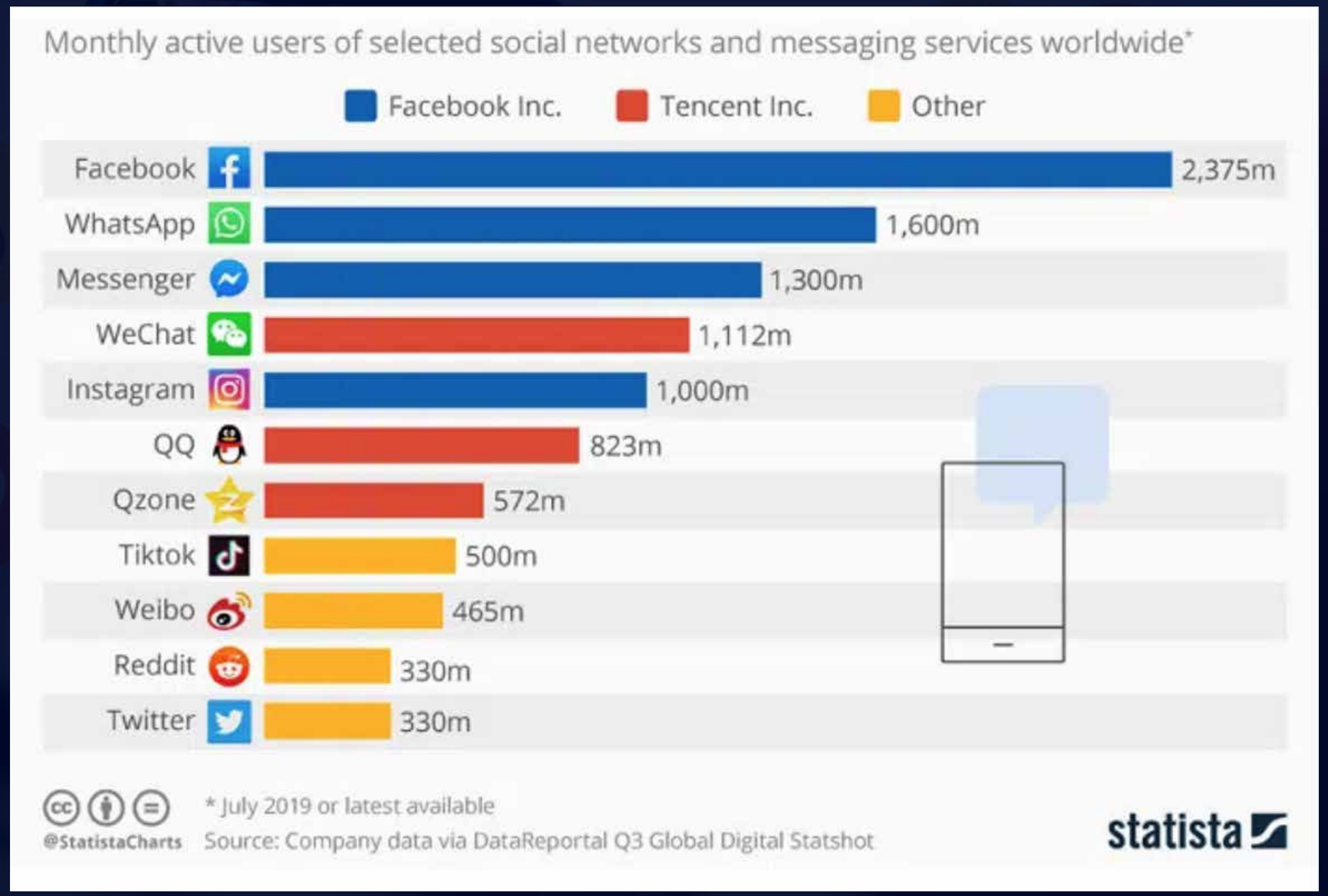
Are you a **business** who is **looking** to?

- 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



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
Education

Techwards
IT

The Glow Cocoon
Health and Beauty

Befit Everywhere
Fitness

Many other satisfied clients from other industries...

