

## marketing campaign

Main purpose to achieve specific business objectives by promoting products.



lab  
lab  
ai

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## OUR TEAM

Introduction of key team members :

**KASHIF JAVED** Team leader(Python devloper )

**RAZIA ISHAQ** python developer ,graphic designer

**WARDA ISHAQ** Python devloper

**RAJESH YARRA**

**AYESHA MEHMOOD**

**MAHAM NADEEM**

## WHAT IS MARKETING :

A marketing campaign is a coordinated series of activities and strategies designed to promote a product, service, or brand to a specific target audience within a defined timeframe. It typically involves a combination of advertising, promotions, public relations aimed at achieving specific business objectives.



## OUR PRODUCTS :

- 1:Food
- 2: clothes
- 3: Electronics
- 4: Health & beauty
- 5:Home and garden



## TARGETS AUDIENCE AND LOCATION:

### TARGET AGE:

1: 18-24

2: 25-34

3: 35-44

4: 45-54

5: 55-64

### LOCATION:

1: URBAN

2: SUBURBAN

3: RURAL



**CAMPAIGN  
OBJECTIVES**

**AWARENESS**

**ENGAGEMENT**

**CONVERSATION**



**MARKETING CAMPAIGN GOALS**

**INCREASE BRAND AWARENESS**



**GENERATE LEADS**

**DRIVE SALES**

**IMPROVE BRAND SENTIMENT**



**BRAND VOICE**

FORMAL

INFORMAL

SERIOUS

HUMOROUS



## ESTIMATED BUDGET

1000-5000

5000-10K

10K-20K



**THANK YOU!**