



Recently Awarded\*

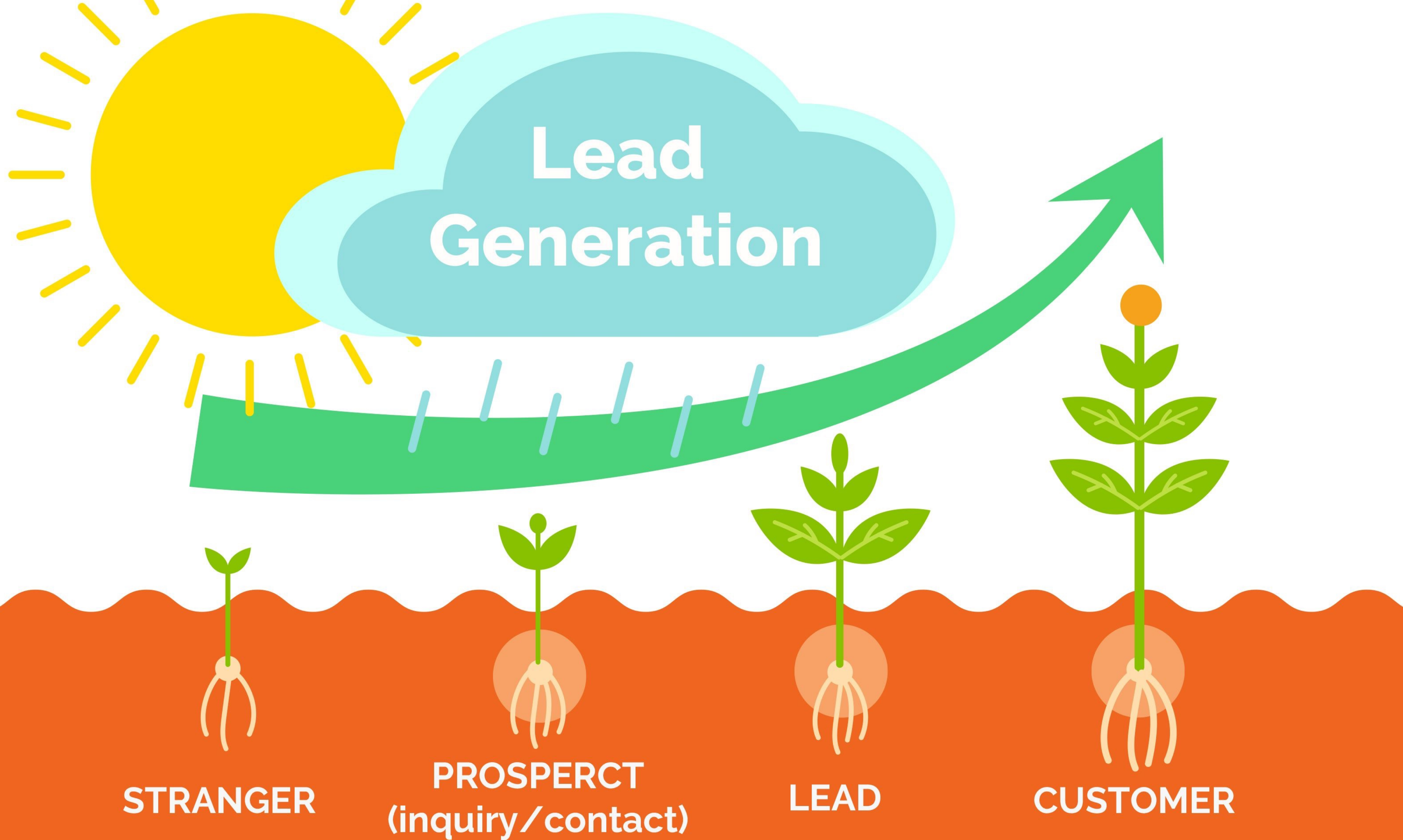
“India’s Fastest Growing Communications Company”  
by International Achievers Conference

Presents

**Lead Generation**

Via

**Digital Communications Program**





# What is Lead Generation DCP?



Digital Communications Program is the process wherein we plan, create and regulate the entire online landscape of a company. DCP includes online marketing activities like Search Engine Marketing, Social Media Marketing, Video Marketing, Email Marketing these marketing activities are targeted to company's ideal customers which helps generate maximum visibility for the company over the Internet which in turn helps to generate leads.

