

# **MARKETING STRATEGY DELIVERABLES**

*Industry – Human resource startup*



# Report goals & objectives

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With this report, Team UpReports aims to educate young entrepreneurs, new startups, big brands, and even IT companies about the work that goes in creating an ace growth strategy.

## Business Strategy – Deliverable Breakdown

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Table of Contents for business strategy report delivered by UpReports to human resource startup in Middle East region:

1. Situational analysis
  - 5Cs Analysis
  - SWOT analysis
2. Goals setting
  - Investment breakup
  - Goals prioritization
3. Differentiation
  - Competitor analysis
  - Findings document
4. Strategic partnerships
  - Potential partner insights
  - Pitch assistance

# Go-to-market strategy - Deliverable Breakdown

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Our marketing strategies are completely results-driven and help brands become a truly local/global name. Here's the deliverable breakdown for marketing plan delivered by UpReports:

## 1. Initial estimates

- Current strategy analysis
- Pricing strategy review

## 2. User acquisition plan covering:

- Display Advertising (Sources Planning)
- Email Marketing (Complete Plan)
- Pay-Per-Click Advertising (Ad Planning & Banner Ads Suggestions)
- Twitter Advertising
- Facebook advertising
- LinkedIn Paid Marketing
- Search Engine Optimization (SEO)
- Affiliate Marketing (Complete Plan)
- Local search marketing
- Online communities/forums
- Retargeting campaigns for Google and Facebook

## 3. Asset strategy covering:

- Blogging (Guest Posting & Traffic Generation)
- Online Public Relations (Including Influencer Outreach)
- User-generated content strategies

## 4. Branding strategy covering:

- Social Media Marketing (complete plan)

- Blogger outreach insights
- Video marketing plan
- Social campaigns

#### **5. Monitoring and evaluation**

- Tool recommendations
- Setup assistance
- Customer behavior analysis

## Data collection and analysis

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Data empowers better decision making and our clients benefit from our data gathering and crunching insights. Deliverable breakdown for this category if chosen by client:

1. Data type to be collected
  - Industry data
  - Social data
  - B2B data
2. Data collection techniques & mediums
  - Public research data on recruitment industry
  - Industry surveys and campaigns
  - Data from social channels like LinkedIn
  - Competitor data insights with tools like SEMrush
  - Data buying and analysis
3. Data analysis tools to be deployed:
  - Google Analytics
  - Social media insight tools (FB Insight, Twitter Dashboard, and LinkedIn)
  - Email marketing tool dashboard
  - Newsletter subscription blog subscribers list

# Bundle Offering from UpReports

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UpReports believes in exceeding client expectations. To deliver more value, we also delivered two additional reports at a very small additional cost.

## 1. Website Audit

- SEO related technical issues
- Website optimization plan for languages
- Content and headings improvements
- Sitemap optimization
- Canonical and no-index tags optimization
- Keywords insights
- Meta tags optimization

## 2. Conversion Rate Optimization Report

- Landing page feedback for paid campaigns
- CTA optimization insights
- AD decay and fatigue handling

## End note

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Team UpReports has a collective work experience of 20 years in brand building, platform planning, and digital marketing. We have closely studied business models, revenue generation, and growth of emerging as well as established digital ventures.

Our experience and insights generate unique strategic advantage for our clients and simplify work for marketing teams. Drop your project or report related queries at [hello@upreports.com](mailto:hello@upreports.com)