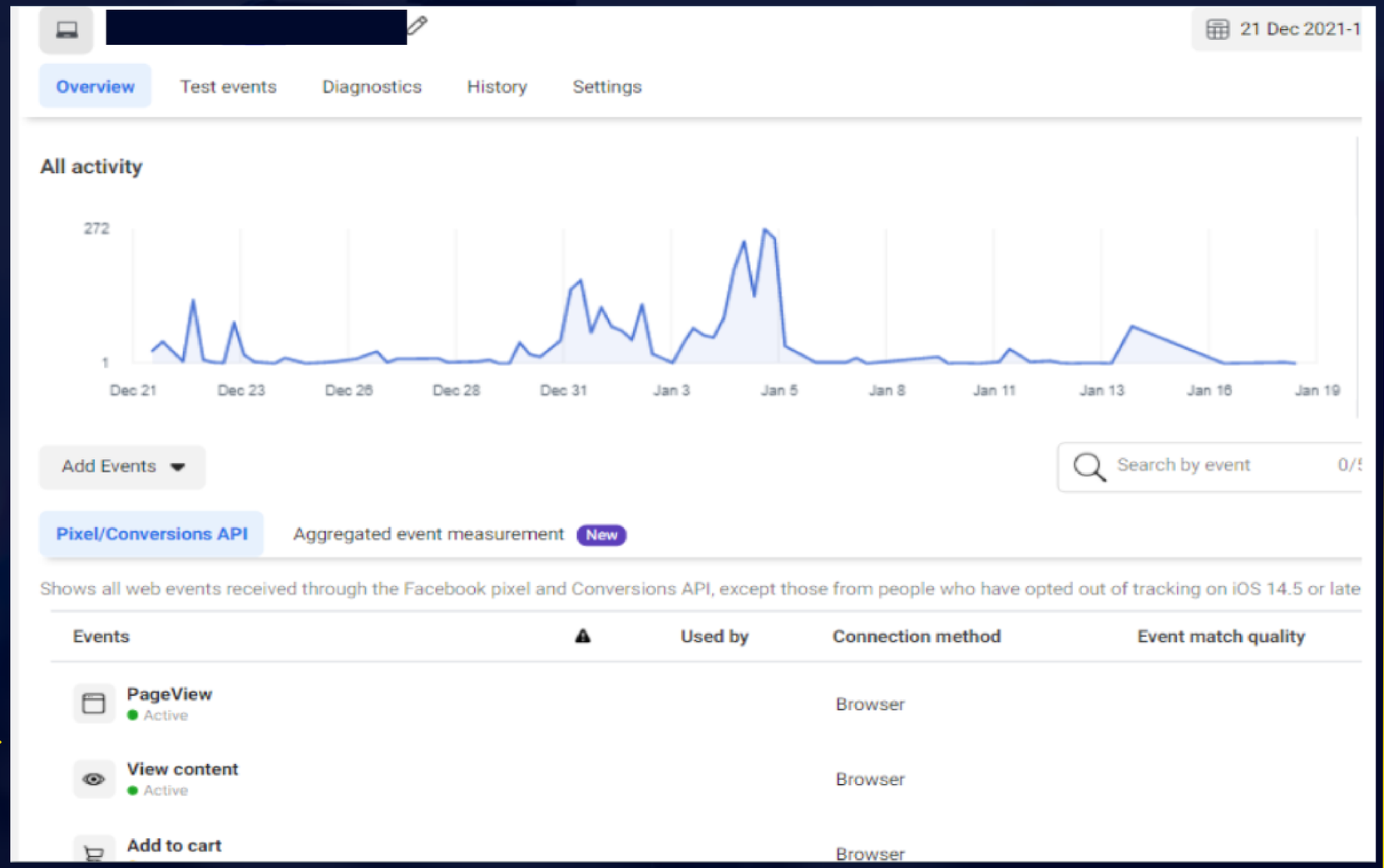
1. Pixel Integration

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.

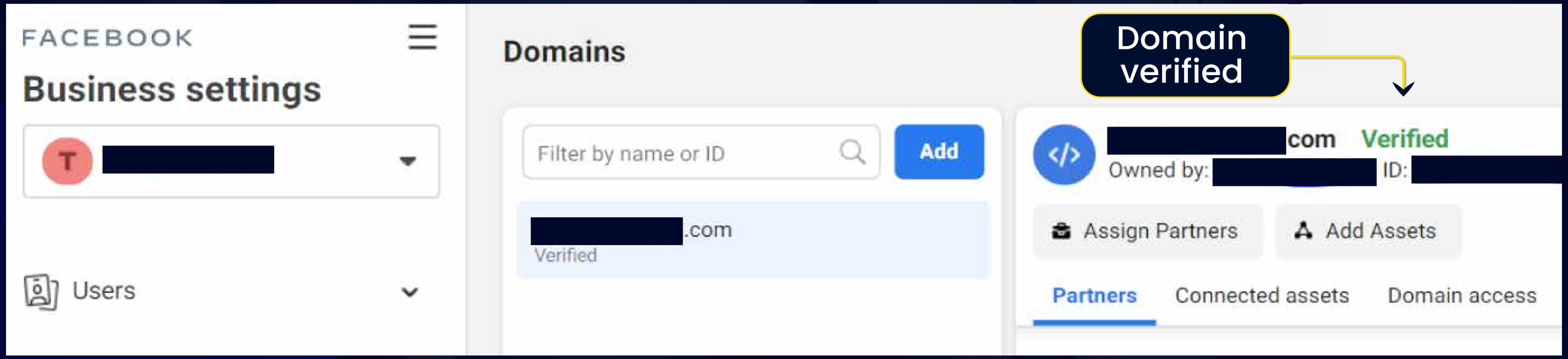


Pixel connected & website events added

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.