# Online Reputation Management - For Leads

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Online reputation management is the process of controlling what shows up when someone **Google | Facebook | Insta | LinkedIn** your name.





# Step 1: Target Audience Analysis - Lead Generation

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**Buyer** (Chequebook Holder) | **Influencer** (Consultant) | **User** (Final Product User)

- Social media audit
- Competitive analysis
- Social profile analysis
- Digital Reach
- Social media Ranking
- Website Positioning



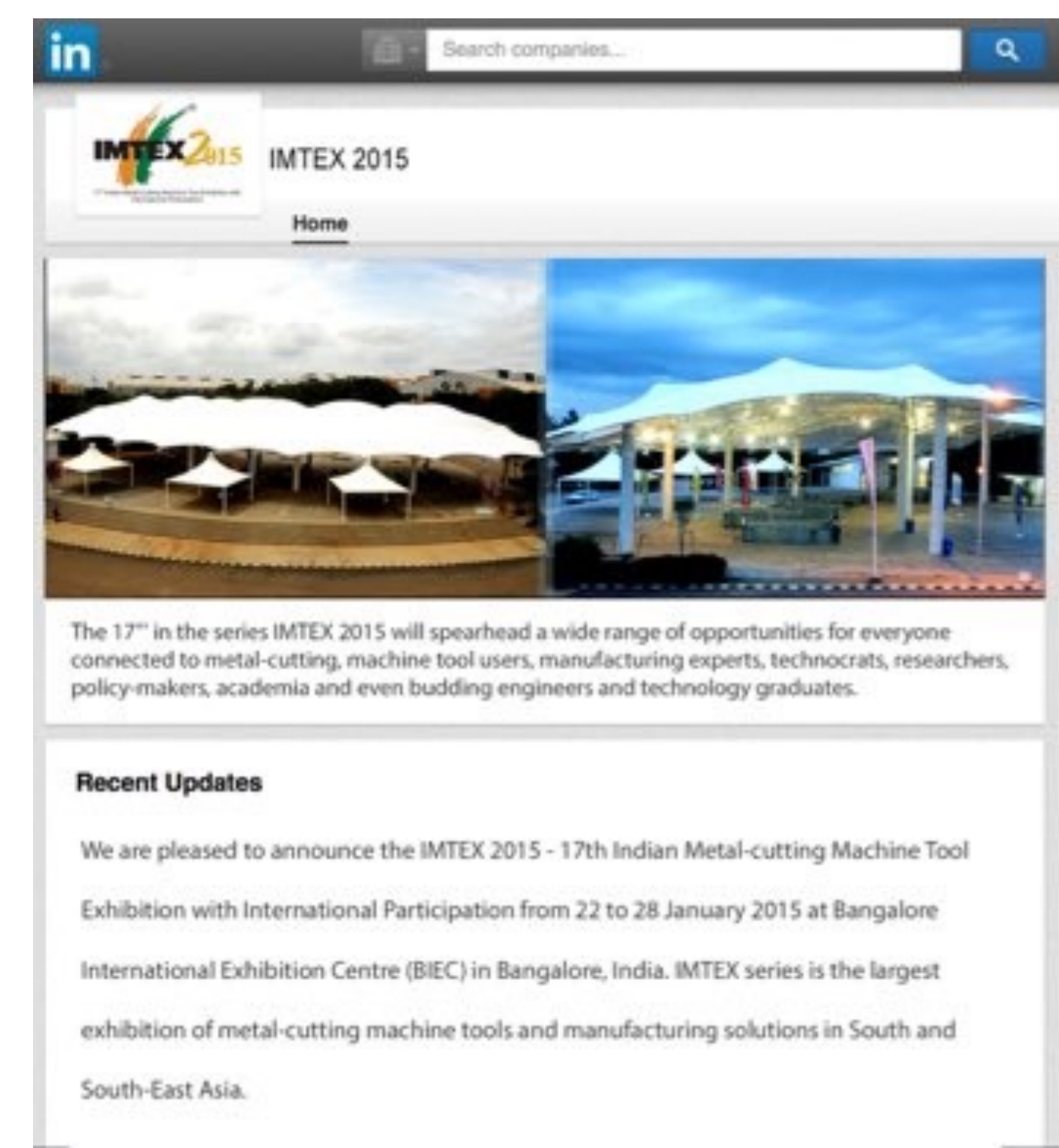
# Step 2: Creation and Setup



Facebook Marketing



Twitter Marketing



LinkedIn Marketing

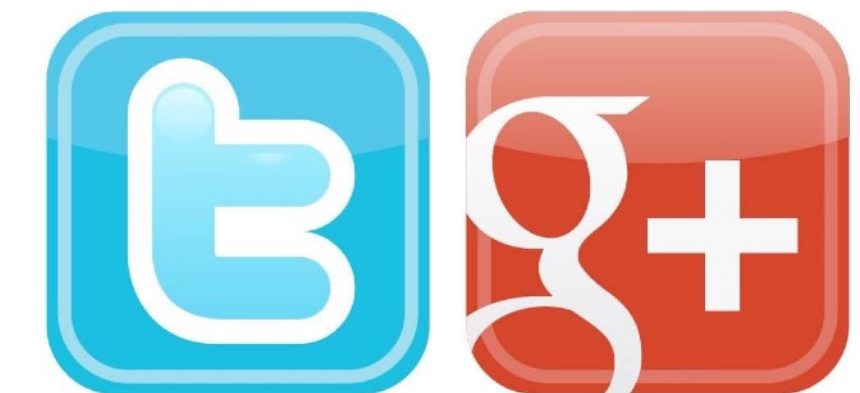
Google Marketing



# Step 3: Digital Media Management



1. Creating profile
2. Creating page
3. Content development
4. Buzz creation
5. Integration page with other social media channels
6. Post updates with links to the desired landing page
7. Joining groups and pages
8. Adding members
9. Starting discussions
10. Sharing links
11. Creating “Like | Follow | Connect” button and badges, to place it in the website and blogs
12. Run contests, promotional campaigns, polls...
13. Video sharing via YouTube tabs ( for viral campaigns)
14. Photo sharing via page flicker apps/ similar apps
15. Document sharing ( pdf, ppt, white papers, brochures, notes..)
16. Customized contact form/ registration form
17. Promote blogs/feed
18. Adding custom tabs
19. Tagging use of various external interactive Apps



# Content is King!

## 50+ Ideas for Content Creation

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1. Your Official Company Blog Post
2. Post Showing Company Culture
3. News from Your industry
