

DIGITAL MARVELS PVT LTD

Effective solutions to all your
digital needs.

Results-driven
IT & IT Enabled digital agency

www.digimarv.com



ABOUT US

Digital Marvels (Pvt) Ltd is a full-service digital marketing agency that provides end to end digital & IT solutions ranging from consulting and strategy solutions to managing your entire digital brand presence, while following a sophisticated environment policy.

CERTIFIED & RECOGNISED WITH



OUR DIGITAL SOLUTIONS



01

Digital Strategy

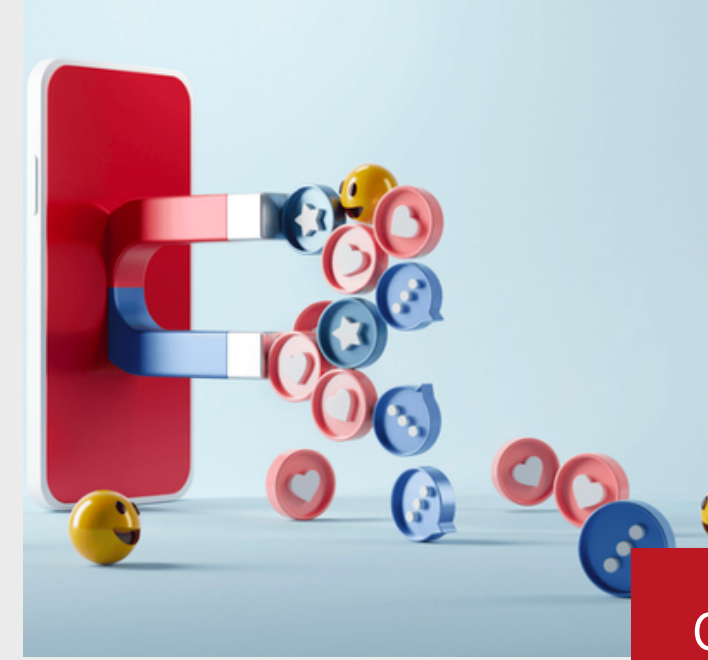
helping our clients understand, envision & articulate digital as a business strategy & implement it across the enterprise.



02

Performance Marketing

We help you create data-driven, technology-powered, personalized experiences for every customer and generate critical insights for your business to thrive in the digital age, giving you the best bang for your buck.



03

Social Media Marketing

We create & implement impactful social media strategies. We enable you to optimize your online communities by listening and engaging with the right audience, based on brand and industry best practices.



04

Influencer Matchmaking

We connect you with the right influencer at the right time, to transform your brand into a captivating story to be told by the right people.

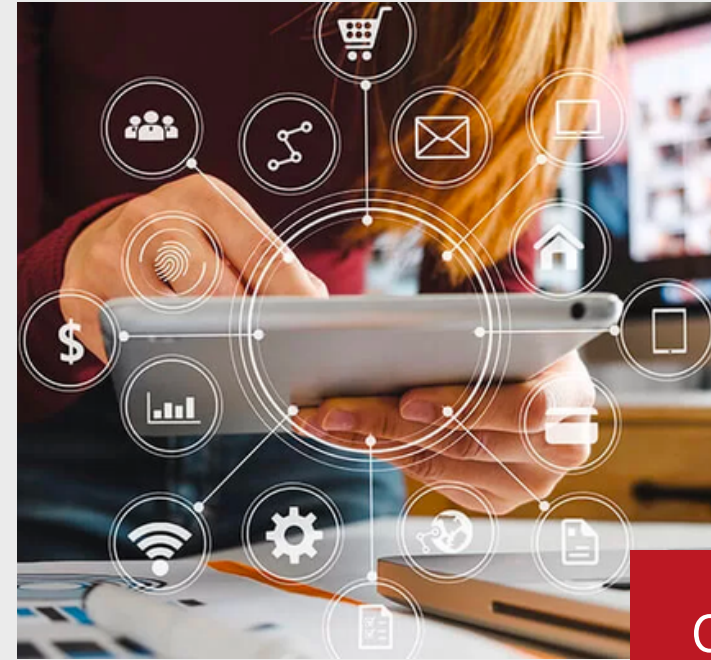
OUR DIGITAL SOLUTIONS



01

Design

We harness creativity and technology to create incredible & immersive experiences. Our passion is crafting experiences that people love and remember.



