



Your All in One Services Agency

A Client Guide to Our Services and Solutions

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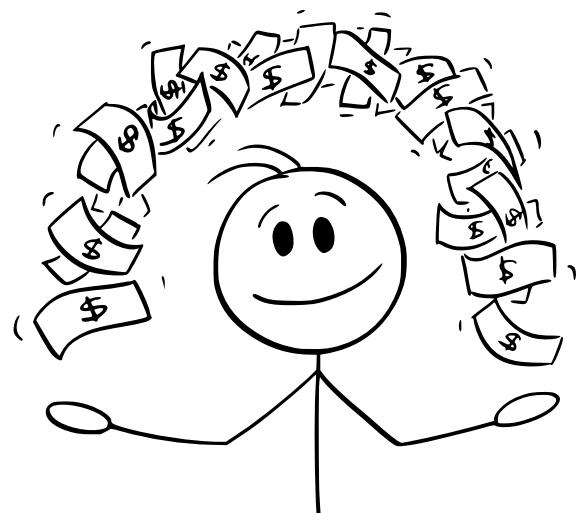
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1. INTRODUCTION & PURPOSE

Zupra Solutions is built to help businesses grow with clarity, consistency, and confidence. We exist to simplify digital growth by offering end-to-end services under one roof — from websites to content to performance marketing. This document acts as a service menu and client guide, helping you understand our process, offerings, and how we work together.

Our Purpose is Simple:

DELIVER RESULTS WHILE KEEPING YOU IN CONTROL AT EVERY STAGE.



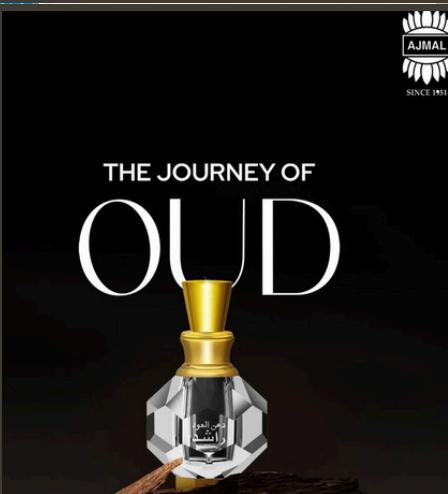
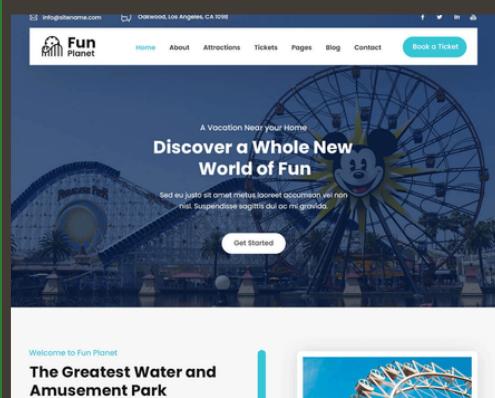
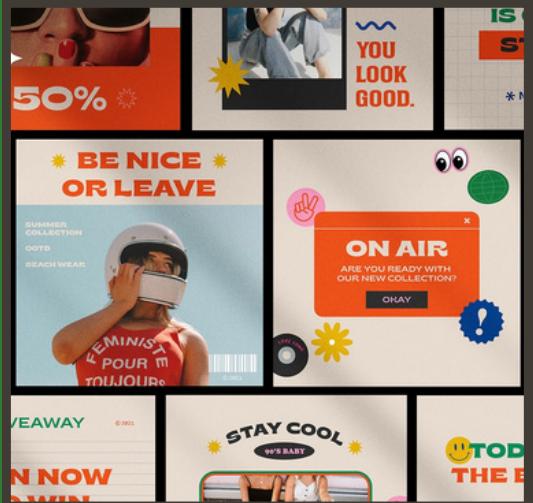
2. OUR PERFORMANCE, PORTFOLIO & TESTIMONIALS

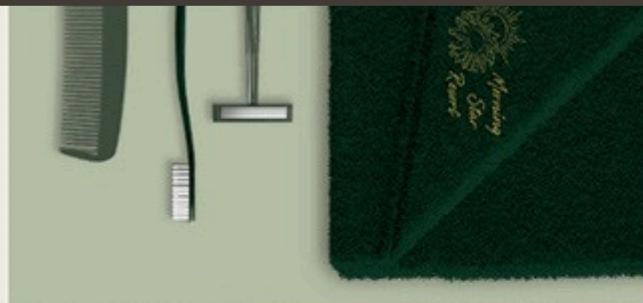
Insights from our achievements between 2025 and 2026



Zupra Solutions has worked with both local and international brands, delivering consistent, measurable results across industries. Our experience includes collaborations with **Pelvini Official** (Australia), **Altrio Official**, **Ajmal Perfumes** Pakistan, and **Pet.Care** (Portugal), where we strengthened their digital presence, improved engagement, and supported brand growth. We've also partnered with businesses such as NovaFit Gear, Urban Wave Apparel, and Prime Auto Solutions, showcasing our versatility and ability to adapt to any market. Whether supporting emerging startups or established brands, Zupra Solutions remains committed to delivering professional, creative, and result-driven solutions.

