

Real Estate Digital Marketing

Executive Summary

Real Estate Digital Marketing and Advertisement services will include complete management of the company's Digital blueprint, including Social media management, Website management, Customer interaction, Sales funnels and lead generation process.

The goal of this project is to help generate Customer Leads (names, phone numbers, email address, etc.) that can be further probed by the sales team to generate sales.

A variety of Digital Marketing methods and strategies will be applied to do so.



Project Overview

- Digital Marketing services
- Advertising Services – Facebook Ads, Google Ads, local google ads
- Word Press website Development



Digital Marketing Services

- Social media and community management
- Customer Funneling through social channels
- Copy writing
- Off-page / on-page SEO
- Ad Copy
- Video Creation and Voice-Over
- Website Content Population



Social Media Management Services

Social media is an unmatched way to generate leads, provide social proof of the project and provide a way to funnel customers.

This service includes

- High-end graphics designing
- Facebook Page optimization
- Instagram page optimization
- Content Writing
- Ad Copy Write-up
- Auto-reply management
- Setting up sales funnel



Advertising Services

Advertising is a process of research, implementation and evolution.

Digital Advertising takes many forms, including local advertisement, social media advertisement and search engine advertisement.

Included Advertising services:

- Facebook Ads
- Google Ads
- Local Google Ads



Website Design and Development

We will develop/improve the word press website, which will be real-estate oriented and provide a good overview of all current and future projects in a proper way.

- Fast-loading times
- Modern user-friendly Design
- Call-to-action buttons for generating leads
- Content population
- Google Analytics connectivity
- Google Ads connection
- Google Tag Manager
- Relevant Word Pressplugins

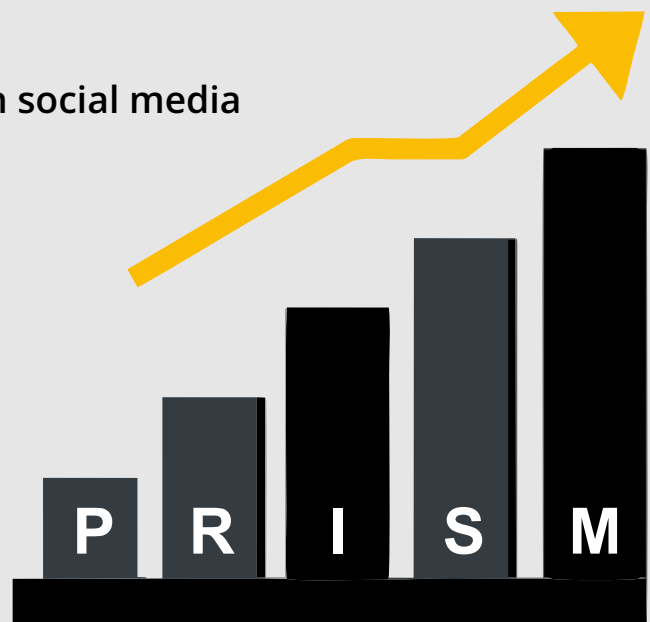


Results

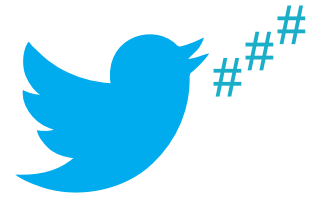
The end goal for Digital Marketing and Advertising services is to increase brand visibility, identify potential customers, generate ROI > spending and optimize the user experience. Through Digital Marketing efforts.