02

Search

We have the knowledge, experience and expertise to deliver high-quality strategies that generate meaningful results on

SEO

Paid Search



03

Digital PR

We adopt a proactive approach to managing & building relationships with key stakeholders.

Reputation management

Sentiment management

Publishers relationship & management



04

Creative & Content

We produce engaging, interactive and immersive content across many digital channels.

Ideas & concepts

content management

animations



01

Digital Advertising

From one-off ad tests to transformational media plans, our teams serve all your needs

Media planning

Media buying

Operations, trafficking & optimization

Monitoring & tracking



02

E-commerce Solutions

Smart e-commerce solutions, personalized for your specific needs, help grow your business. our advisory and hands-on support provides advanced e-commerce services for your online businesses.

OUR DIGITAL SOLUTIONS

For organizations on the journey towards innovation, growth and digital-first thinking, we assist in building and deploying the right solutions, integrated to business needs and customized for business success.

OUR APPROACH



Day after day, brand upon the brand, our methods have proven to engage and excite targeted digital communities effectively. Through our extensive industry research and experience, we have set the trends and led the market. Whether a single post or a bigger campaign idea, our greatest strength comes from creating authentic, emotionally connective, and relatable content. Each piece of content across your social platforms is conceptualised and executed in-house and, on the ground, to maximise engagement with your target community. Our brand-lifestyle-driven strategies elicit an emotional connection with your communities with daily content, and our creative campaigns bring in the numbers, while our PR support will keep people buzzing about your brand. Because if you aren't constantly engaging with your audience, then who are you talking to?

TEAM STRUCTURE

Our team is a dynamic group of dedicated professionals who work tirelessly to deliver innovative solutions and exceptional service to our clients.



ACCOUNT MANAGERS

Develop and implement social strategy and oversee the direction of content. Create and execute content, monitor accounts, interact and respond.

PRODUCTION TEAM

Create exciting, “authentic” brand lifestyle content to bring the brand’s stories to life every single day

GRAPHIC DESIGN & BRANDING

Develop creative, on-brand visuals specifically designed to engage on social media.

SEO TEAM

Responsible for managing all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks.

RESEARCH TEAM

Keep us on top of our game and way ahead of the market.

CONTENT TEAM

Copy and content writing for SEO, Web & Ads

TECHNOLOGY TEAM

Softwares, Mnagement Systems, UI/UX designs, Architecture, Development & Support

MEDIA PLANNING TEAM

With a thorough media planning strategy in place, our team holistically monitors campaign success and makes informed decisions about how to optimize performance in the future.

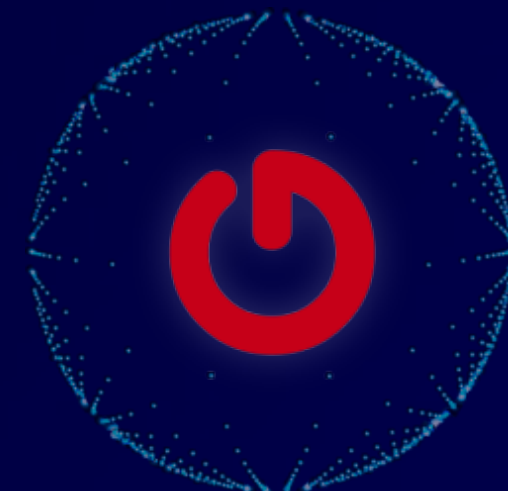
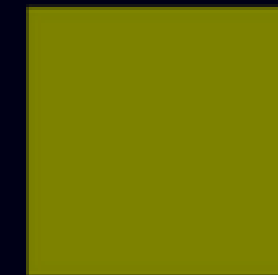
LOCAL

C
L
I
E
N
T
S



International

C L I E N T S





OUR STRENGTH IN ADVERTISING

Top Twitter (X) Trends
Google Display Campaigns on International Publishers
Influencer Marketing
YouTube Ads
Facebook & Instagram Ads
TikTok Ads
Snack Video Ads
Twitter Ads
Digital Publishers

IMPRESSIONS, REACH, LEADS, TRAFFIC, CONVERSIONS

OUR WORK

At Digital Marvels, our work is driven by a relentless passion for creating online success stories.

From optimizing websites for search engines to crafting compelling content and executing targeted advertising campaigns, our work is a testament to our commitment to helping our clients achieve their digital marketing goals.





We employed a strategic mix of targeted advertising, engaging content following brand guidelines, and data-driven analytics, we achieved an outstanding number of applications for Spring 2021 intake.



