

# CONSTRUCTION DIGITAL MARKETING

**Dominant**  
MARKETERS

## CUSTOMERS WITH IN 10 DAYS

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# WHY US ?

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**We are mainly focusing on real estate and construction lead generation.** Our core specialization is targeting the right audience through detailed advanced AI-based research tools.

we ensure authentic & highly effective audience targeting, which not only generates more leads but also speeds up the **lead-to-customer journey**.

**We have the ability to target those individuals who are in search of construction companies and completely in turn key basis mode.**

High conversion rate	Tested strategies	90% genuine leads
No hidden costs	SWOT analysis	Using paid AI tools
Buying mode investors	Since 2018	Senior strategists



# RPROJECTS PORTFOLIO

## DIRECT & INDIRECT

Eighteen (Residential & Commercials) Islamabad	Green Pakistan Agro Farmhouses (Islamabad)	City Stay Apartments by silver oks (Islamabad)
Mountain Village Naran (Realestate)	Hill City Abbotabad	Eman Enclave Egro Farms Islamabad
Roshan Heights Gulberg Greens Islamabad	Gulberg Marina Gulberg Greens Islamabad (Realestate)	Bilkisa retreat farms Lahore
Mall of bannu (Realestate)	Sofyana Smart Apartments Islamabad	PECHS Islamabad (Realestate)
Green Lake City (Islamabad)	Welcome Center Shops & Apartments Islamabad	Karam Avenue (Hassan Abdal)
Florida City (Gwadar)	Gwadar Warehouses	Park view city Islamabad
Kingdom Valley Islamabad	Rockery 5 Apartments (Murree Cantt)	Royal mall & residence bahria enclave (Islamabad)
Dee Heights Faisal town (Islamabad)	Islamabad Pearl Enclave (Society)	MGC Jewel Bahria Town Rawalpindi
Solitaire Hotel By J7 (Islamabad)	Park Central Apartments (Lahore)	The Frames (Bahria Rawalpindi)
Marina Sports City Lahore	City Apartments Rawalpindi	Mall Of Murree

Real Estate Dealer Registration Ads	Real Estate Business Setup In Dubai Ads	Invest In Dubai & Ajman Ads
UK real estate expo 22 Ads	International property show (IPS) Dubai Ads	

Eleganza clothing	PFTP (Education)	NCTP (Education)
Zenux UK consultancy	Sonix Car Wash	Air University Islamabad
NIAIS (Education)	Ariana Grande Perfume Tiktok Shop (US Market)	LifeVac Product (US Ecommerce)

# CLIENT VIDEO REVIEWS

**Dominant**  
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**MR. SHEIKH WAQAS**

MARKETING DIRECTOR OF MARKETING 360



**CLIENT REVIEW**

★★★★★

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**MR. REHAN SARWAR**

CEO OF REHAN SARWAR CONSTRUCTIONS



**CLIENT REVIEW**

★★★★★

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**MR. NASIR KHAN AFRIDI**

CEO OF KEYSTONE CONSTRUCTION AND BUILDERS



**CLIENT REVIEW**

★★★★★

**CLIENT REVIEW**

★★★★★

**MR. ANAYAT  
UR REHMAN**

CEO OF BUY REAL PRO

**REAL ESTATE  
COMPANY**

**Dominant**  
MARKETERS

WWW.DOMINANTMARKETERS.COM



**CLIENT REVIEW**

★★★★★

**MR. SAHIL**

CEO OF HOME 101 MARKETING

**REAL ESTATE  
COMPANY**

**Dominant**  
MARKETERS

WWW.DOMINANTMARKETERS.COM



**CLIENT REVIEW**

★★★★★

**MR. MUHAMMAD  
ALI**

CEO OF MAC REAL PROPERTY

**REAL ESTATE  
COMPANY**

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**CLIENT REVIEW**

★★★★★

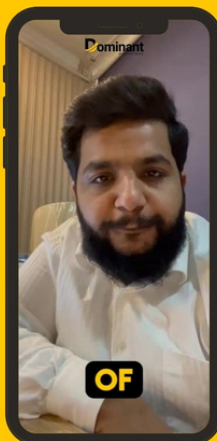
**MR. HAFIZ  
MD. WAQAS**

FOUNDER AND CEO OF PFTP

**ZERO TO  
08 FIGURE  
COMPANY**

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**MR. IBRAHIM KAKAKHEL**

CEO OF ENNOVATION REALITY



**CLIENT REVIEW**

★★★★★

**CLIENT REVIEW**

★★★★★

**MR. FAISAL  
IQBAL**

CEO OF MASKAN 13

**REAL ESTATE  
COMPANY**

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# MONTHLY PACKAGES

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## BASIC PLAN 1

- **Budgeting:** The monthly service charges & ads campaign budget will be determined after project analysis. This analysis will include a review of your business goals, target audience, industry competition, current digital presence, and platform-specific requirements.

