

# **Empower Your Brand in the Digital World.**

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Innovative solutions  
for your business



**Establish Your  
Voice in a Noisy  
World.**



DIGITAL



# Social Media Management & SEO Services

Transform Your Social Media Presence into a Powerful and Consistent Growth Engine for Your Brand.



- **Community Engagement:** Building authentic relationships with followers.
- **Platform Strategy:** Customized plans for Facebook, Instagram, LinkedIn, & more.
- **Content Creation:** Captivating visuals & copy that resonate with your audience.
- **Performance Analytics:** Insights to continually optimize your campaigns.



# Search Engine Optimization

Make Your Website Unstoppable in Search Rankings

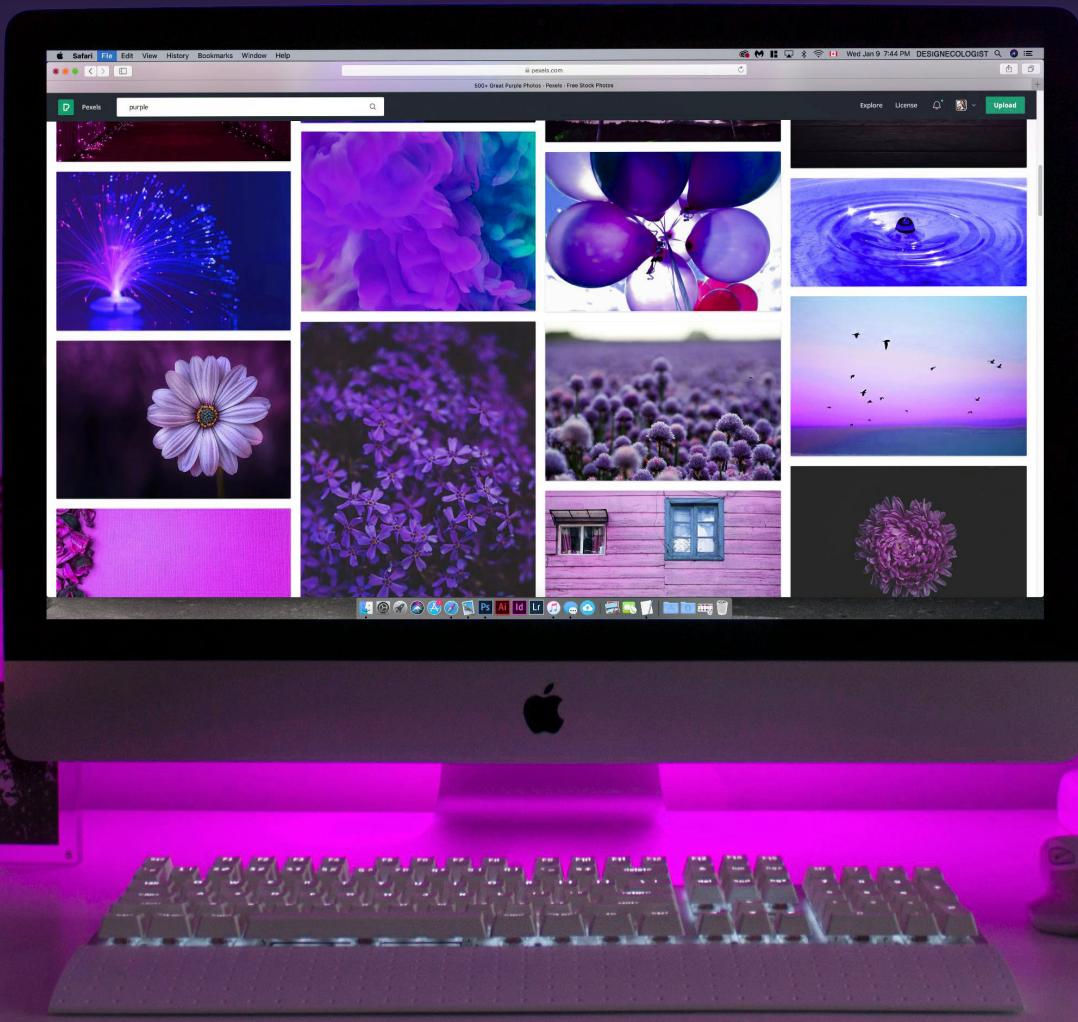
**Analytics & Reporting:** Monthly updates on performance and ROI.expertise.