TRANSFORMING BUSINESSES



Open Sauce

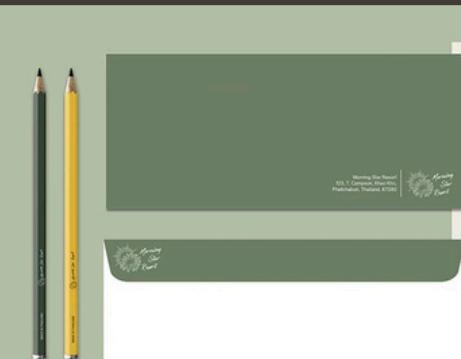
Baskerville Display PT

Ansam



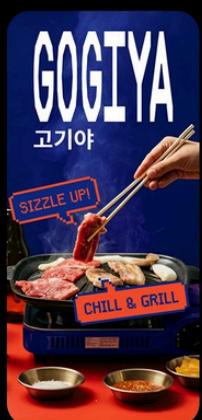
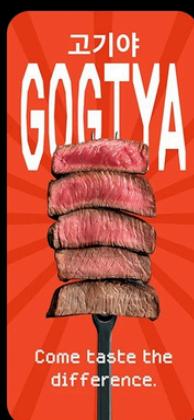








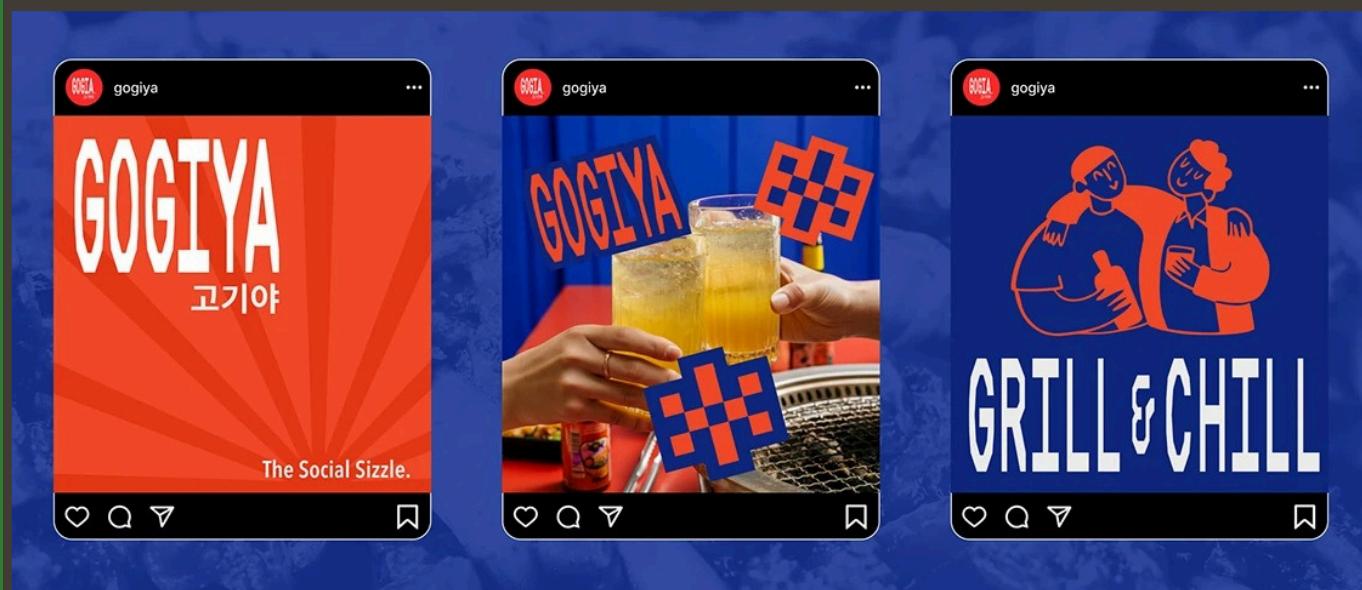




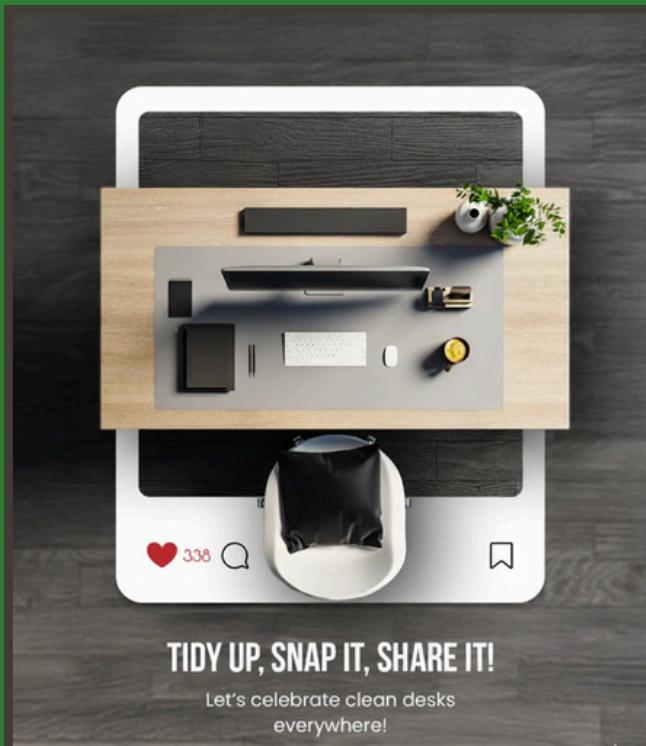
Blue Hue

, 6%)
4)

RGB Values (255, 79, 0)
CMYK Values (88%, 69%, 0%, 51%)
HSB/HSB Values (226°, 88%, 49%)



GOGIYA, meaning 'Hey Meat!' in Korean, embodies our fun and friendly approach to dining. We're passionate about bringing you the authentic taste of Korean BBQ, prepared with