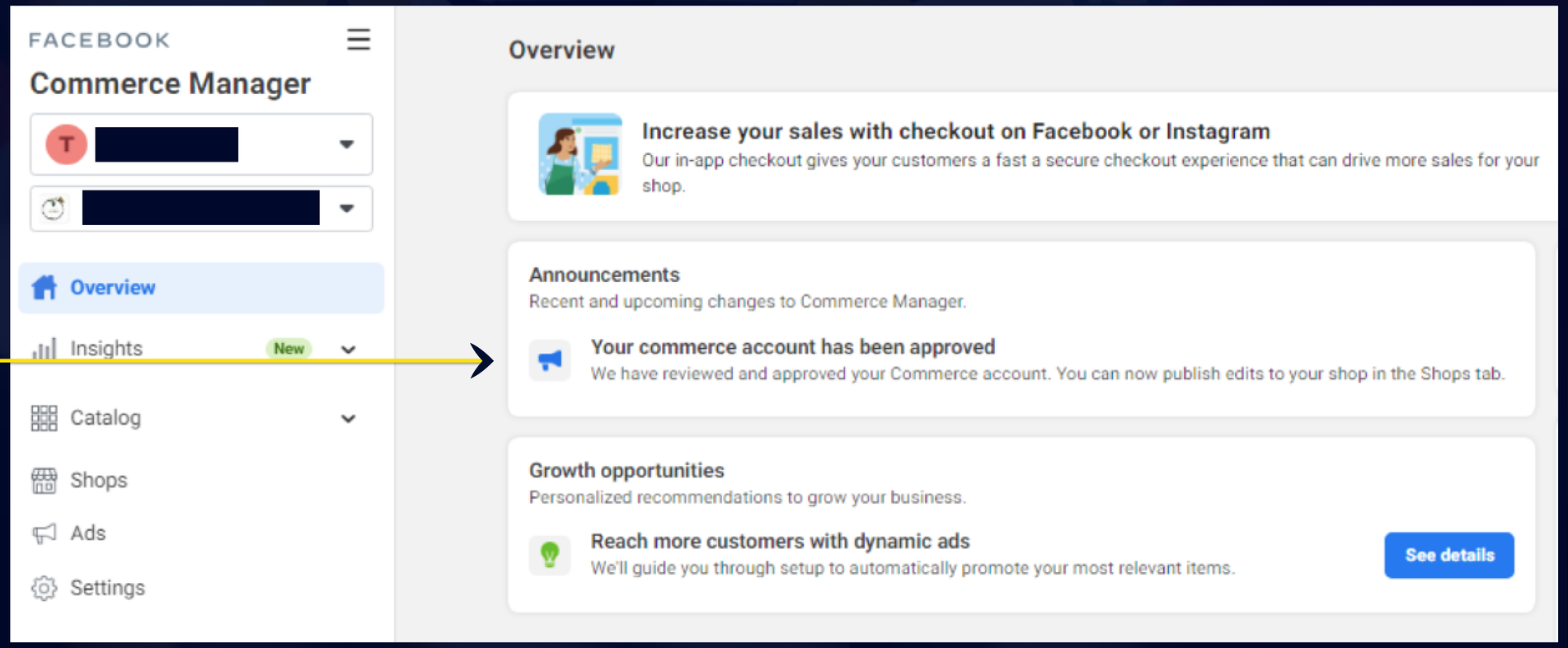


3. Commerce Manager

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.

