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TURNING NOISE INTO INFLUENCE



One Year Digital Marketing Strategy

Prepared for Platinum Marketing Pvt. Ltd.

A performance-led B2B digital growth plan for coal, bitumen, gypsum, cement, iron & steel supply.

Strategy Thesis :

Platinum Marketing should not be marketed as a commodity supplier.

It should be positioned as a reliable industrial supply-chain partner built on trusted material, verified availability, professional coordination, and on-time delivery.

Visible Activation

- Day 1

Structured Execution

- 12 Months

Transparent Reporting

- Monthly

Lead Generation Focus

- B2B





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1. Executive Summary

Platinum Marketing Pvt. Ltd. already has the raw material required for a strong digital brand: an established product portfolio, operational experience, depots, manpower, and a clear B2B market. The missing piece is systematic digital execution that converts credibility into market visibility and market visibility into qualified inquiries.

This one-year plan is designed to make results visible from the first day. The first objective is not vanity metrics. The first objective is to build a reliable digital inquiry system around bulk supply needs for coal, bitumen, gypsum, cement, iron and steel.

Core Objective:

Visibility → Trust → Inquiry → Follow-Up → Quotation → Conversion

20+

Monthly feed posts

8-12

Monthly reels

25+

Monthly stories

By the end of the first month, Platinum Marketing should have a stronger social profile, clear product-specific messaging, WhatsApp-first inquiry flow, a content system, a basic CRM tracker, and the first paid lead-generation experiments running.





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2. Strategic Diagnosis

Based on public digital assets reviewed, Platinum Marketing is currently positioned as a trading house dealing in coal, bitumen, gypsum, cement, iron and steel. The official website also presents strong credibility indicators including 15+ years of industry experience, 4 depots, 50+ employees, 50+ reputed clients and 100 labourers.

Current Asset	What Exists	Opportunity
Website	Product portfolio, contact details, brochure downloads, credibility numbers.	Convert traffic better with WhatsApp CTA, product inquiry forms, SEO pages and proof-led content.
Instagram	Brand presence exists under Platinum Group official identity.	Make the feed look like a serious industrial supply brand with reels, product education, depot proof and inquiry CTAs.
Facebook	Useful local B2B visibility and trading-house positioning.	Use for lead forms, WhatsApp campaigns, long captions, local trust and retargeting.
Product Range	Coal, bitumen, gypsum, cement, iron and steel.	Create product-specific campaigns and separate inquiry flows instead of generic company posts.

The brand should move from occasional visibility to controlled market authority. Every piece of content should either build trust or push an inquiry.





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3. Brand Positioning

- **Recommended Positioning:**

Nepal's trusted industrial supply partner for coal, bitumen, gypsum, cement, iron and steel.

- **Brand Promise:**

Reliable material. Verified supply. Professional coordination. On-time delivery.

- **Why this positioning matters:**

- a) B2B buyers do not only buy material; they buy continuity of project execution.
- b) Contractors, factories and distributors care about availability, reliability, rate clarity, documentation and follow-up.
- c) The company should be seen as a supply-chain reliability partner, not just another seller of products.

- **Recommended communication line:**

When supply matters, source matters.





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4. Activation Plan (Day-1)

Action	Execution	Expected Visible Result
Bio optimization	Update Instagram and Facebook bios with product categories, location and WhatsApp/call CTA.	Clearer positioning and immediate inquiry path.
Pinned trust post	Publish a company credibility post using 15+ years, 4 depots, 50+ employees and 50+ clients.	Visitors instantly understand scale and trust.
Product inquiry posts	Create separate posts for coal, bitumen, gypsum, cement and steel supply inquiries.	Buyers can identify relevant product faster.
WhatsApp CTA	Use call/WhatsApp instructions in every product caption and story.	Lower friction for serious inquiries.
Lead tracker	Start a simple CRM sheet from day 1.	Every inquiry is visible, traceable and follow-up ready.
Story highlights	Create highlights: Products, Coal, Bitumen, Gypsum, Steel, Cement, Depots, Contact.	Better navigation for new visitors.





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5. Audience & Market Segmentation

Segment	Likely Need	Message Angle
Brick kilns / industrial heating users	Coal supply	Consistent coal supply for uninterrupted operations.
Road contractors	Bitumen	Reliable bitumen support for road and infrastructure projects.
Construction contractors	Cement, steel, bitumen	Material availability and delivery support for project continuity.
Cement/construction businesses	Gypsum, cement, steel	Dependable sourcing and repeated supply coordination.
Hardware and construction distributors	Steel, cement, gypsum	Bulk material supply with professional trade support.
Factories and industrial buyers	Coal and raw material	Stable supply chain partner for recurring requirements.





