

## MARKETING ACTIVITIES TOOLKIT

Activities	Build your Brand	Drive Leads	Convert Leads into Sales	Connect with Existing Clients
<b>Website (to Include)</b>	✓	✓		✓
About + History				
Branches + Networks				
Basics on how to invest/open an account				
Products offered				
Contact information + Complaint Section				
<b>Social Media Links</b>	✓	✓		✓
Facebook - Retail				
Instagram - Retail				
YouTube - Corporate and Retail				
LinkedIn - Corporate				
Twitter - Corporate				
<b>Trading App</b>	✓	✓	✓	✓
Simple				
Easy to Use & Understand				
Attractive				
On Playstore/appstore				
<b>Digital Advertising</b>				
Blogs	✓	✓		✓
Email Marketing		✓		✓
Video Marketing		✓		✓
SEO	✓	✓		
Google Ads	✓	✓		
<b>Other Methods</b>				
Webinars	✓			✓
Seminars	✓			✓
Workshops		✓	✓	
Competitions	✓			
Mall Kiosks	✓	✓		
Whatsapp for Business - Customer Support	✓	✓	✓	✓
<b>Research</b>	✓			✓
<b>Conventional Advertising</b>				
Direct Marketing Campaign		✓	✓	✓
Product Brochures		✓	✓	✓
Corporate Brochures	✓	✓		✓
Seminars/Conferences	✓			✓
Corporate Presentation			✓	
Sponsorship	✓	✓		
Newsletters		✓		✓