



YOUR NEXT MARKETING FIT

OUTLINE

1. What we do
2. What Makes us Different
3. Our products and services
4. Pricing/packages
5. Company performance
6. Future offerings
7. Roadmap
8. Competitive comparison
9. Our proposal
10. Next steps



WHAT WE DO/ WHAT PROBLEM DO WE SOLVE

“We are a Fit in a missing part of your company”

MISFIT is providing digital marketing services includes social media marketing & management, google marketing, ads creation, website development, digital strategy plans and execution. We are a young and energetic team of enthusiastic professionals who believe in innovative strategy and solutions. We believe in “Consistency is the game” If you are not consistent, you cannot achieve it, it does not matter how powerful you are.



WHAT MAKES US DIFFERENT

FROM REST OF THE AGENCIES

1. We only hire consistent & talented young **women** who prefer working from home. We require commitment with work & time and in return, we give them job security with a market-competitive salary.
2. Misfit has a core team in its office, the rest of the team is scattered around the country.
3. Why do Employees stick with us? Because we are offering more than the local market with monthly bonuses.
4. We do not hire trained staff; we hire fresh & young female talented blood who has potential and train them to be the best candidate.
5. As we are a digital marketing company, our work is online, our model is 100% successful, and we are breaking the stereotypes of needing brand-new office space and extraordinary expenses. We do not need anything like that.
6. On the other hand, Misfit is providing digital marketing training on an individual level that helps young female to stand on their own feet and learn the latest techniques and skills.
7. We prefer working with female entrepreneurs, providing them with digital marketing services at attractive rates. We have successful female partners who have become successful businesswomen in various industries and their journey with Misfit has been great so far.

OUR PRODUCTS/SERVICES



1. Social Media Management (Facebook, Instagram, LinkedIn, Twitter, Yelp)
2. Social Media Advertising
3. Google (All products i.e YouTube, Adwords, Google Shopping etc)
4. PPC, CPC, SEO, SEM...
5. Graphic Designing
6. Website Development



Silver

- 4 Promotional Campaigns per month (Paid ads) (Facebook, Instagram)
- Engagement Posts (Facebook, Instagram)
- **Strategy Plan**
- Social Media Design Services
- **Google My Business Registration**
- Page Management
- Growth Tactics
- Page Analytics
- Customer Segmentation
- Monitoring & Analysis

*Minimum contract 3 months

PKR 50,000/-

Gold

- 6 Promotional Campaigns per month (Facebook, Instagram)
- Engagement Posts (Facebook, Instagram)
- **Strategy Plan**
- Social Media Design Services
- **Google My Business Registration and maintenance**
- **AdWords (Text Ad, Video Ad)**
- Page Management
- Growth Tactics
- Page Analytics
- Customer Segmentation
- Monitoring & Analysis
- **Brand Identity**
- Reputation Management
- Monthly Reports
- **Partial Customer Queries Handling**

- *Minimum Contract 6 months
- *Video content will be provided by Client

PKR 85,000/-

Platinum

- 6 Promotional Campaigns per month (Facebook, Instagram)
- Engagement Posts (Facebook, Instagram)
- **Strategy Plan**
- Social Media Design Services
- **Google My Business Registration and maintenance**
- **AdWords (Text Ad, Video Ad)**
- Page Management
- Growth Tactics
- Page Analytics
- Customer Segmentation
- Monitoring & Analysis
- **Brand Identity**
- Reputation Management
- Monthly Reports
- **Full Customer Queries Handling**
- **FREE WEBSITE Maintenance**

- *Minimum contract 1 year
- *Video Content (1) can be produced by agency

PKR 135,000/-

Our Packages

The logo for 'misfit' is a yellow puzzle piece shape with the word 'misfit' written in white lowercase letters inside it.

OUR CUSTOMERS BASE

1. GYM's/Salons
2. Real estate Companies/Dealers/Developers
3. E-commerce Stores
4. Medical Companies
5. Cosmetic Companies
6. Repair shops/Trading Companies
7. Cinema's
8. Marquees/Wedding Halls
9. Educational Institutes
10. Restaurants/Hotels/Resorts
11. Travel Agencies
12. Gaming Zones



CASE STUDY – NISA SULTAN – TURKISH RESTAURANT

1. Instagram Handler: @nisasultanturkish
2. Managing Branding, Social Media & Website

Before Misfit: 1 Branch (MmAlam Road)

After Misfit: 6 Branches are Fully Operational in the span of 2 years

1. DHA Phase 4
2. Mmalam
3. Johar Town
4. Gujranwala
5. Lake City
6. DHA Phase 6



CASE STUDY – NEW MURREE RESORTS

1. Instagram Handler:
@newmurreeresorts

Before Misfit: 200 followers

Sales: 100 Plots in 5 years

After Misfit: 22K

Sales: 250 resorts are built and many plots are sold



CASE STUDY – 2 Years



1. In span of 2 years

Misfit has worked with number of startups and companies.

We have developed number of business profiles, Social Media's of almost 200 Clients, branding (starting from logo till execution), have been providing content to all clients.

Misfit itself owns another 2 projects:

www.misfitwellbeing.com & www.thechappals.pk

2. Misfit is currently working in Pakistan, USA, Dubai & Holland.

3. Misfit Instagram Handler: @misfitdigitalmarketing

4. www.misfitdigitalmarketing.co

OUR TEAM - 10



MAHAM - FOUNDER



AYESHA - HEAD OF
DESIGN



MUBASHRA – HEAD OF
SOCIAL MEDIA



Questions?

If you have any questions, let me know!

