



101 GROUP



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What We Heard?

1. About 101:

101 Group are the developers based out of Pakistan, bringing innovative, high quality, and luxury projects to life.

2. About projects:

They have quite a few upcoming projects, where Forest V becomes as a unique luxury residential apartment proposition that is to be launched in the coming few weeks, targeting high-net -worth Pakistanis in the US, Canada, UK, GCC

3. Market understanding:

The ongoing project that seeks to target an international market is Grand Shikaar that brings to life a one-of-its-kind hunting resort where people can buy a chalet that can be relished and eventually leased out for fixed terms.

4. Launch details:

101 Group is looking to target niche audience for its project, and is looking to put emphasis on Forest V which is on the verge of its launch.

5. Focus points:

Create 360-degree digital marketing plan & review of technology architecture.



A modern, multi-story apartment building at night. The building features a grid-like facade with balconies. Several balconies are illuminated from within, showing indoor plants and furniture. The overall scene is dark, with the building's lights providing the primary illumination. The text 'MARKETING OBJECTIVES' is overlaid in the center in a bold, yellow, sans-serif font.

MARKETING OBJECTIVES



101 GROUP

Goals

Branding

Clear segmentation of 101 Group and its projects.
Define hierarchy of offerings.

Premium Positioning

Position the group in the luxury market.

Build Trust

Build trust amongst the global audience about the investment.

Website Visits

Getting relevant audience to checkout the website, know more about the offerings.

Real Estate Projects

Goals

Build Reputation

Through our launch campaign and strategy we seek to build rapport.

Create Awareness

Reach out to relevant audience, and establish a connect with them.

Leads

Generate quality traffic on the website.

Get relevant audiences to contact us.



WEB COMPETITIVE LANDSCAPE

Web Competitor Analysis

Finding:

Our domain rating is less than the competitor as we have less referral domains.

Recommendations:

We need to have develop more referral domains which has high DA for our website. Emaar has higher Ahref rank and DR when compared to our website.

Classification	101	Emaar PK	Eighteen PK	One Constitution Avenue
Ahrefs Rank	32,545,810	42,476	3,537,586	17,093,097
DR	5	74	32	12
Backlinks	22	345	759	150
Referring Domains	11	98	151	27
Organic Keywords	21	366	737	40
Avg Organic Traffic / month	<100	4.5k	2.3k	117

Organic Traffic By Country					
	UK	US	UAE	Saudi	Pakistan
101 Group	3	4	0	0	8
Emaar PK	14	76	314	0	3700
Eighteen PK	61	39	35	17	2100
One Constitution PK	0	0	0	0	117



**SOCIAL COMPETITOR'S
LANDSCAPE**

Competitors - Emaar Pakistan

EMAAR
PAKISTAN

Social Presence & Followers

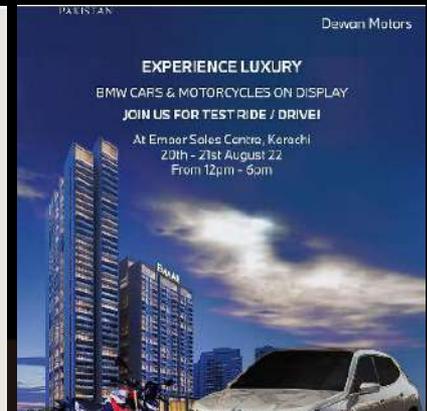
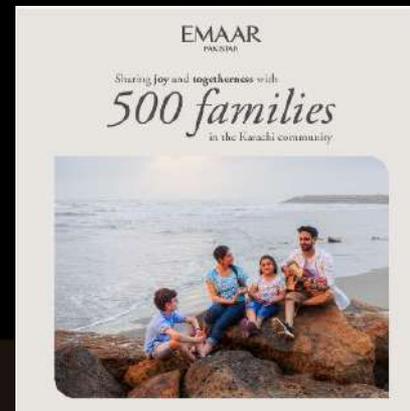
Facebook - 162,740 | Instagram - 19,249
Twitter - 3,011 | YouTube - 7.62K | LinkedIn - 17,460

Key Content Pillars

- Industry News & Event Highlights
- Property Viewings
- Lifestyle Content
- Collaborations

Pros & Cons

- **Pros:** Strong collaborates with premium luxury brands that are generating engagement
- Informative video content
- Strong bio
- Diverse content pillars
- Content type: Investing tips, industry updates, employee engagement, event highlights, property videos
- **Cons:** Low engagement on posts
- No consistency with branding
- No branded hashtags
- Irregular posting frequency



Competitors - One Constitution Avenue

ONE
CONSTITUTION
AVENUE

Social Presence & Followers

Facebook - 1.1K | Instagram - 484
Twitter - 27 | YouTube - 94 | LinkedIn - 29

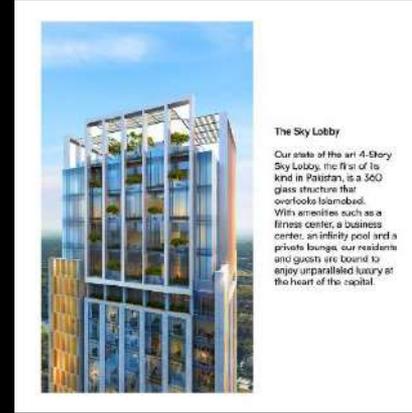
Key Content Pillars

- Property Viewings
- Lifestyle Content
- Imagery highlighting the location

Pros & Cons

- **Pros:** Creative display of lifestyle and property images
- Location is highlighted through the imagery
- Info about properties

- **Cons:** Low engagement on posts
- No consistency with branding
- No branded hashtags
- Irregular posting frequency
- No collaborations to leverage the reach of brands
- Content pillars are not diverse
- Content type is limited to property images



Competitors - Eighteen



Social Presence & Followers

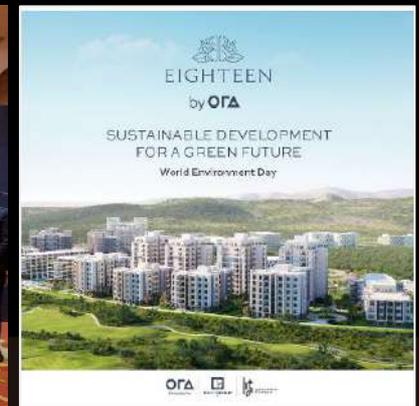
Facebook - 86,510 | Instagram - 15,485
Twitter - 654 | LinkedIn - 16,262

Key Content Pillars

- Industry News & Event Highlights
- Property Viewings
- Lifestyle Content
- Property Videos
- Company culture

Pros & Cons

- **Pros:** Informative video content
- Video interview
- Strong bio
- Diverse content pillars
- Content type: Industry updates, employee engagement, event highlights, property videos, achievements, lifestyle content
- High engagement on posts
- Consistency with branding
- **Cons:** No branded hashtags
- Irregular posting frequency
- Lack of property images which is the key point to highlight





Collaborations

Emaar x Gentleman's Drive

Campaign Name

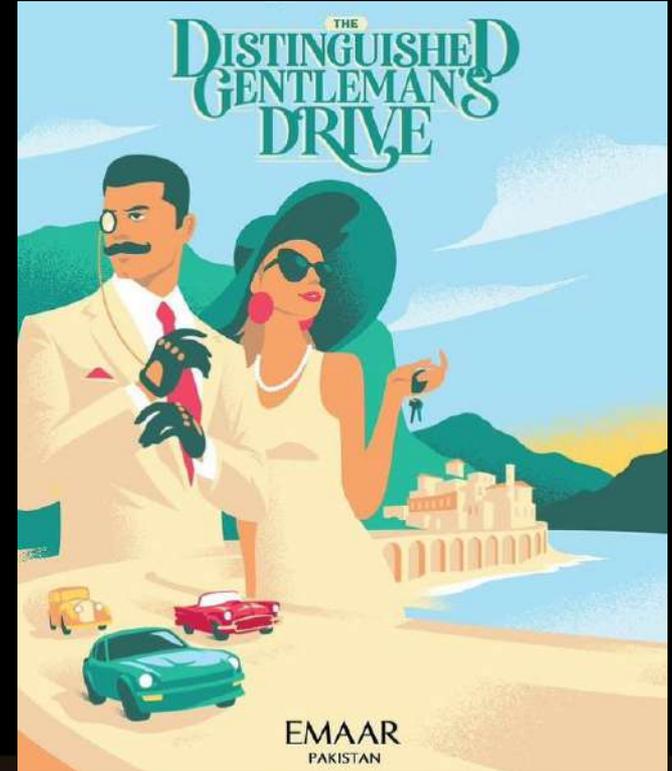
- Distinguished Gentleman's Drive

About The Campaign

- On-road motoring event
- Uniting pre-'80s designed classic cars
- Encouraging drivers and passengers around the world to dress dapper and drive for men's health
- All funds raised are invested in vital research and programs for prostate cancer and men's mental health

USP's

- Those with the means are increasingly seeking to live in buildings with a "wow factor" - aesthetically significant, smart, and technologically advanced environments
- This campaign highlights Emaar's USP's indirectly - luxurious, stylish, classy
- You're exposed to the brands work ethic and can form an ongoing, collaborative and beneficial relationship
- Target luxury buyers channeled through vintage cars campaign



Diyar Homes x Versace

Campaign Name

- Versace ceramics and Gardenia Orchidea

About The Campaign

- A UAE-based real estate giant has announced collaboration with leading Italian design house, Versace ceramics and Gardenia Orchidea for the \$30-Million One Canal Road, luxury residential scheme in Downtown Lahore
- One Canal Road, Diyar is looking at a record breaking 40,000 square feet+ of amenity space including a majestic 6500 square feet lobby entrance with 28 feet high ceilings, which will all be finished in the finest Italian Versace ceramics

USP's

- This campaign is a testament to the new levels of luxury One Canal Road will introduce to Lahore

Takeaways

- We see Forest V as a flagship project for collaborations that will aid in the channeling of high net worth individuals
- Collaborators may include well-known luxury brands from fashion houses, automobiles, interior design, fashion brands, or designers





DIGITAL PLAN

Digital Presence

Owned Assets:
Website &
Social Media



101 GROUP

Brand Level

Web & SEO

Social

Owned Assets:
Microsite, contacts, &
Social Media

F O R E S T



Project Level

Microsite &
SEO

Content

Social

Paid

Email

Digital Mediums (Forest V)

Web & SEO

- Improve visibility of the website of 101 group and Forest V microsite across various regions for relevant keywords.
- Improve overall website experience

SOCIAL

- Establish presence across social platforms for Forest V and 101 group..

