



*Digilyst*  
CREATIVITY MAXIMIZED

# WHO ARE WE?

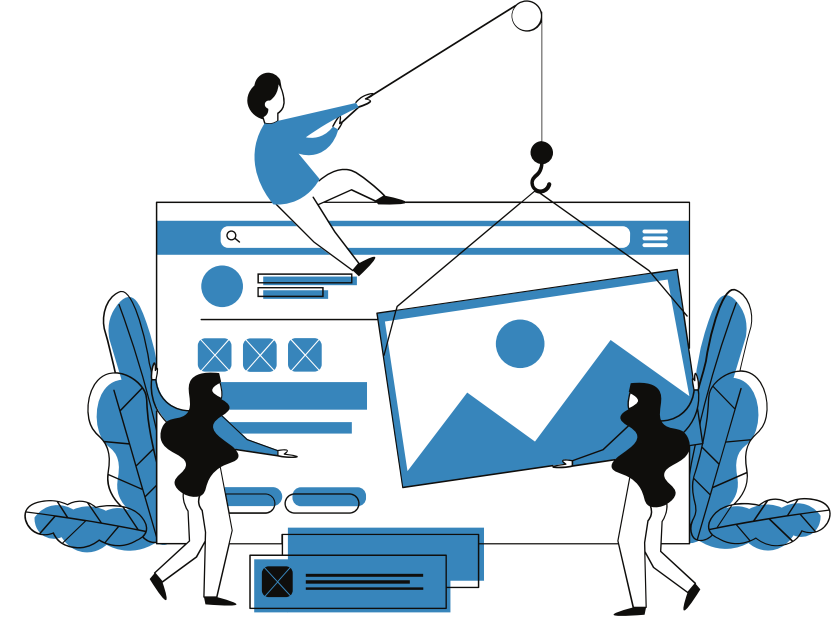
---

Digilysist is a team of young & passionate digital marketers who are working with a goal to support SMEs upgrade their business to Digital world, throughout the Pakistan. Our team consists of Marketeers, Developers, designers, and Writers who are not just passionate, but also talented. We have all that is needed to build Digital Presence.



# VISION

"To be the number one Digital Marketing Agency In The Region"



# MISSION

"To help our clients build their online presence and make them stand out their competition through the power of Digital Marketing while giving them maximum output with minimum input"

# WHAT SETS US APART?

---

All of our team members are the right people for their jobs. Why? Our content writers are poets, Our Graphic Designers are artists, Our developers are nerds, and our marketers are entrepreneurs running their own businesses.

We love what we do!



# WHAT IS REQUIRED FOR DIGITAL PRESENCE?

---



## Social Media management & Marketing

Social Media is the basic tool to create a brand image. Through creative ad copies, graphic designs, interacting stories and attractive ads we create and maintain the brand image.



## Search Engine Marketing / Optimization

Search Engine Optimization is needed in order to be visible in front of your audience that is searching for you.



## Website Development

Attractive user interface and layout, safe and secure website, attention grabbing content, and design. All in one is important to attract and retain the customers.



## Content Writing

Content is King, as everyone knows. It is content what makes user stay on your website and keep their attention towards the brand.



## GFX / VFX Designing

Excellent Quality graphics and enhanced effects in videos are necessary in order to capture the audience's attention.

# HOW DO WE SET IT?

## "A Step Towards Scaling"

Phase 1:

### BASE SETTING



Phase 2:

### TESTING



Phase 3:

### OPTIMIZATION

- Logo Designing
- Colour Theme Finalization
- Social Media Management
- Content Strategy
- Website Development
- On Page SEO

In phase 1, We aim to develop your identity. How will your people perceive your brand? We'll decide here.

- Ads Strategy
- Ads Designing
- Platforms Testing
- Blogging

In phase 2, We aim to market your presence to your target customers so people can notice your brand and complete your desired action. The target is to find your buyer persona and get purchases.

