



**SUKUMAONLINE**

**BRAND** DIGITAL PLAN



# WHO WE'RE

Welcome to your **360°** marketing powerhouse — where modern tech meets creative strategies to drive unstoppable growth. Let's build your success story together.



# OUR DIGITAL SERVICES

## 360° Complete Digital Marketing

Daily Social Media mgt  
Integrated Campaign Strategy  
Content Creation & Distribution  
Analytics & Performance Tracking

## Advertising & Marketing Campaigns

Creative Campaign Development  
Media Planning and Buying  
Digital Advertising

## Web & Mobile App Development

Custom Website Design and Dev  
E-commerce Development  
Mobile App Development

## Branding and Creative Design

Brand Identity Development  
Graphic Design and Visual Content Creation  
Brand Messaging and Storytelling

## Business Consulting & Research

Market Research and Analysis  
Business Strategy Development  
Feasibility Studies and Forecasting

## Influencers Onboarding & Marketing

Identification and Recruitment  
Campaign Strategy and Coordination  
Performance Tracking and Reporting

## Cloud Hosting & Business Email

Secure Web Hosting Services  
Business Email Solutions  
Data Backup and Recovery

## Company Trainings & Talent Onboarding

Skills Development and  
Training Workshops

# DAILY TASKS

**DAILY  
POSTING**

**CREATIVE  
DESIGNING**

**CONTENT  
CREATION**

**CALENDAR  
REPORTS**

**PAID ADS  
SETUP**

**STRATEGY  
DEVELOPMENT**

**MARKETING  
SUPPORT**



# THE GOAL

We aim to **elevate brands, increase visibility, and maximize return on investment**, ensuring each client's unique success story is realized through tailored, innovative marketing solutions.



# THE APPROACH

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## RESEARCH

Gather insights about your audience and market

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## PLAN

Develop a strategy and plan your campaigns

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## CREATE

Produce compelling content

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## PROMOTE

Use social media, email campaigns, and paid ads to promote your content

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## ANALYZE

Monitor your results and analyze your performance

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## OPTIMIZE

Use the data you've collected to improve our approach

# THE PALATFORMS



# SOCIAL OBJECTIVES

## PROMOTION AWARENESS

- Build a Fan base of over 500K FB, 100K IG, 10K Twitter in over 48 Months
- Reach over 5m fans on FB every 12 Months
- Obtain a video reach of over 500k every 12 Months
- Push for reach with at-least 3 Influencers in major campaigns
- Obtain over 500k in TikTok & YouTube Views every 12 Months
- Reach over 500K IG users every 12 Months

## ENGAGEMENT

- Engage an average of over 500k FB users at a rate of 10% every 12 months
- Engage an average of over 200k IG users at a rate of 10% every 12 months
- Create customer interactions (Meet end users of our distributed products)
- Run conversational campaigns that can yield into traffic conversions



# KEY METRICS



Metric	Description	Target/Goal	Actual Performance	Notes
<b>Followers Growth</b>	Increase in total followers across platforms.	5% monthly increase	4.8%	Slightly below target; consider targeted follower campaigns.
<b>Engagement Rate</b>	Likes, comments, and shares as a percentage of total reach.	7%	7.5%	Strong engagement on recent campaigns.
<b>Impressions</b>	Total number of times posts were displayed.	200,000	215,000	Exceeded expectations with boosted posts.
<b>Reach</b>	Unique users who saw the content.	150,000	140,000	Focus on improving organic reach.
<b>Click-Through Rate (CTR)</b>	Percentage of users who clicked on links.	2%	1.9%	Improve CTA clarity in posts.

Metric	Description	Target/Goal	Actual Performance	Notes
<b>Conversions</b>	Number of users completing desired actions (e.g., purchases).	100	120	Successful conversion-focused campaign.
<b>Content Output</b>	Number of posts published across all platforms.	30 posts	28 posts	Missed target; adjust scheduling strategy.
<b>Response Rate</b>	Average response time to messages or comments.	<1 hour	45 minutes	Exceeded customer service expectations.
<b>Video Views</b>	Total views on video content.	50,000	53,000	Strong performance with engaging video content.

