

3RD CONCISE FINAL REPORT ON:

“Creating Joyeeta’s Brand Strategy: “Essentials for Long-Term Success”

BRAND STRATEGY

Ways & Means to Create Brand Awareness of Joyeeta

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01. What is a Brand?

A brand is defined by a customer's overall perception of our business.

“ Brand is what people say about you & your business.”

Brand starts with the Logo,

- Logo improve the **name** of a business
- It creates a **visual symbol** that represents a vision of an organization.
- It's a big part of **brand identity**
- A good logo should be **memorable, differentiates**

Joyeeta Foundation Logo is good but it barely represents all the features that Logo should possess. Logo should be simple and attractive and easy to memorize. Recognize at first sight. Like two examples of how simple it is. Joyeeta may make it simple and attractive like others as specified.



Brand Building. What is it?

No one definition captures the essence of brand building in its entirety. Many people think that brand building is all about communicating and exposing a company's brand. That is just one side of it. The best way we can define it is that it is a *process of creating value for consumers*. It encompasses all things that consumers know, feels, and experience about business in its entirety.

Having defined brand building, there are 3 popular types of brands and what they stand for.



Service Brand:

This brand is built on knowledge, culture, and experience that one has with the service delivering agency/ /company/people.

Retail Brand:

This brand is built on a mixture of products and service experiences. Think of KFC.

Product Brand:

It is built on the experience that one has with a specific product. Think of Nike and Sony.

Having looked at the 3 popular types of brands, now let's proceed to look at the steps involved in brand building.

1. Define Your Brand

The first stage in brand building is defining the brand. This is a very critical step as it ultimately determines what your brand truly stands for. When defining your business brand, Joyeeta should create a checklist of its core strengths.

There is a need to know what your brand stands for and what is important for your brand (brand values). Your values should in one way or another show that you are contributing to the environmental, social, and economic well-being of consumers.

2. Differentiate and Position of Joyeeta's Brand

Before embarking on brand building, you have to take time to differentiate it so that you can attract attention and stand out from competitors. To differentiate Joyeeta's brand, **you have to create a unique advantage** in the mind of consumers not merely getting attention by brand-building



ZOHO is famous for its good brand positioning.

Colors or logos, or other superficial elements. **Once you come up with a unique value proposition, you should use a good branding strategy to position your brand in a way that will help consumers see and appreciate the greater value of your brand over competing ones in the market.**

3. Build and Expose Joyeeta's Brand

Brand building is not a one-off thing. Building a unique and powerful business brand takes time and consistency. To build the company's brand, Joyeeta has to keep reinforcing its values and skills by taking up new roles and assignments that will give them more exposure. Alternatively, they can use **promotional channels, blogs, forums, and social media (LinkedIn, Twitter, and Facebook) to create a voice for your personal or business brand.**

When building a brand, they should also endeavor to develop a brand personality. This is what drives or motivates people to identify with and engage with their brand. The truth is; that if they execute brand-building strategies consistently, then they will easily establish a pattern that will forever be associated with their brand name.

4. Personalize Joyeeta Brand

Joyeeta's brand-building campaign or brand to make it successful, then you have to personalize it. It is important to give your brand identity. Let consumers see and experience the personality of your brand in its entirety. Look at your brand as something that a consumer wants to identify with pretty much as they would with their favorite cars, cellphones, or computers.

As you engage in brand building, you should also invite customers to be co-creators of brand values so that they can feel that they also own it and relate with it. Top brands encourage consumer-brand interaction by personalizing products to meet the needs and preferences of consumers.

5. Review Your Brand

Depending on brand strategies, your brand will either grow in strength, remain dormant, or recede with time. In the brand cycle, new events, changes, and circumstances bring challenges and opportunities to enhance the value of Joyeeta's brand or re-establish it. All these possibilities should give you the impetus to take charge of your brand-building activities.

As Joyeeta's brand name grows, so do the responsibilities and expectations to continue with brand building. The best way of ensuring brand growth is by reviewing your activities and evaluating your successes through metrics such as levels of brand awareness and levels of engagement. Regular reviews will help you seize and exploit new opportunities while upholding your commitment to remain true to your vision and brand strategy. It will also help you steer your brand in the right direction and keep it relevant as you move into the future.

Competitive Advantage

The brand creates organizational reputation! A successful brand has to be consistent in communication and experience, across many other applications:

- **Front Office or Administration office:**

It requires a good office in Dhaka and other places if any. The office environment's getup-like layout is also a part of the branding. A good office environment is needed, and smart and elegant officials are required to serve. But the question is what makes a good office environment?

1. Great People—If we look into an office, we find the main asset is your people or employee. Joyeeta must focus on those. People are the main asset and they will act as an ambassador of the organization. They must be more knowledgeable, smart, take the ride, and be challenging.

2. Team Spirit - Joyeeta must look into it to develop a team spirit with benevolent leadership. Must development a Great Team. Leaders should be Visionary.

3. Communication- Joyeeta must Nurturing excellent communication within the every organization.

4. Intelligent Workspace Planning - A productive work place will help Joyeeta's people do their best work. Promote creativity, collaboration, and focused working with an intelligent office design.

5. Up-To-Date Technology – Joyeeta should introduce technology in their workspace to up-to-date and facilitate the best work from your people. **Access to IT is a must to do the job in a very efficient and intelligent manner.**

6. Flexible Working - Today's talent pool is looking for more than wages and employee perks. **Flexible working, both in terms of location and time spent in the office is growing for a good reason.**

02. What is a Brand Strategy?

Brands today need both a thorough understanding of why organizations choose certain strategies and a detailed outline of what Joyeeta's strategies will be.

Three things Joyeeta needs to define:

- **What is Joyeeta's brand objective?**

Joyeeta's brand objective is to reach out to every woman from the last corner of the country. Women have had only limited involvement in economic development issues in Bangladesh in the 21st century.

In recent decades women's empowerment has become acute, especially, in developing countries like Bangladesh. "Empowerment is significant for building a basis for social progress." So, Joyeeta's objective should be to include marginal women in society for economic activities.

- **Customers of Joyeeta?**

If Joyeeta can not include the marginal people of the country, its objective will not be fulfilled.



- **Joyeeta long-term success?**

Joyeeta should determine what goals they should attain and how. What approach should they follow to meet their customer's needs and how they'll measure their success in meeting their goals?

- **What Joyeeta's brand stands for? What promises Joyeeta brand makes to customers?**

There should not have any gap between promise and delivery. Commitment must be there.

- **What personality Joyeeta brand conveys through its marketing?**

The one main metric for successful brand strategy is to create *brand sentiment*.

03. What is Absolutely Brand Building?

Brand building is to generate awareness about your business using **strategies** and **campaigns** to create a unique and lasting image in the marketplace.

Importance of brand building:

Build trust with customers.

Joyeeta should build its brand very precisely through its proper strategy & campaigning. Like putting advertisements in different magazines, like female magazines, or Prothom Alo female page for brand awareness, on the other hand, campaigns during Language day, mother's day, independence day, victory day, with small gifts for any purchase or discount on products.

Keep your Brand Consistent

Maintaining consistency of building a strong brand to ensures prospects & customers know what to expect. Maintain both internal and external goals of **quality of service**. Joyeeta should keep its commitment to preparing a **quality product with zero defects**.

They should serve with commitment. Customers should be delighted after every purchase of product. On the other hand, new products to be posted on social media for creating awareness as a new arrival.

Helps to Build Customer Loyalty

The internet has allowed customers to research the **best deals**. If Joyeeta offer an **initial discount** to new customers, it's sometimes still not enough to **guarantee repeat buying**. **Joyeeta must be careful while giving a discount. In many cases it backfires. People will take it for granted discounts exist. It is always better to make a fixed-price shop with a minimum margin. Bargaining sometimes gets rid of good customers.**

04. Brand Personality

Customers are more likely to purchase a brand if its personality is similar to their own.

There are five main types of brand personalities with common traits:

- i. **Excitement**: carefree, spirited, and youthful.
- ii. **Sincerity**: kindness, thoughtfulness, and an orientation toward family values.
- iii. **Ruggedness**: rough, tough, outdoorsy, and athletic.
- iv. **Competence**: successful, accomplished, and influential, highlighted by leadership.
- v. **Sophistication**: elegant, prestigious, and sometimes even pretentious.

Lux, for example, **Luxury brands choose** popular actresses such as Kareena Kapoor, and Alia Bhatt **to attract feminine consumers**.



We can also look over a Bangladeshi soap brand named **Sandalina**.

05. Brand Color Scheme

How to choose the right colors for your Joyeeta brand?

Joyeeta should Understanding the Impact of Color on Consumer Behavior will help your Brand become a Success. 85% of consumers believe color is the biggest motivator when choosing a particular product, while 92% acknowledge visual appearance as the most persuasive marketing factor overall.

Pantone Color:

Pantone is a system used to match colors for print purposes. RGB or CMYK colour codes can be used for printing on paper. Pantone spot references are used for each colour used in your design.



How do customers respond to color?

We all know **red** is associated with **danger** and **green** is associated with **nature**. Color affect perceptions and behaviors. It allows to understand color and use it to our advantage, especially for marketing and branding.

