

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 1st to June 30th, 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 Branz
Sponsored • 0

Looking to upgrade your content? 🌟
From eye-catching logos to social media posts,
Bloom Branz 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

**LIFT
TO
THE
NEXT
LEVEL**

CONTACT NOW

bloombranz@gmail.com
Bloom Branz
BloomBranz

MESSENGER
Your Brand
Deserves... **Learn more**

Like Comment Share

Instagram Feed

Instagram

theopulent_bloom
Sponsored

We Are
**CONTENT
CREATORS**

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

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Learn more

Heart Comment Share

theopulent_bloom Your Brand Deserves Stunning Content... more

Instagram Stories

theopulent_bloom
Sponsored · Expand story

**We Are
CONTENT
CREATORS**

SERVICES WE PROVIDE

- School Admission Flyers
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- Brochures (All Types)
- Social Media Posts
- Posters & Banners

CONTACT NOW!

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Bloom Branz
BloomBranz

Your Brand Deserves Stunning Content... [more](#)

LEARN MORE

Facebook Video Feeds

Bloom Branz
Sponsored

GRAB THE OPPORTUNITY

LIFTING YOUR BRAND TO NEW HEIGHTS

WANT DESIGNS THAT FLOURISH YOUR BRAND??

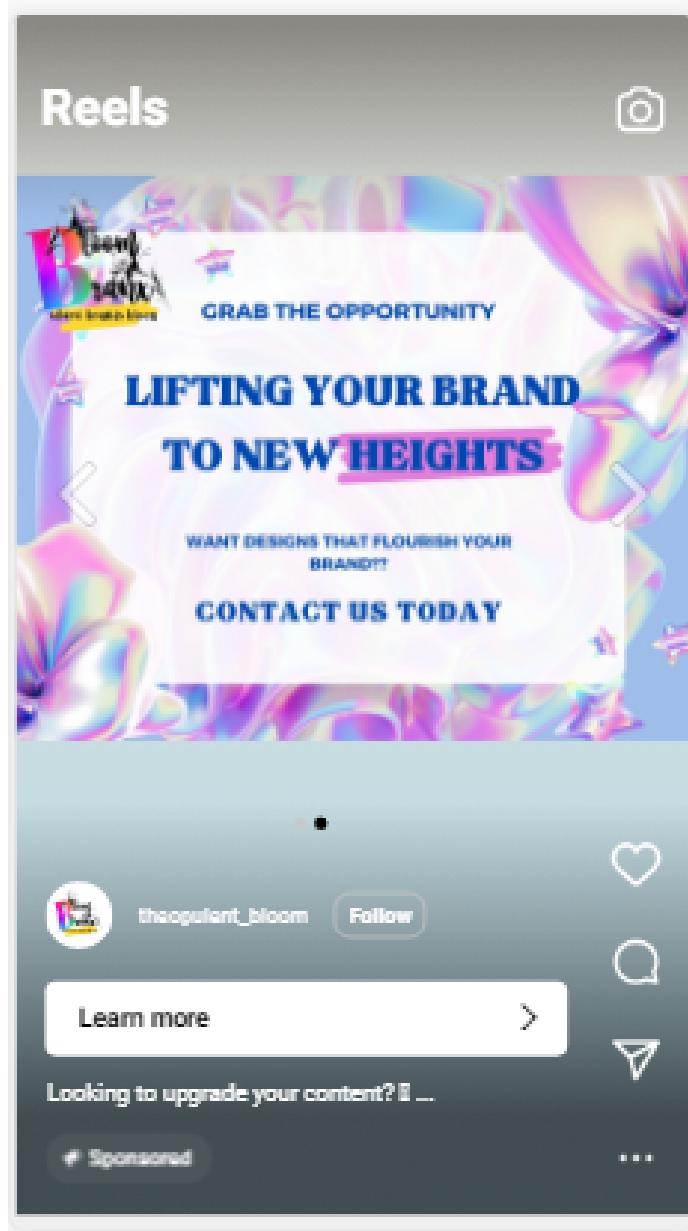
CONTACT US TODAY

Looking to upgrade your content? From eye-catching logos to social ...[see more](#)