4. Curated or Recreated content from old post
5. Question Post
6. Product and Service videos of 30 seconds
7. Customer Reviews and Testimonials
8. Quick Tips or Advice
9. Memes Or Gif
10. Contest Posts
11. Holiday Post
12. Photos of Company Events
13. Answer to FAQ
14. Share Infographics
15. interview with leader from industry
16. Freebie , PDF, tool to download etc
17. Podcast Episodes
18. New Job Requirements
19. On this day history posts
20. Event Promotions
21. Live Videos
22. Promote email signups
23. Inspirational Quotes
24. Company Accomplishments
25. Webinar Class or Course
26. Job for customer needs
27. How to
28. Product Reviews
29. Photos and Videos of your product
30. User generated content
31. Company News Announcements
32. Infographics
33. slideshow
34. casestudy of customer
35. Take Survey
36. announcement
37. Fill in the blanks
38. statistics
39. Reshare Your top performing post
40. Promote Partners
41. What's in the making industry research
42. Use paper.li newsletters
43. Previews or Launch
44. Giveaway something free
45. About Us Post
46. To Do List Post
47. FB Notes
48. Photo Gallery of people in business or event gallery
49. Collage Post
50. Photslides
51. Screenshots of website or app etc
52. Screen Recording of Website tour or product tour
53. Photocontest
54. Hashtag request
55. Share and Retweet request
56. Other social media channel promotions
57. landing page links
58. Post in local language

Its a Trade Secret..



# Lead Generation + Conversion Success Story

**Harish B** <harishb@acemicromatic.com>  
to prasad, vivek.p, amol.g, Sreekanteswar, Anand, Harish, Ravi, T ▾

Dear Prasad,

Thanks for the Leads. We have concluded two orders from leads generated in the Virtual Exhibition site.