- Generation of a leads list
- Increased views on Social media
- Increase in followers and engagement on social media
- Brand and project awareness
- Increase in organic following

Management Fee: Rs. 350,000 Per Month



Twitter Trending



Initiative	Approach	Result	Costing
Development of 30 – 40 designed tweets	1.Top trend on twitter for one hour	Twitter trending report along with statistics will be shared with the client	1.Rs. 195,000
Finalizing Hashtag for the campaign	2.Among top 03 trends for one hour		2.Rs. 150,000
	Number of tweets		Rs. 10 Each Tweet

Media Management Plan

Publishing in Newspapers & Websites

- ➔ Press release & photos in leading newspapers
- ➔ Press release photos on news websites

Charges: Rs. 105,000/-

Sr.No	Costing
1	Dawn
2	The News
3	Express Tribune
4	Pakistan Today
5	The Nation
6	Daily Times
7	Business Recorder
8	Pakistan Observer
9	Jang
10	Express
11	Nawa-I-Waqt
12	Khabrain
13	Dunya



Digital Banner

PRISM Town banner will publish on these websites and generate following reach in a month. We will have two display options on the website screen.



THE EXPRESS
TRIBUNE
TODAY'S PAPER | JUNE 29, 2022 | ADVERTISE



Activity	Display Size Options	Approach	Available Platforms	Costing Per Month	Reach
Digital posts will appear on websites	Website Top & Relevant Search Pages Website Right Column Rectangular Display Square/Box Display	Post will be back linked with photos, links and or website	ProPakistani	Rs. 120,000	500k
			Startup Pakistan	Rs. 195,000	500k
			Hello Pakistan	Rs. 185,000	500k
			Propergaanda	Rs. 200,000	500k
			Express Tribune	Rs. 430,500	500k
			Express.pk	Rs. 266,500	500k
			Campus Guru	Rs. 266,500	500k
			DAWN.com	Rs. 240,000	500k
			Dawn News Urdu	Rs. 240,500	500k
			Brandsynario	Rs. 150,000	500k

Social Media Platforms

Platform / Website	Facebook	Insta	Twitter
ProPakistani	40k	25k	20k
Startup Pakistan	45k	15k	10k
BrandSybario	25k	15k	NA
Siasat.pk	50k Image / 70k Video	30k Image/35k / Video	30k Image/50k Video
Hamariweb	60k	20k	
Hello Pakistan	20k	16k	
Pak Analysis	10k	10k	
Sunday Times	30k	30k	
Dawn	90k	35k	
Samaa TV	75k	20k	
People Magazine	20k	15k	
Parhlo	25k	20k	
Jaanlo	10k	10k	10k
Good Times (Friday Times)	10k	10k	

Telecasting on TV Channels

Tickers on TV Channels

4 to 5 tickers telecast on leading TV channels at day time

Cost: Rs. 5,000 each TV channel.

60 Second News Packages/News Spots on TV

The package production and telecast at day time

Cost: Rs. 55,000/- each TV channel



Media Personnel at the Events

Leading TV channels will be invited on the event and ensure telecast of 60seconds news package at day time

Costing: Rs. 150,000/-



Presence as Guest on TV Morning Shows

TV CHANNELS	Morning Show Names	Costing	Mode of Participation	Program Duration
PTV News	Subh-e-Pakistan	Rs. 85,000	Online/in-person	8 to 11 Minutes
HUM News	Subh se Aage	Rs. 150,000		
BOL News	Duniya Bol He	Rs. 140,000		
SAMAA	Naya Din	Rs. 150,000		
Express	Expresso	Rs. 140,000		
AAJ News	Aaj Pakistan	Rs. 95,000		
HUM Pashto 1	Pakhir Pakhtunkhwa	Rs. 75,000		
PTV Home	Mornings Home	Rs. 85,000		
PTV World	World Morning	Rs. 85,000		
Neo News	Neo Pakistan	Rs. 85,000		
Khyber News	Khyber Sahar	Rs. 75,000		



SAMAA NEWS #MORNING SHOW (N...

4/8/2022

#MORNING SHOW (NAYA DIN)

13 Views • 0 Likes • 0 Comments



AAJ NEWS

4/6/2022

#AAJ NEWS

2 Views • 0 Likes • 0 Comments



Mr. Zia ur Rehman Chief Executive ...

3/14/2022

The discussion was focused to highlight the importance of Girls Education in...

7 Views • 0 Likes • 0 Comments



AAJ Pakistan on AAJ News

2/3/2022

Pakistan Global Disability Summit campaign...

15 Views • 0 Likes • 0 Comments



Such Savera Morning Show on Suc...