Joyeeta must select their brand color to create a perception of their brand in the customer's mind. The choice of color will specify Joyeeta's presence where color should be selected very carefully considering the philosophy of the organization.

06. Defining the Brand and its Objective

Joyeeta's brand's objective must be simply its purpose.

- Knowing and creating their brand exists.

It can create awareness, making the organization in the presence of the mind of your customer, where the customer profile will grow. Create image and reputation of the brand. The business will grow and the vision will materialize. like Aarong; Shada Kalo, Abong; DD; Kumudini, etc.

Why do Joyeetas customers should trust them?:

Joyeeta must understand why customers will trust them. They will trust when there is:

- i. Quality Product: The customer should not be deprived. There should be a of the products by price compared to its branding.
- ii. Quality of Services: Customers always look for precise service rendered by the seller.
- iii. Quality of Delivery: Customers ask for products on time.
- iv. Sellers & the People of the Organization: Customers always try to receive good behavior and a welcoming attitude for the seller. Narrated affects the banding of an organization.

07. Brand Identity, Marketing & Strategy:

Let Joyeeta Branding be divided into three phases:

1. Joyeeta Brand Strategy
2. Joyeeta Brand Identity
3. Joyeeta Brand Marketing

Brand Strategy:

Joyeeta Brand Strategy must map out how they will be different, trustworthy, memorable, and likable to their ideal customer.

It will convey Joyeetas' **purpose, promises**, and how they **solve problems** for people.

Joyeeta can think of brand strategy as the blueprint for how they want the nation to see their business.

Brand Identity:

Brand Identity is the way to convey this to the public with **visuals, messaging, and experience**. Joyeetas **elements of brand identity should be applied across all channels consistently**. This includes their **logo, colors and fonts, website design, content, advertising, print or packaging, and more**.

Brand Marketing:

In the field of Marketing, Joyeeta should highlight and bring awareness to products or services by connecting values and voices to the right audience through strategic communication. Putting an advertisement in different media including social media.

08. Why Brands Fail?

The **top five** reasons some brands often fail at their brand strategy are given below:

1. **Lack of long-term vision.**
2. **Not solidifying the brand identity and message.**
3. **Inconsistent creativity.**
4. **Not understanding their ideal customer.**
5. **Product-to-market fit that is now outdated or never hit the mark.**

Branding has to do with focusing the organization's vision on an experience. Joyeeta must look into it

09. Role of Joyeeta prior to setting Brand Strategy

Target Market Research

Once **Joyeeta** understands their brand strategy, they may be ready to jump right into executing their marketing. But before they get started, there is another important step they need to do first: *target market research*.



10. Steps Used as a Guide for How to Build a Brand. (Building a Joyeeta Brand which People Love.)

Step-1. The Purpose behind Joyeeta Brand.

Every successful brand has a powerful purpose behind it. And so should **Joyeeta**.

The Purpose of Joyeeta is very clear but the execution is very weak.

For Example, Mukta Pani (মুক্তা পানি) is good drinking water but why “MUM” is More Popular?

Step- 2. Research Competitor Brands within Joyeeta's Industry

Joyeeta's should never imitate exactly what the big brands are doing in their industry. But they should be aware of what they do well (or where they fail). *The goal is to differentiate from the competition. Convince a customer to purchase from them over others.*

Step- 3. Determine Joyeeta's Brand Target Audience.

The foundation for building **Joyeeta's** brand is to determine the **target audience** that they'll be focusing on.

Step- 4. Joyeeta's Brand Buyer Persona

Brand creation relies on truly understanding the **Buyer Persona**. Here are a few of the things to describe an ideal customer:

- Age
- Gender
- Location
- Income
- Education Level

Identifying the target audience for services or products is an exercise that will affect and benefit all areas of **Joyeeta's** brand-building process, particularly marketing efforts.

Step- 5. Establish a Brand Mission Statement

Has **Joyeeta** ever thought about their brand mission?

In essence, **they'll have to craft a clear expression of what their company is most passionate about.** Before they can build a brand that their target audience trusts, they need to know what value **their business provides.**

The mission statement basically defines a purpose for existing. It will inform every other aspect of their brand-building strategies.

Nike: We all know the Nike tagline: *“Just Do It.”*

Step-6. Outline Key Qualities & Benefits of Joyeeta's Offers.

Joyeeta needs to dig deep to figure out what to offer, and no one else is offering. Focus on the qualities and benefits that make the company branding unique. Think about how we provide value that improves consumers' lives.

Step- 7. Research for Joyeeta's Unique Brand Voice.

Joyeeta's voice depends on **Joyeeta's** company's mission, audience, and industry. It's how they communicate with their customers, and how they respond to them.

A **brand voice** could be: **Professional;Friendly;Service-;Authoritative; Technical**

- **Promotional**
- **Conversational**
- **Informative**

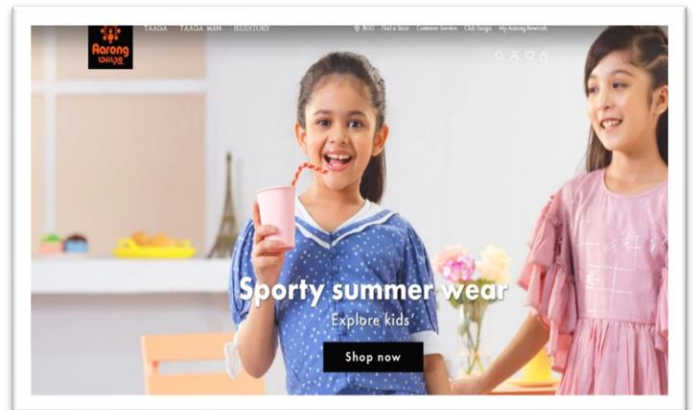
If **Joyeeta** finds and uses the correct brand voice, they have the strongest chance of **connecting with consumers**. This is particularly important when publishing blog articles or social media posts.

Step- 8. Let Joyeeta's Brand Personality Shine.

Customers aren't looking for another company that offers the same thing as everyone else. They are looking for an experience tailored to their needs, backed by genuine personal interaction.

11. To Attract Customers Joyeeta follow an Effective Brand Building 5 Strategies.

Joyeeta has been thinking of building a business brand, it takes a **great deal of time and resources**. Here we shall define brand building and also look at different types of brands and the steps to create a successful brand. (A good brand-building strategy example could be Aarong)



12. Sales & Customer Service

Requires more interactive customer service. So, why is good customer service important?

- 1. It Adds Value to your Product or Service.**
- 2. It Increases Customer Retention and Recurring Revenue.**
It's always cheaper to retain a current customer than to acquire a new customer.
- 3. It Results in Positive Reviews and a Positive Brand Image.**
- 4. It Boosts Your Employee's Morale and Reduces Turnover Costs.**
- 5. It Adds Value to Your Brand.**

