DIGITAL MARKETING PROPOSAL

Accelerate Your Business Growth with Lambodra Group

LAMBODRA GROUP

The Solution Architect

THE OPPORTUNITY

Every business needs digital visibility



Growing Digital Demand	Strong Online Presence	Generate Qualified Leads
Customers actively search online before making purchasing decisions.	Build credibility across digital platforms and stay ahead of competitors.	Reach the right audience and convert them into long-term customers.

WHAT THIS PLAN DELIVERS

Every business needs digital visibility



- **Build Brand Authority**

  Create a strong and professional digital presence.

- **Generate Quality Leads**

  Attract potential customers actively looking for your products or services.

- **Increase Sales Opportunities**

  Expand into new markets and reach more customers.

- **Improve Customer Retention**

  Build long-term relationships through continuous engagement.



TARGET AUDIENCE

We help businesses reach the right customers through targeted digital strategies for both b2b and b2c

- Business Owners
- Dealers & Distributors
- Corporate Buyers
- Manufacturers
- End Consumers
- Professionals
- Students
- Homeowners
- Retailers Service Seekers

HOW LAMBODRA GROUP HELPS



Brand development	Website optimization	Digital marketing
• Brand identity • Company profile • Brochures & catalogues • Marketing collaterals	• Business website • Landing pages • Lead capture forms • Whatsapp integration • Conversion optimization	• Facebook marketing • Instagram marketing • LinkedIn marketing • Google ads • Seo • Email marketing • WhatsApp marketing • Content marketing

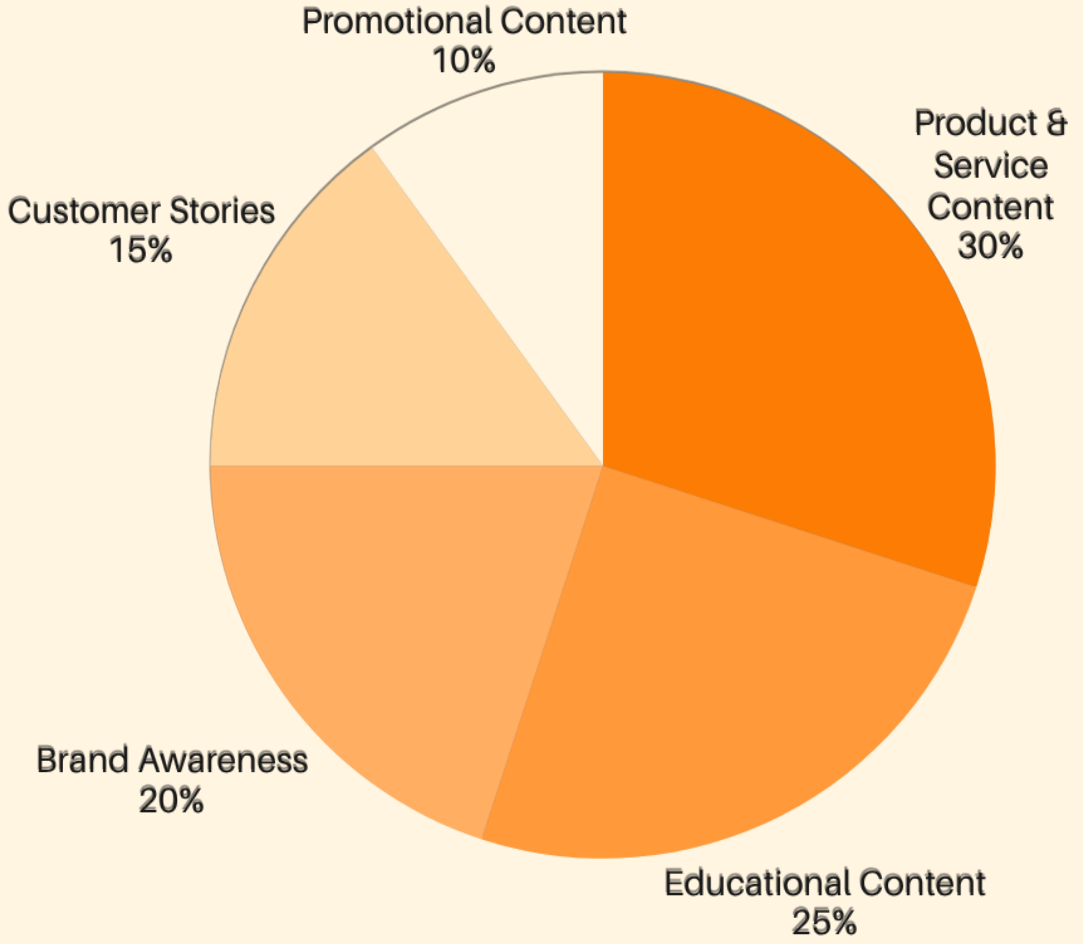


CONTENT STRATEGY

Educational content	Product & service showcase	Customer success stories	Promotional campaigns
Industry insights, tips, guides	Features, benefits, demonstrations	Testimonials, case studies, reviews	Offers, launches, seasonal campaigns