**Keyword Research:** Pinpointing terms that matter to your audience.

**On-Page Optimization:** Refining website content for maximum visibility.



# Website Development & Personal Branding



# Website Development

## Websites That Captivate and Convert.

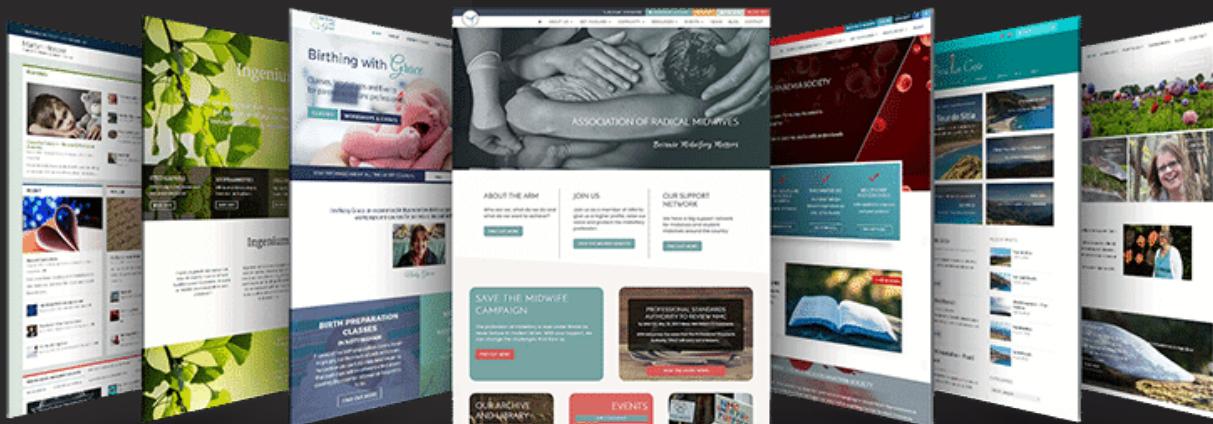
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**Custom Designs:** Unique layouts tailored to your brand's identity.

**Mobile Optimization:** Seamless browsing across all devices.

**E-commerce Solutions:** Streamlined shopping experiences.

**Maintenance & Support:** Ensuring your website stays updated and secure.



**Brand Logo Guidelines**

**Project Information**

Grayape is the epitome of luxury streetwear, fusing bold aesthetics with sophistication. Our logo embodies modernity and uniqueness, capturing the essence of a sleek and distinctive lifestyle.

Project Scope: Logo Design & Brand Guidelines Poster  
Logo Designed: Dec 2023

**Landscape Logo**

**Portrait Logo**

**Clear Space**

**Logotype**

**Logo Exclusive Zone**

**Social Media & Application Icons**

**Colourmark**

**Monogram**

**Whitemark**

**Brand Colours**

**BLACK**  
CMYK: C40 M9 Y0 K90  
RGB: R0 G0 B0  
HEX: #000000

**WHITE**  
CMYK: C0 M0 Y0 K0  
RGB: R255 G255 B255  
HEX: #FFFFFF

**Brand Typeface: Coolvetica**

A1 AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890!@#%&^\*()\_+{`-`+}

The image shows a person's hand holding a smartphone. The screen displays a "Brand Logo Guidelines" document. The document includes sections for "Project Information", "Landscape Logo", "Portrait Logo", "Clear Space", "Logotype", "Logo Exclusive Zone", "Social Media & Application Icons", "Colourmark", "Monogram", "Whitemark", "Brand Colours", and "Brand Typeface". The "Brand Colours" section lists "BLACK" (CMYK: C40 M9 Y0 K90, RGB: R0 G0 B0, HEX: #000000) and "WHITE" (CMYK: C0 M0 Y0 K0, RGB: R255 G255 B255, HEX: #FFFFFF). The "Brand Typeface" section is set to "Coolvetica". The background of the image is a blurred purple floral pattern.