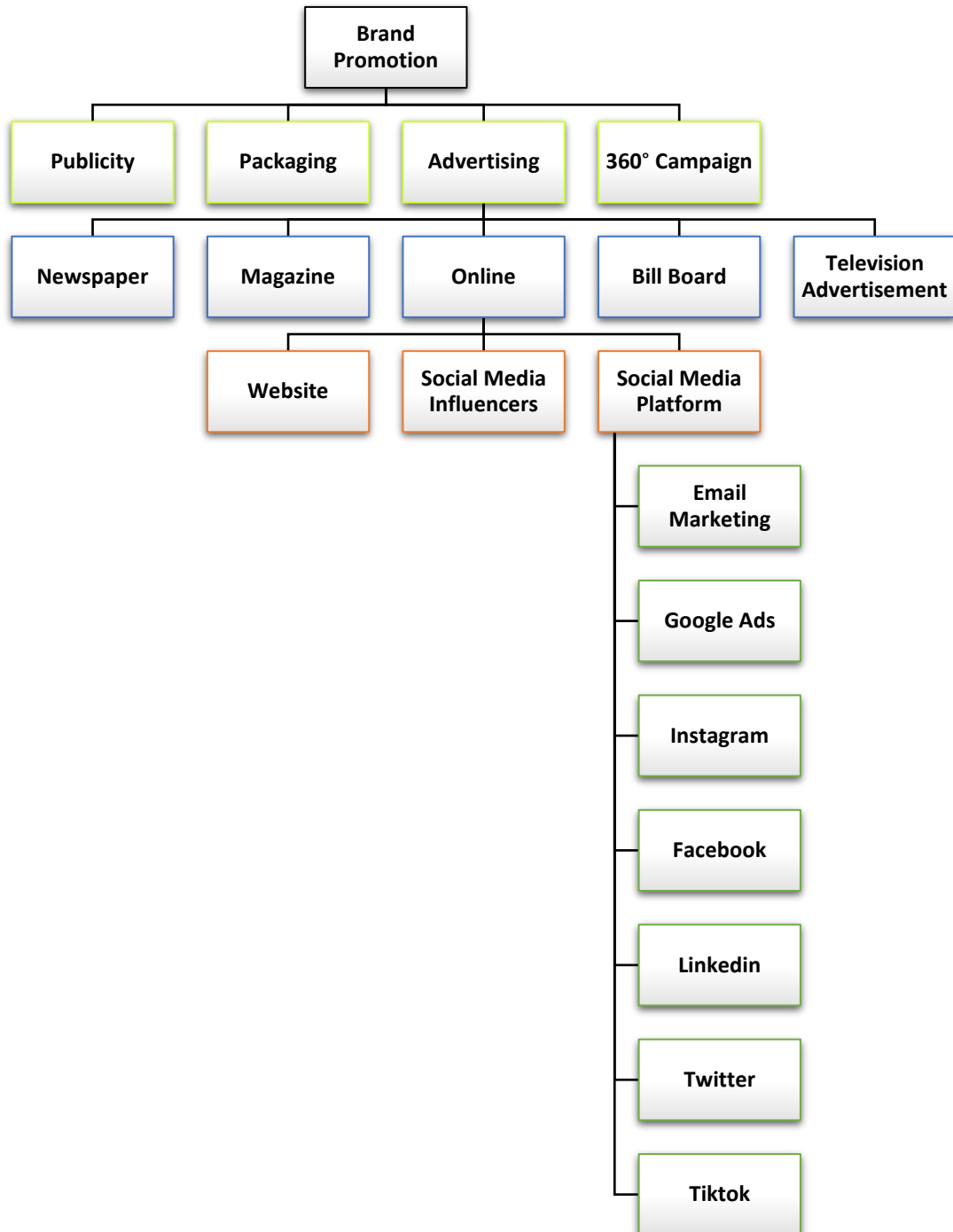
13. Marketing with Social Message

Marketing has moved on from traditional billboards & brochures to Television Ads to creative and measurable forms in the 21st century namely Digital Marketing. The biggest plus point of Digital Marketing over the traditional or offline forms of Marketing is that it can be measured, and each penny spent can be tracked, unlike the latter where tracking is not possible.

We will put some light on some of the Best Digital Video Marketing Campaigns from **Indian brands** with a social message.

Marketing is never an expense but an investment.

14. Brand Promoting Tree



15. Brand Promotion – Meaning Importance & Examples.

A brand is what sells when the customer has to decide among different products having the same features. A survey says **that 91% of buyers** prefer to buy from a well-known brand. The only reason is that they have come across this brand name many times and heard people have satisfied and recommended this brand.

Joyeeta **branding** makes a product recognizable, brand promotion helps to leave a deep positive impression about the brand in the buyer's mind. Not only that, but the promotion of a brand also builds the trust of the customer and makes them believe that the quality of the product or service the brand provides is the best choice available in the market. So, when they make purchasing decisions, they tend to favor that brand.

How Brand Promotion Is Different From Product Promotion?

| Brand vs Product Promotion | | |
|----------------------------|---|---|
| | Brand | Product |
| Purpose | Build or maintain brand image or awareness | Promote a particular product to drive sales |
| Budgeting | Long-term with more consistent or fixed budgets | Short-term with more variable, KPI-driven budget |
| Types of Campaigns | <ul style="list-style-type: none">• Sponsorships• Guest blogging or podcast appearances• Traditional TV and print ads• Display ads and native advertising• Branded social media hashtag campaigns | <ul style="list-style-type: none">• PPC ad campaigns for specific product-related keywords• Paid influencer promotions featuring your product• Giveaways of your product for trusted brands in your industry to review• Content marketing campaigns with solution-focused blog posts and tutorials |

Brand promotion is a broader and long-term strategy where Joyeeta makes an effort to build and maintain a **brand image** along with the trust of the buyers which helps them make their foundation, as a brand, stronger. While promoting the brand, Joyeeta must try to connect themselves to the audience by conveying some positive messages about their brand.

16. Establishing & Promoting a Brand

Exploring the Right Marketing Strategy or Brands keeping it Local.

The key is to keep the core of the product intact, but fine-tune the flourishes to suit local population trends. Both **Aarong** and others twisted their menu to suit Bangladesh's tastes and preferences.

Besides those, it is inevitable to go back to **Joyeeta's** basics and get our "5Ps" right.

Product

People and Places

Pricing

Promotion

Creative Messaging

It means that the *organization's focus shouldn't be solely on the tech involved; instead, concentrate primarily on the story and positioning.*

Creating Right Message

Story matters, so to be successful in motivating consumers, **Joyeeta** needs to *create the kind of message that evokes emotion and action.*

17. Publicity?

Publicity creates public awareness of yourself, your business, or your brand, products, or services through media coverage and other forms of communication.

How Publicity Works?

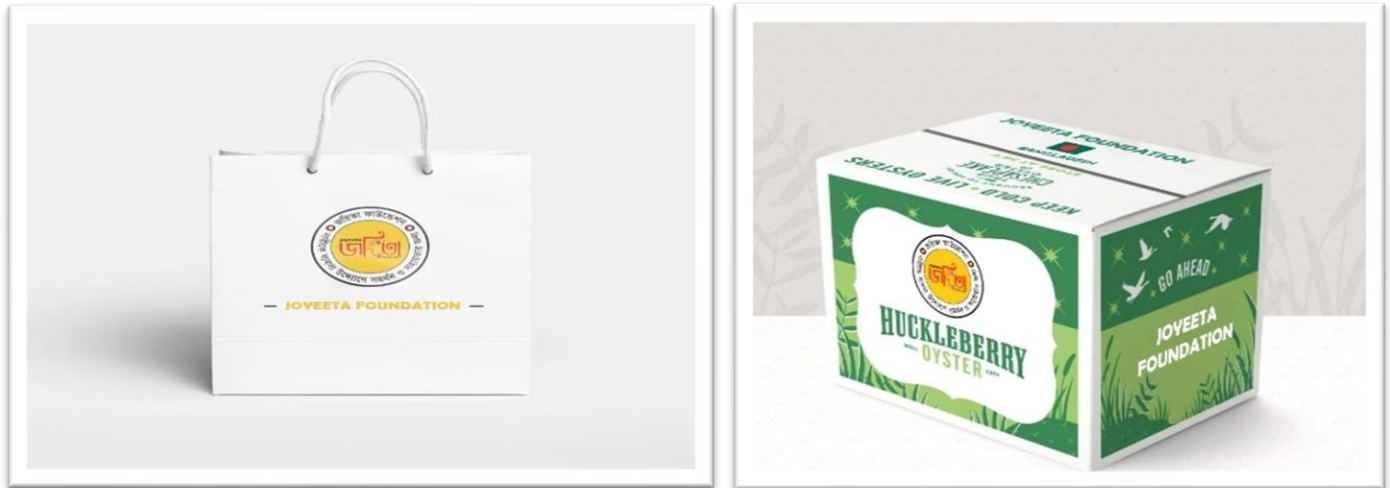
Publicity won't necessarily take the place of traditional advertising, but it can raise Joyeeta's profile.

There are multiple ways to generate news stories about Joyeeta's business.

1. **Press release**
2. **Network**
3. **Volunteer**
4. **Self-promotion**

The choices Joyeeta makes in the design process are what's going to help tell that story.

1. Understand Packaging Layers



Outer packaging is the first thing a customer is going to see. **It's what protects your product from the elements.** This could include the box that the product is shipped in or the shopping bag the item is placed in at the store.

Inner packaging is what keeps your product nestled safely in the outer packaging. This might be packing peanuts or tissue paper that stops something from getting jostled or scuffed. Or it might be a sealed bag that acts to preserve freshness.

Product packaging is what most people think of when they think of packaging: it's the box the toy comes in, the bottle with a label, the tag on a garment, the wrapper of a candy bar.

2. Choose the right type of Packaging

There are many different types of packaging available for Joyeeta's product:

3. Line up your Printer

Printing is not something that is going to be done until after the design is complete. But you should think about it way before you get to that stage! Not only is connecting with a printer going to ensure you're solid on the costs of printing, but they'll be able to give you specific information that can help your designer prepare files.

4. Create your Information Architecture

Think back to those 3 questions, specifically who's buying your product and where are they finding it. You're going to use that to create the information architecture for your package.

5. Evaluate a Packaging Design

You've got some great design ideas! Now it's time to give some feedback. Here are a few things you're going to want to think about:

01. Is it clear what your product is?



02. Is the packaging an honest representation of your product?



03. What will this package look like in 3D?

A good designer should provide a mockup of your design both print-ready (flat) and in 3-dimensions.

04. What will this package look like in stores?

Shelf-impact is very important for products that are sold in-stores. You'll want to consider:

How much of the packaging will be visible?
When products are lined up next to each other, you can usually only see one-face. Make sure your most-important info is front and center.



07. Collect Feedback

Before you 100% decide on your packaging design, make sure to run it by both key stakeholders and people who have never heard of or used your product.

19. What is a 360° Marketing Campaign?

Why 360° Campaign?