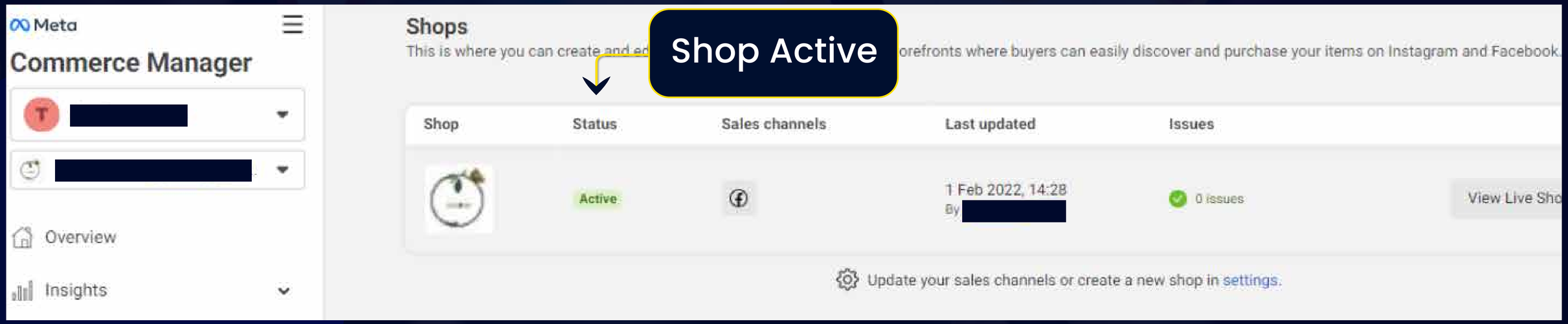
Approved



4. FB/IG Shop

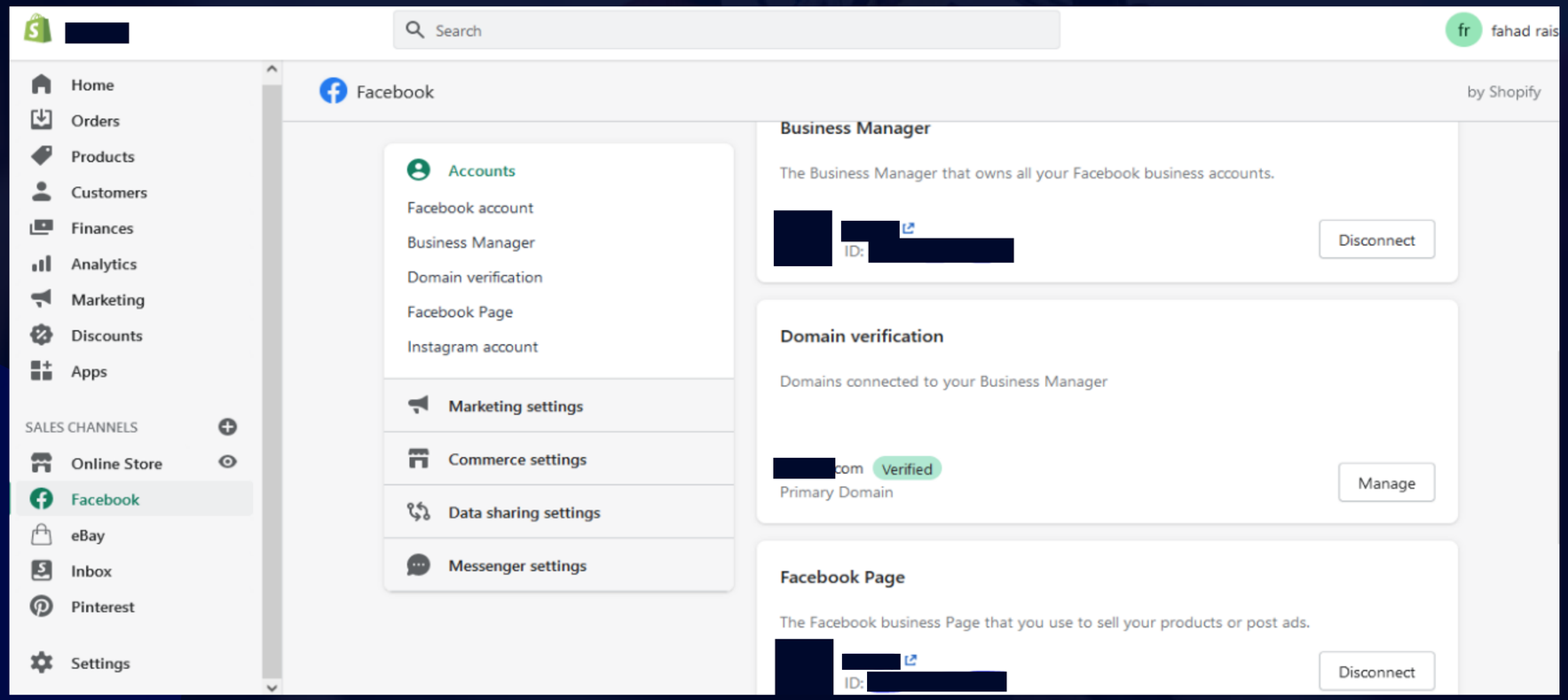
Question #3: What can you do with Facebook Shop?

