

## AGENCY PROFILE

### Company Name:

Bloom Branx

### Services Offered:

Social Media Content Creation, Digital Marketing

### Mission:

We bring brands to life with smart, tailored digital strategies that spark engagement, build lasting trust, and connect startups and small businesses with the right audience at the right time.

### Target Market:

Our target market includes small to medium-sized businesses, startups, personal brands, and entrepreneurs across various industries looking to enhance their online presence, build brand awareness, and generate leads through digital platforms.

### Unique Selling Point (USP):

Empowering small businesses with content that clicks and marketing that matters.

# Final Project – Digital Marketing Campaign (Meta & Google Ads)

## Total Budget: PKR 3,00,000

### META ADS

### AWARENESS

#### SMART Goal for Awareness Campaign

From June 1<sup>st</sup> to June 30<sup>th</sup>, 2025, our goal is to reach at least 600K unique users through a targeted Meta ad awareness campaign, maximizing brand awareness and positioning our digital marketing agency in front of potential clients.

#### Target Audience

##### ☐ AGE

20-55

##### ☐ DEMOGRAPHICS

- Business and finance
- Food and restaurants
- Healthcare and medical services
- Restaurant Owner

## ☐ ONLINE ACTIVITY

- Small business (business & finance)
- Online advertising (marketing)

## ☐ BEHAVIOURS

- New active business (<12 months)
- New active business (<24 months)
- New active business (<6 months)
- Small business owners
- Business Page admins
- Food and restaurant Page admins
- Health and beauty Page admins
- Travel and tourism Page admins

## ☐ LOCATION

Pakistan

## **Budget Planning**

PKR 30K of the total budget is allocated to the Facebook Awareness campaign. Therefore, the daily budget of this 1-month awareness campaign is PKR 1,000.

## **Ad Creatives & Messaging**

### ☐ HEADLINE

**Your Brand Deserves Stunning Content— Let's Design It Together!**

- **Ad Copy Alignment**

### **Aligns Perfectly with My Audience**

My audience (entrepreneurs, small business owners, marketers in Pakistan aged 20–55) is likely:

~ Building or growing brands

~ Not skilled in design

~ Looking for creative support that feels personal and reliable

### Supports the Campaign Goal

~ My awareness campaign aims to make people notice my brand and its value, and this line captures both emotion and utility.

~ It invites them to imagine elevated content, which aligns with what they want to achieve through me.

### □ PRIMARY TEXT

**Looking to upgrade your content?**

**From eye-catching logos to social media posts, Bloom Branx delivers professional, scroll-stopping content tailored just for you.**

**Flyers | Promotions | Posts | Banners**

**Message us now & let your brand bloom with creativity!**

### • Ad Copy Alignment

### Audience Fit


Targets **small business owners, entrepreneurs**, and **marketers** in Pakistan who need professional content but lack design expertise.

### Goal Support


Builds **brand visibility** with appealing, easy-to-read copy and a friendly tone — ideal for an awareness campaign.

AD MOCKUP

Facebook Feed



Bloom Branx


Sponsored · 

...

X

Looking to upgrade your content? ✨

From eye-catching logos to social media posts, Bloom Branx delivers professional, ...see more



We Are


CONTENT

CREATORS

SERVICES WE PROVIDE

- School Admission Flyers
- Business Cards
- Logo Designing
- Brochures (All Types)
- Social Media Posts
- Posters & Banners


CONTACT NOW



bloombranx@gmail.com

Bloom Branx

Bloom Branx




LIFT

TO


MESSANGER


Your Brand


Deserves...




Learn more

 Like

 Comment

 Share


Instagram Feed



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Sponsored

...



We Are


CONTENT

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- School Admission Flyers
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CONTACT NOW