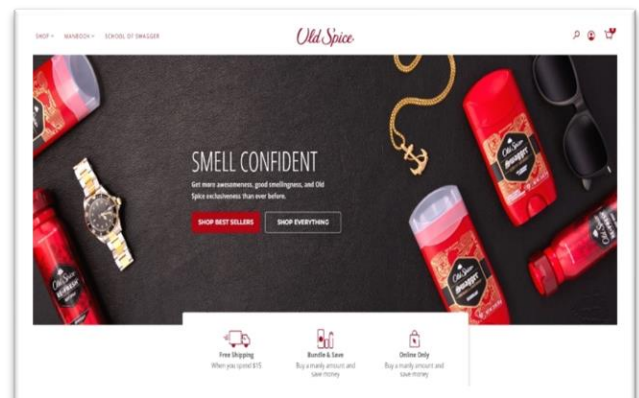
There's too much crowd in the market and Joyeeta has to stand out in some way, here are few reasons why brands invest in a 360° marketing campaign.



Set/Alter Brand Positioning

Positioning is the space a brand occupies in the brains of its customers. It is built with the several interactions of the customer with the brand. If a brand plans to set or alter its brand positioning, releasing just a TV commercial or a newspaper ad will not be enough.

A perfect example of using 360 campaign to reposition the brand is Old Spice.



The 360° Campaign Implementation

The idea of a 360° campaign is much more than an integrated “media” marketing. It involves the use of every element of the marketing mix to communicate the specified message to the target audience. A 360° campaign is focused on capitalizing on every interaction of a brand with the target audience.

How successful is Joyeeta's marketing campaign in such case?

A 360-marketing campaign will also focus on developing a landing page and investing in SEO for the same. This will not only give you more spotlight but also increase your sales if the landing page leads the customer to the purchase page where the holiday trips are designed specifically for couples.

360 Marketing Campaign Examples

The 360 campaigns use most of the marketing channels simultaneously to direct you to try or buy the specified product. It involves the use of personalized emails or SMS, Facebook or Twitter ads and posts, along with the activation ideas, in-store looks, and TVCs, newspaper, and radio ads.

20. Newspaper & Magazine Advertisement

Both **magazine** and **newspaper** ads are still highly regarded as effective mediums for print advertising.

That being said, newspapers and magazines are two different mediums. So, although they do share the commonality of being print media, each are distinct in how they are utilized in targeting and engaging consumers.

Newspaper Advertising

One of the immediate benefits of placing a newspaper ad is the short lead time. Newspapers are released daily or weekly for the most part, which means whatever messaging you've created in your copy can be much timelier when compared to magazine ads.

Newspapers also tend to have a broader reach than magazines. The general nature of the information inside of newspapers means a wider audience can appreciate the content of

our newspaper ad. The more eyes that see your content, the more opportunities for conversions.

We can see some Examples how Joyeeta can use ads in newspaper:



Advertisements can be given into the Business Section of newspapers as a Top Right Heading or in the Middle of the page. Joyeeta must make it engaging.

Here are a few more benefits of newspaper advertising:

Proactive Audience; Targeted Audience; Affordable; Trustworthy; Engaging

Impact and Effectiveness.

Magazine Advertising

Marketers can take a more targeted approach with magazine ads because the readers are very specific. This can potentially increase the influence your ad has on the readers, even though the spectrum is limited.

Here are a few more benefits of magazine advertising:

Display Higher Quality Images; Target a Specific Demographic; Long Life.

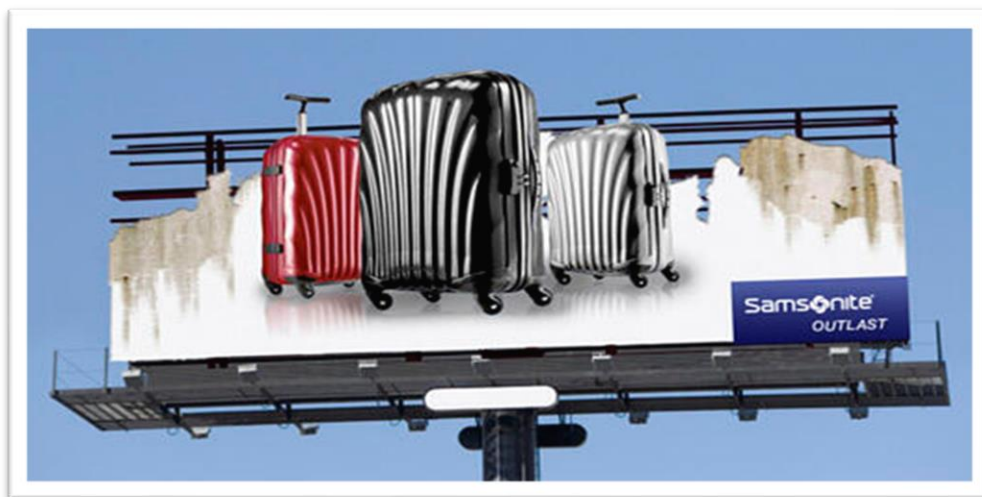
21. Bill Board Advertising

Billboard advertising is the process of using a large-scale print advertisement to market a company, brand, product, service, or campaign. Billboards are typically placed in high traffic areas, such as along highways and in cities like: **Rajshahi, Dhaka, Chittagong**; in the starting or at the end of bridges like **Jamuna & Padma**, so they're seen by the highest number of drivers and pedestrians.

Here are the two main factors:

Circulation is the total number of people who pass by the billboard each week. This information is gathered by local transportation authorities.

1. Demographics refer to the age, gender, income level, and other characteristics of the traffic that passes the billboard.
2. Impressions are the number of people who see the billboard. This information is calculated based on the billboard's circulation, the size of the billboard, how close it is from the road, its visibility, the speed at which traffic is passing by, and more.



22. Television Advertisement

With the emergence of **over-the-top** media services, the Internet itself has become a platform for television, and hence TV advertising.

Why TV Considers as the Most Effective Advertising

On the occasion of **World Television Day**, TV broadcasters and trade bodies from around the world have joined together for the first time to release global figures demonstrating TV's resilience and strength as an advertising medium, with the recently formed **Global TV Group** a new unified voice for TV. Areas covered in the new global databank include TV's **reach, popularity, resilience, trust and impact, and effectiveness.**

The Advantage of Using TV Advertisements.

Reach a Larger Audience; Better at Influencing Customers ; Improved Audience Targeting;

23. Development of Joyeeta's Website

Joyeeta's website is the most important marketing tool they have for business growth and brand building.

This is the place that their consumers will visit to learn more about their business, and take action when they are ready. **Not only does the user experience have to be exceptional to convert, but Joyeeta's messaging needs to tell their brand story.**

It's important to have all the right pieces in place when first launching Joyeeta's website, from **domain name** registration to **web hosting**, to the right content management system. (Maybe recommend Word Press). Above all: Joyeeta's website has to load fast and be mobile-friendly (**a responsive web design**).

“Joyeeta's website is your most important marketing tool for business growth and brand building.”

The majority of their brand marketing activities will drive traffic back to their website. Aside from a professional and beautifully designed interface, their content has to be compelling.

Website is an inseparable part of any business.

Website is the First Impression

When your audience visits your website, it gives them their first impression of your business. They will judge your business within seconds. In these first few seconds, you want to make a positive impact on your audience.

It Helps Your Search Engine Optimization (SEO) Strategy

Many web design elements and practices influence how you publish content on your website, which in turn affects how search engine spiders crawl and index your website.

[It Sets the Impression for Customer Service](#)

People can judge how you will treat them by looking at your website. Your design gives them insight into how you view your audience. If you don't put any effort into your website's design, your audience knows that you won't put effort into helping them.

[It builds Trust with Your Audience](#)

People don't trust poorly designed websites. If they see your poor design or the information looks outdated, they won't trust your site. They may view your site as seedy or shady because you don't have an updated web design.

Joyeeta's first step is to ensure that their website installs **Google Analytics**. There are a few ways to add Google Analytics tracking code to your website. Adding Google Analytics to your website enables you to track the number of visitors to your site, the search keywords they use to find your site, the time spent on your site, goal conversion and much more.

24. SEO & Content Marketing

SEO and Content Marketing

One of the most effective long-term ways to increase brand awareness and generate relevant organic traffic to one's website is Search Engine Optimization (SEO) and the right content.

Aim to develop a comprehensive strategy addressing the major **search engine ranking factors**, as well as creating highly valuable content that **satisfies user intent**.

When building a blog for **Joyeeta's** brand, they should consider:

- Which content will resonate with their target audience?
- How will the content get found in organic search results?
- When is the optimal frequency and scheduling of publishing?
- What is the plan for promoting the content?

25. How to Optimize Your Website for SEO and Conversations.

Learning how to optimize your website for **SEO** and conversions is crucial for your site's success.

It'll ensure your website is working exactly as hard as it should.



If you have good SEO, you can attract more traffic and get more opportunities to convert potential customers.

And a website optimized for conversions typically has better metrics, such as time on page and bounce rate, which means that Google might rank it higher.

The following tips and strategies will teach you how to optimize your website for both **SEO and conversions** so you get the both of best worlds.

What is SEO?

SEO stands for “Search Engine Optimization.” It's the process of increasing your website traffic through search engine results.