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



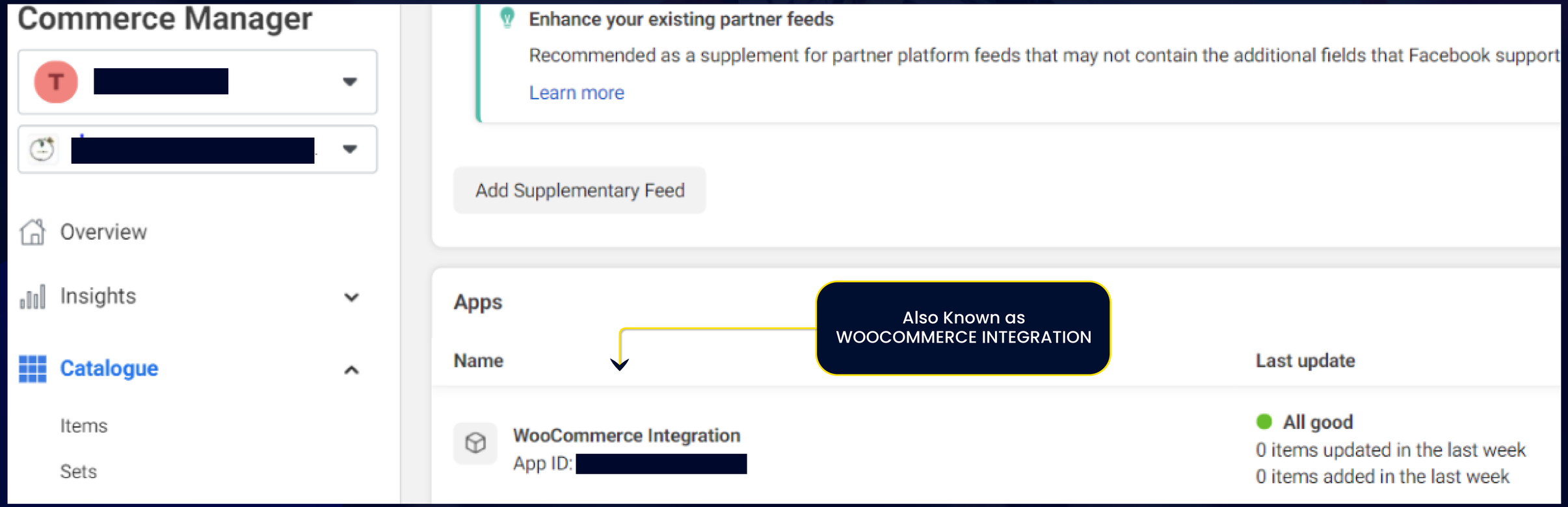
5. FB/IG SHOPIFY CONNECTION

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