- Audience Testing
- Platforms Testing
- ROAS Testing
- Off Page SEO

Now we know, where our buyers are. We will make an analysis and aim to minimize the cost of our ads to maximize the profit so we can scale



# CHARGES

## Website & Hosting (1 GB)

We will provide Excellent hosting on our UK Based Dedicated Servers

**PKR 5,000 /Year**

## Website Development

Excellent combination of Design, Coding, and Content

**PKR 22,000**

## Basic SEO

On-Page Basic SEO necessary to make website visible to Search Engines

**PKR 6,000**

LAFIAN ENTERPRISES CAME TO DIGILYSIST IN THE MONTH OF APRIL LAST YEAR. THEY WANTED TO MAKE AN ONLINE PRESENCE FOR THEIR BUSINESS AND WANTED TO SELL OUT THEIR PRODUCTS WITH IT. FIRST, THEY NEEDED A WEBSITE AND THEN THEY NEEDED SOCIAL MEDIA MARKETING SERVICES TO MARKET THE PRODUCTS ON THE WEBSITE. FURTHERMORE, THEY NEEDED SOCIAL MEDIA MANAGEMENT SERVICES TO MAINTAIN THEIR BRAND POSITIONING. WE CREATED A SIMPLE ECOMMERCE WEBSITE FOR THEM AND STARTED THEIR CAMPAIGNS ON SOCIAL MEDIA WHILE WE MADE A CONTENT STRATEGY FOR THEIR PAGE.

**WE GOT THEM UPTO 6X ROSE**

# OUR CLIENTS



**LAFIAN**



# OUR CLIENTS

INSIGHT HIRED DIGILYSIST TO DIGITALLY MARKET THEM IN APRIL 2022. THEY WANTED TO IMPROVE THEIR SOCIAL MEDIA PRESENCE SO WE PROVIDED THEM SOCIAL MEDIA MANAGEMENT AND MARKETING. WE ALSO PROVIDE THEM CREATIVE GRAPHIC DESIGNING AND AD COPIES. WE ALSO CREATED E-COMMERCE WEBSITE FOR THEM. FOR BRAND AWARENESS AND POSITIONING WE USED DIFFERENT SOCIAL MEDIA STRATEGIES, I.E. GIVEAWAYS, STORIES, QUIZES ETC.



## INSIGHT

### WOMEN'S CLOTHING STORE



## DUBAI TOUR AGENCY

# OUR CLIENTS

FUN TOURS DESERT SAFARI CAME TO DIGILYSIST IN FEBRUARY 2022. THEY ALREADY HAD AN ONLINE PRESENCE AND WANTED TO IMPROVE IT THROUGH SOCIAL MEDIA AND THE WEBSITE. FOR THAT, WE PROVIDED SOCIAL MEDIA MANAGEMENT, SOCIAL MEDIA MARKETING, ON-PAGE SEO FOR THE WEBSITE, AND PPC (GOOGLE ADS) CAMPAIGNS SERVICES. WE PROVIDED CREATIVE GRAPHIC DESIGNING SERVICE FOR TIKTOK VIDEOS AND INSTAGRAM REELS. WE GOT THEM UP TO 6X ROAS