# Personal Branding

Build your unique identity

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Profile Optimization

**LinkedIn and professional profiles that stand out.**

Content Strategy

**Thought leadership content to showcase your expertise.**

Reputation Management

**Building and protecting your online presence.**

Reputation Management

**Consistent branding across platforms.**

# PORTFOLIO

Active ads +

1 selected X Ad sets 1 selected X Ads for 1 Ad set

A/B test Rules View setup Columns: CV

	Delivery	Bud	Amount spent	Cost per result	Results ↓	Reach	Impressions	CPM (cost 1,000 impressions)
3.2024 ...	● Active	U...	\$121.10	\$0.48 [2] Per Messaging C...	253 [2] Messaging conv...	121,662	140,819	
	● Active	U...	\$66.23	\$0.79 [2] Per Messaging C...	84 [2] Messaging conv...	76,575	87,247	
	● Active	U...	\$79.52	\$0.99 [2] Per Messaging C...	80 [2] Messaging conv...	79,784	92,996	
	● Active	U...	\$40.73	\$0.61 [2] Per Messaging C...	67 [2] Messaging conv...	36,571	41,429	
			\$307.58 Total spent	— Multiple conversions	— Multiple conversions	290,621 Accounts Center a...	362,491 Total	Per 1,000 Imp.

**Performance**  
\$6.00 spent over 3 days.

Messaging conversations started	Reach	7,538
60	Cost per Messaging...	\$0.10

**Activity**

- Post engagements
- Link clicks 201
- Messaging conversations started 60
- Post reactions 40

**Details**

- Status Completed
- Goal Get more messages
- Total budget \$6.00
- Duration 3 days

**Preview**

ইদ কালেকশন ডুডু আসসালাম  
আলাইক্ম আলা কর সবাই ভাল  
আছেন ☺☺ এবার নিয়ে এলাম  
গরমের জন্য কিছু আরও মদায়ক  
ড্রেস 😊😊 ড্রেস গুলো যে কোন...