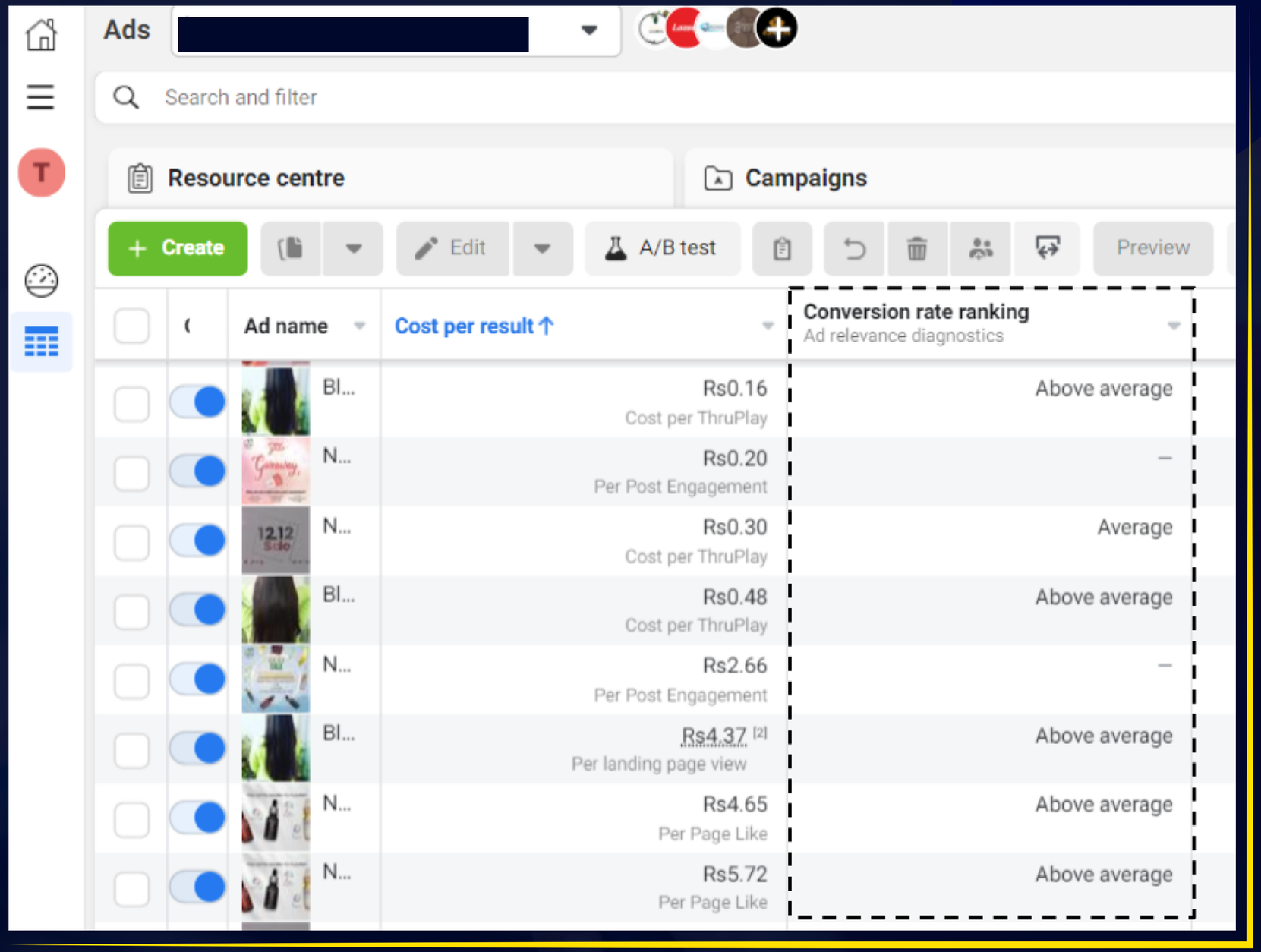


Cost Per:

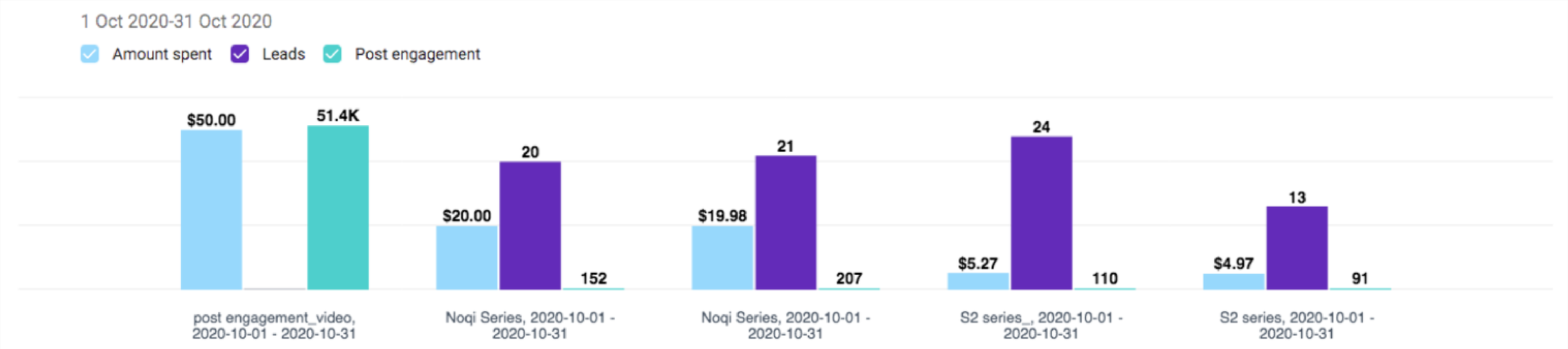
- Thruplay(15 sec video views)
- Engagement
- Page Likes
- Website Landing Pages