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




LIFT

TO

 Learn more

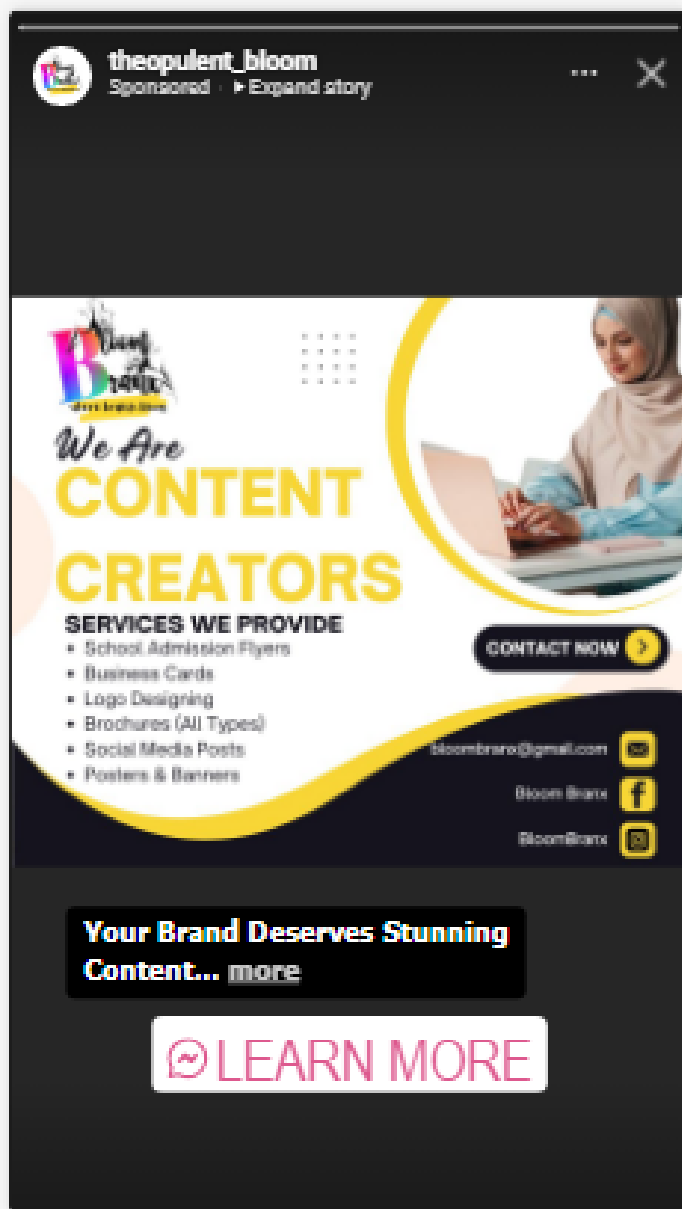


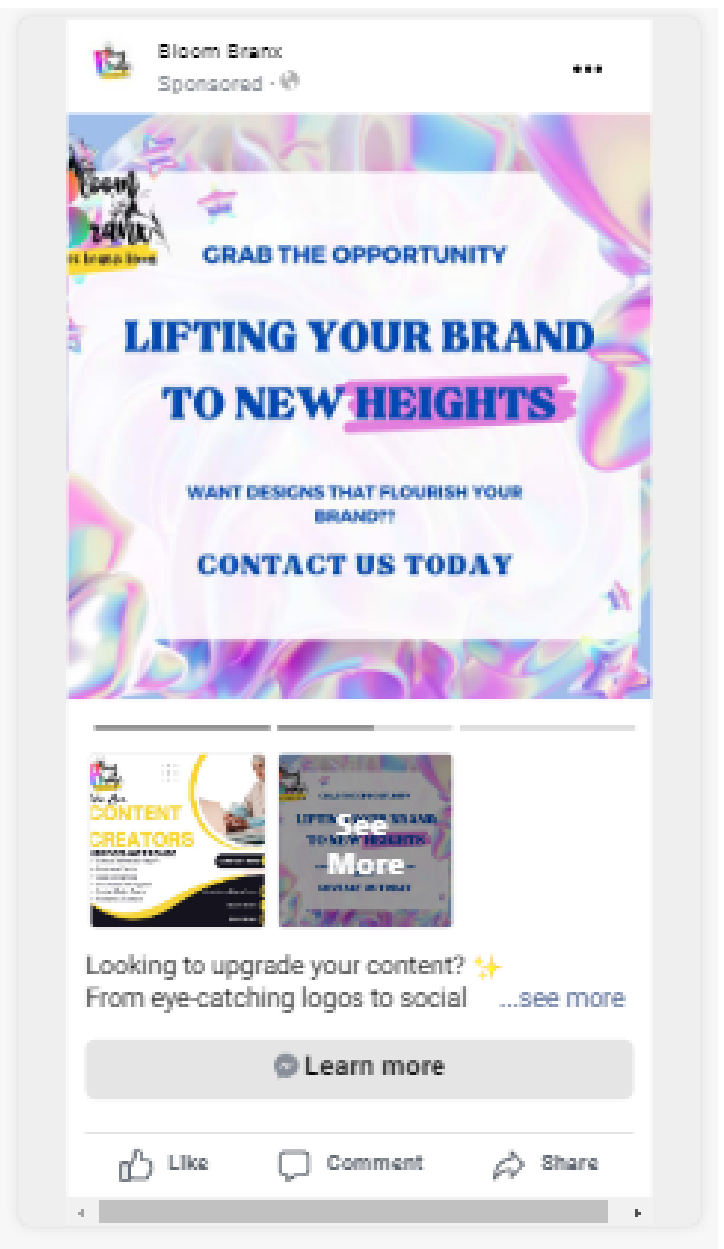


theopulent\_bloom Your Brand Deserves Stunning Content... more

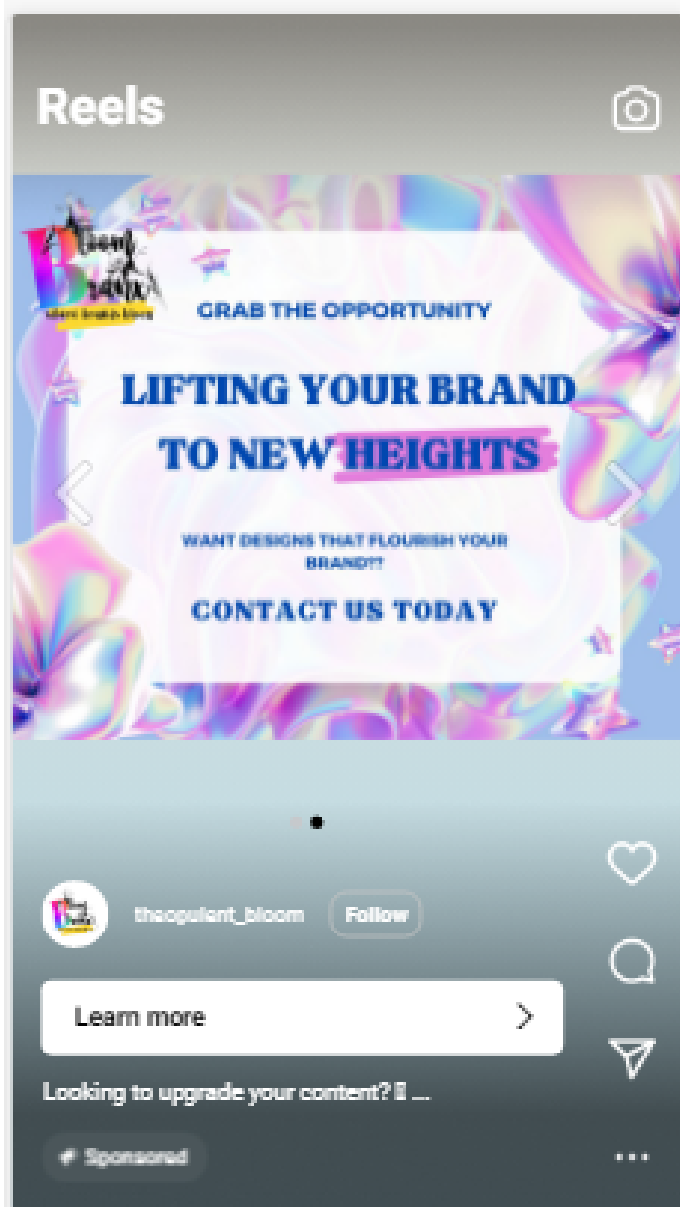
## Instagram Stories



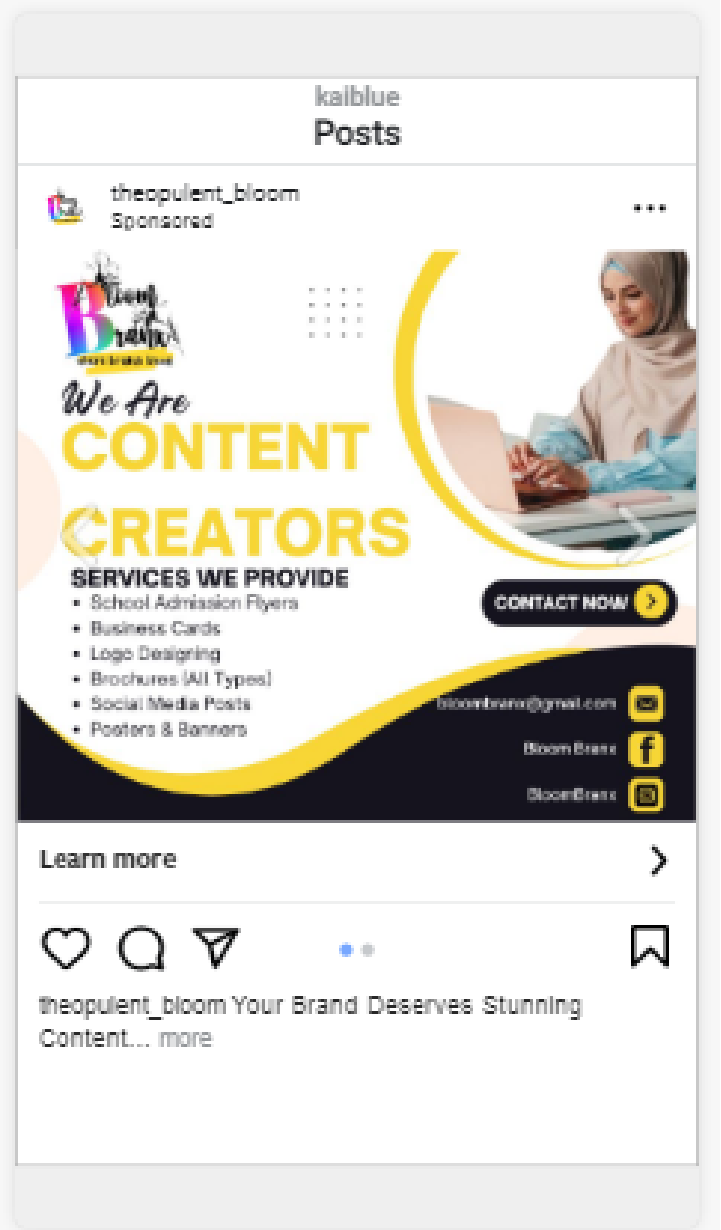
## Facebook Video Feeds



## Instagram Reels

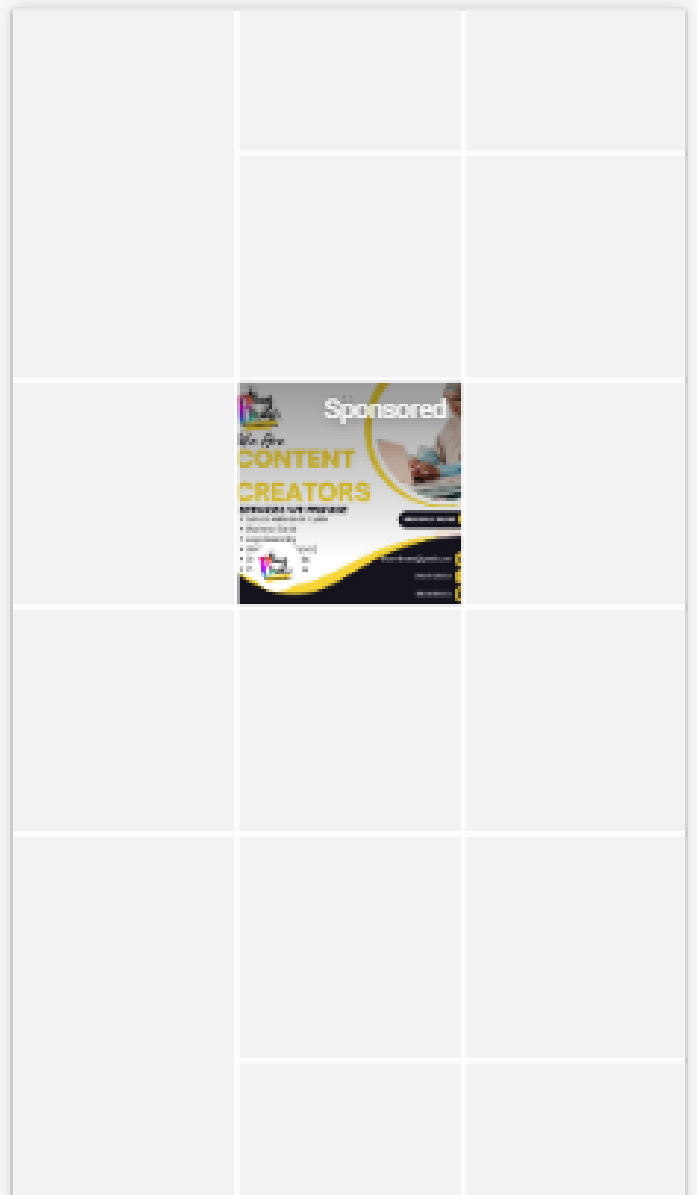
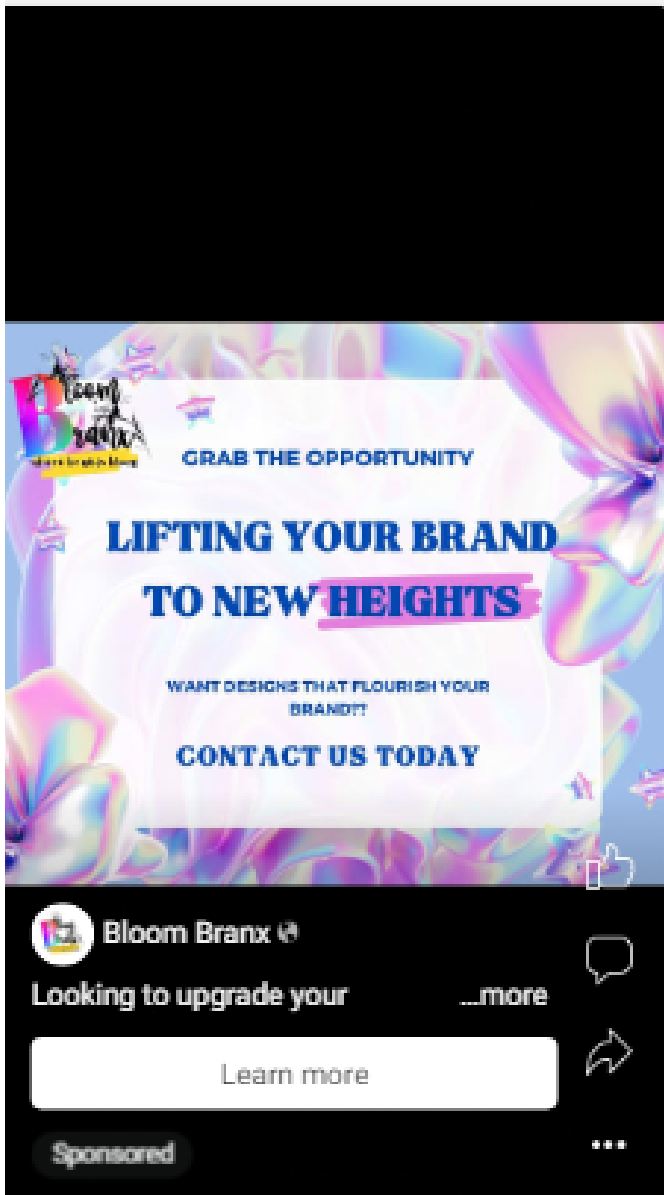


