

Dear [SKY VISION FOUNDATION PVT. LTD.],



We are writing to propose a comprehensive brand promotion campaign for you. Our team has carefully designed this campaign to help promote the institute'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 institutes brand across various platforms, including Facebook & Instagram. We will create engaging content that highlights the institutes 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 institute.
- 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 institute's brand. We will create a profile for the institutes on the app and provide information about school events, achievements, and news. Users of the app who are interested in the institutes 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 institute's community. Our team will work closely with you to ensure that the designs align with your institutes branding Guidelines and are visually appealing to your target audience. List of such events and occasions will be as per Annexure 1.

### **Commercials:**

**NPR 75,000/- plus applicable taxes.**

(We would like to offer you a flat 15% discount on the above price – NPR 63,750/- 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 on all campaigns. 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. Father'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. **Other Campaign Posts like**
  - Korean Language Classes
  - Japanese Language Classes
  - Computer Training
  - Tuition for All Levels
  - Abroad Study
  - Bridge Courses
  - CMAT
  - CTEVT Affiliated Training

From above events and occasions, maximum of 12 posts will be advertised for reaching more than 80k 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 students who have expressed interest in the institutes. We will provide them with regular updates on events, achievements, and news. This will help keep them informed about what's happening at the institutes and build a stronger relationship between the institutes and its stakeholders.
- B. Local Event Sponsorship:** We will sponsor local events that are aligned with the institutes values and goals. This will help the institutes build relationships with the local community and increase its visibility.
- C. Website Optimization:** Our team will optimize the institute'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 institutes brand to their peers and the local community. This will help create a positive image of the institutes and attract new students to enrol.
- E. SMS Marketing:** We propose SMS marketing to improve communication with students. Benefits include direct communication, cost-effectiveness, personalization, and improved attendance. SMS marketing can help your institutes to achieve its goals.