

PROPOSAL

ENHANCING SOFYA
FURNITURE'S DIGITAL
PRESENCE



PREPARED BY



PREPARED FOR



SEPTEMBER 22, 2023

Dear Sofya Furniture Team,

We are excited to introduce ourselves as Ylab Studios, an Audio Visual Production Company specializing in digital content creation that converts. We have taken a keen interest in Sofya Furniture, your exquisite furniture store brand in Kenya, which imports and sells luxury furniture.

After a comprehensive analysis of your digital footprint, we would like to propose a strategic partnership with Sofya Furniture as your official digital partner. Our goal is to collaborate closely with your marketing team to claim a substantial share of the furniture market by revitalizing your online presence and leveraging the power of digital marketing. Below, we outline what we offer and the potential benefits of working with us.



WHAT WE OFFER



AUDIO VISUAL PRODUCTION

Our team boasts over a decade of experience in audiovisual production. We excel in producing high-quality photos, videos, and motion graphics that will showcase your furniture in the best light, captivating your target audience and driving engagement.



DIGITAL MARKETING

We are experts in digital marketing, including social media marketing. We will craft and execute strategic campaigns tailored to your brand, ensuring increased visibility and engagement across various digital platforms.



FULL SOCIAL MEDIA REVAMP

Sofya Furniture's current social media reach may not be impressive, but our team will rejuvenate your social media presence, creating captivating content that resonates with your audience, leading to improved brand recognition and customer engagement.



WEB DEVELOPMENT

We will design and develop a modern, user-friendly website for Sofya Furniture, making it easier for customers to explore your offerings, browse product catalogs, and make purchases online. A well-optimized website can significantly enhance your online sales.



OFFICIAL DIGITAL PARTNER

By partnering with Ylab Studios, you gain access to a dedicated team committed to your success. We will work closely with your marketing team, providing guidance, insights, and support to ensure your digital presence aligns with your business objectives.

OUR ASK

In exchange for our services, we kindly request the following:

- Select Furniture Pieces for Our Studio Space: We propose selecting a few furniture pieces from your collection to enhance the ambiance of our studio. This collaboration will serve as a real-world showcase of your products in a creative setting.
- Discounted Prices on Select Furniture: We request special discounted rates on select furniture items for our studio setup, which will be used for promotional purposes. This collaboration will also allow us to create authentic content featuring your products.



WHY WORK WITH US

- Extensive Experience: Our team has accumulated over 10 years of experience in audiovisual production and digital marketing, making us seasoned experts in these fields.
- Proven Track Record: We have a demonstrated history of helping businesses like yours elevate their online presence and drive sales through compelling digital content and effective marketing strategies.
- Dedication to Success: Ylab Studios is committed to your success. We view our clients as partners and will go above and beyond to ensure your brand achieves its digital marketing objectives.



Sample social Cretive



We believe that by partnering with Ylab Studios, Sofya Furniture can significantly enhance its digital presence, reach a wider audience, and ultimately increase sales. We look forward to the opportunity to discuss this proposal in more detail and explore how we can work together to elevate Sofya Furniture's position in the market.

THANK YOU FOR CONSIDERING OUR PROPOSAL

We are excited about the prospect of collaborating with Sofya Furniture and helping your brand achieve new heights in the digital landscape

