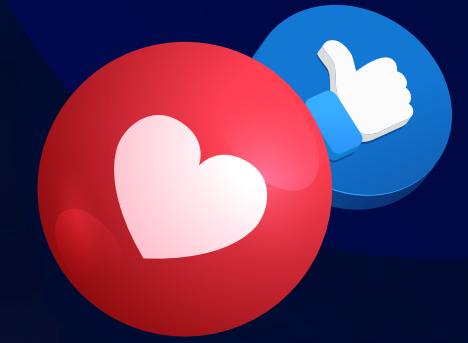


Are you a **business** who is **looking** to?



- Increase Brand Awareness
- Increase customer footfall
- Have More conversions in lower cost
- Retain existing customers



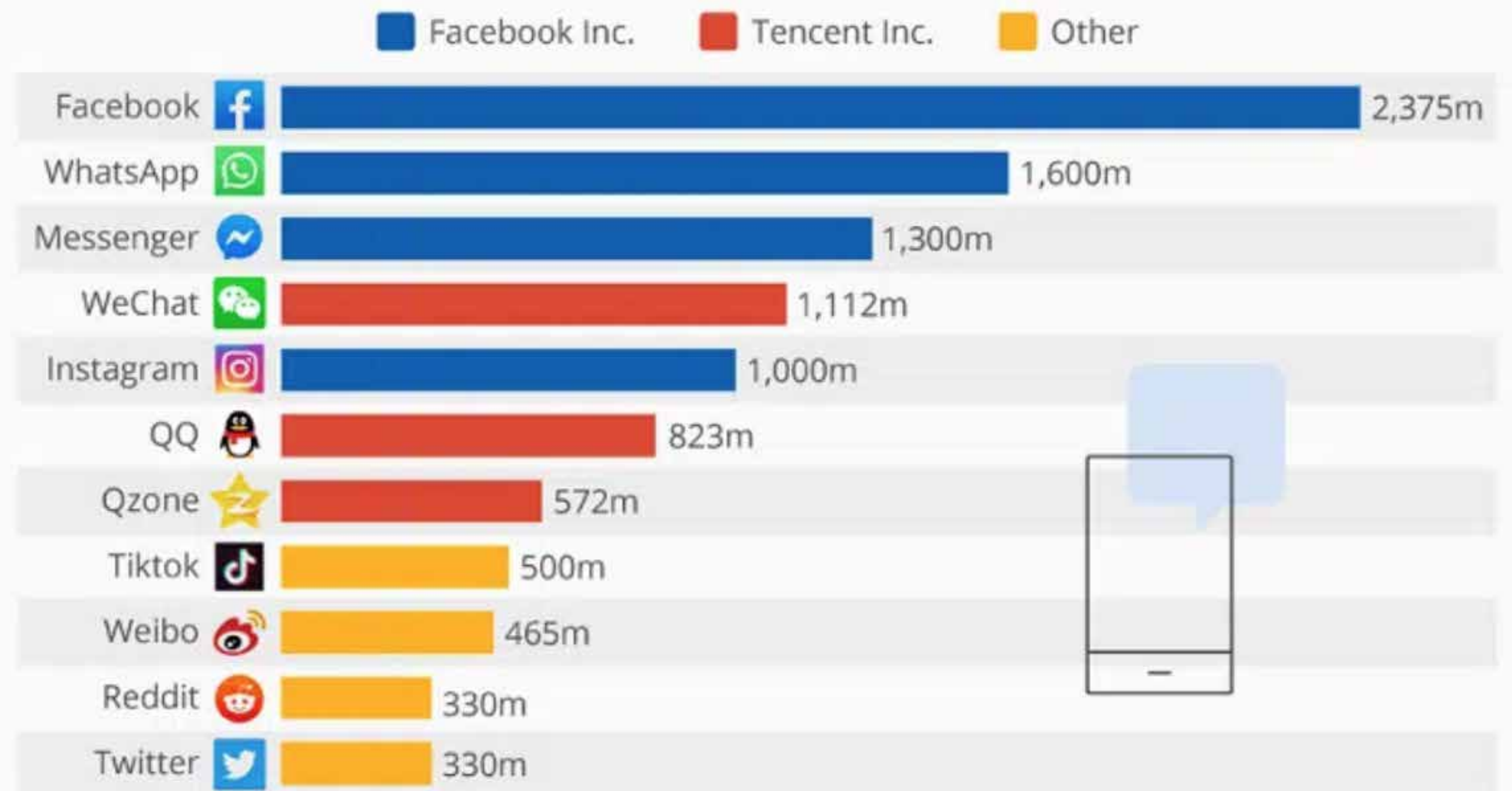
Why **Social media** is need of **time**?