Fall 2021 digital media campaign resulted in an exceptional growth of applications and admissions in all programs at Islamabad, Lahore & Malakand Campuses.

THE RESULTS PROGRESSIVELY IMPROVED, ONE AFTER THE OTHER...



Admissions
Open Fall 2022
APPLY NOW

JOIN RIPHAH



Hostel & Transport Facility

254 PhD Faculty & 25000+ Students

7 Cities & 12 Campuses

High Employability & Happy Students

140+ Degree Courses

Rs. 259 M Scholarships

HEAD IN THE RIGHT DIRECTION

☎ 033-11-000-111 🌐 admissions.riphah.edu.pk



ADMISSIONS
Open **SPRING 2023**
BS | MS | PhD



Be all that you can be

IMAGINE

#MakeItHappen

APPLY NOW

☎ 033-11-000-11 🌐 admissions.riphah.edu.pk

It kept getting better each semester that we managed to acquire a 200% growth in applications and admissions.

FIRST BIGGEST EVER DIGITAL MEDIA CAMPAIGN RELEASE FOR MINISTRY OF INFORMATION & BROADCASTING



Achieved a collective of 40 Million Impressions with display campaigns on digital publishers, YouTube, Meta, Influencers, TikTok.

DISPLAY CAMPAIGN “INTERNATIONAL CONFERENCE ON CLIMATE RESILIENT PAKISTAN” AT UNO, GENEVA



#ResilientPakistan



INTERNATIONAL CONFERENCE ON CLIMATE RESILIENT PAKISTAN

09 January, 2023

The United Nations Office, Geneva

#PMShahbazinGeneva

PAKISTAN FLOODS '22

8 M	Displaced
1500	Died
2 M+	Homes Destroyed
1/3 RD	Country was Submerged

POST-DISASTER NEEDS

\$16.3 B+	Reconstruction Costs
\$14.9 B+	Flood Damages
\$15.2 B+	Economic Losses

Top Twitter trend and display campaigns on donations for flood affected people of Pakistan (2022)



HELP

PRIME MINISTER'S FLOOD RELIEF FUND 2022

Send your donations to special account number

G-12164

HOW TO DONATE

Via Wire Transfer, Money Services Bureau, Money Transfer Operators, and Exchange Houses

Via Cross-Cheque deposit through any bank account, cash or bank transfer

#PMReliefFund

PROMOTION OF PRIME MINISTER'S FLOOD RELIEF FUND 2022

An effective digital campaign harnesses the full spectrum of available channels, seamlessly integrating web, social media & influencers to create a cohesive and powerful online presence, driving engagement and delivering exceptional results.



سیلاب متاثرین کی فوری مالی امداد کیلئے

37.2 ارب روپے کا فنڈ ریلیف کیشن پروگرام

25000

روپے فی خاندان مالی امداد

15 لاکھ خاندانوں کے 90 لاکھ متاثرہ افراد مستفید

OTHER SUCCESSFUL CAMPAIGNS

Economic Indicators

Rebuilding Pakistan

PM's Visit to KSA

PM's Visit to China

Solidarity with Turkey's earthquake victims

PM's Visit to Egypt

77th Session of UNGA

Youm-e-Takbeer 2022

9th May Black Day

National Energy Conservation (NEECA)

Public Safety & Responsible Citizen

Prime Minister's Youth Program

15 Months Performance

PM Flood Relief Assistance Program

Kashmir Black Day





DR. FAZEELA ABBASI

Celebrity Dermatologist

Digital Marvels has been managing Dr. Fazeela Abbasi's digital marketing for her clinic as well as DFA product for past 02 years.

- **Verified Accounts**
- **International Sales**
- **Channel Monetisation**





NOVA CITY
ISLAMABAD

The Right Move

*Safeguard Your Money by Investing It **Right.***

COMMERCIAL PLOTS

04 Marla | 08 Marla

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Nova Group
4th Floor, Razia Shariff Plaza,
Blue Area, Islamabad.

DIGITAL MEDIA CAMPAIGN
NOVA GROUP

We are getting a very good response so far in terms of reach and market is taken by surprise

We have over shadowed sky marketing , eighteen and one dha phase 3 project which is very positive

-Chairman Nova Group

OUR ARTWORK

We have earned a reputation for providing the finest creative design services.