care and served with a smile. Our vibrant atmosphere and delicious dishes make Gogia the perfect place to create lasting memories with your loved ones.

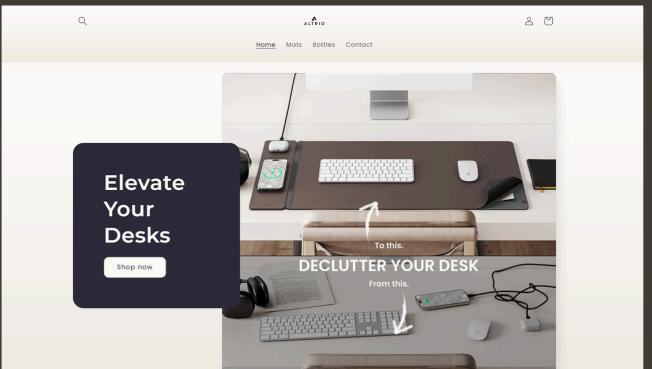


ALTRIO

Works with Apple Find My

A WATER BOTTLE THAT NEVER GOES MISSING

Instantly find REEVUS using Apple Find My app.



Designed for Modern Workspaces

- Wireless Fast Charging
- Premium Eco-Leather
- Anti-Slip Design
- Magnetic Modular Surface

Your Desk Needs an Upgrade.
Not More Clutter.

Say Goodbye to Cable Clutter and Hello to a Neat Workspace with Modern Solutions.

