



MelakuNet Digital Growth and Marketing Strategy Plan

## **FOR MARKETING COURSE FINAL PROJECT (CBC)**

ETEFWORKIE MELAKU / MELAKUNET TORONTO, ON.



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## INTRODUCTION

The **MelakuNet Digital Growth and Marketing Strategy Plan** outlines a comprehensive approach to expanding the company's digital presence and optimizing marketing efforts. This project is designed to drive brand awareness, enhance customer engagement, and increase sales of MelakuNet's digital products.

The plan covers several key areas, including a **Comprehensive Marketing Plan, Company Structure & Internal Communication Strategy**, and an in-depth **Marketing Overview**. It also includes **Market Research** through surveys, **Competitor Analysis**, and strategic frameworks to guide **Digital Marketing, Customer Relationship Management (CRM)**, and other growth initiatives.

This roadmap will ensure MelakuNet is positioned for sustained growth in the competitive digital content market.

## Project Overview and Company Background

### 1. Company Overview

- **Company Name:** MelakuNet (operating NovelsNet)
- **Brief History:**

MelakuNet, operating under its platform **NovelsNet**, offers a diverse range of digital products, including eBooks, audiobooks, animated videos, and character merchandise. The platform, powered by Shopify and Wix, caters to a global audience with content for children and adults. Our flagship Shopify store, **Novelnet.ca**, is the main hub for digital product sales, offering a seamless shopping experience for eBooks, digital content, and character-inspired merchandise.

### Background & Company History:

MelakuNet was officially registered as a sole proprietorship under the Business Names Act in Ontario, Canada, on **July 19, 2024**. Since its inception, MelakuNet has steadily built its digital presence, offering products through Shopify at **Novelnet.ca** alongside merchandise and engaging multimedia content.

## Vision & Mission Statement:

### Vision Statement:

"To be the most trusted and engaging platform for insightful product reviews, captivating storytelling, and educational content, inspiring children and adults through diverse multimedia formats, while fostering a global community of curious minds".

### Mission Statement:

"At NovelsNet, our mission is to deliver high-quality content that enriches lives across all age groups. We aim to offer honest product reviews, entertaining children's stories, insightful self-help and finance books, and fascinating facts about the animal world and global curiosities. Through our written content and engaging short-form videos, we create a space where knowledge and entertainment intersect, connecting audiences via our YouTube channels, NovelsNet and Singer Kids".



### Logo Mark:

#### 1) Logo Mark:

- a) Features a combination of playful icons and imagery including an open book, cloud, star, pencil, and abstract digital symbols.
- b) Represents a blend of **education**, **creativity**, and **digital** innovation.
- c) The book in the logo highlights **publishing** and **storytelling** focus, while the colorful icons reflect the brand's vibrancy and engagement with a younger audience.

### Sub Mark:

#### 1) Sub Mark:

- a) The **NOVELNET** text can be bold and placed within an orange rectangular box, which effectively conveys the brand name without the additional surrounding icons.
- b) A simplified version of the logo without a detailed background, ideal for small digital spaces such as favicons, app icons, and social media profile pictures.

### Brand Value:


- 1) **Innovative Digital Storytelling:** Emphasizing digital book publishing for children and interactive content that blends education with fun.
- 2) **Creative Engagement:** Offering a multimedia experience with **audiobooks**, **interactive stories**, and a **YouTube channel** aimed at enhancing children's reading experiences.
- 3) **Educational Growth:** Positioning as a platform that contributes to childhood learning through innovative and engaging digital content.
- 4) **Accessibility:** Digital products that are accessible across various platforms, including **Shopify** and **Wix**-powered sites, reaching a broad audience globally.

### Brand Identity:

- 1) **Friendly and Playful:** The logo's bright colors and fun elements appeal to children and parents alike, representing the joyful learning process.
- 2) **Educational and Informative:** The use of icons such as a book and pencil shows the company's commitment to education and storytelling.
- 3) **Digital Innovation:** With digital-themed icons and a clean, modern font, the brand is presented as a forward-thinking digital company.

### Color Palette and Meaning:

- 1) **Orange (#FF6B3A):**

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- a) **Primary Color** of the brand.
  - b) Represents **energy, creativity, and fun**. It is vibrant, catching the eye while evoking a sense of adventure and warmth.
  - 2) **Blue (#1E90FF):**
    - a) **Secondary Color** is used for contrast and clarity.
    - b) Symbolizes **trust, stability, and intellect**, which appeals to both parents and educators looking for reliable, educational content.
  - 3) **Yellow (#FFD700):**
    - a) **Accent Color** in the design.
    - b) Conveys a sense of **optimism, joy, and excitement**, making the brand approachable and exciting for its young audience.
  - 4) **White (FFFFFF):**
    - a) Used for text and contrast, ensuring clarity and readability.
    - b) Represents **simplicity, cleanliness, and purity**, balancing the more playful colors and making the design easily digestible.

### Typography:

- 1) **Bold, Modern Sans-Serif Font:**
  - a) The clean and bold font used for "NOVELNET" emphasizes clarity and modernity. It is easy to read across all platforms and reinforces a tech-savvy and innovative brand identity.
- 2) **Supportive Typography:**
  - a) Simple, child-friendly secondary fonts are likely used for subheadings, body text, and user interactions to keep the brand accessible and welcoming.

This logo and brand design effectively target families and educators, offering a strong visual identity that aligns with the company's mission to provide fun and educational digital content for children

## 3. Marketing Brief

- 1) **Reasons for Creating the Marketing Plan:** To expand market share, increase brand awareness, and grow product offerings.
- 2) **Primary Marketing Objectives:**
  - a) **Increase market share by 10%** within the next 12 months.
  - b) **Launch 2 new products** (animated videos and eBooks) in the next fiscal year.
  - c) **Improve customer retention by 20%** with loyalty programs and personalized offers.

### 3) **Communication Objectives:**

- a) Increase brand awareness among **parents aged 25-40** by **15%**.
- b) Generate **100 qualified leads** per month through social media campaigns and content marketing.
- c) Achieve a **10% engagement rate** on social media platforms, particularly TikTok and Instagram.

## 4. Target Market Definition

### 1) **Buyer Personas:**

- a) **Persona 1:** Sarah, a 32-year-old mother of two, seeking educational digital content for her children.
- b) **Persona 2:** John, a 40-year-old educator, is interested in interactive eBooks and story-based teaching tools.

### 2) **Demographics:**

- a) Age: **25-40** (parents)
- b) Gender: **Mostly female**
- c) Income: **\$50,000+ per year**

### 3) **Psychographic Characteristics:**

- a) Values **education, convenience, and family-friendly** entertainment.
- b) Prefers digital formats that are accessible on mobile and tablet devices.

### 4) **Pain Points:**

- a) Time-constrained parents looking for educational content that's engaging and easy to use.
- b) Educators seek high-quality digital products to supplement their lessons.