Consumers habitually log on to it daily and are exposed to companies. So, You need to exist where your audience exists



02

Monthly active users of selected social networks and messaging services worldwide*



* July 2019 or latest available

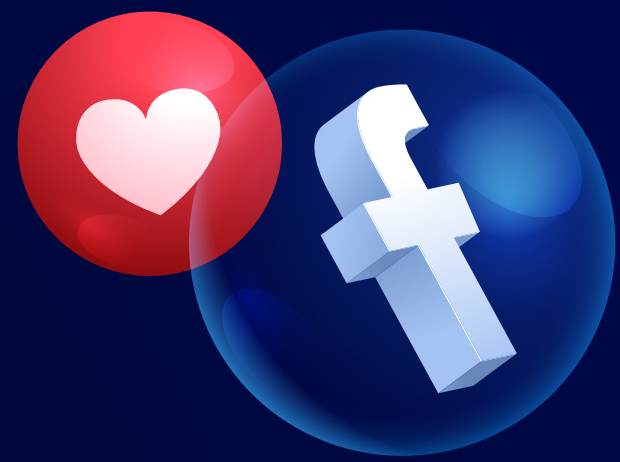
@StatistaCharts Source: Company data via DataReportal Q3 Global Digital Statshot

statista

How to **integrate** in **marketing** plans?

The five core pillars of social media marketing:

- Strategy
- Planning & publishing
- Listening & engagement
- Analytics & reporting
- Advertising



Our **expertise** meets,
your **business** needs



FACEBOOK



LINKEDIN



BUFFER



HOOTSUITE



TIK TOK



INSTAGRAM



TWITTER



FACEBOOK
BUSINESS SUITE



FACEBOOK
ADS MANAGER



GOOGLE
ANALYTICS

Design communication



We have industry's **finest** artists:

- 01 ➔ Creative Logo
- 02 ➔ Social media posts
- 03 ➔ 2D & 3D animation
- 04 ➔ Video Editing
- 05 ➔ Video link of animation



Clientele from various industries



**Know
Limits**
Est. 2013 Skills for Life

Driver Training

Know Limits
Education



TECHWARDS

Techwards
IT



The Glow Cocoon
Health and Beauty



Befit Everywhere
Fitness



1. Pixel Integration

Question # 1

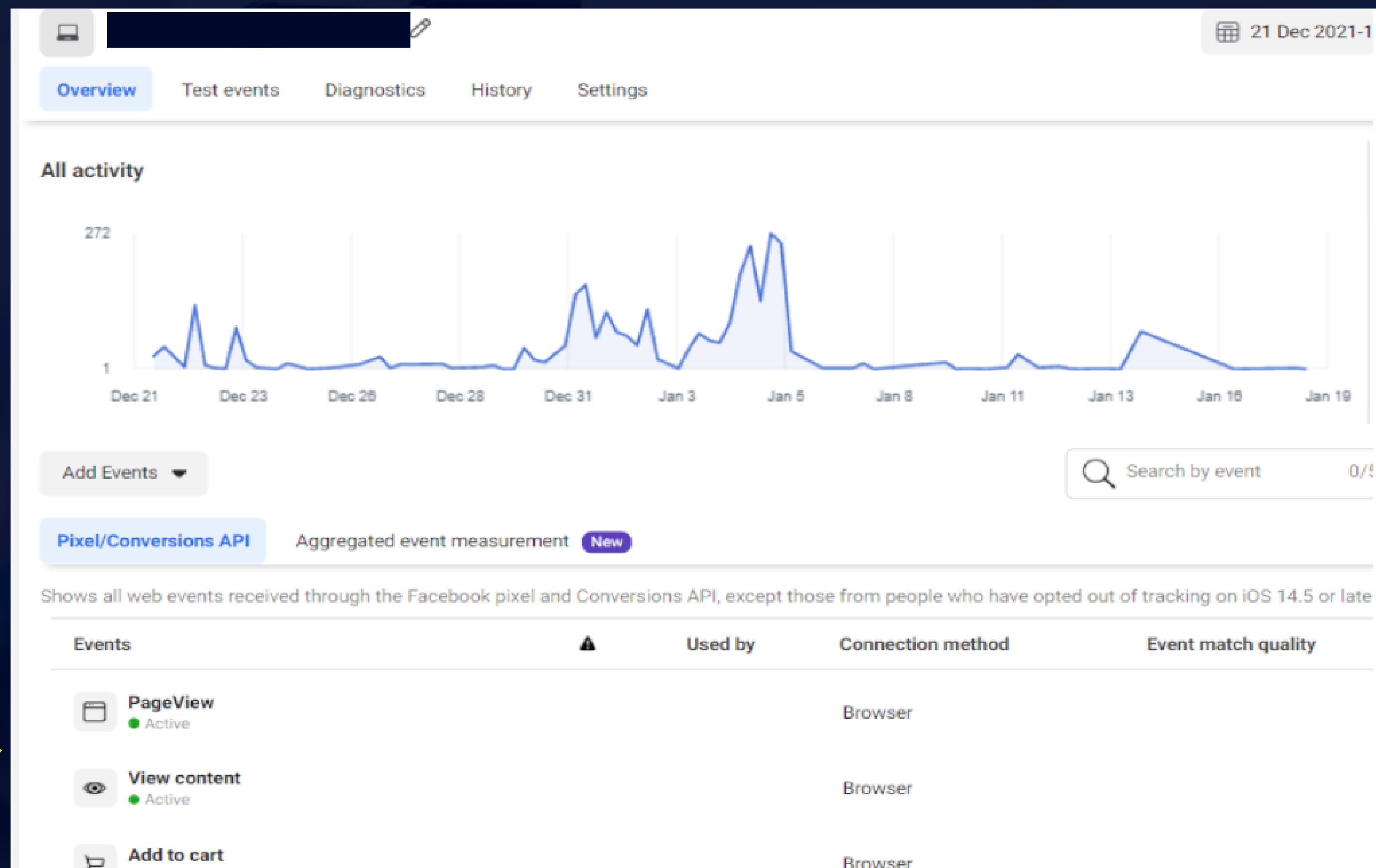
Is Facebook pixel necessary?