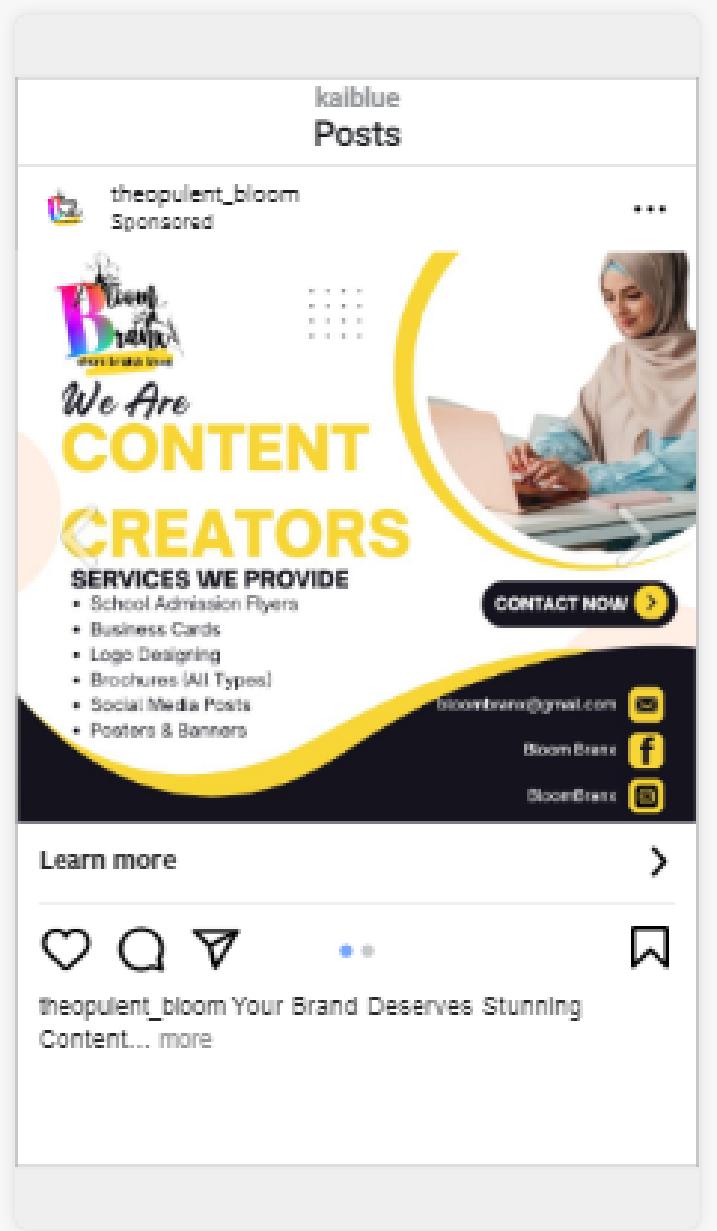
Learn more

Like **Comment** **Share**

Instagram Reels

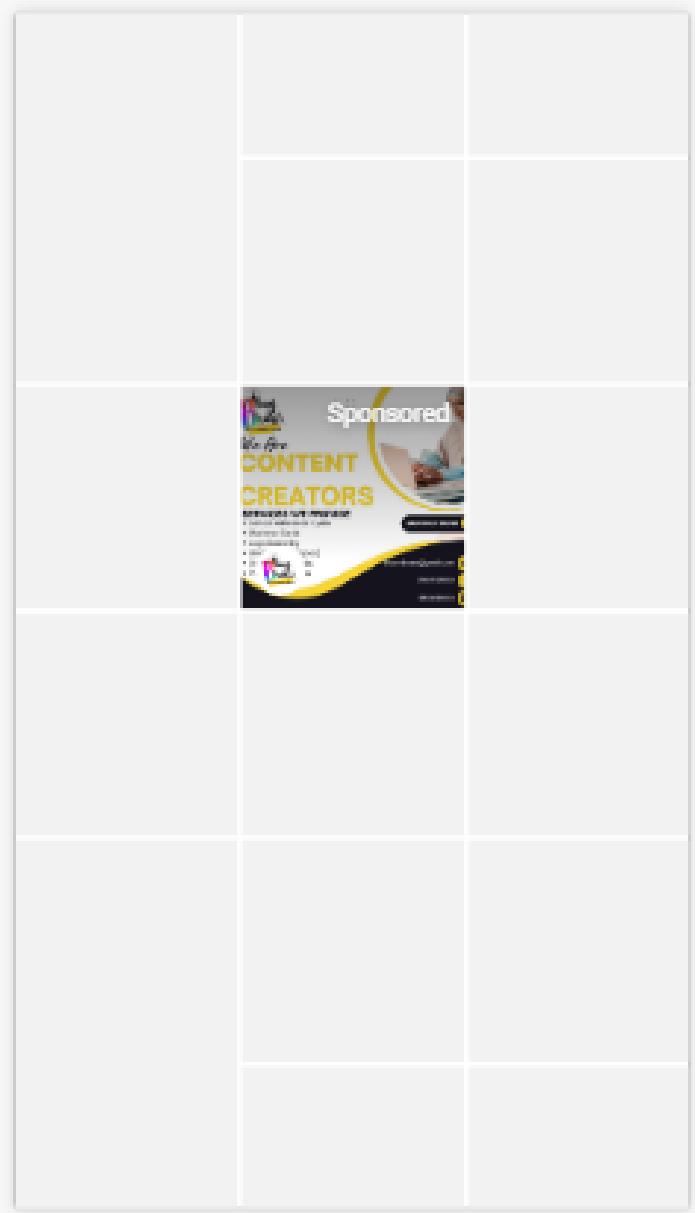
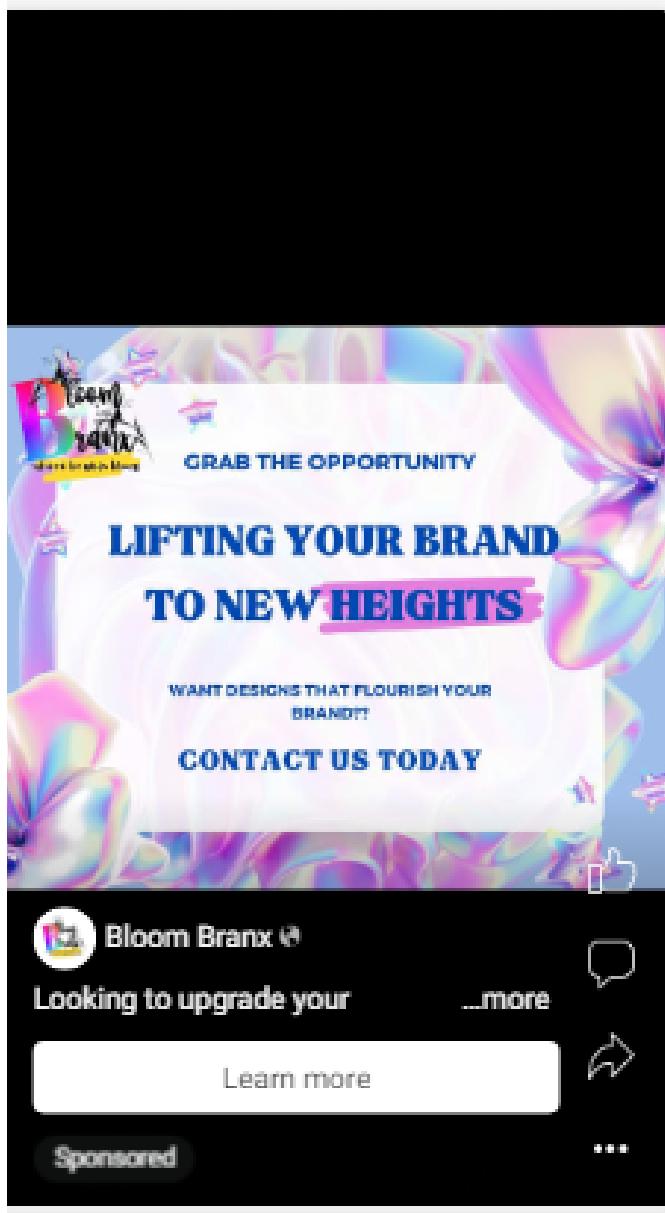


Instagram Profile Feed



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 CALENDAR

<u>CAMPAGN NAME</u>	<u>START DATE</u>	<u>END DATE</u>	<u>DAILY BUDGET</u>	<u>DAILY REACH</u> (On average)	<u>TOTAL BUDGET</u>	<u>TOTAL REACH</u> (On average)
Awareness	June 1 st , 2025	June 30 th , 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 retargeting 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:

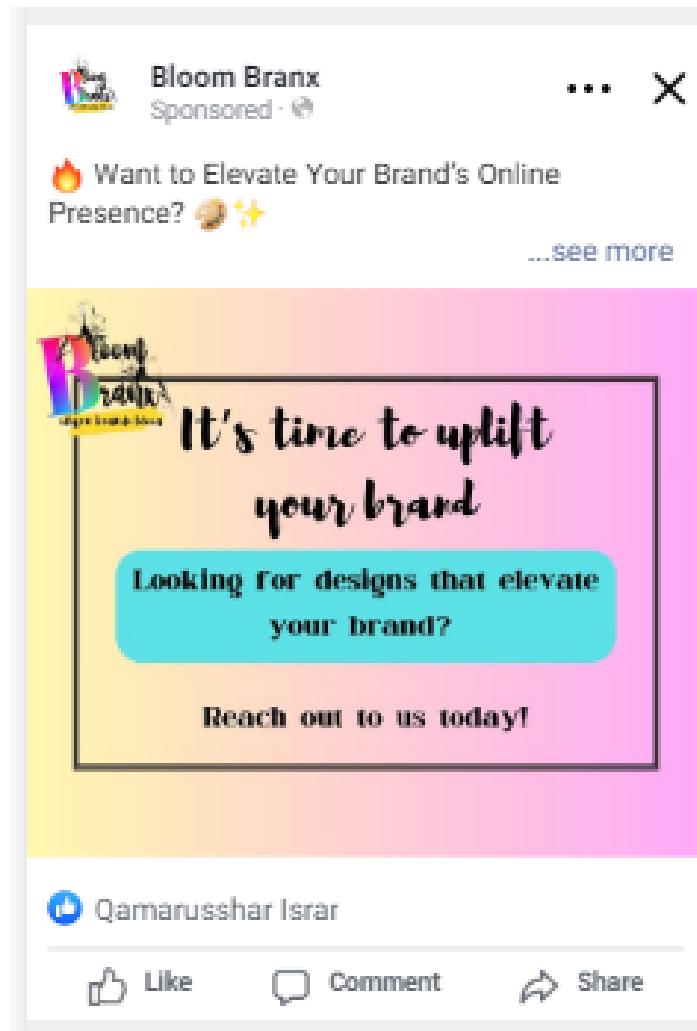
- ~ Highlighting **key services** (e.g., social media graphics, flyers, reels)
- ~ Using **benefit-driven language** like “enhance engagement” and “attract more customers”
- ~ Ending with a clear **call to action**

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



Bloom Branx
Sponsored

Want to Elevate Your Brand's Online Presence? 🌟

... see more

It's time to uplift your brand

Looking for designs that elevate your brand?

