



*Where Innovation Meets Solutions*

**Company Name:** Andnetics

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## Marketing Policy

### Purpose

The purpose of this Marketing Policy is to provide a framework for the planning, execution, and evaluation of marketing activities at Andnetics. This policy aims to enhance brand awareness, generate leads, and maintain compliance with legal and ethical standards in all marketing initiatives.

### Scope

This policy applies to all employees, freelancers, contractors, and third-party service providers involved in marketing activities for Andnetics. It encompasses all marketing channels, including digital marketing, social media, content marketing, advertising, and public relations.

### Policy Guidelines

#### 1. Brand Identity and Messaging

- All marketing materials must align with Andnetics' brand identity, including logos, color schemes, fonts, and overall design elements.
- Marketing messages should be clear, accurate, and consistent across all channels. They should reflect the company's values, mission, and vision.

#### 2. Target Audience

- Marketing strategies must be developed based on a clear understanding of target audiences, including their needs, preferences, and behaviours.
- Segmentation and targeting techniques should be employed to ensure that marketing efforts effectively reach and engage the intended audience.

#### 3. Digital Marketing Practices

- All digital marketing campaigns must comply with relevant regulations, including data protection laws (e.g., GDPR, CCPA) and anti-spam legislation (e.g., CAN-SPAM Act).
- Consent must be obtained from individuals before collecting or using their personal data for marketing purposes. Privacy policies must be clearly communicated.

#### **4. Content Marketing**

- Content must be original, relevant, and valuable to the target audience. It should aim to educate, inform, or entertain while promoting Andnetics' products and services.
- All content should be fact-checked for accuracy and should not mislead or make false claims about the company's offerings.

#### **5. Social Media Engagement**

- Social media accounts representing Andnetics must be maintained professionally and should adhere to the company's branding and messaging guidelines.
- Engagement with followers should be encouraged, and responses to comments and messages should be timely and respectful.

#### **6. Advertising and Promotions**

- All advertising campaigns must be transparent, truthful, and not misleading. Claims made in advertisements should be substantiated and comply with relevant advertising standards.
- Promotional offers must be clearly defined, including terms and conditions, and should not create false expectations.

#### **7. Public Relations and Communications**

- Any public relations activities must be coordinated through designated company representatives to ensure consistent messaging and branding.
- Media inquiries, press releases, and public statements should be reviewed and approved by the marketing team and relevant stakeholders before dissemination.

#### **8. Monitoring and Analytics**

- Marketing efforts should be regularly monitored and evaluated to assess their effectiveness. Key performance indicators (KPIs) should be established to measure success.
- Data analytics tools should be used to track engagement, conversion rates, and ROI, enabling data-driven decision-making for future campaigns.

#### **9. Compliance and Ethical Standards**

- All marketing activities must comply with relevant laws, regulations, and industry standards. Employees must be aware of legal requirements regarding advertising, promotions, and data protection.
- Ethical considerations should guide all marketing practices. Deceptive marketing tactics, false claims, or unethical behaviour are strictly prohibited.

#### **10. Training and Development**

- Andnetics will provide training for marketing team members to stay updated on industry trends, digital marketing tools, and compliance requirements.
- Team members are encouraged to participate in relevant workshops and professional development opportunities.

## 11. Policy Review and Updates

- This Marketing Policy will be reviewed annually and updated as necessary to reflect changes in marketing practices, legal requirements, or organizational objectives.
- Employees will be informed of any significant changes to this policy.

## 12. Contact Information

- For questions or concerns regarding this Marketing Policy, individuals may contact the marketing team lead or the HR department at [hr@andnetics.in](mailto:hr@andnetics.in).

## Acknowledgment

All employees and contractors involved in marketing activities are required to acknowledge their understanding of and compliance with this Marketing Policy by signing a copy of the policy.

