DIGITALS

ONE WINDOW SOLUTION

COMPANY PROFILE



WE ARE

thinkers
designers
strategists

DIGITALS

Who we are & What we do?

We're ZAS Digitals, a social media Marketing agency based in Pakistan. We understand the importance of a brand's social media presence. We get to know them and their target audiences intimately, then we create, develop and communicate brands and their messages in an impactful & engaging way on their social media platforms.

ZAS Digitals designs and implements a social media marketing campaign for its clients in such a way that adds value to potential and existing stakeholder and does not look like a mere company pushing product.

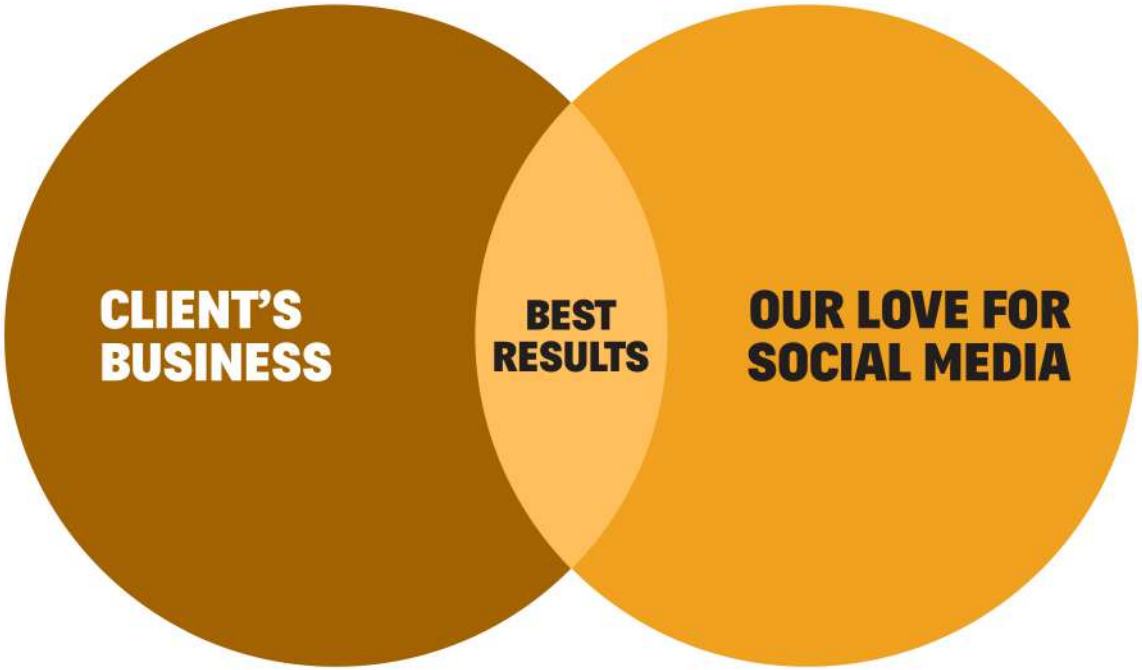
The best way for us to tell you our story is through the projects that we deliver for our clients – the following pages will show a brief about us, our services and some of the best creative – we hope you like it!

OUR MISSION

We are on a mission; a very challenging mission.

Yes, you got it right. We are on a mission to build a long term relationship with you and serving you a perfect social media experience.

To make a relationship last long, a strong connection is the key. Knowing each other, building a consistent approach, taking an in-depth look at the scenario together is how we make it work.



