

Dear [Takshashila Academy],



We are writing to propose a comprehensive brand promotion campaign for you. Our team has carefully designed this campaign to help promote the school's brand and increase its visibility in the local community.

The proposed campaign includes the following elements:

- A. Social Media Marketing:** Our team will develop a social media marketing strategy to promote the school's brand across various platforms, including Facebook & Instagram. We will create engaging content that highlights the school's unique qualities and encourages students, parents, and the local community to share their positive experiences with the school. We will also use targeted advertising to reach out to potential students and parents who may be interested in enrolling in the school.
- B. Advertisement on Khoja Nepal Application and Website:** Our team will utilize the Khoja Nepal mobile application, which is widely used in Nepal, to help promote the school's brand. We will create a profile for the school on the app and provide information about school events, achievements, and news. Users of the app who are interested in the school will be able to easily find and access this information.
- C. Post Designs:** We propose to design graphics for each event, including social media graphics, posters, banners, and flyers that you can use to promote the Event and engage your school community. Our team will work closely with you to ensure that the designs align with your school's branding Guidelines and are visually appealing to your target audience. List of such events and occasions will be as per Annexure 1.

Commercials:

NPR 80,000/- plus applicable taxes.

(We would like to offer you a flat 30% discount on the above price – NPR 56,000/- plus taxes)

Payment Terms:

1. Advance payment of 60 %.
2. Remaining 40% to be paid within 3 months from the date of advance payment.

We believe that this comprehensive brand promotion campaign will help you increase the visibility and attract new students to enrol. We are confident that our team has the skills and expertise needed to execute this campaign successfully.

We would be happy to discuss this proposal further and answer any questions you may have. Please do not hesitate to contact us at your earliest convenience.

Thank you for considering our proposal.

Annexure 1:

List of events and occasions:

(Maximum of 15 events and occasions)

1. Happy New Year
2. Labour Day
3. Buddha Jayanti
4. Guru Purnima
5. Rakshya Bandhan
6. Fathers's Day
7. Happy Dashain
8. Laxmi Puja
9. Tihar
10. Christmas Day
11. Tamu Loshar
12. Saraswati Puja
13. Shivaratri
14. Holi Purnima
15. Any others _____

From above events and occasions, maximum of 5 posts will be boosted for reaching more than 50k users. (Admissions, jobs, events)

Thanking you

Regards

Prasanna Pandey

CEO & MD, Khoja Nepal

Absolute Digital Business Solutions Private Limited.

Additional Services on Demand basis:

- A. Email Marketing:** We will create a targeted email marketing campaign to reach out to parents and students who have expressed interest in the school. We will provide them with regular updates on school events, achievements, and news. This will help keep them informed about what's happening at the school and build a stronger relationship between the school and its stakeholders.
- B. Local Event Sponsorship:** We will sponsor local events that are aligned with the school's values and goals. This will help the school build relationships with the local community and increase its visibility.
- C. Website Optimization:** Our team will optimize the school's website to improve its search engine rankings and increase its visibility online. We will create high-quality content that is optimized for search engines and ensures that the website is user-friendly and easy to navigate.
- D. Student Ambassador Program:** We will launch a student ambassador program that will encourage current students to promote the school's brand to their peers and the local community. This will help create a positive image of the school and attract new students to enrol.