## Instagram Profile Feed



## Facebook Reels

## Instagram Explore Home



## Performance Metrics

### ☐ REACH

Measures the number of unique individuals who see the ad. It is the key to understanding campaign visibility.

### ☐ IMPRESSION

Total number of times the ad is displayed, including repeated views. Useful to measure ad exposure and frequency.



## CAMPAIGN CALENDER

<u>CAMPAIGN NAME</u>	<u>START DATE</u>	<u>END DATE</u>	<u>DAILY BUDGET</u>	<u>DAILY REACH</u> <small>(On average)</small>	<u>TOTAL BUDGET</u>	<u>TOTAL REACH</u> <small>(On average)</small>
Awareness	June 1 <sup>st</sup> , 2025	June 30 <sup>th</sup> , 2025	PKR 1,000	28.5K	PKR 30K	855K

## ENGAGEMENT

### SMART Goal for Engagement Campaign

From July 1st to July 31st, 2025, we aim to generate at least 10K post engagements (likes, comments, shares) on Facebook and Instagram by re-targeting the 500K users reached during the awareness campaign, to deepen interaction and build a stronger brand connection.

### Target Audience

The audience of the engagement campaign is designed by retargeting the audience of the awareness campaign.

#### ☐ AGE

20-55

#### ☐ DEMOGRAPHICS

- Business and finance
- Food and restaurants
- Healthcare and medical services
- Restaurant Owner

## ☐ ONLINE ACTIVITY

- Small business (business & finance)
- Online advertising (marketing)

## ☐ BEHAVIOURS

- New active business (<12 months)
- New active business (<24 months)
- New active business (<6 months)
- Small business owners
- Business Page admins
- Food and restaurant Page admins
- Health and beauty Page admins
- Travel and tourism Page admins

## ☐ LOCATION

Pakistan

## **Budget Planning**

PKR 55K of the total budget is allocated to the Facebook Engagement campaign. Therefore, the daily budget of this 1-month engagement campaign is PKR 1,800.

## **CPM (Cost per 1,000 Impression)**

CPM is set to PKR 1,000.

## **Ad Creatives & Messaging**

### ☐ PRIMARY TEXT

**Want to Elevate Your Brand's Online Presence?**

**Struggling to create scroll-stopping content? We design high-quality visuals that enhance engagement, showcase your brand, and attract more customers!**

**Custom Social Media Graphics**

**Stunning Flyers, Banners & Ads**

**Eye-catching Reels & Stories**

**DM us now and let's create content that stands out!**

- **Ad Copy Alignment**

**Goal Supported**

The ad copy supports these goals by:

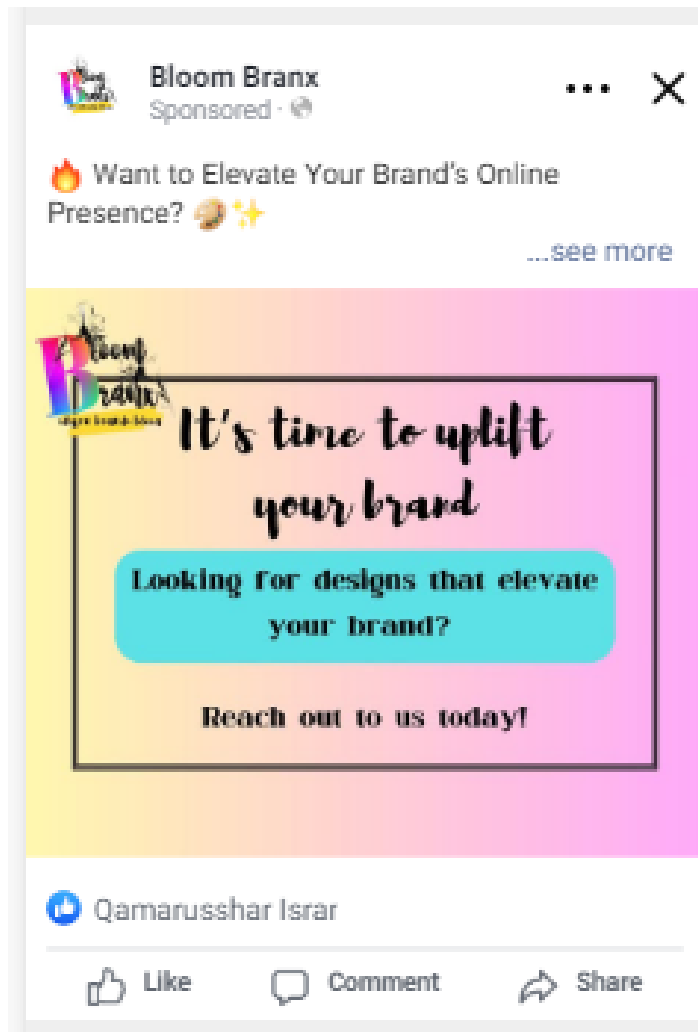
- ~ Highlighting **key services** (e.g., social media graphics, flyers, reels)
- ~ Using **benefit-driven language** like “enhance engagement” and “attract more customers”
- ~ Ending with a clear **call to action**

**Audience Related**

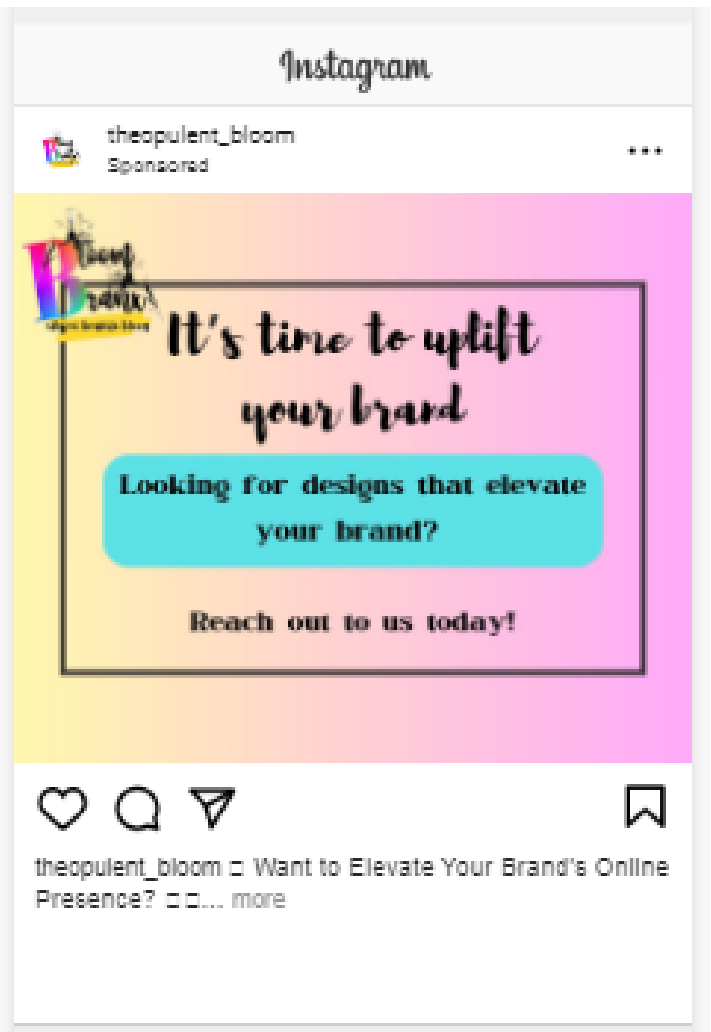
The primary audience for this ad is **business owners, startups, and content creators** who want to enhance their **social media presence** but struggle to create engaging visual content. The opening lines directly speak to their pain points and aspirations, making the message relatable and attention-grabbing.