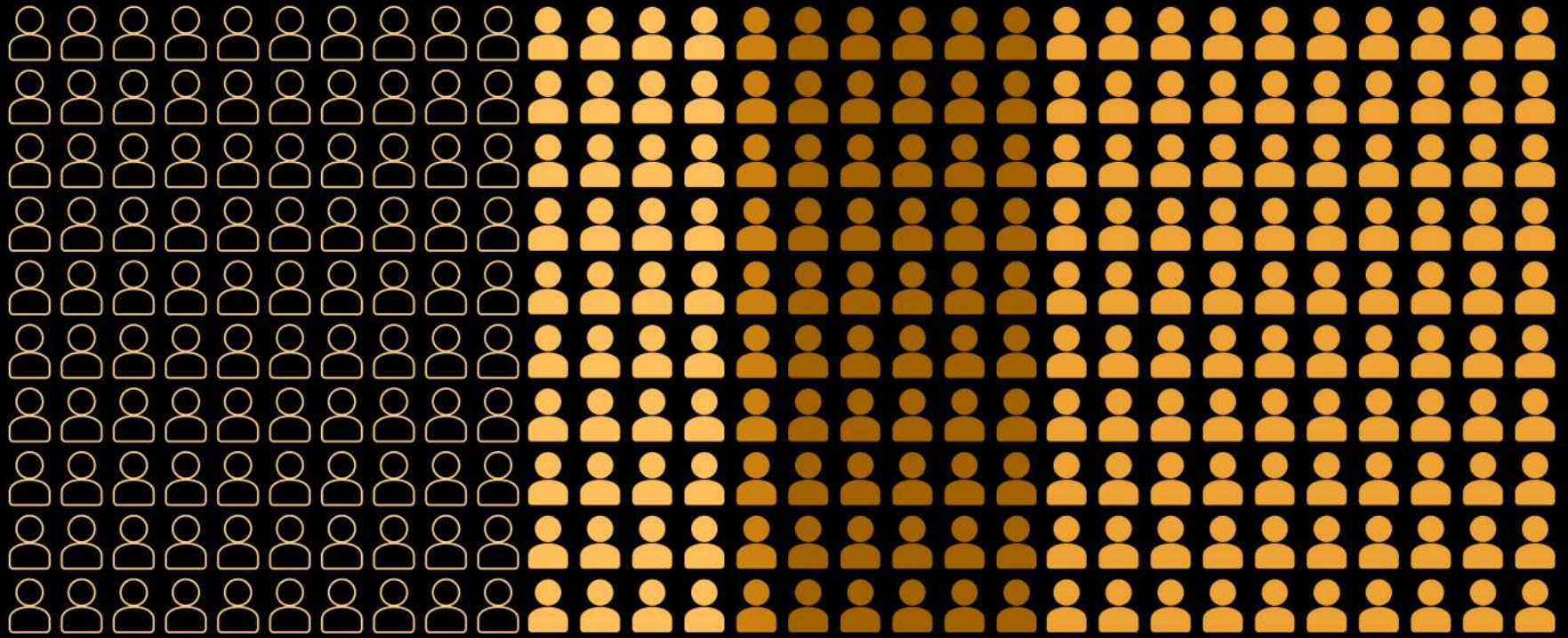
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THE WORLD OF SOCIAL MEDIA

2 billion
active social media users.

1.6 billion people using smartphones.

77% of social media accessed via mobile devices.



Over 3 billion active internet users.

= 10,000,000 people

Over 1 billion
people visit YouTube each month.

DIGITALS



WE CONNECT
ALL YOUR
SOCIAL MEDIA
DOTS.

OUR
SOCIAL MEDIA
SERVICES

SOCIAL MEDIA MANAGEMENT

We aim at creating brand awareness, initiate & encourage consumer interactions & also look after the reputation management.

Social Media Management means managing your all social media profile like Facebook, Instagram, YouTube, etc in an integrated manner. It includes continuous updates about your brand and more important is interaction with your customer.

Nowadays customers not only check brand's presence on social media presence and reads review written by other users, but also check whether brand is responsive or not. Customer's trust also increases when he/she observes his/her friend is also following the same brand.

For all these, it is necessary for a brand to manage all social media profiles in an utmost professional manner.

We, at ZAS Digitals, take care of this with a pride of expertise. We are a team of content writers, graphic designer, social media strategist and social media manager. So, this helps a brand to get social with lucid content, attractive graphics and integrated strategy.