### Responsibilities

- The target audience will be those people who are in buying mode and already searching for **construction companies**.
- Targeting 1 platform at a time (we will begin by focusing on the required platform.)
- Researching gaps, audience preferences, and relevant keywords.
- Managing content in compliance with platform policies.
- Conducting a SWOT analysis of the product/service.
- Graphics, videos & script enhancement of backend ads.
- Utilizing Meta platform with meta pixel management for website retargeting.
- Incorporating paid tools & multiple platforms if required.
- Conducting follow-up feedback sessions to ensure the strategy progresses in the right direction.
- Utilizing registered accounts to maximize growth and maintain strategic consistency.

- CRM selection and integration will be tailored for efficient lead generation.
- Implementing retargeting strategies with regular product/project development updates.
- Performing split testing across metrics until the best cost per result is achieved and scaled.

## BASIC PLAN 2

- **Budgeting:** The monthly service charges & ads campaign budget will be determined after project analysis. This analysis will include a review of your business goals, target audience, industry competition, current digital presence, and platform-specific requirements.

### Responsibilities

- All monthly plan 1 responsibilities are included in this plan.
- In addition,
- Deploying halo strategy, HVCO, layers formation, and ML techniques.
- Targeting two platforms at a time (we will begin by focusing on the required platform.)
- **Partial AI Tools;**
  - AI Predictive Analysis
  - AI SWOT Analysis
  - AI Keyword Analysis
  - AI Targeting & Segmentation

# CORPORATE PLAN 1

- **Budgeting:** The monthly service charges & ads campaign budget will be determined after project analysis. This analysis will include a review of your business goals, target audience, industry competition, current digital presence, and platform-specific requirements.

## Responsibilities

- All monthly plan 1 & 2 responsibilities are included in this plan. In addition; We will use complete AI-based tools
  - ·AI Predictive Analysis
  - ·AI SWOT Analysis
  - ·AI Keyword Analysis
  - ·AI Targeting & Segmentation
  - ·AI Dynamic Pricing
  - ·AI Behavior Detection
  - ·AI Ad placement
  - ·AI Bidding Analysis
  - ·AI Audience Insight
  - ·AI Consumer Analysis
  - ·AI Unstructured Analysis
- Lead magnets with retargeting ads to shorten sale cycles
- AI business research & data analytics.
- Marketing & Sales based strategies with generic and specific consumer targeting ads.

# CUSTOMIZE PLAN

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Create a customized plan for your high-scale project by selecting from our range of services below.

## LEADING SERVICES

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Google Ads	Facebook Ads	Instagram Ads
Twitter Ads	Tiktok Ads	Brand Identity
Graphic Designing	Consultancy	Video Editing
Target Market Research	Lead Generation	Conversion Optimization
Content Writing	ERP/CRM	IVR
SMS Alert	Email Marketing	3D Animation Renders
Printing of Stationary	Outdoor Branding	Influencer Marketing
Press Releases/ Radio	News Paper Ads	Search engine marketing (SEO)
Drone Shoots	TVC/Promotional Videos	Blog Writing
Event Management	App Development	Business Analytics
Social Media Management	Website Designing	Website Development



# WHY DOES MARKETING FAILS?

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- We know everyone is doing digital marketing for selling but got zero sales in the end.
- Major mistakes are weak SWOT Analysis, wrong audience, low budget, lowest cost leads, cold project, and wrong platform.
- Some digital marketers, companies, and clients are hoping for miracles without optimizing and scaling their strategies.
- With experienced digital marketers, you will start seeing positive results in some days. They will not ask you to wait for a long.
- Now you can run your ads with an experienced professional who knows about digital marketing on multiple platforms, and marketing in practical & SWOT analysis of the projects.

## QUALITY VS QUANTITY

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- We don't want to compromise on the quality as well as the business sustainability of the project/product.
- People with the lowest monthly packages are also available in the market having SEO, SMM & SEM included in the packages for only grabbing but we all know that marketing can't sustain on a such funds and techniques in a current competitive market.

- So we drafted a very economical and progressive payment method for the clients, which will give you the leads of those who are in search of real estate investment.
- As every project has its own targeted audience. So platforms, tools, and strategies will be utilized according to the needs of the project.