# TRACKING KEY PERFORMANCE

## SOCIAL MEDIA

- Performance reports
- Field Activity report
- Budgets breakdown

MONTHLY

## APP DOWNLOADS

- Google Analytics
- App store analytics
- Google Store analytics
- Website traffic

MONTHLY

## INFLUENCERS

- Posts tracking
- Weekly delivery reviews
- Summary performance reports

MONTHLY

# DESIGN

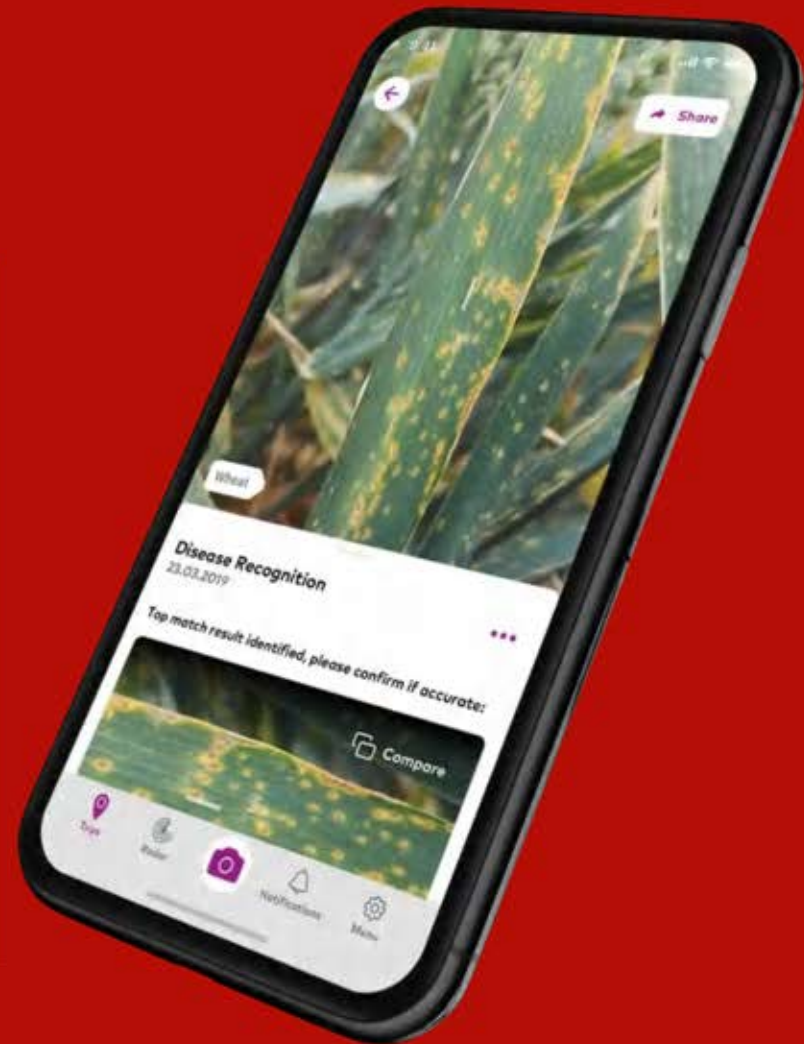
1. Designs for daily posts
2. Creatives for notices
3. Creatives for banners
4. Creatives for web
5. Designs for branding





# EVERYTHING MOBILE

1. App SMS Campaigns
2. Mobile Advertising
3. App Development & Promotion
4. Mobile-Friendly Content
5. Location-Based Marketing
6. Push Notifications
7. Mobile Analytics



# ADS STARTER BUDGET

TYPE FREQUENCY	BUDGET
<b>FB ADS</b> <ul style="list-style-type: none"><li>- Page likes</li><li>- Call to action</li><li>- Post reach</li><li>- Unique campaigns</li><li>- Video views</li></ul>	1 Continuous 4 Weekly 2 Weekly 1 Weekly 1 Weekly
<b>INSTAGRAM ADS</b> <ul style="list-style-type: none"><li>- Post reach</li><li>- Call to action</li><li>- Unique campaigns</li></ul>	1 Continuous 3 Weekly 1 Weekly
<b>YOUTUBE &amp; GOOGLE ADS</b>	1 Continuous 3 Weekly 1 Weekly

300USD TO  
THOUSANDS  
DAILY

# OUR PACKAGES

UGX **3M**

**Daily Social Media Management +  
Photography & Videography**

Get two fresh daily posts on your social platforms –Facebook, X, Instagram, LinkedIn, Google Business, TikTok, and YouTube Shorts—with free photography and videography included!