### 5) **Preferred Communication Channels:**

- a) **TikTok, YouTube, Email Newsletters.**

## Stage 2: Execution Plan Overview

### 1. Key Marketing Deliverables

- 1) **Website redesign** to improve navigation and mobile responsiveness.
- 2) **Content marketing strategy** focusing on short-form educational videos for social media.
- 3) **Social media campaign** targeting TikTok and YouTube with engaging, animated content.

### 2. Mandatories

- 1) **Brand Guidelines:** Ensure all content aligns with MelakuNet's educational and fun brand.

- 2) **Legal Considerations:** Compliance with COPPA (Children's Online Privacy Protection Act) and relevant advertising regulations.

### 3. Timeline Considerations

- A **12-month plan** with quarterly milestones, including content launches, marketing campaign evaluations, and audience growth.

### 4. Tracking and Goals

- **KPIs** (Key Performance Indicators):
  1. Website traffic and conversion rates.
  2. Social media follower growth and engagement.
  3. Customer retention rates and sales growth.

### 5. Budget Overview

- 1) Budget range: **\$500-\$5000 per month**, including funds for content creation, social media ads, and influencer partnerships.
- 2) Allocation:
  - a) **60%** Social Media Advertising
  - b) **20%** Content Creation
  - c) **20%** Other (PPC, SEO, etc.)

## 1/ Situation Analysis


### SWOT Analysis

#### A. Strengths:

**Diverse product offerings:** eBooks, audiobooks, animated videos, and character merchandise designed to captivate a wide range of audiences.

**Digital presence:** **Novelnet.ca**, powered by Shopify, provides easy access to our digital products, while **Novelsnet.com** (Wix) strengthens our content reach.

**Established online sales channels:** Products are also available on platforms like Amazon, Apple Books, Google Play Books, Kobo, and Ingram Spark, expanding our reach.



**Strong social media presence:** Significant following on platforms such as TikTok, Facebook, and YouTube, driving traffic and engagement.

## **B. Weaknesses:**

**Reliance on Third-Party Platforms:** Heavy dependence on platforms like Amazon, Shopify, and YouTube limits control over customer interactions and reduces direct brand engagement.

**High Production Costs:** Animation, video production, and book editing are costly and time-consuming, slowing content creation and straining financial resources.

**Merchandise Fulfillment:** Sourcing merchandise overseas introduces long lead times and logistical challenges, increasing costs and complicating inventory management.

**Budget and Resource Constraints:** Limited financial and in-house resources hinder scaling efforts for both production and marketing, slowing down product releases and outreach efforts.

## **C. Opportunities:**

**Expanding Merchandise Offerings:** Leverage popular characters from books and videos to create a range of merchandise like toys, clothing, and more. Expanding internationally or offering customized items can further boost engagement and revenue.


**Increased Digital Engagement:** Grow YouTube revenue through monetization and partnerships. Expanding to other platforms like Patreon or Twitch can increase reach and provide additional revenue streams from fan interaction.

**Growth in the Audiobook Market:** Take advantage of the growing audiobook industry by producing more audiobooks and partnering with known narrators or platforms like Audible for increased visibility and recurring revenue.

**Growth in eBook and Print Book Markets:** Expand internationally by offering translated versions and exploring partnerships with schools and educational institutions for increased sales and brand recognition.

**Diversification into New Digital Products:** Introduce interactive eBooks, learning apps, or gamified experiences to engage tech-savvy audiences, and consider subscription services for exclusive content to generate consistent revenue.

## **D. Threat Threats (CREST):**



**Competition:** The digital content market (books, audiobooks, videos, and merchandise) is highly competitive and saturated. Competing against well-established creators and platforms requires ongoing marketing efforts, increasing costs and making it harder to stand out.

**Regulatory Environment:** Heavy reliance on platforms like YouTube, Amazon, and Shopify exposes the business to potential regulatory or policy changes. Algorithm updates or new platform rules could affect visibility and organic reach, impacting sales and content exposure.

**Economic Conditions:** High marketing and production costs are a challenge, especially in competitive environments. Economic downturns or shifts in consumer spending could reduce disposable income, making it harder to justify investments in premium content like audiobooks, videos, or merchandise.

**Social Trends:** Rapid changes in consumer behavior and preferences, such as new trends in content consumption (e.g., preference for short-form video content), could reduce demand for certain products. Failing to adapt to these shifts quickly could result in losing relevance.

**Technological Advancements:** Fast-paced advancements in AI, animation, and digital content creation may put the company at a disadvantage if competitors adopt these technologies earlier. Keeping up with innovation may require additional investment in new tools, increasing production costs

## **2. CSR Initiatives:**

MelakuNet plans to associate with nonprofit organizations focusing on educational initiatives, particularly literacy and digital learning for children. This would align with our company's values of fostering learning and imagination in young minds.

## Marketing Overview

### 1) Typical Marketing Budget:

The **marketing budget** is modest due to the company's startup position, primarily allocated every **month**.

b) The budget is spent mostly on **social media ads** (e.g., TikTok, Instagram) and **content creation** tools.

### 2) Channel Split:

a) **60%** of the marketing budget goes to **social media platforms** like TikTok, Instagram, and YouTube.

b) **40%** is used for other digital tools, including **video production**, ad boosting, and **SEO efforts**.

### 3) Top & Underperforming Campaigns:

a) **Top Performing Campaigns:** TikTok and Instagram reels have been highly successful, showing strong engagement, particularly with short-form videos and engaging captions.

b) **Underperforming Campaigns:** Some paid ad campaigns on **Facebook** have not reached expected engagement levels, underperforming compared to other social platforms.

### 4) Website and Social Media Audit:


a) **Websites** (<https://novelnet.ca/> and <https://www.novelsnet.com/blog>) are operational but need **more traffic** and **SEO optimization**.

### b) SocialMedia Presence:

i) TikTok and Instagram show **steady growth** with increasing follower counts and high video engagement. ( <https://www.tiktok.com/@novelnet.ca>)

ii) YouTube channels are gaining momentum with a steady rise in subscribers and view counts. (<https://www.youtube.com/@Singerkids>)

### 5) Current Marketing Objectives:

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- a) Increase **brand visibility** and awareness across all platforms.
  - b) Grow the **TikTok** and **Instagram** follower base further by focusing on content that resonates with younger audiences.
  - c) Expand the use of **YouTube** for children's book narration videos and build out the **merchandising side** based on popular content characters.

6) **Target Market Analysis:**

- a) Primary target audiences are **parents and children**, with a focus on the children's book market.
- b) Demographics primarily include **young parents** (ages 25-40) and **children** (ages 4-12), with the highest engagement coming from the **TikTok and Instagram audiences**.



## Market Research

### Industry Overview and Market Size

- **Question:** What is the overall size of the children's digital content market, and how is it expected to grow over the next 5-10 years?
- **Answer:** The global children's digital content market is valued at \$6 billion in 2023 and is expected to grow at a CAGR (Compound Annual Growth Rate) of 9%, reaching approximately \$10.2 billion by 2030. This growth is driven by increased internet access, the demand for digital educational tools, and the rise of mobile learning apps for children.

