



NATIONAL UNIVERSITY
of Computer & Emerging Sciences

Digital Marketing
Section: A

Project - SadaPay

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1. Introduction

Sadapay is a leading financial startup in Pakistan that offers innovative online banking technology, aiming to revolutionize the financial sector. It offers services like bill payments, money transfers, and digital wallets, aiming to improve financial accessibility and inclusivity for Pakistani individuals and companies.

2. Current situation

SadaPay, a digital wallet company, uses innovative strategies to connect with Pakistan's tech-savvy youth. They engage consumers on social media platforms, use SEO strategies to boost visibility, and use email and content marketing to keep users informed. They also use targeted video and display advertising on platforms like YouTube and Google Display Network. SadaPay's dynamic and user-focused marketing strategy focuses on community engagement, adapting to user feedback and market changes to attract new customers and build a dedicated user base in the digital finance space.

3. Gaps in Sadapay's Current Digital Marketing Strategies:

- Limited Engagement and Reach:**

Sadapay's digital marketing strategy may not effectively reach and engage its target audience, leading to low engagement rates on social media.

HubSpot's study indicates that businesses with engaging social media profiles have stronger brand awareness and customer engagement, suggesting Sadapay should analyze its performance statistics for improvement.

- Inconsistent content strategy:**

Sadapay's content strategy may be insufficiently tailored to its target market and brand identity, leading to inconsistent messaging and delivery, causing confusion among potential customers.

Telenor Microfinance Bank's blog on financial subjects, like budgeting strategies and digital payment options, establishes Easypaisa as a reliable resource in Pakistan's fintech sector, thereby enhancing its credibility. Sadapay could create credibility among its target audience by creating similar educational content.

- Lack of personalization:**

Sadapay's digital marketing campaigns lack personalization, producing generic messages that ignore specific needs and problems of its intended audience.

UBL Digital, a digital banking app by United Bank Limited, employs data-driven marketing to tailor messages to specific customer groups. By analyzing transaction history and usage trends, they send personalized emails, boosting user engagement and conversion rates. Their user base's engagement and conversion rates are boosted by this strategy and can help Sadapay too.

- Underutilization of data analytics:**

Sadapay's digital marketing campaigns may not be effectively monitored and assessed using data analytics, making it challenging to optimize resources and manage marketing tactics effectively.

JazzCash, a prominent fintech competitor in Pakistan, effectively utilizes data analytics to monitor and evaluate the effectiveness of its digital marketing campaigns by examining important metrics like impressions, clicks, conversions, etc..

- **Insufficient Investment in Paid Advertising:**

Sadapay's digital marketing strategy may be underutilizing social media and Google Ads, potentially hindering its ability to reach a wider audience and increase conversions, given the Statista analysis, projected global digital ad spending of \$517.51 billion in 2023¹. This shows the importance of paid advertising which Sadapay can use more to drive conversions.

Easypaisa uses paid advertising on social media to reach potential customers and boost conversion rates, targeting demographics, interests, and online activity for its mobile wallet app and financial services.

- **Lack of Influencer Marketing:**

Sadapay's website and social media marketing channels lack influencer marketing, limiting audience engagement. Keenu Wallet, on the other hand, collaborates with content creators and bloggers to promote its features.

4. Identify Target Audience and Create Personas

Now, creating personas will allow Sadapay to understand its target audience on a deeper level, including their needs, preferences, pain points, and behaviors. These insights will help Sadapay tailor its marketing strategies and user experiences to effectively meet the needs of its audience, drive engagement and create long-term relationships with the customer. For the purpose of creating digital personas, HubSpot was used. (Figure 4.1 and Figure 4.2)

5. Keyword Research

To ensure Sadapay's success within Pakistan's digital wallet industry, understanding consumer search behavior is crucial. By using semrush, a powerful digital marketing tool for keyword research and analysis, we can discover the specific words and phrases Pakistani consumers use when searching for digital wallet services. This will help us create targeted SEO campaigns, PPC campaigns, and compelling content creation strategies. By focusing on the terminology relevant to Pakistani digital wallet seekers, we can ensure Sadapay reaches its target audience effectively.

Figure 5.1 shows all the keywords where Sadapay currently sits at the top of Search Engine Results Pages (SERPs) in Pakistan.

Problem: These keywords include “sadapay”, “sadapay login” and “sadapay golden ticket”. While these terms are a great sign for brand awareness, it overlooks a key aspect: reaching new customers. Many potential Pakistani consumers searching for

¹ <https://www.statista.com/statistics/237974/online-advertising-spending-worldwide/>

digital wallets might not be familiar with Sadapay yet. They might be using broader search terms like "best digital wallet in Pakistan" or "fast money transfer apps in Pakistan" to find the solutions they need. *Figure 5.2* confirms the fact the most of the website traffic comes directly from search engines (74.79%). On the other hand, organic traffic, which represents visitors who find Sadapay through search engine results pages (SERPs), currently sits at a lower percentage (22.82%). This suggests that many website visitors might already be familiar with Sadapay by searching for the brand name directly. To capture a wider audience actively searching for digital wallet solutions in Pakistan, we need to prioritize increasing organic traffic.

Solution: The solution lies in expanding our keyword strategy by looking for phrases that resonate with the intent of digital personas as well as those utilized by Sadapay's competitors' such as Nayapay, Easypaisa and JazzCash. The keywords need to have a high search volume in order to reach a wider audience. By targeting these broader, non-branded keywords related to digital wallets in general, we can capture a wider audience actively searching for similar services. Hence, after brainstorming keywords related to the intent of the digital wallet users, the following list of keywords were shortlisted:

- **Short-Tail Keywords:** "digital wallet services," "mobile payment solutions," "online money transfer," "cashless transactions", "secure e-wallets
- **Long-Tail Keywords:** "Best digital wallet services for secure transactions in Pakistan", "Top mobile payment solutions with instant transfers in Pakistan", "Convenient online money transfer apps for seamless transactions", "Secure cashless payment options for consumers in Pakistan", "Reliable e-wallets for hassle-free transactions in Pakistan.

6. Search Engine Optimization

In the keyword research conducted using SEMrush, it was observed that a significant number of Sadapay's website visitors arrive directly, either by typing the URL into their browser or using bookmarks. Figure 6.2 shows Sadapay's Domain Authority (DA) at 31, indicating potential for improvement in search engine rankings. To increase website traffic, a strategy combining Technical, On-Page, and Off-Page Optimization techniques was recommended to boost Sadapay's visibility and position it at the top of the first page for relevant keywords.

Technical Optimization: We used SEMrush for Sadapay's site audit (Figure 6.1)

- **SSL Encryption/HTTPs:** Sadapay makes sure its website is secure by using SSL encryption, therefore enhancing website security and improving search engine rankings. Sadapay's implementation of SSL highlights their commitment to data security and SEO best practices.
- **Website Speed:** Sadapay prioritizes fast loading times. By optimizing website speed, Sadapay enhances user experience and boosts search engine rankings.
- **Mobile Friendliness:** Sadapay ensures its website is user-friendly across all devices, including smartphones and tablets.

- **Sitemap:** While Sadapay's website architecture is well-structured for user navigation, it's evident from Figure 6.1 that the website's crawlability is currently at 70%. Implementing an XML sitemap could further enhance its discoverability by search engines. By providing a comprehensive map of the website's content, Sadapay can improve its indexing efficiency and overall search engine visibility, potentially leading to higher rankings and increased organic traffic.

On-Page Optimization:

- **Title Tags:** Add short-tail keywords such as "digital wallet services," "mobile payment solutions," "online money transfer," "cashless transactions," and "secure e-wallets" are included prominently in the title tags of relevant web pages, ideally near the beginning to maximize visibility and relevance.
- **Meta Tags:** Utilize long-tail keywords that were shortlisted during keyword research within the meta description tag to create compelling and informative snippets that encourage users to click through to the website. Focus on highlighting Sadapay's key offerings and benefits, emphasizing secure transactions, convenience, and reliability.
- **Content:** Integrate both short-tail and long-tail keywords naturally throughout the website's content, including landing pages, product/service descriptions, blog posts, and other relevant pages.

Off-Page Optimization:

- **Link Building:** To improve Sadapay's ranking and authority, a strategic link-building approach is necessary. Sadapay can achieve this by:
 - a. Crafting informative content on Pakistani fintech and finance
 - b. Reaching out to relevant blogs for guest posting opportunities that mention Sadapay
 - c. Actively engaging on social media can further enhance brand awareness and attract organic backlinks

7. PPC Strategy

As we've seen, Sadapay needs to bring more visitors to its website since most visitors are coming directly. This means there's a chance to attract new visitors. In order to increase visitors, we propose the very first PPC strategy to Sadapay. This involves leveraging paid advertising platforms like Google Ads to create targeted campaigns aimed at reaching potential customers interested in digital wallet services. Ideally, different groups can be targeted with different sets of keywords, but for the sake of the demo, we've crafted a comprehensive list of keywords covering various aspects of digital wallets. These keywords include both short-tail and long-tail variations to ensure broad coverage and relevance to different search queries.

Steps:

- **Campaign Type:** After signing up, a new campaign was created, with 'Search' chosen as the campaign type.

- **Add Headlines and Descriptions:** In the ad creation process, about 3 compelling headlines were added in order to capture the attention of the target audience. These headlines include “Say Goodbye to Cash”, “Safe and Secure Digital Wallet” and “Simplifying Digital Payments”. The related descriptions were also added. (Figure 7.1)
- **Add Landscape and Square Images:** In order to make our ads appear more compelling and engaging, landscape and square images were added as well. (Figure 7.2)
- **Select Keywords:** Coming to the most critical part of the PPC strategy, we selected a combination of both short-tail and long-tail keywords that the digital wallet users tend to search often. These keywords include “digital wallet services”, “mobile payment solutions”, “cashless transactions”, “secure cashless payment options in Pakistan”, “best digital wallet services pakistan” and “top mobile payment solutions in Pakistan”. (Figure 7.3)
- **Select Budget:** The daily average budget was set to 1000 PKR, totaling 30,000 PKR monthly, ensuring consistent ad visibility throughout the month. (Figure 7.4)
- **Select Location:** Finally, the target location was set to Pakistan.
- **Website Monitoring and Analysis:** The new visitors can be tracked by using Google Analytics.

8. Social Media Marketing

Sadapay targets urban millennials aged 18-35 in Pakistan's major cities using Instagram and Facebook for marketing. Utilizing visually appealing content, these platforms offer extensive targeting capabilities, allowing for targeted advertising and engagement with followers, thereby enhancing brand loyalty and creating lasting relationships.

Our strategy involves strategic use of both platforms to optimize social media marketing, enhancing brand visibility and interaction to boost customer acquisition and achieve marketing objectives.