ANS: YES, you cannot create website based custom audiences without Facebook Pixel.

Question # 2

What is Facebook pixel integration?

ANS: Allows you to monitor conversions from Facebook ads, optimize ads, build targeted audiences for future ads & retarget.



07

Pixel connected & website events added



2. Domain Verification



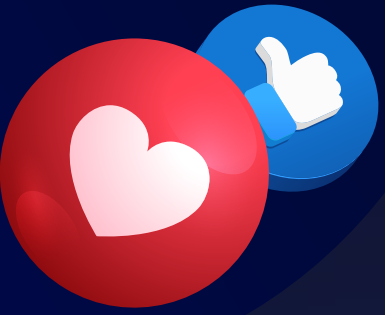
Question #3: Why do I need to verify my domain on Facebook?

Answer: Domain Verification provides a way for you to claim ownership of your domain in Business Manager. This ownership allows you to control editing privileges of your links and other content to prevent misuse of your domain and to keep bad actors from spreading misinformation.

The screenshot displays the Facebook Business Manager interface. On the left, the 'Business settings' sidebar is visible. The main content area is titled 'Domains'. A search bar with the placeholder 'Filter by name or ID' and an 'Add' button is at the top. Below it, a domain '[redacted].com' is listed with a 'Verified' status. To the right, a detailed view of the verified domain is shown, including a 'Domain verified' callout box, the domain name '[redacted].com', and the status 'Verified'. It also shows ownership information: 'Owned by: [redacted] ID: [redacted]'. At the bottom of this section are buttons for 'Assign Partners' and 'Add Assets'. A navigation bar at the very bottom includes 'Partners', 'Connected assets', and 'Domain access'.

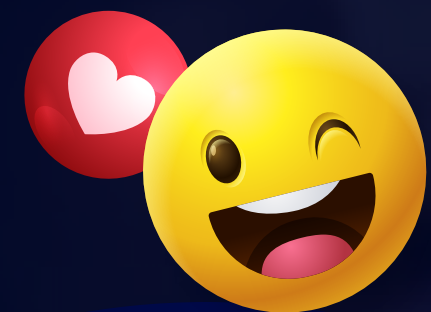


3. Commerce Manager

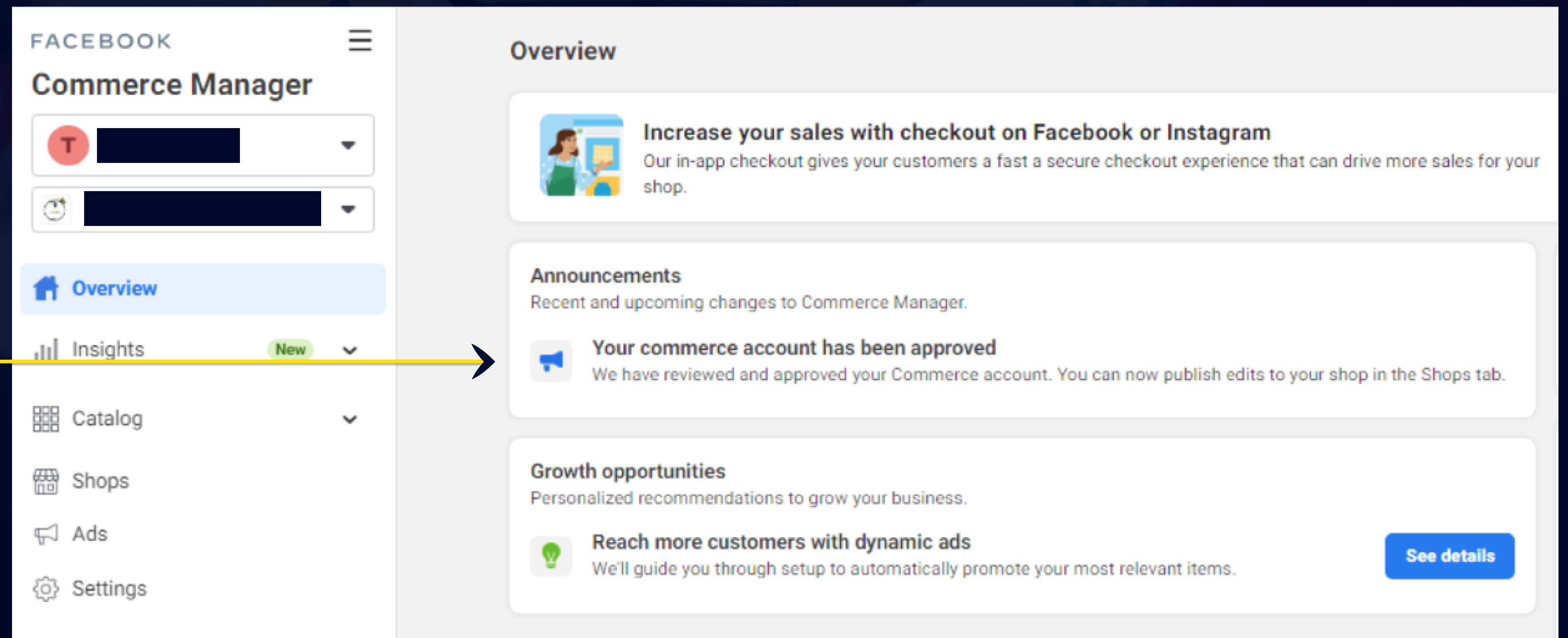


Question #3: Why do you need commerce manager on Facebook?