### Growth Trends and Projections

- **Question:** What factors are driving the growth of audiobooks and animated storytelling in children's content?
- **Answer:** The growth in audiobooks and animated storytelling is driven by several factors:

Increased screen time for children post-pandemic, The rise of smart speakers and other audio-based devices, making it easier for parents to incorporate audiobooks into children's daily routines. Growing interest in interactive and immersive learning through animated stories and gamified content.

- **Question:** What emerging technologies and trends are influencing content consumption among children?
- **Answer:** The use of AI-driven personalization and immersive technologies like AR (Augmented Reality) and VR (Virtual Reality) are becoming more prominent in children's content. These technologies enhance engagement by making learning more interactive. There's also a notable trend toward short-form video content, especially on platforms like TikTok and YouTube Kids, which is influencing the way children consume digital stories.

### Target Market Segmentation

- **Question:** What are the key demographics that engage with MelakuNet's products?
- **Answer:** The primary demographics engaging with MelakuNet's products are:

Parents (aged 25-40): Making up 60% of the audience, these parents are looking for educational, safe, and entertaining content for their children. Children (aged 4-12):

Comprising 35% of the audience, children are the primary consumers of animated videos and interactive digital books. Educators and Schools: Representing around 5%, educators are looking for content that integrates well with learning curriculums and can be used in classroom settings.

### Customer Journey Mapping

- **Question:** What does the customer journey from discovery to purchase look like for MelakuNet's digital products?
- **Answer:** The typical customer journey follows these key stages:

**Discovery:** Most parents and children discover MelakuNet's products through social media platforms (TikTok, YouTube) or via word-of-mouth recommendations.

**Engagement:** After discovery, customers interact with free content (such as sample videos or social media clips), building initial trust.

**Purchase:** The final step is often through direct links from social platforms to MelakuNet's website or Amazon listings, where parents purchase audiobooks, eBooks, or merchandise for their children.

- **Question:** What are the key touch points where customers engage with MelakuNet's digital products?
- **Answer:** The key touchpoints include:

**Social Media:** TikTok and YouTube are the main platforms where customers first interact with content. E-Commerce Platforms: Amazon and Shopify serve as the purchasing platforms for eBooks, audiobooks, and merchandise.

**Email Marketing:** For returning customers, email newsletters are used to inform them about new product releases or promotions.

### Demand Analysis

- **Question:** What seasonal trends affect the sale of children's books and merchandise?
- **Answer:** Sales tend to peak during the back-to-school season (August to September) and holiday periods (November to December). Additionally, there is a rise in demand during summer vacation (June to August), when parents look for educational yet entertaining content for children.
- **Question:** What external factors influence the demand for children's digital content?
- **Answer:** External factors include:



**Economic Shifts:** During times of economic uncertainty, parents tend to spend more cautiously on discretionary items, but digital educational tools remain a priority.

**Educational Trends:** The rising emphasis on remote learning and digital literacy has increased the demand for digital content that can supplement formal education.

**Technological Access:** Increased penetration of smart devices (tablets, smartphones) among children has boosted the demand for easily accessible digital content like audiobooks and animated videos.

## Competitor Analysis

### Identifying Top Competitors

After researching companies in the children's digital content space that are offering similar products (books, audiobooks, videos, and merchandise), here are 3 key competitors who are doing well:

1. **Epic!** – A leading digital library for children offering eBooks, audiobooks, and videos for educational purposes.
2. **StoryBots (by Netflix)** – Specializes in animated children's content based on educational themes, available across streaming platforms and through books and merchandise.
3. **Vooks** – A platform that offers animated story books for children, combining animation and narration to bring books to life, with educational subscription services.

### Compare Products/ Service Offerings

- **Epic!:**

**Offering:** eBooks, audiobooks, and learning videos.

**Quality:** Focuses on a wide variety of content with an educational slant. Has interactive elements like quizzes to engage children.

**Comparison:** MelakuNet can differentiate by offering more narrative-driven animated content that integrates original characters into both videos and merchandise.

- **StoryBots (Netflix):**

**Offering:** Animated videos based on learning content, supported by books and interactive digital activities.

**Quality:** High-quality production with strong brand recognition due to Netflix backing.

**Comparison:** MelakuNet can compete by focusing on unique, original storytelling content and leveraging the rising interest in multi-format storytelling (books, videos, and merchandise).

- **Vooks:**

**Offering:** Animated storybooks available via subscription service, designed for young children.

**Quality:** Engaging animation of existing popular books, with a focus on educational storytelling.

**Comparison:** MelakuNet's original character-based content and multimedia integration provide a distinctive edge over Vooks' adaptation model.

### Pricing Strategies

- **Epic!**

**Pricing:** Subscription-based, offering unlimited access to its digital library for \$9.99 per month.

**Platforms:** Available on Amazon Appstore, Google Play, and Apple Store.

**Comparison:** MelakuNet could explore subscription models for unlimited access to its digital content, especially for audiobooks and videos.

- **StoryBots:**

**Pricing:** Free to access for Netflix

**subscribers;** merchandise and books are sold separately through various online retailers.

**Comparison:** MelakuNet can use YouTube monetization and direct eCommerce sales to compete, targeting parents who prefer platform flexibility.

- **Vooks:**

**Pricing:** \$4.99 per month or \$49.99 annually for access to animated storybooks.

**Comparison:** MelakuNet could consider offering bundled deals (e.g., eBook + video + merchandise) for a flat rate, or yearly subscriptions for exclusive content.

### Market Share

- **Epic!:** Holds a significant share of the educational content market for young children, particularly in the audiobook and eBook sectors.
- **StoryBots:** Dominates the animated educational video sector, bolstered by its Netflix presence.

- **Vooks:** Growing quickly within the niche of animated books for children, particularly in the subscription model space.
- **MelakuNet's Opportunity:**

Differentiation by focusing on character-based content that spans across multiple formats (books, videos, and merchandise). Potential to capture market share by offering unique interactive and multimedia experiences, particularly in regions where children's educational content is booming, such as Asia and South America.

### Brand Positioning

- **Epic!:** Positioned as an educational resource, primarily focusing on children's reading and literacy.
- **StoryBots:** Positioned as a fun, educational, animated series for young children, often integrated into classroom learning.
- **Vooks:** Positioned as a subscription-based animated book service, targeted at pre-readers and children in early learning stages.
- **MelakuNet's Positioning:**

**Creative and Educational:** Focus on original characters and narrative-driven storytelling across multiple formats, providing both educational value and entertainment.

**Interactive and Immersive:** Offering products that include not only books and videos but also merchandise, creating an all-encompassing experience.

### Marketing Strategies

- **Epic!:**

Heavy focus on social media ads targeting parents and educators. Epic! has a strong educational outreach program that partners with schools. **MelakuNet Insight:** Targeting TikTok and YouTube for viral growth while collaborating with educators could help MelakuNet build a broader presence.

- **StoryBots:**

Focuses on its Netflix streaming platform to reach large audiences, with extensive merchandising partnerships. **MelakuNet Insight:** Focus on organic social media growth through platforms like YouTube and TikTok could offset the lack of a streaming platform partner.

- **Vooks:**

Relies on a subscription model and uses educational partnerships to grow its user base.