Facebook:

(figure 8.1.1,8.1.2,8.1.3)

Step 1: Select Advertising Platform:

Because of its large user base and variety of advertising possibilities, Facebook is the main social media network that we will be utilizing for Sadapay's advertising campaigns.

Step 2: Ad format:

To successfully communicate Sadapay's message and promote user interaction on Facebook, we used a variety of ad forms, such as lead generation advertisements, video commercials, and carousel ads.

Step 3: Select the Facebook Campaign Type:

To attract potential customers interested in Sadapay's digital banking services while motivating future conversions and account sign-ups, we picked the Facebook "Lead Generation" campaign type.

- **Objective:** Leads
- **Campaign Type:** Lead Generation
- **Lead Conversion Goal:** Sign Up
- **Target Location:** Pakistan
- **Language:** English and Urdu
- **Content Exclusions:** Opting out of showing ads on content that doesn't fit Sadapay's brand.
- **Time and Date Setting:** Setting ad duration for optimal campaign performance.

Step 4: Establishing and Overseeing a Facebook Page

By using the Sadapay logo as the cover photo and profile picture, we ensure brand consistency when we construct a Facebook page for Sadapay.

- **Name:** Sadapay
- **Profile Picture:** Sadapay Logo
- **Cover Photo:** Branded imagery consistent with Sadapay's visual identity.

Screenshot attached(8.1.1)

Step 5: Content Strategy and Engagement Tactics:

For the Sadapay Facebook page, we create a content strategy focusing on user testimonials, instructional information about Sadapay's capacity, behind-the-scenes looks, and special offers.

- Educational Content
- Customer Testimonials
- Announcements
- Promotional Offers

We engage with the audience by responding to messages, comments, and mentions; encouraging user-generated content; and holding prizes or freebies to reward participation.

Step 6:Facebook Ads Campaign:

Facebook advertisements are utilized to promote Sadapay's app downloads, boost website traffic, and increase brand awareness in Pakistan, targeting specific audience groups based on their features, passions, and habits.

- **Ad formats :** lead generation, video, and carousel ads.
- **Target Audience:** Tech individuals, freelancers, small company owners, and urban millennials in Pakistan's largest cities, ages 18 to 35.

(figure 8.1.2)

Step 7: Tracking and Improving Performance:

We track the effectiveness of the Sadapay Facebook page and ad campaigns using Facebook Insights, keeping an eye on important metrics like reach, engagement, click-through rates, and conversion rates.

Optimization : Analyzing performance data to find patterns, revelations, and areas in need of development. modifying the ad advertising and content approach in light of performance data in order to optimize outcomes and meet marketing goals.

Instagram:

(Screenshot attached 8.2.1,8.2.2,8.2.3)

Step 1: Selection of Social Media Channels:

Instagram, a popular social media platform with a strong visual component, was chosen as a primary social media channel for our marketing campaigns.

Step 2: Choice of Ad Format:

To successfully highlight Sadapay's advantages and benefits and draw in viewers, we chose a variety of ad forms for Instagram, such as photo, video, and Stories ads.(8.1.2)

Step 3: Type of campaign:

To attract prospective clients interested in Sadapay's digital banking services and encourage future conversions and account sign-ups, we have chosen the "Lead Generation" campaign type on Instagram.

- **Objective:** Leads
- **Campaign Type:** Lead Generation
- **Lead Conversion Goal:** Sign Up
- **Target Location:** Pakistan
- **Language:** English and Urdu
- **Content Exclusions:** Opting out of showing ads on content that doesn't fit Sadapay's brand.
- **Time and Date Setting:** Setting ad duration for optimal campaign performance.

Step 5: Engaging Content and Strategies:

We developed a visual content strategy for Sadapay's Instagram account, showcasing the company's features, client endorsements, behind-the-scenes photos, and special offers.

- **Visual Content:** Superb pictures and films highlighting the features and advantages of Sadapay.
- **Customer Testimonials:** To establish credibility and trust, distribute user-generated material and testimonials.

- **Promotional Offers:** To encourage interaction and increase conversions, share special offers or discounts.
- **Community involvement:** we hold freebies and contests, actively interact with the public by replying to messages, comments, and mentions.

Step 6: Instagram Ads Campaign:

Instagram advertisements are created to boost Sadapay's app downloads, increase brand awareness, and boost website traffic, targeting specific audience groups based on their characteristics, passions, and habits.

- **Types of Ads:** Images, Videos, and Stories
- **Target Audience:** The study focuses on tech-savvy individuals, freelancers, small-business owners, and urban millennials aged 18-35 in Pakistan's largest cities.

Step 7: Monitoring and Enhancing Performance:

Sadapay's Instagram profile and ad campaigns are monitored using Instagram Insights, focusing on metrics like reach, engagement, click-through rates, and conversion rates.

9. Display and Video Marketing

Step 1: Select Advertising Platform:

We selected the **Google Display Network** platform for *Display and Video Advertising*.
(Screenshots attached as 9.1.1 and 9.1.2)

Step 2: Advertising Buying Mechanism:

2.1: Display Buying Mechanism:

For the Display Buying Mechanism, we opted for **vCPM**, because in this case, we will set the max we are willing to pay for every 1000 impressions.

2.2: YouTube Buying Mechanism:

For the YouTube Buying Mechanism, we opted for **Trueview**, because it provides advertisers with cost-effective advertising on YouTube.

Step 3: Choose Campaign Type on GDN:

We select the "Search Network with Display Opt-in" campaign type.

- First, we choose our campaign objective as **Leads**, aiming to generate potential customers interested in its digital banking services, thereby driving future conversions and account sign-ups. (*Screenshot attached as Figure 9.3.1*)
- Secondly, we select campaign type as **Display**, to display ads across multiple sites to create more engagement. (*Screenshot attached as Figure 9.3.2*)
- Thirdly, we choose our lead conversion goals as **Sign Up**, aiming to get more people to sign up on SadaPay so they can receive daily updates from SadaPay eventually generating conversions. (*Screenshot attached as Figure 9.3.3*)
- Fourthly, we set the location as **Pakistan**, as the services of SadaPay are in Pakistan and target audience is Pakistani people. (*Screenshot attached as Figure 9.3.4*)
- Fifthly, we select Language as **English** and **Urdu**, the reason is that a lot of Pakistani do not understand English but Urdu. (*Screenshot attached as Figure 9.3.5*)

- Sixthly, Under the content exclusions section we opt out of showing our ads on content that doesn't fit our brand. (*Screenshot attached as Figure 9.3.6*)
- Seventhly, setting the time and date of the ad duration is most important because otherwise, we will not be able to set a perfect campaign without considering this factor. (*Screenshots attached as Figure 9.3.7.1 and 9.3.7.2*)
- Then in the Budget and Bidding Section, we set our Daily Budget and placed Bid for the ad to display. The budget we set is almost \$4/day. (*Screenshot attached as Figure 9.3.8*)
- The results estimated by the Google based on our ad campaign settings and preferences: (*Screenshots attached as Figure 9.3.9.1 and 9.3.9.2*)

Step 4: Creating and Managing YouTube Channel:

As this YouTube channel is for SadaPay which is a brand, we will add No Personal details and this will be managed by multiple managers.

These are the steps followed for channel creation:

- Firstly, we will create a youtube channel by setting the name and channel profile picture as the SadaPay logo.
(*Screenshot attached as Figure 9.4.1*)
- Secondly, go to the Youtube Studio then Channel and from the **Content** section, upload the video.
(*Screenshot attached as Figure 9.4.2*)
- Thirdly, Select the video from the file directory and here we considered the SEO terms, we named the video file as SadaPay to make it count in SEO. Then we added Title, Description and some tags related to our video.
(*Screenshot attached as Figure 9.4.3*)
- Fourthly, We publish the Video. ([SadaPay - Your Financial Partner - YouTube](#))

Step 5: Run Video Campaign Type on GDN:

We will select the goal of our video campaign and then select the video to upload. Google Display Network also allows us to create video by using already available templates.

(*Screenshot attached as Figure 9.5.1*)

- Then, we added the link of the Youtube video which we uploaded on our channel and after adding some details regarding Description and Url for the ad.
(*Screenshot attached as Figure 9.5.2*)
- Then this will be our ad on Youtube on Mobile and Desktop.
(*Screenshots attached as Figure 9.5.3 and 9.5.4*)
- This is the overview of the Video Campaign through GDN and estimated performance of our Ad.
(*Screenshots attached as Figure 9.5.5 and 9.5.6*)

10. Email Marketing

Email marketing is a powerful tool for Sadapay to engage with potential customers, nurture leads, and retain existing users by delivering personalized, targeted messages. Here's a breakdown of the email marketing strategy:

Step 1 Creating an email design:

We have selected email design as the foundation for a successful email campaign. Sadapay's Spring Promotion campaign utilizes a regular email design for flexibility, clarity, and ease of engagement, ensuring a successful campaign.

Step 2 Creating Campaign:

- Carried out a thorough analysis of market trends, Sadapay's target market, and the competitive environment.
- Clearly defined objectives for the campaign that include raising brand recognition, promoting transactions, and boosting user engagement.
- developed a thorough campaign plan via brainstorming and the use of a variety of marketing platforms, such as social media, email marketing, in-app alerts, and referral schemes.
- Convincing messaging and graphics that complemented Sadapay's brand identity and catered to the interests and preferences of the target market were developed.
- In order to comply with Sadapay's marketing goals and brand rules, I made sure that there was effective cooperation and communication throughout the campaign production process.
- (Screenshot Figure 10).

Step 3 Testing and Optimization:

- In testing and optimizing the email campaign for Sadapay, we implemented a systematic approach to maximize engagement and drive meaningful results.
- segmentation testing was employed to tailor content to specific audience segments based on demographics, behaviors, and engagement levels.
- Throughout the campaign, real-time monitoring of key metrics enabled us to track performance trends and make data-driven adjustments as needed. Gathering feedback from recipients through surveys and direct communication channels provided valuable insights into audience preferences and perceptions.
- Leveraging these insights, we iteratively optimized the campaign strategy, messaging, and creative elements to continuously improve performance and drive better results. By documenting our learnings and applying them to future campaigns, we ensured a process of ongoing refinement and enhancement of Sadapay's email marketing efforts.

11. Content Marketing

SadaPay is concentrating on content marketing as a means of getting recognition in Pakistan's financial industry. In order to improve user acquisition, customer retention, and brand recognition, the campaign seeks to convince a tech-savvy

demographic—small business owners, millennials, Gen Zers, and freelancers—of the advantages of SadaPay's products.