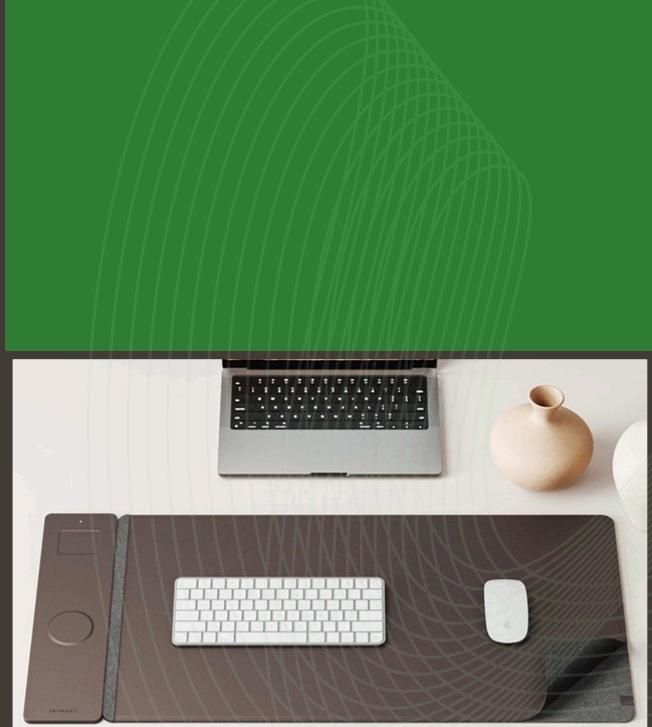
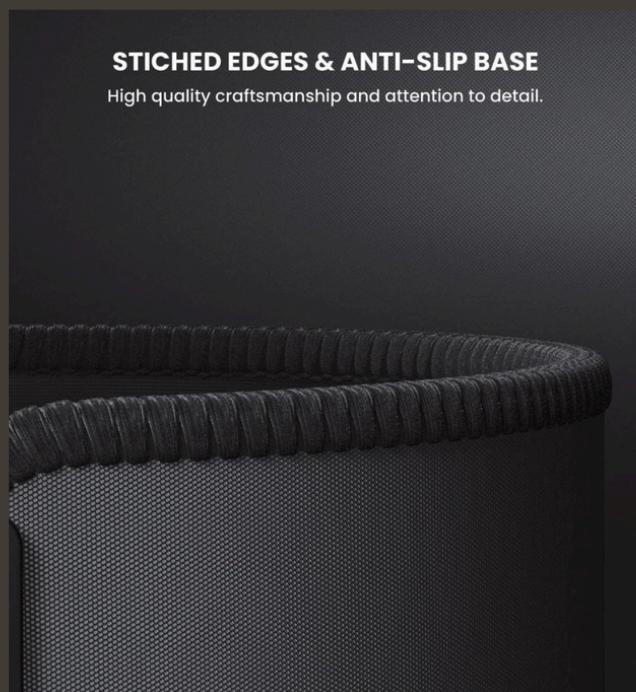
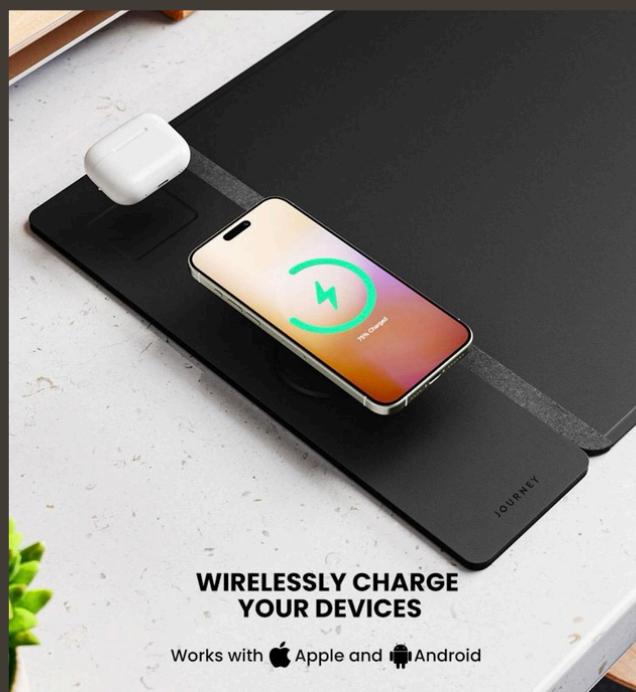
ALTRIO

Featured products

ALTRIO PLAY Performance Desk Mat Black Rs.33,000.00 PKR	ALTRIO Wireless Charging Desk Mat Black Rs.33,000.00 PKR	ALTRIO Wireless Charging Desk Mat White Rs.33,000.00 PKR	ALTRIO Wireless Charging Desk Mat White Rs.33,000.00 PKR

OUR BEST SELLING

ALTRIO Wireless Charging Desk Mat Black
Rs.33,000.00 PKR
Quantity: - 1 +
Add to cart
Buy it now