Click to know more

What's included in SOCIAL MEDIA MANAGEMENT

- **SOCIAL ACCOUNT SETUP**
  Developing business pages on different social media platforms.
- **SOCIAL MEDIA STRATEGY**
  Positioning and targeting on social media
- **SOCIAL MEDIA PLAN**
  Social Media Calender in accordance with strategy
- **CONTENT CREATION**
  Copy, image, GIF, video, slideshow and canvas
- **POSTING**
  Tracking the best time to post through software
- **SOCIAL MEDIA LISTENING**
  Tracking the brand mention and responding to them
- **BUSINESS PAGE OPTIMIZATION**
  Optimizing the page to get higher rank in relevant categories
- **INCREASE NETWORK POPULARITY**
  Increasing fan base in targeted audience
- **KEY PERFORMANCE METRICS REPORTING**
  Visual report showing analytics to make easy strategic decision
- **SPAM MONITORING & REPUTATION MANAGEMENT**
  Removing abusive comments and decreasing spam & War-room facility when brand faces any challenging situation.
- **FACEBOOK APPS DEVELOPMENT**
  Apps development to integrate other social media accounts, contact us form, feedback form on fb

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SOCIAL MEDIA ADS MANAGEMENT

Social ad management comprises of development of creative ads and promoting over social media Websites

Increase the traffic of your website or increase the number of mobile installs or increase the number of customers at your physical location; all through one social media advertising. Moreover, you can reach to right people on right time via social media advertising.

Targeting can be done in different ways and also mixture of all below:

- Geo Targeting *(Based on city, region or country)*
- Interest Targeting *(Based on different interest group)*
- Demographic Targeting *(Based on gender, age, relationship status, income, job title, education qualification, etc)*
- Behavior Targeting *(Based on travel, use of technology,events participation, etc)*
- Look-a-like audience targeting *(Based on the existing audience, finding the new one similar to before)*
- Custom Audience Targeting

We work around the clock to get our clients reach their customers effectively and efficiently.

Click to know more

What's included in SOCIAL MEDIA MANAGEMENT

- **INDUSTRY AND KEYWORD RESEARCH**
  To create relevant ads and specific targeting
- **CREATIVES DEVELOPMENT**
  Creatives that are catchy and follow norms of advertisement on SM
- **CAMPAIGN MANAGEMENT**
  Creating Ads set and campaign
- **MEDIA BUYING**
  Improving ROI
- **REMARKETING PIXEL DEPLOYMENT**
  To increase conversion

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Activities that we do on

SOCIAL MEDIA PLATFORMS



Image / Video / GIF Creations



Quiz / Polls Creations



Offers & Discounts



Event Creations



Facebook Live



Campaign Creation



Tweet Chats on Twitter



Social Media Advertising

DEFINE YOUR
OBJECTIVE

Social media platforms are constantly evolving and proliferating. It makes sense to make choices.

It is very essential to define your objectives for your social media platforms to ensures it is carefully planned, monitored and managed over time.



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SOCIAL MEDIA OBJECTIVES

A Social Media Marketing campaign can address several business challenges.
A customized social media campaign can be designed to achieve specific objectives.