Independent contractors, owners of small to medium-sized businesses, and tech-savvy Gen Zers and millennials residing in Pakistani cities make up the target market for this campaign. The campaign consists of persona building, feedback integration, in-depth market research, and themed series design.. User-centric content types include infographics, interactive tests, video tutorials, and how-to guides. Artificial intelligence and machine learning are used to tailor content recommendations based on user behavior and past SadaPay experiences.

A 12-month content calendar is crafted, detailing key themes, major campaigns, and specific pieces around significant dates like financial quarters and tax seasons. A lifecycle management process is established for all content, ensuring a seamless flow from creation to distribution. An adaptive content strategy allows for mid-cycle adjustments based on real-time analytics and market trends. Multi-channel distribution and scheduling are emphasized, with strategic channel selection, content synchronization across channels, and automated scheduling solutions.

Performance tracking and analytics are also crucial, with KPI definition and monitoring, iterative content optimization, quarterly performance reviews, regulatory compliance training, content audit processes, integrated review sessions, and fostering an innovation and feedback loop within the team.

In conclusion, SadaPay's content marketing strategy aims to educate and engage potential and existing customers, focusing on the tech-savvy Gen Zers, millennials, freelancers, and small business owners in Pakistan.

12. Digital Buyer's journey

User (Fahad):

Fahad, a user on Instagram, found SadaPay on Instagram after experiencing transaction failures on other apps. After browsing its profile, he decided to create an account due to its user-friendly registration process and quick response time

User (Zuha):

Zuha, another user, discovered SadaPay through Facebook and was intrigued by its fee-free transactions and easy account setup. After comparing its features and security measures, she decided to sign up for a SadaPay account.

Both users had positive experiences with SadaPay.

13. SMART Objectives

• Boost Website Traffic:

Specific: increasing the amount of organic traffic that goes to Sadapay's website.

Measurable: By September 30th, 2024, increase website traffic by 25% over the preceding quarter.

Achievable: Implement SEO strategies, content optimization, and CTA and linking activities to enhance website authority and search engine visibility.

Relevant: Raise awareness of the Sadapay brand and draw potential customers to the company's website, which will eventually promote user acquisition and conversion.

Time-bound: Completing the goal in the allocated three months is the limit.

- **Improve Website Credibility:**

Specific: Enhance the domain ranking and website authority of Sadapay.

Measurable: By December 31st, 2024, raise Sadapay's domain authority score by 10 points using credible SEO tools like Ahrefs or Moz.

Achievable: To increase Sadapay's website authority, publish relevant, high-quality content, improve on-page SEO components, and obtain backlinks from reputable websites.

Relevant: Strengthen Sadapay's internet reputation and dependability to establish the company as a dependable information source for the fintech sector.

Time-bound: Complete the task within the allocated six months.

- **Increase User base:**

Specific: Increase website traffic to Sadapay's platform in order to bring in new clients.

Measurable: By the end of the third quarter of 2024, generate at least 500 new customer sign-ups from organic website traffic.

Achievable: To effectively convert users from viewing to conversion, use lead generation strategies like appealing call-to-actions, landing pages, and lead magnets.

Relevant: Attract potential customers who are eager to utilize Sadapay's financial services in order to grow the company's user base and profit.

Time-bound: Completing the goal in the specified three months is the deadline.

- **Content Optimization:**

Specific: Optimize content to focus on areas like search engine presence and user engagement.

Measurable: Using Google Analytics, extend the average time spent on Sadapay's blog by 20% in a span of six months.

Achievable: Research keywords, update current material, and produce fresh content that resonates to user intent and benefits Sadapay's intended audience.

Relevant: By producing educational and interesting material, Sadapay may improve user experience, encourage recurring visits, and position itself as an innovative leader in the financial sector.

Time-bound: Complete the task within the specified six months.

14. Conclusion

Leading digital banking company in Pakistan, Sadapay, has been in the forefront of transforming the financial sector in that nation. Sadapay seeks to offer smooth, safe, and convenient banking solutions to Pakistan's tech-savvy populace through its innovative technology and user-centric strategy. With the use of state-of-the-art technology and a group of industry professionals, Sadapay is prepared to upend traditional banking practices and advance financial inclusion across the country.

Facing Pakistan's rapidly growing youth population has been made possible in large part by Sadapay's digital marketing approach. With the use of engaging content and interactive features, Sadapay has effectively engaged people through targeted marketing

on social media sites like Facebook, Instagram, and Twitter. Sadapay's social media engagement stats as of January 2024 demonstrate a consistent upward trend, with a 20% increase in user interactions over the preceding quarter.

Sadapay still has obstacles to overcome in order to fully utilize its digital marketing initiatives, notwithstanding its achievements. These include low social media reach and engagement, erratic content strategy, inadequate use of data analytics, depersonalization, and inadequate spending on paid advertising. According to a Statista poll, worldwide digital ad spending is expected to exceed \$517.51 billion by 2023, significantly highlighting the role that paid advertising plays in the field of digital marketing.

Research on Keywords:

Sadapay can optimize its **SEO** and **PPC** operations by conducting thorough keyword research and incorporating semrush data to uncover relevant search phrases. Using high-volume keywords associated with digital banking services in Pakistan, Sadapay can draw in more qualified leads and improve its online presence.

Content Marketing Strategy: The creation of themed series, user-focused content formats, and an extensive content calendar ought to be at the forefront of Sadapay's content marketing approach. Sadapay can increase user engagement and establish itself as a reliable source in the fintech industry by producing interesting and instructive content.

Email Marketing Campaign: Email marketing is still a very effective way to connect with new clients and develop prospects. To increase engagement and boost conversions, Sadapay's email marketing campaign should include segmentation testing, targeted message, and ongoing tweaking.

Through emphasizing audience interaction, customisation, and data-driven decision-making, Sadapay may establish itself as a frontrunner in Pakistan's digital banking industry and propel long-term, resilient growth.

Extra Information and Stats:

Social media interaction data for Sadapay:

[Facebook](#): Higher than the previous quarter, user interactions increased by 20%.

[Instagram](#): Throughout the previous six months, the rate of follower growth increased by 15%.

According to Statista, worldwide spending on digital advertising is expected to reach \$517.51 billion by 2023.

Urban millennials between the ages of 18 and 35, tech-savvy people, independent contractors, and small business owners make up Sadapay's target audience types. 500 new client sign-ups from organic traffic, a 10-point gain in domain authority, a 25% increase in website traffic, and a 20% increase in average time spent on Sadapay's blog are all anticipated results of the company's digital marketing strategy.

By leveraging these insights and adopting a strategic approach to digital marketing, Sadapay can achieve its growth objectives and solidify its position as a leader in Pakistan's digital banking industry.

Annexure

Digital Personas

Sara Marketing



Job Title
Marketing Manager

Age
32

Highest Level of Education
Bachelor's Degree

Social Media Presence
Active on LinkedIn and Twitter

Preferred Communication Channel
Email and LinkedIn Messaging

Payment Behavior
Prefers digital payment methods over cash, often uses mobile apps for transactions, seeks convenience and security in payment solutions

Needs
Seeks a digital wallet that offers seamless transactions and easy access to funds

Pain Points
Concerns about the security and reliability of digital wallet services

Figure 4.1

Sara Gamer



Job Title
Game Developer

Age
24

Highest Level of Education
Bachelor's Degree

Social Media Presence
Active on Unity Forums, Instagram, Twitter and YouTube

Preferred Communication Channel
Discord and Slack

Payment Behavior
Prefers digital payment methods over cash, often uses mobile apps for transactions. Prefers digital payment methods for in-game purchases, subscriptions, and online transactions related to game development tools

Needs
Seeks a digital wallet that offers smooth and quick transactions for in-app purchases

Pain Points
Frustrated by excessive transaction fees or restrictions imposed by payment processors

Figure 4.2

Keyword Research

Organic Search Positions 7,075										+ Add to keyword list	Manage columns 11/16	Export
	Keyword	Intent	Position	SF	Traffic	Traffic %	Volume	KD %	URL	SERP	Updated	
>	+ sadapay >>	N	1	7	21.7K	83.53	27.1K	48	www.sadapay.pk/		Apr 28	
>	+ sadapay login >>	N T	1	5	1.5K	5.85	1.9K	44	www.sadapay.pk/		Apr 12	
>	+ sadapay >>	N	1	7	840	3.23	27.1K	48	sadapay.pk/		Apr 28	
>	+ what is sadapay >>	N	1	7	472	1.81	590	27	www.sadapay.pk/		Apr 26	
>	+ sadapay >>	N	1	7	352	1.35	27.1K	48	sadapay.pk/biz		Apr 28	
>	+ sadapay >>	N	1	7	135	0.52	27.1K	48	sadapay.pk/blogs/protecting-your-sadapay-account		Apr 28	
>	+ sadpay >>	N	1	7	88	0.33	110	44	www.sadapay.pk/		Apr 25	
>	+ sada >>	N	7	6	60	0.23	2.4K	34	www.sadapay.pk/		Apr 29	
>	+ sadapay golden ticket >>	I	1	5	45	0.17	1K	29	sadapay.pk/blogs/importtant-update-changes-to-our-debit-card-fee		Apr 26	
>	+ sadapay app >>	I T	2	5	41	0.15	320	20	www.sadapay.pk/		Apr 13	