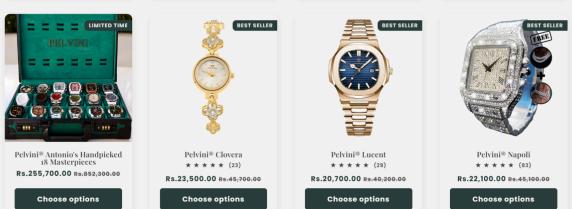
VALENTINE'S DAY SALE

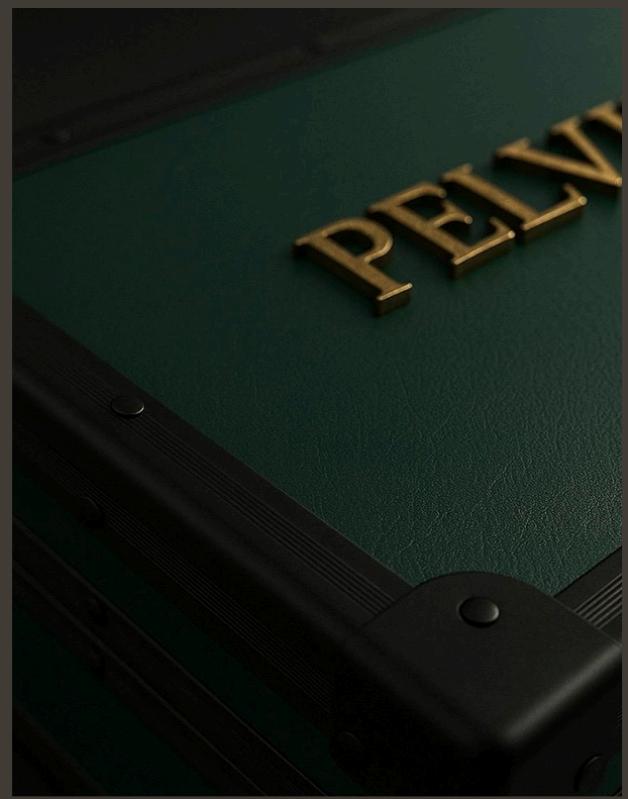
UP TO **60%** OFF
+ BUY 1 GET 1 FREE

Pelvini—where timeless Italian craftsmanship meets modern elegance. Each watch is a testament to refined taste, blending precision with effortless luxury. Designed for those who appreciate beauty in the details, Pelvini is more than a timepiece—it's a statement. The perfect balance of sophistication and strength, made to be cherished for a lifetime.



BEST SELLERS





Pelvini—where timeless Italian craftsmanship meets modern elegance. Each watch is a testament to refined taste, blending precision with effortless luxury. Designed for those who appreciate beauty in the details, Pelvini is more than a timepiece—it's a statement. The perfect balance of sophistication and strength, made to be cherished for a lifetime.





PET CARE

START SERVICES CUSTOMERS

SOMOS FAMÍLIA

OS NOSSOS SERVIÇOS

PET SITTING (home care) **DOG WALKING** (trails) **PET CAR** (animal transport)

Josina Pantaleão

Excelentes profissionais!! Sempre que vou de férias deixo os meus animais aos cuidados da Pet Care. Tenho 3 cães e dois gatos ao qual necessitam de vários cuidados e só confio nesta equipa! Um bem haja a vocês por este trabalho tão especial!

Guimarães | Braga | Póvoa de Lanhoso | Fafe | Famalicão | Vila do Conde | Felgueiras

Facebook | Instagram | TikTok

+351 916 921 667 geral.petcare21@gmail.com





Natal Solidário

06/dez a 29/dez

ESTE NATAL VAMOS AJUDAR ASSOCIAÇÕES DE DEFESA DOS ANIMAIS

PONTO DE RECOLHA MÓVEL

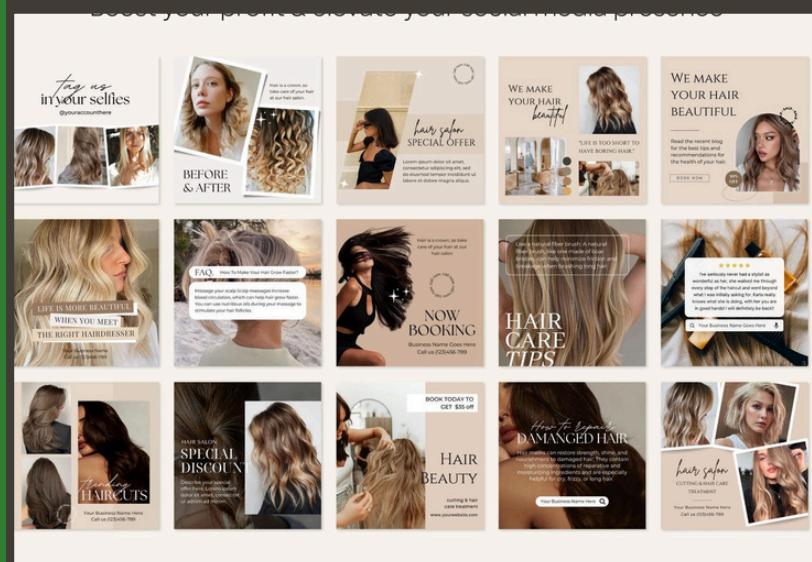
Contacta-nos e faremos a recolha em tua casa!

PET CARE @pet.care (+351) 916 921 667

somos cuidado e confiança



BEAUTY SALONS



3. PROBLEMS IN THE MARKET & OPPORTUNITIES

Problems

- Fake Fraud Agencies
- Overpromising,
underdelivering
- Over Pricing
- No clear process or
reporting
- Poor communication and
missed deadlines

Solutions

- Legit Service Providing
Registered Company
- Clear step-by-step
workflows
- Client-first collaboration
- Modular services with
control
- Scalable systems built
for long-term growth



4. OUR APPROACH

At Zupra Solutions

We operate on trust, structure, and performance.