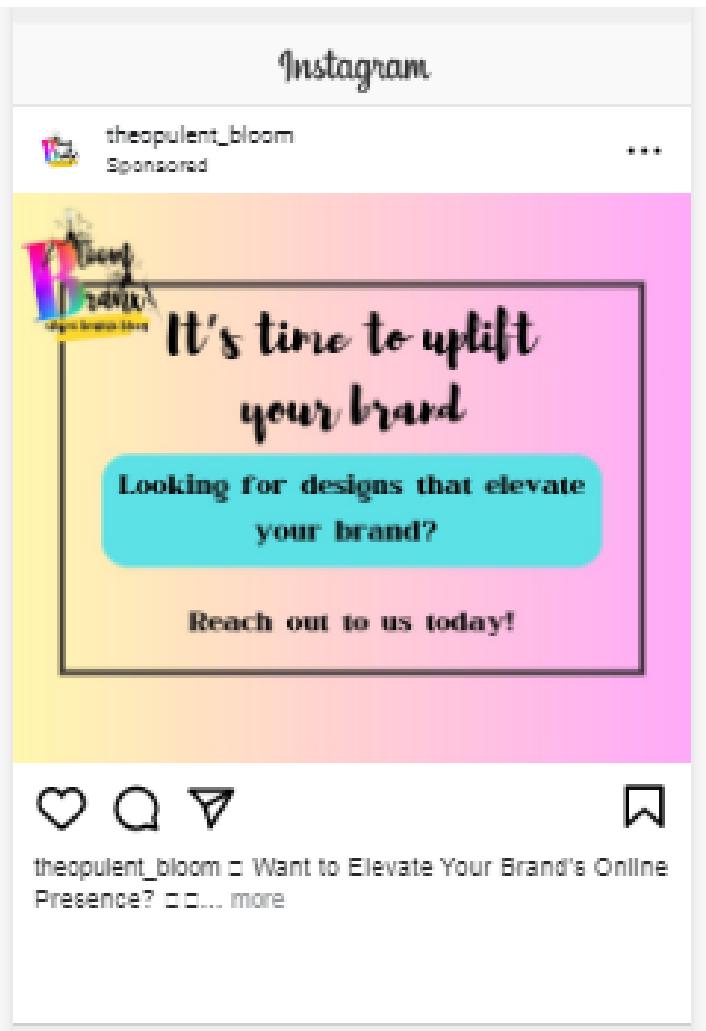
Reach out to us today!

Qamarusshar Israr

Like Comment Share

This Facebook ad for Bloom Branx features a yellow-to-pink gradient background. The main message is "It's time to uplift your brand" in a large, elegant script font. Below it, a teal button contains the text "Looking for designs that elevate your brand?". At the bottom, there's a call to action: "Reach out to us today!". The ad is sponsored by "Bloom Branx" and includes a link to their Instagram page.

Instagram Feed



Instagram

theopulent_bloom
Sponsored

It's time to uplift your brand

Looking for designs that elevate your brand?

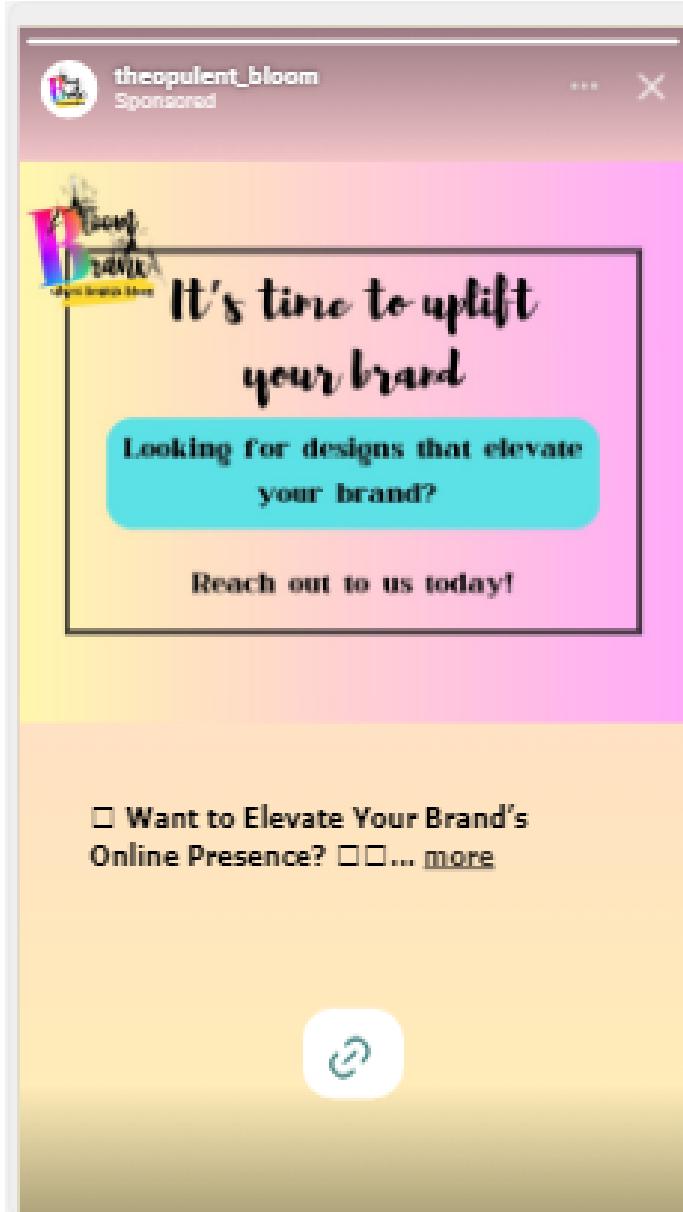
Reach out to us today!

Heart Comment Share Save

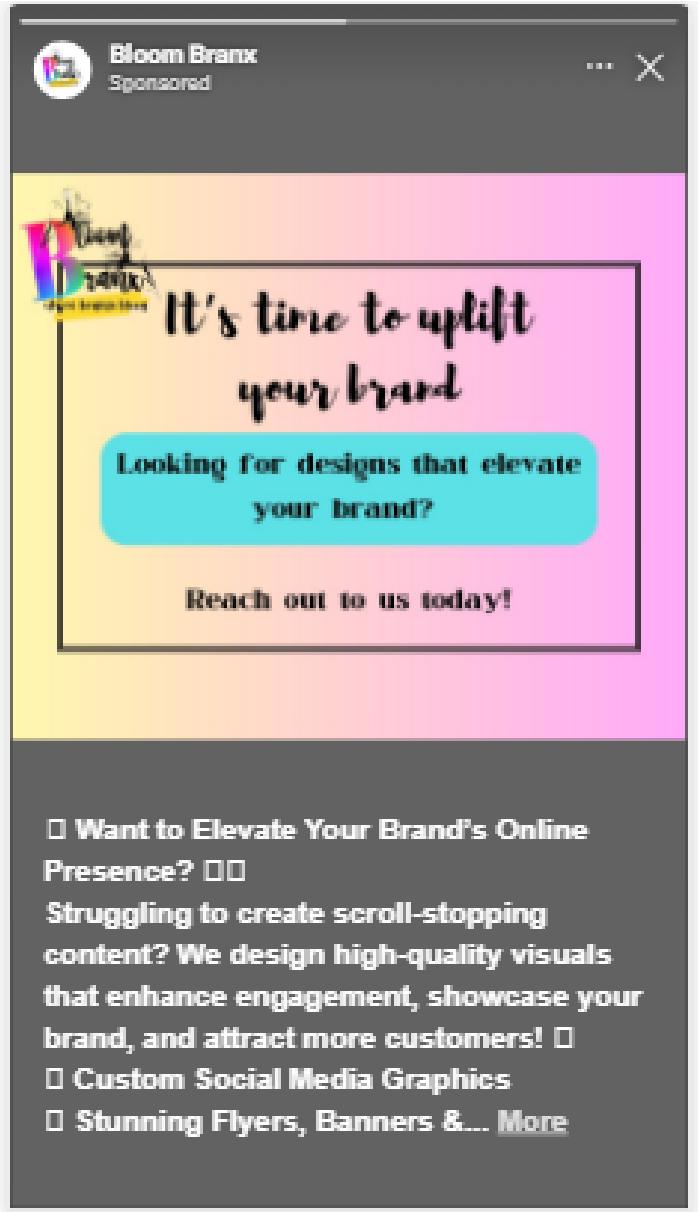
theopulent_bloom • Want to Elevate Your Brand's Online Presence? ... more

This Instagram post from "theopulent_bloom" features a yellow-to-pink gradient background. It contains the same promotional text as the Facebook ad: "It's time to uplift your brand", "Looking for designs that elevate your brand?", and "Reach out to us today!". The post is sponsored by "theopulent_bloom" and includes a link to their Instagram page. It also includes standard Instagram interaction icons like heart, comment, share, and save.

