



YOUR BUSINESS NAME

Report by Trendwi



INTERNET STRATEGY

Our internet strategy report puts your business in the best position to create brand awareness and win your online audience. This report is a comprehensive plan outlining how Your Business will use digital channels to achieve its goals, including; Getting More Clients.



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PURPOSE



How can we utilize the internet to increase sales?

Position. Win. Convert

APPROACH?

- **Market Positioning**: Inform/CREATE AWARENESS - Thus the recognition as a performing, quality-oriented enterprise. AUTHORITY.
- **Lead Generation**: Must-do 'generate leads online.' Targeting or attracting those looking for quality services /products.
- **Increase Conversions = Increased Sales /Profits**: Finally, the core intent is to convert the campaign efforts into new admissions.
- **Expand Market Reach**: With established authority, across digital platforms, the business connects to a broader audience **Regionally /Countrywide /Globally**.

MARKET OVERVIEW

Market Overview is all about “**Understanding the Playing Field**”

Dear client,

In this section, we assess your market landscape, ideal customers, and the sellability of your product or service.

We conduct a focused analysis using elements of the **Lean Canvas Model** — particularly:

- **Element 2: Customer Segments** – *Who exactly are the individuals or organizations facing the problem your product/service solves?*
- **Element 5: Channels** – *What are the most effective platforms and methods to reach and engage your ideal customers?*

This helps us craft a data-driven internet strategy tailored to your market and aligned with your business goals.

Overall, we do come up with a Sellability & Acceptability Scorecard: xx / 10

(These are founded on elements 3 & 9 of Lean Canvas Model;)

- **Unique Value Proposition:** What makes your solution unique and valuable to your target customers?
- **Unfair Advantage:** What competitive advantage do you possess that is difficult to imitate?

CUSTOMER BEHAVIOR AND PREFERENCES



Each market segment—businesses, institutions, households, and skilled professionals—has distinct needs and purchasing patterns. By identifying what drives their decision-making, we help Your Business tailor effective marketing strategies to better meet these demands.

Customer Needs

- We Identify **ACTUAL** Needs

Preferences

- We List Down What the **TARGETS** Prefer?

Customer Behavior

- We assess the behaviour of the customers to **INFORM** strategy.

Regardless, Trendwi shall:

- Create a content funnel where targets Experience → Engage → Board as paying clients.
- Acceleration social media growth /reach, while optimizing the website (W/A).
- Focus on more leads and building a lasting reputation of trust and excellence."

ACTION POINTS

Generically, Trendwi has identified the following actionable steps in positioning most businesses as well as amplifying digital sales: -

(NOTE: Execution or Applicability various across businesses and Industries)

A. Online Strategy

Social Media

- Post/schedule at least 3-4 posts per week across FB, X, Tiktok, IG, and LinkedIn.
 - Consider organization's products/service, customer success stories, and educational tips. [Can Include ANY SIX Social Platforms.
- Targeted social media ads. x1/week
- Influencers and Industry partners. x1 *
- Bulk SMS/WhatsApp marketing x1/Month (We have SMS & WhatsApp marketing APIs)

Content Marketing & SEO

- Publish Articles per Week: SEO content - Keywords and topics that are educative and resonate with target audience. *(The website blog cannot be blank).* x1/month

Google Business

- Weekly Reviews, Enhance school ranking through updates. x1

Email marketing*

- Embrace email series to qualify and nurture leads. x1/m
- Do news updates monthly or otherwise update. x1/m

PPC Ads /Free Ads*

- Google Ads: Run Google Ads campaigns targeting search queries. x1/m

Video marketing

- Create and optimize video(informative/educational) x2/month
 - TikTok + Youtube (Vid promotion too)

B. Offline Strategy

- Well, we do brainstorm on most suitable offline strategy to keep on applying and import new tricks.

OVERALL CHARGES: DEPENDS ON INDUSTRY AND APPLICABLE STRATEGY



THANK YOU



“BEST MARKETING DOESN'T FEEL LIKE MARKETING...”



Serving Clients Online



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