



Kofluence

Content Strategist

Assignment Brief



About Client



InvestoRama

An online brand of Elan Markets, InvestoRama is a discount broking company based out of Bangalore, serving customers across the globe for over 10 years. Their mission is to make investing and trading in stock markets rewarding and simple for every customer. They make this possible by bringing technology-driven and intelligent solutions that enable their customers to invest or trade at almost zero cost.

Their pursuit is to constantly improve and provide their customers the best, technology-based investing and trading tools that equip them with the relevant information to make the right decisions at the right time.

The business is built on three pillars, namely Technology, Transparency, and Trust. The company has received the NSDL Star Performance Award for five consecutive years - 2014, 2015, 2016, 2017 & 2018.

Their business is powered by technology and business practices comparable to the best in the industry. They offer a discounted flat rate brokerage model along with state-of-the-art investment/trading platforms across Exchanges for trading in Equities, Derivatives, Mutual funds, ETFs, Bonds, IPOs, Margin Trade Funding, etc.





Campaign Brief

The brand wants to target micro-influencers having an audience base in

- Tier-I & Tier-II cities
- Languages: English, Hindi
- Platform- Instagram & YouTube

The campaign focus is to draw in a younger demographic of audiences (18-40 years) and encourage them to start learning about investing and start their trading journey with InvestoRama

Content flow:

1. Sharing personal opinions and anecdotes on trading
2. Create an account
3. Do a walkthrough of the mobile app
4. Chat on WhatsApp to open demat/trading account
5. Promote their unique link, for tracking purposes





About the product

InvestoRama is proud to present the ultimate customer-friendly Brokerage Plan with NO Charges for Account Opening, Demat Account, Direct Mutual Funds, and Equity Delivery.

- You can trade in Equities, Commodities, Currency, Derivatives, Mutual funds, ETFs, Bonds, IPOs. Also get 50% funding for your investments through SEBI licensed Margin Trade Funding facility.
- Since 2012, 10,000+ customers globally
- Open demat/trading account in under 15 minutes
- Chat on WhatsApp -XXX for clarification

Plan Details

SMART FLAT @ ₹99/Month for startup traders who will be getting the first 30 trades absolutely free, and after that, the brokerage is Rs. 9/-or 0.01%, whichever is lower.

FLAT PRO @ ₹499/Month for the experienced traders who can enjoy Free Derivative Trade across Any Segment, Any value, Any number of trades with Zero brokerage. This plan is ideal for those who make more than 75 transactions in a month across stocks, currency, or commodities.



Assignment



Based on the information given above, prepare a pitch deck for the content proposal to the client. You are required to provide-

1. Campaign name
2. Campaign theme
3. Deliverables (what each influencer will have to deliver, for e.g. 1 video + 3 stories for Instagram)
4. Caption/Description text ideas
5. Relevant hashtags (Primary & Secondary)
6. 2 sample scripts each for YouTube and Instagram respectively as per the targeted content formats
7. Sample influencers

Download the logos here:

<https://drive.google.com/drive/folders/113w-A3OhXOpD0JMJbQisfO9YZs5-iudj?usp=sharing>