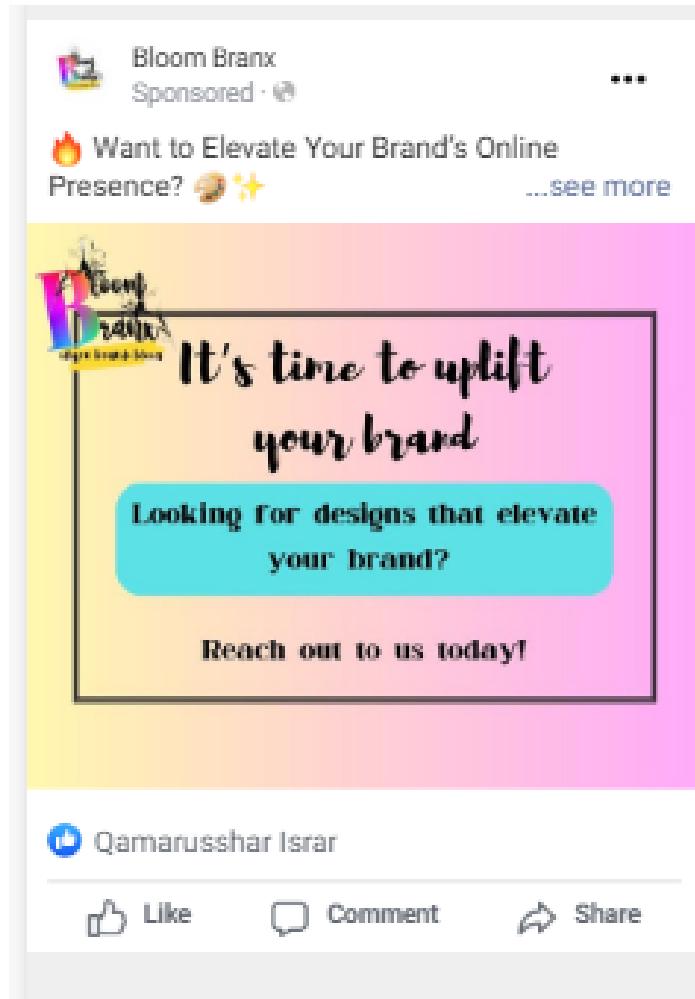
Instagram Stories



Facebook Stories



Facebook Video Feeds



Bloom Brax
Sponsored · ②

Want to Elevate Your Brand's Online Presence? 🎉...

It's time to uplift your brand

Looking for designs that elevate your brand?

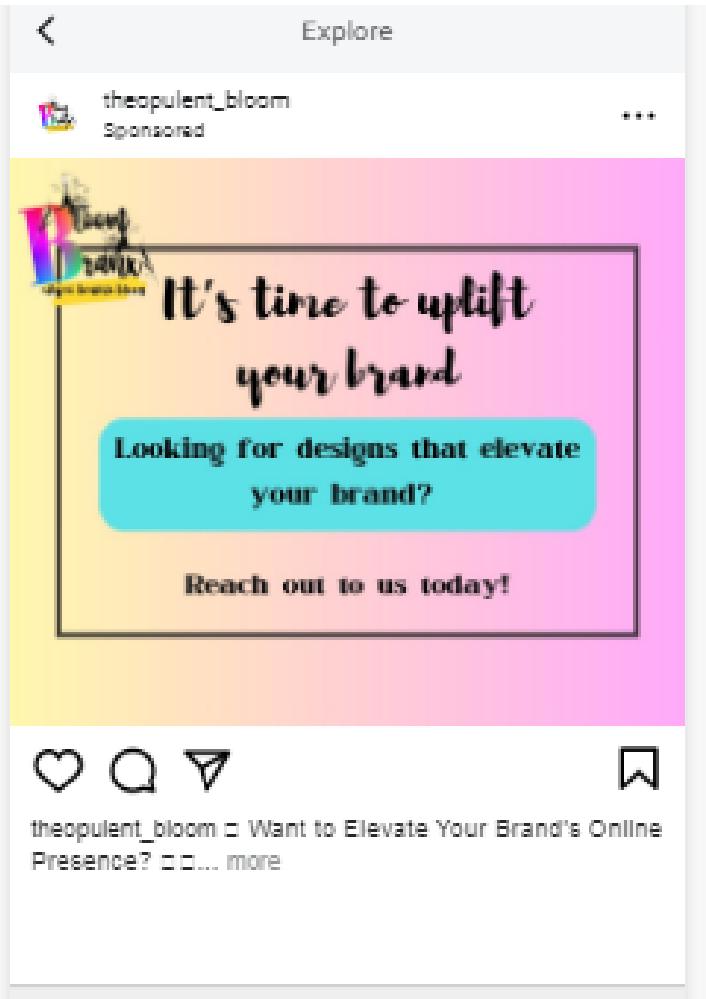
Reach out to us today!

Qamarusshar Israr

Like Comment Share

A Facebook video feed from 'Bloom Brax' featuring a sponsored post. The post includes a call-to-action for elevating online presence and highlights a service that uplifts brands. It ends with a prompt to reach out.

Instagram Explore



Explore

theopulent_bloom
Sponsored

It's time to uplift your brand

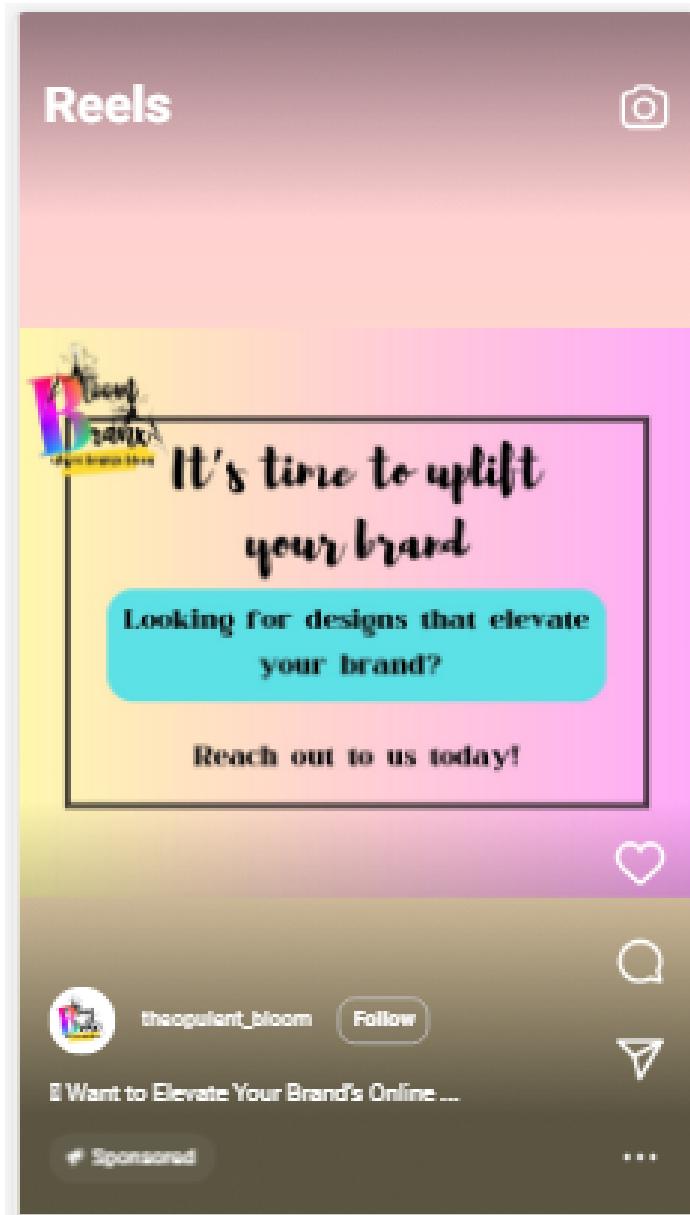
Looking for designs that elevate your brand?

Reach out to us today!

