

February 2025



# Digital © 2025 Marketing Proposal

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# Meet Our Company

## Who Are We

At Digital Pulse Innovations, we specialize in providing businesses with strategic, data-driven digital strategies and brand development solutions designed to drive growth and brand success. Leveraging advanced analytics, our expert team crafts customized marketing strategies that maximize ROI and foster brand loyalty. We're dedicated to helping you achieve your fullest potential through cutting-edge, result-oriented marketing.

## Our Story

Digital Pulse Innovations was founded with a clear vision: to transform the digital marketing landscape and empower businesses of all sizes. From our humble beginnings as a small team of passionate marketers, we have grown into a digital marketing agency known for our integrity, creativity, and results-driven approach.

Our mission is to help businesses achieve exceptional growth by leveraging the latest technologies and strategic marketing solutions. We believe in the power of collaboration and adaptability, constantly evolving to stay ahead of industry trends. Our values of transparency, customer-centricity, and excellence guide everything we do. We pride ourselves on tailoring our services to meet the unique needs of each client, ensuring personalized strategies that deliver measurable success. Join us on our journey to redefine digital marketing and help your business thrive in the ever-changing digital landscape.



# Mission and Vision

## Our Mission

01

Empowering businesses with strategic, data-driven marketing solutions to achieve exceptional growth.

## Our Vision

02

To be the leading digital marketing agency, setting industry standards and helping businesses worldwide thrive.

## Our Values

03

We value integrity, innovation, results, customer focus, excellence, collaboration, and adaptability.



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# Short-Term Targets



## Specific Goals #1

1. Establish a cohesive and professional visual identity across Facebook and Instagram.
2. Boost engagement with existing followers to strengthen the studio's community connections.
3. Showcase individual artists and highlight the unique culture of Twisted Dimensions Tattoo Studio.



## Key Performance Indicators #2

1. Launch 10 branded, visually consistent posts within the first month to solidify the studio's digital presence.
2. Achieve a 15%-20% increase in engagement rate (likes, comments, shares) by the end of Month 3.
3. Publish 4 artist or client spotlight posts within the first 2 months.



## Action Plan #3

1. For Visual Identity:
  - Develop a brand style guide (color palette, tone, design style).
  - Schedule and post 2-3 posts per week, focusing on tattoos, studio vibes, and culture.
2. For Engagement:
  - Post interactive content (polls, Q&A sessions, tattoo tips).
  - Respond to 100% of comments and DMs within 24 hours to foster follower loyalty.
  - Encourage engagement by asking questions or adding call-to-action captions.
3. For Artist and Studio Features:
  - Create mini-interviews with artists to showcase their specialties and personality.
  - Capture and post behind-the-scenes videos or time-lapse sketches.
  - Highlight the studio's culture with relatable, human-centered content.

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# Scheduled Roadmap

## Phase - 01

🚩 Mar. 2025 - Brand Foundation

Focus: Establish the studio's cohesive visual identity and lay the groundwork for consistent posting. Dev brand style guide. Create and schedule first 10 branded posts. Organize Insta and FB.

Focus: Strengthen interaction with followers to build a loyal community. Post interactive content. Begin testing engagement-driving captions.

## Phase - 02

🚩 Apr. 2025 - Engagement Boost

## Phase - 03

🚩 May 2025 - Artist & Client Spotlights

Showcase the talent and personality of individual artists. Spotlight client reviews with brand style (color palette, tone, & content themes).

Focus: Deepen relationships with existing clients and foster loyalty. Launch a community-focused campaign, celebrate business milestones and refining engagement strategies.

## Phase - 04

🚩 June 2025 - Community Connection

## Phase - 05

🚩 July-Aug. 2025 - Performance Review & Strategy Refinement

Focus: Evaluate progress, refine strategies, and plan for the next six months. Deliver a quarterly performance report. Review KPIs to assess the success of the campaign. Hold the monthly strategy meeting to collaborate on the next phase, exploring ideas like exclusive flash designs or branded merchandise.

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# Proposed Budget

Task & Campaign	Value	Percentage
Social Media Management	\$900	43%
Content Creation	\$800	38%
Marketing Consultation	\$300	14%
Exclusive Campaign & Brand Support	\$100	5%
<b>Total</b>	<b>\$2,100</b>	<b>100%</b>

This proposed budget breaks down the value to your business over the course of the first **6 months**.

Social Media Management includes 3-4 posts per week, scheduling, and publishing. Responding to comments, DMs and requesting reviews/referrals.

Content Creation: Branded graphics and visuals. Captions and Story Highlights.

Marketing Consultation: 1-hour monthly strategy meetings. Creative brainstorming and strategy development. Address any questions or areas of focus. Provide data to owner on

Exclusive Campaign Support includes Assistance with special promotions, flash designs, or events. Helping design and execute short-term campaigns.

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# Questions? Get in Touch!



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