FOREST V DIGITAL MEDIUMS

Paid Ads

- Marketing on Google search, display, social media platforms
- Retargeting campaigns

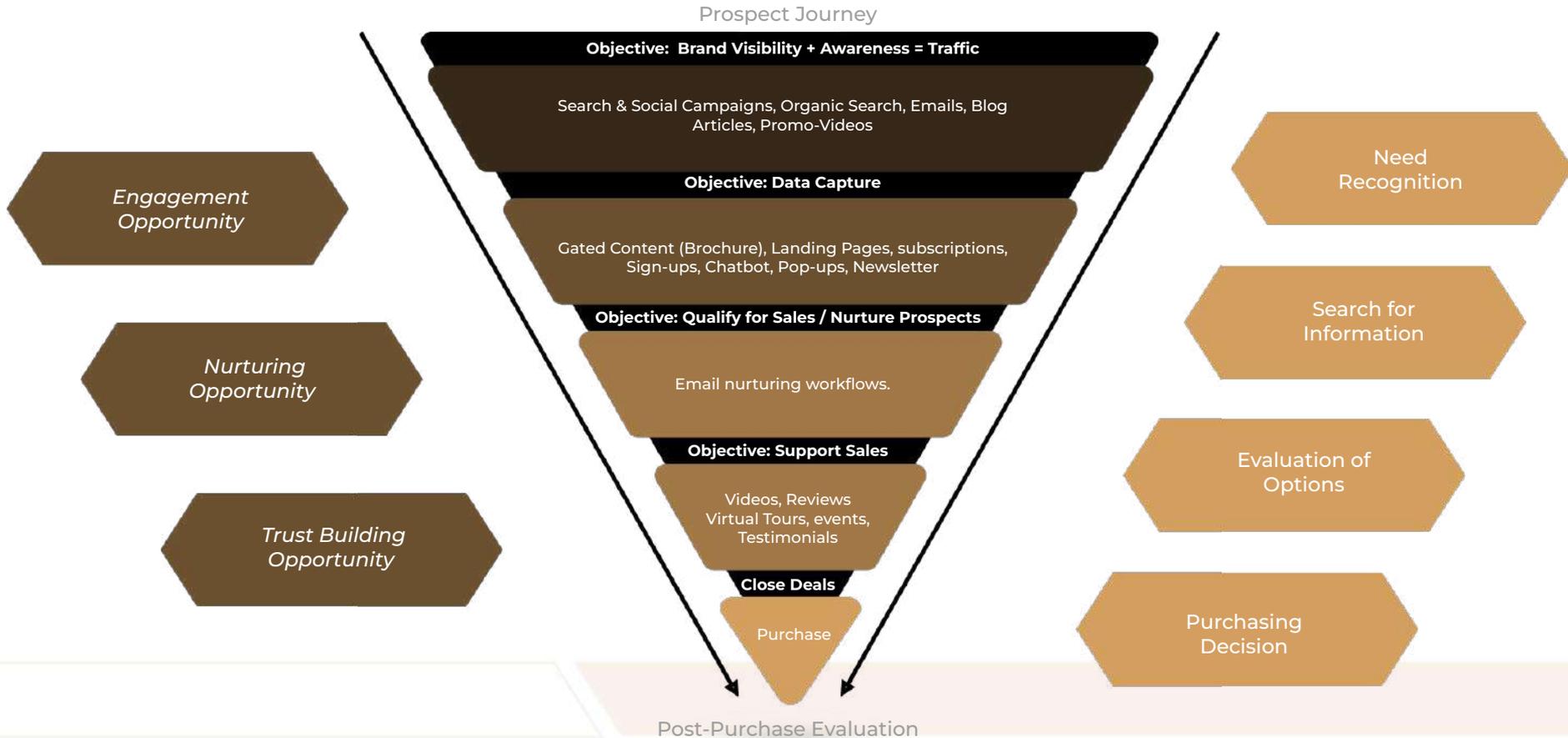
Content Marketing

- As part of the conversion, we can would create personalized content in the form of PDFs, video, images, and more to appeal to our audience.

Email Marketing

- Keep in touch with the existing audience who have shown interest.
- Share personalized follow throughs.
- Interacting with agents and end consumer.

Conversion Funnel





BUYER'S JOURNEY OVERVIEW

Initial Visit to Property Page

"SCHEDULE A CALL"

"FIND OUT MORE"

BOUNCE FROM PAGE

SUBSCRIBE TO NEWSLETTER

Send internal email

Send automatic email

Retarget on Facebook

Retarget with Google

Deliver newsletter



Follow up manually



Click through

DRIVE TO
REMARKET
LANDING
PAGE

Click through



Don't click through



"Schedule a call"



Follow up manually

Bounce from page



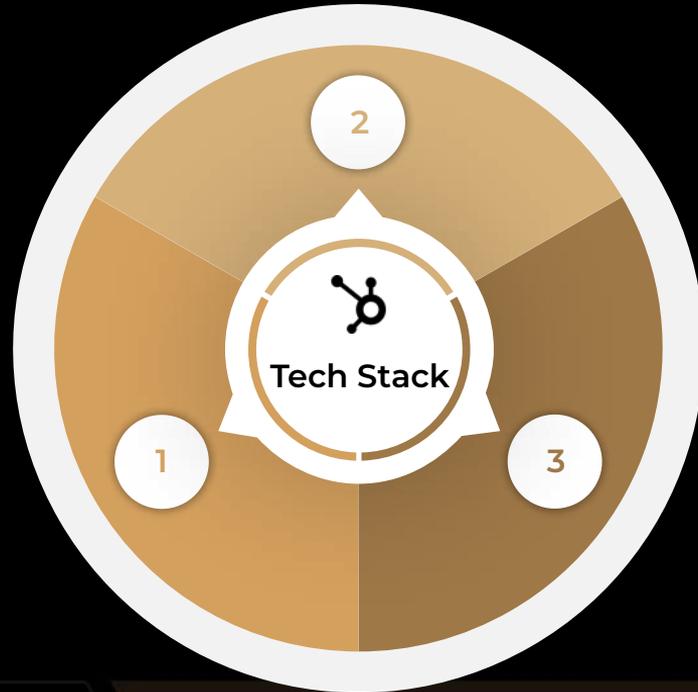
Don't click through



Buyer's Journey

Attract Attention

- Blog
- Video
- Social Media
- SEO
- Ads



Convert More Leads

- Email Marketing
- Marketing Automation
- Landing Pages
- Live Chat
- Conversational Bots
- A/B Testing
- Forms
- Smart Content
- Behavioral Targeting

Report & Customize

- Campaign Reporting
- Website Traffic Analytics
- Attribution Reporting
- Custom Objects
- Partitioning



AUDIENCES

Target (Active Investors) - Slide 1 Of 3

PERSONAS

Entrepreneurs, high net worth individuals, cash rich decision makers, banking professionals, c-suite employees, SME owners, showcasing 3% - 10% company growth, 10% - 20% company growth, 20%+ company growth

PRIMARY INTERESTS

Pakistan Inflation data, Pakistan business events, luxury/classic cars, Regional financial market, wealth management, trading, Pakistan luxury events, Luxury Pakistani brands, designers, golf, formula-1 races, business travel, stock market

BEHAVIOR

Primary: Frequent travelers to Pakistan
Secondary: Keep a tap on the Pakistan inflation, reads regional news

DEMOGRAPHICS

Age: 30-39, 40-50, 50-65
Region: US, Canada, UK, GCC
Channel: LinkedIn, Facebook, Instagram, Twitter

Name: Umer, Profession: Third-generation owner, UK

Personality

Communication Preferences:
Videos, Whatsapp, digital news advertisements, Emails, Messages

Investment Style:
Value-based

Risk Tolerance:
High

Life Stage

Age:
29 +

Investment Goals:
Have a beautiful place to stay in Pakistan whenever they visit

Financial Challenges & Pain Point:
Distrust in the system and flexibility

Common Objections :

I have noone who can look after the space, the developer might not give the ownership in time

Marketing Message:

Credibility assurance, testimonials, thought leadership, amenities of the space, serviced apartments

Target (Pre/New Investors) - Slide 2 of 3

PERSONAS

Recently promoted Pakistani professionals, newly employed professionals from A-grade master colleges, double income couples, people with college-going or working kids, Influencers

PRIMARY INTERESTS

Blogs on investment, real estate in Pakistan blogs, informational youtube channels specific to the region, wealth management, Formula 1 races, luxury Pakistani brands, Tennis and other sports

BEHAVIOR

Primary: Frequent travelers to Pakistan
Secondary: Keep a tap on the Pakistan inflation, reads regional news

DEMOGRAPHICS

Age: 28-39, 40-50, 50-65
Region: US, Canada, UK, GCC
Channel: LinkedIn, Facebook, Instagram, Twitter

Name: Rizwan, Profession: CTO, Silicon Valley (US)

Personality

Communication Preferences:

Blogs, social, Whatsapp, blog or digital news, advertisements, Emails

Investment Style:

Income investing

Risk Tolerance:

Medium

Life Stage

Age:

35+

Investment Goals:

Know the market, grow income, invest for his family based in Pakistan

Financial Challenges & Pain Point:

Volatility in all the markets, currency, crypto, gold, et al.

Common Objections :

No current use, would rather invest in sure-shot assets in the market

Marketing Message:

Payment plan, perfect for your family in Pakistan, Testimonials. Why youngsters should invest infographics.

Target (Passive Investors) - Slide 3 of 3

PERSONAS

Mid or high profile employees, big-time money savers, double income couple, retired professionals looking to settle in Pakistan, couples living with their families, startup entrepreneur

PRIMARY INTERESTS

Multiple Pakistan real estate, financial market, wealth management, trading, buying shares in Pakistani companies, Golf, staying in standard family villas, cars like Patrol and family cars (SUVs)

BEHAVIOR

Primary: Invest in sure-shot assets in the region
Secondary: Keep a tap on the their investments

DEMOGRAPHICS

Age: 28-39, 40-50, 50-65
Region: US, Canada, UK, GCC
Channel: LinkedIn, Facebook, Instagram, Twitter

Name: Tahir, Profession: Dentist, Dubai

Personality

Communication Preferences:
Blogs, Facebook, Telegram, digital news advertisements, Emails

Investment Style:
Conservative

Risk Tolerance:
Low

Life Stage

Age:
42+

Investment Goals:
Have a beautiful place to stay in Pakistan when they wish to return to the country.

