

# CASE STUDY



## CLIENT'S REVIEW

*Suraket brought my company the level of business I never imagined possible in just one month's time span.*

### CEO DHALEEL



## Overview

Dhaleel is an international entrepreneur that provides labor force to local people. It provides local services like maintenance, handymen, and labors etcetera. In a nutshell, it serves as a middle man between service provider and the customer. It came to us via another client's reference.

It was a startup and its work had to be started from scratch, before this, Dhaleel had no brand awareness. Very few people in Pakistan knew about it and thus it was not generating much revenue, neither many vendors were registered at it.



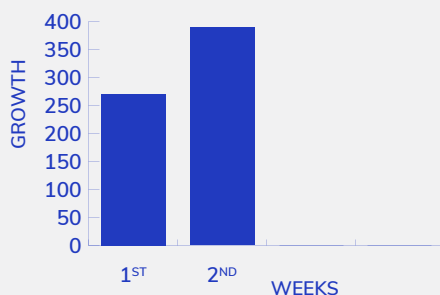
**Its hard to find things that don't sell online**

**-Jeff Bezos-**



## **Background**

Its work was to be started nearly from scratch, its website visits, in total, accounted to only '32' while its Facebook page had only 19 followers. It had no google my business profile either.



## **Conclusion**

Thanks to hard work of our seasoned team, we got the best possible results. The results said it all themselves. As soon as we posted google ad, which was nearly in the middle of the month, and on audience and keywords researched by our social media R&D team.

## **Challenge**

Designing a template that is apt for this business niche. Getting lowest CPC with best results since we had limited ads budget. Increasing organic reach.

The website of Dhaleel must have 1000 unique visitors. Its Facebook page must have minimum 500 followers.

## **Solution**

Our team got to planning as soon as Dhaleel on boarded and started devising strategies to get the job done. Meanwhile, our design team got to work on template and many option were presented to the client within span of two days.

01. Graphic team designed all the posts and they were delivered to the client and after they approved them, they were scheduled on Dhaleel social media handles.
02. Our media buying team got to work for increasing website traffic.
03. Then search ad on google was campaigned while Facebook display ad was campaigned separately.