**MelakuNet** Insight: Exploring subscription-based offerings or collaborations with schools could enhance market penetration, particularly for audiobooks and animated content.

### Strengths and Weaknesses

- **Epic!:**

**Strengths:** Large content library, strong brand presence in the educational space.

**Weaknesses:** Focuses primarily on static content (eBooks, audiobooks); less multimedia interactivity than MelakuNet can offer.

- **StoryBots:**

**Strengths:** Backed by Netflix, high-quality production, strong brand recognition.

**Weaknesses:** Heavy reliance on Netflix for content distribution; **MelakuNet** can provide more flexibility with content distribution across different platforms.

- **Vooks:**

**Strengths:** Strong subscription model, unique in the animated storybook niche.

**Weaknesses:** Limited to subscription-based access and animated books; **MelakuNet** can offer more varied content and merchandising options.

# STRATEGIES

## 1. Positioning Strategy

We position MelakuNet as the leading choice for parents and educators seeking high-quality, creative, and educational digital content for children. Our unique combination of story-driven animated videos, audiobooks, and interactive digital books provides an immersive learning experience that not only entertains but also fosters creativity and learning. We cater to modern, tech-savvy parents who value educational enrichment and engaging content that is safe, meaningful, and easy to access across multiple platforms.

## 2. Unique Selling Proposition (USP)

MelakuNet stands out in the children's content market by offering an integrated suite of storytelling products that include animated videos, audiobooks, and digital books, all based on original characters and narratives.

### What sets us apart?

- **Multimedia Integration:** We are one of the few platforms that combines children's books with high-quality animated videos and audiobooks to create a consistent narrative across various formats.
- **Engaging Original Characters:** Our unique, original characters are not only featured in books and videos but are also available as merchandise (toys, T-shirts), extending the experience for children beyond the screen.
- **Cross-Platform Accessibility:** Our content is easily accessible through popular platforms like YouTube, TikTok, Amazon, and other digital outlets, making it simple for parents and educators to engage their children anytime, anywhere.
- **Interactive and Educational Focus:** Our products are designed to be more than just entertainment – they focus on educational development through storytelling, animation, and interactive elements that encourage learning while having fun.

By positioning MelakuNet as a brand that merges entertainment with education, we appeal to a growing market of parents and educators who are looking for content that is enriching, fun, and easily accessible across multiple formats.

## 3. Growth Trends in Children's Digital Content

- **Insight:** The global children's digital content market is expected to grow significantly, driven by increasing internet access and the demand for digital



education. Audiobooks and animated videos are seeing a rise due to their ability to engage children in multimedia learning.

- **Support:** According to recent industry reports, children's eBook and audiobook markets are experiencing a steady increase, with parents opting for digital formats that allow for easy access and portability.
- **Explanation:** This supports **MelakuNet's** goal to further invest in audiobooks and animated storytelling, focusing on the growing demand for educational yet entertaining content for children.

#### 4. Optimizing Social Media Strategy

- **Insight:** Platforms like TikTok and YouTube are increasingly popular for children's content, with short-form videos and visually appealing content performing best. User-generated content and interactive features such as challenges also drive engagement.
- **Support:** Children's storybooks and animations that incorporate short-form content (reels, TikTok videos) are seeing higher engagement and sharing rates. YouTube Kids is also a popular hub for children's entertainment and educational videos.
- **Explanation:** To optimize **MelakuNet's** social media strategy, focusing on short videos and interactive storytelling can boost engagement on platforms like TikTok and YouTube. Experimenting with different video formats can help convert viewers into customers.

#### 5. Expanding e-commerce and Merchandise

- **Insight:** Successful case studies of character-based merchandise show that creating a strong emotional connection with the characters significantly drives demand for toys, apparel, and accessories.
- **Support:** Companies like Disney and Nickelodeon have built vast merchandising empires by extending their characters into everyday products. International markets are particularly ripe for character-based products with growing demand in regions like Asia and South America.
- **Explanation:** **MelakuNet** can replicate this by expanding its popular characters from animated videos and books into merchandise, targeting international eCommerce markets through platforms like Amazon and Shopify.

#### 6. Staying Competitive in AI and Animation Tech

- **Insight:** AI-driven animation and content production tools (e.g., Runway AI, SORA AI) are becoming more accessible, enabling faster and more cost-effective production of animated content.

- **Support:** These tools allow creators to automate time-consuming tasks such as animation rendering and voice synchronization, reducing production times by up to 50%. Competitors are already using these tools to stay ahead.
- **Explanation: MelakuNet** can explore the integration of AI tools like Runway AI for animation and SORA AI for automating book narrations. This will help maintain a competitive edge by producing high-quality content more efficiently.

## 7. Reducing Production Costs

- **Insight:** Successful companies in the digital content industry are outsourcing key production tasks (like voiceover, editing, and animations) while using cloud-based collaboration tools to keep teams connected, cutting overhead costs.
- **Support:** By leveraging freelance platforms and outsourcing post-production work, companies have reduced their operating costs by 30% while maintaining quality.
- **Explanation:** For **MelakuNet**, exploring further outsourcing opportunities for audio and video production, while using cost-effective tools, can help reduce production costs without compromising quality.

## 8. Pricing Strategy

- **Model:** Combination of **subscription-based pricing** for digital content (audiobooks, videos) and **direct sales** for merchandise (toys, T-shirts).
- **Discounts & Promotions:** Regular **seasonal discounts** (back-to-school, holidays) and **bundle offers** (eBook + video + merchandise packages).

## 9. Place (Distribution) Strategy

- **Channels:** **Amazon, Shopify** for product sales; **YouTube** and **TikTok** for content distribution; Amazon, D2D, **IngramSpark** for book distribution.
- **Logistics:** **Print-on-demand** and **dropshipping** for merchandise to reduce upfront inventory costs.

## 10. Promotion Strategy

- **Advertising:** Focus on **social media ads** (TikTok, Instagram, YouTube) targeting parents and educators.
- **PR:** Collaborations with **influencers** and **educational platforms** to promote content.
- **Sales Promotion:** Utilize **email marketing** for new product launches and **exclusive offers** to subscribers.

# Digital Marketing Plan

## 1. Website Optimization Strategy:

We will enhance our website's **loading speed**, ensure it is fully **mobile-responsive**, and improve the overall **user experience** to maximize engagement and conversions. We will simplify product navigation and streamline the **checkout process** on both **Shopify** and **Amazon** to minimize cart abandonment and drive sales.

- **Search Engine Optimization (SEO) Plan:** Our SEO strategy will target relevant keywords such as "audiobooks for kids" and "animated children's stories" to drive **organic traffic**. We will optimize **meta descriptions**, **product pages**, and **blog content** to improve search rankings and visibility for our digital products.
- **Content Marketing Strategy:** We will develop **educational blog posts** and engaging **video content** aimed at parents and educators, focusing on how our products can support learning. We will maintain a regular release schedule for content across **YouTube**, **TikTok**, and our blog to drive consistent traffic and reinforce our brand presence.
- **Email Marketing Campaign Outline:** Monthly newsletters will highlight **new product launches**, **exclusive offers**, and **educational tips** for parents. Automated email flows will include **welcome emails**, **cart abandonment reminders**, and **post-purchase follow-ups** to nurture customer relationships.
- **Pay-Per-Click (PPC) Advertising Plan:** Our PPC campaigns will run on **Google Ads** and **Bing Ads**, targeting parents searching for children's educational content. We will implement **retargeting ads** to convert website visitors who haven't completed a purchase.