Financial Challenges & Pain Point:
Limited understanding of the financial market of Pakistan

Common Objections :

Why invest now the market in the country is fluctuating?

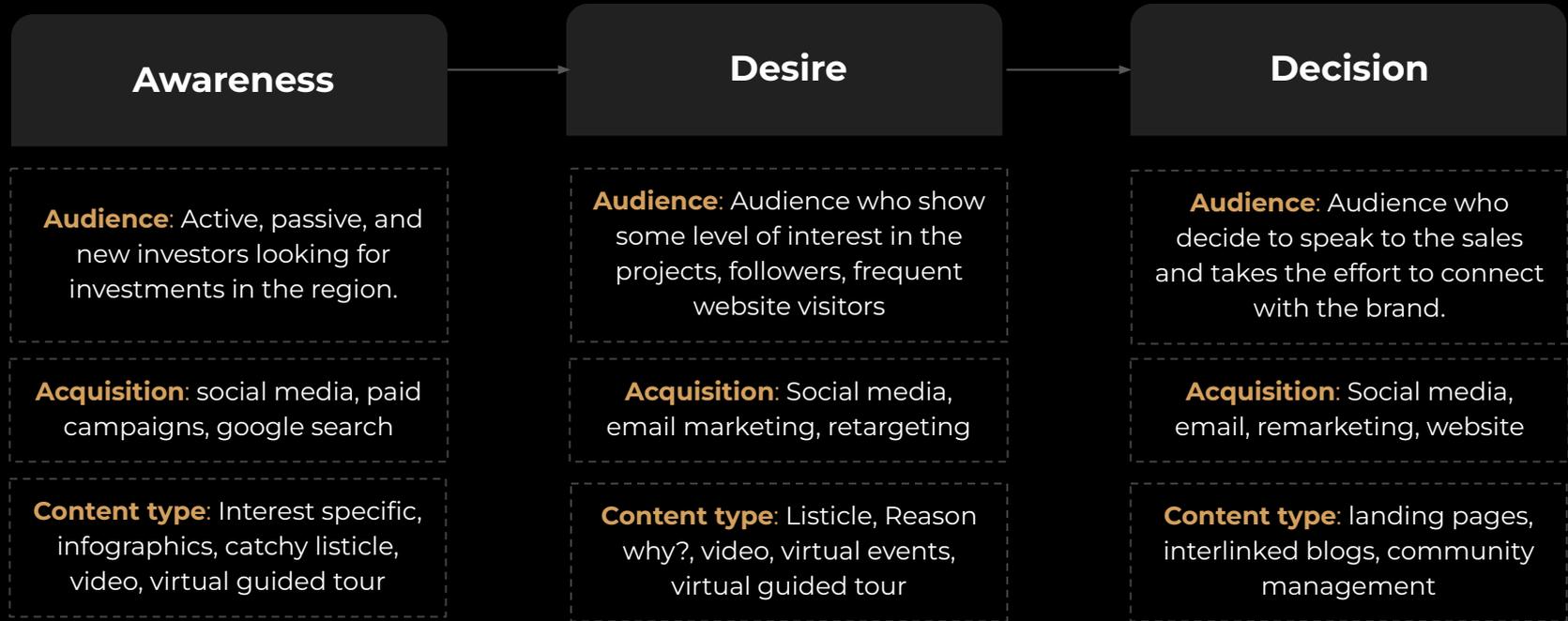
Marketing Message:

Testimonials, easy payment plans, luxury serviced space, holiday home, Chalets can be rented out

A modern multi-story apartment building at night. The building features a grid-like facade with balconies. One balcony on the left is brightly lit from within, showing a glass railing and some indoor plants. The rest of the building is in shadow, with some balconies containing potted plants. The overall atmosphere is dark and architectural.

CONTENT PLAN

Audience Journey



Messaging Approach

Umbrella Statement:

Forest V, an innovative project by 101 Group, that bring to you luxury, comfort, and security you seek to relish in your investments.

Core Message #1:

Forest V brings to you the luxury of a lifetime. Everything you ever wanted in a home comes together.

Core Message #2:

Forest V is a perfect serviced abode in the heart of Pakistan, a space you can customize to suit your family's needs.

Core Message #3:

The many payment options this investment enables, along with the convenience of staying close to airport.

Conversion Points:

Easy payment options, luxurious stays, past successes, premium location, lifetime security, the perfect stay for the family.

Sample Topic Expansion



7-Star

Infographics on what makes the property 7-star

Top Notch Luxuries

3-D pictures, videos & renders of the property

Video: Your idea of luxury 1-minute video showcasing an amenity

Perfect Family Home

Blog: Everything your family needs to live days in luxury

Blog: Setting up the kids room ideas for Forest V

Luxury Credibility

Infographics & videos leveraging personal brand value of designers, artists, et al



Phase 1: Tech Stack

Building the Architecture from
the ground up



Phase 1: Tech Stack

CRM

CRM Plan Option 1 - Short Term

Integrate Hubspot & Bitrix24

- Both platforms can be connected to have a real time seamless two-way data sync
- Quick out-of-the-box solution with field mappings already created
- All data from Bitrix24 can be readily available in Hubspot without the hassle of time-consuming imports & exports
- Leads generated from marketing activities in Hubspot can be ready to action/call in Bitrix24

Bitrix
24 

Bitrix24

Data sync - Sync data between Bitrix24 and HubSpot



HUBSPOT CERTIFIED APP

CRM Plan Option 2 - Long Term

Fully migrate to Hubspot

- Complete switch over from Bitrix24 to Hubspot
- Includes:
 - All users to switch to using Hubspot
 - All data stored to be exported from Bitrix24 & imported into Hubspot
 - Setup the Hubspot Sales Hub to align with 101 Group's sales process
 - Onboard & train all stakeholders on using Hubspot for Sales & Marketing
- Any messy data can be cleaned/purged before importing it into Hubspot

CRM Plan Options - Comparison

Integration

- The integration will allow your Marketing team to start doing activity and generating leads
- Sales people can continue using Bitrix24 and follow their sales process as usual till they're ready to switch to Hubspot
- Hubspot's key features and contact tracking information cannot be synced with Bitrix24

VS

Migration

- Migrating to Hubspot will allow you to see all of your marketing and sales activity in one view
- Hubspot with the help of reports and dashboards will be able you to see the whole lead conversion funnel and build lead attribution models
- Sales people get a full view of all of a contact's activity & interactions (including email engagement, website visits, form submissions etc.)
- Hubspot's lead scoring tool to identify top prospects for a high lead qualification
- Makes it easier for people to adapt to and use Hubspot with minimal disruptions

Hubspot Tracking Reference

The screenshot shows the HubSpot CRM interface for contact Sam Keillor. The top navigation bar includes: Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. The left sidebar contains sections for: Communication subscriptions (with a 'View subscriptions' link) and Website activity (showing 156 Site Visits and 369 Pages Viewed). The main content area displays a search bar for activities, tabs for Activity, Notes, Emails, Calls, Tasks, and Meetings, and a filter set to 'Filter activity (30/30) All users'. The activity feed for September 2022 shows two 'Page view' events: one on Sep 28, 2022 at 4:31 PM GMT+4 where Sam Keillor viewed 'The Practice Podcast' and another page, and one on Sep 26, 2022 at 6:02 PM GMT+4 where Sam Keillor viewed 'Transfer Your Practice to Doctors Site Align Invisalign - Invisalign Align Technology' and 3 other pages. Below the second event, there are two sub-activities: 'Viewed The Practice Podcast' on Sep 26, 2022 at 6:02 PM GMT+4 and 'Viewed Invisalign Mentoring Programme' on Sep 26, 2022 at 5:48 PM GMT+4. At the bottom left, it shows 'Most recent visit' on Wed, Sep 28, 2022 4:31 PM GMT+4 and 'First visit' on Fri, Jan 21, 2022 4:50 PM GMT+4.

Lead Scoring - MENA

Digital Platform Engagement Score
25

Digital Platform Engagement Score Status
Cold

Client fit score
16

Client Fit Score Status
Not Qualified/Engaged

Marketing email sent to Sam Keillor <sam@digitalnexa.com> Sep 21, 2022 at 5:59 PM

Contact Visit Portfolio Page

Opens: 1 Clicks: 0 Replies: 0

Opened
Sep 21, 2022 at 6:00 PM GMT+4

Delivered
Sep 21, 2022 at 5:59 PM GMT+4

Sent
Sep 21, 2022 at 5:59 PM GMT+4



Phase 1: Tech Stack

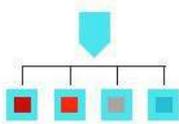
Web & Brand Architecture

Brand Architecture

Brand architecture is the structure on which the brand is built.
It's the way an organization interacts with its brands and how they interact with each other.

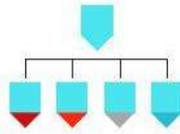
Singular Brands

Separate Brands



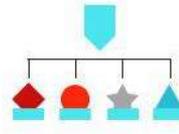
BRANDED HOUSE

products are organized around the corporate umbrella brand



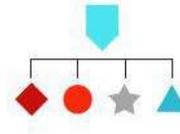
SUB-BRANDS

brands that augment and connect to the master brand



ENDORSED BRANDS

brand and products that are endorsed by larger brands



HOUSE OF BRANDS

a company oversees a set of stand-alone brands



Brand Architecture

Brand architecture is the structure on which the brand is built.
It's the way an organization interacts with its brands and how they interact with each other.