Answer: To avail IG/FB shop button and sell on Facebook Marketplace, all through onsite purchasing with checkout.



Approved





4. **FB/IG** Shop

Question #3: What can you do with Facebook Shop?

Answer: With Facebook Shops, you can display and sell products on Facebook and Instagram. People who visit your shop can browse your products, make purchases, and get to know your brand

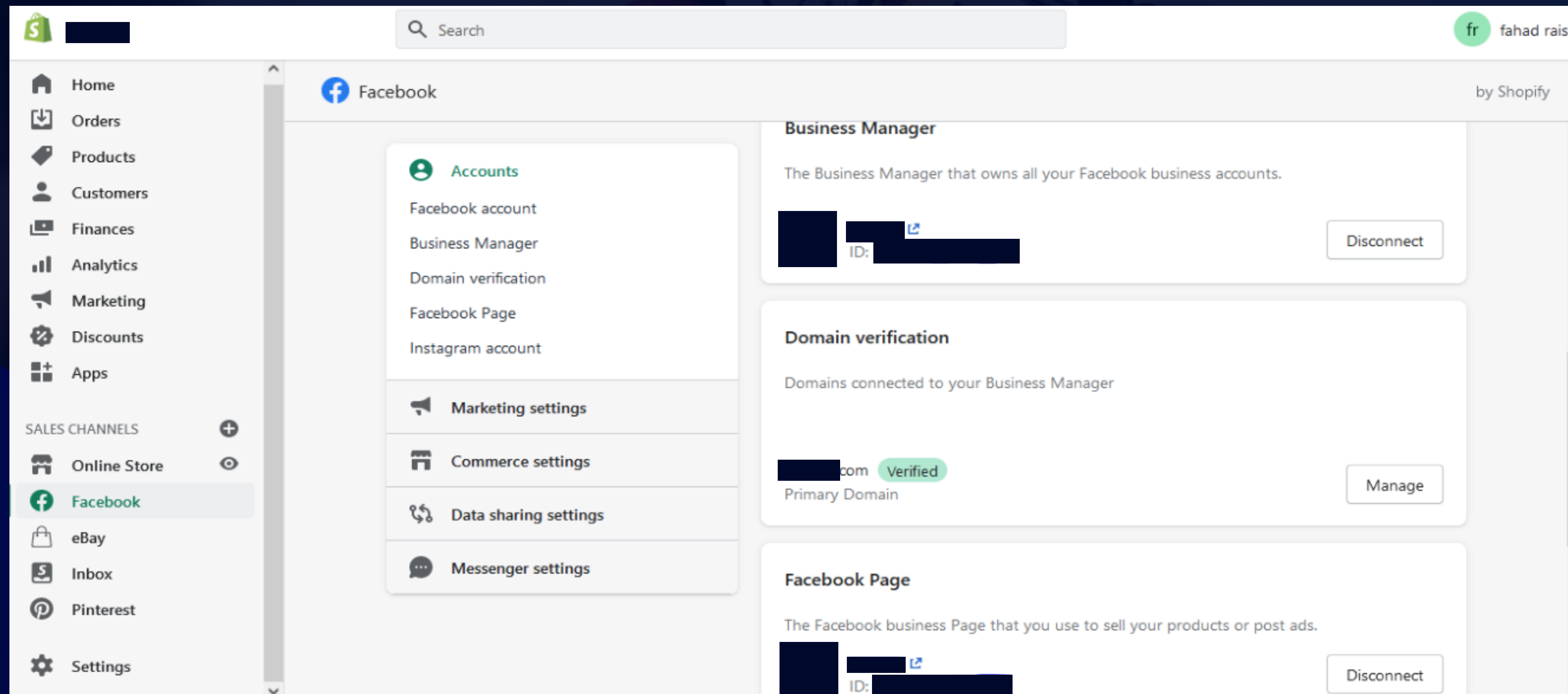
The screenshot displays the Meta Commerce Manager interface. On the left, the 'Commerce Manager' sidebar includes a dropdown menu with a red 'T' icon, a search bar, and navigation links for 'Overview' and 'Insights'. The main content area is titled 'Shops' and includes a subtitle: 'This is where you can create and edit your storefronts where buyers can easily discover and purchase your items on Instagram and Facebook.' A yellow callout box with the text 'Shop Active' has an arrow pointing to the 'Status' column of a table. The table has five columns: 'Shop', 'Status', 'Sales channels', 'Last updated', and 'Issues'. It contains one row with a shop icon, the status 'Active', a Facebook icon for sales channels, the update time '1 Feb 2022, 14:28' by a user, and '0 issues'. A 'View Live Shop' button is visible on the right. At the bottom, a gear icon and text prompt the user to 'Update your sales channels or create a new shop in settings.'