Cost per Result

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



Leads Generation

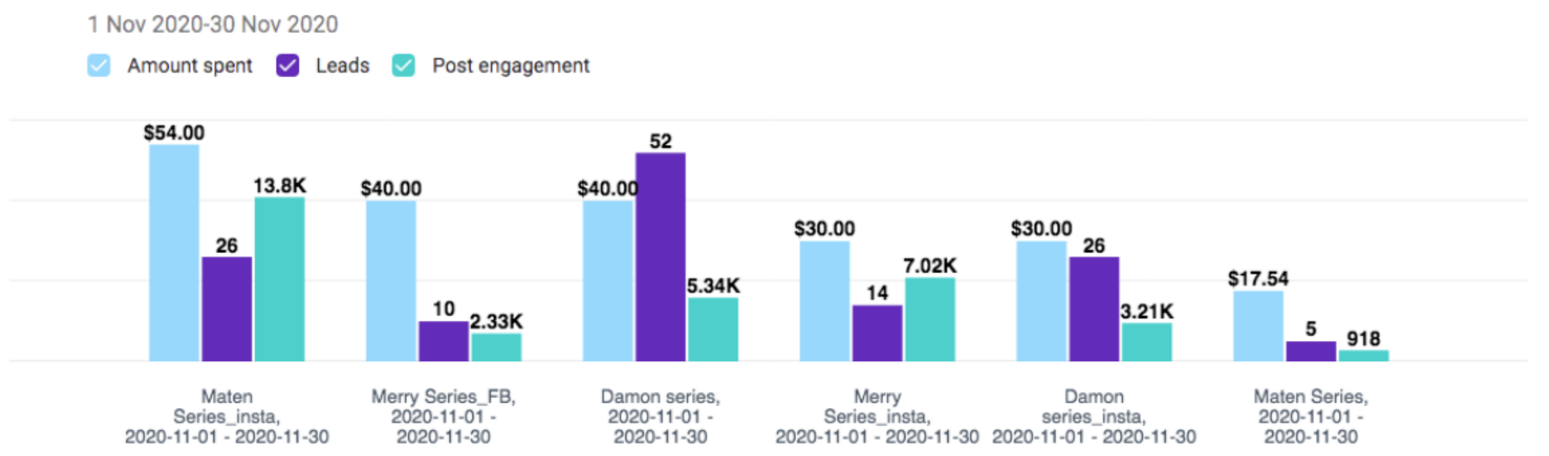


Campaign name	Month	Amount spent	Leads	Post engagement
Noqi Series	2020-10-01 - 2020-10-31	$20.00	20	152
Noqi Series	2020-10-01 - 2020-10-31	$19.98	21	207
S2 series_	2020-10-01 - 2020-10-31	$5.27	24	110
S2 series	2020-10-01 - 2020-10-31	$4.97	13	91

TOTAL SPENDING= $50

TOTAL LEADS = 78

Leads Generation

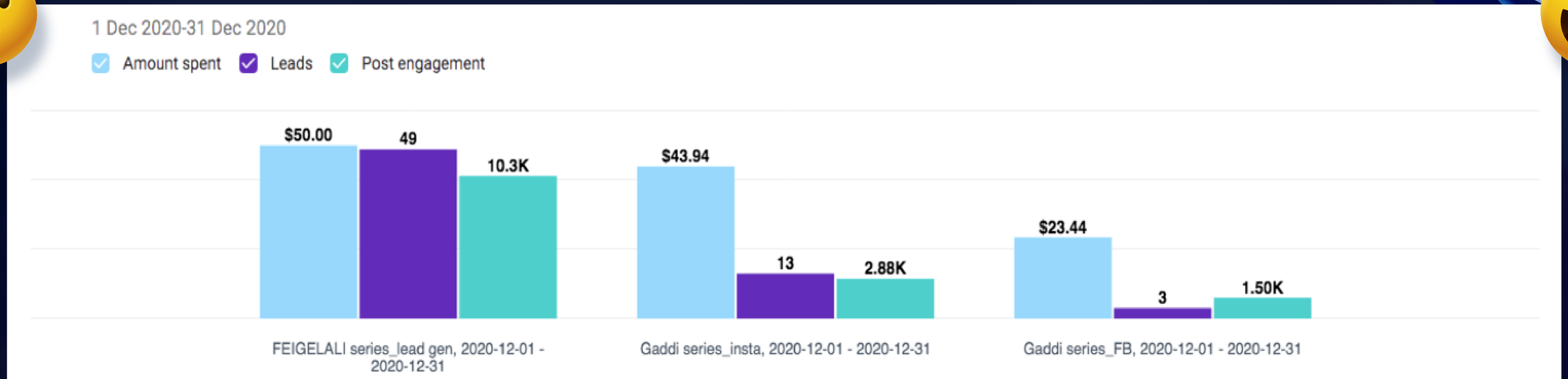


Campaign name	Month	Amount spent	Leads	Post engagement
Maten Series_insta	2020-11-01 - 2020-11-30	$54.00	26	13,750
Merry Series_FB	2020-11-01 - 2020-11-30	$40.00	10	2,330
Damon series	2020-11-01 - 2020-11-30	$40.00	52	5,338
Merry Series_insta	2020-11-01 - 2020-11-30	$30.00	14	7,020
Damon series_insta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