Real Estate

Lifestyle

Entertainment

Sub Brands



Lahore



Fateh Jang



DISTRICT ONE

Lahore

Islamabad

Sheikhupura

Faisalabad

Gwadar



Lahore

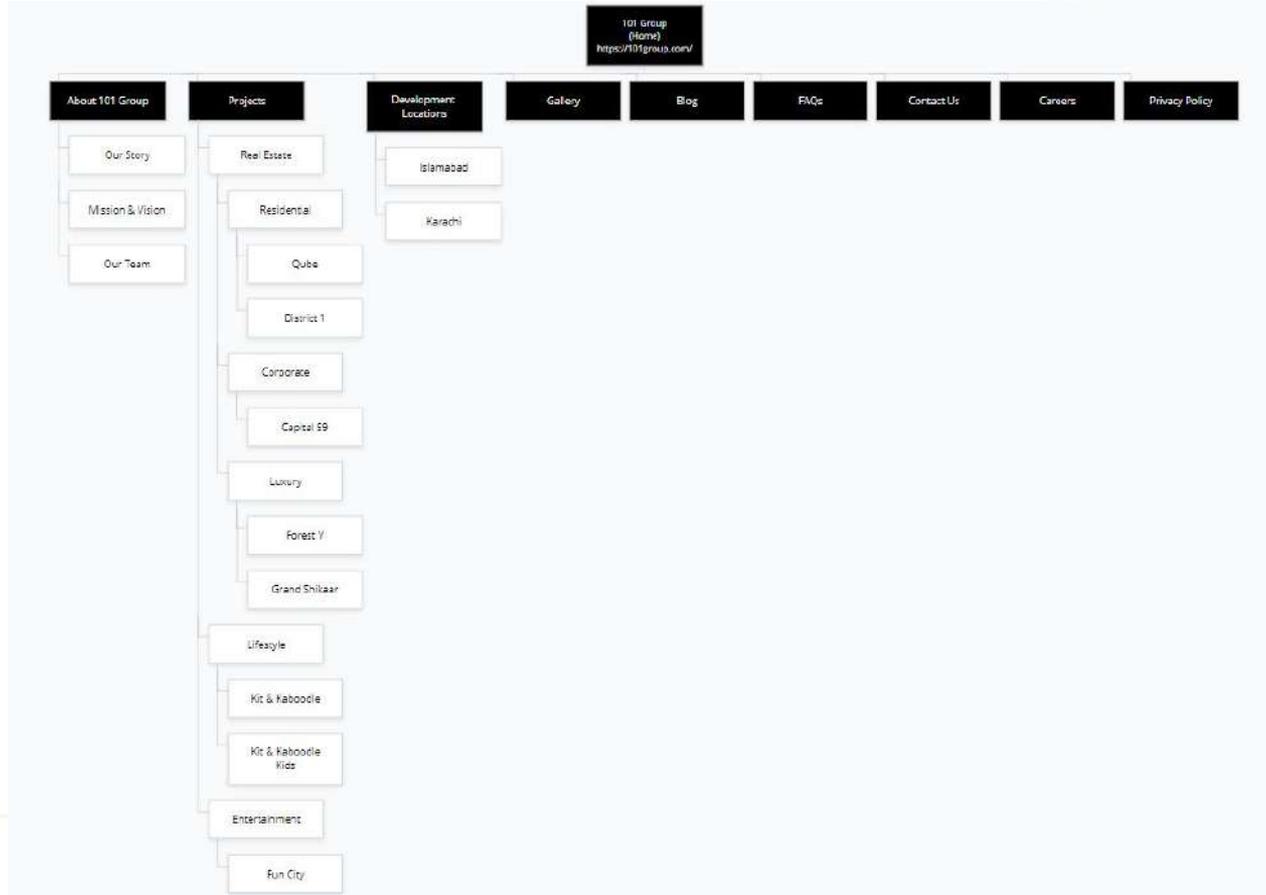
Capital 59

Islamabad

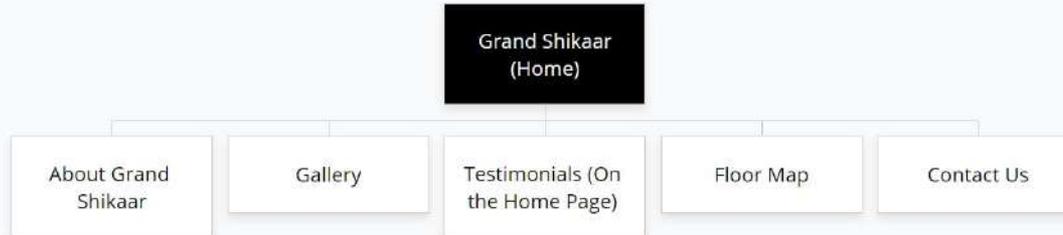
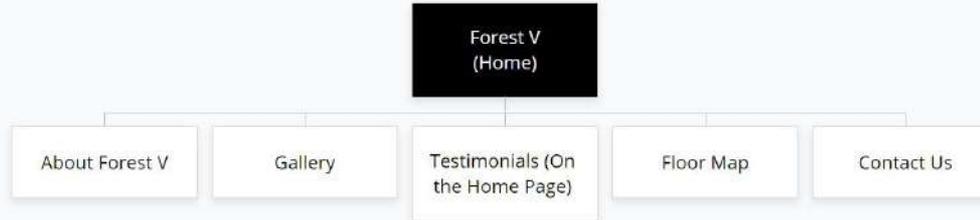


Endorsed

101 Group- Proposed Sitemap



Project Microsites - Proposed Sitemap



F O R E S T





SOCIAL MEDIA STRATEGY

OBJECTIVES

Awareness:

Generate reach & impressions around the projects.

Increase Partnerships:

Increase collabs with equally prominent brands & magazines.

Website Traffic:

Drive relevant traffic to the website through engaging content.

Leads:

Generate high-quality leads that can then be turned into buyers.

Community Building:

Engage & build a community of like-minded people.



Social Media: Platform Selection

F O R E S T *v*

Primary



Supporting



Secondary



Account Character: Tone of Voice

Premium

Use language that clearly defines the message, with a focus on the many unique selling propositions that Forest V has to offer.

Confident

But Relaxed

Build trust and credibility with the audience through education and thought leadership in the industry.

Sophisticated

Having experience and being stylish is the way to our audience's heart and catch their eye.

Social Media: Primary Channels

Brand Building

Objective: Awareness and Educate

Approach:

- Reaching out to B2B audience
- Informative and Dynamic Content, Blogs
- Ad targeting based on job titles/ companies/industries

Insight: LinkedIn is the perfect place for a real estate account to polish their reputation as experts. Fill out your professional profile, and share insights into the property market to build up your credibility. Since LinkedIn is primarily a professional networking site, reach out to other real estate agents and accounts you admire — after all, you are who you know.

Brand Building

Objective: Awareness and Engagement

Approach:

- Dynamic Content, GIFs, Sponsored Content
- Ad targeting based on interests, locations

Insight: Facebook is the Swiss Army knife of social networking sites. Whatever your social media post ideas may be, you can execute them on this channel. Want to create an event invitation to promote virtual showings, host a live Q&A during the walkthrough, then post the resulting video afterward? It's all possible on Facebook.

Brand Building

Objective: Awareness and Engagement

Approach:

- Insta Stories for Live, Raw Content
- User Generated Content, Blogger Engagement
- Live Stream and IG TV videos and Reels
- Carousels for storytelling, pinning highlights

Insight: Instagram's carefully curated timeline gives it an aspirational vibe, which in turn makes it very suitable for a real estate agent or account who specializes in high-end luxury homes. For instance, you can create carousel posts composed of property photos that highlight the desirable features of a listing.

Social Media: Supporting & Secondary Channels



Brand Building

Objective: To act as a supporting platform

Approach:

- Help build community through short and long-form video
- Boost search ranking
- Suited to create videos based on different content pillars to give the audience a better understanding like:
 - Types of videos that can be covered
 - Product information or usage videos
 - How to & Expert advice

Insight: Aside from virtual tours and property videos, you can share fun facts about a featured community, post client testimonials, or give home buying tips. Don't be afraid to produce longer videos — the average visitor spends about 19 minutes a day on YouTube. So make your content extensive, comprehensive, and informative.



Brand Building

Objective: Engagement & Community

Approach:

- Quickest way to communicate short updates, news and real time concerns
- Using hashtags to be a part of the latest news and trends
- Easy to track industry conversations and emerging trends
- Platform focused on customer servicing and community building

Insight: Aside from sharing the latest news (once the property is ready in 2025), you can also give your takes on matters like mortgage rates or provide tips to first-time buyers. Additionally, many people also use Twitter as an extension of their customer service channel, using DMs to answer questions and concerns.

Key Content Pillars

Brand Related

Properties, services, new styles and designs used, company updates and USP's

Mention of architecture consultancies and interior design partners.

Educational

Educational content about the design process, benefits & behind the new developments / communities.

Highlight USP's to address:

Why choose 101 group?

Why choose Forest V?

Informational

Insights about the project highlighting its USP's, how to be part of 101 Group, how to buy apartments, how to purchase villas in parks and resorts, facts and figures. Iconic projects and awards etc.

Trust Building

Testimonials, case studies, employee advocacy, client reviews or meet the team posts (the architect, interior and biophilic designer, apartment interior and lifestyle designer).

Development Related

Testimonials

Customer experience

Feedback, customer service

Milestones and success stories

Encouraging new investors to hop on

Collaborations

Business partners

Collaborations between well known brands

Influencers Business Talk

Business tips



Diversity In Content

Whats going to be included in messaging?

- Property photos
- Success stories and client testimonials
- Company milestones
- Industry and market news
- Property features
- Home tips and renovation ideas
- Promoting Forest V as a flagship project

Awareness Days to Leverage

Organize Your Home Day

National Home Warranty Day

National No Housework Day

New Homeowners Day

National Swimming Pool Day

National Homeowners Day

New Year's Day

Kashmir Day

Pakistan Day

Independence Day

Quaid-e-Azam Day

World Interiors Day

Basant

Campaign Ideas

Key Messaging

Key Launch

Your
**Idea Of
Luxury**

Supporting Launch

Build Your
**Dream
Home**

Long Term Idea

Everyday
**Joy Of
Living**

Campaign Idea (Launch)



THOUGHT

We shall put forth Forest V as the perfect compilation of all things that people consider luxury. Made by the best for the people who seek to relish the everyday joy of living.



IDEA

Pre launch: Create a montage of different ideas that form the idea of luxury.
Engagement: Asking many people and creating a video for our launch.
Launch: Bringing life to your idea of luxury.