## 2. Social Media Strategy

- **Platform Selection and Rationale:** We will prioritize **TikTok**, **Instagram**, and **YouTube**, focusing on these platforms to engage our target audience of **parents** and **children**. These platforms align with our **visual storytelling** and allow us to showcase our animated content effectively.
- **Content Themes and Posting Frequency:** Key content themes will include **educational animated videos**, **behind-the-scenes creation of our content**, **character highlights**, and **user-generated content**. We will post **3-5 times weekly** on TikTok and Instagram, while YouTube content will be updated **weekly** with new animated story videos.

- **Engagement Tactics:** We will encourage **user-generated content** through challenges and contests on TikTok, and actively engage by **replying to comments**, **sharing user posts**, and featuring followers in our content. **Polls** and **Q&A sessions** will be hosted regularly to create a sense of community and maintain direct engagement with our audience.
- **Influencer Partnerships:** We will partner with **parenting influencers** and **educational content creators** to increase brand visibility and trust. Influencer campaigns will focus on promoting our digital products as **fun and educational tools** for children.
- **Paid Social Media Advertising Plan:** Paid ads will be run on **TikTok, Instagram**, and **YouTube**, specifically targeting **parents of young children**. We will utilize **lookalike audiences** based on existing customers to expand our reach and improve conversions.

## Customer Relationship Management (CRM)

**CRM Tool Selection and Implementation Plan:** We will implement HubSpot as our chosen CRM tool, known for its comprehensive features that align well with small business needs. **Ask Client:** Where is the current customer data stored? We will ensure all data is migrated into the new system seamlessly.

- **Customer Data Collection and Analysis Strategy:** We will gather data from **website interactions, email marketing, social media engagement, and purchase history**. This data will be continuously analyzed to understand customer behavior and improve targeting.
- **Personalization and Segmentation Tactics:** Using the CRM, we will segment customers based on their **purchase history, engagement levels, and demographics**. This will allow us to send **personalized offers**, product recommendations, and tailored content.
- **Customer Retention and Loyalty Programs:** We will develop a **loyalty program** offering exclusive discounts and early access to new releases for returning customers. Regular **email campaigns** and **special offers** will help retain customers and increase lifetime value.

### Detailed Timeline with Milestones:

- **Month 1:** Finalize CRM selection, begin data migration, and develop the content calendar for marketing campaigns.
- **Month 2-3:** Launch initial **PPC campaigns** and **email marketing** campaigns. Begin **CRM segmentation** and personalized customer outreach.
- **Month 4-6:** Expand social media presence, introduce loyalty programs, and measure early success through **KPIs**.

### Resource Allocation (Team Members and Responsibilities):

- **Etefworkie Melaku** (Owner): Oversee strategy execution and vendor partnerships.
- **Azeb Lema** (Digital Marketing): Manage content creation, social media engagement, and CRM integration.
- **Freelancers:** Handle specific tasks like video production, content writing, and ad campaign management.
- **Training and Onboarding Plans for New Tools or Strategies:** Provide training sessions on **HubSpot CRM** and **PPC campaign management** for internal team

members. Create **how-to guides** for freelancers and team members to streamline workflows and improve tool adoption.

### Measurement and Control

- **Key Performance Indicators (KPIs) for Each Marketing Objective:**

**Website Traffic Growth:** Measure monthly website visits and their conversion rate into purchases.

**Social Media Engagement:** Track likes, comments, shares, and follower growth on **TikTok**, **Instagram**, and **YouTube**. **Email**

**Campaign Performance:** Measure **open rates**, **click-through rates**, and **conversion rates** from email campaigns. **Sales Growth:** Monthly sales increase from digital products and merchandise.

- **Reporting Schedule and Dashboard Creation:** We will set up **monthly reports** through **HubSpot** to track performance metrics and review progress. A **centralized dashboard** will be created to monitor key metrics like website traffic, sales, and social media engagement.
- **A/B Testing and Optimization Strategy:** **A/B testing** is a method used to compare two versions of a webpage, app, email, or ad to determine which one performs better.

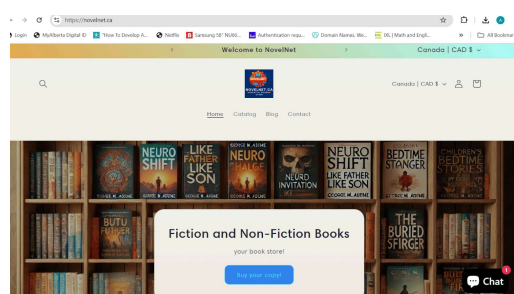
Regular **A/B testing** will be implemented for **email subject lines**, **ad creatives**, and **landing pages** to optimize conversion rates. Test different content types (e.g., short-form videos vs. long-form) on **TikTok** and **YouTube** to see which engages better.

- **Contingency Plans for Underperforming Initiatives:** If **PPC ads** underperform, reallocate the budget to higher-performing channels like **email marketing** or **social media ads**. Should social media engagement lag, we will revise our content strategy by testing new formats (e.g., **live streaming** or more **interactive posts**).

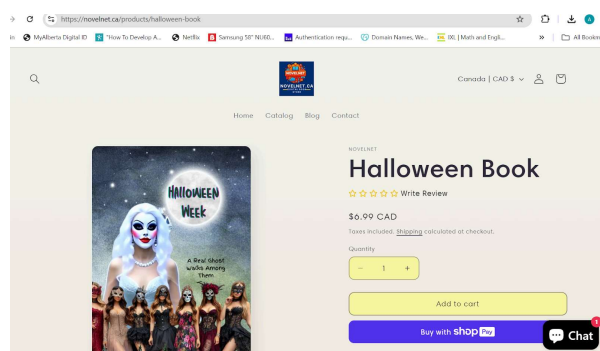
# Hands-On Deliverables

## CMS-Based Website Overview: NovelsNet Blog and Shopify-Powered Product Site

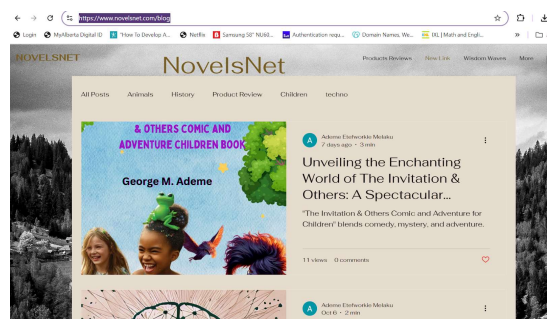
**NovelsNet operates through two key platforms**, both of which play a crucial role in the digital growth of the business: the **NovelsNet Blog (novelsnet.com)** and the **Shopify-powered product site (novelnet.ca)**. These two platforms are designed to complement each other—one offering valuable content and storytelling, and the other focused on delivering a seamless product purchasing experience.