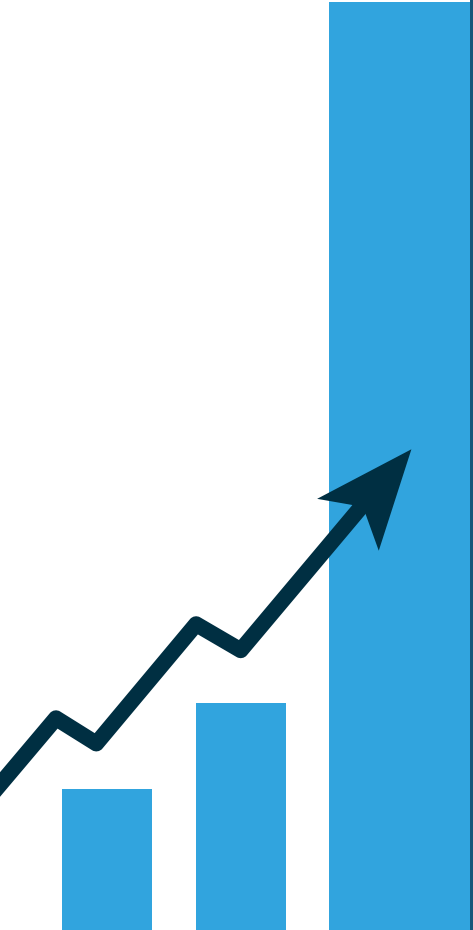
# STATISTICS GOOGLE ADS

Clicks ▾ 1.2K    CTR ▾ 6.44%    Impressions ▾ 18.7K    Cost ▾ dh4.44K

1 Jun 2022

SEARCH   SEGMENT   COLUMNS   REPORTS   DOWNLOAD   EXPAND   MORE


| Ad group type | Clicks | Impr.  | CTR   | Avg. CPC | Cost        | Conv. rate |
|---------------|--------|--------|-------|----------|-------------|------------|
| Standard      | 1,203  | 18,672 | 6.44% | AED3.69  | AED4,435.74 | 0.00%      |
|               | 1,203  | 18,672 | 6.44% | AED3.69  | AED4,435.74 | 0.00%      |
|               | 1,203  | 18,672 | 6.44% | AED3.69  | AED4,435.74 | 0.00%      |



|      |         |   |     |       |        |         |             |       |
|------|---------|---|-----|-------|--------|---------|-------------|-------|
| 0.00 | AED0.00 | – | 513 | 7,904 | 6.49%  | AED3.16 | AED1,622.48 | 0.00% |
| 0.00 | AED0.00 | – | 1   | 34    | 2.94%  | AED9.79 | AED9.79     | 0.00% |
| 0.00 | AED0.00 | – | 12  | 236   | 5.08%  | AED4.91 | AED58.88    | 0.00% |
| 0.00 | AED0.00 | – | 237 | 3,629 | 6.53%  | AED4.44 | AED1,051.37 | 0.00% |
| 0.00 | AED0.00 | – | 11  | 104   | 10.58% | AED3.16 | AED34.73    | 0.00% |
| 0.00 | AED0.00 | – | 31  | 268   | 11.57% | AED2.26 | AED70.11    | 0.00% |
| 0.00 | AED0.00 | – | 17  | 221   | 7.69%  | AED2.76 | AED47.00    | 0.00% |
| 0.00 | AED0.00 | – | 62  | 1,021 | 6.07%  | AED3.05 | AED188.90   | 0.00% |