Shop	Status	Sales channels	Last updated	Issues
	Active		1 Feb 2022, 14:28 By [User]	0 issues

5. **FB/IG** SHOPIFY CONNECTION



To start advertising your SHOPIFY website, you need to connect it to the facebook page, and business manager ! This LETS you enable SHOP NOW on your page and other things.





6. **FB/IG** WORDPRESS CONNECTION

To start advertising your WORDPRESS website, you need to connect it to the facebook page, and business manager. This LETS you enable SHOP NOW on your page and other things

Commerce Manager

T [redacted]

[icon] [redacted]

Overview

Insights

Catalogue

Items

Sets

Enhance your existing partner feeds

Recommended as a supplement for partner platform feeds that may not contain the additional fields that Facebook support

Learn more

Add Supplementary Feed

Apps

Name	Last update
WooCommerce Integration App ID: [redacted]	All good 0 items updated in the last week 0 items added in the last week

Also Known as WOOCOMMERCE INTEGRATION

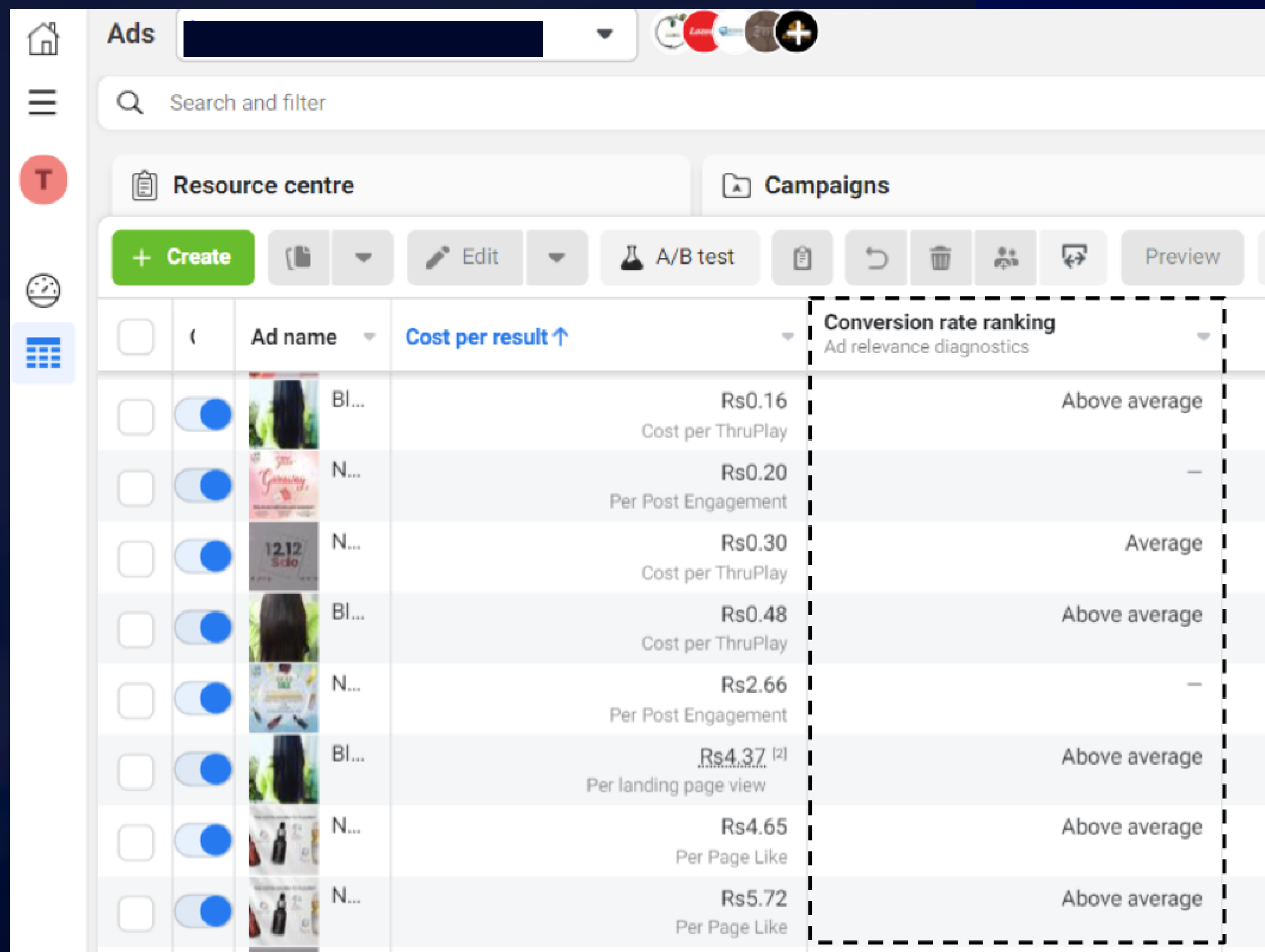


Cost Per:

- Thruplay(15 sec video views)
- Engagement
- Page Likes
- Website Landing Pages

Cost per Result

These costs per results are much lower than average rate. As indicated by Facebook, rate of conversion is very good



The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with 'Ads' and a search bar. Below it, there are tabs for 'Resource centre' and 'Campaigns'. A toolbar contains buttons for '+ Create', 'Edit', 'A/B test', and 'Preview'. The main table displays ad performance data with columns for selection, status, ad name, cost per result, and conversion rate ranking. A dashed box highlights the 'Conversion rate ranking' column, which shows 'Above average' for most ads.