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6. Content Strategy

Pillar	Purpose	Example Topics
Product Authority	Make every product easy to understand and easy to inquire about.	Coal types, bitumen use, gypsum supply, steel categories, cement availability.
Trust & Proof	Show that Platinum has operating strength and market credibility.	15+ years, depots, team, labour force, clients, delivery process.
Supply Updates	Create commercial relevance and urgency.	Stock arrival, depot update, bulk supply open, dispatch activity.
Buyer Education	Position Platinum as an expert supplier.	How to choose supplier, what delays cost, material checklist, procurement tips.
Relationship Content	Maintain local goodwill and cultural relevance.	Festivals, company milestones, team appreciation, community posts.

Recommended monthly content volume:

- 20 + feed posts per month.
- 8 - 12 reels per month using real depot, loading, material and team visuals.
- 20 - 25 stories per month for inquiry CTAs, product reminders and reposts.
- 1 monthly campaign theme with consistent message and design direction.





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7. Platform Strategy

Platform	Role	Execution Focus
Instagram	Brand image and visual trust.	Premium industrial feed, reels, product carousels, depot visuals, story highlights and WhatsApp CTAs.
Facebook	Local B2B conversion and discovery.	Long captions, lead forms, product availability posts, local targeting and WhatsApp ads.
Website	Trust anchor and inquiry converter.	Product landing pages, brochure downloads, inquiry form, WhatsApp button and SEO content.
WhatsApp	Primary conversion channel.	Fast inquiry response, quotation coordination, follow-up and buyer broadcast lists.
Google Search	High-intent discovery.	SEO pages and optional search ads around coal, bitumen, gypsum and steel supplier keywords.





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8. Campaign Architecture

Campaign	Timing	Purpose	Sample Assets
Supply That Never Stops	Month 1	Establish reliability and day-1 authority.	Company trust post, product inquiry posts, depot visuals, WhatsApp CTA stories.
Know Your Material	Month 2	Educate buyers and improve expert perception.	Buyer guides, material checklists, carousel explainers, reels.
Depot to Delivery	Month 3	Show operational strength.	Loading reels, arrival updates, dispatch stories, team visuals.
Built on Trust	Month 4	Build reputation and confidence.	Experience, clients, workforce, values, director/team message.
Bulk Supply Open	Quarterly	Generate direct inquiries.	Product-specific ad creatives, lead forms, WhatsApp campaigns.
Year of Supply Trust	Months 10-12	Prepare renewal and annual proof.	Performance summary, best content, testimonial-style posts, annual recap.





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9. Paid Media & Lead Generation

Campaign Type	Objective	Targeting Direction	Success Metric
WhatsApp Inquiry Campaign	Generate direct buyer	Nepal-based contractors,	Cost per WhatsApp conversation and
Product-Specific Campaigns	Promote coal, bitumen, gypsum,	Separate ad sets by product category	Qualified product inquiries.
Lead Form Campaign	Capture structured inquiry details.	Business owners, procurement	Form fills with quantity/location/ti
Retargeting Campaign	Convert warm viewers into	People who engaged with page, videos,	Lower cost qualified leads.

10. Website & SEO Improvements

Improvement	Why It Matters
Floating WhatsApp button	Reduces friction and supports fast B2B inquiry.
Product-specific inquiry buttons	Coal, bitumen, gypsum, cement and steel buyers should not use a generic contact path.
Request Bulk Quote form	Captures structured buyer details for follow-up.
Industries We Serve section	Helps buyers recognize relevance: contractors, factories, road projects, brick kilns, distributors.
SEO landing pages	Improves discoverability for high-intent searches such as coal supplier in Nepal and bitumen supplier in Nepal.
Copy correction and polish	Spelling and grammar improvements increase trust for a serious B2B trading company.





11. CRM & Follow-Up System

CRM Field	Purpose
Date	Know when the inquiry came in.
Name / Company	Identify buyer and organization.
Phone / WhatsApp	Primary contact route.
Source	Instagram, Facebook, website, ad, referral or direct call.
Product	Coal, bitumen, gypsum, cement, steel or mixed requirement.
Quantity	Qualify size and seriousness.
Location	Assess delivery feasibility.
Status	New, contacted, quoted, follow-up, converted or lost.
Follow-up date	Prevents leads from going cold.