CONTENT TYPES

- Contest
- Conversations
- Carousel
- Videos
- 1-minute snippets

Your Idea Of Luxury

Objective:

Awareness, engagement, lead generation

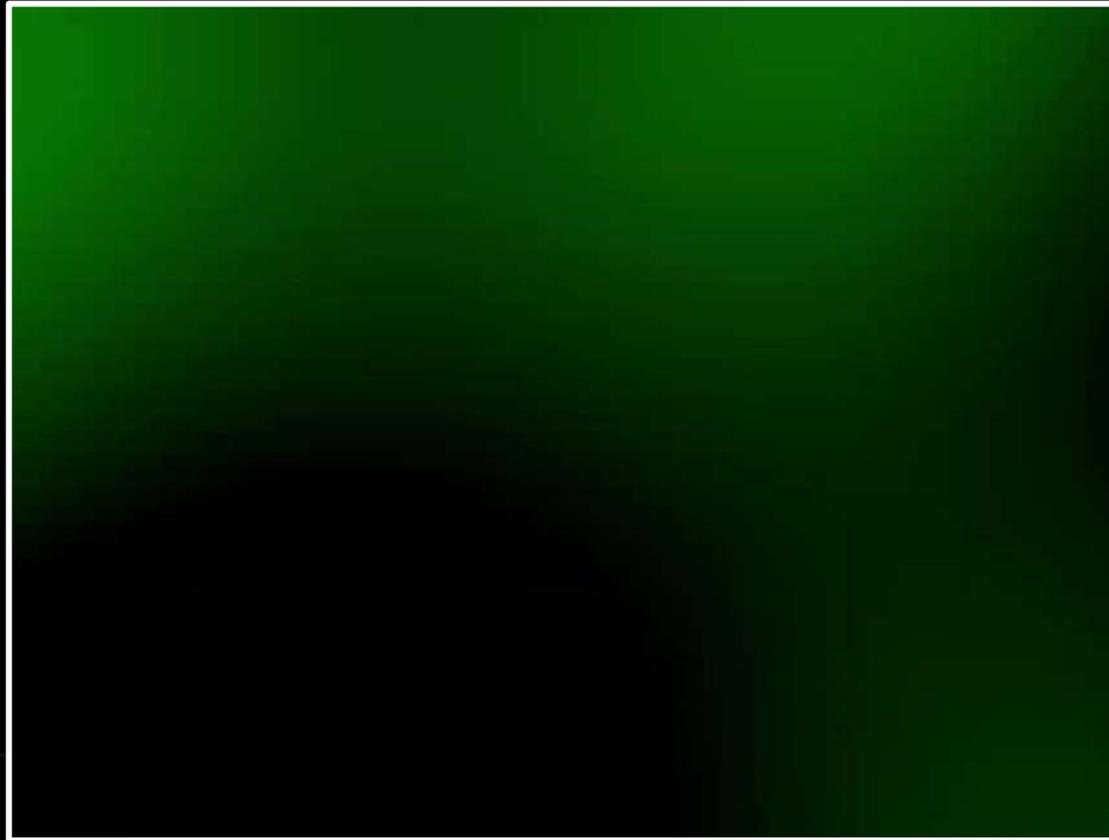
Target Audience:

Active, Passive, and new investors

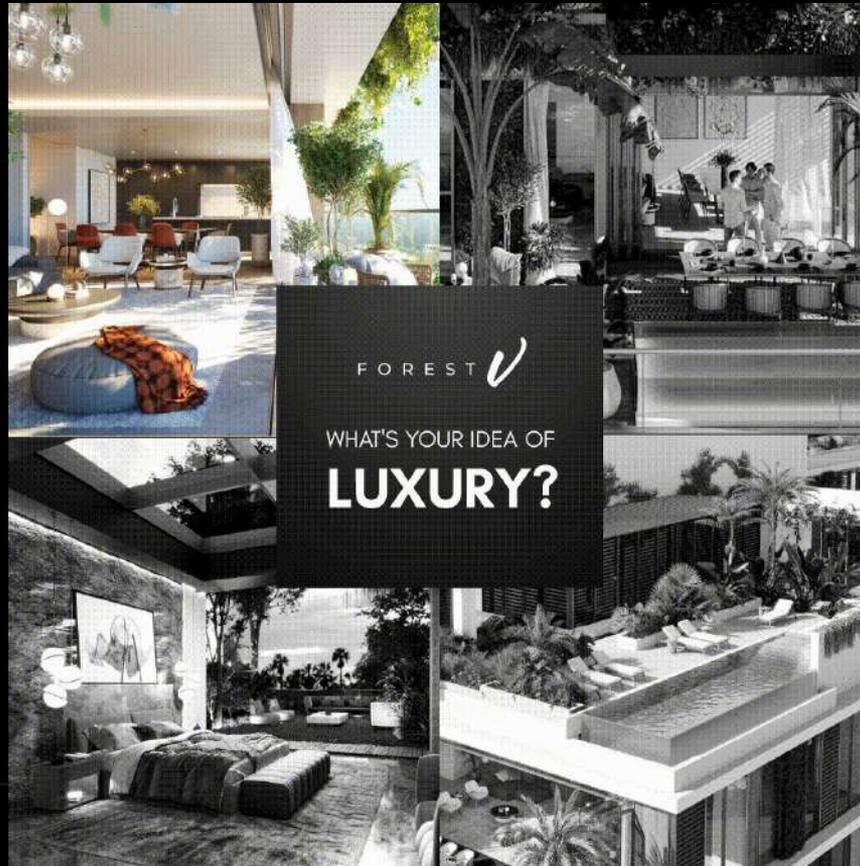
Key Visual:

What's your idea of luxury?

Sample Pre- Launch Video



Sample Pre-Launch Video



Sample Pre-Launch Video

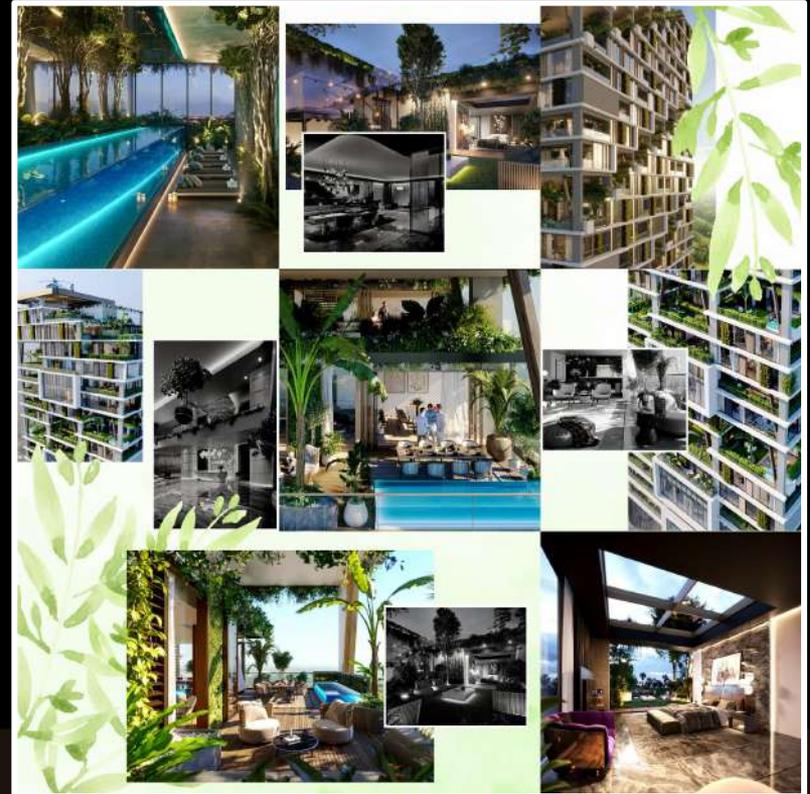


Social Themes - Sample Grid Design

Option 1



Option 2



Campaign Idea (Supporting Launch)



THOUGHT

We recommend that the properties be presented to the market as a good investment opportunity with a personality.



IDEA

Each member of the property team discusses how each concept and component of the property was conceptualised and executed, the materials used, the design process.



CONTENT TYPES

- Live chats
- 1-minute snippets
- Carousels
- IGTV/ Long Format Videos

Your Dream Home

Objective:

Awareness, lead generation, interactions

Target Audience:

Active, passive, and new investors

Key Visual:

Imagine your dream home

Campaign Idea (Long Term)



THOUGHT

Collecting a video with different moments that make everyday special, everyday joyful, and all things beautiful at Forest V.



IDEA

Creating snippets of videos and pictures of different view, amenities at the project. Features that bring everyday joy of living your life with Forest V.



CONTENT TYPES

- Carousels
- GIFs
- Statics
- Videos
- Reels

Everyday Joy Of Living

Objective:

Awareness, lead generation, interactions

Target Audience:

Active, passive, and new investors

Key Visual:

Imagine your dream home

Execution plan

POSTING FREQUENCY

3 times a week on LinkedIn
3 times a week on Facebook & Instagram
1 time a week on Youtube

01

IMAGES x 3

- Market-centric
- Benefit centric

03

VIDEOS x 5

Reels: 1-minute brief snippet
IGTV: Posting the whole talk (taking your audience through the property)

04

BLOGS DISTRIBUTION x 3

Infographics
Informative blogs on design, architecture, lifestyle being shared

02

CAROUSELS x 1

- USP's
- Portfolio

05

STORIES x 5 (1-5 stories per post)

Creating interactive stories to get the audience hooked on our page and view everyday updates.

Content Types

A dark, high-angle photograph of a modern building facade. The building features a grid of windows and balconies. On the left side, a balcony is visible, containing a small pool of water and lush greenery, including palm trees and other tropical plants. The scene is dimly lit, with the balcony area being the primary source of light. The text "SEO PLAN" is overlaid in the center of the image.

SEO PLAN



SEO PLAN KEYWORD RESEARCH

1. KEYWORDS OVERVIEW

Keyword Research

- Luxury homes keywords
- One bedroom apartment keywords
- Two bedroom apartment keywords
- Three bedroom apartment keywords
- Penthouse keywords
- General keywords
- Main page keywords
- Property keywords
- Investment keywords



Keyword Research - Forest V - Luxury Keywords

Keyword	Avg. monthly searches (Worldwide)	Competition	Avg. monthly searches (USA)	Competition	Avg. monthly searches (Canada)	Competition	Avg. monthly searches (UK)	Competition	Avg. monthly searches (GCC)	Competition	Category	Separate Page	No: of Blog post required
luxury homes in pakistan	70	Low	20	Low	10	Low	10	Low	10	Low	Luxury	Yes	10
luxury homes in lahore	10	Low	10	Low	10		10		10	Low	Luxury		
luxury houses in pakistan	260	Low	20	Low	10	Low	40	Low	10	Low	Luxury		
pakistan luxury house	90	Low	10	Low	10	Low	20	Low	10	Low	Luxury		
luxury house in lahore	30	Low	10		10		10		10		Luxury		
luxury house for sale in lahore	20	Low	10	Low	10		10	Low	10	Low	Luxury		
most luxurious house in pakistan	20	Low	10	Low	10	Low	10	Low	10		Luxury		
lahore luxury house	10	Low	10	Low	10		10		10		Luxury		
luxury houses for sale in lahore pakistan	10	Low	10		10		10		10		Luxury		
luxury houses for sale in lahore pakistan	10	Low	10		10		10		10		Luxury		
luxury houses for sale pakistan	10	Low	10	Low	10		10		10		Luxury		

Luxury keyword is one of the key focused keyword which we will be using on the sub pages of Forest V.

