

Presented By TOOBA FATIMA

Influence

**A Full-Funnel Digital Marketing Campaign For
Your Digital Marketing Company Using Meta and
Google Ads (Budget: PKR 3,00,000)**



who we are

- **Agency Name: Inkfluence**
- **Services: Blog Writing, SEO Copywriting, Email Copy, Social Media Content, Scriptwriting**
- **Mission: Empower brands through impactful, data-driven content.**
- **USP: Niche-focused writers, SEO optimized, conversion-oriented.**



Campaign Objectives

- Generate 600 qualified leads in 60 days
- Maintain CPL under PKR 1,000
- Achieve 5%+ CTR
- Launch ads on Meta & Google with measurable KPIs



Setting Our Sights
– SMART Goals



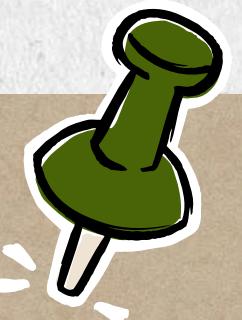
Hunted Audience – Personas

Persona #1

Startup Sam

- Age: 25–35 | Founders & solopreneurs
- Need: Fast, affordable website/blog content
- Behavior: Searches “SEO blog writer

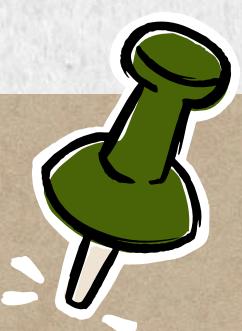
Pakistan”



Persona #2

Agency Annie

- Age: 28–40 | Mid-level marketers
- Need: Outsourcing bulk content
- Platforms: Instagram, LinkedIn, Google Search



Smart Spend – Budget Allocation (PKR 300,000)



Meta Ads (FB/IG):

- PKR 150,000
- Est. CPC: PKR 40
- Est. Reach: 40,000+

Google Ads (Search, Display, YouTube):

- PKR 150,000
- CPC: PKR 60 | CPL: PKR 250
- Est. Leads: 100-120

Strategy in Stages: Awareness to Action

- Awareness: Brand showcase, testimonials, blog content carousel
- Consideration: Free guide download, retargeting video viewers
- Conversion: Landing page with lead form, email automation



Crafted to Convert – Meta Ad Concepts

Mockup # 1

- **Headline:** “Struggling with Content? Let Inkfluence Write It Right!”
- **Visual:** Overwhelmed marketer, highlight text snippets
- **CTA:** “Get Content Now”



Mockup # 2

- **Headline:** “Need SEO Blogs Fast? We've Got You.”
- **Visual:** Blog dashboard, SEO icons
- **CTA:** “Request a Sample”

Say It with Search – Google Ad Concepts

Search Ad Mockup

- **Headline:** “Affordable SEO Blog Writers”
- **Description:** “Get original SEO content. Fast turnaround. Starting PKR 1,500.”



Display Ad Mockup

- **Visual:** Typewriter or pen with a rising graph
- **Text:** “Your Brand. Your Words. Our Expertise.”



Keyword Mastery – Google Strategy

01 Target Keywords:

- **SEO blog writing services**
- **Website content writing**
- **Content writers in Pakistan**

02

- **Match Types: Broad Modifier, Phrase, Exact**
- **Negative Keywords: jobs, AI-generated, free**
- **Ad Groups: Blogs | SEO Copy | Web Content**



Data-Driven Wins: Performance Metrics

KPIs;

- Impressions
- Clicks
- CPC (under PKR 50)
- CPL (Target: PKR 250)
- CPR (Form submissions)
- Conversions (Leads via Form/WhatsApp/chat)
- CPE (Video engagement rate)



Conclusion

- **Summary: Strategic, cost-effective, audience-aligned**
- **Call-to-Action: Visit inkfluence.agency**
- **Book your content consult today**



Thank you!!