1/21/2022

Dr. Adil Younis, Medical Coordinator, Medecins Du Monde talked about...

16 Views • 0 Likes • 0 Comments



Neo Pakistan talked about Mental ...

1/21/2022

Mr. Bakhtiyar Ahmed, Country Director- International Medical Corps discussed...

3 Views • 0 Likes • 0 Comments

Radio Spots

Initiative	Duration	Time Slots	Network	Campaign size	Post Activity Report	Costing
Short messages from the Head, management, industry experts and clients highlighting achievements, feedback, quotes and promos can be developed for airing	15 to 30 seconds	Prime Time 08:00 am to 09:00 am 05:00 pm to 06:00 pm	FM 101 City FM 89 Stations: Islamabad Rawalpindi Gujar Khan Lahore	One month/ 30days 2 spots per day	Transmission certificate along with recordings of aired messages will be shared	PKR 105,000/-

Out of Home Advertising

Hoardings/Steamers/SMD Screens

Areas:

G.T. Road (locations can be specified)

DHA

Sawan Garden

GIGA Mall

Rawat/T-Chowk

Mandra

Mandra Pull

Mandra Tool Plaza

Gujar Khan

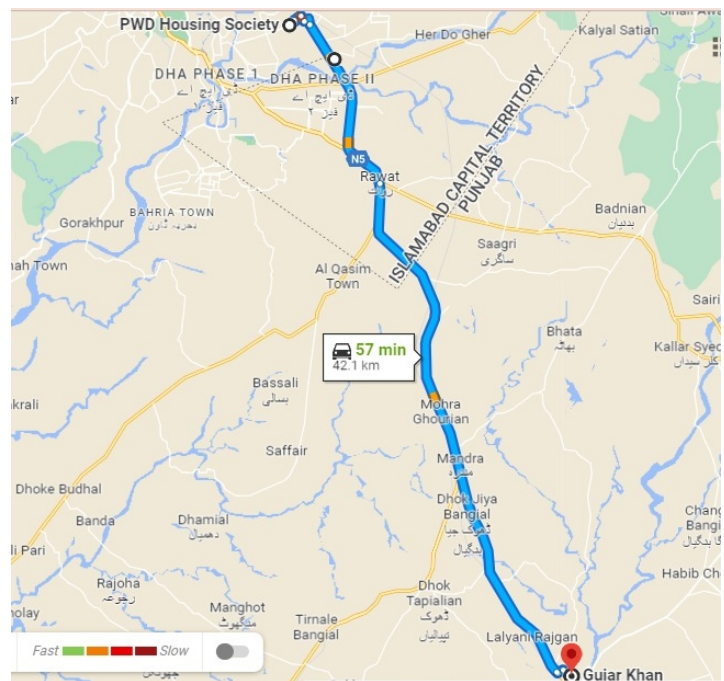
Display Opportunities

30x60 Square Feet

20x60 Square Feet

30x90 Square Feet

20x40 Square Feet



Location Category A @ Rs. 450 per square feet without government taxes

Location Category B @ Rs. 350 per square feet without government taxes

CORE TEAM

NAZAKAT HUSSAIN

Founder/Director



Enjoying 16 years of experience in communications and public relations, served a large number of development and corporate sector organizations through effective media management and advocacy services.

MARYAM ZAHRA

Manager Communications



Having 10 years of professional experience in communications industry including organizing radio productions, interactive theatres, content development, mainstream media and capacity building on effective use of communication tools.

Syed Ali Mustafa Zaidi
Media Expert

Ghulam Haider
Director
North

Abdul Rehman
Media Coordinator
Khyber Pakhtunkhwa

Hassan Ali
Media Coordinator
South

Mehwish Nazeer
Media Management

Shahbaz Khan
Content Development

Fawad Moradi
News Packages Expert

Asif Javed
Audio/Visual Productions

Ameer Hamza
Graphic Designer
Animations

Fahad Qureshi
Account Executive
Media Monitoring

Ahmed Abdullah
Social Media Manager

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