

Goals

Primary Objective: Drive Revenue Growth Through Enhanced Customer Acquisition

Goal 01

Dominate Your Local Market: Hyper-Local Brand Supremacy Initiative

Goal 02

Transform Browsers into Buyers: Leverage Online for Offline

Goal 03

Amplify Your Digital Presence: Strategic Digital Asset Monetization

Bottom Line Impact for Franchise Partners

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| ✓ Increased daily footfall = Higher sales volume | ✓ Digital integration = Expanded customer reach |
| ✓ Enhanced brand positioning = Premium pricing power | ✓ Improved customer experience = Higher conversion rates |

How do we achieve the goals?

Deploy a 360° digital ecosystem that turns every digital touchpoint into a revenue-generating opportunity.

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Google My Business
Easy search & manage reviews | 
FB & IG
Active & drive awareness | 
Digital Paid Marketing
Hyper local & personalised messaging |
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Mobile Marketing
Leverage CRM data | 
BTL Marketing
Unlocking the power of store database | 
Email Marketing
Direct communication with locals |

Deep dive into the 360° ecosystem

Overall	Objective	Scope	Store Marketing Package Scope (monthly)		
			Starter	Booster	Accelerator
Digital Marketing	Manage Google business	Account clean-up & link to relevant areas	Y	Y	Y
		Respond to reviews		Y	Y
	Digital Campaigns for awareness in vicinity of stores	Execute Meta campaigns	1 creative	3 creatives	5 creatives
		Execute Google campaigns			Y
Business Listing	List stores on directories			Y	
Email Marketing	Set-up of platform	Set-up of email tool	Y	Y	Y
	Creation of Emailers	Creation of emailers	1	2	2
	Email Campaign execution	Execution of Targeted campaigns to store database	Y	Y	Y
Mobile Marketing	SMS set-up & content	Set-up a promotional account & craft messaging	Y	Y	Y
	SMS execution	Campaign creation and execution		Y	Y
	WhatsApp set-up & content	Create a promotional account & crafting messaging	Y	Y	Y
	WhatsApp execution	Campaign creation and execution		Y	Y
	WhatsApp for Business portfolio	Create product portfolio			Y
	WhatsApp for Business comms	Develop WhatsApp status messages			4
Social Media Marketing	Activate Facebook & Instagram	Creating and posting		2 static	2 static
	Boost Facebook & Instagram	Engaging Carousel posts			2 carousel
BTL Marketing	Flyer/Pamphlet	Design with QR code integration		2	4

About QiWorks

Based out of Bengaluru, we are an Integrated Marketing Solutions for Brand and Revenue Acceleration

10+	1000+	60+	120	50	01
Years of Excellence	High Impact Campaigns	NPS from 125 Customers	Brands Influenced	Full-time Employees	Platform for Marketing

What we do – full stack, in-house

- Content as a Service & Video as a Service:** Drive engagement through storytelling
- Marketing Foundation:** Strategic groundwork for success
- Webinars & User Education:** Amplify and engage with your target audience
- Intelligent Websites & SEO:** The foundation of your digital presence
- Always-On Demand Generation:** Fuel pipelines with Performance Marketing
- Social Media as Service:** Harness power of networks for engagement