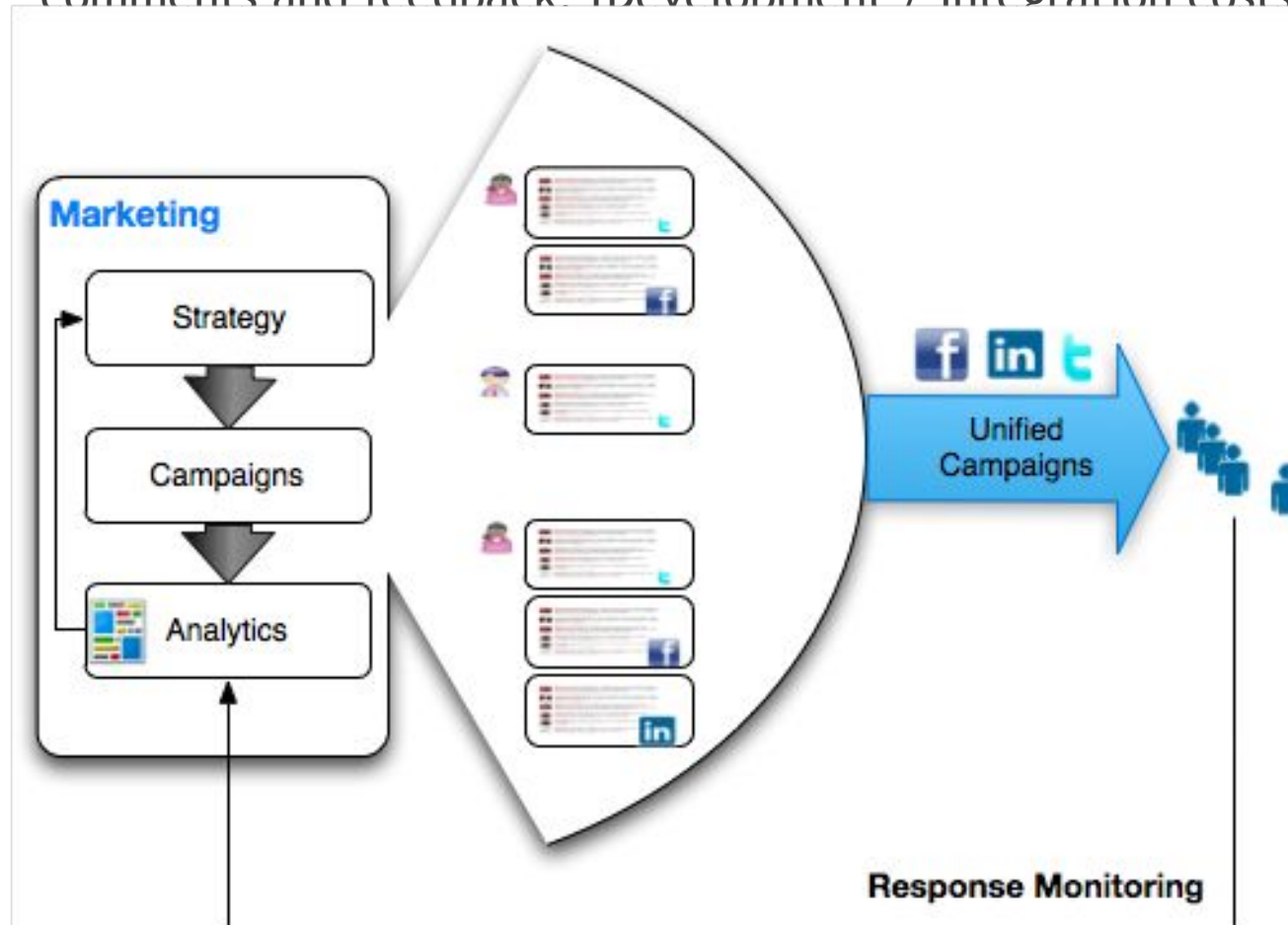
- ▶ We will curate various Social Feeds, Comments/Feedback. Comments positive/negative will be carefully handled on the social media in consultation with the department.





# Integrated SMIP

- ▶ We will create a **Social Media Integration Platform** for highlighting all the social media feeds on a single platform and, along with Curation, to remove the non-relevant information from the Integration Platform and tracking comments and feedback. [Development / Integration costs would be as



# Comprehensive Analytics

- ▶ We will use a latest Analytics platform along with measurement tools to evaluate the impact of the social activity, along with agreed reporting structure.
- ▶ Such reports will be submitted by the on regular intervals.



# #Thankyou

- ▶ Looking forward to your valuable Order.