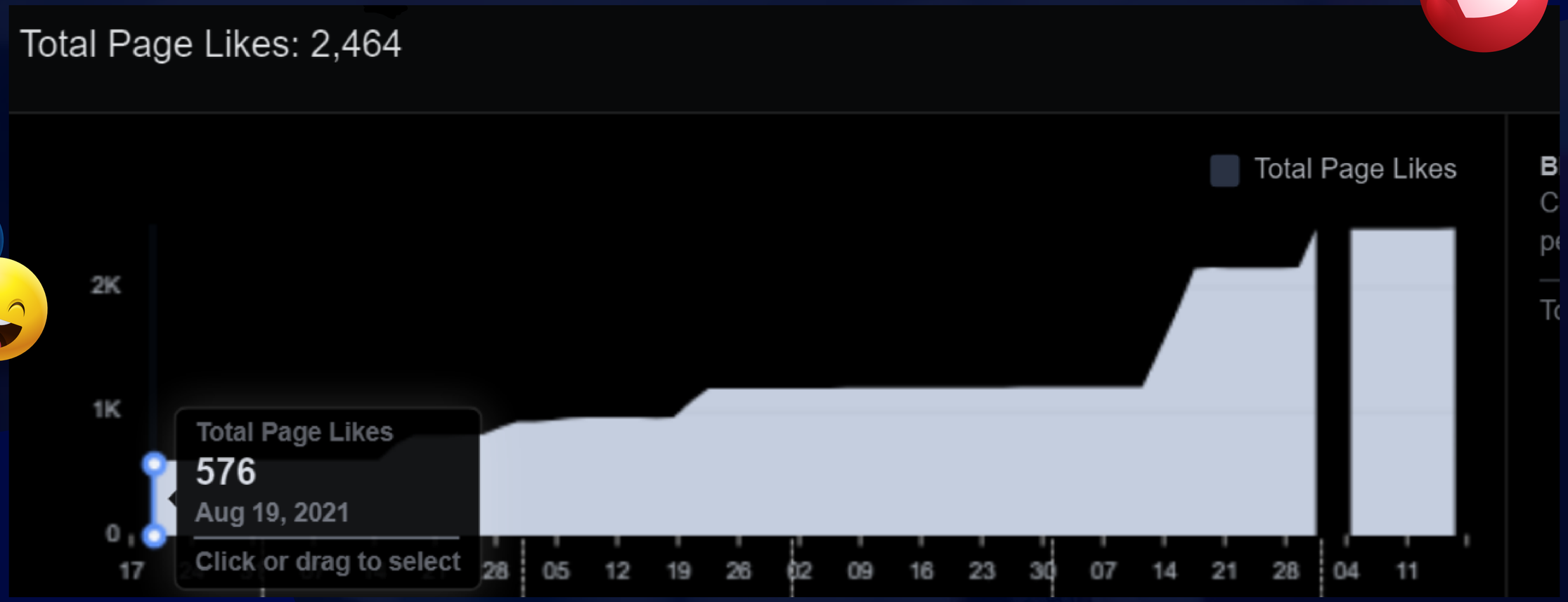


Campaign name	Month	Amount spent	Leads	Post engagement
FEIGELALI series_lead gen	2020-12-01 - 2020-12-31	$50.00	49	10,304
Gaddi series_insta	2020-12-01 - 2020-12-31	$43.94	13	2,875
Gaddi series_FB	2020-12-01 - 2020-12-31	$23.44	3	1,503

TOTAL SPENDING= $116

TOTAL LEADS = 65

Pages Likes



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

[redacted] · 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	0	133
Photo views	Link clicks	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	2892	0
Total reach	Organic reach	Paid reach

2961	2961	0
Total impressions	Organic impressions	Paid impressions

An inspiration to many youngsters and sportsm...

[redacted]

Jul 27, 2021, 6:55 PM

Export Results | Review Post

[redacted] s ago · Paid Partnership

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

78 71 42

2.9K	3K	164
Reach	Impressions	Reactions & Comments

Distribution

0	2.9K
Paid	Organic

Audience

Age

Organic Post Engagement

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

[redacted] · 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	0	85
Photo views	Link clicks	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	1294	0
Total reach	Organic reach	Paid reach

1382	1382	0
Total impressions	Organic impressions	Paid impressions

[redacted]

Aug 7, 2021, 11:46 PM

Export Results | Review Post

[redacted]

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

46 37 6

1.3K	1.4K	90
Reach	Impressions	Reactio Commer

Distribution

0	1.3K
Paid	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 attribu...)	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 attribu...	Website purchases conversion	Website purchases conversion View attribut...	Website purchase ROAS	Website purchase ROAS View attrib...
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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

Proven track record of
Purchase Conversion Value

Ad Sets | Ads

Impressions	Cost per Result	Amount Spent	Purchases Conversion Value	Purchase ROAS (Return on Ad Spend)
270,534	£7.80 Per Purchase	£1,170.20	£8,876.74	7.59
830,564	£2.18 Per Purchase	£3,481.98	£73,732.52	21.18
3,153,751	£2.69 Per Purchase	£21,857.76	£429,179.53	19.64
4,254,849 Total	—	£26,509.94 Total Spent	£511,788.79 Total	19.31 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 acheive your **perfect goals.**