



E-vent it

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Introduction:

People like attending event but what most of them don't know is how hard it is to find a good event. What this website do is mainly reduce the work load of planning an event because it will provide you with event planners list, venues to rent, entertainment, catering companies and if your looking for an event it will list all event that are in your age group.

Channels

- Social media i.e.
 - Facebook
 - Instagram
 - Twitter
 - Youtube
- Search engine marketing.
- Display advertisement.



Budget

- Website – 15000
- Domain name & Hosting – 5000
- Business registration – 1000
- Camera – 80000
- Laptop – 30000
- Digital marketing – 40000

Total = 99,000



Resources

- Internet connectivity.
- Digital marketer.
- Web hosting services.



Strategy.

- Create an event website which is optimized on the search engine (www.e-ventit.com)
- Create well designed landing pages with relevant information like event details, location and prizes
- The website will be easy to use for the visitors



Tactics

- Collect information on event in Kenya.
- Create digital marketing campaign on social media and search engine, to create awareness and drive sales.
- Create an optimized and responsive website that will target pc, tablets and mobile users.
- Create inbound from social media platform to drive traffic to landing page on the website.



Goals

- To make event planning easy and stress free.
- To make not so popular events to be known.
- Reduce the stress of finding an event.

My Goals

- 1.
- 2.
- 3.



Audience

My targeted audience:

- Event planners or anyone who wants to plan an event.
- Event holics and anyone who is able to attend an event.



Competitor Analysis

Most of my competitor only provide tickets whereby my website will provide the tickets, information about the event your planning on attending, location of : (the event, catering companies, venue you want to rent and the entertainment companies.)



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The End