Keyword Research - Forest V - Room Keywords

Keyword	Avg. monthly searches (Worldwide)	Competition	Avg. monthly searches (USA)	Competition	Avg. monthly searches (Canada)	Competition	Avg. monthly searches (UK)	Competition	Avg. monthly searches (GCC)	Competition	Category	Separate Page	No. of Blog post required
1 bedroom apartment for sale in lahore	40	Low	10		10		10	Low	10	Low	1 Bedroom	Yes	2
1 bedroom apartment in lahore	10	Low	10		10	Medium	10		10		1 Bedroom		
one bedroom apartment in lahore	10	Low	0		10		10		10	Low	1 Bedroom		
2 bed apartment for sale in lahore	260	Low	10	Low	10	Low	10	Low	10	Low	2 Bedroom	Yes	2
2 bedroom apartments in lahore	10	Low	10	Low	10		10		10	High	2 Bedroom		
3 bed apartment for sale in lahore	40	Low	10	Low	10		10		10	Low	3 Bedroom	Yes	2
3 marla apartments for sale in lahore	10	Low	10		10		10		10		3 Bedroom		

We need to create individual pages for 1 bedroom, 2 bedroom, 3 bedroom and penthouse.

Keyword Research - Forest V - Penthouse Keywords

Keyword	Avg. monthly searches (Worldwide)	Competition	Avg. monthly searches (USA)	Competition	Avg. monthly searches (Canada)	Competition	Avg. monthly searches (UK)	Competition	Avg. monthly searches (GCC)	Competition	Category	Separate Page	No: of Blog post required
penthouse lahore	4400	Low	40	Low	20	Low	70	Low	30	Low	Penthouse	Yes	8
penthouse in lahore	90	Low	10	Low	10		10	Low	10	Low	Penthouse		
penthouse in pakistan	90	Low	10	Low	10		10	Low	10	Low	Penthouse		
penta square lahore	40	Low	10	Low	10		10	Low	10	Low	Penthouse		
lahore penthouse	30	Low	10	Low	10	Low	10	Low	10	Low	Penthouse		
penthouse pakistan	30	Low	10		10		10	Low	10	Low	Penthouse		

We need to have separate page for penthouse keywords since it is having good search volume.

Keyword Research - Forest V - General Keywords

Keyword	Avg. monthly searches (Worldwide)	Competition	Avg. monthly searches (USA)	Competition	Avg. monthly searches (Canada)	Competition	Avg. monthly searches (UK)	Competition	Avg. monthly searches (GCC)	Competition	Category	Separate Page	No: of Blog post required
apartments for sale in lahore gulberg	140	Low	10	Low	10	Low	10	Low	10	Low	General	No	10
apartments in gulberg lahore	110	Low	10	Low	10		10	Medium	10	Low	General		
best apartments in lahore	110	Medium	10	Low	10		10	Medium	10	Medium	General		
serviced apartments lahore	70	Medium	10	Low	10		10	Medium	10		General		
apartments for sale in pakistan	50	Low	10	Low	10	Low	10	Low	10	Low	General		
5 marla apartment for sale in lahore	20	Low	0		10		10		10		General		
apartments in lahore pakistan	20	Low	10	Low	10		10	Medium	10		General		
apartments in lahore pakistan	20	Low	10	Low	10		10	Medium	10		General		
apartment for sale in lahore pakistan	10	Low	10	Low	10		10		10		General		
furnished apartments for sale in lahore	10	Medium	10		10		10		10	Low	General		
lahore furnished apartments	10	Low	10		10		10		10		General		
new apartments in lahore	10	Medium	10		10		10		0		General		
apartment for sale in lahore pakistan	10	Low	10	Low	10		10		10		General		
apartments in pakistan for sale	10	Low	10		10		10	Low	10		General		
residential apartments in lahore	40	Low	10		10		10		10	Medium	Residential		

Keyword Research - Forest V - Main Page Keywords

Keyword	Avg. monthly searches (Worldwide)	Competition	Avg. monthly searches (USA)	Competition	Avg. monthly searches (Canada)	Competition	Avg. monthly searches (UK)	Competition	Avg. monthly searches (GCC)	Competition	Category	Separate Page	No: of Blog post required
apartment for sale in lahore	1000	Low	30	Low	20	Low	40	Low	40	Low	Main Page	No	6
apartments in lahore	1000	Low	50	Low	10	Low	40	Medium	30	Low	Main Page		
luxury apartments in lahore	320	Low	20	Low	10	Medium	20	Low	10	Low	Main Page		
pakistan apartment	320	Low	70	Low	20	Low	30	Low	10	Low	Main Page		
grand luxury apartments lahore	140	Low	10	Low	10		10	Low	10	Medium	Main Page		
luxury apartments for sale in lahore	110	Medium	10	Low	10	Low	10	Medium	10	Medium	Main Page		
luxury apartments in gulberg lahore	50	Medium	10	Low	10	Low	10	High	10		Main Page		
luxury apartments in pakistan	20	Low	10	Low	10	Low	10	Low	10		Main Page		
grand luxury apartments lahore for sale	10	Low	0		10		10		10		Main Page		
pakistan luxury apartments	10	Low	10		0		10	Low	10		Main Page		

Keyword Research - Forest V - Property Keywords

Keyword	Avg. monthly searches (Worldwide)	Competition	Avg. monthly searches (USA)	Competition	Avg. monthly searches (Canada)	Competition	Avg. monthly searches (UK)	Competition	Avg. monthly searches (GCC)	Competition	Category	Separate Page	No: of Blog post required
property for sale in pakistan	480	Low	40	Low	20	Low	260	Low	50	Low	Property	No	6
buy property in pakistan	170	Low	30	Low	10	Low	50	Low	20	Low	Property		
property investment in pakistan	170	Low	10		10	Low	40	Low	10	Medium	Property		
best property investment in pakistan	70	Low	10	Medium	10		10	Low	10	Medium	Property		
best property investment in lahore	20	Low	10		0		10	Low	10		Property		
real estate lahore	14800	Low	260	Low	210	Low	320	Low	1300	Low	Real Estate	No	10
pakistan real estate	1600	Low	170	Low	70	Low	70	Low	90	Low	Real Estate		
real estate investment in pakistan	390	Low	10	Medium	10	Low	10	Medium	50	Medium	Real Estate		
real estate in lahore pakistan	70	Low	20	Low	10	Low	10		10	Low	Real Estate		
best real estate investment in pakistan	70	Low	10	Low	10	Medium	10		10	High	Real Estate		
real estate in lahore pakistan	70	Low	20	Low	10	Low	10		10	Low	Real Estate		
best real estate in lahore	50	Low	10	Low	10	Low	10	Low	10	Low	Real Estate		
best real estate investment in lahore	20	Low	10		0		10		10		Real Estate		
invest in pakistan real estate	20	Medium	10		10		10	Medium	10		Real Estate		
real estate property in pakistan	20	Low	10		10		10		10		Real Estate		

Keyword Research - Forest V - Investment Keywords

Keyword	Avg. monthly searches (Worldwide)	Competition	Avg. monthly searches (USA)	Competition	Avg. monthly searches (Canada)	Competition	Avg. monthly searches (UK)	Competition	Avg. monthly searches (GCC)	Competition
investment in pakistan	2400	Medium	90	Low	30	Low	210	Low	140	Medium
best investment in pakistan	1000	Medium	10	Low	10	Medium	20	Low	70	Medium
online investment in pakistan	720	Medium	10	Low	10		10	Medium	20	High
foreign investment in pakistan	260	Low	20	Low	10	Low	10	Low	10	Low
gwadar investment	260	Low	20	Low	10	Medium	140	Low	10	High
property investment in pakistan	170	Low	10		10	Low	40	Low	10	Medium
best investment in islamabad	140	Medium	10	High	10		10	Low	10	High
invest in islamabad	110	Medium	10	Medium	10	Medium	10	Low	10	Medium
best investment in karachi	90	Low	10		10		10		10	High
best investment in lahore	90	Low	10	Medium	10		10		10	Medium
best property investment in islamabad	90	Medium	10		10		10		10	
investment in lahore	90	Medium	10		0		10	Low	10	Medium
investment opportunities in islamabad	90	Medium	10	High	10		10	Low	10	Medium
best society in lahore for investment	70	Low	10		10		10	Low	10	Low
buying property in islamabad	70	Low	10	Low	10	Low	20	Low	10	Low

Full list of [keywords](#)