		Ad name	Cost per result ↑	Conversion rate ranking Ad relevance diagnostics
☐	☒	Bl...	Rs0.16 Cost per ThruPlay	Above average
☐	☒	N...	Rs0.20 Per Post Engagement	—
☐	☒	N...	Rs0.30 Cost per ThruPlay	Average
☐	☒	Bl...	Rs0.48 Cost per ThruPlay	Above average
☐	☒	N...	Rs2.66 Per Post Engagement	—
☐	☒	Bl...	Rs4.37 ⁽²⁾ Per landing page view	Above average
☐	☒	N...	Rs4.65 Per Page Like	Above average
☐	☒	N...	Rs5.72 Per Page Like	Above average



Leads Generation



TOTAL SPENDING= \$50

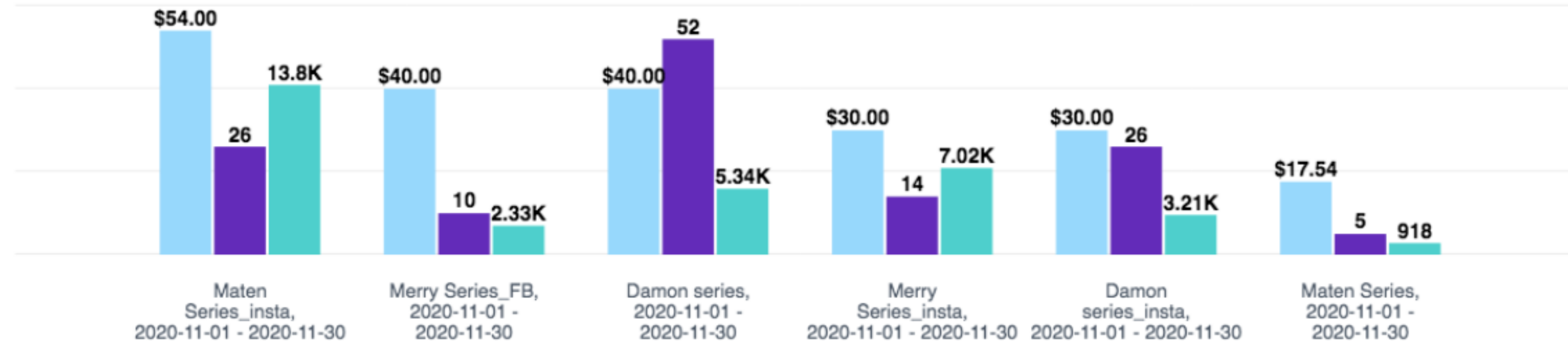
TOTAL LEADS = 78



Leads Generation

1 Nov 2020-30 Nov 2020

✓ Amount spent ✓ Leads ✓ Post engagement



Campaign name	Month	Amount spent	Leads	Post engagement
Maten Series_insta	2020-11-01 - 2020-11-30	\$54.00	26	13,750
Merry Series_FB	2020-11-01 - 2020-11-30	\$40.00	10	2,330
Damon series	2020-11-01 - 2020-11-30	\$40.00	52	5,338
Merry Series_insta	2020-11-01 - 2020-11-30	\$30.00	14	7,020
Damon series_insta	2020-11-01 - 2020-11-30	\$30.00	26	3,205
Maten Series	2020-11-01 - 2020-11-30	\$17.54	5	918