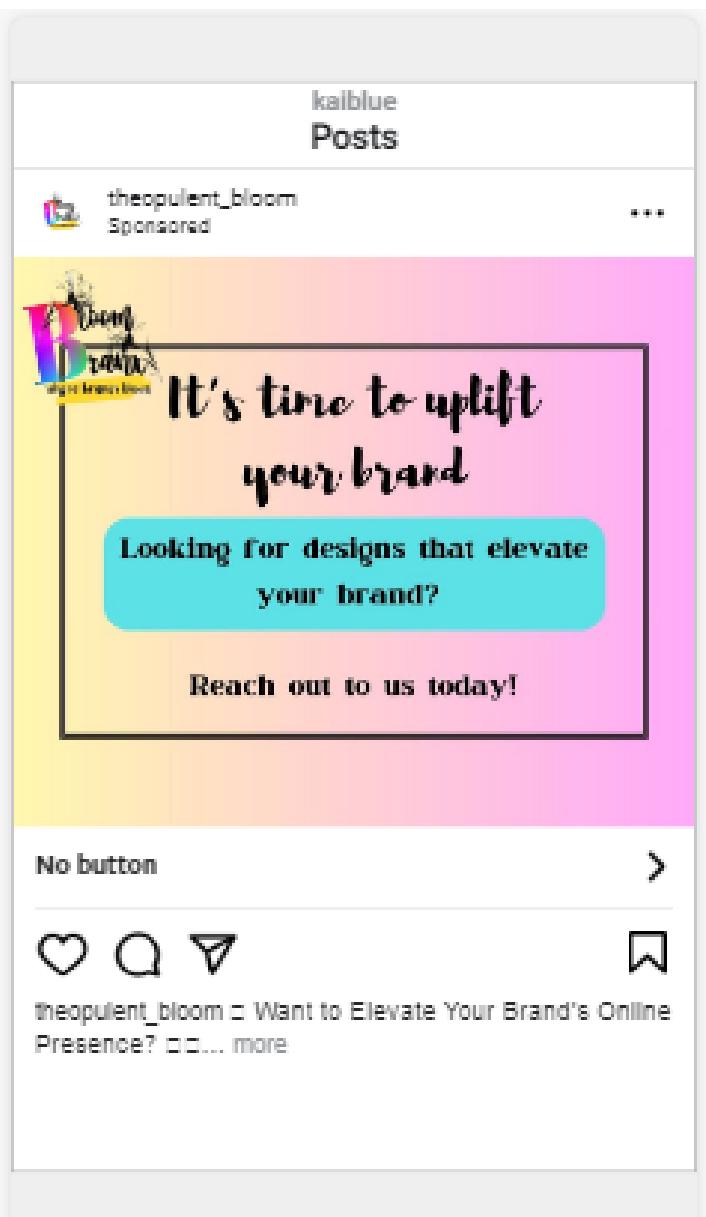
theopulent_bloom · Want to Elevate Your Brand's Online Presence? ... more

A Instagram explore feed from 'theopulent_bloom' featuring a sponsored post. The post promotes a service that uplifts brands and encourages users to reach out. It includes a call-to-action for looking for designs that elevate brands.

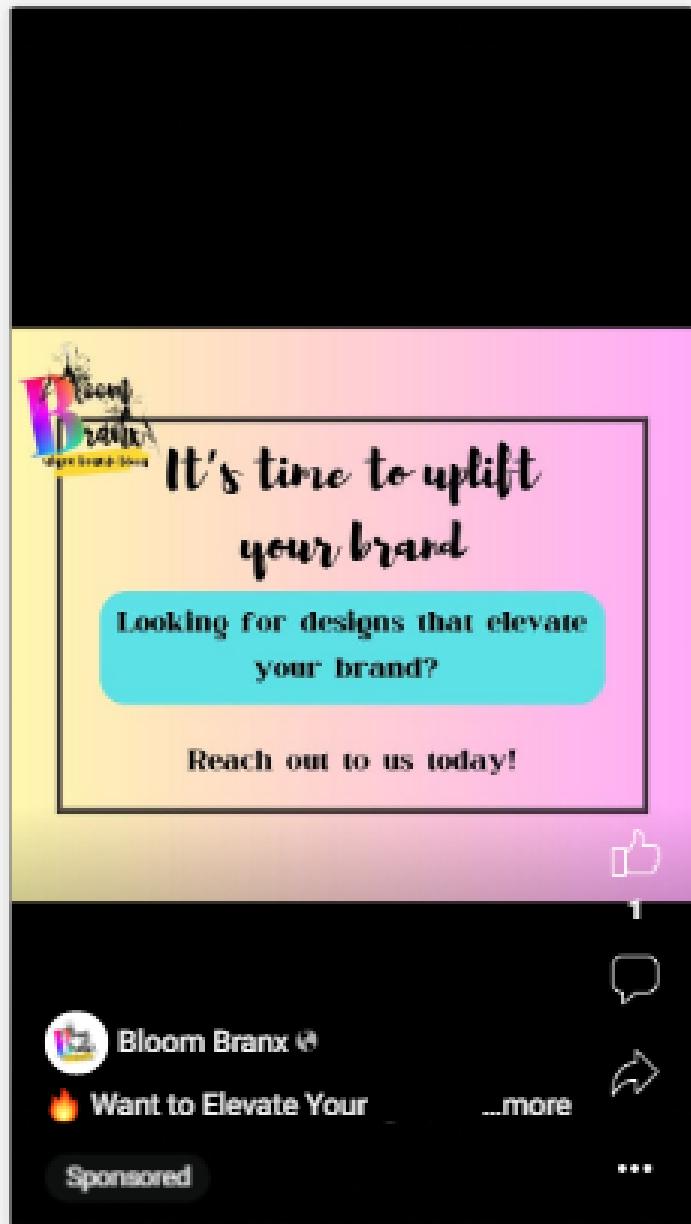
Instagram Reels



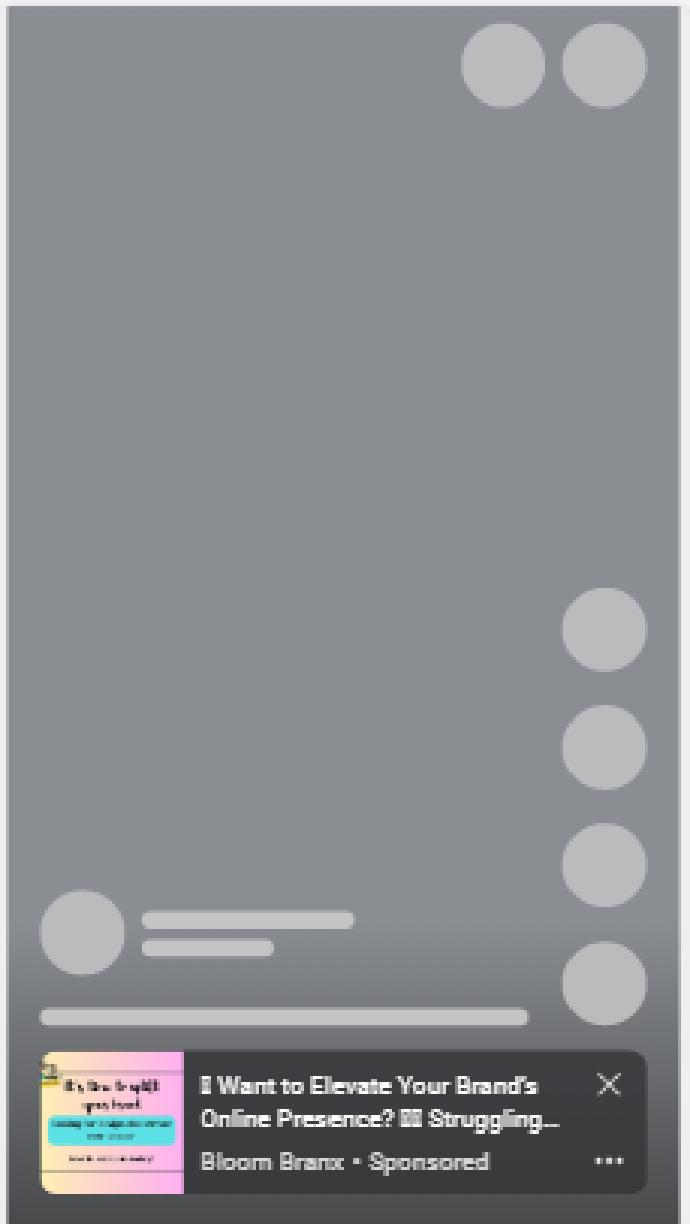
Instagram Profile Feed



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 CALENDAR

<u>CAMPAGIN NAME</u>	<u>START DATE</u>	<u>END DATE</u>	<u>DAILY BUDGET</u>	<u>DAILY REACH</u> <small>(On average)</small>	<u>DAILY ENGAGEMENT</u>	<u>TOTAL BUDGET</u>	<u>TOTAL REACH</u> <small>(On average)</small>	<u>TOTAL ENGAGEMENT</u>
Engagement	July 1 st , 2025	July 31 st , 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
- Healthcare and medical services
- Restaurant Owner

ONLINE ACTIVITY

- Small business (business & finance)
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BEHAVIOURS

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- Health and beauty Page admins
- 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 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**.