CONTENT MIX




Promotional Content
10%
Product &
Service
Content
30%
Customer Stories
15%
Brand Awareness
20%
Educational Content
25%

PAID ADVERTISING/ORGANIC GROWTH

Meta Ads	Google Ads	SEO Focus	Website Improvements
Brand Awareness	Search Campaigns	Website SEO	Speed Optimization
Lead Generation	Display Campaigns	Local SEO	Mobile Responsive
Website Traffic	Performance Max	Google Business Profile	Design
Remarketing	Local Campaigns	Technical SEO	Landing Pages
		Content Marketing	Contact Forms
		Blog Strategy	WhatsApp Integration
		Keyword Optimization	SEO Optimization
			Analytics Setup

LEAD MANAGEMENT PROCESS

Structured end-to-end workflow designed for maximum prospect conversion

01

Capture

Attract and collect prospects from every active channel.

- Website
- Social Media
- Digital Ads

02

Instant Response

Engage every new lead within seconds of first contact.

- Email Trigger
- WhatsApp Automation

03

Lead Qualification

Score and validate leads against your ideal customer fit.

- Needs Analysis
- Requirement Fit

04

Sales Follow-Up

Move qualified leads through structured sales touchpoints.

- Discovery Call
- Product Demo
- Client Meeting

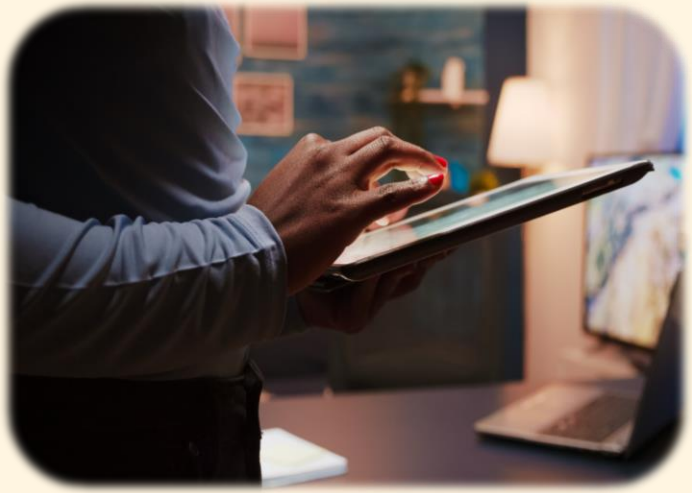
05

Conversion & Support

Close the deal and hand off to lasting customer care.

- Proposal Sharing
- Customer Support

WHY LAMBODRA GROUP



End-to-end digital solutions
Everything under one roof—from strategy to execution.

Experienced team
Creative, technical, and marketing experts working together.

Performance driven
Focused on measurable growth and roi.

Transparent reporting
Monthly reports with actionable insights.

Scalable strategies
Marketing plans designed to grow with your business.

CHOOSE A PLAN THAT RIGHT FOR YOU

Basic

Perfect for small businesses starting out online.

- Facebook & Instagram Page Setup
- Facebook & Instagram Campaign Setup Only
- 1 Engaging Video Reel
- 3 Custom Flyer Designs
- 3 Posts Per Week
- 8 Stories

$499 /month

Standard

Ideal for growing businesses looking to build consistent visibility.

- Facebook & Instagram Page Setup
- 6 Custom Flyer Designs
- 4–5 Posts Per Week
- Facebook & Instagram Ads Setup + Basic Management
- 3 Engaging Video Reels
- 12 Stories
- 2 Blogs Per Month
- 1 Email Campaign
- WhatsApp Marketing (Basic)
- Reports: Detailed

$799 /month

Premium

Best for businesses aiming for maximum growth and daily engagement.

- All Social Media Platforms Setup
- Website optimization
- 12 Flyer Designs (Daily Designs)
- 5 Engaging Video Reels
- Full Campaign Setup & Management
- Daily Posting (7x/week)
- 20 Stories
- 4 Blogs Per Month
- 4 Email Campaigns
- WhatsApp Marketing (Advanced)
- SMS Marketing
- Reports: Executive
- Support: Priority

$999 /month

FAQS – DIGITAL MARKETING



- Can Digital Marketing help me get more customers?
- Yes. We build targeted campaigns designed to generate qualified leads and sales.

- How do you reach my target customers?
- Through data-driven targeting across Google, Facebook, Instagram, LinkedIn, and more.

- Will you create content for my business?
- Yes. We handle strategy, creatives, copy, posting, and campaign optimization.

- How do you improve my advertising results?
- We continuously monitor campaigns, optimize targeting and budgets, and focus on lowering cost per lead.

- How can I know my marketing investment is working?
- We provide performance reports covering leads, conversions, engagement, ad spend, and ROI.

Let's Grow Your Business Together

Lambodra Group Your Digital Growth Partner

https://lambodragroup.com

sales@lambodragroup.com

+233 55 11 333 99

+233 55 11 222 44

Thank You