Figure 5.1

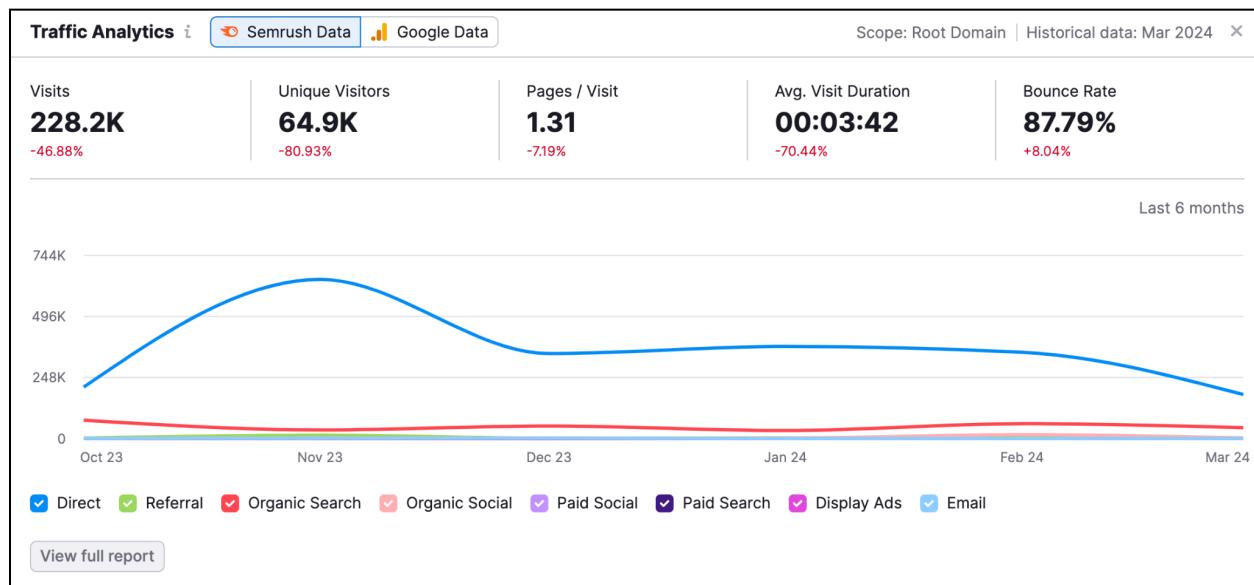


Figure 5.2

Search Engine Optimization

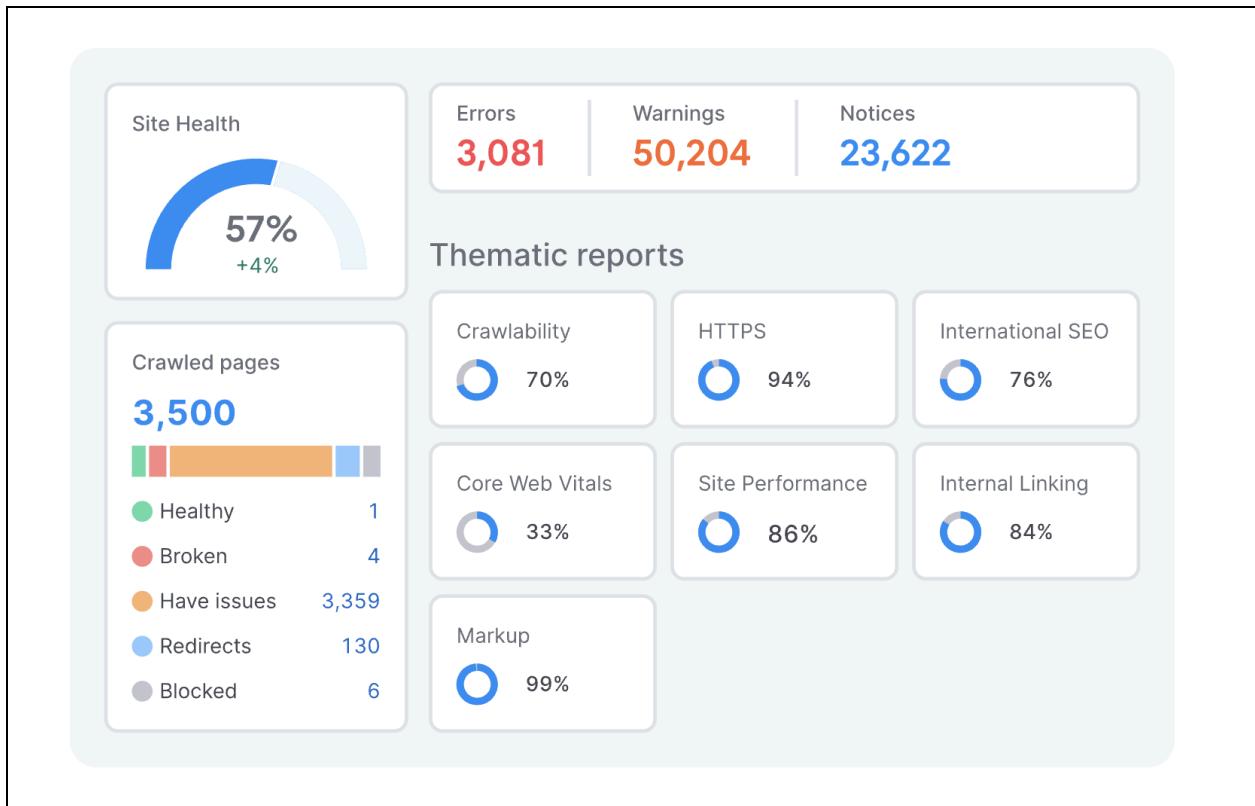


Figure 6.1

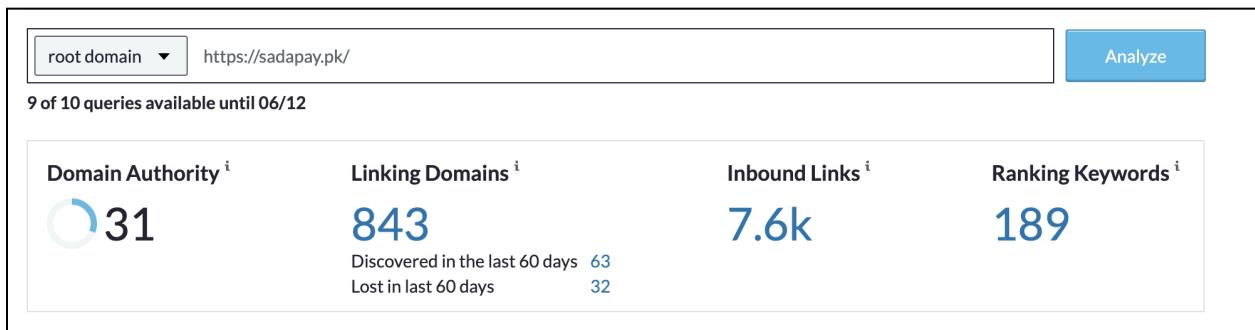


Figure 6.2

PPC

Headlines

Adding 3 headlines or more will help your ad performance

Headline 1 — Say Goodbye to Cash
19 / 30

Headline 2 — Safe and Secure Digital Wallet
30 / 30

Headline 3 — Simplifying Digital Payments
28 / 30

[Add headline](#)

Descriptions

Adding 2 descriptions or more will help your ad performance

Description 1 — Discover the future of digital payments with Sadapay.
53 / 60

Description 2 — Join the digital revolution today.
34 / 90

[Add description](#)

Ad Preview

Ad · sadapay.com
Say Goodbye to Cash | Simplifying Digital Payments | Safe and Secure Digital Wallet
Discover the future of digital payments with Sadapay. Join the digital revolution today.

Assets can be shown in any order, so to make sure that they make sense individually or in combination and do not violate our policies or local law. You can make sure certain text appears in your ad.

Figure 7.1

Google Ads | New campaign

332-444-1943 zuhaumar2@gmail.com

Images
Add 2 or more high quality images (1 square and 1 landscape required)

[See more ad formats with images](#)

[+ New image](#)