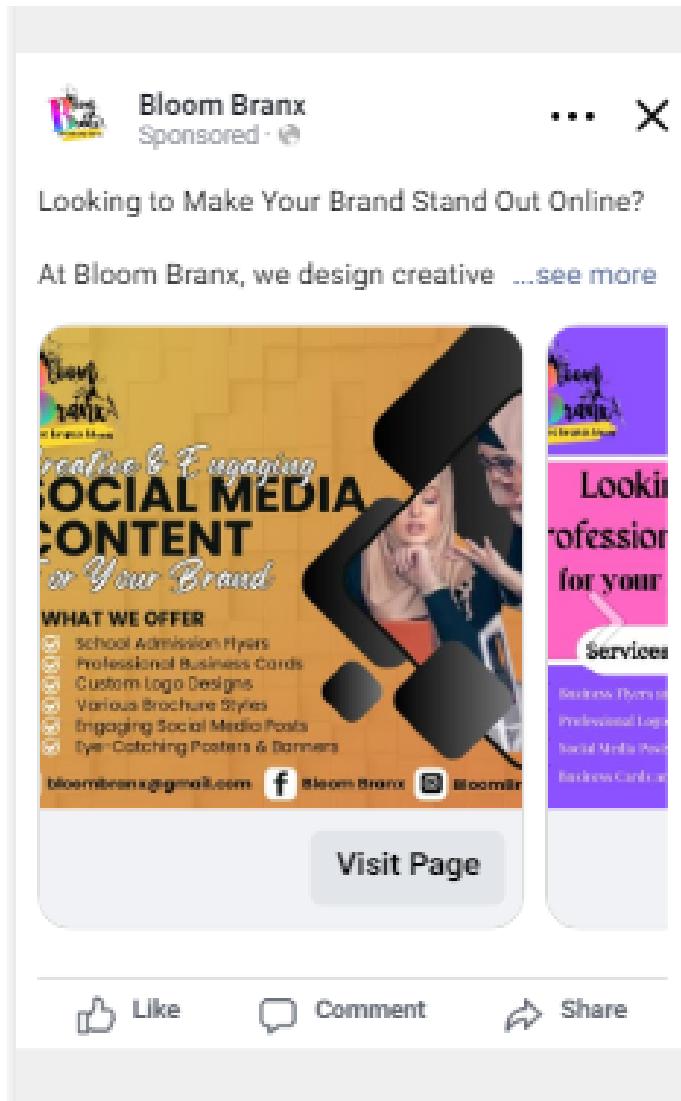
~ The CTA ("DM us or email...") invites **immediate contact**, encouraging users who are already interested to take the next step.

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 Sponsored · 1h ago

Looking to Make Your Brand Stand Out Online?

At Bloom Branx, we design creative ...[see more](#)

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

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[Visit Page](#)

Like Comment Share

Instagram Feed



theopulent_bloom Sponsored

Creative & Engaging SOCIAL MEDIA CONTENT For Your Brand

WHAT WE OFFER

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- Engaging Social Media Posts
- Eye-Catching Posters & Banners

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[Visit Instagram profile](#)

Heart Comment Share

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Instagram Stories



theopulent_bloom
Sponsored · Expand story

Bloom Bronx
Social Design Studio

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

WHAT WE OFFER:

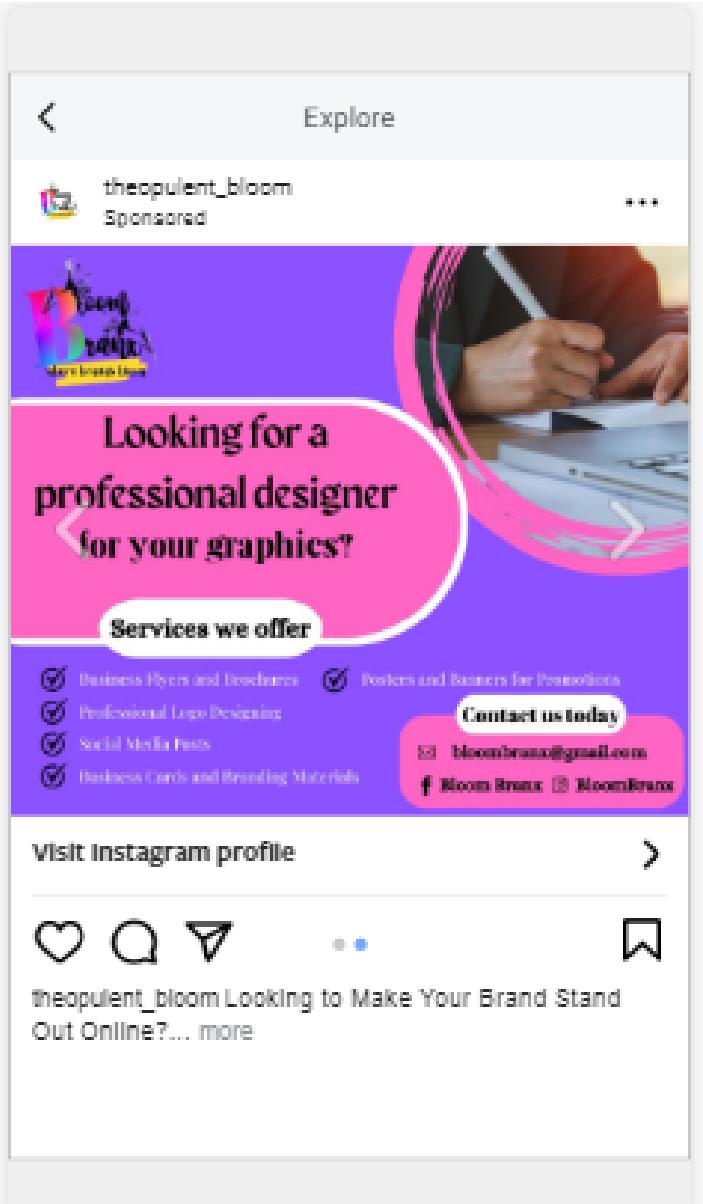
- School Admission Flyers
- Professional Business Cards
- Custom Logo Designs
- Various Brochure Styles
- Engaging Social Media Posts
- Eye-Catching Posters & Banners

bloombronx@gmail.com [f Bloom Bronx](#) [bloomBronx](#)

Looking to Make Your Brand Stand Out Online?... [more](#)

[@VISIT INSTAGRAM PROFILE](#)

Instagram Explore



Explore

theopulent_bloom
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Bloom Bronx
Social Design Studio

Looking for a professional designer for your graphics?

Services we offer:

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

Contact us today

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Visit Instagram profile

[Heart](#) [Comment](#) [Share](#) • 1

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Instagram Reels

Reels

Bloom Bronx Graphic Design Studio

Looking for a professional designer for your graphics?

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- Professional Logo Designing
- Social Media Posts
- Business Cards and Branding Materials
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Follow

Visit Instagram profile

Looking to Make Your Brand Stand Out ...