With good SEO practices, a person searching a keyword like “how to get better quality product” might have a better chance of finding Joyeeta and therefore, your brand. **That's the power of SEO.**

5 Reasons You Need to Optimize Your Website.

Let's look at five specific reasons to optimize Joyeeta's site immediately and to continually optimize your site over time.

- 1. Make your Website Useful for Your Specific Audience.**
- 2. Grow your organic traffic.**
- 3. Capitalize on existing traffic.**
- 4. Force your website to work harder.**
- 5. Give Joyeeta's audience what they want and expect.**

How to Optimize your Website for SEO in 8 Simple Steps.

To start, you need to boost the SEO on your website to draw more traffic.

The following steps will set you up for SEO success. You can then turn your focus to conversions while continuing to update and release new content.

- 1. Analyze all of your website data.**
- 2. Conduct thorough keyword research.**
- 3. Produce long and value-rich content.**
- 4. Optimize for on-page SEO.**
- 5. Optimize for off-page SEO.**
- 6. Optimize the website for mobile.**
- 7. Speed up the pages.**
- 8. Get quality backlinks.**

-26. Content Publishing

Publish at least 2 contents on Social media every day, Weekly and Monthly printed copy.

The average consumer is exposed to up to 10,000 brand messages a day, interacting with a brand six to eight times before becoming a customer. Content allows advertisers to cut through the noise by focusing on their audience rather than on themselves. That means being helpful rather than promotional and adapting the narrative for each step of a customer's journey.

27. Social Media Marketing of Joyeeta?

Customers & Consumers frequently use social networks for making a buying decision to [purchase from a brand](#) roughly over 74% of them! Now the question arises, how can Joyeeta brand best educate, communicate and engage with customers and clients through social media? That is why [Social media marketing best practices](#) comprise the following activities:

- **Curating Relevant Content**
- **Publishing Original Content**
- **Engagement and Community Building**
- **Paid Advertising**

A well-defined social media strategy of Joyeeta will help to determine what they want to achieve to better connect with their community.

Let's Cover the Basics

Make sure that there is a consistent logo, color palette, etc. There can be a change of logo styling slightly between networks depending on the size of allotted photo space and the comforts of specific audiences.

Celebrating a hashtag holiday or the launch of a campaign could be a great time for this!

Action steps:

- Joyeeta needs to perform a *social media audit* across all of their accounts
- Ensure logos, banners, bios, *posting cadences* and handles are consistent with Joyeeta's brand guidelines, and audit regularly.
- Make sure Joyeeta will be *posting on a consistent schedule* consistently and that their content aligns with the look and feel of the branding they've established.

Develop Joyeeta's Marketing Persona (Identities)

Audiences for Girl's dress are younger than audiences on Facebook. This is the reality and if Joyeeta uses the same content across both networks, it's possible that it won't vibrate the same way.

To this end, it's best to create multiple personas for Joyeeta's marketing efforts.

Joyeeta's YouTube account could target idealistic parents while their Instagram account targets small business owners. Having these established personas per network will help Joyeeta to narrow down their content ideas and maybe even adjust their voice.

Action steps

- Joyeeta will create **multiple marketing personas** and assign the social media networks that match.
- Joyeeta will examine its **networks' different demographics** or set up listening queries if they need to get to know their audience.
- Joyeeta will **create content** to match the personas.

Establishing Brand Voice & Tone

After visuals...captions and related copy are the next important piece of branding Joyeeta's social media posts.

A voice and tone guide of Joyeeta should include details like **brand persona, company catchphrases, personality traits, and vocabulary**. The smallest details, like whether Joyeeta uses the term “clients” or “customers” will help them to keep their writing consistent.

Action steps

- Joyeeta's should fully develop and write out its voice and tone guide. Better yet, use **social media listening** to validate some of their writing style decisions.
- Joyeeta should audit its own social media posts to see where **it can improve** its voice and tone.

Measuring the impact of Joyeeta's branding efforts.

Increasing Joyeeta's brand awareness across social media is a common goal.

It will take time to build brand recognition on social media.

28. Paid Advertising

Building a successful paid advertising campaign for **Joyeeta** brand, comes with a unique set of challenges.

Multiple elements contribute to the overall effectiveness of their pay-per-click (PPC) ads.

A strong paid ads campaign on platforms such as Google Ads or Facebook relies heavily on:

- **Smart paid advertising goals**
- **A well-defined target audience**
- **Clear organization/campaign structure**
- **Tracking performance meticulously**
- **Compelling creative copy and design**
- **Split-testing for optimization**
- **Using the right keywords**

Joyeeta should always remember:

Paid advertising alone can drain their budget...once the ads stop, so can the leads and sales. *The attraction of paid advertising is that it can yield quick short-term results.* It is certainly effective; however, they'll need to do PPC in conjunction with all of the above inbound marketing channels for long-term ROI.

29. E-mail Marketing

Joyeeta's highest click-through rate will come from the emails they send to their list.

We can build a brand subscriber list through various opt-in forms on their website, such as:

- *Pop-Ups*
- *Sidebars*
- *Scroll Mats*
- *Slide-ins*
- *Lead magnet forms*
- *Landing page forms*

The right content, at the right time, to the right person is critical for driving traffic to Joyeeta's website and increasing conversions from email.

Joyeeta's may use the following types of email campaigns when targeting specific audiences within their marketing funnel.

- *Promotional (standard/seasonal)*
- *Non-promotional (blog)*
- *Newsletter*
- *Welcome series*
- *Drip campaign*
- *Cart abandonment (eCommerce)*

Email is king when data proves that **email marketing efforts** have an average ROI.

Your highest click-through rate will come from the emails you send from your list!

Don't underestimate the power of list building early on.

30. Google Ads Advertisement

Using Google Ads might be the best decision Joyeeta would make for their business. People use Google to search **3.5 billion** times a day. Each search offers opportunities for you to get your brand in front of more users. This means increasing leads, conversions, and sales. That's where Google Ads comes in.

What is Google Ads?

Google Ads is a paid online advertising platform offered by Google.

How do Google Ads Work?

Google Ads operates under a pay-per-click (PPC) model. That means marketers target a specific keyword on Google and make bids on the keyword — competing with others also targeting the keyword.

Types of Google Ads

Google offers a variety of different campaign types that Joyeeta can use:

- **Search Campaign; Display Campaign; Shopping Campaign; Video Campaign; App Campaign.**

Let's take a look at each campaign type now to see how they work and which we should choose.

31. Instagram Advertising

27% of users say they find new products and brands through paid social ads, and **Instagram ads can reach over 1.2 billion people**, or 20% of the world's population over age 13.

Instagram ads are posts for which businesses like Joyeeta can pay to serve to Instagram users. Similar to Facebook, Instagram ads appear throughout the app, including in users' feeds, Stories, Explore, and more.

Types of Instagram Ads

There are many different types of advertising formats on Instagram, including:

- **Image ads; Stories ads; Video ads; Carousel ads; Collection ads; Explore ads; IGTV ads; Shopping ads; Reels ads.**

The wide range means that you can choose the best ad type that matches Joyeeta's specific business goal. Each ad format has its own selection of call-to-action options, which are listed below.

How to Advertise on Instagram

There are two routes for creating Instagram ads campaigns: promoting a post and Ads Manager. Promoting an existing post only takes a few taps and can be done right from the Instagram app, but lacks the customization options available in Ads Manager.

32. Facebook Advertising

Facebook advertising is an important way to connect with your audience on the world's largest social network. How large? 2.80 billion Monthly active users large, to be precise. If Joyeeta want to get the best results, it's important to understand the different **Facebook ad types** and **targeting options** before they dive in.

We'll walk you through everything you need to know, from planning Joyeeta's first ad to developing advanced campaign strategies.

Types of Facebook ads

Image Ads; Video Ads; Poll Ads; Carousel Ads; Slideshow Ads; Collection Ads; Instant Experience Ads; Lead Ads; Dynamic Ads; Messenger Ads; Stories Ads; Augmented Reality Ads.

How to Advertise on Facebook

If Joyeeta already have a **Facebook business page** (and they should), they can head straight to the Facebook Ads Manager or Business Manager to create Facebook ad campaign.

We'll follow the steps for Ads Manager in this post.

Choose Your Objective

Log into [Facebook Ads Manager](#) and select the **Campaigns** tab, then click **Create** to get started with a new Facebook ad campaign.

Facebook offers 11 marketing objectives based on what we want our ad to accomplish. Here's how they align with business goals:

- **Brand awareness:** Introduce your brand to a new audience.
- **Reach:** Expose your ad to as many people in your audience as possible.
- **Traffic:** Drive traffic to a specific web page, app, or Facebook Messenger conversation.
- **Engagement:** Reach a wide audience to increase the number of post engagements or Page follows, increase attendance at your event, or encourage people to claim a special offer.
- **App installs:** Get people to install your app.
- **Video views:** Get more people to watch your videos.
- **Lead generation:** Get new prospects into your sales funnel.
- **Messages:** Encourage people to contact your business using Facebook Messenger.
- **Conversions:** Get people to take a specific action on your website (like subscribe to your list or buy your product), with your app, or in Facebook Messenger.