Logos
Add up to 3

Figure 7.2

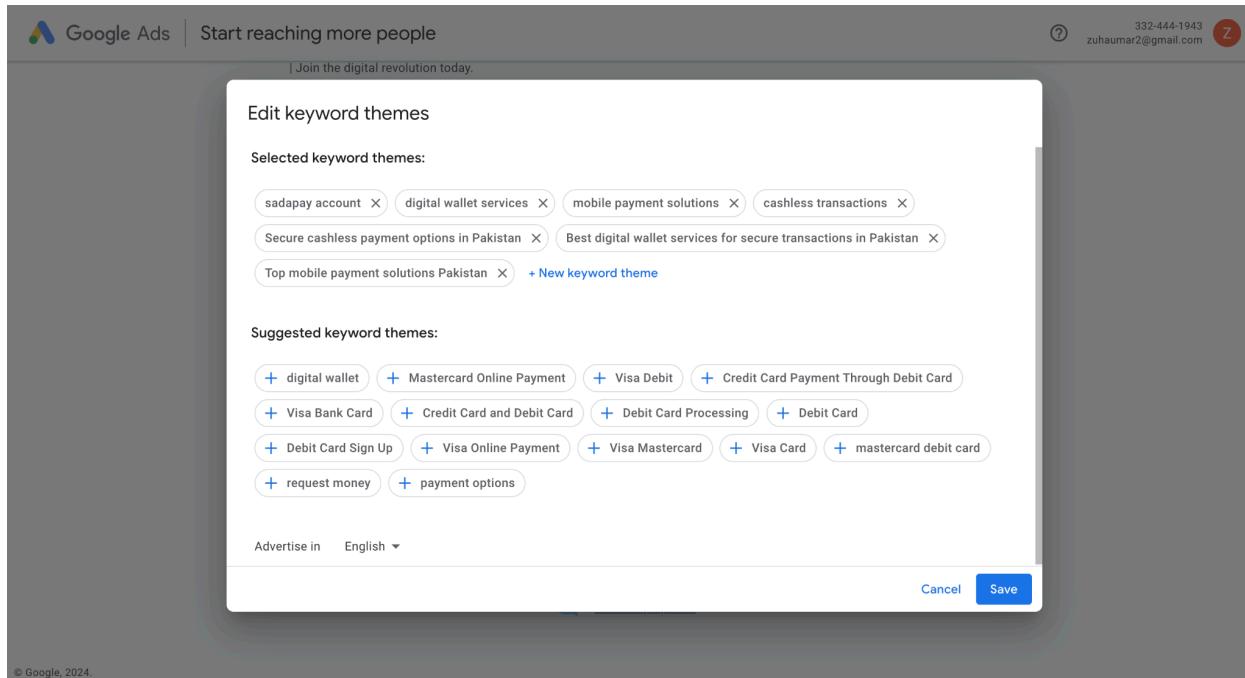


Figure 7.3

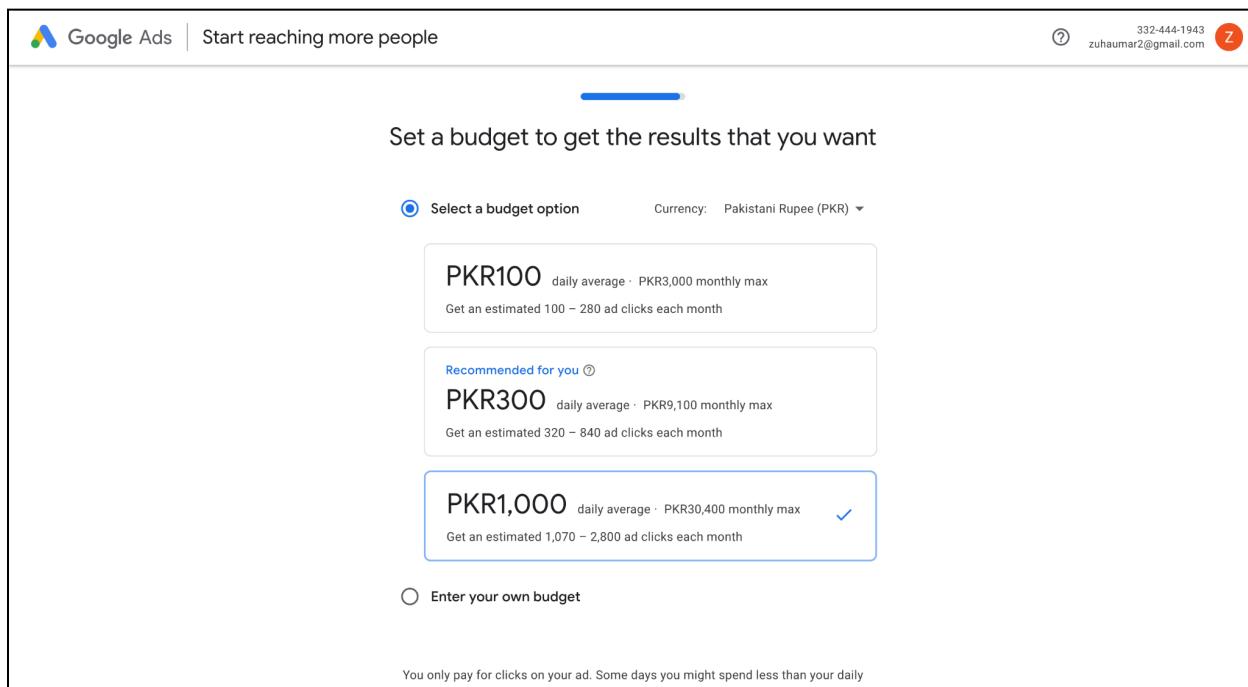


Figure 7.4

Social Media Marketing

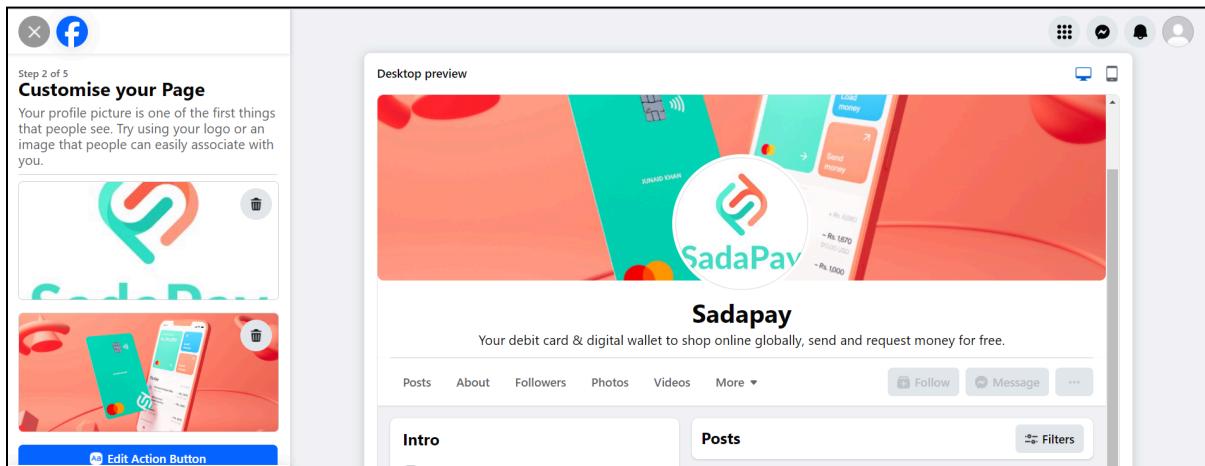


Figure 8.1.1

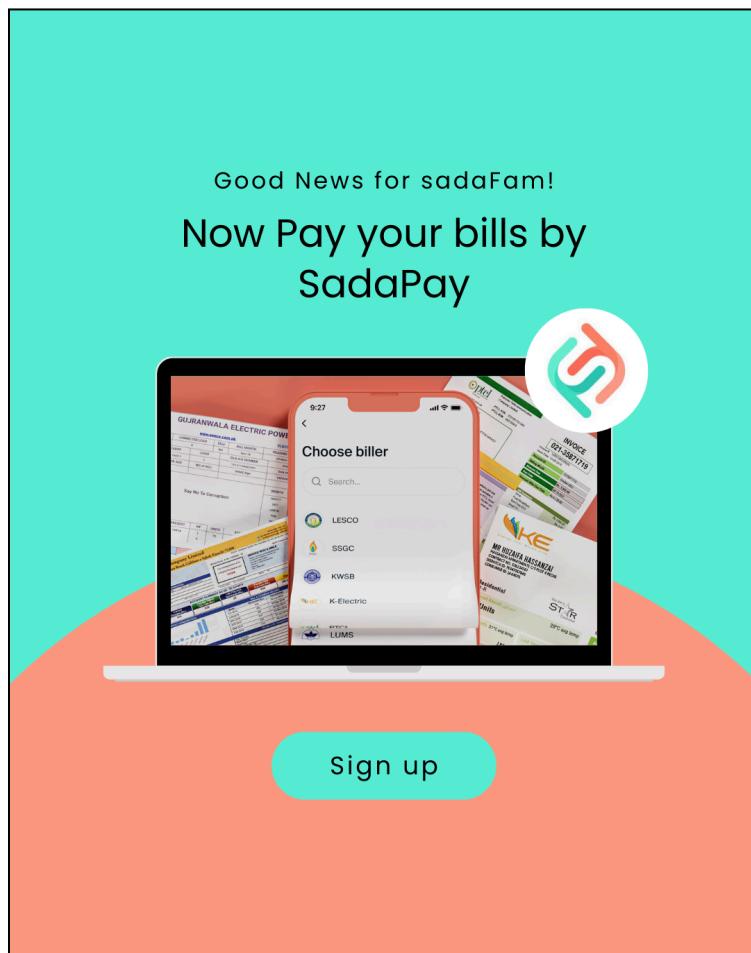


Figure 8.1.2

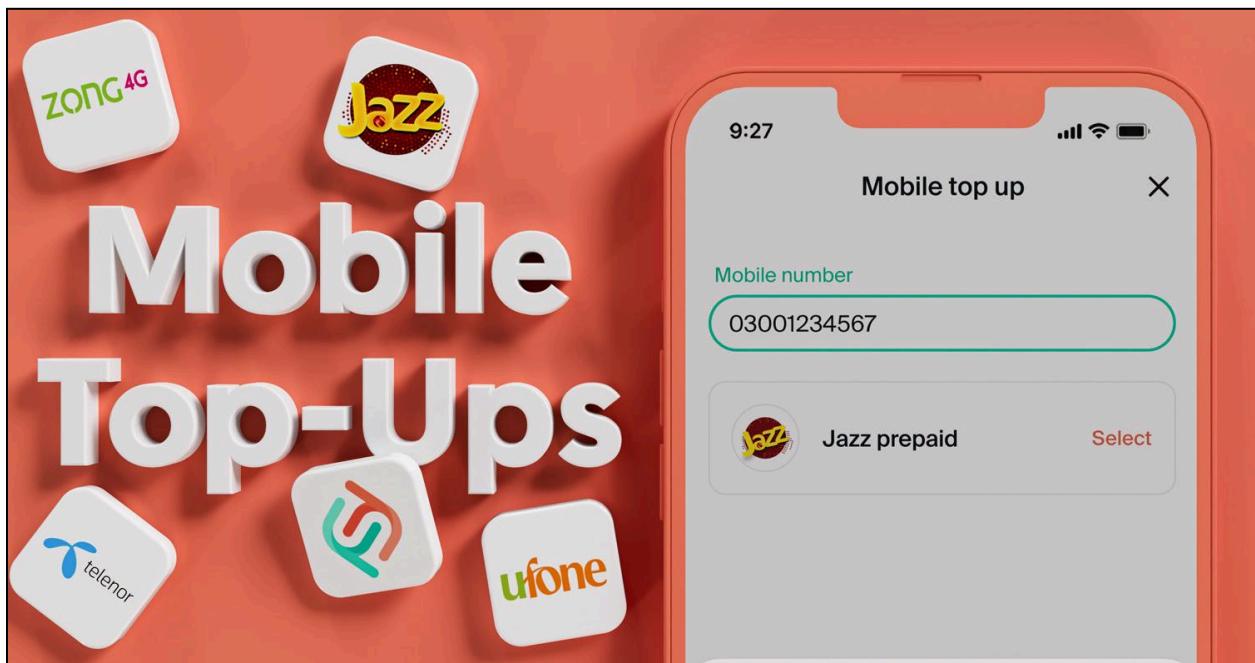


Figure 8.1.3

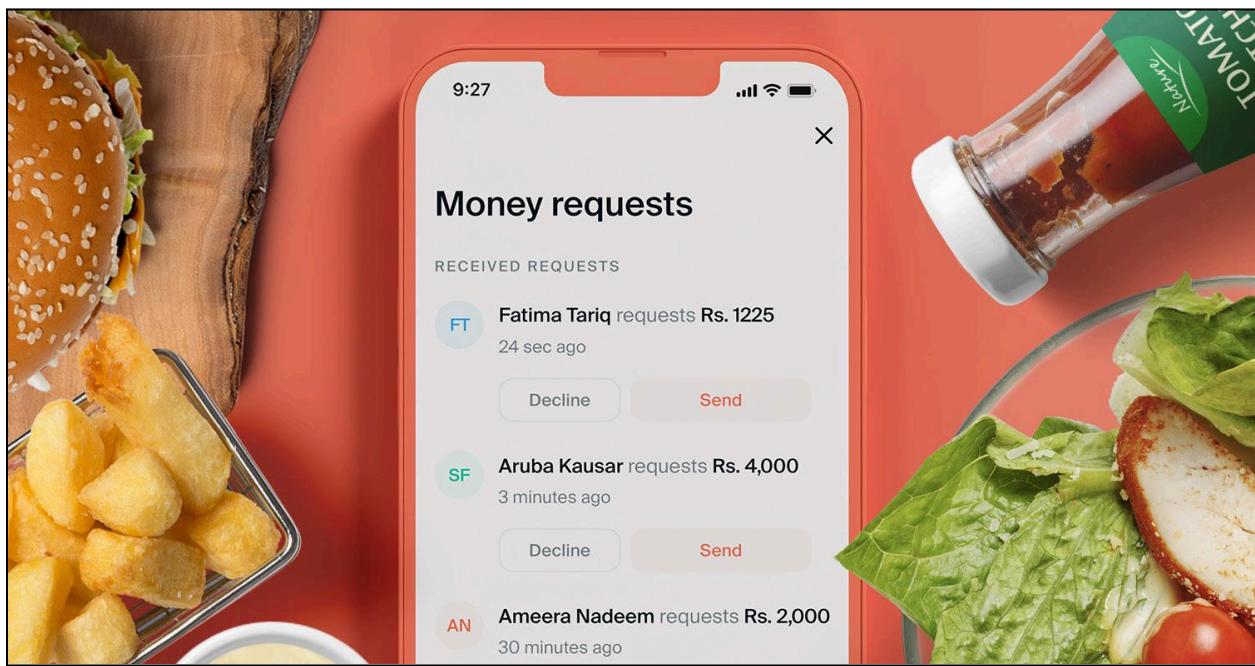


Figure 8.1.4

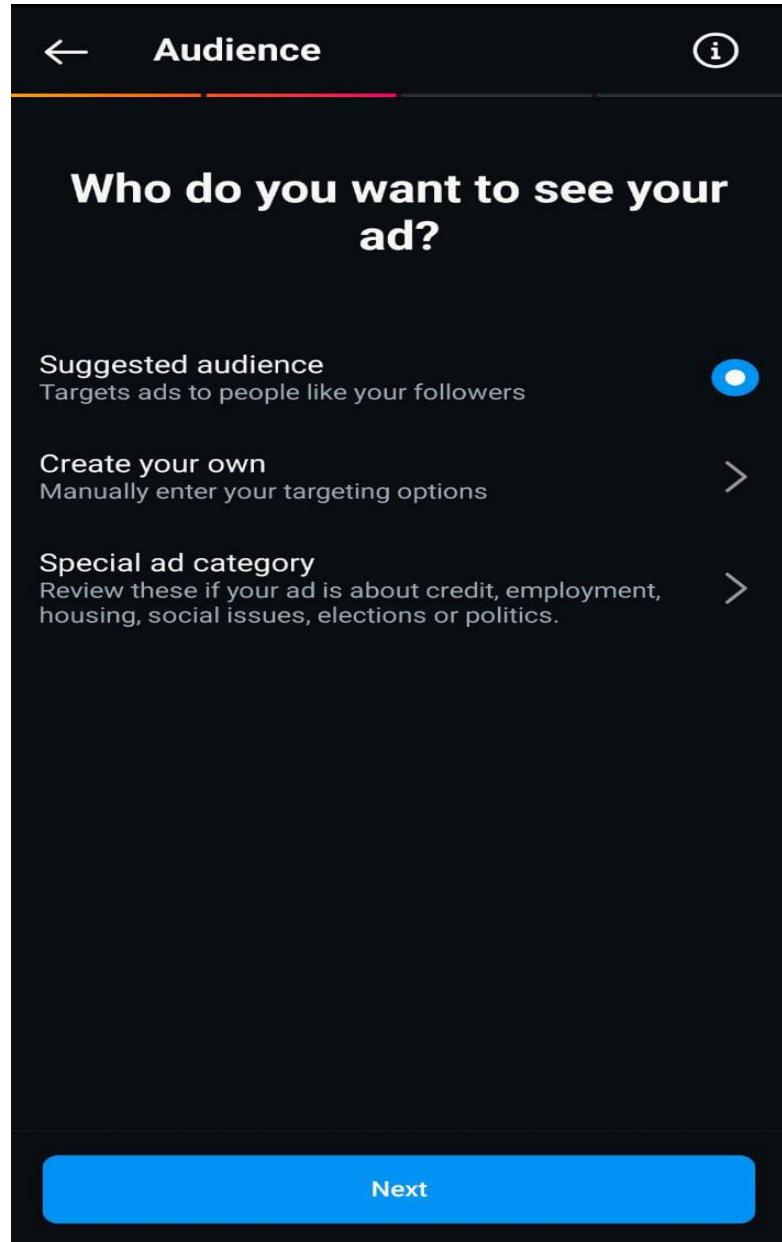


Figure 8.2

← **Review**

Everything look good?

Preview ad >

Goal
Profile visits to **reebxh_**

Audience
People similar to your followers

Budget & duration
Rs4,193 daily / runs until paused

Payment method

[Add payment method](#)

Cost summary

Ad budget	Rs4,193
Total spend	PKR4,193.00