1. CLIENTS SEE WHAT'S HAPPENING AT EVERY STAGE



2. DECISIONS ARE COLLABORATIVE



3. PAYMENTS ARE MILESTONE-BASED



4. PRIORITIZING CLIENT SATISFACTION



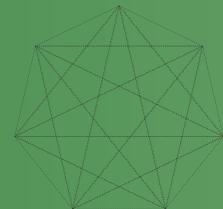
5. SERVICES OVERVIEW

Zupra Solutions provides:

**WEB
DEVELOPMENT**



**SOCIAL MEDIA
MARKETING & CONTENT
CREATION**



**DIGITAL MARKETING &
PAID ADVERTISING**



6. WEBSITE DEVELOPMENT

What We Offer

Our Comprehensive Web Development Services



Wordpress Websites



Shopify Websites



Custom Web development

Getting Started Process

Discovery

Understanding

Definition

Selection

Development



Initial Call

Brand
Insight

Set Goals

Choose
Design

Build Site

DEVELOPMENT METHODOLOGY (ZUPRA HYBRID MODEL)

Below is our working Process on a Project :

- 1. Requirement Analysis – understanding goals and constraints**
- 2. System Planning – site structure, features, tech stack**
- 3. Design Layer – UI/UX and layout finalization**
- 4. Development Layer – coding, CMS setup, integrations**
- 5. Testing & QA – performance, responsiveness, security**
- 6. Client Review & Feedback**
- 7. Deployment & Launch**
- 8. Post-Launch Support**

DOMAIN

& HOSTING SERVICES



- Domain consultation & setup
- Hosting configuration
- SSL & security setup
- Email & basic server optimization

PAYMENT STRUCTURE

50%

Up Front
(Project initiation)

50%

Upon Final Delivery &
Approval

TIMELINE, RESOURCES & TEAM

During All Project:

Our Comprehensive Web Development Services

- **Weekly progress updates**
- **Defined deliverables per phase**
- **Dedicated project manager**

Questions & Clarifications



Clients can ask questions at every stage, with full transparency.

7. SOCIAL MEDIA MARKETING & CONTENT CREATION

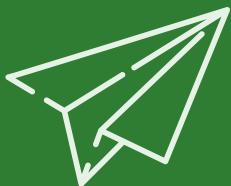
Services Included:



→ **Content strategy**



→ **Reels & short-form videos**



→ **Static posts & carousels**



→ **Caption writing & hashtag strategy**



HOW WE WORK??

1. Brand & Audience Research

We study your brand tone, colors, fonts, values

- Analyze your niche competitors (what's working, what's overused)
- Identify your target audience:
- Age range
- Pain points
- Buying behavior
- Content they already engage with



2. Content Strategy Planning

What we do :

- Decide what type of content your brand needs:
- Educational
- Promotional
- Entertaining
- Define posting frequency
- Decide formats:
- Reels
- Static posts
- Carousels
- Align content with business goals (leads, sales, awareness)

3. Creative Direction & Design

What we do :

- Set visual style guidelines:
- Colors & Typography
- Reel style (fast, cinematic, minimal, bold, etc.)
- Design post templates for consistency
- Define reel hooks, storytelling style, and CTA tone



4. Content Production

What we do :

- Design posts and carousels
- Edit reels (cuts, captions, pacing)
- Write captions aligned with brand voice
- Add hashtags and CTAs



5. Review & Approval

What we do :

- Share content drafts before posting
- Collect feedback
- Make revisions if needed and then schedule and posting

TIMELINE, RESOURCES & TEAM

Monthly Content Calendars

- Full overview of what will be posted
- Clear themes and goals for the month

Weekly Content Batches

- Content delivered in manageable chunks
- Faster feedback and flexibility

Dedicated Designer & Strategist

- Dedicated designer for visual consistency and strategist

Questions & Clarifications

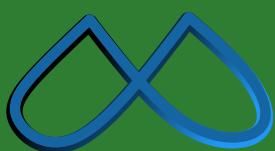


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8. DIGITAL MARKETING & PERFORMANCE MARKETING

This service is designed for businesses that want measurable growth i.e leads, sales, bookings, or traffic, all using data-driven digital campaigns. We focus on performance first, not vanity metrics.