## □ AD MOCKUPS

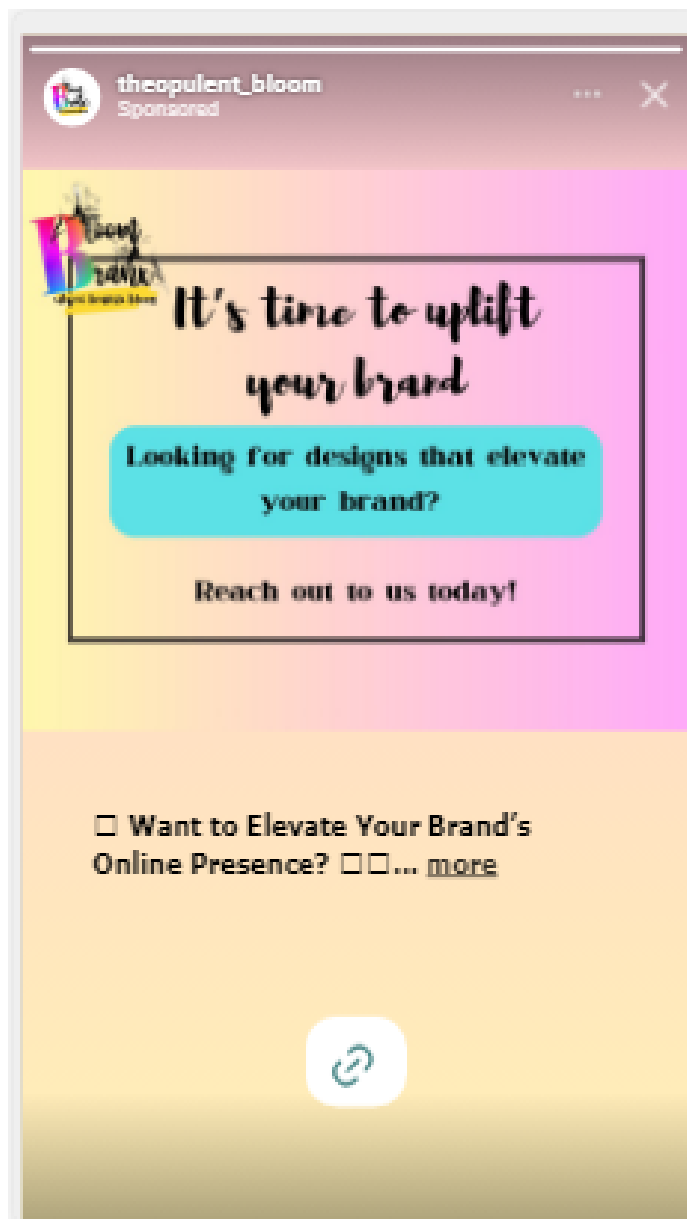
### Facebook Feed



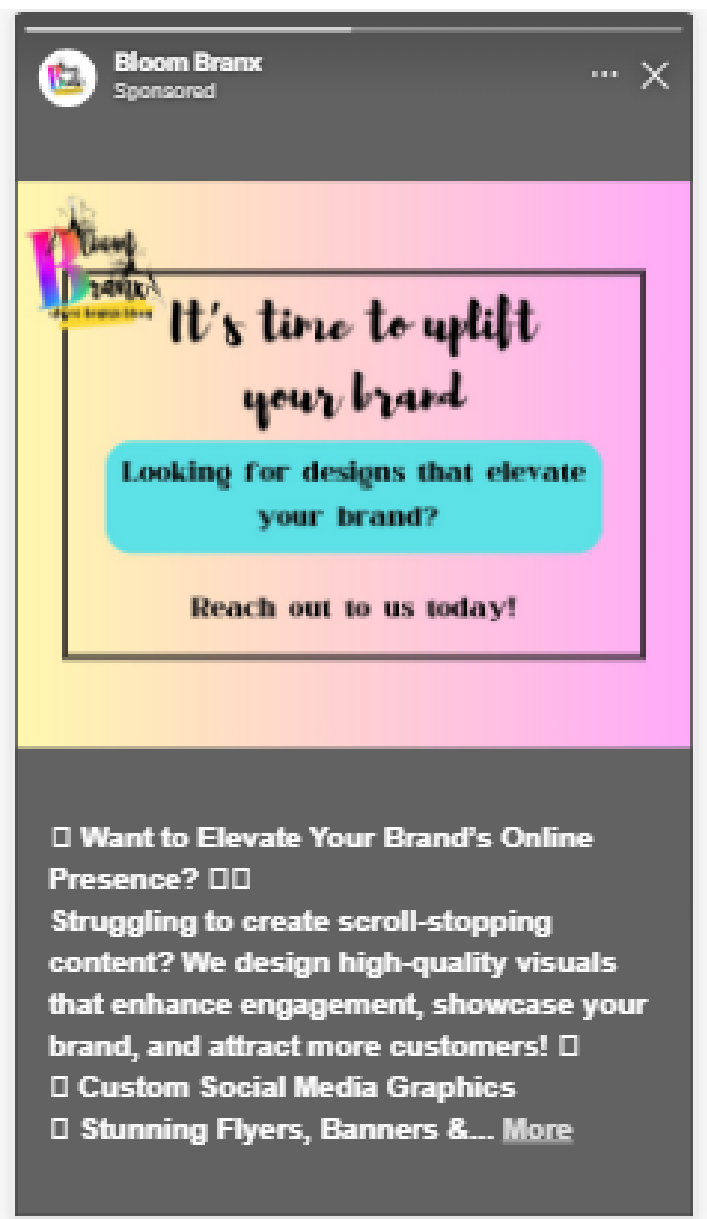
### Instagram Feed




## Instagram Stories





## Facebook Stories



## Facebook Video Feeds

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 Want to Elevate Your Brand's Online Presence? 🍷 ✨ [...see more](#)






**It's time to uplift  
your brand**


Looking for designs that elevate  
your brand?


Reach out to us today!


 Qamarusshar Israr

 Like  Comment  Share

## Instagram Explore

 Explore





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**It's time to uplift  
your brand**

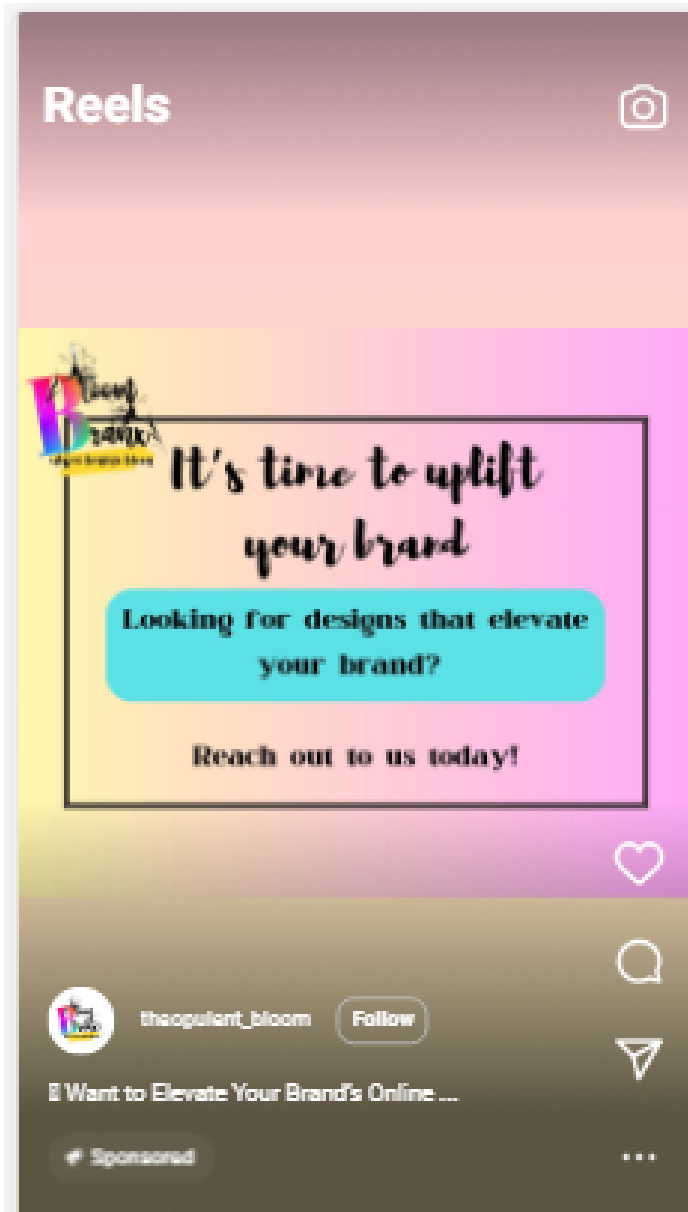
Looking for designs that elevate  
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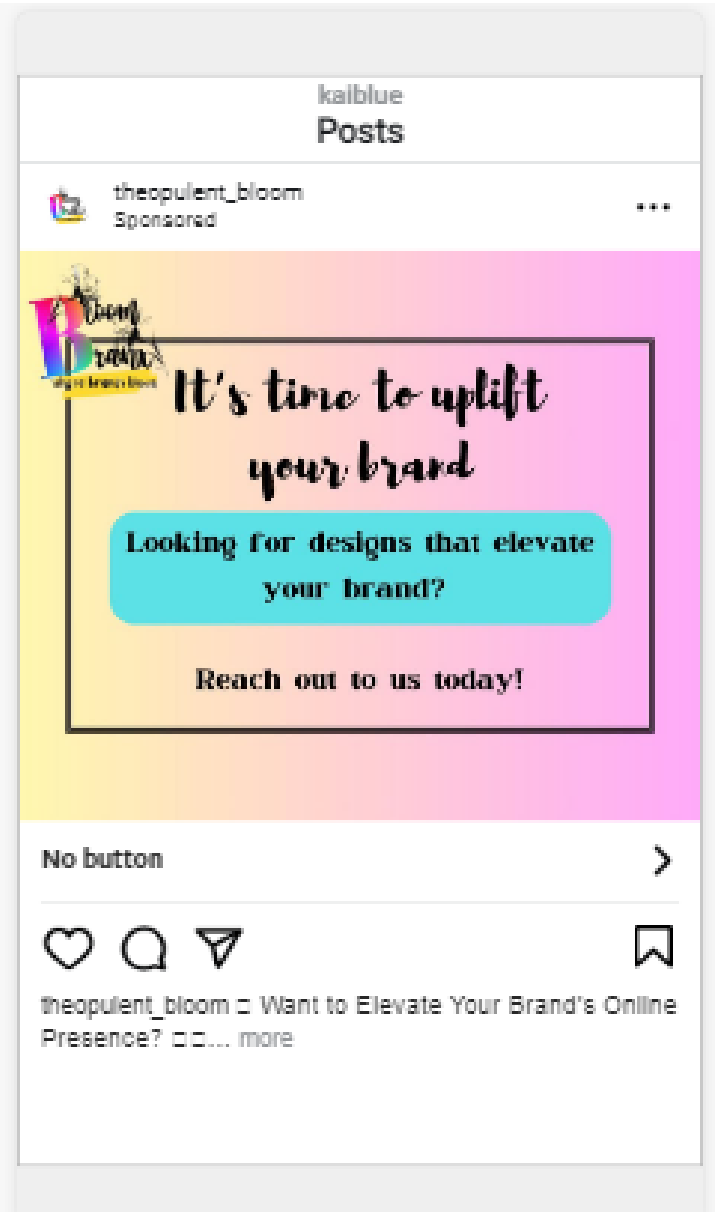
   

