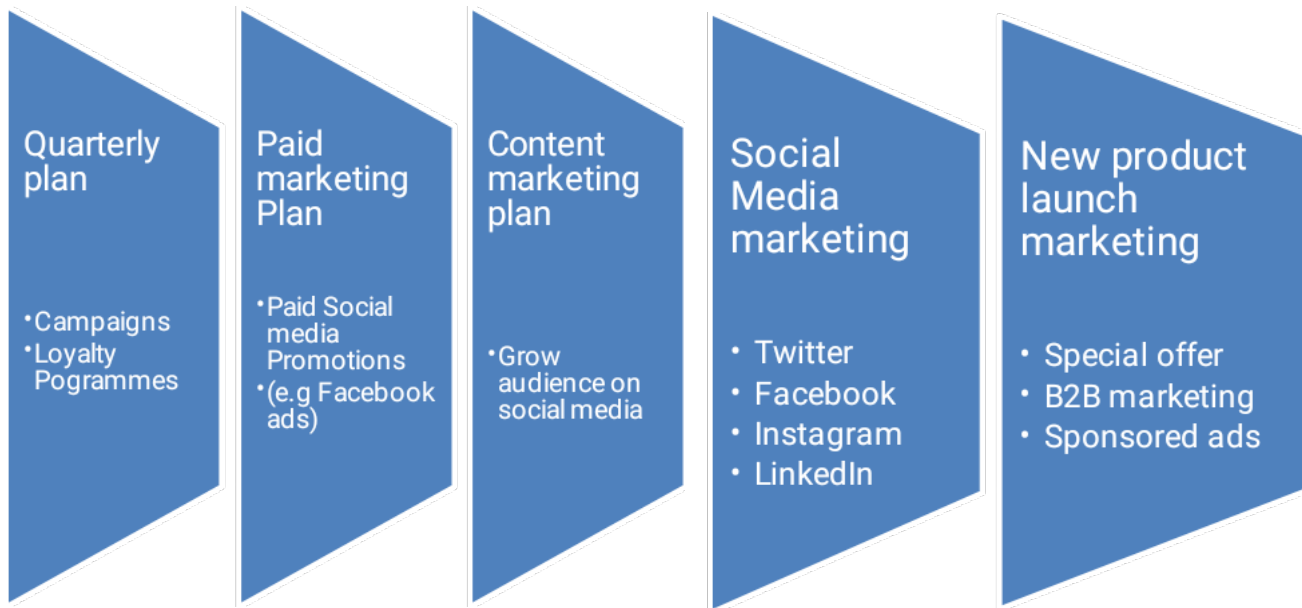




Myfarmbase Global Services Limited

Marketing Plan For 2021



Quarterly Plan

- **Sales Target:** It is essential that at the end of each quarters of the year, we must meet the sales target of 400,000 naira (minimum).
- **Campaigns:** This involves a planned sequence of activities and processes which promote our products, using different channels accessible to us. Some tools to engage includes; Google analytics, Facebook insights, Email marketing etc.
- **Loyalty Program:** Quarterly, we could set up a program to boost customer's loyalty, familiarize us more with our customers. Some of such programs includes:

- ★ Plan Unique offers in exchange for reward points
- ★ Give special reward for referrals
- ★ Roll out a bonus point campaign or a talk session to educate them on our products and their health.
- ★ Organise a prize draw loyal customers
- ★ Openly favour loyal customers

Paid marketing plans

We will employ search engine results pages (SERPs), Social media platforms (sponsored social posts) and websites in this category. Paid marketing could take any of these forms listed below:

- **Paid search marketing:** This is also known as search engine marketing (SEM), this served text and image ads to users searching on platforms like Google and Bing.
- **Paid social media marketing:** This allows brands to tarry social media users with ads based on their interest and interactions.
- **Influencer marketing:** B2B and B2C marketers can work with influencers - people with large social followings. We could redirect our customers from pages like Konga, Jumia etc to shop on our website.

Content Marketing plan

A monthly content calende to be made to attract more customers via our social media platforms.

Social media Marketing plan

Constantly engaging followers on our social media platforms through our daily posts

New Product Launch Marketing

For new products, adequate advertisement to create awareness is essential, hence, we could employ tools such as Special offers, Sponsored ads and lots more for massive outreach.