<https://novelnet.ca/products/halloween-book>



<https://www.novelsnet.com/blog>





## 1. Blog Section Overview: NovelsNet.com

The blog section, found at **novelsnet.com/blog**, serves as the content hub for the brand, offering readers insights, stories, and updates. This space allows us to engage with our audience on a deeper level, providing regular content that highlights our products and educates and entertains.

### Purpose of the Blog:

- 1) The blog is designed to enhance our **content marketing efforts** by regularly publishing posts that speak directly to our core audience of parents, educators, and children's book lovers. With content focused on educational benefits, storytelling, and product news, we keep readers informed and engaged.
- 2) **Engaging with the Audience:** Through blog posts, we can share updates, behind-the-scenes content, and in-depth features on new products, such as the release of a new audiobook or animated series. It creates a space to tell our brand story and interact with our audience beyond the product pages.
- 3) **SEO Benefits:** Regular content updates on the blog help improve **SEO performance** by targeting specific keywords such as "children's audiobooks" or "interactive storytelling for kids." This helps increase our visibility in search engine results, driving more traffic to both the blog and product pages.

## 2. Product Site Overview: Shopify-Powered NovelsNet.ca

For product sales, we utilize a **Shopify-powered platform** at **novelnet.ca**. This e-commerce site is dedicated to delivering our core products, including **eBooks**, **audiobooks**, **animated videos**, and **merchandise** such as character-themed T-shirts and toys.

### Product Page Setup:

- 1) Each product is presented with detailed descriptions, high-quality images, and clear **Call-to-Actions (CTAs)** to guide the customer toward a purchase. Shopify's platform provides a seamless user experience, with a secure checkout process that makes purchasing easy for customers.
- 2) The site also enables us to create a **mobile-responsive design**, which is essential for users accessing the store from smartphones and tablets, ensuring we capture a larger segment of mobile traffic.



### 3. Blog and Product Site Integration

The **NovelsNet blog** and **Shopify store** work in tandem to create a holistic experience for our audience. While the blog engages visitors with compelling stories and educational content, the **Shopify store** allows them to seamlessly transition from reader to customer.

#### How the Two Platforms Work Together:

- 1) **Internal Linking:** We incorporate links from the blog posts to relevant product pages on the **Shopify store**. For example, a blog post discussing the educational benefits of audiobooks for children will include links to specific audiobooks available for purchase on **novelnet.ca**. This ensures that our blog acts as a lead-generation tool that directs traffic to our product site.
- 2) **Lead Capture and CTAs:** Both the blog and product site include **lead capture forms**—whether it's subscribing to a newsletter for the latest product updates or receiving an exclusive discount on a new audiobook. Calls-to-action (CTAs) like "Sign up for exclusive content" or "Get a free audiobook sample" are strategically placed to convert visitors into loyal customers.

### 4. Enhancing Both Platforms

To maximize the potential of both the **blog** and **Shopify store**, we focus on:

- 1) **Content Calendar for the Blog:** The NovelsNet blog operates on a planned **content calendar**, which ensures that we post new articles regularly, whether it's stories behind the products, interviews with authors, or educational tips for parents. This builds anticipation and keeps the audience coming back for more.
- 2) **SEO Optimization:** We target specific **keywords** in blog content and product pages to drive **organic traffic**. Optimizing each post and product description with relevant meta titles and keywords ensures our visibility across search engines is constantly improving.
- 3) **Social Media Integration:** Our content is shared across social media platforms like **Instagram, Facebook, and YouTube**, amplifying the reach of both our blog and product offerings. By encouraging readers to share blog content, we tap into new audiences and generate more traffic.

## 2. SEO Deliverables for NovelsNet.ca and NovelsNet.com

#### Keyword Research Report:

- 1) Keyword research was conducted specifically targeting the children's digital content market.
  - a) Example keywords include:
    - i) "children's audiobooks"
    - ii) "interactive stories"
    - iii) "animated educational videos for kids"
    - iv) "character merchandise"
  - b) Tools like **Google Keyword Planner** and **Ahrefs** were used to identify relevant long-tail keywords for both the blog and product pages.

#### On-Page Optimization Checklist:

- 1) All **meta titles, meta descriptions, headers, and URLs** have been fully optimized for SEO.
  - a) For instance, a product page on **novelnet.ca** would use a title like **"Children's Audiobook – Interactive Stories | NovelsNet."**
- 2) **Alt text** has been added to all images for SEO and accessibility.
- 3) Internal linking was implemented to guide traffic between blog posts and product pages.
- 4) Each page focuses on one or two specific keywords to enhance SEO performance.

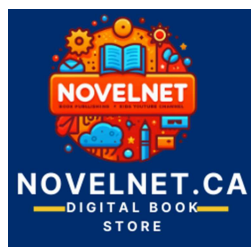
#### Content Gap Analysis:

- 1) Identified content gaps between **novelsnet.com** and competitor sites.
  - a) Topics such as **exclusive interviews with authors** or **how audiobooks help children learn** were uncovered as opportunities.
- 2) Additional blog posts and product descriptions have been developed to fill these content gaps, engaging a broader audience.

#### Backlink Acquisition Strategy:

- 1) A strategy was developed for building high-quality backlinks to **novelsnet.com** and **novelnet.ca**.
  - a) This involves outreach to **parenting blogs, educational websites,** and similar platforms for guest posts and content collaborations.
- 2) Partnerships with **influencers, authors,** and **educational platforms** are being leveraged to create valuable backlinks that improve the site's authority and traffic.

### 3. Brand Style Guide for NovelsNet



### Logo Usage Guidelines:

- 1) The **NovelsNet logo** is consistently used across all platforms, including the **website**, **social media**, and **merchandise**.
- 2) Minimum size requirements and spacing rules ensure the logo remains clear and professional across all mediums.

### Color Palette with Hex Codes:

- 1) The brand color scheme includes:
  - a) **Primary Color:** Blue (#1E90FF)
  - b) **Secondary Color:** Yellow (#FFD700)
  - c) **Accent Color:** White (FFFFFF)
- 2) These colors are applied consistently across the website, social media, and marketing materials to maintain a cohesive brand identity.

### Typography Specifications:

- ❖ Readable, friendly fonts were selected for both headings and body text.
  - **Headings** use bold **Sans-serif fonts**, and the **body text** employs **serif** or simple fonts for easy readability.
- ❖ The same typography style is maintained across blog posts, product pages, and promotional materials for consistency.

### Image Style Guide:

- 1) All images follow a **consistent visual style** across **novelsnet.com** and **novelnet.ca**, aligning with the brand's themes of education, storytelling, and creativity.
  - a) **High-quality, child-friendly images** are prioritized, ensuring that visuals reflect the engaging nature of the content.
  - b) Product photos, such as audiobook covers or character merchandise, feature bright and animated designs.