Ads are reviewed within 24 hours, although in some cases it may take longer. Once it's running, you can pause spending in **Ad tools** at any time.

← **Budget & duration** ⓘ

How much do you want to spend?

Daily budget
Rs4,193 daily

Duration

Run this ad until you pause it
Let your ad run for as long as you'd like. You can pause any time in ad tools.

Set duration

Runs until paused Rs4,193 daily
Estimated daily reach 1,100 - 3,000

Next

Figure 8.2.2

Figure 8.2.3

Display and Video Marketing

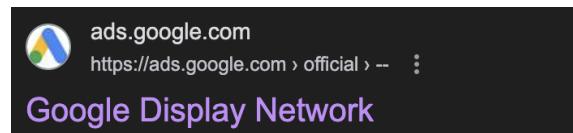


Figure 9.1

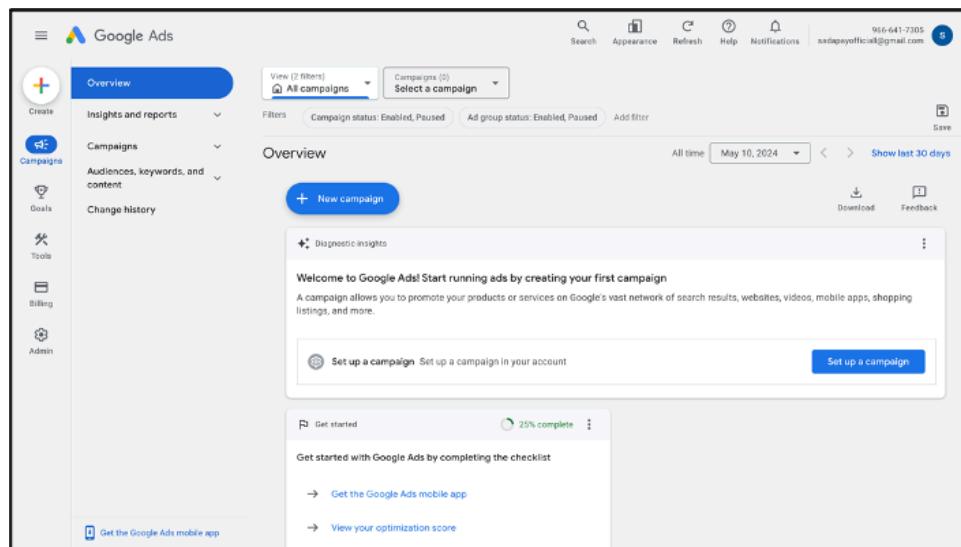


Figure 9.2

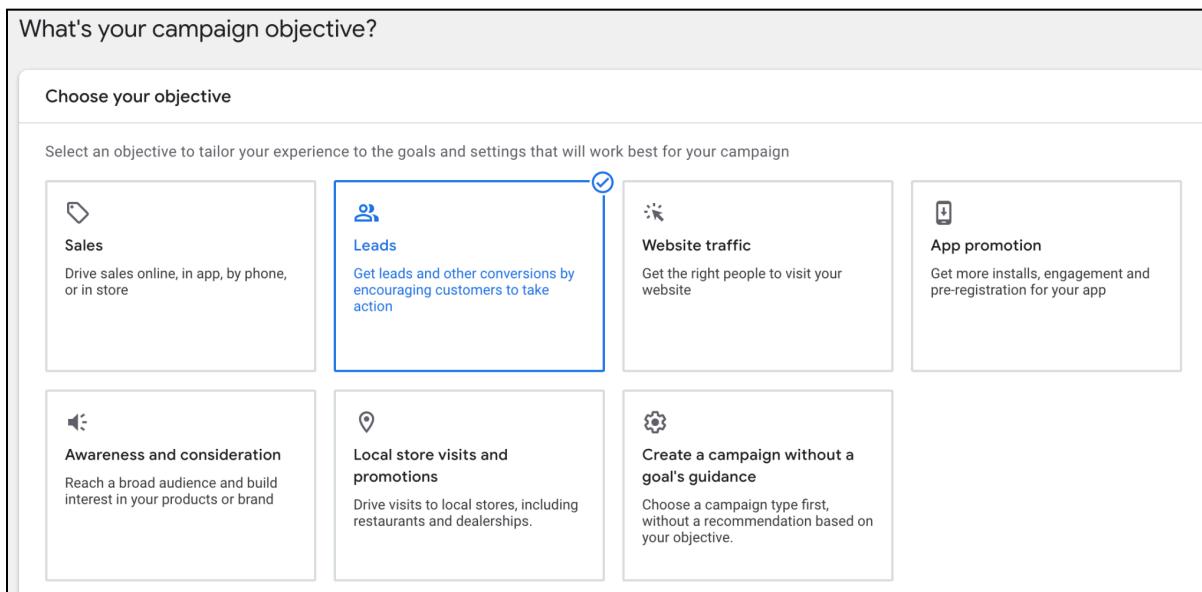


Figure 9.3.1

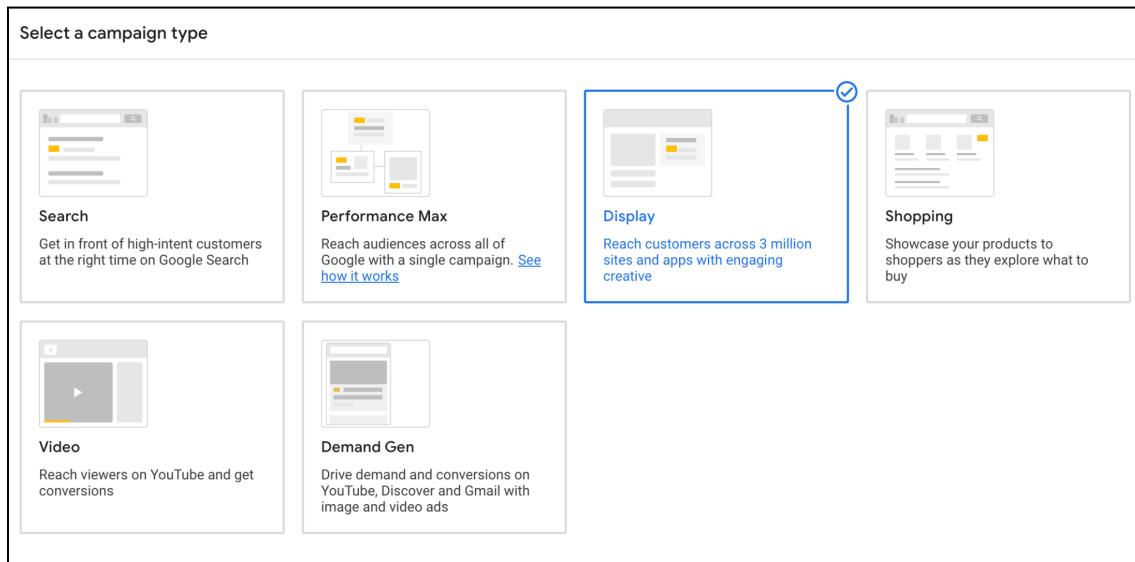


Figure 9.3.2

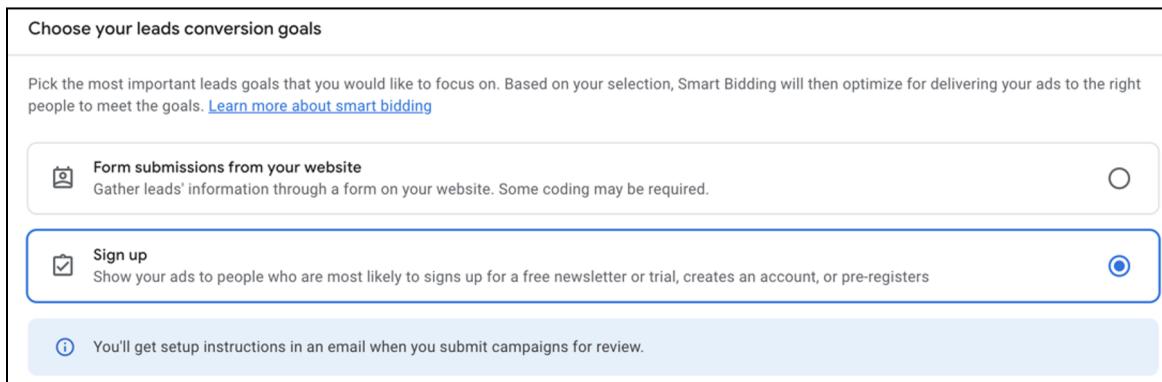


Figure 9.3.3

Locations

Select locations to target [?](#)