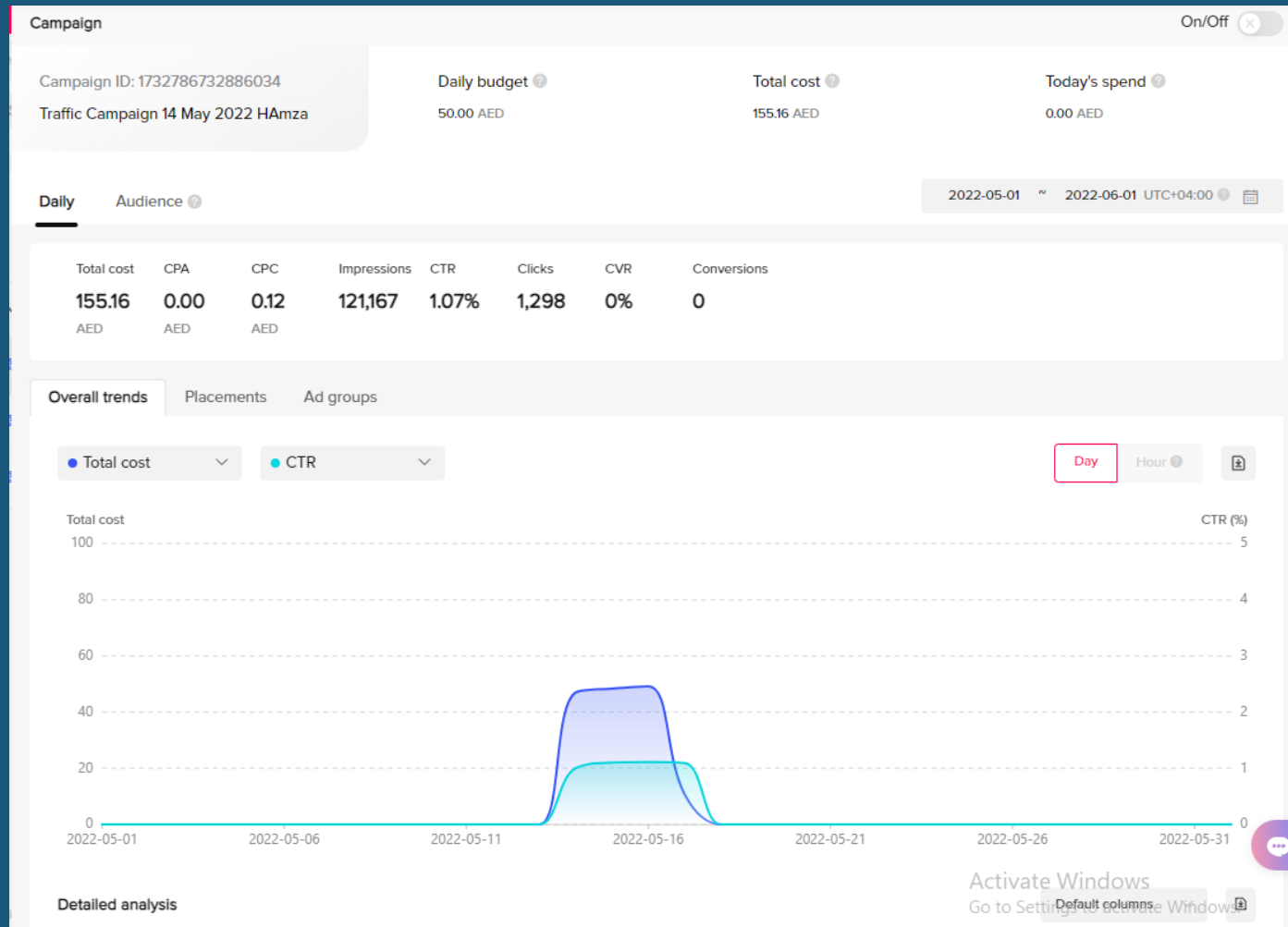
Activate Windows

Go to Settings to activate Windows.