SEO PLAN
ORGANIC TRAFFIC
FORECAST
2. MONTHLY FORECAST

Search Seasonality Trend Over The Period Of Time

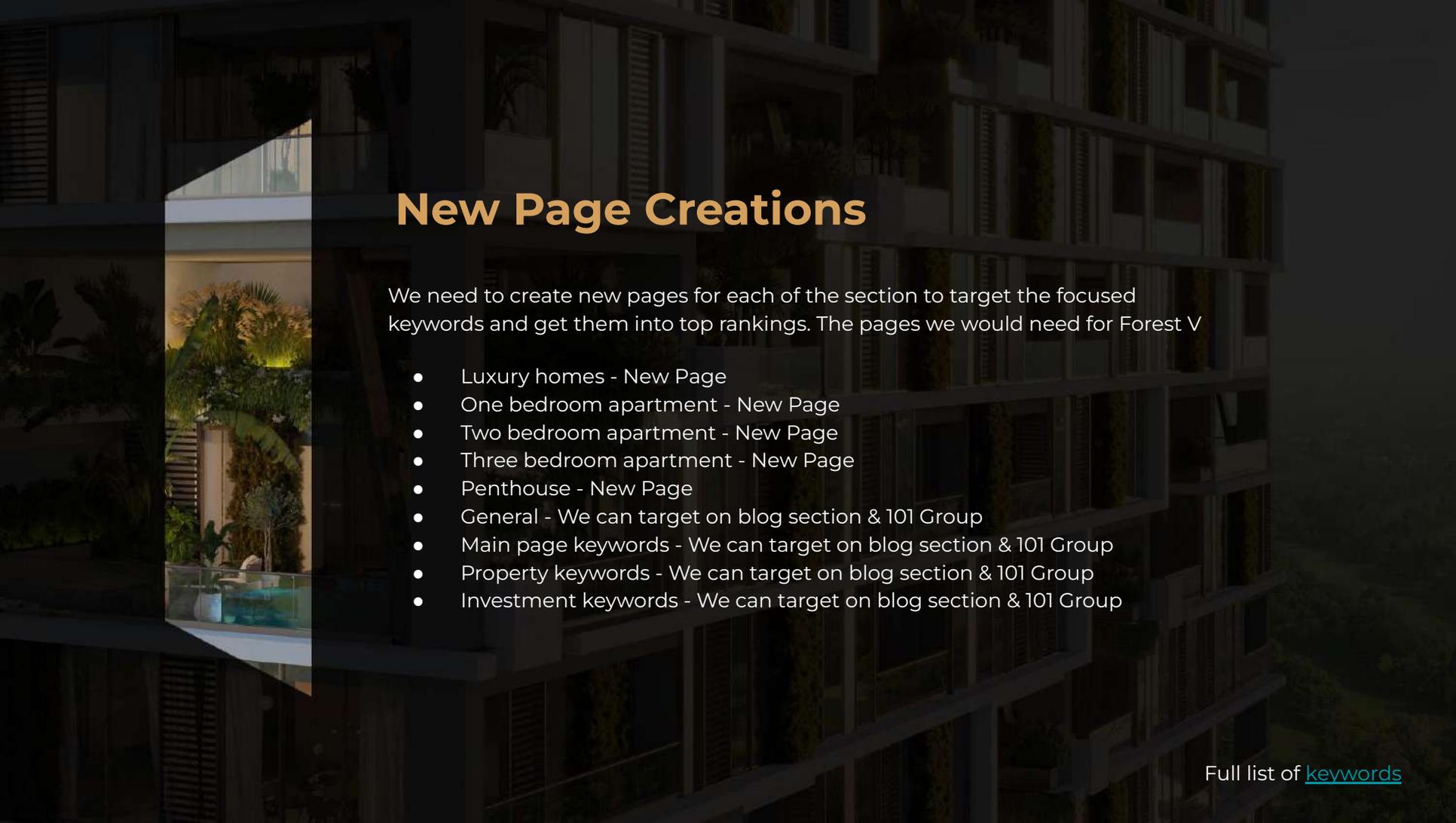


MONTH	ADDITIONAL SESSIONS	SEARCH SEASONALITY
SEP	0	100%
OCT	+81	99%
NOV	+162	85%
DEC	+312	95%
JAN	+549	108%
FEB	+700	95%
MAR	+1.1K	109%
APR	+1.4K	97%
MAY	+2.1K	109%
JUN	+2.9K	110%
JUL	+4.1K	115%
AUG	+4.7K	118%

We can see the search seasonality over the period of time for all the listed keywords. The organic traffic keeps increasing over the period of time once we start ranking on top positions for these keywords.

A photograph of a modern, multi-story building at night. The building is dark, with a prominent balcony on the left side that is brightly lit from within. The balcony has a glass railing and contains some indoor plants. The rest of the building is mostly in shadow, with some windows and architectural details visible. The overall mood is sophisticated and contemporary.

SEO PLAN REQUIREMENTS



New Page Creations

We need to create new pages for each of the section to target the focused keywords and get them into top rankings. The pages we would need for Forest V

- Luxury homes - New Page
- One bedroom apartment - New Page
- Two bedroom apartment - New Page
- Three bedroom apartment - New Page
- Penthouse - New Page
- General - We can target on blog section & 101 Group
- Main page keywords - We can target on blog section & 101 Group
- Property keywords - We can target on blog section & 101 Group
- Investment keywords - We can target on blog section & 101 Group

SEO PLAN & REQUIREMENTS

SEO REQUIREMENTS	Task Owners	
Getting GA & GSC access to seo@digitalnexus.com	101 Group	
Confirm GA & GSC access	101 Group	
GTM Access to seo@digitalnexus.com	101 Group	
Checking If 101 already have Hotjar account	101 Group	
Hotjar Setup for Heatmap and recording	101 Group	
GMB Listing (Access on Seo@DigitalNexus.com)	101 Group	
Fixing Page Loading issues	101 Group/Nexa	
SEO PLAN	Task Owners	Timeline
SEO Technical Audit	Nexa	2 Weeks
Keyword research & getting approval	Nexa	1 Week
Optimizing Meta Title Tags	Nexa	1 Week
Optimizing Meta Descriptions	Nexa	1 Week
H1, H2 & Alt tag creations	Nexa	1 Week
URL Structuring	Nexa	1 Week
Event Tracking after getting GA access	Nexa	1 Week

SEO PLAN & REQUIREMENTS

On-page Elements	Task Owners	Timeline
On-page Approval	101 Group	
Keyword Density Check for Main pages	Nexa	2 Weeks
Content modification & recommendation	Nexa	2 Weeks
On-page updating (Meta Title & Description)	(We can perform once we have backend access)	1 - 2 Days
Updating other On-page elements (Header tags, ALT Tags & URL Structure)		1 - 2 Days
Device Performance (Page Loading Speed Improvement Suggestions)	101 Group/Nexa	2 Weeks
Robots.Txt File Check and Implementation	Nexa	2 Weeks
Updating Sitemap.xml	Nexa	2 Weeks
Fixing Broken Links	Developers	2 Weeks
Submitting Sitemap in GSC	Nexa	After updating onpage to the website
Checking canonical tags	Nexa	

SEO PLAN & REQUIREMENTS

Other SEO Core Elements	Task Owners	Timeline
Spam Score Checking of Website and Disavowing	Nexa	Monthly
Indexing and Fetching of URLs	Nexa	Monthly
Cannibalization Issue Check	Nexa	Monthly
CoreVital Issue Check	Nexa	Monthly
Check the crawl status	Nexa	Monthly
Site Performance - Page Loading Issue Check	Nexa	Monthly
Fixing Page Loading issues	Nexa/101 Group	Monthly
DA & PA Check	Nexa	Monthly
Suggestion to improve DA	Nexa	Monthly
Indexed URL Status	Nexa	Monthly
Black Hat SEO Check	Nexa	Monthly
Monthly Reports	Nexa	Monthly

PERFORMANCE PLAN



Campaign Strategy Overview

The campaign funnel for Forest V is simplified using 3 distinct, actionable stages.

Lead Generation focus stage

In this stage we'll focus more on generating Leads by using conversions and Lead generation forms ads on the platforms.

2

Awareness stage

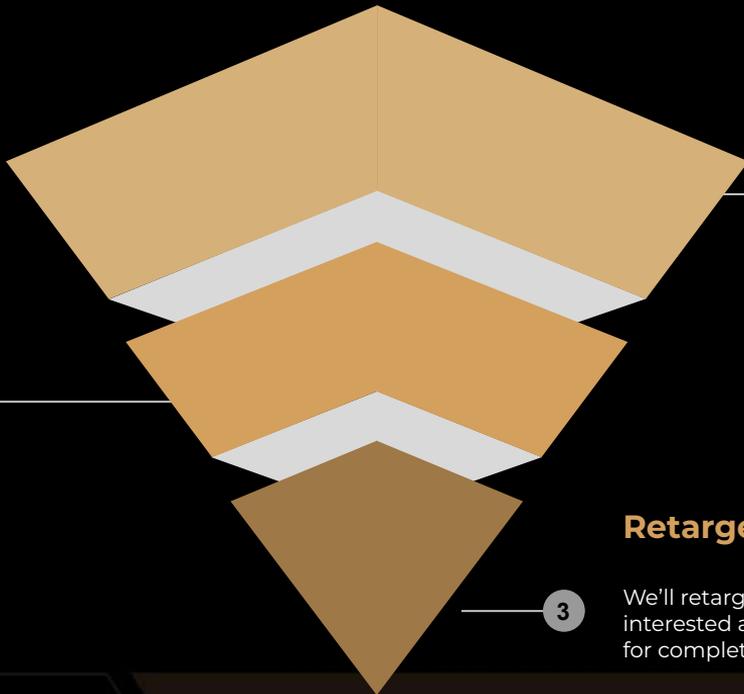
Trying to reach as much of the target audience as possible for project awareness purposes using reach, video views and link click objectives within platforms.

1

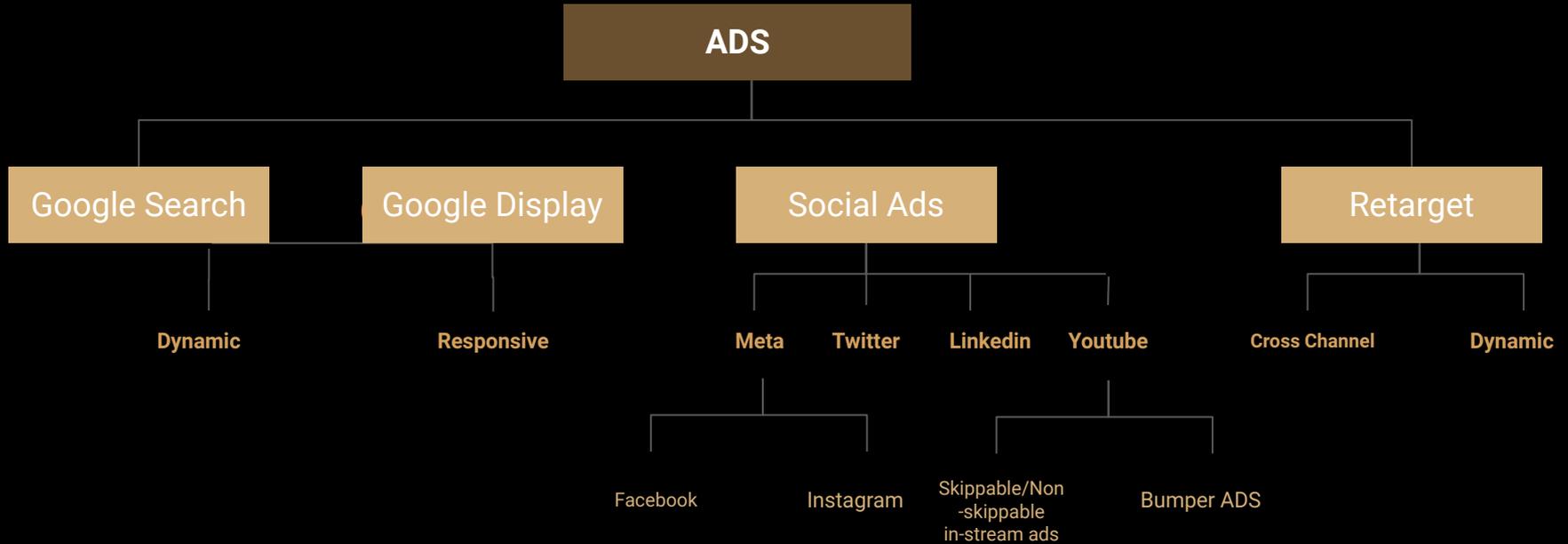
Retargeting stage

We'll retarget people who were interested and visited the website for completing the form.