**Instagram Analytics**

Daniel      Analyse      Report

2021-01-31 to 2021-02-06 (Timezone: PST)      Last 7 days

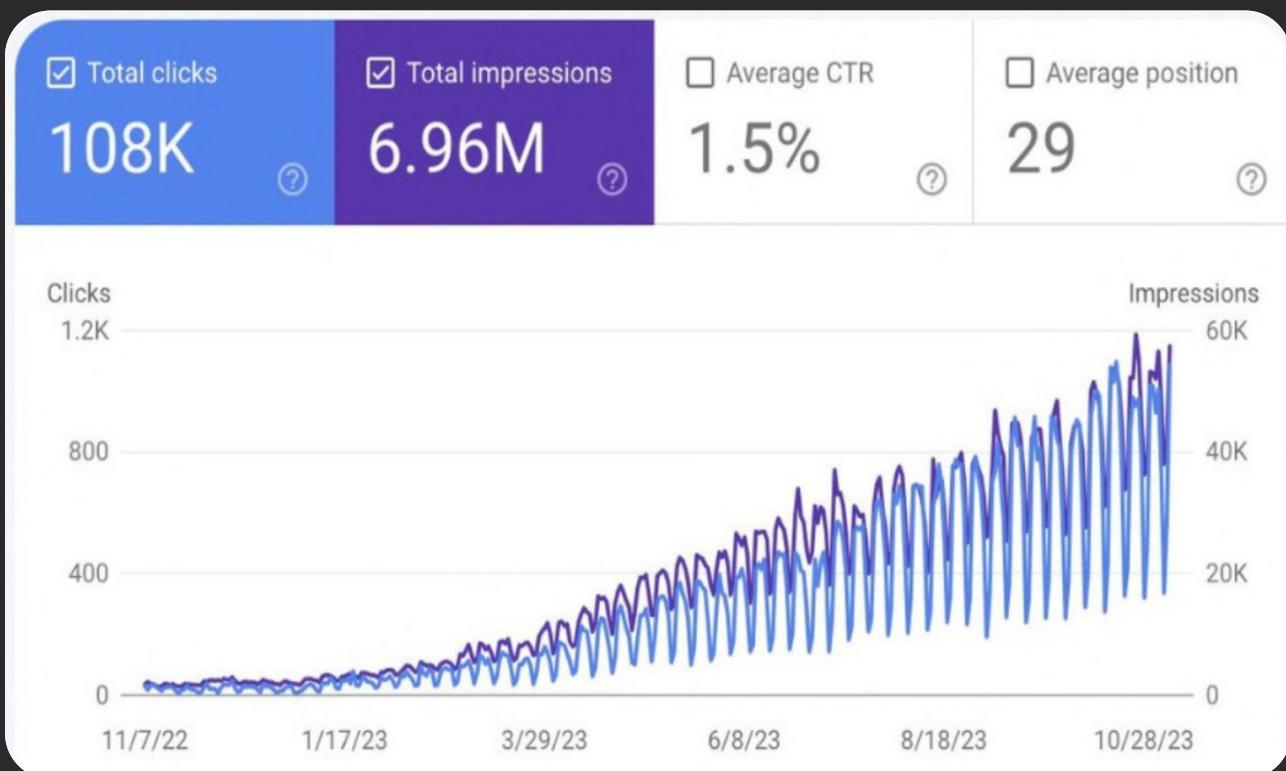
**Profile**   Posts   Stories   Reels

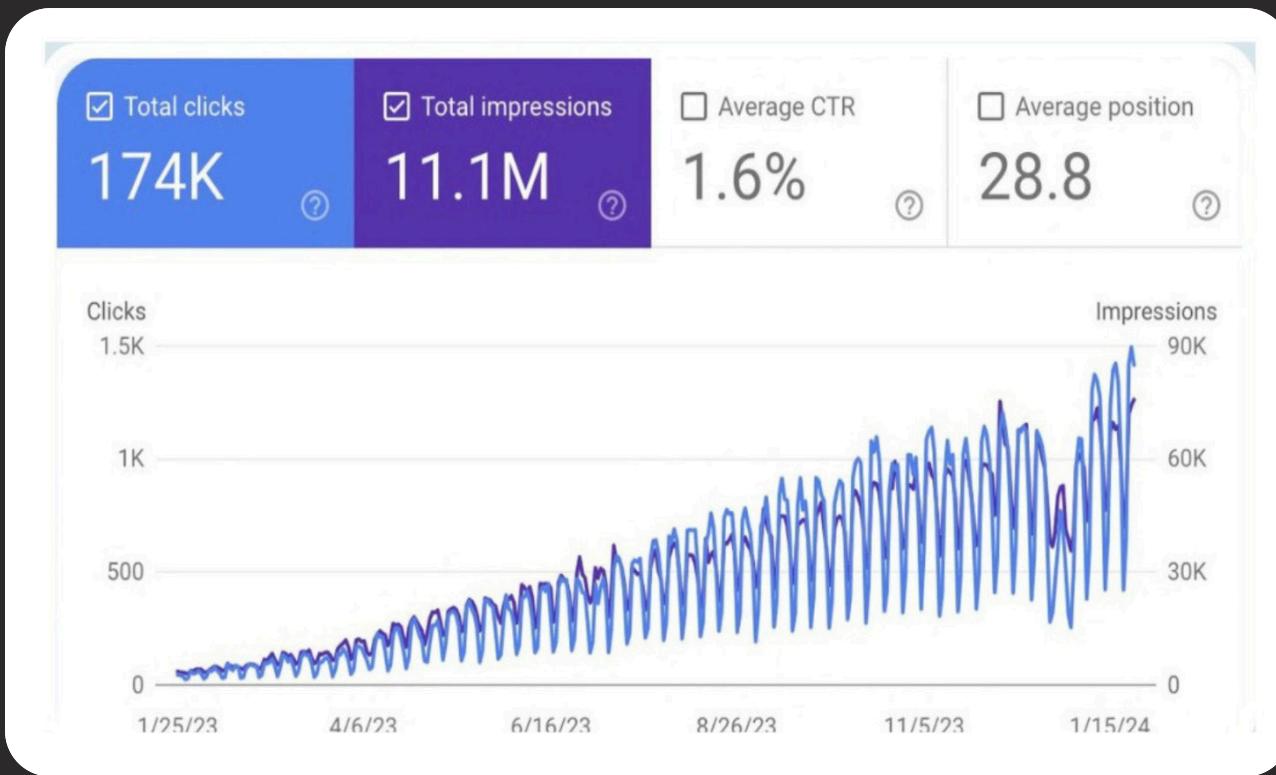
**Followers**: 1.1K   **Profile Views**: 2.4K   **Reach**: 10.0K   **Impressions**: 55.1 K   **Website Clicks**: 3

**New Followers**: Discover the number of New Followers that you have gained since last period.

**Followers Insights**: Since Previous Period

Category	Value
New Followers	103
New Likes	200





Ads Manager

Account Overview

Campaigns

Ad Sets

Ads

More Tools

Show

Campaigns

Search campaigns, ad sets, ads or filters

Create Duplicate Edit Export ...