Recommended follow-up rhythm:

- **Day 0: Reply within 15 minutes whenever possible.**
- **Day 1: Share availability / quotation process / next step.**
- **Day 3: Follow up with product and delivery support.**
- **Day 7: Final conversion-oriented follow-up.**
- **Day 15: Add relevant buyers to a monthly product update broadcast list.**





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12. Roadmap

Phase	Timeline	Main Focus	Key Deliverables
Foundation	Month 1	Visible activation and inquiry readiness.	Bio updates, trust post, product posts, highlights, lead tracker, first ads, CTA improvements.
Authority	Months 2-3	Product education and operational proof.	Buyer guides, depot reels, SEO drafts, lead forms, monthly campaign reports.
Scale	Months 4-6	Lead generation and retargeting.	Product-specific ads, retargeting, buyer database, case-study style content.
Dominance	Months 7-9	Market recall and deeper credibility.	Video campaigns, testimonials/proof content, stronger SEO and Google visibility.
Renewal Proof	Months 10-12	Annual performance story and renewal case.	Annual report, best content recap, inquiry analysis, next-year growth proposal.





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13. KPIs & Reporting

Category	Metrics to Track
Content Output	Posts, reels, stories, campaigns completed, creative themes
Visibility	Reach, impressions, profile visits, page growth, video views.
Engagement	Comments, saves, shares, story replies, message replies.
Traffic	Website clicks, WhatsApp clicks, call clicks, brochure downloads.
Leads	New inquiries, product-wise inquiries, qualified leads, source-
Commercial Follow-Up	Quotes requested, follow-up status, converted/lost leads when
Ad Performance	Spend, cost per lead, cost per WhatsApp conversation, best ad

Monthly reporting package:

- One-page executive summary for management.
- Performance dashboard with key numbers.
- Best and worst performing content analysis.
- Lead quality summary and follow-up status.
- Next month action plan.





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14. Why Chaos House Can Deliver

What Most Agencies Do	What Chaos House Will Do
Post generic creatives.	Build a product-wise, trust-led, inquiry-focused content system.
Focus only on likes and followers.	Track visibility, WhatsApp inquiries, lead quality and follow-up.
Use the same strategy for every business.	Build specifically for coal, bitumen, gypsum, cement, iron and steel buyers.
Send occasional updates.	Send structured monthly reports with performance, insights and next steps.
Treat the website separately.	Connect website, social media, ads, WhatsApp and CRM into one lead-generation loop.

Final Execution Principle: Every action must either build trust or generate a serious inquiry.





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Appendix: Public Digital Assets Reviewed

The strategy was prepared after reviewing Platinum Marketing's public website and public social profiles.

Asset	URL
Website	https://platinummarketing.com.np/
Product Page	https://platinummarketing.com.np/service-detail.php
Instagram	https://www.instagram.com/platinumgroupofficial/
Facebook	https://www.facebook.com/platinumgroupofficial

First 7 Days: Launch Checklist

Day	Deliverable	Purpose
Day 1	Update bios, CTAs, highlights and tracking sheet.	Show immediate control and make inquiry paths clear.
Day 2	Publish company trust post and product inquiry creatives.	Make credibility visible to every profile visitor.
Day 3	Collect product/depot/team visuals from Platinum team.	Build a real content bank instead of stock-style generic posts.
Day 4	Launch WhatsApp inquiry creative testing.	Start generating measurable commercial signals.
Day 5	Prepare first buyer-education carousel and reel sequence.	Begin authority-building beyond promotional posts.
Day 6	Set up CRM status review with Platinum team.	Ensure no inquiry is missed or left cold.
Day 7	Send first weekly execution summary.	Prove organized delivery from the first week.

This is not a posting calendar. It is a one-year commercial visibility and inquiry-generation system.





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Collaboration Required from Platinum Team

- Product availability updates for coal, bitumen, gypsum, cement, iron and steel.
- Depot, loading, stock, vehicle and team photos/videos whenever available.
- Fast confirmation on product claims, pricing-related messages and ad approvals.
- Sales feedback on which leads became useful, quoted, converted or irrelevant.
- Permission to use selected client/project proof when commercially appropriate.