TOTAL SPENDING= \$211

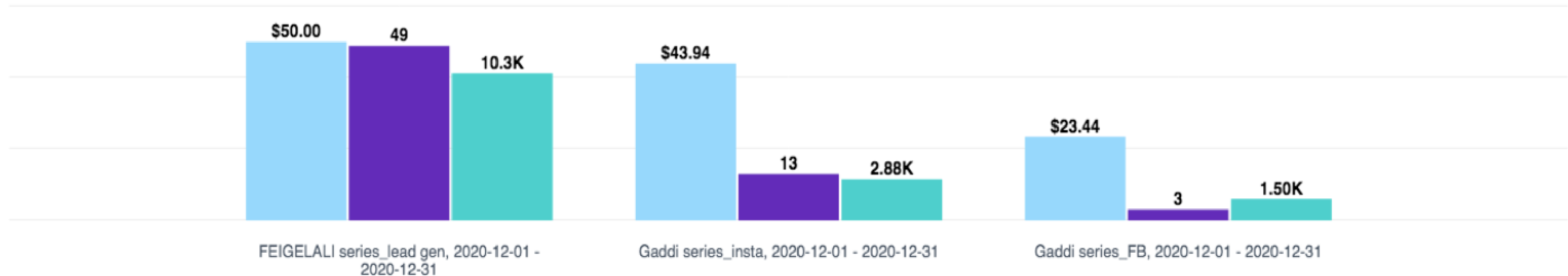
TOTAL LEADS = 133

Leads Generation



1 Dec 2020-31 Dec 2020

☒ Amount spent ☒ Leads ☒ Post engagement



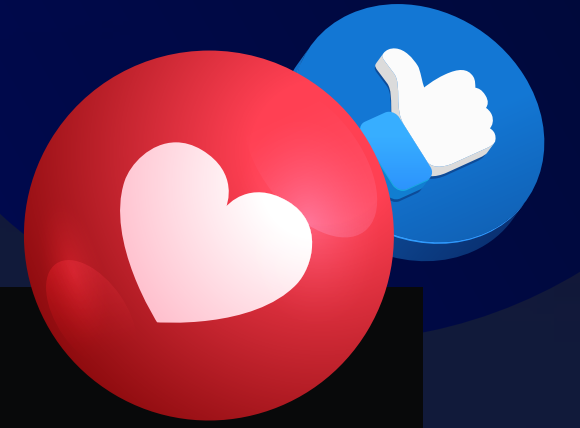
Campaign name	Month	Amount spent	Leads	Post engagement
FEIGELALI series_lead gen	2020-12-01 - 2020-12-31	\$50.00	49	10,304
Gaddi series_insta	2020-12-01 - 2020-12-31	\$43.94	13	2,875
Gaddi series_FB	2020-12-01 - 2020-12-31	\$23.44	3	1,503

TOTAL SPENDING= \$116

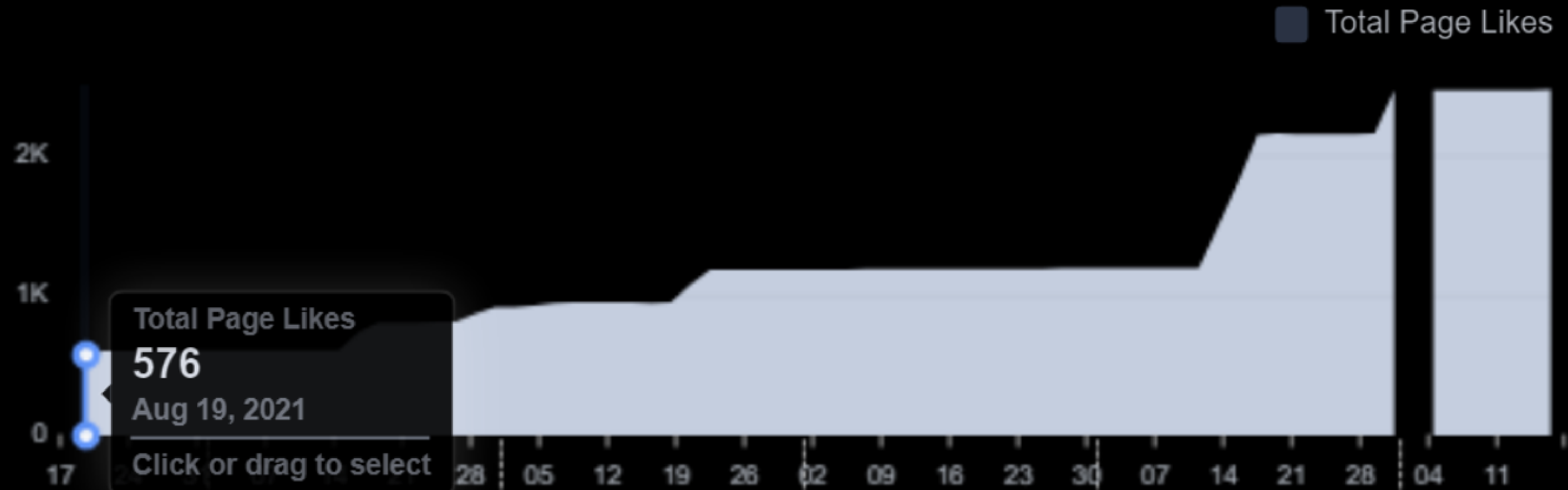
TOTAL LEADS = 65



Pages Likes



Total Page Likes: 2,464



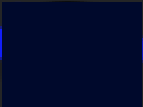
Started from almost scratch, with just 576 page likes, and within 6 months took it upto 2.4k Likes organically.



Post Engagement

These are some post insights, for one of our client. Where we outclassed the reach, and engagement organically





July 27, 2021 ·

An inspiration to many youngsters and sportsmen. Talha Talib, You have won hearts despite losing without a formal coach and standard training you reached this stage. You are the pride of our nation. Enter a lucky draw by giving the correct answer to this question!! 2 lucky winners can avail any burger from our CLASSIC category. This offer is only valid on takeaway #TalhaTalib #olympics #athlete #sportsman #sports #weightlifting



Performance for your post

2892 People reached		
208 Likes, comments & shares		
138 Post clicks		
5 Photo views	0 Link clicks	133 Other clicks

View more details

Negative feedback

0 Hide all posts	0 Hide post
0 Report as spam	0 Unlike Page

208 Likes, comments & shares

Branded content distribution

View breakdown		
2892 Total reach	2892 Organic reach	0 Paid reach
2961 Total impressions	2961 Organic impressions	0 Paid impressions

An inspiration to many youngsters and sportsm...
Jul 27, 2021, 6:55 PM
Export Results Review Post



ago · Paid Partnership

An inspiration to many youngsters and sportsmen. Talha Talib, You have won hearts despite losing... Show full post



TALHA TALIB IS THE FIRST PAKISTANI TO BE FEATURED IN THE OLYMPICS WEIGHTLIFTING COMPETITION AFTER ____ YEARS ?
A. 40 YEARS B. 20 YEARS
C. 14 YEARS D. 50 YEARS