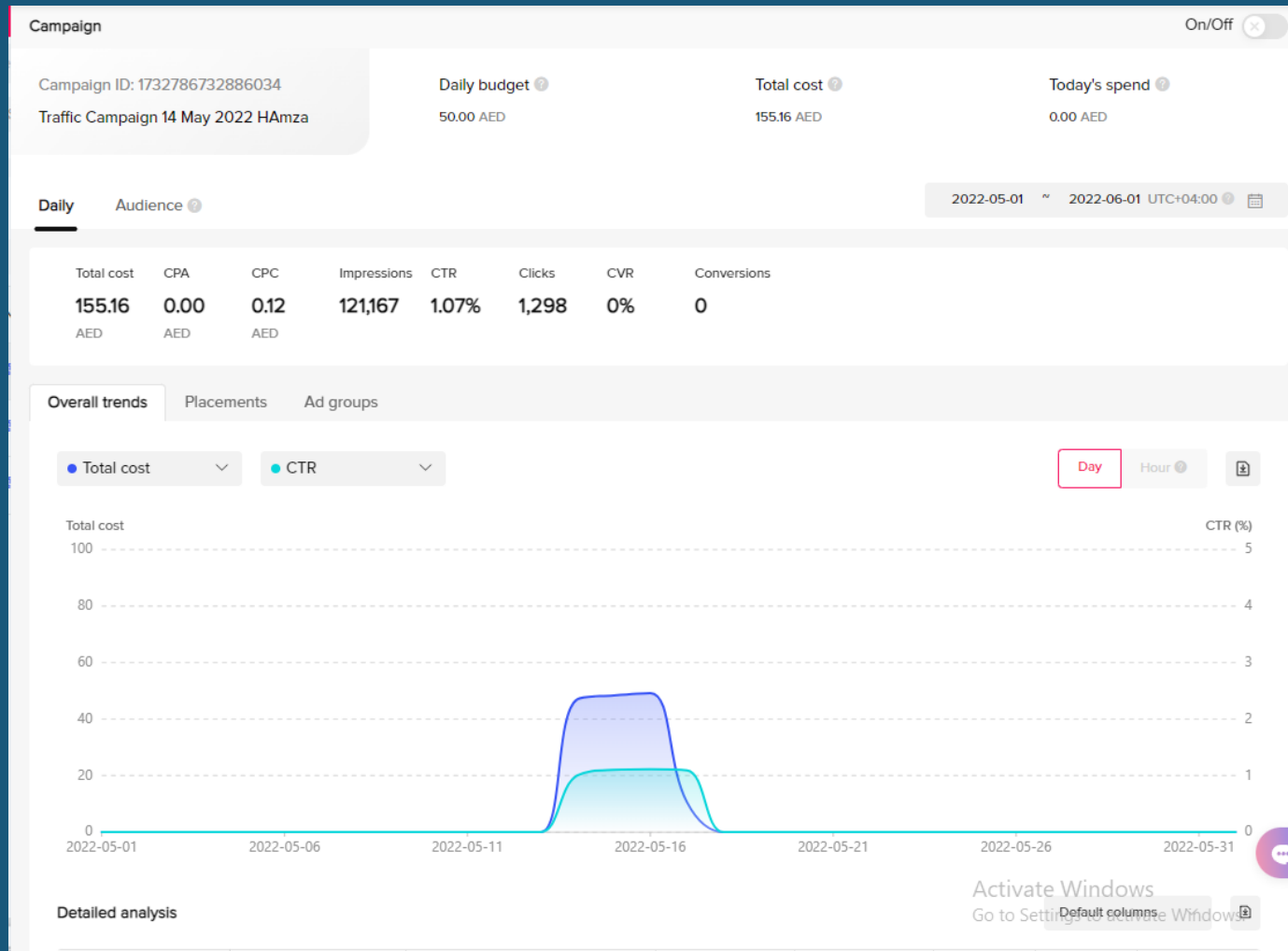
| <input type="checkbox"/> | <input checked="" type="radio"/> | Keyword ↓                         | Status                             | Conversion: | Cost / conv. | Final URL   | Clicks | Impr. | CTR    | Avg. CPC | Cost      | Conv. rate |
|--------------------------|----------------------------------|-----------------------------------|------------------------------------|-------------|--------------|---|--------|-------|--------|----------|-----------|------------|
| <input type="checkbox"/> | <input checked="" type="radio"/> | "the dubai desert safari"         | not eligible<br>campaign<br>paused | 0.00        | AED0.00      | —   | 164    | 2,853 | 5.75%  | AED4.57  | AED748.86 | 0.00%      |
| <input type="checkbox"/> | <input checked="" type="radio"/> | "sunset dubai desert"             | not eligible<br>campaign<br>paused | 0.00        | AED0.00      | —   | 8      | 75    | 10.67% | AED4.18  | AED33.45  | 0.00%      |
| <input type="checkbox"/> | <input checked="" type="radio"/> | "sunset desert safari tour dubai" | not eligible<br>campaign<br>paused | 0.00        | AED0.00      | —  | 5      | 75    | 6.67%  | AED4.64  | AED23.21  | 0.00%      |
| <input type="checkbox"/> | <input checked="" type="radio"/> | "red sand desert safari dubai"    | not eligible<br>campaign<br>paused | 0.00        | AED0.00      | —   | 11     | 136   | 8.09%  | AED2.65  | AED29.19  | 0.00%      |
| <input type="checkbox"/> | <input checked="" type="radio"/> | "red dune safari"                 | not eligible<br>campaign<br>paused | 0.00        | AED0.00      | —   | 6      | 100   | 6.00%  | AED6.49  | AED38.95  | 0.00%      |
| <input type="checkbox"/> | <input checked="" type="radio"/> | "red dune desert safari dubai"    | not eligible<br>campaign<br>paused | 0.00        | AED0.00      | —   | 2      | 33    | 6.06%  | AED5.68  | AED11.36  | 0.00%      |
| <input type="checkbox"/> | <input checked="" type="radio"/> | "red dune desert"                 | not eligible<br>campaign<br>paused | 0.00        | AED0.00      | —   | 7      | 282   | 2.48%  | AED2.21  | AED15.45  | 0.00%      |
| <input type="checkbox"/> | <input checked="" type="radio"/> | "red desert dubai"                | not eligible<br>campaign<br>paused | 0.00        | AED0.00      | —   | 23     | 278   | 8.27%  | AED2.86  | AED65.80  | 0.00%      |
| <input type="checkbox"/> | <input checked="" type="radio"/> | "quad safari dubai"               | not eligible<br>campaign<br>paused | 0.00        | AED0.00      | —   | 10     | 178   | 5.62%  | AED4.15  | AED41.54  | 0.00%      |

Activate Windows  
Go to Settings to activate Windows.