Platforms We Work With:



Meta Ads



Google Ads



Seo Services



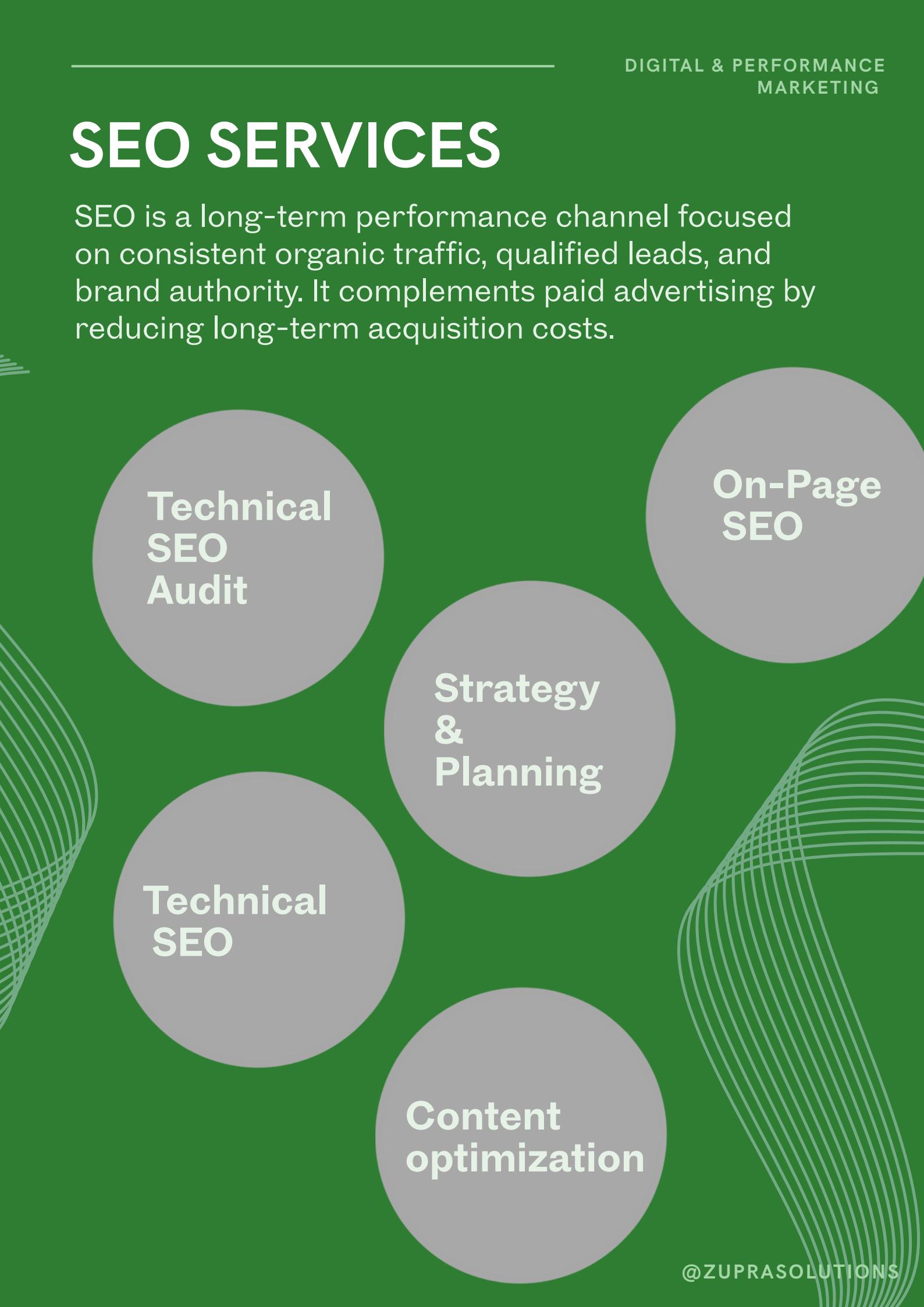
Tiktok Ads



Youtube Ads

SEO SERVICES

SEO is a long-term performance channel focused on consistent organic traffic, qualified leads, and brand authority. It complements paid advertising by reducing long-term acquisition costs.



Technical
SEO
Audit

On-Page
SEO

Strategy
&
Planning

Technical
SEO

Content
optimization

ZUPRA PERFORMANCE MARKETING METHODOLOGY

Our process is structured to reduce risk, control spend, and scale what works:

1. Market & Audience Research

- Industry and competitor analysis
- Audience behavior and intent mapping
- Offer and positioning review

2. Strategy Planning

- Funnel selection (awareness, consideration, conversion)
- Platform selection
- Budget allocation strategy
- KPI definition (leads, CPA, ROAS, etc.)

3. Creative & Copy Design

- Ad creatives (images, videos, reels)
- Conversion-focused ad copy
- Multiple variations for testing

4. Campaign Setup & Execution

- Pixel and tracking setup
- Audience targeting configuration
- Campaign launch and structure setup

5. Monitoring, Optimization & Testing

- Daily and weekly performance monitoring
- A/B testing (creatives, audiences, copy)
- Budget reallocation to winning ads

6. Analytics & Reporting

- Clear performance reports
- Insights and improvement recommendations
- Next-step action plans

Client Safety & Control

- Spend is fully transparent
- No changes without approval
- Clients can pause or scale anytime



TIMELINE, RESOURCES & TEAM

Initial Setup Phase (Week 1–2)

Market research, strategy finalization, tracking setup (pixels, analytics), and creative planning.