theopulent\_bloom ▢ Want to Elevate Your Brand's Online Presence? ▢ ▢ ... more

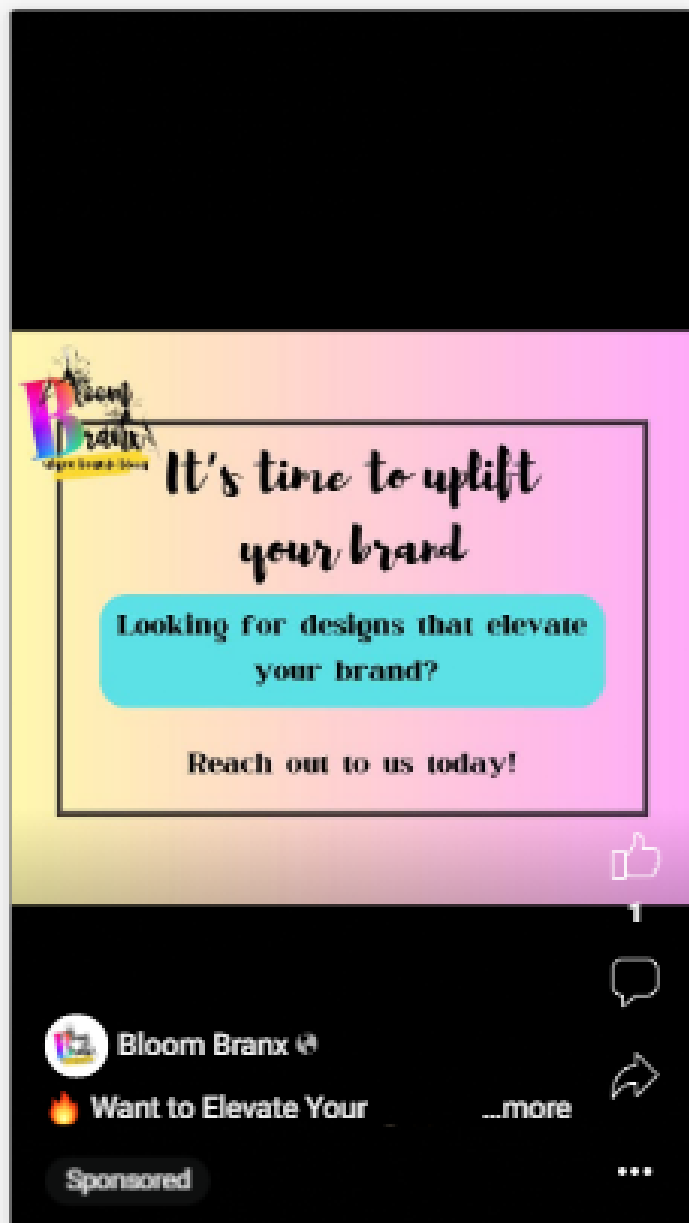
## Instagram Reels



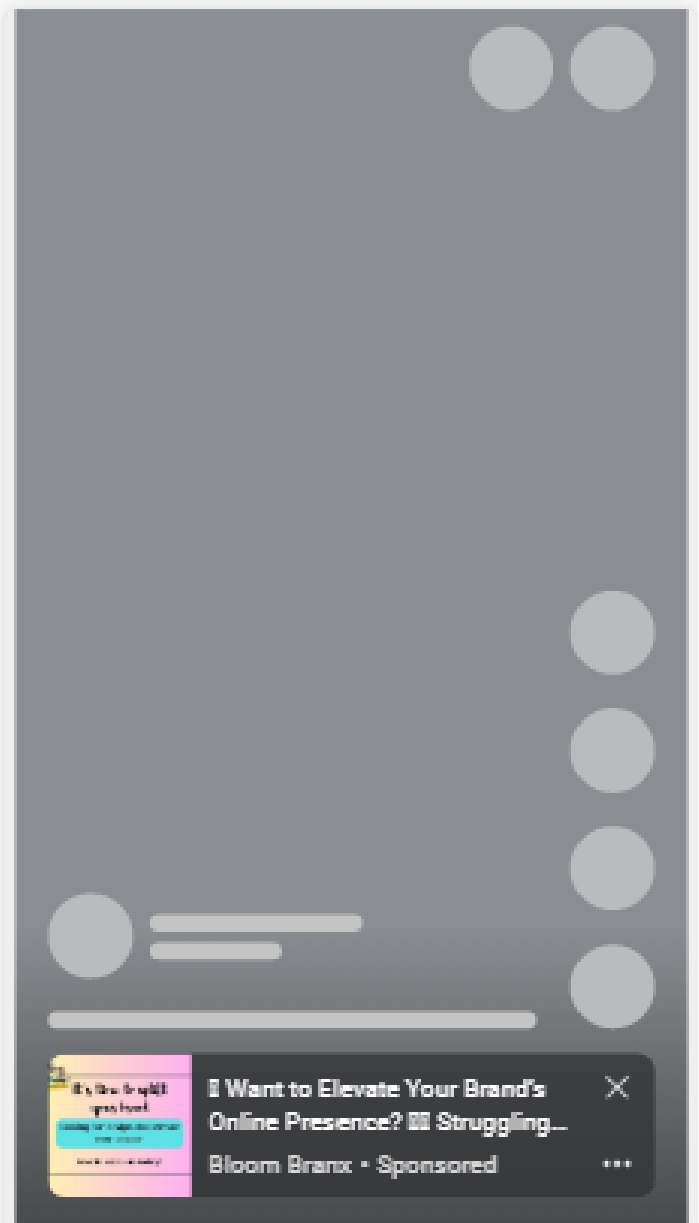
## Instagram Profile Feed



## Facebook Reels



## Ads on Facebook Reels





# Performance Metrics

## ☐ REACH

It helps understand the **campaign’s visibility** and how many **distinct people** your message is reaching.

## ☐ IMPRESSION

It shows **how often** your ad is being served and is useful for analyzing **ad exposure and saturation**.

## ☐ ENGAGEMENT

Reflects how your audience is **interacting** with your content. Indicates interest, relevance, and emotional impact.

# CAMPAIGN CALENDER

<u>CAMPAIGN</u> <u>NAME</u>	<u>START</u> <u>DATE</u>	<u>END</u> <u>DATE</u>	<u>DAILY</u> <u>BUDGET</u>	<u>DAILY</u> <u>REACH</u> <small>(On average)</small>	<u>DAILY</u> <u>ENGAGEMENT</u>	<u>TOTAL</u> <u>BUDGET</u>	<u>TOTAL</u> <u>REACH</u> <small>(On average)</small>	<u>TOTAL</u> <u>ENGAGEMENT</u>
Engagement	July 1 <sup>st</sup> , 2025	July 31 <sup>st</sup> , 2025	PKR 1,800	17K	1.2K	PKR 55K	527K	34.5K

# TRAFFIC

## SMART Goal for Traffic Campaign

From **August 1st to August 30th, 2025**, we aim to drive traffic from **300K** existing users to our **Facebook and Instagram pages** by running targeted ad

campaigns, using custom visuals and optimized copy to increase page visits and engagement.

## **Target Audience**

The audience of the traffic campaign is designed by retargeting the audience of the awareness campaign.

### ☐ AGE

20-55

### ☐ DEMOGRAPHICS

- Business and finance
- Food and restaurants
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- Restaurant Owner

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- Travel and tourism Page admins

### ☐ LOCATION

Pakistan

## **Budget Planning**

PKR 65K of the total budget is allocated to the Facebook Traffic campaign. Therefore, the daily budget of this 1-month traffic campaign is PKR 2,100.