All countries and territories
 Pakistan
 Enter another location

[^ Location options](#)

Target [?](#)

Presence or interest: People in, regularly in, or who've shown interest in your targeted locations (recommended)
 Presence: People in or regularly in your targeted locations

Figure 9.3.4

Languages

Select the languages your customers speak. [?](#)

[English X](#) [Urdu X](#)

Figure 9.3.5

Content exclusions		
Opt out of showing your ads on content that doesn't fit your brand		
Content label	Sensitive content	Content type
<input type="checkbox"/> DL-G: General audiences <input type="checkbox"/> Content suitable for families <input checked="" type="checkbox"/> DL-PG: Most audiences with parental guidance <input type="checkbox"/> DL-T: Teen and older audiences <input type="checkbox"/> DL-MA: Mature audiences <input type="checkbox"/> Content not yet labeled	<input checked="" type="checkbox"/> Tragedy and conflict <input checked="" type="checkbox"/> Sensitive social issues <input checked="" type="checkbox"/> Profanity and rough language <input checked="" type="checkbox"/> Sexually suggestive <input checked="" type="checkbox"/> Sensational and shocking	<input type="checkbox"/> Games <input type="checkbox"/> Inactive <input type="checkbox"/> Live streaming YouTube video <input type="checkbox"/> Embedded YouTube videos <input type="checkbox"/> Below-the-fold <input type="checkbox"/> G-mob mobile app non interstitial <input type="checkbox"/> Inactive <input checked="" type="checkbox"/> Parked domains <input type="checkbox"/> In-video

Figure 9.3.6

Start and end dates

Start date

May 11, 2024

End date

None

May 13, 2024

Figure 9.3.7.1

Ad schedule

All days ▾ 07:00 to 22:00 X

Figure 9.3.7.2

Budget

Set your average daily budget for this campaign

PKR 1,120.00

Bidding

What do you want to focus on? [?](#)

Conversions ▾

Recommended for your campaign goal

How do you want to get conversions? [?](#)

Automatically maximize conversions ▾

Set a target cost per action

This campaign will use the **Maximize conversions** bid strategy to help you get the most conversions for your budget

Figure 9.3.8

Available impressions ^

Based on your targeting and settings but not your budget or bid

Impressions
10B+
0 since last update

Your estimated performance

Based on your targeting, settings and daily budget of **PKR1,120.00**

Clicks 250 - 1K	Conversions Unavailable
Average CPA Unavailable	

Figure 9.3.9.1

Figure 9.3.9.2

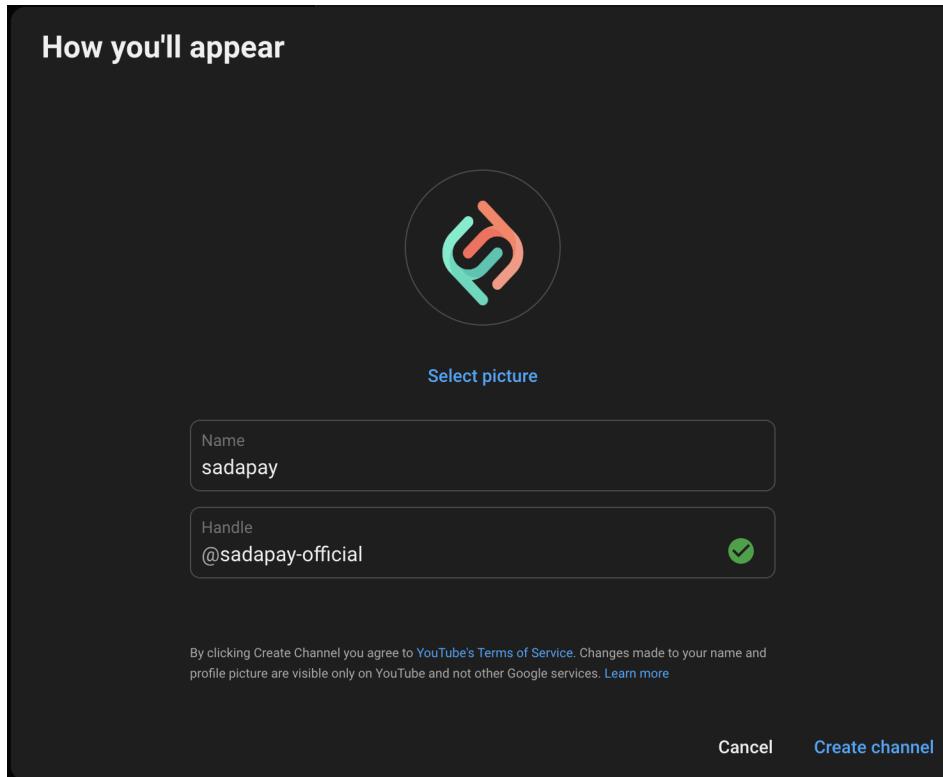


Figure 9.4.1

The screenshot shows the YouTube Studio interface with the 'Content' tab selected in the sidebar. The main area displays 'Channel content' with tabs for 'Videos', 'Shorts', 'Live', 'Playlists', 'Podcasts', and 'Promotions'. Below these are filters for 'Video', 'Visibility', 'Restrictions', and sorting by 'Date'. A central message says 'No content available' with a 'UPLOAD VIDEOS' button. The sidebar also includes links for 'Analytics', 'Comments', 'Subtitles', 'Copyright', 'Earn', 'Customization', 'Audio library', 'Settings', and 'Send feedback'. The channel profile picture and name 'sadapay' are visible at the top left.

Figure 9.4.2

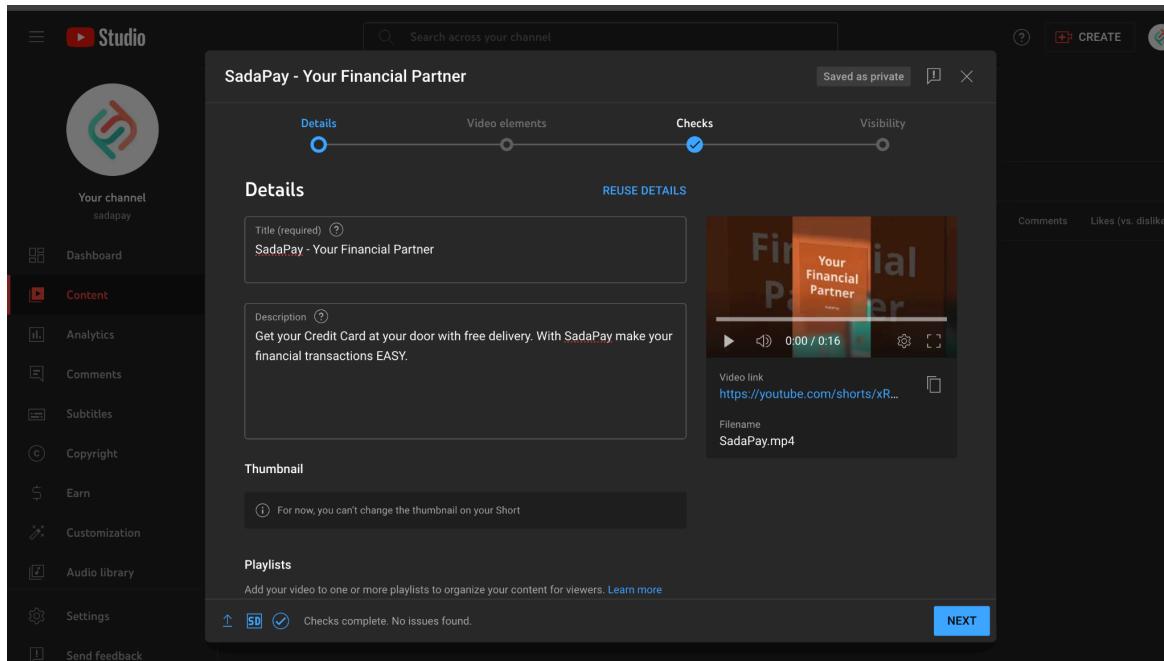


Figure 9.4.3

Let's create your video ad

Ad Preview

What do you want to focus on?

Drive video views and traffic to a website ?

Drive video views and engagement with your channel ?

Select a video

Required

Don't have a video and want help?
You can use Google Ads tools to create a video in a few simple steps

[Create video](#)

Mobile

Desktop

Figure 9.5.1

Ad Preview

What do you want to focus on?

Drive video views and traffic to a website ?

Drive video views and engagement with your channel ?

Select a video


SadaPay - Your Financial Partner
 by sadapay • 0 views
 Get your Credit Card at your door with free delivery. Wi...

After viewers click your ad, where do you want to send them?