Lettuce
Vitamin A

Air Fried
Euro Chicken Nuggets
Proteins

Sweet Potao
Fries
Carbs

Orange
Vitamin C

Apple
Iron & Vitamins

QUICK AND HEALTHY
KIDS' SNACK
with Euro Chicken Nuggets



Super
Delicious

**CHICKEN
BURGER
PATTIES**






HELP
TÜRKIYE
Prime Minister's
Relief Fund for
EARTHQUAKE VICTIMS

 A/C : G-12166
IBAN : PK18NBPA0001004182864740
#PakStandsWithTürkiye

DONATE NOW

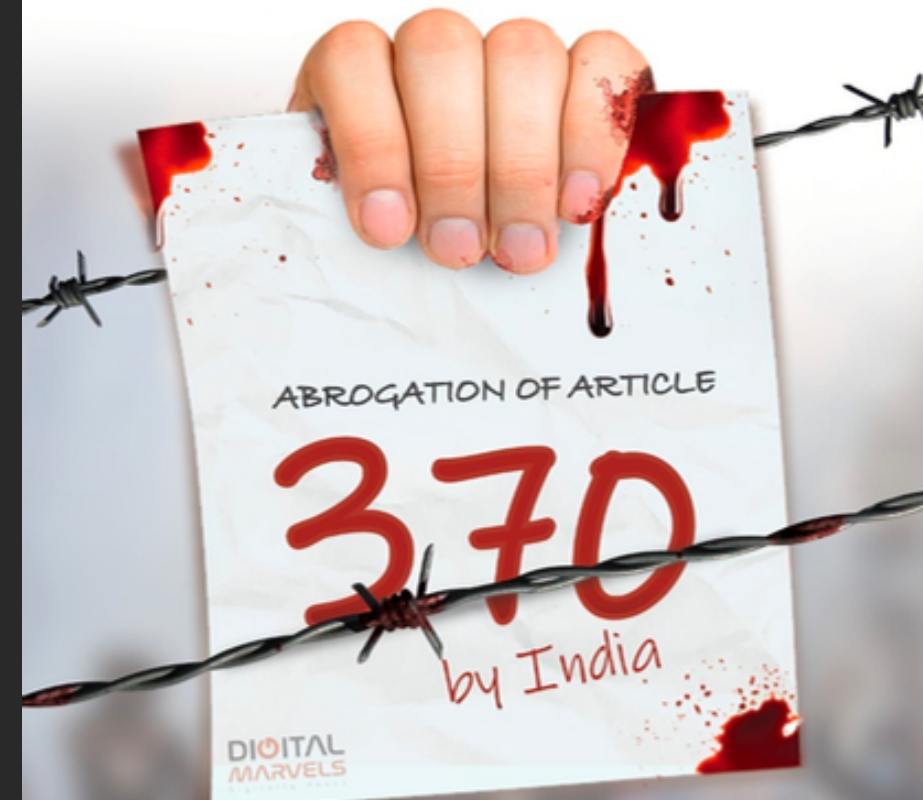


For details : www.moib.gov.pk



#KASHMIRSOLIDARITYDAY
#KASHMIRILIVESMATTER




UNITING FOR A JUST
AND PEACEFUL KASHMIR.




ABROGATION OF ARTICLE
370
by India

DIOTAL
MARVELS

✘ JUSTICE ✘ AUTONOMY
✘ FREEDOM OF SPEECH

 /GovtofPakistan  /GovernmentofPakistan  www.moib.gov.pk

05 FEBRUARY
KASHMIR
SOLIDARITY DAY



DIOTAL
MARVELS

TOTAL KILLINGS
96,140

Abrogation
of Article
370


CUSTODIAL
KILLINGS
7,265

HOUSES
DESTROYED
110,494

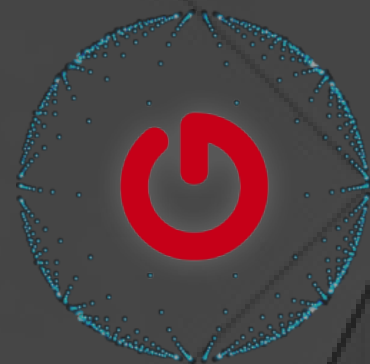
CIVILIAN
ARRESTED
165,293

WOMEN
WIDOWED
22,951

WOMEN
RAPED
22,951



#KASHMIRSOLIDARITYDAY | #KASHMIRILIVESMATTER



CONTACT US

Do you have any questions? Please do not hesitate to contact us directly. Our team will come back to you within a matter of hours to help you.



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Digitally Yours