

MORCA - July

Objective

This month we aim to position Morca as a reliable and sustainable agricultural partner by highlighting the economic benefits of solar-powered solutions, educating farmers on long-term savings, and increasing awareness of the brand's product portfolio.

Content Pillar 1: Farmer Savings & Impact

Content Direction

- **How Much Can Farmers Save with Morca Pumps?**
- Breakdown of fuel, electricity, and maintenance savings over time.
- Present data in a simple and easy-to-understand format.

Get Data From : <https://share.google/aimode/uZHj1IE8q1pwS6W5m>

Content Pillar 2: Why Switch to Solar?

Content Direction

- **Why Switch to Solar Energy?**
- Explain savings, sustainability, energy independence, and long-term ROI.

Content Pillar 3: Product Education Series

Content Direction

AI Product Reels (3)

A series where Morca products "speak" directly to the audience and explain their key benefits.

Examples:

- Reel 1: Solar Deep well Pump.
- Reel 2: Solar Open Well Pump
- Reel 3: Solar MOnoblock Pump

Content Pillar 4: Product Portfolio Awareness

Content Direction

Breakdown features and specification of top 3 products of Morca