3



Targeted Platforms



Audience detailing (Facebook / Instagram)

Audience 1 Size: 906,100 - 1,100,000

USA

Audience 2 Size: 500,900 - 589,300

USA (California; Florida; Georgia;
Illinois; Maryland; New Jersey; New
York; Texas; Virginia)

Audience 3 Size: 21,200 - 24,900

United Arab Emirates

Age:

30-65+

People who match:

Interests: Islamabad, Zong Pakistan, Defence Housing Authority, Lahore, Telenor, Hum TV, Pakistan, Pakistan Television Corporation, Karachi, Lahore, Pakistan national cricket team, Coke Studio (Pakistan), HBL Pakistan, Real estate investing, National Bank of Pakistan, Bahria Town, Government of Pakistan, Pakistani clothing, Standard Chartered, Pakistan Super League, PTV Sports or Zameen.com, Behaviours: People in Pakistan who prefer high-value goods,

Parents: Parents (All)

And must also match:

Job title: Executive director, Business Owner, Director general, Owner/Manager/CEO, Co-Founder and COO, Founder/Manager, Founder, Director, CEO, Owner and Founder, Owner/Managing Director, Chairman & Managing Director, Founder and Managing Director, Owner and CEO, Director (business), Restaurant Owner, Managing Director, Founder or Managing Director

Audience detailing (LinkedIn)

Audience size: 32,000 ++

Location: USA, United Arab Emirates

Age: 30-65+

Member Schools

Bahria University, Bahria College Islamabad, National University of Sciences and Technology (NUST), Virtual University of Pakistan, Institute of Cost and Management Accountants of Pakistan (ICMA Pakistan), Bahauddin Zakariya University, University of Sargodha, Institute of Administrative Sciences, University of the Punjab, Lahore - Pakistan, University of Malakand, Pakistan, PAF-Karachi Institute of Economics & Technology, Aptech Pakistan, The Institute of Chartered Accountants of Pakistan, Air University, National University of Modern Languages (NUML), Karachi University, Institute of Business Administration, NED University of Engineering and Technology, Karachi University Business School (KUBS), Lahore College for Women University, Lahore Grammar School, Government College University, Lahore, Lahore School of Economics, Government College University (GCU), Lahore, University of Education, Lahore, Lahore University of Management Sciences, University of Peshawar, University of Agriculture, Peshawar, FAST NUCES CS Department Peshawar, Government College University, Faisalabad, Quaid-i-Azam University, Islamabad, University of Sindh, University of Veterinary and Animal Sciences, Pakistan, COMSATS University Islamabad, COMSATS Institute of Information and Technology, International Islamic University, Islamabad, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology

AND

also have ANY of the following attributes:

Job Seniority

Manager, Director, VP, CXO, Owner, Partner

Audience detailing (Twitter)

Audience size: 559.2k - 618.0k

Follower look-alikes (optional) ⓘ

 Recommendations  Bulk upload

Search



Include 



-  Tony Khan  @TonyKhan 
-  Tahir Javed  @ceojaved 
-  Government of Pakistan  @GovtofPakistan 
-  The President of Pakistan  @PresOfPakistan 
-  National Assembly of Pakistan  @NAofPakistan 
-  Pakistan Embassy US  @PakinUSA 
-  Adnan Virk  @adnansvirk 
-  Iqra Khalid  @iamIqraKhalid 
-  Lord Wajid Khan  @LordWajidKhan 
-  Yasir Naqvi  @Yasir_Naqvi 
-  Salma Zahid  @SalmaZahid15 
-  Ali A. Rizvi  @aliamjadrizvi 
-  Omar Ahmad Zaheer, DVM  @omarzaheerdvm 
-  Aamina Sheikh  @aaminasheikh 
-  Atif Mian  @AtifRMian 
-  Mansoor Ijaz  @IjazMansoor 
-  Aishah Hasnie  @aishahhasnie 
-  Adam Amin  @adamamin 
-  M. Jibran Nasir  @MJibranNasir 
-  Sanam Saeed  @sanammodysaeed 
-  HUMAIMA MALICK  @HumaimaMalick 

Please Notes:

The said individuals are high net worth professionals, well known Pakistani citizens living in USA.

We seek to target these and their lookalikes in the US region.

Google Keywords Strategy - Forest V

Keyword	Currency	Avg. monthly searches	Competition
apartments for sale in bahria town lahore	USD	10	Low
house price in lahore	USD	10	Low
5 marla house for sale lahore	USD	110	Low
house for sale in pakistan lahore	USD	140	Low
house for rent in lahore	USD	140	Low
buy house in lahore	USD	20	Low
gulberg lahore house for sale	USD	20	Low
homes for sale in dha lahore	USD	20	Low
bahria town lahore house for sale	USD	210	Low
house for sale in dha lahore	USD	260	Low
dha lahore 5 marla house for sale	USD	30	Low
house for sale in lahore	USD	390	Low
house for sale in lahore	USD	390	Low
property for sale lahore	USD	40	Low

Google Paid Strategy - Generic Keywords

Keyword	Currency	Avg. monthly searches	Competition
flats for sale in islamabad	USD	70	Low
apartment for sale in islamabad	USD	110	Low
apartments in islamabad	USD	110	Low
flats in lahore	USD	10	Low
flats for sale in rawalpindi	USD	10	Low
flats in karachi	USD	20	Low
2 bed apartment for sale in lahore	USD	20	Low
apartment for sale in bahria town islamabad	USD	10	Low
luxury apartments in karachi	USD	30	Low
luxury homes in pakistan	USD	30	Low

Keywords Strategy - Interest Based Keywords

Keyword	Currency	Avg. monthly searches	Competition
stock prices in pakistan	USD	70	Low
stock market pakistan	USD	590	Low
stock exchange in karachi	USD	5400	Low
stock exchanges in pakistan	USD	3600	Low
national savings pakistan	USD	320	Low
gwadar investment	USD	30	Low
psx pakistan	USD	260	Low
live karachi stock exchange	USD	210	Low
pakistan venture capital	USD	20	Low
pakistan share market	USD	20	Low
live stock market in pakistan	USD	20	Low
national savings certificate pakistan	USD	170	Low
today karachi stock exchange	USD	170	Low
stock exchange pakistan live	USD	140	Low
investment in pakistan	USD	110	Low



Email Marketing

Approach

Event Invites

Send your contacts email invites to property launch events.

Follow-ups

Follow-up with engaged contacts or marketing qualified leads to engage further by submitting their interest in a property

Automated 'Thank You' emails

Send thank you emails to acknowledge contacts who have expressed interest in any of your properties or reached out for a call back request

Newsletters

Send regular newsletters to inform contacts about latest or upcoming projects. Use CTA buttons in emails to measure interest in specific developments.

Cross-sell

Send targeted communications to existing customers to promote other properties they might be interested in based on website engagement

Sales people templates

Develop standardised email templates for 1-to-1 communications. Include meeting links for contacts to directly book a call with a sales person.



ROLLOUT PLAN

Our Go-Live Approach For 101 Group

Phase 1

- Website for 101 group
- Microsite for Forest V

Web

Phase 2

- Getting the integrations and sync in place
- Creating workflows, setup reports, final sign offs and training schedule.

Hubspot

- Posting social media content to create a buzz around the launch.
- Rolling out engagement centric plans to get people to communicate.
- Initiating collaborations with various brands and relevant individuals

Launching social

Phase 3

- Start running awareness centric, event-related paid ads.

Paid

- Sending out launch and thank you emails to the database generated so far.
- Sharing promotional emails about events with the audience.

Email

- Creating e-books, pdfs, relevant content for the audience.
- Publishing blogs and infographics on the website.
- Creating video scripts to shoot with brands and influencers.

SEO & content

Phase 1 (OVERVIEW)

2 to 3 weeks

Microsite creation

We initiate the project by creating the microsite for Forest V.

1 week

Event landing pages

To get the registrations and roadshow event details out there, we create detailed landing pages through Hubspot.

Phase 2 Begins

2 to 3 weeks

Hubspot initial set up

Integrating Hubspot with current CRM, setting up tracking codes and basic modules.

6 to 8 weeks

Group website

We shift focus to the group's website once the event and microsite are up and running.

Phase 2 (OVERVIEW)

3 to 5 weeks

Setting up Hubspot

Finalizing the Hubspot setup for the group. Initiating final checks and trainings.

2 to 3 weeks

Social media set up & calendar creation

Forest V social media channels get set up, we initiate content creation.

2 weeks

Campaign Asset production

Creating campaign, launch visual assets to be used.

Phase 3 Begins

Monthly

Social Media page activation & postings

Initiating the social campaigns, posts, stories, community management, and more.

Monthly

Launch campaigns

Launching key campaigns across social channels using the diverse content.

Phase 3 (OVERVIEW)

Monthly

Optimizing paid campaigns

Since our paid initiatives are already live, we start optimizing targeting based on results.

Monthly

Email campaigns & production

Creating event and launch mailers to be sent out to our current database.

Monthly

Search engine optimization

We optimize our website to suit the SEO best practices, and initiate our SEO activities.

Monthly

Content marketing

High quality content production.

Monthly

Sales and web content (content marketing)

Creating sales assets, web content for the team to share with prospects

A modern, multi-story building with a prominent green roof. The building features a grid-like facade with large windows and balconies. The roof is covered in lush greenery, including various plants and trees. A large, stylized 'THANK YOU' sign is superimposed over the center of the image, with the letters filled with a vibrant, colorful scene of a garden or park. The overall scene is set against a dark, twilight sky, with some city lights visible in the distance on the right side.

THANK YOU