

Instagram Reel Olive ERP Business Modules

Concept: A dynamic, engaging reel introducing the core modules of Olive ERP.

Reel Outline:

1. **Opening:** "Running a business? Meet Olive ERP! The Brief is a busy office environment with business activities."
2. **Modules Overview:**

"Purchase, Finance, HR, Jobs – All in one place! Quick transitions between screenshots or animations of each module (e.g., purchasing interface, finance dashboard, HR tools, etc.)."

3. **Highlighting Easy to Use:**

"Easy. Efficient. Integrated. User-friendly navigation demonstrated on the phone or laptop or pc screen."

4. **Testimonials/Reviews Flash:**

"Trusted by over 100 companies! brief text testimonials."

5. **CTA:** "Click the link in our bio and get your demo account Now!"

website link (e.g., "www.OliveERP.com").

Music: Upbeat, tech-style music to match the energetic pace of the reel.

Swipe Posts for Olive ERP

Swipe Post 1: Job Module

- **Post 1** (Intro slide of job listing interface on Olive ERP):
 - "Hiring made easy and simple with Olive ERP's Job Module."
- **Post 2** (Applicants dashboard):
 - "Post jobs, track candidates, and manage hiring – all in one place."
 - "Seamless integration with your HR tools for easy onboarding."
 - "This service is simple and easy to use compared to other companies who have service-like job modules which are hard to use."
 - "Other companies make it more complicated but we make it simple and easy."
 - "Ready to streamline your hiring process? Learn more at OliveERP.com/jobs."

Swipe Post 2: HR Module

- **Post 1** (HR management dashboard):

"All your HR tools in an easy-to-use dashboard."

- **Post 2** (Employee performance management interface):
 - "Empower your employees with self-service HR features."
 - "Track performance, manage payroll, Manage Employee records with details, Setting Employees position like job titles, Salary process Revision and History process."
 - "Get started with Olive ERP HR Module. Visit our page OliveERP.com/HR to get a demo account now."

Google Ads Campaign

Google Search Ad Campaign 1: Purchase Module

Headlines

- "Optimize Your Purchases with Olive ERP"
- "Streamline Procurement Today!"
- "Get Real-Time Purchase Insights"

Description:

"Olive ERP Purchase Module lets you manage suppliers, track orders, and reduce procurement costs efficiently. Boost your business efficiency with Olive ERP. Start your free trial now!"

- **CTA:** "Try Olive ERP Purchase Module with your free demo account."
- **Keywords:** ERP purchasing software, purchase management, Cloud-Based Solutions, Boost Productivity.

Google Paid Search Ad Campaign: Finance Module

Ad for Finance Module:

Headlines

- " Financial Management with Olive ERP"
- "Track Invoices & Expenses in Real-Time"
- "Finance Tools for Growing Businesses"

Description :

"Olive ERP's Finance Module automated invoicing, and expense tracking, and provides real-time financial insights. Streamline your finances with Olive ERP's all-in one page. Free trial available now!"

- **CTA:** "Get a Free demo account | Manage Finances with Olive ERP"

Target Keywords:

- ERP finance software
- Financial management tools
- Business expense tracking software
- Real-time financial insights
- Small business finance solutions
- Invoice and billing software

Ad Extensions:

- **Sitelink Extension:**
 - "Request a Demo" → Link to the page.
 - "How It Works | Finance Module" → Link to a detailed explanation of the Finance Module.
- **Callout Extension:**
 - "Automated Invoicing"
 - "Real-Time Financial Data"
 - "Expense Management"
 - "Customizable Dashboards"
- **Structured Snippet:**
 - "Finance Features"
 - Invoicing, Expense Tracking, Financial Reporting, Real-Time Insights

Audience Targeting:

- Business owners, finance managers, accountants, CFOs(Chief Financial Officer)
- Target areas where Olive ERP is expanding or has potential market growth (e.g., major cities or regions).
- Focus on a laptop or pc and phone, as financial management professionals use both devices to access ERP solutions.

Goal:

- Increase sign-ups for a free trial or demo of Olive ERP's Finance Module by targeting searchers actively looking for financial management solutions for their business.