### Voice and Tone Guidelines:

- The tone of communication is **friendly**, **informative**, and **creative**, appealing to both **parents** and **educators** while making the content accessible to children.

## Content Marketing Assets

Example;

1/.<https://www.novelsnet.com/post/unearth-the-mysteries-of-halloween-week-a-chilling-anthology-of-eerie-and-spine-tingling-tales>

2.<https://www.novelsnet.com/post/unveiling-the-enchanted-world-of-the-invitation-others-a-spectacular-adventure-for-young-dreamer>

3/<https://www.novelsnet.com/post/uncovering-the-mind-blowing-transformational-power-of-neuro-shifts-get-ready-for-a-game-changer>

## Email Marketing Templates for Halloween Week

### 1. Welcome Email 1: Welcome to the Thrills of Halloween Week!

**Subject Line:** 🎃 Welcome to Halloween Week – A World of Thrills Awaits!

**Body:** Hello [name],

Are you ready to embark on a spine-chilling journey through haunted forests, cursed mirrors, and phantom carnivals? If you're a fan of all things eerie and supernatural, buckle up for a thrilling adventure with **Halloween Week** – a collection of mysterious and terrifying tales that will leave you spellbound!

Explore spine-tingling stories like **Shadows in the Deep**, where vengeful spirits and ancient curses come alive. Each tale is crafted to keep you on the edge of your seat.

🎃 **Ready to dive in? Start your adventure now!**

[Discover the Shadows of the Deep](#)

Happy Haunting,  
The NovelsNet Team

### 2. Welcome Email 2: Discover the Haunted Dolls and More

**Subject Line:** 👤 Haunted Dolls and Sinister Whispers Await!

**Body:**

Hey [Name],

Do you dare to uncover what lurks in the shadows? In **Halloween Week**, you'll encounter eerie tales that will make you question the safety of your toys! From **possessed dolls** to the sinister whispers of the woods, get ready for stories that send chills down your spine.

 **Start reading now and dive into the unknown!**

[Haunted Dolls and Sinister Whispers](#)

Plus, don't miss the quirky ghost with a taste for coffee – it's a story that'll make you smile and shiver at the same time.

See you in the shadows,  
The NovelsNet Team

### 3. Welcome Email 3: Are You Brave Enough to Face Your Darkest Fears?

**Subject Line:** 🕸 Will You Face Your Darkest Fears?

**Body:**

Hi [Name],

It's time to confront your deepest fears. **Halloween Week** is full of spirits that refuse to rest, and they're waiting for you. Whether it's **phantom carnivals**, **cursed mirrors**, or **haunted dolls**, these stories will take you on a heart-pounding journey.

💀 **Are you ready for the thrill? Start reading now!**

[Face the Unknown in Halloween Week](#)

This collection isn't just about being scared – it's about embracing the supernatural and letting your imagination run wild.

Stay spooky,  
The NovelsNet Team

### Abandoned cart recovery email

Don't Let the Spirits Steal Your Cart!

**Subject Line:** 👻 Don't Let Your Cart Disappear into the Shadows!

**Body:**

Hi [Name],

It looks like you were about to uncover some supernatural mysteries with **Halloween Week**, but something interrupted your journey! Don't worry – your cart is still waiting for you, and the spirits haven't claimed it just yet.

Inside your cart, you'll find:

- **[Halloween week]**
- **[the invitation]**

These spooky tales are ready to send shivers down your spine. Whether it's haunted dolls or mysterious phantom carnivals, don't miss out on these thrilling adventures.

 **Finish your purchase now and dive into the unknown!**

Return to Your Cart

If you need any help or have questions, feel free to reach out. We'd hate for you to miss out on these chilling stories!

Stay spooky,  
The NovelsNet Team

[1 video script for the product explainer](#)

**Video Script: Product Explainer for *Halloween Week* Book Release**

[Opening Scene: Eerie Music Plays, Misty Forest Background]

**Narrator (Voiceover):**

Are you ready to step into a world where shadows whisper, dolls come to life, and haunted carnivals await? Brace yourself for *Halloween Week* – a spine-tingling collection of stories that will leave you breathless.

**[Cut to A Haunted Forest Visual with Flickering Lights]****Narrator (Voiceover):**

From ancient curses that lurk in the deep to the mysterious spirits that haunt your dreams, *Halloween Week* brings you seven terrifying tales that promise a rollercoaster of chills and thrills.

**[Scene Switch: Glowing Title Cards for Each Story Appear on Screen]****On Screen Text:**

- *The Coffee-Loving Ghost* – A quirky spirit with a taste for more than just your morning brew.
- *Shadows in the Deep* – Where the water hides more than just its depths.
- *The Haunted Doll* – Do you trust your toys?
- *Phantom Carnival* – Step right up... if you dare.

**Narrator (Voiceover):**

Each story in *Halloween Week* is crafted to make you question what's real, what's imagined, and what may be lurking just out of sight.

**[Cut to Character Illustrations or Images from the Book]****Narrator (Voiceover):**

Perfect for lovers of the supernatural and thrill-seekers alike, this collection isn't just about scaring you—it's about taking you on a journey through mysteries that will keep you on the edge of your seat.

**[Scene Switch: Close-up of the Book Cover with Flickering Candlelight in the Background]****Narrator (Voiceover):**

Get your copy of *Halloween Week* today and dive into a world where every shadow hides a secret, and every page brings a new twist.

**[Cut to Smiling Reader Holding the Book]****Narrator (Voiceover):**

Available now on [website link: [www.novelnets.ca](http://www.novelnets.ca)]. Whether you prefer eBooks,

audiobooks, or the feel of a printed page, we've got a format that will bring the supernatural right to your fingertips.

### [Final Scene: Dramatic Music Builds, Visual of the Book Slowly Closing]

#### **Narrator (Voiceover):**

*Halloween Week* – Where the unknown becomes your greatest adventure. Are you ready to face your fears?

#### **On-Screen Text:**

*Get your copy now at [website link]*

#### **Website URL**

<https://www.novelsnet.com/post/unearth-the-mysteries-of-halloween-week-a-chilling-anthology-of-eerie-and-spine-tingling-tales>

and Social Media Icons (TikTok, FaceBook, yOUtUBE)

## Infographic

### 1: "What's Inside *Halloween Week*"

**Title:** Explore the Terrifying Tales of *Halloween Week*

#### **Section 1: Overview of the Book**

- **Header:** *7 Spooky Stories, One Chilling Collection*
  - Quick blurb introducing *Halloween Week* as a collection of 7 stories that dive deep into the supernatural and mysterious.

#### **Section 2: Story Highlights**

- *The Coffee-Loving Ghost:* A quirky spirit haunting a local café.
- *Shadows in the Deep:* Lurking creatures and ancient curses.
- *The Haunted Doll:* Do you trust your toys?
- *Phantom Carnival:* A haunted carnival filled with sinister secrets.
- *The Whispering Woods:* Uncover the spirits that guard the forest.
- *Mirror Curse:* Beware what you see in the reflection.
- *The Invitation:* Not all guests make it out alive.

