NJ Media Group joining hands with Frontline Marketing

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# Purpose of Collaboration

# Business Plan

Frontline Marketing is a legendary name in the property sector of Pakistan since 25 years. With a big clientele and property giants, Frontline Marketing advertises residential and commercial properties with complete credibility and trust.

NJ Media Group is a group of companies which assist you to achieve more in various domains. NJ Media Group is the only organization that provides all media and marketing solutions under one roof.

Frontline Marketing is willing to collaborate with NJ Media Group in enhancing business activities in the niche market of Canada. This collaboration will give an exponential growth to NJ Media Group’s business in the specific population of Canada where Frontline Marketing will be advertising its residential and commercial projects. This step from the mutual consensus of both the parties will prove to be a win-win situation for NJ Media Group as well as Frontline Marketing.

# Development

Frontline will develop a separate website on Canadian domain (frontline-marketing.ca), which includes projects that we will launch in Canada.

Website contains Project’s portfolio, Video testimonials, About us section (NJ Group and Frontline collaboration), Blog section (Property Guidance for Canadian Pakistani etc.), Contact Us (NJ Group location and details) and Online project booking inquiry form.

# Design

Frontline studio will provide you Advertisement banners, Projects brochure, Payment Plan and Schedule, Animated promotional videos, Testimonial Videos (clients, builders and celebrities) and Media for blogs.

# Marketing Strategies & Tools

Frontline Marketing is extensively going to assist NJ Media Group via the following best marketing strategies and tools, managed by operations team in Pakistan:

* **Digital Marketing**

Best way to market your service or product to the world. Frontline Marketing will be serving NJ Media Group by providing their services on all available digital platforms.

* **SEO (Search Engine Optimization)**

The best marketing tool of 21st century in which connecting with the online world can bring your business a huge number of clientele. Frontline Marketing will be providing SEO marketing service to expand NJ Media Group’s business.

* **SMM (Social Media Marketing)**

Social media has become the no. 1 business platform globally. Frontline Marketing will support NJ Media Group via social media marketing which includes brand recognition on facebook, Instagram and twitter.

* **E-mail Marketing**

Having a huge clientele, Frontline Marketing will support NJ Media Group via email marketing that will attract a big number of clients towards NJ Media Group.

* **Celebrity Endorsement**

Targeting the niche market in Canada, Frontline Marketing will provide endorsements from celebrities about the launching of Frontline projects in Canada with NJ Media Group. This strategy will attract an immense number of clients in Canada for NJ Media Group.

* **Testimonials**

Frontline Marketing will record testimonials from the CEOs of renowned builders about the launching of projects in Canada with the collaboration of NJ Media Group and publish them globally to maximize the audience towards NJ Media Group.

# NJ Media Group’s Roles & Services

NJ Media Group being proficient in the domain of marketing and expertise in IT, will be providing marketing services to advertise Frontline Marketing’s projects in Canada.