

KitsCo Company Limited

Marketing Consultation

Marketing Strategy

To launch and market your business effectively, starting with **low-cost, high-impact activities** before scaling up is best. Below is a step-by-step approach, prioritized for cost-effectiveness and impact.

1. Branding (*Foundation*)

Your brand should **immediately reflect your expertise** in human-wildlife conflict solutions.

- **Logo** – A strong visual identity to build recognition.
- **Company Profile** – A short document introducing your business, your expertise, and why your kits are the best.
- **Product Catalogue** – a well-designed PDF showcasing all kits and their benefits.
- **Google Business Profile** – essential to help you appear in local searches.
- **WhatsApp Business Profile** – Include a **catalog** of your kits with descriptions and pricing.
- **Branding Materials** – Start with **only the essentials**:
 - Business cards (for credibility in networking).
 - Letterheads (for official communications).
 - **Others**: Email signatures, calendars, notebooks, hats, t-shirts, reusable water bottles, pens, umbrellas, and bags.

2. Sales Strategy

Selling directly to the right customers is the quickest way to make revenue.

- **Approaching potential customers**:
 - Visit **local conservation groups, wildlife organizations, and NGOs** dealing with human-wildlife conflict.
 - Engage **government wildlife departments** and village leaders.
- **Handing out flyers**:
 - Design simple, informative flyers.
 - Distribute them in **villages, wildlife reserves, and conservation offices**.
- **WhatsApp & Word of Mouth**:
 - Share testimonies from early customers via **WhatsApp groups and local networks**.

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3. Digital Marketing

Website:

- A **one-page website** with:
 - **Problem & Solution** (explain human-wildlife conflict and how your kits help).
 - **Products & Pricing**
 - **Impact & Testimonials**
 - **Clear Contact Form** for orders and inquiries.

Social Media: *(Focus on LinkedIn & Instagram)*

- Share **customer success stories** & testimonials.
- Post **educational content** on elephant deterrence.
- Feature **NGOs and conservation experts** using your kits.

4. Email Marketing *(Long-Term Relationship Building)*

Send **monthly or quarterly newsletters** with:

- Tips on **elephant deterrence & human-wildlife conflict mitigation**.
- Impact stories from villagers who have used your kits.
- Announcements of new kits, updates, or discounts.

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Marketing Budget:

	Category	Cost
Digital Marketing	Logo design	100,000/=
	Company Profile Content & Design	300,000/=
	Website content, design & development	500,000/= to 1,000,000/=
	Google Business Profile set up	20,000/=
	Product Catalogue Design	30,000/=
	Flyers Design	30,000/=
	Social Media Posters per month (8 posts per month)	240,000/=
	Social Media Management per month	250,000/=
	Newsletter copy & design	70,000/=
	Branding materials designing (Letterheads, email signatures, business cards, calendars, notebooks, hats, t-shirts, reusable water bottles, pens)	100,000/= - 200,000/=
Printing Branding Materials	T-shirts (5)	100,0000/= @20,000/=