

DIGITAL MARKETING

WEEKLY ACTIVITIES & SCHEDULE

ACTIVITIES:-

1. **Social media marketing** - developing a distinct online presence by attracting high numbers of followers through social media channels (Facebook (78.16%), Twitter (15.59%), Instagram (1.34%) and LinkedIn (0.14%)).
Ref: <https://gs.statcounter.com/social-media-stats/all/congo-democratic-republic-of-the>
2. **Search engine optimization (SEO)** - developing strategies to increase the number of visitors to a website by achieving high-ranking placements in search results.
3. **Newsletter Emails** - an effective way to build a relationship with customers, share content and promote sales (or offers) also is an opportunity to generate regular website traffic (visitors).
4. **Online Campaigns** - promote a service or brand to a specific audience through digital channels.
5. **Content Creating** - it builds relationships with the target audience more than posing.

SCHEDULES

1. SOCIAL MEDIA SCHEDULE

Days	Activities			
	Facebook	Twitter	Instagram	LinkedIn
Monday	✓	✓	✓	
Tuesday	✓	✓	✓	
Wednesday	✓	✓	✓	✓
Thursday	✓	✓	✓	
Friday	✓	✓	✓	
Saturday	✓	✓	✓	✓
Sunday	✓	✓	✓	

2. Search Engine Optimization

Daily activities (Monday – Friday)

- Track Keywords
- Review keyword ranking
- Keep Unique and Relevant Title Tags Within Your Website

3. Newsletter Emails

At least twice a month (two emails)

- Share Your Company Story
- Frequently Asked Questions
- Company News

4. Online Campaigns

At least four campaigns post per month through our Social Medias and other influencers pages or forums or blogs etc.

- Carry out a keyword and topic research

5. Content Creating

At least twice a week to all Social Medias

- Story telling poster
- Video Clips
- Guides posters (Payments, Location, Mobile Application)

Estimated Budget

1. Social Media

Facebook & Instagram – at least \$30 per month

2. Search Engine Optimization

Google – at least \$30 per month

NB: \$21 for first month

Overall Services Charge

Tshs. 500,000/= per month

NB: Estimated budget for social media and SEO Exclude