78 71 42

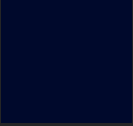
2.9K Reach	3K Impressions	164 Reactions & Comments
Distribution		
0 Paid	2.9K Organic	
Audience		
Age		



Organic Post Engagement

These are some post insights, for one of our client. Where we outclassed the reach, and engagement organically





August 7, 2021 ·

We are back with the quiz contest again. Celebrating the milestone achieved by Arshad Nadeem, a true sportsman and a self made-man. we are proud that you fought and achieved 5th position in Olympics Javelin Throw Final

You can enter a lucky draw by giving the correct answer to this question!!
2 lucky winners from Facebook & 1 from Instagram can avail any burger from our CLASSIC category. This offer is only valid on takeaway, and karachi.... [See more](#)



Performance for your post

1294 People reached

97 Likes, comments & shares

85 Post clicks

0 Photo views	0 Link clicks	85 Other clicks
-------------------------	-------------------------	---------------------------

[View more details](#)

Negative feedback

0 Hide all posts	0 Hide post
0 Report as spam	0 Unlike Page

97 Likes, comments & shares

Branded content distribution

[View breakdown](#)

1294 Total reach	1294 Organic reach	0 Paid reach
1382 Total impressions	1382 Organic impressions	0 Paid impressions

Aug 7, 2021, 11:46 PM

[Export Results](#) [Review Post](#)



23 weeks ago · Paid Partnership

We are back with the quiz contest again. Celebrating the milestone achieved by Arshad Nadeem, a true... [Show full post](#)



ARSHAD NADEEM
IS THE FIRST EVER PAKISTANI TO QUALIFY FOR THE FINAL OF A TRACK AND FIELD COMPETITION IN THE OLYMPICS?

46 37 6

1.3K Reach	1.4K Impressions	90 Reaction Commen
Distribution		
0 Paid	1.3K Organic	
Audience		
Age		





Our e-commerce stats



Ad sets				Ads			
View Setup ☐				Columns: ROAS - SME ▾			
Breakdown ▾				Reports ▾			
Website purchases	Website purchases View attribut...	Cost per Purchase	Cost per Purchase View attribut...	Website purchases conversion	Website purchases conversion View attribut...	Website purchase ROAS	Website purchase ROAS View attribut...
23	6 28-day	£21.42	£115.13 28-day	£2,081.84	£521.67 28-day	2.26	0.57 28-day
43	6 28-day	£20.30	£125.21 28-day	£4,802.46	£676.39 28-day	3.20	0.45 28-day
44	13 28-day	£24.72	£69.40 28-day	£5,569.51	£1,069.24 28-day	3.09	0.59 28-day
10	1 28-day	£10.37	£155.52 28-day	£1,319.21	£328.64 28-day	8.48	2.11 28-day
76	65 28-day	£9.91	£10.52 28-day	£6,725.58	£6,154.66 28-day	5.61	5.13 28-day
103	114 28-day	£7.12	£6.50 28-day	£11,541.80	£12,376.61 28-day	9.65	10.35 28-day
63	42 28-day	£11.31	£16.51 28-day	£7,826.05	£4,385.48 28-day	9.48	5.31 28-day
7	12 28-day	£60.21	£37.63 28-day	£699.32	£947.70 28-day	1.16	1.57 28-day
370 Total	260 Total	£14.72 Per Action	£20.45 Per Action	£40,666.75 Total	£26,601.38 Total	4.78 Average	3.13 Average





Profit upto
9x time,
Return on
Investment

Ad sets		Ads		View Setup ☐				Columns: ROAS - SME ▾	Breakdown ▾	Reports ▾
Website purchases	Website purchases View attribut...	Cost per Purchase	Cost per Purchase View attribut...	Website purchases conversion	Website purchases conversion View attribut...	Website purchase ROAS	Website purchase ROAS View attribut...			
103	114 28-day	£7.12	£6.50 28-day	£11,541.80	£12,376.61 28-day	9.65	10.35 28-day			
63	42 28-day	£11.31	£16.51 28-day	£7,826.05	£4,385.48 28-day	9.48	5.31 28-day			
10	1 28-day	£10.37	£155.52 28-day	£1,319.21	£328.64 28-day	8.48	2.11 28-day			
76	65 28-day	£9.91	£10.52 28-day	£6,725.58	£6,154.66 28-day	5.61	5.13 28-day			
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44	13 28-day	£24.72	£69.40 28-day	£5,569.51	£1,069.24 28-day	3.09	0.59 28-day			
23	6 28-day	£21.42	£115.13 28-day	£2,081.84	£521.67 28-day	2.26	0.57 28-day			
7	12 28-day	£60.21	£37.63 28-day	£699.32	£947.70 28-day	1.16	1.57 28-day			
370 Total	260 Total	£14.72 Per Action	£20.45 Per Action	£40,666.75 Total	£26,601.38 Total	4.78 Average	3.13 Average			



Why **choose** us?

BECAUSE:

- 01 ➔ we've been there and done it
- 02 ➔ we don't cost the earth
- 03 ➔ we have industry's finest & experienced
- 04 ➔ we don't just say, we show our proven track record

From media buying planning, brand strategy,
creative designing, and advertising

WE PROVIDE 1-WINDOW SOLUTION



With us you can leverage the power of **social media**
& gain the **traffic** to achieve your **perfect goals**.