1-17 of 245 Columns: Custom Breakdown

Name	Delivery	Cost and ROAS Controls	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Schedule
Campaign_01	Active	Using ad s...	100	12,356	24,712	\$4.21	\$42.26	Ongoing			
Campaign_02	Active	Using ad s...	—	1,236	102,556	205,132	\$4.22	\$2,841.08	Ongoing		
Campaign_03	Active	Using ad s...	—	582	45,258	90,536	\$3.98	\$1,253.92	Ongoing		
Campaign_04	Active	Using ad s...	—	1,429	22,356	44,712	\$4.51	\$619.36	Ongoing		
Campaign_05	Active	Using ad s...	—	985	89,605	179,270	\$4.78	\$2,482.99	Ongoing		
Campaign_06	Active	Using ad s...	—	2,412	109,325	218,650	\$5.01	\$3,028.30	Ongoing		
Campaign_07	Active	Using ad s...	—	251	322,598	645,396	\$5.74	\$8,938.73	Ongoing		
Campaign_08	Active	Using ad s...	—	2,147	14,095	28,070	\$4.56	\$88.77	Ongoing		
Campaign_09	Active	Using ad s...	—	844	2,548	5,096	\$379	\$70.58	Ongoing		
Ad_Set_01	Active	\$2.79 bid cap, serial learning complete	\$1,021.00 daily	—	211	47,855	95,710	\$5.83	\$1,325.58	Ongoing	Mar 2, 2019
Ad_01	Active	Initial learning complete	Conversions	—	76	22,356	44,712	\$6.51	\$161.26	Ongoing	
Ad_02	Active	Initial learning complete	Conversions	—	24	89,635	179,270	\$4.78	\$2,482.99	Ongoing	
Ad_03	Active	Initial learning complete	Conversions	—	18	109,325	218,650	\$5.01	\$3,028.30	Ongoing	
Ad_04	Active	Initial learning complete	Conversions	—	96	322,598	645,396	\$5.75	\$8,938.73	Ongoing	
Ad_Set_02	Active	\$1.89 bid cap	\$962.32	—	784	18,120	47,798	\$6.13	\$662.00	Ongoing	
Results from 245 campaigns				—	1,431,398	2,862,795	Total	—	\$39,649.72	Total spent	

Collapse

3:01 ● M

4.3 K/s

### NH Sipra

Date Objective

Herbal products

0	PKR0.00	PKR96.3
Conversions	Cost per	9
	Conversions	Amount spent

• Account error :

herbal oil

64	PKR13.2	PKR849.
Messaging conversations started	8	73
	Cost per	Amount spent
	Messaging conversations started	

• Account error :

