Hello Everyone,

Pixeldot Digital Marketing

Agency in Pakistan











About Us

With over 6+years of experience as a Digital Marketer we bring a unique blend of skills to the table. We Are Professional in creating engaging content and effective strategies to enhance brand visibility and engagement. Our commitment to helping businesses thrive in the digital Marketing drives us to deliver exceptional results. We are eager to leverage my expertise to assist businesses in reaching their digital marketing goals.

- Social Media Management: Expertise in managing social media platforms to enhance brand visibility and customer engagement.
- **Digital Strategy Development:** Proven ability to craft effective digital marketing strategies to drive growth and improve online presence.
- SEO & SEM: Knowledgeable in optimizing websites and managing search engine marketing campaigns for improved visibility and rankings. Paid Advertising (PPC): Experienced in running successful
- . paid ad campaigns across platforms like Google, Facebook, and Instagram. Analytics & Performance Tracking: Competent in using
- data analytics to monitor campaign performance and adjust strategies for better results.





Core Skills

ISpecializeinlead generation through Facebook ads, utilizing datadriven strategies to attract high-quality leads. With a strong focus on digital strategy development and social media management, We Create targeted campaigns that boost brand visibility and drive business growth across multiple platforms.

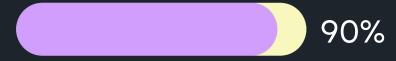
Lead Generation

95%

Digital Strategy Development

80%

Social Media Management









Recent Project

Here are some of our recent projects, where we successfully managed lead generation through Facebook ads and executed effective social media strategies to enhance brand engagement and achieve measurable results.

Amount spent	Ends +	Purchase ROAS (return on ad spend)
Rs242,908.78	1 Feb 2023	19.12
Rs33,550.25	Ongoing	100.65
Rs62,756.74	Ongoing	91.30 [2]
Rs185,317.81	Ongoing	85.08 (2)
Rs522,293.87	Ongoing	68.12 [2]

Amount spent •	Cost per result ▼	Impressions •	Reach •	Results
Rs4,000.00	Rs1.26 Per post engagement	48,238	25,952	3,181 Post engagements
Rs29,774.37	Rs59.55 Per on-Facebook leads	308,275	164,302	500 On-Facebook leads
Rs22,854.91	Rs62.27 Per on-Facebook leads	108,293	50,134	367 On-Facebook leads
Rs77,971.97	Rs337.54 Per on-Facebook leads	370,681	152,926	231 On-Facebook leads
Rs34,774.77	Rs305.04 Per on-Facebook leads	157,552	69,222	114 On-Facebook leads
Rs18,806.71	Rs166.43 Per on-Facebook leads	113,346	70,095	113 On-Facebook leads
Rs17,024.78	Rs215.50 Per on-Facebook leads	69,449	44,489	79 On-Facebook leads
Rs5,000.00	Rs98.04 ^[2] Per messaging conv	18,400	9,835	.5.1 ^[2] Messaging convers
Rs1,737.19	Rs21.7.15 [2]	8,431	5,085	8 [2]
Rs213,999.85 Total Spen		1,208,360 Total	428.000 Accounts Centre acco	_

Results↓ •	Reach •	Impressions •	Cost per result ▼	Amount spent •
22 ^[2] Website purchases	14,987	22,633	Rs367.62 ^[2] Per purchase	Rs8,087.74
.1.7 ^[2] Website purchases	7,108	11,809	Rs308.93 ^[2] Per purchase	Rs5,251.75
J.1 ^[2] Website purchases	7,776	17,187	Rs732.88 ^[2] Per purchase	Rs8,061.72
.1.1 ^[2] Website purchases	8,742	11,271	Rs306.90 ^[2] Per purchase	Rs3,375.85
9 [2] Website purchases	5,447	9,225	Rs351.77 ^[2] Per purchase	Rs3,165.94
9 [2] Website purchases	11,750	16,530	Rs543.99 ^[2] Per purchase	Rs4,895.91
4 [2] Website purchases	5,967	8,879	Rs778.96 ^[2] Per purchase	Rs3,115.84
4 ^[2] Website purchases	3,335	4,177	Rs608.28 ^[2] Per purchase	Rs2,433.10
3 [2]	2 7/17	3 545	Re/132 88 [2]	Re1 298 63
100 Website purchases	60.357. Accounts Centre acco	143,086 Total	Rs551.66 Per purchase	Rs55,166.07 Total Spen

CONVERSION CAMPAIGN



LEAD GENERATION CAMPAIGN



CONVERSION CAMPAIGN













Brand Identity

SOCIAL MEDIA DESIGNS

We oversee the creative process for social media designs, guiding the graphics team to develop visually compelling content that aligns with brand goals. We ensure that each piece effectively supports our marketing strategies and engages the target audience.



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40 [2] Messaging convers	1,438	1,698	Rs29.09 ^[2] Per messaging conv	Rs1,163.61
32 ^[2] Messaging convers	4,015	6,591	Rs259.56 ^[2] Per messaging conv	Rs8,305.87
.19 ^[2] Messaging convers	1,625	2,056	Rs47.64 ^[2] Per messaging conv	Rs905.07
On-Facebook leads	3,419	4,518	Rs116.35 Per on-Facebook leads	Rs1,279.87
9 [2] Messaging convers	1,042	1,232	Rs207.95 ^[2] Per messaging conv	Rs1,871.59
9 Link Clicks	668	694	Rs22.09 Per link click	Rs198.77
8 Follows or likes	59	59	Rs4.51 Per follow or like	Rs36.05
.6 [2] Messaging convers	583	839	Rs40.43 ^[2] Per messaging conv	Rs242.59
3 [2]	369	456	.Rs6.7.66 [2]	Rs202.99
Multiple conversions	441.627 Accounts Centre acco	586,581 Total	Multiple conversions	Rs26,214.37 Total Speni

Our Greatest Project

FB ADS LEAD GENERATION CAMPAIGN

We have successfully executed a Facebook ads campaign that delivered outstanding results, driving targeted traffic and generating high-quality leads. By leveraging data-driven insights and optimizing ad performance, the campaign exceeded key objectives, enhancing brand visibility and achieving measurable growth.



Our Success Stories



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Let's Work Together

Get Started



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