UGX **4M**

**Daily Social Media Management +  
Photography & Videography +  
Website support & SEO services +  
SMS & Email Campaigns**

Enjoy full daily social media management, routine content creation, fresh designs, website & SEO support, plus free SMS and email campaigns!

UGX **6M**

**Full Digital Services +  
1 inHouse Social Media Manager +  
Branding & Creative Design**

Enjoy full daily social media management, routine content creation, fresh designs, website & SEO support, free SMS and email campaigns, plus an in-house stationed manager to ensure seamless collaboration and maximum effectiveness.

UGX **7.5**

**Full Marketing Services +  
1 inHouse Social Media Manager +  
Branding & Creative Design +  
2 Marketing Personnels**

We handle your online and offline marketing with a dedicated social media manager and corporate sales manager. You enjoy access to a full-time marketing team that offers complete consultancy and marketing activity coordination.

# THE TIMELINES

Phase	Activity	Timeframe	Description
<b>Day 1: Discovery</b>	Initial consultation and understanding client goals.	Day 1	Meet to discuss objectives, target audience, and key challenges.
<b>Day 2: Research</b>	Conduct market, competitor, and audience analysis.	Day 2	Gather insights to inform strategies and campaigns.
<b>Day 3: Strategy</b>	Develop a tailored digital marketing plan.	Day 3	Present strategy, content calendar, and campaign structure for approval.
<b>Day 4: Setup</b>	Set up accounts, tools, and create initial content.	Day 4	Ensure platforms and analytics are ready; draft posts and creatives.
<b>Day 5: Activation</b>	Launch campaigns and start monitoring.	Day 5	Deploy marketing efforts and begin tracking performance.



# CAMPAIGNS ON THE ROAD

- Developing campaign ideas
- Designing the campaigns
- Creating campaign support materials/Brand assets
- Onboarding influencers
- Developing the right PR strategy for the campaign
- Hiring campaign support team
- Regional outreaches and activations
- Proper campaign reporting.





# BIG ON CAMPAIGNS

## CUSSONS BABY MOMENTS 2021

Cussons Baby Moments Uganda is a photo contest for children 0 – 8 years old, to encourage family bonding and to discover the Cussons Baby of the Year.



# BIG ON CAMPAIGNS

## CUSSONS BABY MOMENTS 2021

### ACHIEVEMENTS.

1. Successfully launched the event.  
(Running teasers, creating content for the launch event, booking and setting up venues, working with service providers, Onboarding influencers, and setting up radio adverts)
2. Successfully delivered on the campaign targets with over 5000 entrants in a digital campaign that lasted 4 months.



# BIG ON CAMPAIGNS

## IMPERIAL LEATHER RELAUNCH

We had the privilege to organise and run the relaunch event and campaign for PZ Cussons.

### ACHIEVEMENTS.

We organised the relaunch event at Lawns, organised a PR strategy for the brand, Onboarded influencers, Created all campaign materials, ran a successful digital campaign, Tracked the instore performance, and hyped the brand to increase sales



# BIG ON CAMPAIGNS

## MANTRAC 426 CAMPAIGN 2019

This campaign targeted the promotion of a brand of new motor graders that had been brought to the market by Caterpillar.



**UNEARTH YOUR OWN LEGACY.**  
INTRODUCING THE CAT® 426F2

**SPECIAL OFFER**

- Free 40" inch TV
- Free Parts Kit up to 1,000 lbs.
- 2 Years Extended Warranty
- 20% down payment, LICX 10,181,399 / month for 36 months

**CAT** **Stanbic Bank**

\*Terms & conditions apply

+256 312 330 631



# BIG ON CAMPAIGNS

## MANTRAC 426 CAMPAIGN 2019

### ACHIEVEMENTS.

We created sales leads that actually resulted into actual sales, we created a Tv Ad that ran on NBS TV for over 5 months, we helped organize awarding events and carried out a successful digital Campaign to get contractors on board.





# CLIENTS

We had the opportunity to work with DTB in the past as their creative Agency and helped to transform the brand's visibility on the streets of Kampala.





# CLIENTS

From social media marketing, to corporate strategies and Activations. We have helped these brands to professionally Communicate and grow their influence online.