Sponsored

Instagram Profile Feed

kalblue Posts

theopulent_bloom Sponsored

Bloom Bronx Graphic Design Studio

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

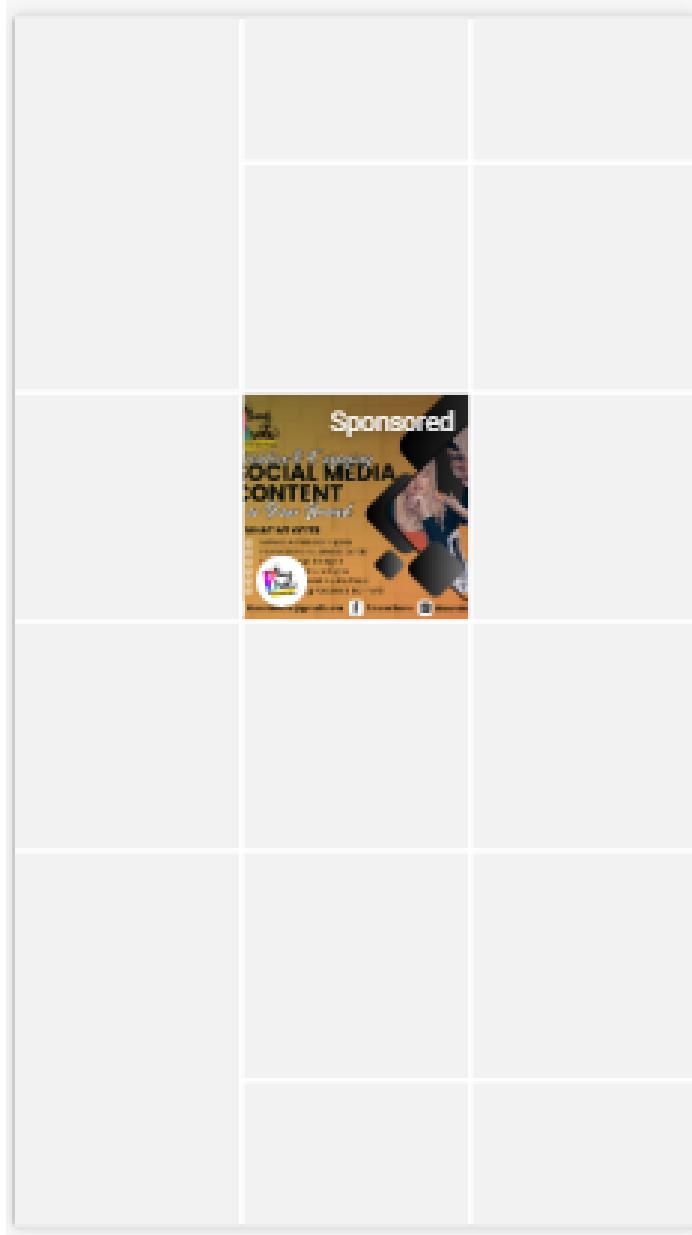
bloombronx@gmail.com [@Bloom_Bronx](#) [BloomBronx](#)

Visit Instagram profile

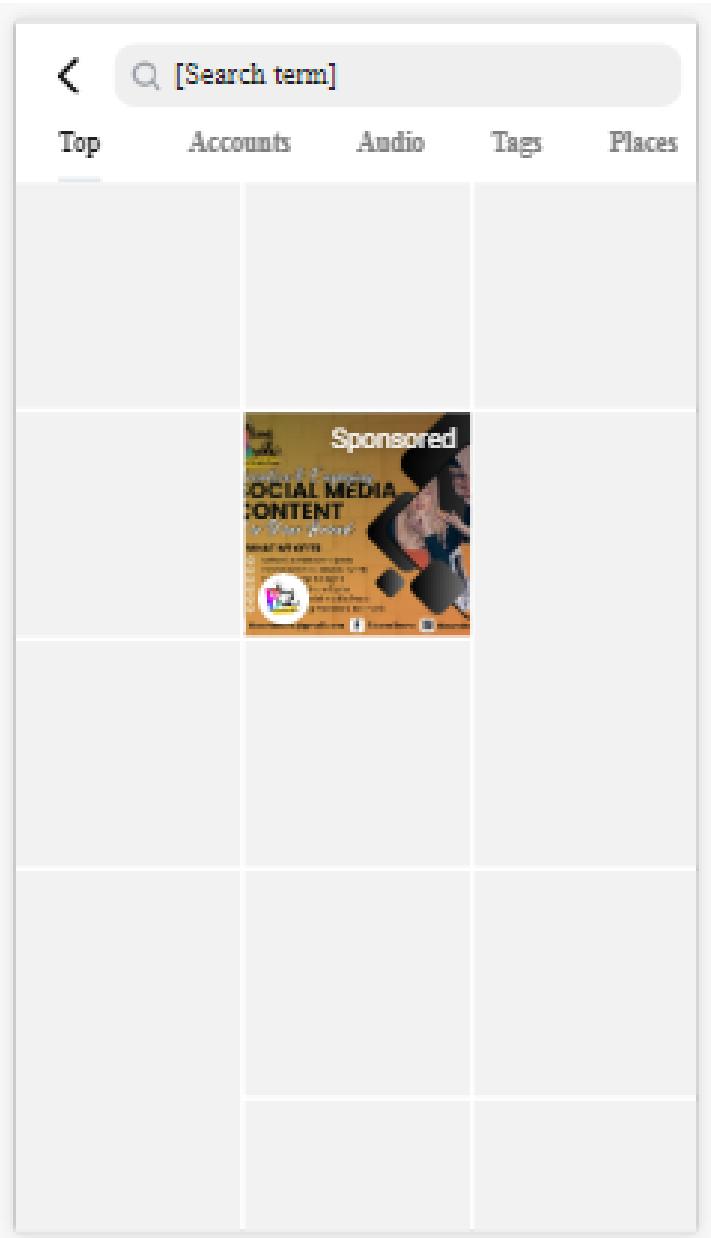
Like Comment Share

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 CALENDAR

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

GOOGLE ADS

YOUTUBE

SMART Goal for YouTube Campaign

From June 1st to June 30th, 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

