



Digital Marketing

For Mr. Waleed Ikhlaq

Digi-Inn

S. Asjad Ali

DIGI-INN

Address: Office # 1, 1st floor, Al-Ain Plaza,
Airport Link Road, Rawalpindi
UAN: +92 316 344 4466
Email: info@diginn.com
Website: www.diginn.com

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Overview:

We understand this project's scope is to promote your high-rise project "Park Plaza One" and to build a strong marketing affiliation. The project has a specific need for digital marketing promotional events and afterward in the networking and retention phase as well. We will design the marketing strategy as per these requirements.

We understand the importance of public attraction and your need for high-end designs, and we propose to deliver on all fronts. We will provide social media marketing to reach the most potential customers on all targeted platforms.

What we Offer:

Platforms and Technologies:

Meta: Meta Platforms are the company that owns Facebook, Instagram, and WhatsApp, among other products and services. We propose to use all meta platforms to promote the projects which include:



Each platform has a different significance and a variety of tools that we will use to boost and promote the project. These platforms have the most social users on the internet and allow us to select the customized audience for the promotion.

Google: Google Marketing Platform is an online advertising and analytics platform where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users. It can place ads both in the results of search engines like Google Search and on non-search websites, mobile apps, and videos. We propose to use these platforms for the marketing of the project.



We proposed to use Google Ads, Google Business, Google Analytics, Google Adson, Google drive and other essential google tools.

YouTube: Everyone watches YouTube. Over 83% of internet users are on YouTube, part of over 2 billion monthly active users, making it the most popular website in the world after Google. The potential of a huge audience is a great reason to market your business on YouTube. But shouting from the rooftops about your products without a plan won't get you anywhere. We will use YouTube advertising tools in this campaign as well.



LinkedIn & Twitter:

While comparing the number of audiences LinkedIn and Twitter are the platforms which has low number of users among all. But when we talk about digital marketing in B to B these are the best platforms to find most mature leads among all.

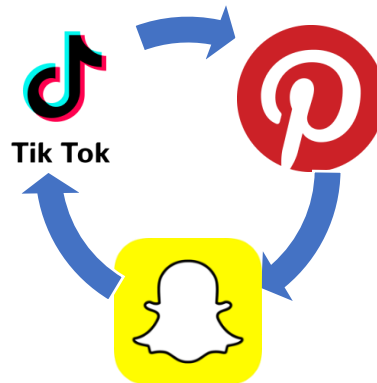
Even if we go for cost comparison these platforms cost way more than all other to reach out for clients. But we will design a strategy where we could select the most suitable pricing budget for the company.



E-mail & SMS Marketing: We will also use email marketing as an act of sending a commercial message, to a group of people, using email. In its broadest sense, every email sent to a potential or current customer. It involves using email to send advertisements, request business, or solicit sales to set an appointment for meetings.



Other Social Tools: When required we will also use some other social platforms to improve the good will and visibility of the brand. This tools will include Snapchat, Pinterest and TikTok.



Tools: Other than these platforms we will use multiple tools to create the content for marketing some of them are listed as these but furthermore, tools will be used as per the need of the project but can't enlist them all because there is preference and depends based on the need of time.



Digital Marketing

Strategy

Funnel: Digital marketing funnel focuses on the modern buyer, who'll go through many different touchpoints before buying a product or service. Hence, you need to not only ensure that all your digital interactions with potential clients are authentic, transparent, and valuable, you also need to have a correctly working funnel in place to get the most out of your marketing efforts.

We will design a customized funnel for your marketing process. This will describe every phase where we can enhance and improve our strategies. And it will also help us to make future decisions.

Targeted Audience: A target audience is the intended audience or readership of a publication, advertisement, or other message catered specifically to said intended audience. As your project has a specific audience for the elite class, investors, and developers, we will design an audience strategy to attract as many specific audiences as possible.



Work and Deliverables (Social Media Management)

The campaign covers all the online platforms that the client requires and the social media marketing initiatives for 2023-2024.

Social Media Monitoring and Development

This includes 24/7 monitoring in all official online platforms we shared and strategy-building for efficient online marketing content.

Content Creation and Management

This service involves the production of targeted content specifically for online marketing, including articles, graphics, and videos.

Marketing Audit and Evaluation

This covers a comprehensive evaluation of your social media marketing landscape before and after the campaign.

Ad's Management

The ads will cover all necessary inbound digital platforms to acquire the project's most relevant and useful audience.

Services we offer:

As a digital marketing firm, we offer all our expertise to promote the project to its peak and to provide all digital marketing services under one roof. We offer to provide.

- ✓ Social Media Management
- ✓ Content Writing
- ✓ Graphic Designing
- ✓ Branding
- ✓ Cinematography
- ✓ Ads Management

ADS BUDGET PROPOSED :

SERIAL NO	FEATURE	BUDGET	SUBTOTAL
1-	Awareness Based Ads	PKR 20,000/-	PKR 20,000/-
2-	Lead Generation Campaign	PKR 50,000/-	PKR 50,000/-
		TOTAL	PKR 70,000/-

SUPPORT SERVICES

We also do agree to provide support, technical, and maintenance services related to the Services under this Agreement. The Parties further agree that the details and specifics of such services will be detailed in a separate Agreement.

RELATIONSHIP OF THE PARTIES

The Client acknowledges the Provider's Status as an independent contractor and is not obliged to provide employee benefits under this Agreement.

INTELLECTUAL PROPERTY

The Provider hereby assigns all rights, titles, and ownership of the work product or website to the Client. The Client shall have all rights, title, and ownership over the website and its parts. Conversely, the Provider reserves all rights, title, and ownership over the software used in the performance of the Services under this Agreement.

CONFIDENTIALITY

Any information and intellectual property discussed in this Agreement will remain confidential and proprietary among the Parties herein.