#### **Section 3: Formats Available**

- eBook, Audiobook, and Print



- Available on [[www.novelnets.ca](http://www.novelnets.ca)] and major platforms.

#### **Section 4: Why Readers Love *Halloween Week***

- "Kept me on the edge of my seat!"
- "Each story is so unique and terrifying!"
- "Perfect for fans of supernatural mysteries."

**Visual Style:** Spooky but approachable, featuring icons like haunted houses, ghosts, and spooky forests to represent each story. Keep the background dark with accents of bright, Halloween-themed colors (orange, purple, black).

### **Infographic 2: "Why *Halloween Week* Is the Ultimate Halloween Read"**

**Title:** 5 Reasons *Halloween Week* Should Be Your Next Read

#### **Section 1: A Collection of Unique Supernatural Stories**

- 1) *Halloween Week* isn't just one story, it's seven different adventures packed into one thrilling book.

#### **Section 2: Perfect for All Ages**

- Whether you're a seasoned ghost hunter or a young thrill-seeker, there's something for everyone in these stories.

#### **Section 3: Available in Multiple Formats**

- *Halloween Week* is available as an eBook, audiobook, and print – choose the format that fits your reading style.

#### **Section 4: Immersive Worldbuilding**

- From haunted woods to cursed carnivals, the settings will transport you to places where the supernatural feels all too real.

#### **Section 5: Spooky Fun with a Dash of Humor**

- Some stories are dark and eerie, while others, like *The Coffee-Loving Ghost*, bring a lighter, humorous twist to the spooky.

#### **Call to Action:**

- **Get your copy of *Halloween Week* Today**

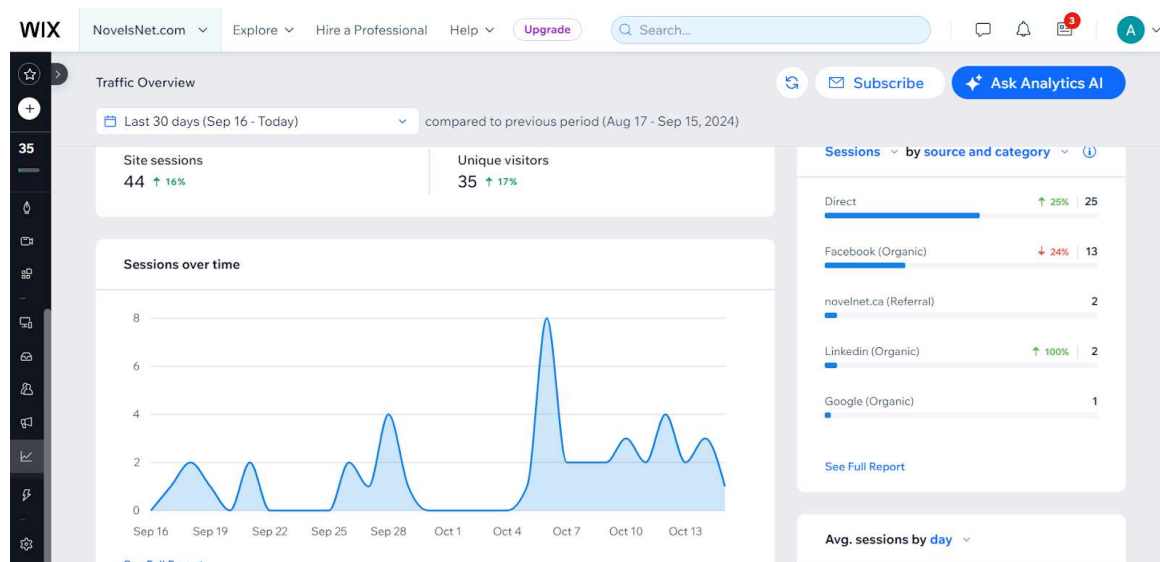
- [[www.novelnet.ca](http://www.novelnet.ca)] for purchase

**Visual Style:** A clean, modern infographic with sections divided by Halloween-themed icons (e.g., haunted house for settings, ghost for supernatural, book icon for formats). Use playful Halloween colors like orange, purple, and black for a fun yet eerie tone.



Analytics and Reporting

## WIX Google;



# Funding Letter

## MelakuNeT

[Address]

[City, State ZIP Code]

[Date]

## [Lender's Name]

[Lender's Address]

[City, State ZIP Code]

Dear [Lender's Name],

I am writing to apply for a business loan of **\$50,000** to support the growth and expansion of **MelakuNeT**. Established in **2024**, MelakuNeT has consistently grown in the digital content and publishing industry, with a focus on children's books, audiobooks, and character-based merchandise. We are now poised for significant expansion with the implementation of our comprehensive marketing and digital growth plan.

## Company Overview

**MelakuNeT** specializes in creating immersive digital content for children, including animated story videos, audiobooks, eBooks, and print merchandise. Our unique value proposition lies in the integration of multimedia storytelling—offering engaging, educational, and entertaining content across multiple platforms. Our target market includes parents, educators, and children who are seeking high-quality, interactive educational materials. We currently serve our audience through **two websites**: **novelnet.ca** (powered by Shopify) for product sales and **novelsnet.com** (powered by Wix) for blog content and engagement.

## Market Opportunity

Our market research indicates a growing demand for digital content, particularly in the children's audiobook and educational video sectors, projected to reach **\$10 billion** globally by **2027**. We have identified a market gap in interactive storytelling that incorporates both educational value and entertainment, which our marketing plan will address. By capturing just **2-5%** of this market, we project substantial revenue growth within the next **3 years**.

## Financial Performance

MelakuNeT has demonstrated strong financial performance over the past **2 years**, with consistent growth in our audience base:

- **1500 subscribers** on our **Singer Kids YouTube channel** (80K+ views in the first month).
- **7,000 TikTok followers** and over **2,000 Instagram followers** across multiple accounts.
- Projected annual revenue of **\$200,000** for the next year, driven by our expansion into audiobooks, videos, and merchandise.

## Loan Purpose

The requested loan of **\$50,000** will be used to fund critical areas of our marketing and digital infrastructure, including:

1. **Website Redesign and Optimization** for our Shopify and Wix sites (\$15,000)
2. **SEO and Digital Marketing Campaigns** including PPC, social media, and content marketing (\$20,000)
3. **Content Creation and Distribution**, including new audiobook production and animated videos (\$10,000)
4. **Implementation of Marketing Automation Software** to streamline customer engagement (\$5,000)

## Repayment Plan

Based on our financial projections and expected ROI from our digital marketing efforts, we are confident in our ability to repay the loan within **36 months**, with a proposed interest rate of **X%**. Our projected cash flow supports our capacity to meet monthly repayment obligations while maintaining healthy operations and continuing to expand our product offerings.

We have attached our detailed marketing plan, financial statements, and market analysis for your review. We believe that with your financial support, MelakuNeT can achieve its growth objectives and continue contributing to the education and entertainment of children worldwide.

Thank you for your time and consideration. We look forward to discussing this opportunity further.

Sincerely,  
**Etefworkie Melaku**



Founder & Manager  
**MelakuNeT**

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