Landing Page X

Drive more website visits by adding a button

Button label X

7 / 10



Figure 9.5.2



Figure 9.5.3

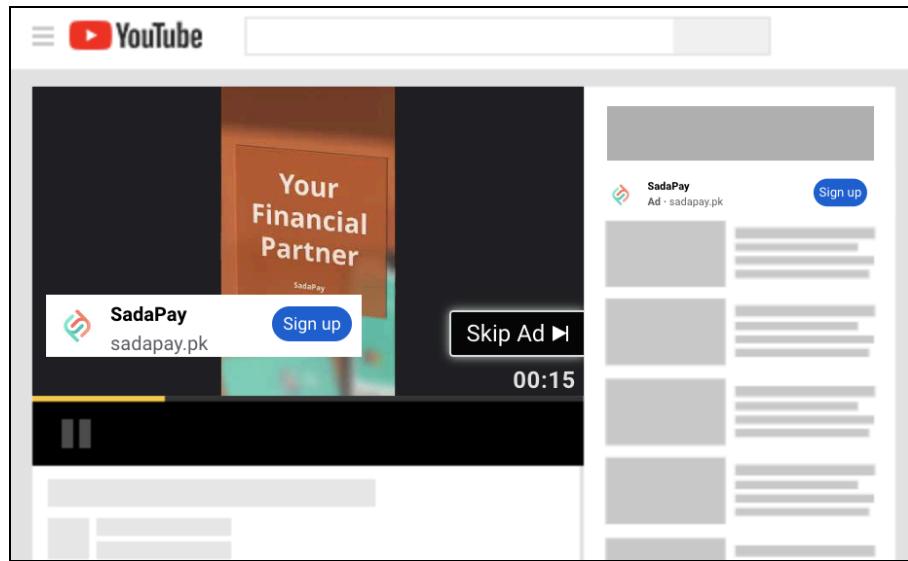


Figure 9.5.4

↗ Your estimated performance

Based on your targeting, settings and daily budget of PKR1,120.00

Conversions	Impressions
Unavailable ⓘ	54K – 180K
Average CPA	
Unavailable ⓘ	

Figure 9.5.5

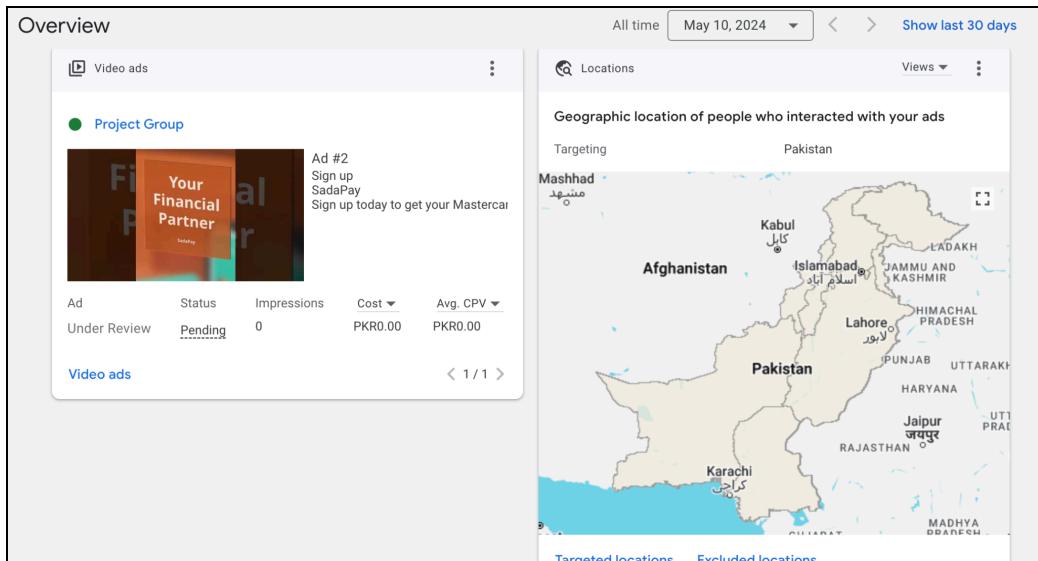


Figure 9.5.6

Email Marketing

Figure 10

The screenshot shows an email marketing interface with the following elements:

- All campaigns**: The main title at the top left.
- Create**: A button at the top right.
- View analytics**: A button at the top right.
- Feedback**: A vertical button on the right side.
- Search/filter bar**: Includes fields for Type (All), Status (All), Folder (All), Clear, and Sort (Last edited).
- Table header**: Name, Status, Audience, Analytics, Actions.
- Single campaign row**:
 - Name**: Financial Freedom The SadaWay
 - Status**: Draft
 - Audience**: email marketing
 - Actions**: Edit (with a dropdown arrow) and a small downward arrow.
 - Details**: Includes a checkbox, "Regular email", and the last edit timestamp: "Last edited Sat, May 11, 01:43 PM by you".

Figure 10.1

Segment: New Sign-ups - May 2024 (2 contacts)							Edit segment	Send campaign	Clear
							Columns	Export segment	
	Email Address	First Name	Last Name	Address	Phone Number	Bi			
<input type="checkbox"/>	buddypersonal7@gmail.com	Shahzor	Ali	sector d12 street 10 block 2 islamabad islamabad, Federal 10011 Pakistan	+923256708483	11/			
<input type="checkbox"/>	shayansalam2@gmail.com	Shayan	Salam	Digital marketing Flat 003, Savoy Residence Apartment Block 2 Markhaz F11 Islamabad 2 Pakistan , USA					

(TESTING EMAILS)

Figure 10.2

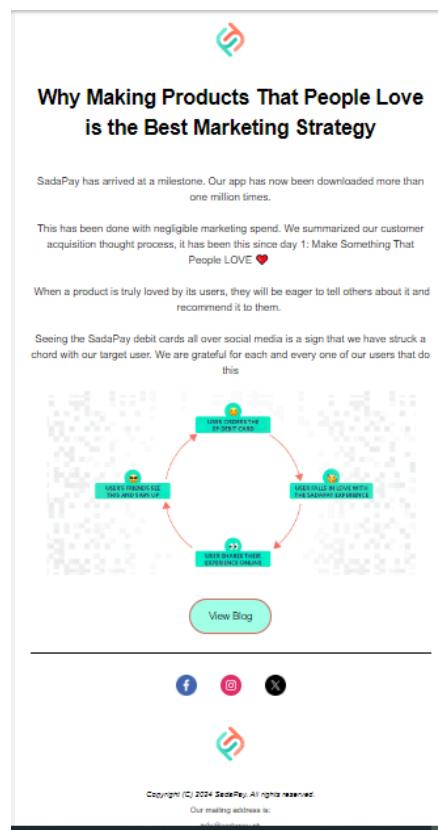


Figure 10.3

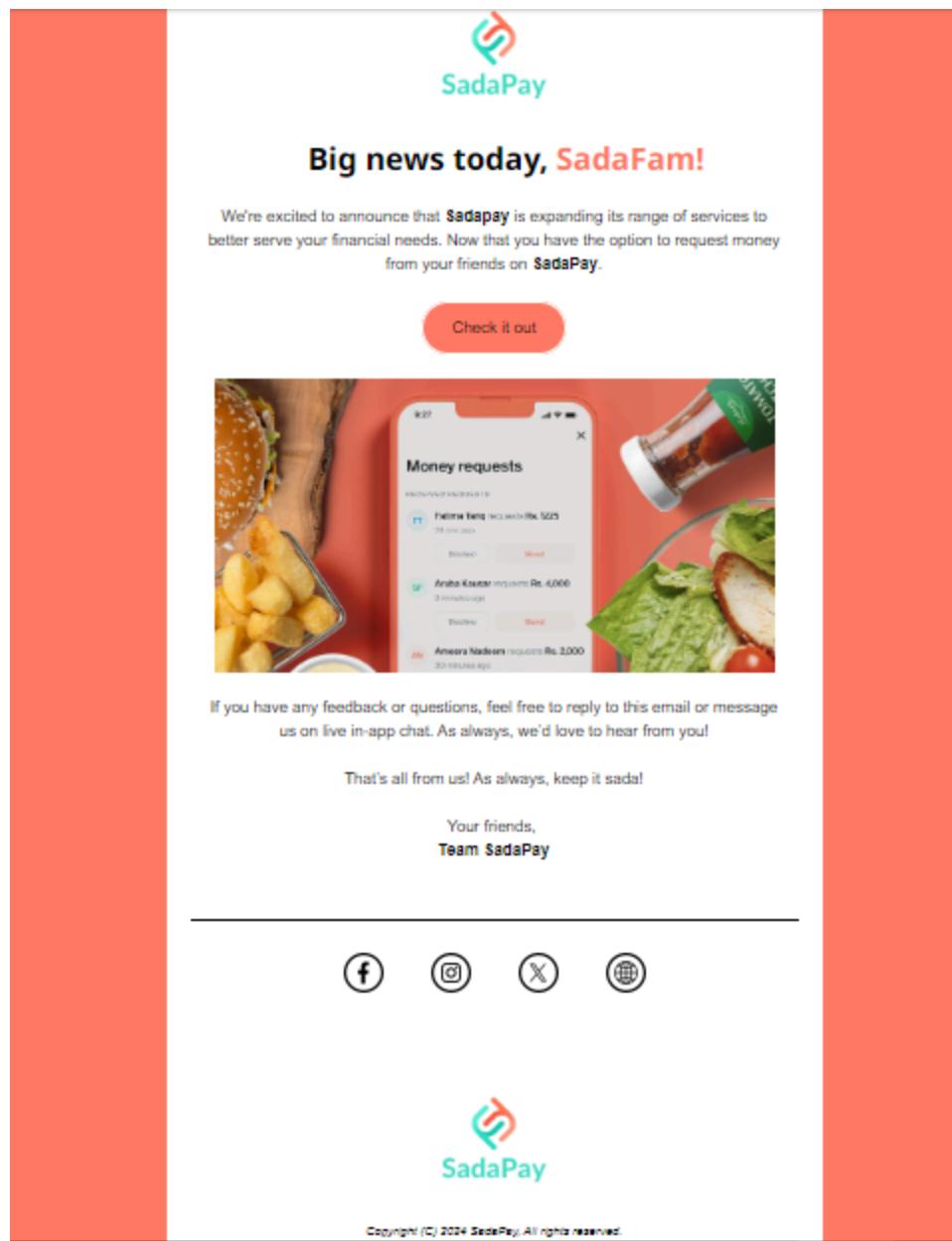


Figure 10.4



Get up to 12% off on Etihad Flights with Sadapay!

Being there! As a valued member of the Radiopay community, we're delighted to offer you an exclusive opportunity to save big on your next adventure.

For a limited time, you can enjoy up to 12% off on Etihad Airways' flights when you book through Radiopay. Whether you're planning a business trip, a family vacation, or a spontaneous getaway, this offer is your ticket to remarkable savings.

Here's how to claim your discount:

1. Log in to your Radiopay account.
2. Navigate to the Offers section.
3. Find the Etihad Airways offer and click to redeem.
4. Start booking your dream getaway and watch the savings add up!

Hurry, this offer won't last forever! Don't miss out on the chance to explore the world for less with Radiopay and Etihad Airways.



Want to change how you receive these emails?
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