



# Regionality

**Prepared for :  
Kashif Iqbal**

**Plan Issued :  
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**[www.outsourceinpakistan.com](http://www.outsourceinpakistan.com)**

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**Suit no. 10 & 11, Ground Floor, Business Avenue, Main Shahr-e-Faisal, Karachi, Pakistan**



# THANK YOU FOR TRUSTING US

Please find enclosed our detailed web application development proposal for your kind consideration.

At Outsource in Pakistan, we are aware that creating client-oriented software takes a mixture of technical excellence and clear communication and our firm hires only the very best to ensure you receive both. We know that every client is unique and we strive to deliver an individual, innovative and affordable proposal every time and to follow it through with an outstanding delivery which is both on time and within budget.

We have over 7 years of development experience in this area and we have multitude client database. Please let us know if you would like to get in touch with our existing clients from whom you will receive nothing but positive endorsements. You may also wish to review our website at [www.Outsource in Pakistan.com](http://www.Outsource in Pakistan.com) to see our portfolio of previous work and learn more about our organization.

We also pride ourselves on our after-sales client-care including staff-training, technical support and upgradation.

Finally, we realize that you are very busy and wanted to thank you in advance for your time spent reviewing our proposal.

**Highest Regards,**  
Team Outsource in Pakistan

# About Us

Outsource in Pakistan is a creative & digital agency with years of experience, real-time technology, and a bundle of creative minds that can lead you to success. A perfect blend of technology, creative thinking and digital craftsmanship enable us to produce eye-catching designs, impacting digital strategies pioneering online marketing solutions and high-quality websites and application. We are famous for providing outstanding creative solutions to forward-thinking brands across the globe

## 1.1 Why Us?

At Outsource in Pakistan, you will get dazzling designs and flawless solutions to all your digital needs. Each of our bespoke service are tailored to individual requirements of Users, meaning that you will receive a solution that reflects your unique ethos and brand. Outsource in Pakistan combines strategic thinking and emerging technologies to provide innovative solutions that consistently break new ground. We deliver high-quality work through our focus on bidirectional communication, responsive User service, client education, seamless project management, product quality, and an ethical approach to business.

## 1.2 Our Services



### Branding & Design



### Digital Marketing Services



### Web Design Solutions



### App Development



### Animation



### Content Writing



## How it Works

1. Developing Brand Persona
2. Provide Supporting Tools
3. Lead Generation
4. Live Agent
5. Operational Support

## Digital Marketing Agency

We are in Digital Marketing business since last 2 decades. Our top of the notch marketing skills helped us to expand our online business across the globe. Now you can also take benefit from our experts and grow your own digital marketing agency in your target market. We start from developing your agency brand, perform lead generation, close your leads and help you maintain long term relationship with your Client.

## Developing Brand Persona

We focus on deeply analyzing your brand preferences and personality to come up with the right strategies. The services include the following

- ⌄ Creativity
- ⌄ Detailing
- ⌄ High Quality

## Lead Generation

We offer great opportunity to get high- quality lead generation services. The service adds more to your customer base and multiples you brand's growth the right way.

- ⌄ More Customers
- ⌄ Increased Sales
- ⌄ Generate awareness

# Project Overview

This document aims to outline the project's scope, providing a tentative estimation of efforts for brand awareness. We will run Social Media Campaigns for Facebook, Instagram, and LinkedIn for our targeted audience of 20 to 50+ Male and Females. The duration of campaign would be 90 days.

## SOCIAL MEDIA MANAGER

Your Manager will specialise in creating social media content for your industry.

## OFFERS AND EVENTS

Posts created to promote your offers, company news, and events.

## ENGAGE AND BUILD TRUST

Posts that engage your ideal customers, demonstrate your industry expertise, and build trust in your brand.

## YOUR AUDIENCE

Posts published when your LinkedIn Audience is most active to maximise engagement.

## GENERATING LEADS

A direct Campaign Targeting 1,000 of your Ideal Clients every month and driving hot leads directly into your inbox.

Portal	Ad Type	Placement	Budget/Month	Impressions	Reach	KPI	Total Cost / 3 Months
Facebook + Instagram	Lead Generation	Newsfeeds + stories	\$600.00	250,000	125,000	Leads Generation	\$1,800.00
	Website Promotion	Newsfeeds + stories	\$300.00	1,800,000	900,000	Clicks	\$900.00
							\$2700.00

Portal	Ad Type	Placement	Budget/Month	Impressions	Reach	KPI	Total Cost / 3 Months
LinkedIn	Lead Generation	Newsfeeds + Search	\$2500.00	350,000	175,000	Click through rate / CTR	\$7,500.00
							\$7500.00



# Assumptions and Exclusions

- ⌚ The scope of the project is as mentioned in the above document
- ⌚ All the Branding material including logo, such as Corporate Images, content will be provided by the customer (where applicable)
- ⌚ Assets and imagery to be used from our end if not provided by the customer. (30 stock photos per project only; exceeding this limit will result in extra fee).
- ⌚ The images/pictures/assets provided by the customer will be assumed as copyrighted and liable by the customer
- ⌚ Anything not stated in the solution description is not part of the project and if included later on, will be charged extra for unless otherwise agreed by Outsource in Pakistan.

# Terms and Conditions

Outsource in Pakistan adheres to the code of conduct as listed by the local government and accepts laws pertaining to the business correlating directly under the segment Technado Pvt Ltd is working. The terms and conditions are as below:

- ⌚ Customer is responsible for the marketing and business branding items
- ⌚ The customer/project will be mentionable by OIP as part of Portfolio (If not, please indicate otherwise)
- ⌚ The project that is being undertaken will be the intellectual property of client. Upon completion the source code and all the relevant files will be handed over accordingly.
- ⌚ OIP will not disclose any business-related information to any unauthorized personnel
- ⌚ Customer will ensure the timely responses to the queries generated by OIP
- ⌚ If in an event of project cancellation by Customer. No refunds will be dispensed.
- ⌚ If in an event OIP cancels the project, OIP will pay off the entire paid amount to the customer.

# PAYMENT SCHEDULE

PAYMENT SCHEDULE	
Ads Spent	USD 10200
Management Charges	USD 4500
TOTAL	USD 14700

Showzeb Jaffri

Vice-President

1-22-2020

*Showzeb Jaffri*





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