Launch & Learning Phase (Week 2–3)

Campaigns go live, multiple variations are tested, and early performance data is collected.

Optimization Phase (Week 4–6)

Budget is shifted to winning creatives and audiences, weak elements are paused, and conversion rates are improved.

Ongoing: Scaling & Refinement

Profitable campaigns are scaled carefully, new tests are introduced, and performance is stabilized.

Resources Involved

- Advertising platforms (Meta, Google, YouTube)
- Analytics and tracking tools
- Creative assets (images, videos, copy)
- Landing pages or funnels (if required)



Team Allocation

- Performance Marketing Specialist (strategy & optimization)
- Creative Designer (ad visuals)
- Copywriter (conversion-focused messaging)
- Project Manager (communication & reporting)



Questions & Clarifications



Clients can ask questions at every stage, with full transparency.

9. PROJECT TIMELINE & ENGAGEMENT PROCESS

Each project follows a clear and structured timeline based on the selected service. Key milestones, review points, and deliverables are shared in advance so clients always know what to expect. This ensures smooth execution and timely completion of the project.

10. BUDGET & PAYMENT STRUCTURE

Project budgets are finalized based on scope and service selection. Payments follow a milestone-based structure, with an initial payment to begin the project and the remaining amount due upon completion. This approach ensures transparency and fairness for both parties.

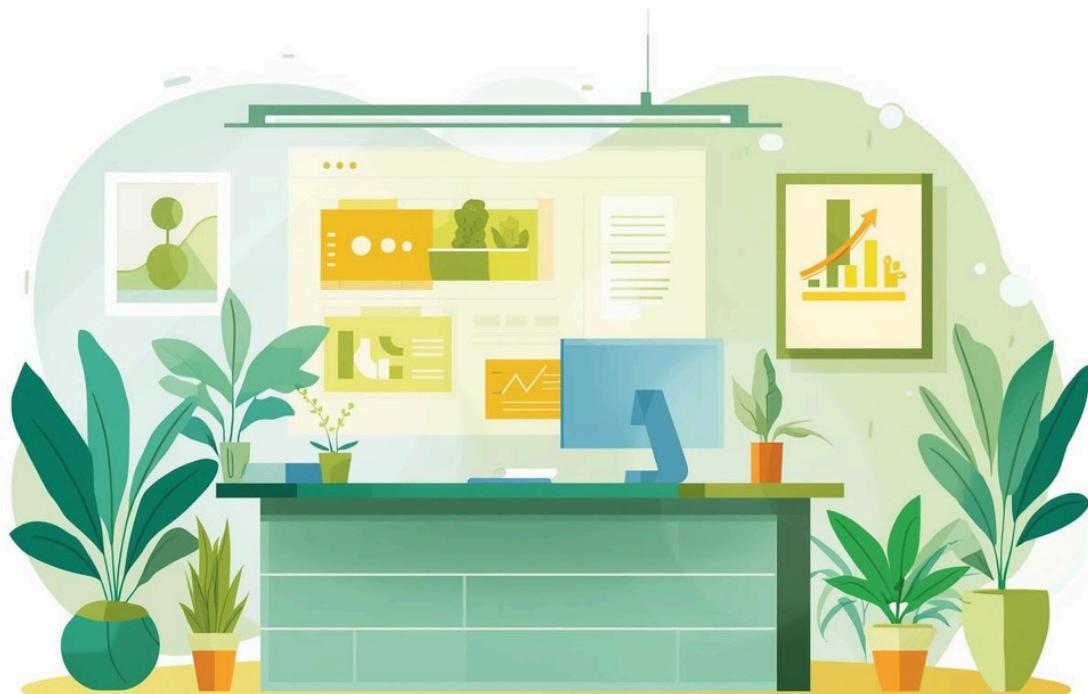
11. COMMUNICATION & APPROVALS

Clear communication is maintained throughout the project. Clients are involved at review stages and approvals are taken before moving forward. Feedback and questions are welcomed to ensure alignment and satisfaction.

LET'S BUILD SOMETHING THAT WORKS

You've seen our process, services, and approach. Now it's time to take the next step. Choose a service, request a customized plan, or ask a question — we'll guide you from start to finish.

Lets Start Today



ZUPRA
SOLUTIONS



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info@zuprasolutions.com
[@zuprasolutions](https://www.instagram.com/zuprasolutions)