## Ad Creatives & Messaging

### □ PRIMARY TEXT

**Looking to Make Your Brand Stand Out Online?**

**At Bloom Branx, we design creative & engaging social media content tailored to elevate your brand's identity and attract real results! From school admission flyers to custom logo designs, and sleek business cards to stunning social media posts — we do it all!**

**Our Services Include:**

- ✓ **School Admission Flyers**
- ✓ **Professional Business Cards**
- ✓ **Custom Logo Designs**
- ✓ **Brochures, Banners & Posters**
- ✓ **Engaging Social Media Content**

**DM us or email [bloombranx@gmail.com](mailto:bloombranx@gmail.com) to get started today!**

**Let's bring your brand to life — visually and strategically.**

- **Ad Copy Alignment**

#### **Alignment with Audience**

~ By listing specific services (e.g., flyers, logos, social media posts), it resonates with people actively looking for design solutions to enhance their **brand identity**.

~ The CTA (“DM us or email...”) invites **immediate contact**, encouraging users who are already interested to take the next step.

### Alignment with Campaign Goals


~ The copy builds interest and communicates value, increasing the **likelihood of users** clicking to the Facebook or Instagram page to learn more or view the portfolio.


~ Phrases like "tailored to elevate your brand" and "we do it all" give users a **reason to explore the page** and see what has been done for others.

~ By showcasing real services and using credible language, the text aligns with the campaign goal of **attracting quality traffic**, not just views.

AD MOCKUPS

Facebook Feed




**Bloom Branx**  
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Looking to Make Your Brand Stand Out Online?

At Bloom Branx, we design creative ...see more







Looking to Make Your Brand Stand Out Online?


Professional Services

Business Flyers  
Professional Logo  
Social Media Posts  
Business Cards

Visit Page

 Like

 Comment

 Share

Instagram Feed

Instagram



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...



Visit Instagram profile



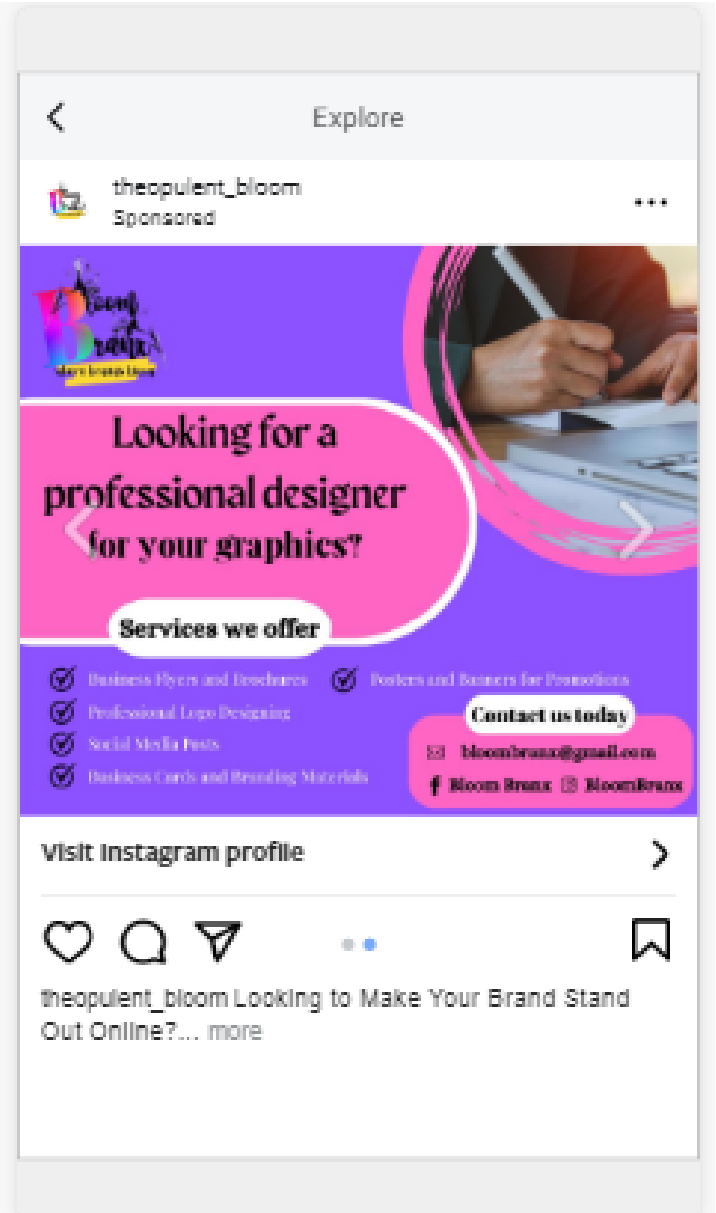


theopulent\_bloom Looking to Make Your Brand Stand Out Online?... more

## Instagram Stories




## Instagram Explore



## Instagram Reels

# Reels



Looking for a professional designer for your graphics?


Services we offer

- Business Plans and Brochures
- Posters and Banners for Promotions
- Professional Logo Designing
- Social Media Posts
- Business Cards and Branding Materials

Contact us today

[bloombranz@gmail.com](mailto:bloombranz@gmail.com)

[f Bloom Branz](#) [@ BloomBranz](#)



theopulent\_bloom

Follow

Visit Instagram profile

Looking to Make Your Brand Stand Out ...

Sponsored

## Instagram Profile Feed

kaiblu

Posts

theopulent\_bloom Sponsored



Creative & Engaging  
**SOCIAL MEDIA CONTENT**  
For Your Brand

WHAT WE OFFER

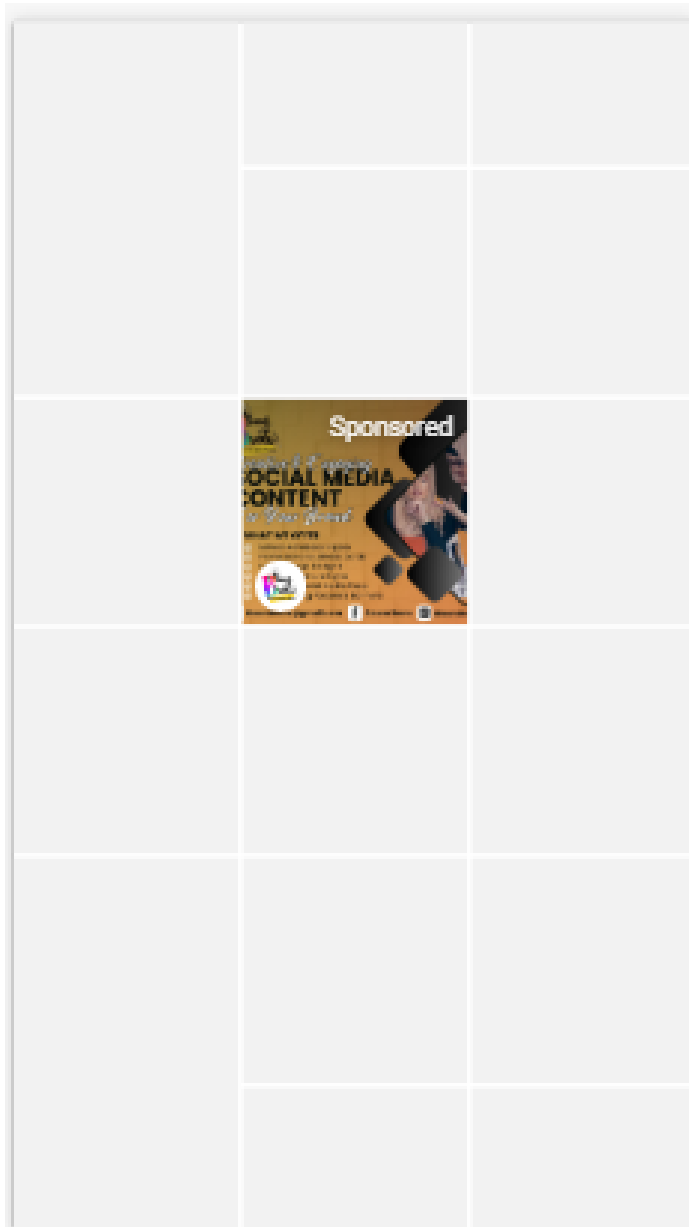
- School Admission Flyers
- Professional Business Cards
- Custom Logo Designs
- Various Brochure Styles
- Engaging Social Media Posts
- Eye-Catching Posters & Banners

[bloombranz@gmail.com](mailto:bloombranz@gmail.com) [f Bloom Branz](#) [@ BloomBranz](#)