- **Catalog sales:** Connect your Facebook ads to your product catalog to show people ads for the products they are most likely to want to buy.
- **Store traffic:** Drive nearby customers to brick-and-mortar stores.

Choose a campaign objective based on **Joyeeta's goals** for this particular ad. Keep in mind that for conversion-oriented objectives (like sales) we can pay per action, but for exposure objectives (like traffic and views) we will pay for impressions.

Some of the options we see in the next steps will vary based on which objective we choose.

33. LinkedIn Advertising

Without careful planning, social media can sometimes feel like shouting into the void. By using LinkedIn ads, though, you can guarantee your brand's voice makes its way to the right audience. And, an audience of influential decision-makers at that.

Types of LinkedIn Ads

LinkedIn offers advertisers several ad placements options.

Sponsored Content; Sponsored Messaging; Text Ads; Dynamic Ads; Carousel Ads; Conversation Ads; Follower Ads; Spotlight Ads; Job Ads; Message Ads; Single Image Ads; Single Job Ads; Video Ads.

Choose the Right Content

LinkedIn can boost your content so it finds the right audience, but that won't keep people glued to the screen.

Try the techniques below to keep audiences hanging onto every word you say.

Sponsored Content:

- Repurpose content from your blog, website and social media channels.
- Use video, audio or other rich media elements.
- Develop an emotional connection by sharing human interest stories.
- Do more than just share trending news. Add your insights into the mix to show off your brand's thought leadership.

34. Twitter Advertising

With hundreds of millions of Tweets sent each day and an ever-**changing Twitter algorithm**, it can be easy for Joyeeta brand's posts and **Twitter marketing** to get lost in the noise. That's where Twitter ads come in.

Twitter advertising is an opportunity for Joyeeta to promote its products and reach new users who might be interested in what Joyeeta offers.

Types of Twitter Ads

There are several types of Twitter ads to choose from to help Joyeeta's goals and fit **social media marketing strategy**.

Promoted Tweets; Promoted Accounts; Promoted Moments.

35. TikTok Advertising

If you still think TikTok is just for kids, you're missing out on an important **social media advertising** option for your brand.

TikTok **surpassed 1 billion users** in September, and TikTok ads can now reach an estimated adult (18+) audience of 825 million people worldwide. If you're marketing to an international audience, ads on TikTok offer excellent reach.

So, who should invest in advertising on TikTok? While brands with a wide range of audiences may find it worthwhile to test a small TikTok campaign, TikTok ads will likely have the best results for:

- **Brands marketing to customers 35 and under**
- **Brands targeting women, especially those aged 18 to 25**
- **Brands with (or hoping to build) a strong presence in Asia or the Middle East**

Types of TikTok Ads we may Use to Increase Brand Image of Joyeeta.

Here are all the kinds of ads you can run on TikTok's ad platform and its family of apps. Not all ad types are available in all areas.

In-feed Ads; Image Ads; Video Ads; Spark Ads; Pangle Ads; Carousel Ads.

TikTok Ads formats Available to Managed Brands

Managed brands are those that work with a TikTok sales representative. (Need a TikTok sales rep?) They have access to additional ad formats, including:

TopView Ads

Video ads that appear as a full-screen takeover for 5 to 60 seconds when users open the TikTok app.

Here's how to boost a TikTok:

1. From TikTok profile, tap the **three line icon** for settings, then tap **Creator tools**.
2. Tap **Promote**.
3. Tap the video you want to promote.
 1. Choose your advertising goal: More video views, more website visits, or more followers.
 4. Choose your audience, budget, and duration, and tap **Next**.
 5. Enter your payment info and tap **Start Promotion**.

36. Hashtags for branding in Social Media

What are Branded Hashtags and How to Use Them?

Consider these hashtags:

#cocacola, #Nike, #nikeshoes, #WhatsYourName, and #WellTravelled.

What do they all share in common? Of course, you know the answer ... each of them is a branded hashtag.

A branded hashtag is a custom hashtag that is unique to your brand or business. They can range from names of companies to products, campaigns or slogans.

To create a branded hashtag, add the hashtag symbol '#' before the word or phrase (without punctuation), and there you have one!

For businesses and influencers, branded hashtags provide a way to build brand identity, start conversations, run campaigns, and even sell products.

37. Digital Marketing

As a business, know that keeping up with the latest fashion trends is important. But what about Joyeeta's marketing? How current is Joyeeta's strategy? We'll take a look at some recent digital marketing case studies in the fashion industry. **This will help you see what's working well and how you can apply some of these strategies to Joyeeta.** So whether you're just starting out or looking to revamp your current plan, read on for some inspiration!

The proper use of digital marketing can increase sales, improve brand presence, and make your business more profitable. By using digital marketing, you make your products available to your target market. When done correctly, it boosts brand awareness, increases sales, and turns users into brand ambassadors.

Fashion brands need to take advantage of digital marketing because it offers much more cost-effective methods to market their brands and reaches millions of their target audience.



Many buyers today spend most of their time on social media channels such as Facebook, Instagram, Twitter, etc. Therefore, it is essential to increase your brand's online presence so your potential customers can find you easily.

Below are some fashion digital marketing case studies from which you can draw some inspiration and integrate some aspects into your marketing mix.

Some of the Case Studies of Digital Marketing

1. Raymond

Raymond is a fashion and fabric retailer in India. The company is the second-largest manufacturer of worsted fabrics worldwide and it holds over 60% of the market share in India. Its most exclusive brands are Ready-To-Wear, Parx, Park Avenue, and Notting Hill.

The company is one of the leading brands in the Textile and Apparel industry.

The brand equity of Raymond was further enhanced by its penetration into small towns, which ensured a higher level of value creation.

Raymond's Business Objective

Increasing sales in its four outlets were Raymond's goal by encouraging shoppers to visit their stores.

Strategy Adopted

A **Facebook lead campaign** for Raymond's four stores in Rajasthan and Gurugram between October 27 and November 15, 2016. With Lead Ads, Raymond targeted its audience in Rajasthan and Gurugram to increase sales at select stores. During that time, they targeted young men nearby four stores with special offers using radius targeting. Additionally, they targeted men who were interested in the brand of a competitor. As part of this filtering process, Raymond filtered its audience based on



definitions of age and gender. The campaign is targeted at men interested in tailoring, suits, and clothing, as well as young men who recently updated their status to Married or Engaged. Using demographics, Raymond also targeted men working or starting a new job to make sure their first day at work would be memorable.

On Raymond's Facebook page, an ad showed a tailor taking measurements of a man gazing into the horizon. Upon clicking the call-to-action button, the viewer would be directed to enter their details for an appointment. The SMS appointment request was sent through their mobile phones to close the campaign.

Results attained by Raymond.

Among the stores in the target radius, Raymond measured an increase in sales of 78% and in-store traffic of 58%.

Joyeeta can reach out to the right people through lead ads and radius targeting and reach audiences more effectively.

The company achieved increased store traffic and sales by combining a unique proposition for consumers with intelligent digital targeting.

3. Allen Solley

Since its launch in India in 1993, Allen Solley has become a leading brand in the premium apparel segment. Of the brands in India under Madura Fashion & Lifestyle, Allen Solley is the most innovative. The brand sets the trend with its 'Friday Dressing' section of apparel in the changing workplace culture with vibrant colors. Casual work apparel was introduced for working women by Allen Solley and was a great success in the Indian market.



Objectives of Allen Solley

The goal is to **boost engagement levels with fans** and customers on Facebook and translate that to improved footfall and sales at exclusive retail stores in the city.

How Allen Solley approached the issue:

A new Allen Solley campaign called End of Season Sale was launched on Facebook. With this campaign, they developed a "Scratch Card" Facebook application through which participants could scratch cards online for a chance to win a discount of 30%, 35%, or 40% on Allen Solley apparel.

In order to receive the discount coupons in their registered email accounts, participants had to fill out a form with their name, contact number, and email address. In order to obtain the discount offers mentioned in the coupon, campaign participants must print the coupon and present it at any Allen Solley retail store.

Social media advertisements and other promotional activities on Facebook helped the company extend the spread of the campaign.

Allen Solly Results

- There was a great success with the campaign. On the brand's total investment in the campaign, it generated 2,194% revenue.
- The campaign generated total revenue of 10 million Indian rupees.
- During the End of Season sale campaign, Facebook promotional activities accounted for 4% of total sales.

38. Joyeeta's Social Media 7 Effective Best Practices For Business?

Having a marketing strategy that includes proven social media best practices for business is a great way to gain exposure for Joyeeta's products and services *without eating up too much of your budget*.

Nowadays, the average person spends *3 or more hours per day* on a range of social media sites. You're part of the *74% of adults online* who engage in this activity (the most on Facebook).

With so many networks to consider, what's the best way to maximize Joyeeta company's social media marketing campaigns?

It doesn't have to be difficult if Joyeeta business follows these **seven** best practices for social media strategy.

1. Set Measurable Social Media Goals

Start by defining how *Joyeeta* wants social media to help their business. Establishing objectives will help set marks that can be **tracked and measured**. This allows them to focus on winning strategies, and quickly pivot as things change.

