

Proposed By :  
**Kejsi Bedulla**

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# Marketing Proposal

Manzzil.com

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## ■ Executive Summary



Manzzil is a networking company that connects home professionals with homeowners. The company provides a platform where homeowners can find the right professionals to help them create their dream home, while home professionals can showcase their work and grow their business. Manzzil is committed to providing a high-quality service that is both convenient and affordable for both homeowners and home professionals.

## ■ Target Audience

Manzzil's target audience is two-fold:

- Homeowners: Homeowners who are looking for home professionals to help them with their home improvement projects.
- Home professionals: Home professionals who are looking for a new platform to market their services and reach new clients.



## ■ Unique Selling Proposition

Manzzil is differentiated from its competitors by its focus on providing a high-quality service that is both convenient and free. The company's website is easy to use and its directory of home professionals is comprehensive.

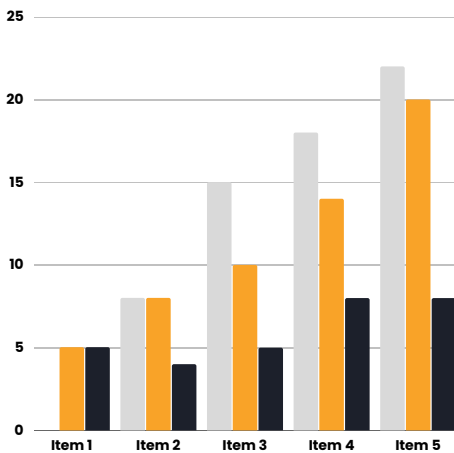


## ■ Marketing Goals

- Drive traffic to the company's website.
- Generate leads for home professionals.
- Increase the number of home professionals who sign up for the service.
- Increase the number of homeowners who use the service to find home professionals.
- Keep social medias active

# ■ Social Media Strategy

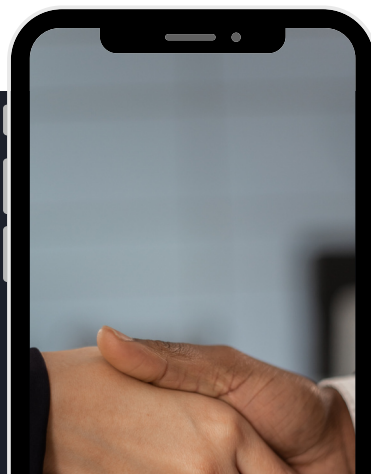
- Increase brand awareness and visibility among homeowners and home professionals.
- Drive traffic to Manzzil's website and increase user engagement.
- Generate leads for home professionals and boost their business growth.
- Establish Manzzil as a trusted and valuable resource for home improvement needs.



## ■ Platforms:

- Facebook: Engage with a wide audience of homeowners and home professionals, share project inspiration, and promote special offers.
- Instagram: Showcase stunning visuals of home improvement projects, behind-the-scenes glimpses of home professionals, and user-generated content.
- LinkedIn: Connect with industry professionals, share thought leadership content, and establish Manzzil as an authority in the home improvement sector.

"Anything worth having takes time."



## ■ Content Strategy:



- **Curated Content:** Share relevant industry news, expert tips, and inspiring project examples to establish Manzzil as a trusted source of information.
- **User-Generated Content (UGC):** Encourage homeowners to share their experiences with Manzzil-connected home professionals through testimonials, reviews, and social media posts.
- **Visual Storytelling:** Utilize high-quality images and videos to showcase the expertise of home professionals and the transformative power of home improvement projects.
- **Interactive Content:** Host live Q&A sessions with home professionals, engage in polls, and encourage discussions to foster community engagement.

## ■ Social Media Advertising:

- **Targeted Ads:** Utilize paid advertising platforms to reach specific demographics, interests, and locations to generate qualified leads for home professionals.
- **Retargeting Ads:** Engage with individuals who have previously visited the Manzzil website or interacted with its social media content to increase conversion rates.



## ■ Social Strategy:

- Posting Frequency: 3-5 times per week, with a mix of curated content, user-generated content (UGC), and interactive posts.



## ■ Content Types:

- Industry news and expert tips
- Interactive polls and Q&A sessions with home professionals
- Visuals of home improvement projects, including high-quality images and videos
- Highlight the ease of use and convenience of Manzzil's platform, showcasing how it can save time and streamline the process of finding new clients.
- Showcase the diversity of home professionals on the Manzzil platform, emphasizing the wide range of expertise and services available to homeowners.
- Create visually appealing infographics and graphics that highlight the key benefits of Manzzil for home professionals.
- Host Instagram contests or giveaways to generate excitement and encourage home professionals to sign up for the platform.

## ■ Recommendations:

- Engage with your audience: Respond to comments and messages promptly, foster discussions, and encourage interaction to build a strong community.
- Track your performance: Use social media analytics tools to measure engagement, reach, and conversions, and refine your strategy based on data.
- Collaborate with home professionals: Partner with home professionals to create co-branded content, host joint giveaways, and cross-promote each other's services.
- Stay consistent: Maintain a consistent posting schedule, voice, and visual style to establish a recognizable brand identity.



## ■ Ad Campaigns:

- Run 2-3 ad campaigns simultaneously, targeting specific demographics, interests, and locations.
- Allocate a budget of \$500-\$1,000 per month for Facebook ads.

## ■ Price:

\$1700/ monthly (not including the budget of the ads)



## ■ I would need:

- Branding Guidelines
- Social Media Accounts
- Detailed information about Manzzil's target audience, including demographics, interests, online behavior, and pain points.
- Customer personas or profiles that represent the ideal homeowners and home professionals Manzzil wants to reach.
- Insights into Manzzil's competitors and their social media strategies.
- Access to a library of high-quality images, videos, and other multimedia assets that showcase Manzzil's services and projects.
- Any pre-approved content or messaging that Manzzil wants to prioritize on social media.
- A content briefing process to ensure alignment with Manzzil's brand voice and messaging guidelines.
- A clear allocation of the social media advertising budget and specific goals for each platform.
- Access to Manzzil's preferred analytics tools or reporting platform for social media performance tracking.
- Access to any industry news, research reports, or expert articles that you want to share
- Are there any relevant trends or challenges in the home improvement industry that you want to address in your social media content?
- Do you have any partnerships or collaborations with other businesses or influencers that you want to highlight on social media?

## ■ In the future:

- A library of high-quality images and videos showcasing Manzzil's services, projects, and team members
- Access to customer photos or before-and-after images of completed home improvement projects?
- User-Generated Content (UGC):
- Homeowners or home professionals sharing their experiences with Manzzil
- Any UGC, such as reviews, testimonials, or social media posts



# Thank You!

Hopefully, we can work together and this project will be successful.



**Let's Get  
In Touch**

**Contact Me**

[kejsibedulla23@gmail.com](mailto:kejsibedulla23@gmail.com)