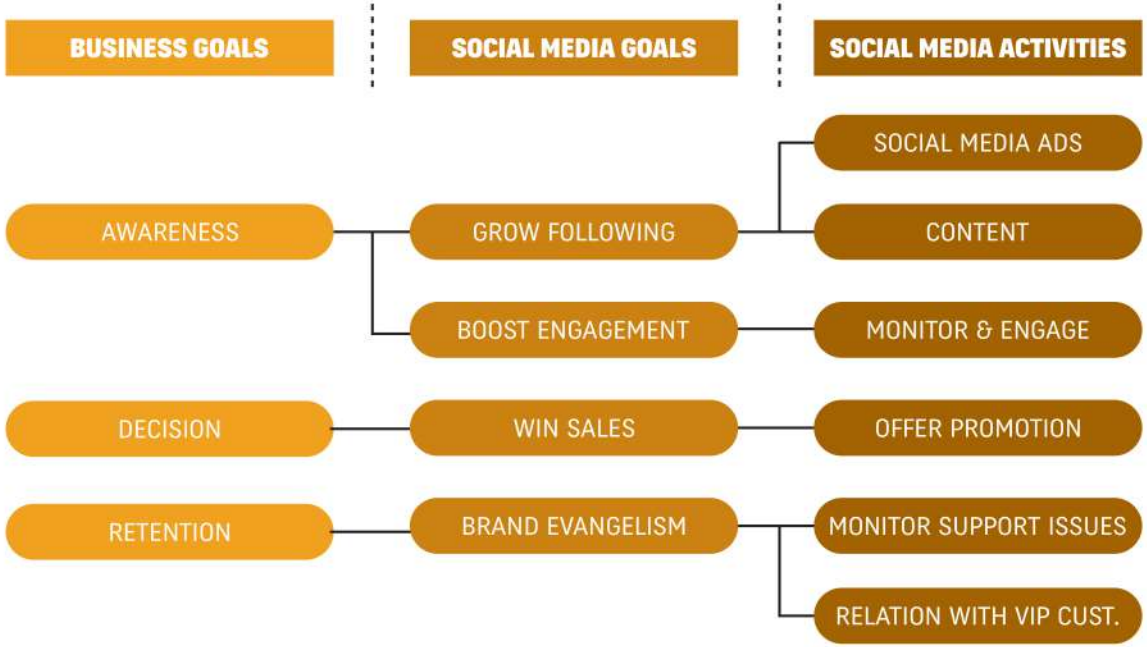
Following is a list of some of the prominent campaign objectives, which may be selected and prioritized based on client's business requirements:

- Increase online brand awareness
- Increase engagement
- Win sales
- Increase brand advocates on social media



BUSINESS GOALS

What are the objectives and how **we achieve**?

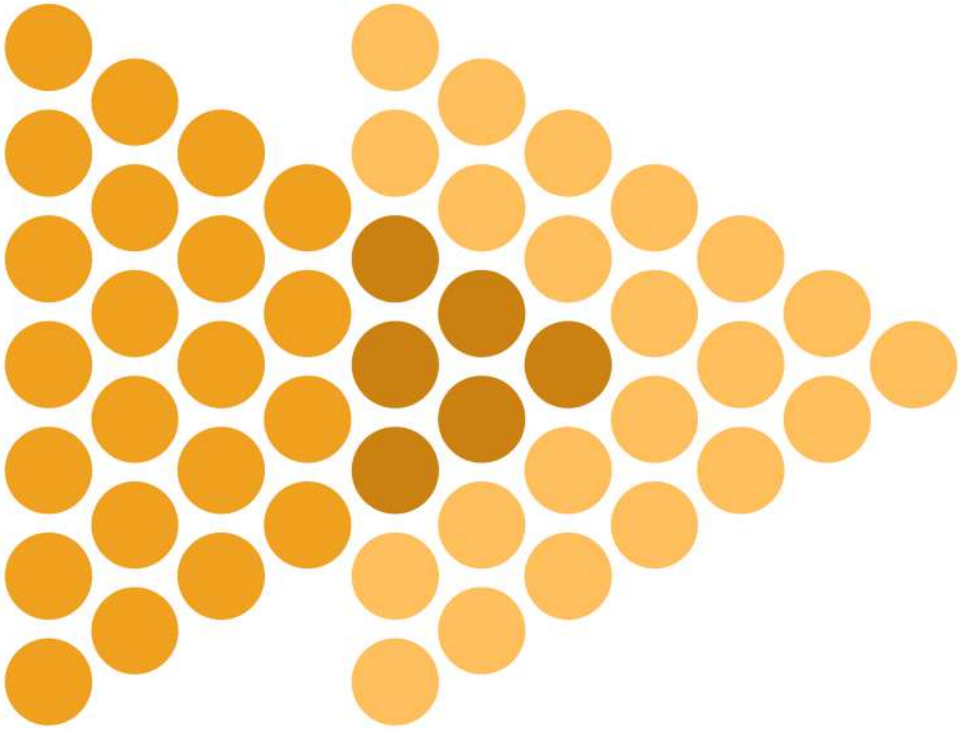


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STEP-by-STEP

We are good learners and with every growing day we enhanced ourselves to give you a perfect social media solution.