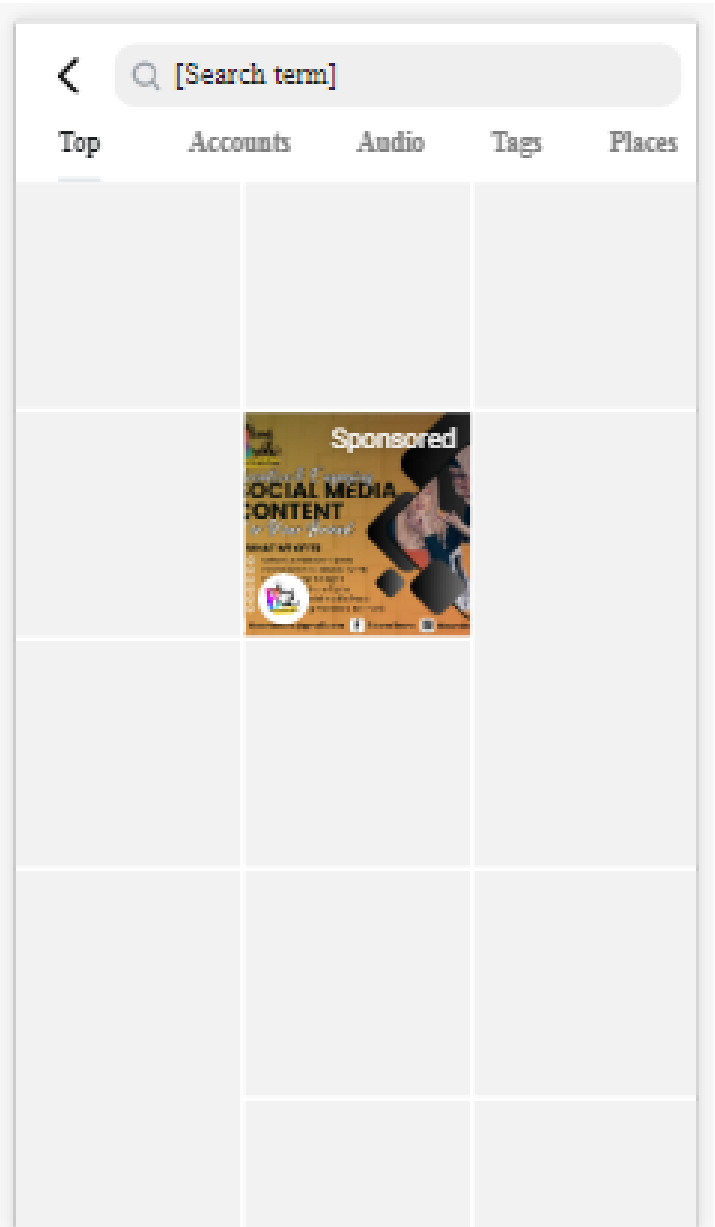
Visit Instagram profile

theopulent\_bloom Looking to Make Your Brand Stand Out Online?... more

## Instagram Explore



## Instagram Search Result





# Performance Metrics

## Landing Page Views:

Number of users who clicked and waited for the page to load.

## Impressions:

Total number of times the ad was shown.

## Reach:

Unique users who saw the ad.

# CAMPAIGN CALENDER

<u>CAMPAIGN</u> <u>NAME</u>	<u>START</u> <u>DATE</u>	<u>END</u> <u>DATE</u>	<u>DAILY</u> <u>BUDGET</u>	<u>DAILY</u> <u>REACH</u> <small>(On average)</small>	<u>TOTAL</u> <u>BUDGET</u>	<u>TOTAL</u> <u>REACH</u> <small>(On average)</small>
Traffic	August 1 <sup>st</sup> , 2025	August 30 <sup>th</sup> , 2025	PKR 2,100	16.1K	PKR 65K	483K

# GOOGLE ADS

# YOUTUBE

## SMART Goal for YouTube Campaign

From June 1<sup>st</sup> to June 30<sup>th</sup>, 2025, our goal is to reach at least 25 B new users to spread awareness using our brand message through a YouTube campaign.

## **Budget Planning**

A budget of PKR 70K is allocated to the YouTube campaign.

### **Cost Per View (CPV)**

Cost per view is PKR 2.

## **Demographics**

### ☐ **Gender**

- Male
- Female
- Unknown

### ☐ **Age**

25- 64

### ☐ **Life Event**

- Business Creation
- Starting a Business Soon
- Recently Started a Business
- Business Services

### ☐ **Detailed Demographics**

- Education Sector
- Healthcare Industry
- Construction Industry
- Hospitality Industry
- Real Estate Industry

## **Keyword Strategy**

- hire a digital marketer
- digital marketing services
- freelance digital marketer
- social media marketing expert
- seo services for business
- online marketing help
- professional digital marketing
- marketing expert for small business
- affordable digital marketing
- digital marketing for startups
- marketing for real estate business
- seo for local business
- social media ads for small business
- how to promote my business online
- grow my business with marketing
- need help with digital marketing
- who can run my social media
- marketing agency near me
- best freelance marketer
- marketing strategy for my brand

## **Topics**

- Science
- Shopping & Retailers
- Sports
- Travel & Transportation
- World Localities
- Real Estate

- People & Society
- News
- Jobs & Education
- Food & Drink
- Business & Industrial
- Beauty & Fitness

## **Ad Creatives & Messaging**

### ☐ HEADING

Digital Marketing Services

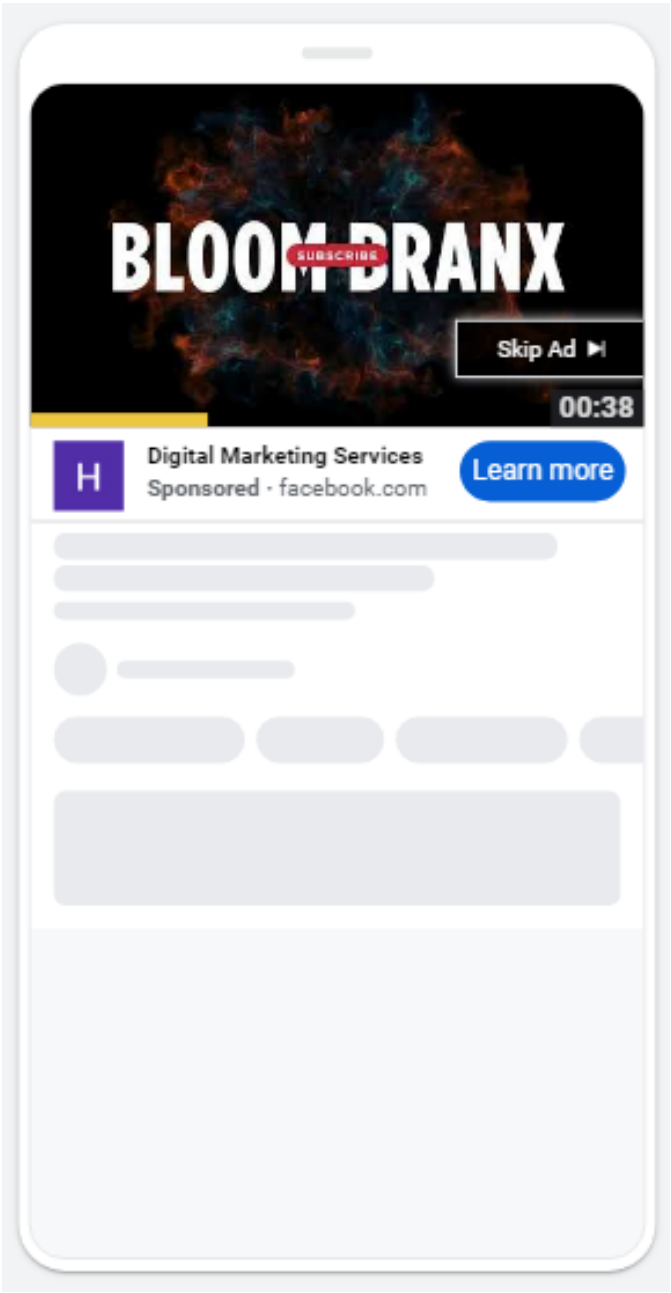
### ☐ LONG HEADLINE

Grow Your Business With BLOOM BRANX

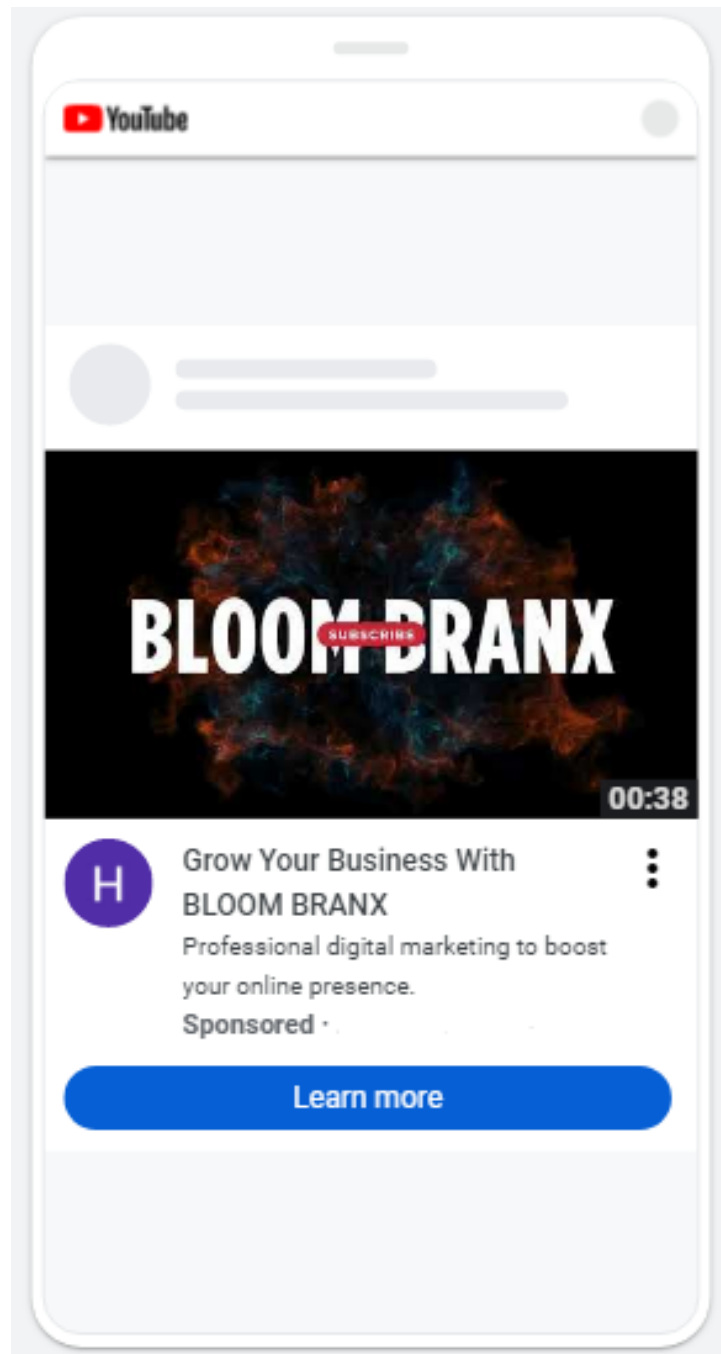
### ☐ DESCRIPTION

Professional digital marketing to boost your online presence.