Orient Marketing

24	PKR63.2	PKR1,51
Messaging conversations	5	8.05
	Cost per	Amount spent

2:59 M

154 B/s

### Campaign

Date Metrics

### Results

Messagin...	64
Cost pe...	PKR13.28

Amount spent	PKR849.7
	3 / Rs289.60 daily budget
Reach	7,594
Impressions	8,359

Show more

View performance

### Setup

- Campaign name

### Campaigns

### Ad sets for 1 Campaign

### Ads for 1 Campaign

### Campaigns

### Ad sets for 1 Campaign

### Ads for 1 Campaign

Off / On	Ad Set Name	Results	Reach	Impressions	Cost per result	Amount spent	Ends	Schedule
<input checked="" type="checkbox"/>	[05/05/2021] Promoting Sign Up	60	8,293	10,225	£0.47	£28.43	May 12, 2021	May 5, 2021 - May 12, 2021
	18-24 Female	4	870	1,185	£0.87	£3.49		
	18-24 Male	11	1,086	1,346	£0.31	£6.45		
	18-24 Uncategorized	-	18	25	-	-	£0.07	
	25-34 Female	12	1,511	1,882	£0.48	£5.72		
	25-34 Male	16	2,335	2,658	£0.43	£6.86		
	25-34 Uncategorized	2	44	55	£0.09	£0.17		
	35-44 Female	5	1,008	1,363	£0.81	£4.05		
	35-44 Male	10	1,381	1,653	£0.45	£4.46		
	35-44 Uncategorized	-	40	48	-	£0.14		
Results from 1 ad set		60	8,293	10,225	£0.47	£28.43	Total Spent	
			Link Clicks		Per Link Click			
			People		Per Action			

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			People		Per Action			

# Social Media Management

**Content Creation:** Posts, graphics, videos, and stories tailored to the brand.

**Scheduling & Posting:** Regularly posting content on agreed platforms.

**Community Management:** Engaging with followers, responding to comments/messages.

**Analytics & Reporting:** Monthly performance reports and insights.

**Strategy & Planning:** Content calendar, campaign planning, and platform specific strategies.

**Ad Management (optional):** Running and optimizing paid social ad

₹ 15,000



# Search Engine Optimization

**Keyword Research** – Identifying high-performing keywords for your business.

**On-Page SEO** – Optimizing content, titles, and meta descriptions for better rankings.

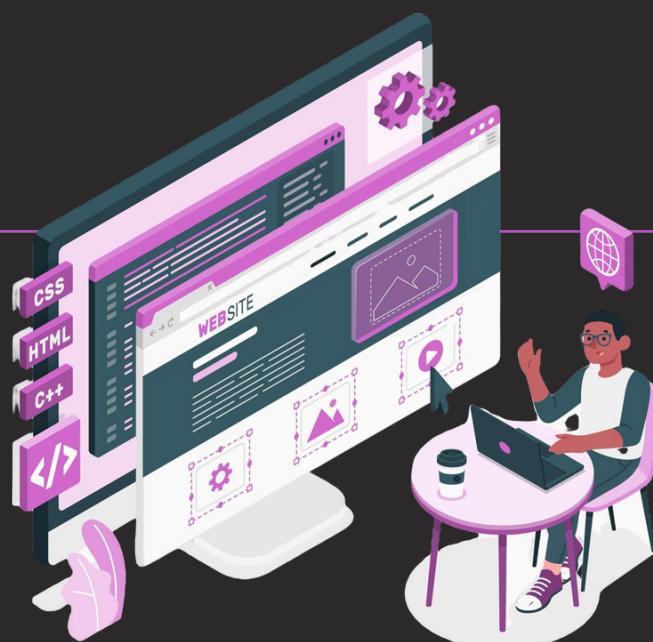
**Technical SEO** – Enhancing website structure, speed, and mobile compatibility.

**Content Optimization** – Creating and improving content to drive organic traffic.

**Link Building** – Developing quality backlinks to improve domain authority.

**SEO Audits** – Regular analysis to track progress and adjust strategies.

₹ 24,999



# Meta & Google Ads

**Ad Campaign Management** – Strategy, setup, and optimization of Facebook and Google Ads.

**Target Audience Research** – Identifying and targeting the right audience for maximum reach.

**Ad Copy and Design** – Crafting compelling ad content and visuals.

**Budget Management** – Efficient allocation of ad spend for optimal performance.

**Performance Tracking** – Regular reporting and analysis to measure ROI and make data-driven adjustments.

**Remarketing Campaigns** – Re-engaging visitors who didn't convert with tailored ads

## Google Ads

₹ 24,999

## Meta Ads

₹ 20,000

# Website Development

**Custom Website Design** – Tailored, responsive designs that match your brand identity.

**Website Development** – High-performance, secure, and scalable websites.

**E-commerce Solutions** – Set up online stores with payment integration and product management.

**SEO Optimization** – Ensure the site is search engine-friendly for better visibility.

**Content Management System (CMS)** – Easy-to-use platforms for site updates and content management.

**Mobile Optimization** – Fully responsive websites that perform across all devices.

**Website Maintenance** – Ongoing support, updates, and security checks.

₹ 34,999





## Contact Us

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