Regards

Harish

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**From:** Hareesha D N  
**Sent:** 12 May 2017 10:57 AM  
**To:** Harish B  
**Cc:** Suresh Kumar V  
**Subject:** leads status.

Dear Sir,

Please find below leads status.

SI No	Name					
1	B M Industries					
2	Om Vinayaka Ind					
3	Kansagara Engineers					
4	Alphaplus Engineers					
5	Nitin Badujar	Qualified	Vijay Chavan	Pune-Chinchawad	Order has been finalised for 540 V	Order has been finalised for V
6	Asso Piston India	Qualified	Amit Kakkar	Faridabad	Order has been finalised for 430 V	Order has been finalised for V
7	Manikdesigns	Qualified	Amit Kakkar	Faridabad	Submitted Standard Quote	Submitted Standard Quote

May 12 ☆

**Harish B** <harishb@acemicromatic.com>  
to prasad, vivek.p, amol.g, Sreekanteswar, Anand, Harish, Ravi, T ▾

Dear Prasad,

Thanks for the Leads. We have concluded two orders from leads generated in the Virtual Exhibition site.

Regards

Harish

May 12 ☆

Thanks & Regards

Hareesh DN

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**Hareesha D N** | Assistant - Marketing | Bangalore  
T:+91 80 40200555

**Micromatic Machine Tools Pvt. Ltd.**

# Lead Generation KPIs Minimum\*



Sr No	Platforms	Startup	Silver	Gold	Platinum
<p><b>5000/- Per Lead Generation Setup Fee</b></p> <p>We will setup 1 blanket Ad for branding and 1 core lead generation AD for the set target audience on the basis of age, geographical location, interests, employment, designation, etc. (Facebook/Instagram/LinkedIn/Google)</p>					
1	Reach	10,000	20000	65000	130000
2	Engagement	700	2000	6500	13000
3	<b>Leads Generated</b>	<b>70</b>	<b>200</b>	<b>650</b>	<b>1300</b>
	<b>AD Spent Value</b>	<b>7,000</b>	<b>15,000</b>	<b>50,000</b>	<b>1,00,000</b>

Please Note: These are Minimum Lead Generation Indicators on the basis of our previous experience and the market reach for different platforms. We will be attaching your Debit/Credit Card for AD Spent. The Setup Fee will not be valid, in case of



# DCP at a Glance - for Organic Leads (Per Month)



Sr No	Platforms	Startup	Silver	Gold	Platinum
1	Social Media Post Development: Text, Graphics, Gif's, PDF's, PPT's and Link posts	10-15	20-30	40-50	60-70
2	Web Videos	4 Yearly (animated)	6 Yearly (animated)	3 Videos 3 Animated Yearly	10 Videos 10 Animated Yearly
3	Social Media Sites	4 Sites	5 Sites	7 Sites	10+ Sites
4	eMail	500	1500	3000	5000
5	WhatsApp	500	1500	2000	3000
6	Website SEO and Management	NA	NA	1	2
7	Unique Landing Page for Sales	NA	NA	Yes	Yes
8	PR Sites P.M	NA	1	2	4
9	Blogs P.M	NA	1	2	4
10	Social Bookmarking P.M	NA	1	2	4
11	Business Listings P.M	NA	1	2	4
12	Classified Ads P.M	NA	1	2	4

\*Development of posts will reduce gradually as the number of connects increases, as the motive is Reach and Engagement

# Minimum KPI's for DCP



Sr No	Platforms	Startup	Silver	Gold	Platinum
1	Reach	500	1000	1500	2000
2	Engagement	50	100	250	400
3	Film Reach	50 Views (per quarter)	200 Views (per quarter)	300 Views (per quarter)	500 Views (per quarter)
4	eMail Reach	500	1000	3000	4000
5	WhatsApp Reach	500	1500	2000	3000
6	News Letter Reach	NA	500	1000	2000
	<b>Value P.M</b>	<b>25,000</b>	<b>45,000</b>	<b>65,000</b>	<b>95,000</b>

KPI - Key Performance Indicators





“Sometimes People Don't Know What They Want  
Unless You Show It To Them.”

–Steve Jobs

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