We developed our own process to make the communication easy and give you a better experience of social media marketing.



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Deciding about the suitable

SOCIAL MEDIA PLATFORMS

for your business

WE CONNECT YOUR BUSINESS WITH ALL MAJOR SOCIAL MEDIA PLATFORMS

Facebook

Twitter

Instagram

Linked In

You Tube

Pinterest

TikTok

How We Work For Different
Social Media Platforms?



Information Gathering ➤ Strategy Buildup ➤ Creating Plan-of-Action ➤ Developing creatives & Getting it approved ➤ Posting when higest TG is LIVE ➤ Advertising to TG ➤ Listening and responding to audience ➤ Analyzing and reporting ➤ Strategy Buildup

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Reasons to
HIRE US

Our approach towards social media is quite different than other digital media players.

We sit down with you to understand the exact requirement, set goals & deliver the results.

Every brand has a story and we make sure to portray it across social media platforms.

01 02
03 04

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01 We Are Specialists

We are not 'Jack of all trades'. We are an enthusiastic team of social media experts. We are a dedicated team of visualizers, copy writers and strategist focused only on social media.

02 We Are Passionate

Our love for social media is enormous and that's what makes us passionate towards our work. We understand your brands social media presence and make passionate efforts to give desired results.

03 We Are Strategists

Our USP is strategy, we understand brand story and prepare a customized strategy for every brand. We believe that a perfect strategy targeted towards right audience give great results.

04 We Are Researchers

We not only execute social media plan but do on-going research on social media industry & also improve ourselves to serve our clients.

05 We Deliver Results

We consistently deliver results! Our work & results speaks for themselves. We make sure you get the best ROI for the social media campaigns. We set deliverables and achieve it in a qualitative world of social media

06 We Are Not 360 Degree

We know only one thing and we are great at doing it.
We are not 360 degree marketing company, we are focused and expert in social media.



And above all
we have
HAPPY CLIENTS
who believe in us...

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& the list goes on and on!!!

We have catered to various businesses and diversified sectors like:

- ✓ Fashion
- ✓ Education
- ✓ Hospital
- ✓ Hotel & Resort
- ✓ Fashion Accessories
- ✓ Real Estate
- ✓ Tours & Travel
- ✓ Restaurant
- ✓ Retail Franchise Store
- ✓ Interior Design
- ✓ Website & Application
- ✓ Jewellery Store

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Some of our esteemed clients:

VALINI MODA

Zhongguo Cai CHINESE CUISINE

GEVINI FOODS

USP UNITED STAR PROPERTIES (PVT) LIMITED

Microtech inc.

KULYA INSTITUTION FOR A BETTER TOMORROW

DAWATE ISLAMI ITALY

FUTURE TECH

GK MARKETING

THE Dragon

Royal Choice LQ Foods LaLQiLa Group

PHONE TECH PRO

META WASH DRYCLEANERS

مایا

فردي GOAT & CATTLE FARM

SRQ

النور AN-NOOR Forum PROFESSIONALS' Leading Towards Divine Destination

M&M FASHIONS

MART ISLAND

Served more than 75+ clients

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Let's meet up for a
COFFEE
and talk about
SOCIAL MEDIA



HEAD OFFICE
ZAS Digitals

B-185 Midway Commercial,
Bahria Town Karachi,
Karachi, Pakistan

+92 300 0390 927

info@zasdigitals.com

www.zasdigitals.com

We believe in
DELIVERING
best campaign for
SOCIAL MEDIA
MARKETING