# STATISTICS TICKTOK ADS



# STATISTICS TIKTOK ADS



Campaign

On/Off

Campaign ID: 1731164031276033

Tik Tok Campaign Conversions 26April2...

Daily budget

50.00 AED

Total cost

150.00 AED

Today's spend

0.00 AED

Daily

Audience

2022-04-01 ~ 2022-05-31 UTC+04:00

| Total cost    | CPA         | CPC         | Impressions | CTR   | Clicks | CVR | Conversions |
|---------------|-------------|-------------|-------------|-------|--------|-----|-------------|
| 150.00<br>AED | 0.00<br>AED | 0.85<br>AED | 38,179      | 0.46% | 176    | 0%  | 0           |

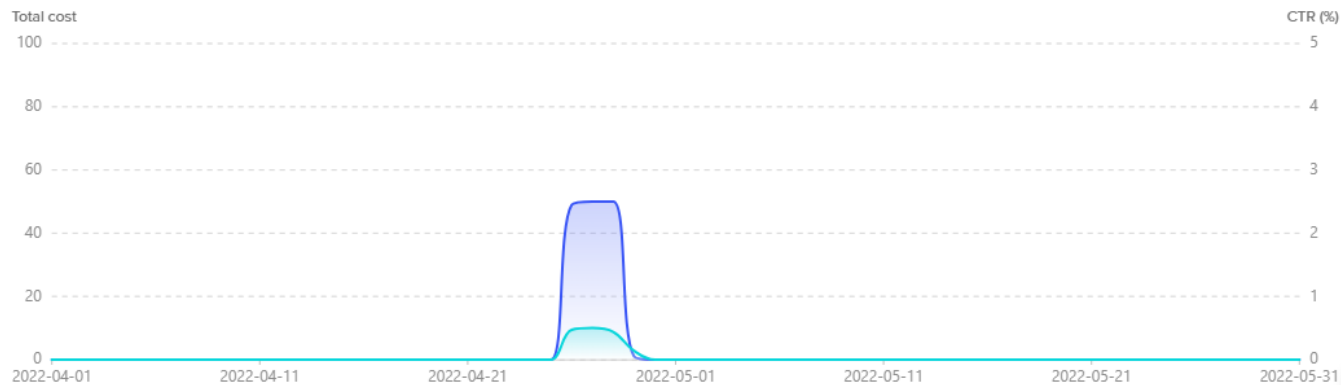
Overall trends

Placements

Ad groups

Total cost CTR

Day Hour



Detailed analysis

Activate Windows

Go to Settings to activate Windows



# STATISTICS FACEBOOK ADS

| Impressions | Reach  |
|-------------|--------|
|             |        |
| 19,312      | 15,768 |
| 12,748      | 10,804 |
| 11,767      | 10,322 |
| 21,476      | 17,912 |
| 59,434      | 49,216 |
| 25,256      | 22,880 |

| Link clicks | Clicks (all) |
|-------------|--------------|
| 83          | 161          |
| —           | —            |
| 96          | 213          |
| 177         | 316          |
| 49          | 84           |
| 52          | 100          |
| 26          | 54           |

# LOGO

*Designs*

LETTER MARK



SEACOTRANS TRADE CO.