# CLIENTS

We Have Run Successful Campaigns For Them

**Book a flight**  
Right where you are

Visit us on: [www.eagleair-ug.com](http://www.eagleair-ug.com)

**What part of this plane stores Luggage?**

#FlyEagleAir [www.eagleair-ug.com](http://www.eagleair-ug.com)

**UGANDA TRAVEL MONTH**

Top 3  
**Oct 11 - Oct 13**  
The Mburo & Queen Elizabeth Combo

Transport to and fro, Meals, Game Drives, Boat Launch, 2 Night Stay (Mburo Lodge & Park View), Pool Parties

Category	Rooming
330k	530k

Bookings: 077348632 or info@eagleair.com.ug

**STAY SAFE**  
ORDER ONLINE AND GET ALL YOUR CAT ITEMS SAFELY DELIVERED AT YOUR DOORSTEP

[www.staysafe.com](http://www.staysafe.com)

Happy New Month  
*October*

Kentate COCONUT OIL, COCONUT MILK, COCONUT BUTTER

Handwashing advertisement showing a man washing his hands at a sink.

**Kampala Cocktail Week**  
27 NOV - 7 DEC

SHAIKU

**Snap & WIN!**  
with baby moment

**THE TIME IS RUNNING OUT!**  
JOIN THE 10' MILLION COMPETITION TODAY

**MACHINES IN FAVOR OF PRODUCTIVITY**





# CLIENTS

We have boosted their sales and increased their revenues



# CLIENTS



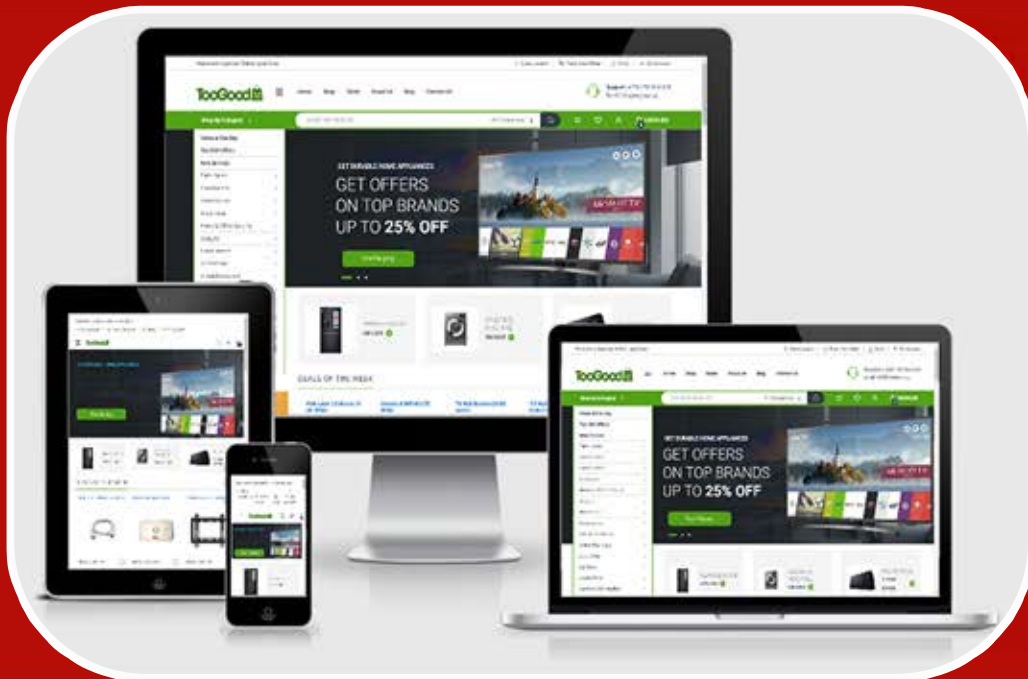
Universal Gift Voucher



Powered by **Gift.com** network

# CLIENTS

We had the privilege to work on an Ecommerce consultation contract with eGift Africa, Through enrolling of Merchants for the Visa Ecommerce Platform targeting African Countries.



# RICH IN ECOMMERCE

With 7+ years of experience, we've launched and managed two e-commerce platforms, DoneDeal and TooGood, offering modern shopping features and driving strong user engagement and downloads.



# FIND US

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