

# **BUSINESS PLAN Agency of Internet Marketing «DIGITAL-Effect»**

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## **Abstracts**

### **Business Plan Description**

Project purpose: attraction of investment for the expansion of the agency of effective marketing «DIGITAL-Effect», which provides the services of system marketing in offline and online environments on the territory of Siberian Federal District (further – SFD) and Far East.

Direction of activities:

organization of business-events;

brand promotion in the Internet (SMM, SMO, SEO, e-mail-marketing, content-marketing);

reputation management;

complex PR-support in the Internet, reputation management, promotion, publicity;

subscription services.

Project target audience:

brand-managers of companies and corporations (advertising campaigns for the support of brand/product);

marketing departments of companies and enterprises (routine work, remote servicing);

PR-agencies (all directions and types of services);

Separate individuals, companies, organizers and founders of events, representatives of the sphere of event marketing.

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