GEARBULK CARGO STEVEDORES

EMBELEM



PARTY  
FLUID

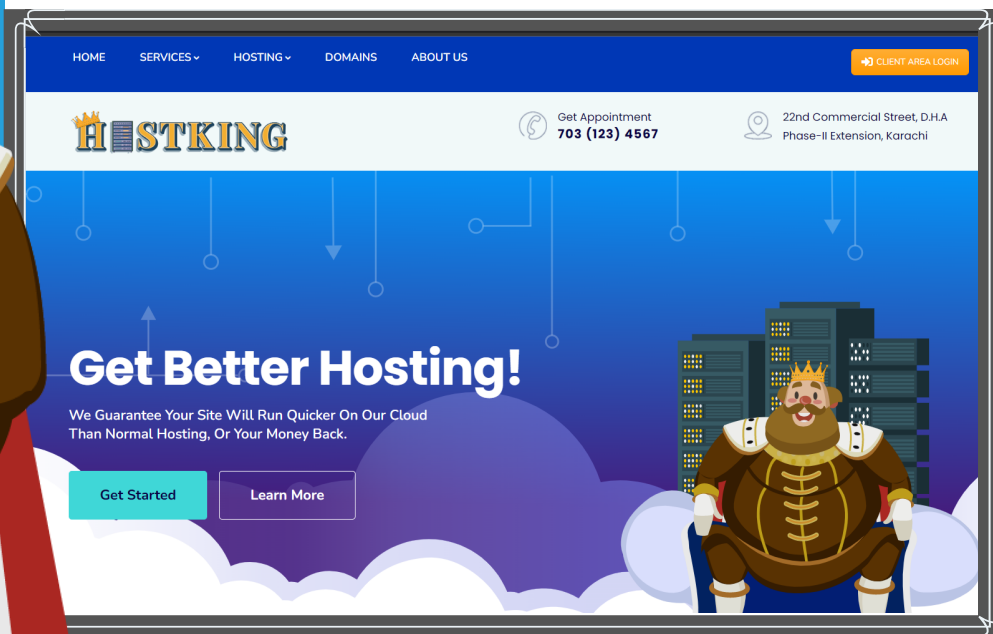
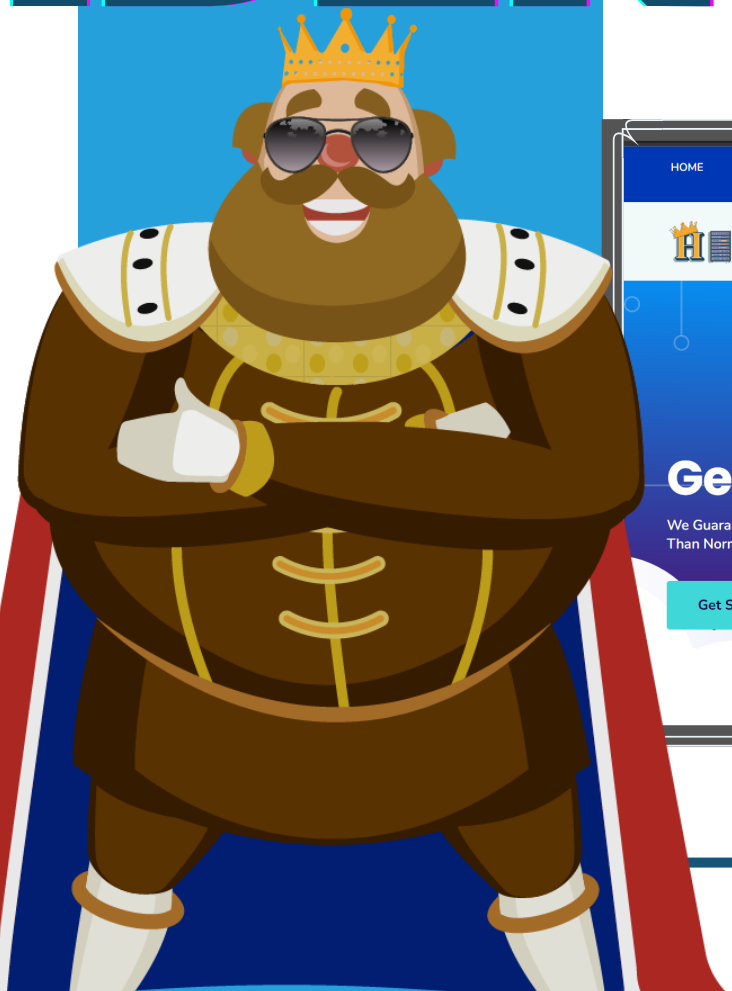
MASCOT



HOST  
KING

COMBINATION

# BRAND IDENTITY



MASCOT

UI/UX



SM POSTS

**عيد مبارك**  
**MUBARAK**  
 ON THIS BLESSED OCCASION  
 OF DEVOTION AND SACRIFICE  
 MAY YOU BE BLESSED  
 WITH ALL YOU DESIRE FOR

03023444563 info@digilyst.com

**Digilyst**  
 CREATIVITY MAXIMIZED

# SOCIAL MEDIA POSTS

**CONNECT**

WITH YOUR CUSTOMERS WHERE THEY ARE MOSTLY FOUND

SO MANY SOCIAL PLATFORMS  
 SO LITTLE TIME?