Their strategy should encompass more than just collecting likes, shares, retweets, and pins! Focus on making sure that each of their social media posts supports a strategic goal. A few common strategic social media goals and objectives include:

- **Build Brand Awareness:** Get the public to know Joyeeta's name, with a positive perception of their business.
- **Gain New Customers:** Drive traffic to their company's social media page or website.
- **Strengthen Customer Service:** Engage with potential customers by answering questions, or helping existing customers with their products or services.
- **Increase Engagement:** Interact with their fans/followers by giving them reasons to mention Joyeeta's brand and refer others to do business with them.

2. Choose the Right Social Media Networks

It's no lie that social media activity can be time-consuming. Trying to manage all of the networks will water down their resources and take away from the channels that bring successful results.

Use Joyeeta's target customer and their online behaviors, to determine which networks will work best for *their products and services*.

Narrowing down the field for their small business social media strategy will give Joyeeta more time to create the right content for the right followers.



Follow these tips for the most common social media networks:

FACEBOOK

Post on Facebook at least once a day, and always include a photo or graphic and call-to-action. Studies show that **posts with images generate more interaction.** Further, encourage engagement by asking a question, or using an exclamation point!

 *Best time to post on Facebook: **1 pm - 4 pm.***

TWITTER

Tweet at least **5x per day.** For brands, **Joyeeta** should ideally be tweeting *10-30x per day,* if enough relevant content can be generated. If the content is original to them, point followers to their website or blog. Also, curate relevant content that **Joyeeta's** users will find value in. Use appropriate hashtags to broaden **Joyeeta's** audience and gain additional followers. Images are just as effective on Twitter as on Facebook, so always attach them to **Joyeeta's** tweets!

 *Best time to post on Twitter: **1 pm - 3 pm,** Monday-Thursday.*

LINKEDIN

This is the **3rd fastest growing social network,** and by definition, for business professionals. More users are likely to go to **Joyeeta** Company's website from LinkedIn, than from other social networks. Try to post **4-5 times a week,** and tailor your content for a professional audience. Set up a branded company page, and showcase pages for products or services.

 *Best time to post on LinkedIn: **7 am - 9 am,** Monday-Thursday.*

GOOGLE+

Post or share a piece of content at least once a day. This can be company blogs or news, trending topics relevant to your industry, or articles from other sources that are related to **Joyeeta's** business. Because it is a Google network, posts could start to rank on the search engine once it indexes and engages with your Circles.

 *Best time to post on Google+:* **10 am – 2 pm.**

PINTEREST & INSTAGRAM

If two photo-sharing social sites work for **Joyeeta's** type of business, post at least 1 photo a day. Let photo content on Pinterest or Instagram can supplement other social channels which are more text-oriented. Showcase photos of the product and how it may be used in context. Give followers a peek into what goes on in **Joyeeta's** company's office culture, and the people behind their brand. As always, start tracking the type of response **Joyeeta's** social media posting gains, so that they can figure out what content and schedule get the best engagement.

3. Brand Joyeeta's Social Media Profile Pages

The perception of **Joyeeta's** company identity should be **uniform across all channels**. They're not only building a stronger brand but also creating awareness and loyalty. Make it easy for consumers to recognize their business by maintaining consistency across the following areas:

- **Logo & Tagline:** Always use the same logotype for their brand. This is a huge visual which will stick with their audience. If you have a memorable tagline, maintain the same one everywhere (and try to use it in conjunction with your logo).
- **Imagery:** Graphics and photos are other visuals that will resonate strongly with **Joyeeta's** consumers. They can customize virtually any social media page with images; use the same ones across networks to maintain a similar look and feel for their brand.
- **Company Description:** Use a clear, easy-to-digest “about us” description that is consistent across all their pages. Get to the point in the fewest amount of words; **Joyeeta's** customers should immediately grasp what it is that their business can do for them. Add their website in this description if they have room.
- **Tone & Voice:** What is the personality of **Joyeeta's** brand, and what kinds of words do they use to communicate? Connect with their customers in an authentic way, and in the same way across all social media.

Each social network page has size specifications for cover images and profile photos. See below as a guideline for producing **Joyeeta's** graphics to fit optimally.

4. Content Quality over Quantity

More is not always better! Just like on **Joyeeta's** website and blog, they'll want to generate **quality social media content** that is valuable to their customers.

A good social media content mix includes equal parts of the following types:

- *Promotional*
- *Thought leadership*
- *Engagement with followers*

Be sure that **Joyeeta's** social pages stay up-to-date with relevant and timely posts.

Create an editorial calendar to help organize and schedule their small business social media strategy over the course of 3 months. Revisit it at the end of that time period, and update the calendar to reflect content types that gained the most engagement.

5. Monitor Social Media Analytics

Taking a look at Joyeeta's social media analytics every week will give you the data needed to support their goals & objectives.

Business social media strategy can constantly change; stay on top of the trends within their campaigns to adjust accordingly.

6. Check out Competitors

To witness current social media best practices for business, take a look at what's happening around Joyeeta's industry.

Examine how competitors manage their brand on social media channels, and which content generates interaction and engagement.

Find a few benchmark influencers in your industry type, to see how your own business social media strategy can improve.

Please, follow and engage with them!

Key items to monitor are:

- Branding
- Popularity
- Frequency of posts
- Engagement
- Types of content

7. Be Patient and Stick with It

It can take time to build a loyal following, by gaining trust and nurturing the relationship. While social media posting may be fleeting among the massive amounts of content generated every minute, it pays to implement a strategy and target the right consumers.

39. 5 Strategies for Selling Your Products at Fair, Trade Shows, & Festivals.

1. Attract attendees with eye-catching merchandise or engaging entertainment.



In a venue full of generic trade booths screaming for everyone's attention, you really only have a few seconds to catch someone's eye. Fortunately, offering interesting swag, giveaways, food, videos, and music can entice them to check out your booth.

2. Target the companies in attendance.

Another way Joyeeta can instantly grab people's attention at trade shows is designing your booth to attract specific target accounts in attendance.

3. Sell an experience, not your product.

Most people cherish experiences over material possessions.

If your booth can provide attendees with a delightful, memorable experience, you'll make much more of an emotional impact than selling them a product ever would. These experiences also make for a compelling story that visitors will be more than happy to share with other attendees.

4. Make sure your credit card machine works.

Nowadays, 77% of consumers prefer using credit or debit cards as their main form of payment. So only accepting cash and check or manually entering people's credit card details could cause you to lose money and loyal customers in the long-run, even though you have to pay credit card companies processing fees to accept their cards. Before you set up shop at your fair, festival, or trade show, strongly consider purchasing a credit card machine and make sure it works properly.

5. Treat everyone who visits your booth like a paying customer.

The first impression your brand makes on potential customers is arguably the most important interaction in the buyer's journey. Studies show that good first impressions lead to connection, while bad ones lead to bias and prejudice. And as the old saying goes, you never get a second chance at first impressions.



*By following the above best practices with **consistency and patience**,
Joyeeta will be on their way to social media success!*

40. Case Study: Grameen Krishi Foundation

Grameen Krishi Foundation (GKF) is a local brand in Bangladesh that was established in 1997 as a social business to support rural farmers by providing them with access to credit, training, and markets. Over the years, the organization expanded its operations to include the production and sale of dresses and food products under the brand name "Grameen Krishi."

GKF's dress line features traditional Bangladeshi designs with a modern twist, made from locally sourced materials and produced by rural artisans. The food products include honey, jam, pickles, and spices made from organic ingredients grown by farmers supported by GKF.

What to do: GKF identified a need to support rural farmers and promote sustainable agriculture in Bangladesh. By leveraging their existing network and expertise, they expanded their operations to include the production and sale of dresses and food products. This allowed them to create a diversified revenue stream while also promoting their social mission.

How to do: To ensure the success of their dress and food product lines, GKF focused on several key strategies:

Quality: GKF emphasized the use of high-quality, locally sourced materials in their dress line, and organic ingredients in their food products. This helped them to differentiate their products from competitors and appeal to customers who value sustainable and ethical practices.

Design: GKF's dress line features traditional Bangladeshi designs with a modern twist, which appealed to both domestic and international customers. They also developed unique packaging and branding for their food products to help them stand out on store shelves.

Distribution: GKF leveraged their existing network of farmers and rural artisans to produce and distribute their products. They also partnered with local retailers and e-commerce platforms to expand their reach and access new customers.

Why to do: By expanding their operations to include the production and sale of dresses and food products, GKF was able to achieve several key benefits:

Diversified revenue: By creating a diversified revenue stream, GKF was able to reduce its dependence on traditional sources of funding and ensure the long-term sustainability of its social mission.

Increased impact: By supporting farmers and promoting sustainable agriculture through its dress and food product lines, GKF was able to increase its impact and promote its social mission to a wider audience.

Enhanced reputation: GKF's focus on quality, design, and sustainability helped to build a positive reputation for the brand, which in turn helped to attract new customers and partners.

Conclusion: Grameen Krishi Foundation's success in selling dresses and food products is a testament to the power of social business to create meaningful impact while also achieving commercial success. By focusing on quality, design, and sustainability, GKF was able to differentiate its products and build a positive reputation, while also supporting rural farmers and promoting sustainable agriculture in Bangladesh.

