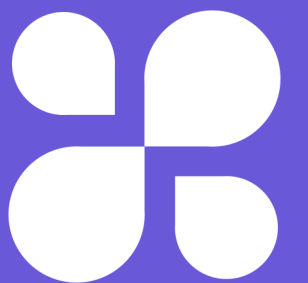
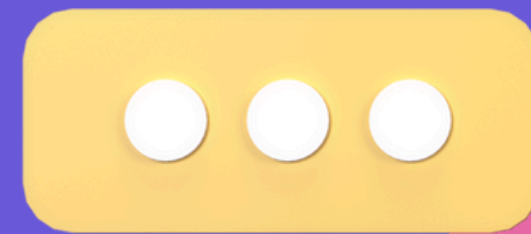


Social Media marketing

Presentation



What will we talk about?

Benefits of Digital Marketing

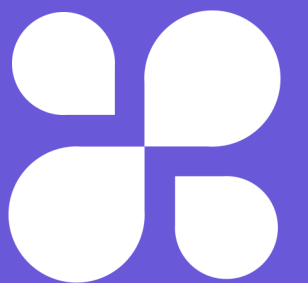
Content Marketing

Why Use Social Media?

What We Will Do for You

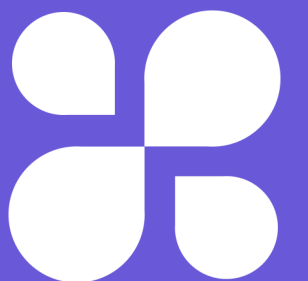
Social Media Management

Our Digital Marketing Team



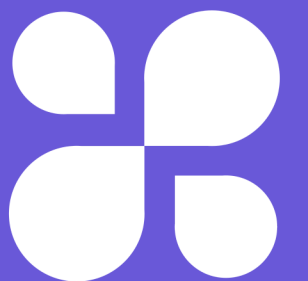
Digital Marketing campaign

- Establish a strong social media presence on platforms like Facebook, Twitter, LinkedIn, Youtube, Tiktok, Snack video and Instagram by regularly sharing updates, behind-the-scenes content, and sneak peeks of the project preparations.
- Encourage audience with discounts and promotional attractive themes
- Collaborate with influencers, bloggers, celebs and journalists to publish posts.
- Showcase success stories of Pakistan beach pictures and company success. Highlight their achievements, partnerships, and the impact they have made on Pakistan's reputation.
- Include all paid promotions and digital advertising for brand awareness and getting leads.



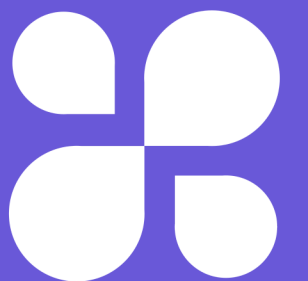
What We Will Do For You;

- Social Media Management
- Schedule posts and create calendar Create content and promotional activities.
- Creation of posts
- Provide dedicated virtual assistant to manage accounts
- Confidentiality grantee
- Provide sample designs/post



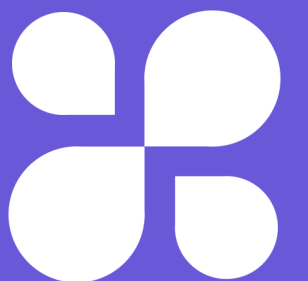
What We Will Do For You in 6 to 8 months

- Client service fulfill the needs and communicate
- Advertising Management
- Email marketing
- LinkedIn promotions and connections
- Increase brand awareness
- Manage social media
- Bring more engagement/audience



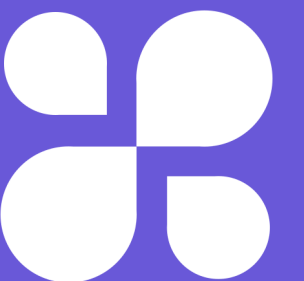
Social Media Management

- Page Management in Social Media Channels
- Monthly Content Planning
- Preparation of Visual Designs
- Celebration of Special Days
- Community Engagement Campaign
- Planning and Creation
- Planning and Preparation of GIF Content
- Data Tracking and Analysis
- Audience Optimization
- Advertising Management according to ad budget
- Reporting



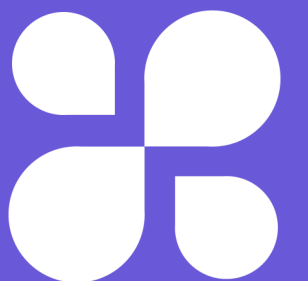
EMAIL MARKETING

- Build an email list by encouraging website visitors, exhibitors, and potential attendees to subscribe.
- Send regular newsletters providing updates, important announcements, and exclusive offers to subscribers.
- Personalize emails based on subscribers' interests and demographics



ADVERTISING CAMPAIGN

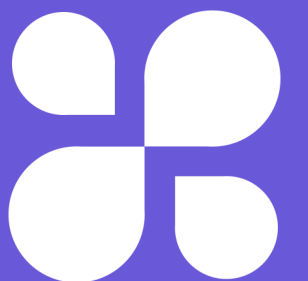
- Design and implement online and offline advertising campaigns to raise awareness and attract attendees.
- Consider digital ads, brochure design for emails, and targeted online platforms based on your audience's preferences



Social Media Platforms



Social media marketing on platforms like Facebook, Instagram and LinkedIn is crucial for increasing brand visibility, engaging with a wider audience, and driving sales through targeted advertising and interactions. These platforms offer businesses the ability to generate leads, analyze audience behavior, and build loyal communities, making them essential tools for modern digital marketing strategies.



Our Digital Marketing Team

CREATIVE MANAGER

Virtual Assistant

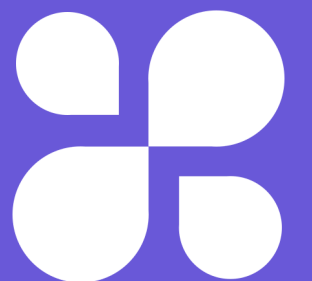
GRAPHIC DESIGNER

**CONTENT MARKETING
EXECUTIVE**

Ads Executive

Animator (if
required)

Total Budget \$1300/month





Thank you!

Mubashir Zafar

