

**KNIGHT CASTLE & KING**



**Introduction**

Geekomba is an interactive marketing company that aims to redefine the boundaries of experiential marketing. Our mission is to craft immersive and memorable brand experiences that captivate audiences and foster deep connections between brands and their customers. To achieve this mission, we have outlined key milestones, workstreams, tasks, and subtasks to ensure our vision becomes a reality.

**Milestone 1.** Launch and Branding

**Workstream**: Creative Strategy

|  |  |
| --- | --- |
| **Tasks** | **(Sub tasks)** |
| **Task 1:** Design a compelling pitch deck for potential clients | * Research target client profiles and industry trends. * Outline key sections (company intro, services). * Collaborate with graphic designers for a polished look. * Collect feedback from stakeholders and revise the deck. |
| Task 2: Secure the first two or three clients to build a portfolio | * Compile a list of potential clients and prioritize high-impact targets. * Reach out via emails, LinkedIn, or networking events. *  Draft contracts and agreements tailored for experiential campaigns. |
| **Task 3:** Create branded marketing collateral | * Develop templates for brochures, social media posts, and client proposals. * Write and design a one-page company profile. * Create short promotional videos highlighting Geekomba’s vision. |

**Milestone 2.** Market Positioning

**Workstream**: Client Acquisition and Relationship Management

|  |  |
| --- | --- |
| **Tasks** | **(Sub-tasks)** |
| Task 1: Roll out successful campaigns | * Define campaign objectives, budgets, and timelines for each project. * Collaborate with clients to finalize campaign briefs. * Coordinate logistics (venues, permits, equipment, and staff). * Gather participant feedback and analytics to assess campaign success. |
| Task 2: **Establish an online presence with regular blog posts or case studies** | * Build a content calendar with topics related to experiential marketing. * Assign content creation roles (writers, designers, editors). * Publish one case study for each successful campaign with visual media. * Monitor website traffic and engagement metrics. |
| Task 3: Build a referral program to leverage satisfied clients | * Draft program terms (e.g., rewards for referrals). * Create an easy-to-use client referral form. * Promote the program via email and social media campaigns. * Track referrals and reward participants promptly. |

**Milestone 3.** Operational Growth

**Workstream**:Internal Operations

|  |  |
| --- | --- |
| **Tasks** | **(Sub-tasks)** |
| Task 1: Organize Geekomba-led flagship events | * Brainstorm themes for events that align with Geekomba’s brand. * Secure sponsorships and partnerships to fund and promote the event. * Plan engaging activities (interactive booths and panels). * Create a follow-up strategy to convert event attendees into clients. |
| Task 2: **Develop proprietary technology for unique marketing solutions** | * Identify gaps in current experiential marketing tools. * Collaborate with developers to prototype solutions (e.g. apps, filters). * Test prototypes at smaller events to refine features. * Launch and promote the tools as part of Geekomba’s service offerings. |
| Task 3 **Launch operations in two other regions or markets** | * Conduct market research to identify viable regions. * Hire or partner with local talent to ensure regional expertise. * Adapt service offerings to align with cultural and market-specific needs. * Develop region-specific marketing campaigns and partnerships. |

**Milestone 4:** Client Retention

**Workstream:** Marketing and Communications

|  |  |
| --- | --- |
| **Tasks** | **(Sub-tasks)** |
| Task 1: Develop a client loyalty program | * Design the loyalty program structure (e.g., points, rewards). * Identify reward options (discounts, exclusive content, events). * Create personalized communication to inform clients about the program. * Set up tracking systems to monitor loyalty program participation. |
| Task 2: Upsell additional services to existing clients | * Analyze past campaign performance to identify new opportunities. * Develop targeted upsell proposals (e.g., exclusive experiences, extended campaign durations). * Schedule meetings with clients to discuss new services. * Create tailored pricing models for upsell offerings. |

**Milestone 5:** Brand Recognition

**Workstream:** Media Presence

|  |  |
| --- | --- |
| **Tasks** | **(Sub-tasks)** |
| Task 1: Secure media coverage in industry publications | * Identify top industry magazines, blogs, and news outlets. * Craft press releases highlighting successful campaigns. * Build relationships with journalists and influencers in the marketing industry. * Pitch story ideas to relevant media contacts. |
| Task 2: Host webinars and/or podcasts | * Define webinar/podcast topics (e.g., trends in experiential marketing, client success stories). * Invite industry experts or clients to speak at these events. * Promote webinars/podcasts through email campaigns and social media. * Record and edit the sessions for future use. |
| Task 3: Collaborative Approach | * Work closely with clients, creative teams, and designers to ensure the brand’s identity is consistently portrayed across various touchpoints. Team members should have a hands-on approach to ensure ideas are executed effectively. |

**Conclusion**

Geekomba is poised to transform the experiential marketing industry with a strategic approach to creating unforgettable brand experiences. By achieving our milestones and diligently executing tasks across key workstreams, we aim to deliver exceptional value to our clients while fostering meaningful connections between brands and their audiences. Together, we will redefine marketing boundaries and set a new standard for interactive engagement.