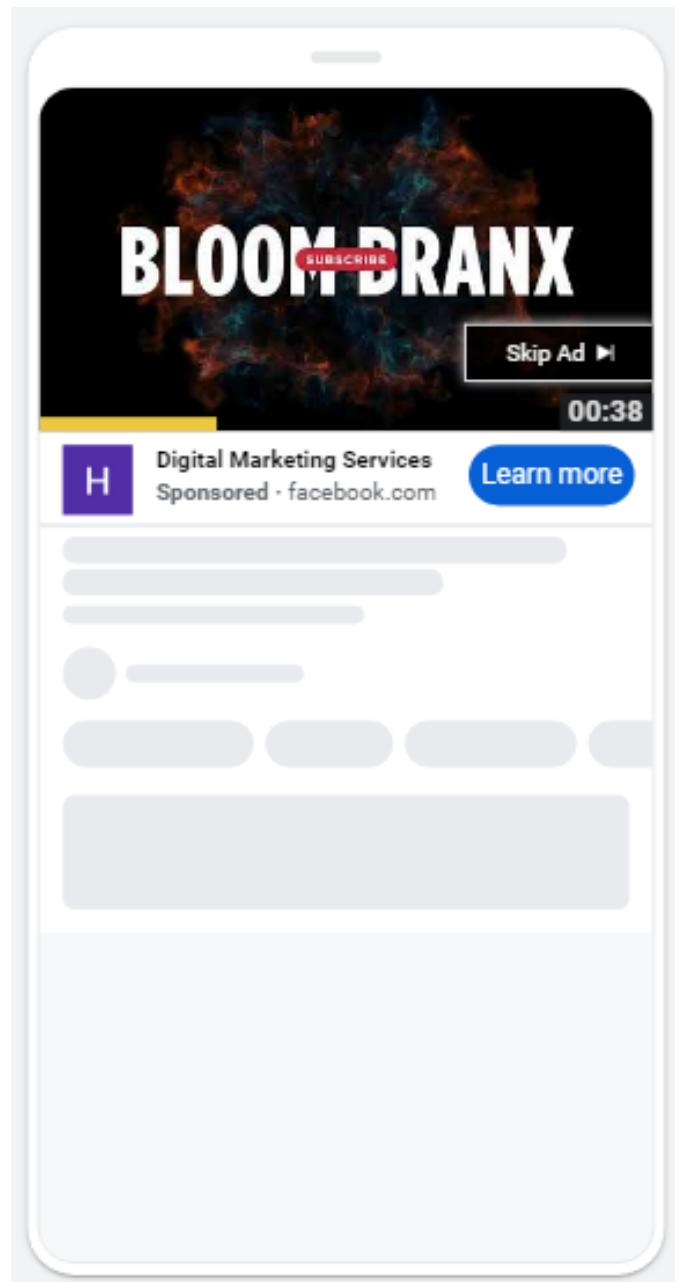
Grow Your Business With BLOOM BRANX

DESCRIPTION

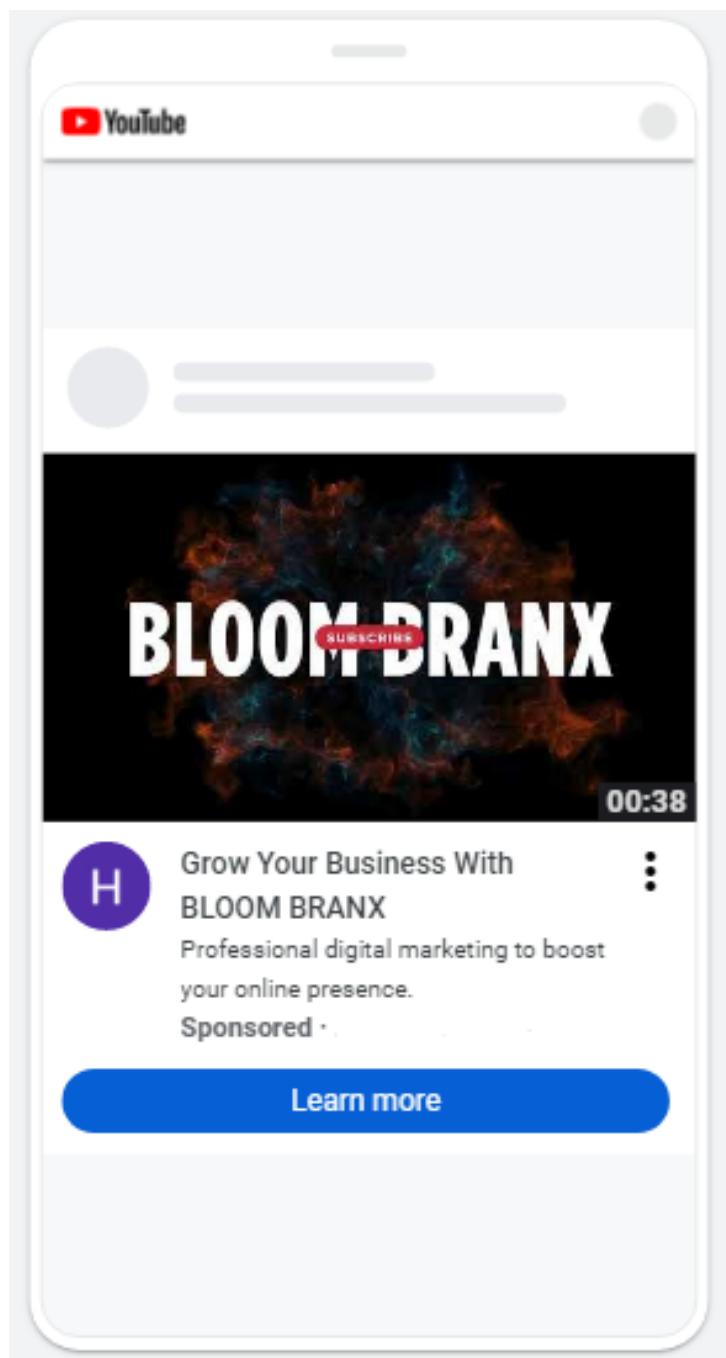
Professional digital marketing to boost your online presence.

AD MOCKUP

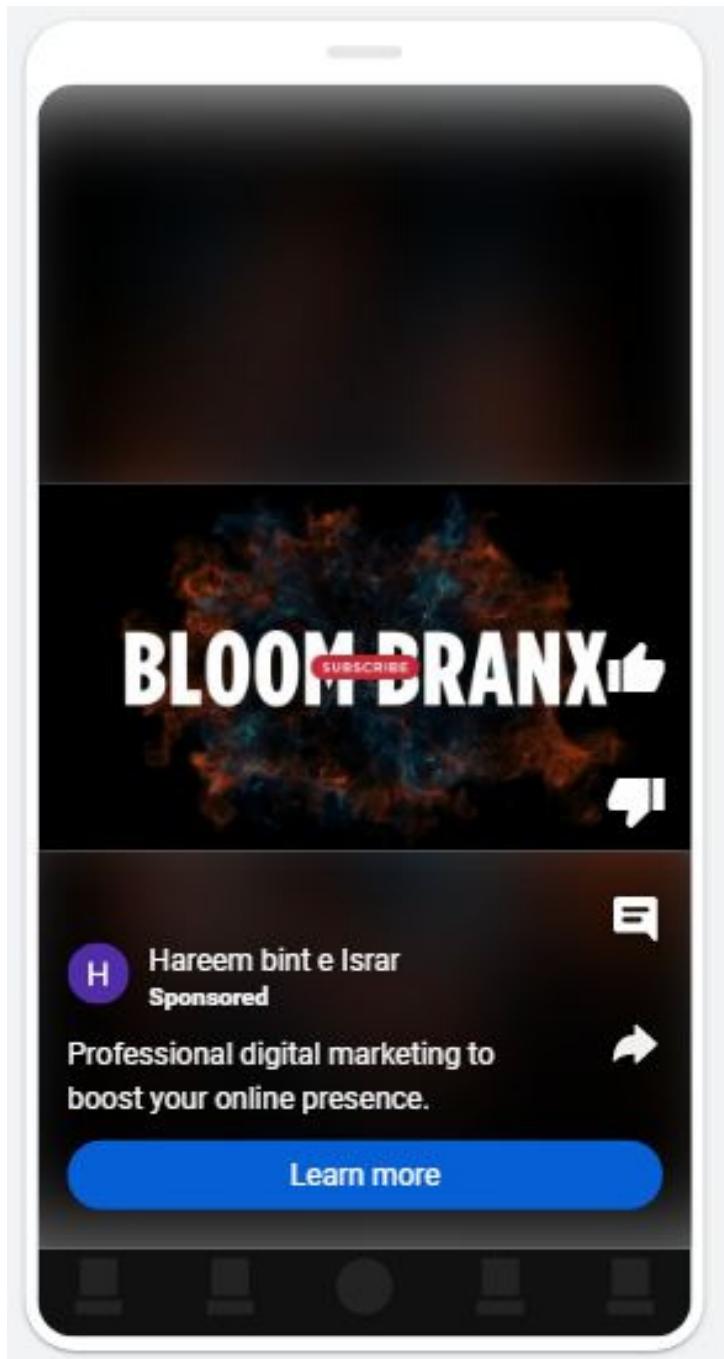
In-stream



In-feed Video



Shorts



CAMPAIGN CALENDAR

<u>CAMPAGN 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 st , 2025	June 30 th , 2025	PKR 2.3K	PKR 0.06 - 1.00	114K	72K	116.5K	PKR 30K

DISPLAY

SMART Goal for Display Campaign

From July 1st to July 30th, 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 CALENDAR

<u>CAMPAGIN 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 st , 2025	July 30 th , 2025	PKR 1.6 K	PKR 2	Not Available	PKR 50K

SEARCH

SMART Goal for Search Campaign

From August 1st to August 30th, 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 CALENDAR

<u>CAMPAGIN 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>	<u>TOTAL BUDGET</u>
Search	August 1 st , 2025	August 30 th , 2025	PKR 1 K	PKR 1,001	PKR 5.01	200	PKR 30K

(On average)