**DON'T WORRY!**  
 IF YOU CAN'T HANDLE THEM ALL  
 IT'S TOTALLY FINE

**DIGILYSIST HAS A WHOLE TEAM SPECIALLY TO MANAGE YOUR SOCIALS**

**WHY SOCIAL MEDIA MANAGEMENT?**

YOU CAN ENHANCE YOUR IMAGE AND POSITIONING ON SOCIAL MEDIA THROUGH OUR SOCIAL MEDIA MANAGEMENT PACKAGE

info@digilyst.com www.digilyst.com

**Digilyst**  
 CREATIVITY MAXIMIZED

**SAFE AND SECURE WEBSITE FOR YOUR BUSINESS**

FROM DESIGNING TO DEVELOPMENT YOUR WEBSITE IS OUR RESPONSIBILITY

**CREATIVE GRAPHIC DESIGNING**

- Logo
- SocialMedia Posts
- Ads
- Posters
- Banners
- Stationaries

**FUNTOURS**  
Desert Safari Dubai

# CITY TOURS

**STARTING FROM 328 AED**  
**197 AED**

**BOOK NOW**  
+971 50 1902213  
www.funtoursdubai.com

- DUBAI**  
Dubai Museum | Fahidi Fort | Dubai Creek
- ABU DHABI**  
Corniche | Sheikh Zayed Mosque | Emirat Palace
- SHARJAH**  
Ajman Museum | Blue Souk | King Faisal Mosque
- FUJAIRAH**  
East Coast | Fujairah Fort | Badiyah Mosque
- AL-AIN**  
Al Ain Zoo | Jabel Hafeef | Green Mubazzarah

7 HOURS

## Combo Package

DESERT SAFARI | BBQ DINNER | QUAD BIKE



**300 AED**

**BOOK NOW**  
+971 50 1902213  
www.funtoursdubai.com

**FUNTOURS**  
Desert Safari

## Amazing Summer Discount

BOOK 4 HOURS MORNING SAFARI WITH QUAD BIKE IN JUST **270 AED**

Sand Boarding | Camel Riding | Dune Bashing | Desert Photo Stop | Pick n Drop

**BOOK NOW**  
+971 50 1902213  
+971 4283 0889  
info@funtoursdubai.com  
www.funtoursdubai.com

# WELCOME TO UAE

## UAE CITY TOURS

VISIT THE PLACE OF LIGHTS, SUCCESS, ARCHITECTURE, BEAUTY, AND FUN!  
FUJAIRAH AND EAST COAST | AL AIN | SHARJAH AND AJMAN | ABU DHABI | SHEIKH ZAYED MOSQUE

Starting from 107 AED

**BOOK NOW**  
+971 50 1902213  
+971 4283 0889  
info@funtoursdubai.com  
www.funtoursdubai.com

**DUBAI**  
Dubai Museum | Fahidi Fort | Dubai Creek

**ABU DHABI**  
Corniche | Sheikh Zayed Mosque | Emirat Palace

**SHARJAH**  
Ajman Museum | Blue Souk | King Faisal Mosque

**HOW CRUISE**  
Yacht Club | Atlantis Hotel | Dubai Marina Mall

**DESERT SAFARI**  
Quad Bike | Dune Bash | Camel Ride | Dinner

# TRAVEL & TOURS

SM CREATIVES

COTTON  
*Summer Wear*

Upto 40% Off



2 PEICE



We Design each Creative  
Precisely Unique to your  
Masterpiece

*Eastern*

**CLOTHING**

SM CREATIVES

PKR 4,990 PKR 3,950

*Upto 40% Off*



**READY TO WEAR**  
SHIRT AND TROUSER