For Joyeeta Foundation

What to do:

Building brand awareness and developing a unique value proposition is crucial for brands to succeed in today's competitive marketplace. This is especially true in Bangladesh, where there are many brands vying for the attention of consumers. Two important strategies and examples of how they are being implemented by some of the most successful brands in Bangladesh.

Building brand awareness is the first step toward building a successful brand. This involves creating a strong brand image that resonates with your target audience. To achieve this, brands need to conduct market research to understand their target audience's needs and preferences. By understanding what motivates their audience and what they care about, brands can create messaging that is more likely to resonate with them.

One example of a brand that has successfully built brand awareness in Bangladesh is Grameenphone. As the largest telecom operator in the country, Grameenphone has focused on creating brand awareness through TV commercials, billboards, and social media campaigns. Their messaging is centered around their tagline, "Stay Close," which emphasizes the idea of staying connected with loved ones through their network. This messaging has resonated with their target audience, and Grameenphone has become a household name in Bangladesh.

Developing a unique value proposition is another important strategy for brands to differentiate themselves from competitors. This involves identifying your brand's strengths and weaknesses and understanding your target audience's pain points. By doing this, brands can create messaging that emphasizes their unique selling proposition and sets them apart from their competitors.

Another example of a brand that has successfully developed a unique value proposition in Bangladesh is RFL Plastics. RFL Plastics offers affordable, durable, and innovative plastic products to the Bangladeshi market. Their slogan, "For Every Need, RFL Plastics," emphasizes their commitment to providing practical solutions to everyday problems. This messaging has resonated with their target audience, and RFL Plastics has become a leading brand in the plastic products industry in Bangladesh.

In addition to building brand awareness and developing a unique value proposition, brands in Bangladesh also need to focus on building customer loyalty. This involves creating a positive customer experience and building long-term relationships with customers. By doing this, brands can increase customer retention and build a loyal customer base.

In conclusion, building brand awareness, developing a unique value proposition, and building customer loyalty are all important strategies for brands to succeed in Bangladesh. By understanding their target audience's needs and preferences, brands can create messaging that resonates with them and sets them apart from their competitors. By providing a positive customer experience and building long-term relationships with their customers, brands can increase customer retention and build a loyal customer base. With these strategies in place, brands in Bangladesh can thrive in today's competitive marketplace.

How to do:

Creating a successful brand in Bangladesh requires a combination of various strategies and tactics. From building brand awareness to developing a unique value proposition, there are several key steps that brands can take to stand out in a crowded market. One of the most important aspects of creating a successful brand is to build a strong online presence.

In today's digital age, having a strong online presence is crucial for any brand to thrive. To achieve this, brands should start by creating a website that reflects their brand image and values. A well-designed website not only provides customers with information about the brand's products and services but also helps to establish credibility and trust. Additionally, brands should establish social media accounts on popular platforms like Facebook, Instagram, and Twitter to engage with customers and promote their products and services. Social media is an excellent platform to showcase a brand's personality and connect with customers on a personal level.

Optimizing search engine results is another critical component of building a strong online presence. Joyeeta should ensure that their website is optimized for search engines by incorporating relevant keywords, Meta tags, and other SEO best practices. This will help to improve their search engine rankings, making it easier for customers to find them when searching online.

One of the best examples of a brand with a strong online presence in Bangladesh is Bkash, a popular mobile financial service provider. Bkash has a user-friendly website that provides customers with information about their services and how to use them. They also have active social media accounts that keep customers informed about the latest promotions and deals. Bkash's mobile app is also highly rated and provides customers with a convenient way to access their services from anywhere.

Another critical aspect of creating a successful brand is providing exceptional customer service. Providing excellent customer service can help to build customer loyalty and differentiate a brand from its competitors. To achieve this, brands should focus on training their employees to handle customer complaints and inquiries effectively. This includes providing employees with the tools and resources they need to resolve customer issues promptly and efficiently.

Aarong, a popular clothing brand in Bangladesh, is an excellent example of a brand that provides exceptional customer service. Aarong has a dedicated customer service team that is trained to address customer concerns and offer personalized assistance. This has helped to build a loyal customer base that trusts the brand and values their products and services. In addition to building a strong online presence and providing exceptional customer service, Joyeeta should also focus on building brand awareness and developing a unique value proposition. Building brand awareness involves creating a strong brand image through advertising, sponsorships, social media, and other marketing efforts. This can be achieved by conducting market research and identifying target audiences to understand their needs and preferences.

Grameenphone, the largest telecom operator in Bangladesh, is an excellent example of a brand that focuses on creating brand awareness. Grameenphone uses TV commercials, billboards, and social media campaigns to promote their services. Their messaging is centered around their tagline, "Stay Close," which emphasizes the idea of staying connected with loved ones through their network. This has helped to build brand recognition and establish Grameenphone as a leader in the telecom industry.

Additionally, partnering with influencers or brand ambassadors can also help build a strong online presence and increase brand recognition. By working with individuals who have a large following on social media, brands can reach a wider audience and potentially attract new customers.

Another way to differentiate Joyeeta and increase customer loyalty is by offering exceptional after-sales service. This can include offering warranties, providing repair services, and addressing customer complaints promptly. The electronics brand Walton has a strong reputation for their after-sales service, offering a one-year warranty on their products and providing repair services through their nationwide service centers.

Finally, it's important to consistently monitor and analyze the effectiveness of your marketing efforts. By tracking metrics such as website traffic, social media engagement, and sales data, brands can identify areas for improvement and make informed decisions about future marketing strategies.

Overall, building a strong brand in Bangladesh requires a combination of traditional and digital marketing efforts, a unique value proposition, exceptional customer service, and a focus on continuously improving and adapting to changing market trends. By implementing these strategies, brands can establish themselves as leaders in their respective industries and attract a loyal customer base.

Why to do:

Building a successful brand is crucial for any business looking to succeed in today's competitive market, and this is no different in Bangladesh. The country's rapidly growing economy and expanding middle class have created a ripe environment for both local and international brands to thrive. However, building a brand in Bangladesh requires a unique approach, taking into consideration the country's culture, language, and values. In this context, understanding what to do, how to do, and why to do is critical for building a successful brand in Bangladesh.

One of the essential steps for building a successful brand in Bangladesh is to focus on creating brand awareness. Building brand awareness involves developing a strong brand image through advertising, sponsorships, social media, and other marketing efforts. Conducting market research to identify target audiences and understand their needs and preferences is crucial to achieving this goal. For example, Grameenphone, the largest telecom operator in Bangladesh, has focused on creating brand awareness through TV commercials, billboards, and social media campaigns. Their messaging centers around

their tagline "Stay Close," emphasizing the idea of staying connected with loved ones through their network.

To differentiate oneself from competitors, it's crucial to offer a unique value proposition that sets the brand apart. This can be achieved by identifying strengths and weaknesses and understanding the target audience's pain points. For instance, RFL Plastics offers a unique value proposition by providing affordable, durable, and innovative plastic products to the Bangladeshi market. Their slogan "For Every Need, RFL Plastics," emphasizes their commitment to providing practical solutions to everyday problems.

In today's digital age, having a strong online presence is critical for any brand, and the same is true for Bangladesh. Establishing social media accounts, creating a website, and optimizing search engine results can help build a strong online presence. Bkash, a popular mobile financial service provider in Bangladesh, has a strong online presence through its website and social media accounts. They also have a user-friendly mobile app that allows customers to access their services from anywhere.

Providing exceptional customer service is another critical factor in building a successful brand in Bangladesh. Exceptional customer service can help build customer loyalty and differentiate the brand from competitors. Aarong, a clothing brand in Bangladesh, is known for providing exceptional customer service to its customers. They have a dedicated customer service team that is trained to address customer concerns and offer personalized assistance.

Building trust and credibility with customers is critical for any brand's success in Bangladesh. This can be achieved by delivering high-quality products and services, being transparent, and establishing a positive reputation. For example, Grameen Bank, a microfinance organization in Bangladesh, has built a strong reputation for helping lift

millions of people out of poverty through its microcredit program. Their reputation for being trustworthy and reliable has helped them gain the trust and support of customers and investors alike.

Investing in branding and marketing efforts can help drive business growth by increasing brand recognition, attracting new customers, and retaining existing ones. The tea brand Teatulia has grown rapidly over the past few years by investing in its brand image and expanding its product offerings. By focusing on sustainability and ethical practices, they have gained a loyal customer base and attracted new customers who value these values.

In conclusion, building a successful brand in Bangladesh requires a unique approach, taking into consideration the country's culture, language, and values. Understanding what to do, how to do, and why to do is critical for Joyeeta in building a successful brand. Focusing on creating brand awareness, offering a unique value proposition, having a strong online presence, providing exceptional customer service, building trust and credibility, and investing in branding and marketing efforts are some of the key strategies to building a successful brand in Bangladesh.

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These articles cover a wide range of brand strategies for different social media platforms, providing tips and insights on how to effectively promote Joyeeta and engage with audience on each platform.