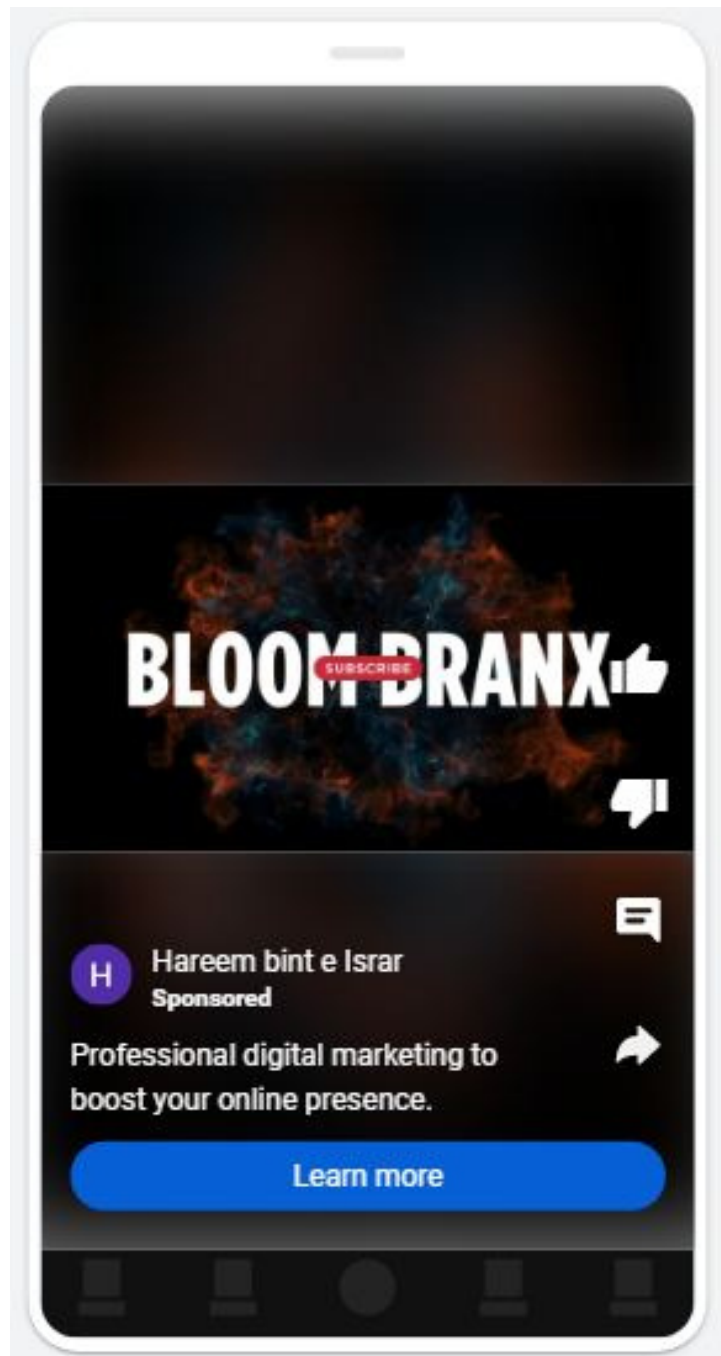
In-stream



## In-feed Video



## Shorts



# CAMPAIGN CALENDER

<u>CAMPAIGN NAME</u>	<u>START DATE</u>	<u>END DATE</u>	<u>DAILY BUDGET</u>	<u>AVERAGE CPC</u>	<u>UNIQUE REACH</u> <small>(On average)</small>	<u>TOTAL VIEWS</u> <small>(On average)</small>	<u>TOTAL IMPRESSION</u> <small>(On average)</small>	<u>TOTAL BUDGET</u>
YouTube	June 1 <sup>st</sup> ,2025	June 30 <sup>th</sup> , 2025	PKR 2.3K	PKR 0.06 - 1.00	114K	72K	116.5K	PKR 30K

## DISPLAY

### SMART Goal for Display Campaign

From July 1<sup>st</sup> to July 30<sup>th</sup>, 2025, our goal is to reach those people who are in search of digital marketing for their business or brand.

### Target Audience

#### ☐ Affinity

- Technology
- Sports & Fitness
- Banking & Finance
- Media & Entertainment
- News & Politics

#### ☐ In-market

- Financial Services
- Education

#### ☐ Life events

- Business Creation



## **Target Topics**

- World Localities
- Sports
- Shopping & Retailers
- Science
- Real Estate
- People & Society
- Online Communities
- News
- Law & Government
- Jobs & Education
- Internet & Telecom
- Health
- Finance
- Computers & Electronics
- Business & Industrial
- Beauty & Fitness
- Arts & Entertainment

## **Budget Planning**

PKR 50K of the total budget is allocated to the Google Ads Search campaign. Therefore, the daily budget of this 1-month search campaign is PKR 1.6 K.

### **Cost Per 1,000 Impression (CPM)**

Cost per impression is set to PKR 2.

## Ad Creatives & Messaging

### ☐ Headlines

- Boost Your Business Today
- Hire a Digital Marketer
- Grow Online With Experts
- Get More Clients Now
- Marketing That Works

### ☐ Long Headline

Need Help Marketing Your Business? Let a Pro Handle It for You.

### ☐ Descriptions

- Let a digital marketing expert grow your business with smart online strategies.
- Boost your brand online with SEO, ads, and social media marketing services.
- Reach more customers and grow faster with expert digital marketing help.
- Affordable marketing solutions to promote your business the right way.
- Grow online and get real results with professional digital marketing.

## CAMPAIGN CALENDER

<u>CAMPAIGN NAME</u>	<u>START DATE</u>	<u>END DATE</u>	<u>DAILY BUDGET</u>	<u>AVERAGE CPC</u>	<u>RESULTS</u>	<u>TOTAL BUDGET</u>
Display	July 1 <sup>st</sup> , 2025	July 30 <sup>th</sup> , 2025	PKR 1.6 K	PKR 2	Not Available	PKR 50K

# SEARCH

## SMART Goal for Search Campaign

From August 1<sup>st</sup> to August 30<sup>th</sup>, 2025, our goal is to reach at least 1,000 new users searching for digital marketing services for their business or brand.

## Target Audience

The audience of the search campaign includes

- Education Sector
- Healthcare Industry
- Real Estate Industry
- Advertising & Marketing Services
- Business Services
- Business Professionals

## Budget Planning

PKR 30K of the total budget is allocated to the Google Ads Search campaign. Therefore, the daily budget of this 1-month search campaign is PKR 1 K.

## Cost Per Click (CPC)

The average CPC is PKR 5.

# **Keyword Strategy**

## **☐ Target keywords**

The keywords were selected to match common search terms used by those seeking digital marketing and content creation services.

- digital marketing
- digital marketing services
- social media content creation
- online marketing agency
- social media post design services
- custom social media graphics
- digital marketing solutions for startups
- marketing services for businesses
- professional digital marketing help
- hire digital marketing expert online
- creative content design agency
- affordable content creation for Instagram
- flyer and banner design for social media
- remote content design services

## **☐ Negative Keywords**

Negative keywords are selected to refine the audience.

- free
- jobs
- tutorial
- how to create content

# Ad Creatives & Messaging

## ☐ **Headlines**

- Social Media Manager
- Social Media Content Creator
- Digital Marketing Services
- Social Media Graphic Design
- Boost Your Content
- Online Marketing Agency
- Digital Marketing Experts
- Digital Marketing Solution

## ☐ **Descriptions**

- Affordable marketing for small businesses. Drive traffic and sales now.
- Social media content for small brands. Reach more people easily.
- Custom content to grow your small business online. Get noticed today!

## ☐ **Ad Copy Alignment**

### **Ad Copy Relevance**

Headlines and descriptions use **common search terms** and highlight key services to match user intent.

### **Goal Alignment**

Designed to drive traffic and increase visibility by offering clear solutions and **strong calls to action**.

# CAMPAIGN CALENDER

<u>CAMPAIGN NAME</u>	<u>START DATE</u>	<u>END DATE</u>	<u>DAILY BUDGET</u>	<u>WEEKLY COST</u>	<u>AVERAGE CPC</u>	<u>WEEKLY CLICKS</u> <small>(On average)</small>	<u>TOTAL BUDGET</u>
Search	August 1 <sup>st</sup> , 2025	August 30 <sup>th</sup> , 2025	PKR 1 K	PKR 1,001	PKR 5.01	200	PKR 30K