## PAYMENT POLICY

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**Option 1:** Our 1st priority is we ask and recommend upfront amounts due to automated tools and digital payment policies. Unlike dealing with people, machines & systems can't understand payment delays. So, to keep things running smoothly and avoid complications arising from delayed payments. We need payment before we start. This ensures a hassle-free experience for everyone involved.

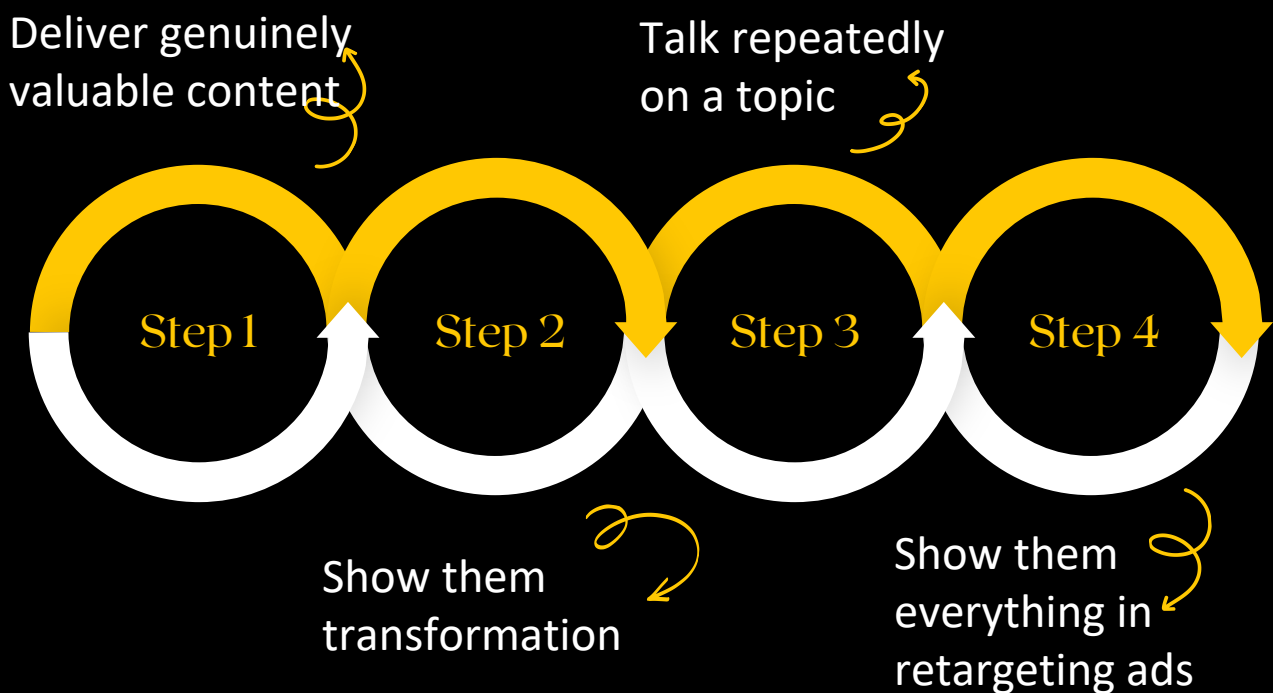
**Option 2 :** In case some clients are out of town and hesitant about quality and payment terms, they can pay 50% upfront and the remaining 50% sponsored budget on the 15th day of the campaign. However, this option may lead to a reduction in some tools, quality, and strategies due to budget constraints.

Moreover, we prefer the growth of our client business as it's directly associated with our own growth, income, and client sustainability.

## WITHOUT RETARGETING CAMPAIGNS, ONLY 2% OF ONLINE TRAFFIC CONVERTS

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Due to retargeting you can easily educate your online visitors and build their minds for a purchase/buying to close the deal with you.



# MOCK PLAN

## Layers & buying mode targeting

- We have the ability to target those individuals who are in search of specific product or service and completely in buying mode. It applies to local and international buyers.

## Gaps and keyword analysis

- We target against the flow and find out the gaps in the locations, keywords, and filtrations based on analysis to reach out to the real buyers.

## Retargeting & Remarketing

- We do retargeting of social media & website visitors with multiple project updates simultaneously to educate them and build their minds for purchasing a product/service.

## Platforms

- During the initial month, we begin by focusing on Meta platforms such as Facebook and Instagram. Subsequently, if necessary, we gradually incorporate other platforms like LinkedIn and Google starting from the second month.

## Automation

- At a single point, we enable the automation of Google traffic, website traffic, and meta traffic using analytics codes. This allows us to retarget these audiences with customized campaigns and reach similar audiences through lookalike targeting.

## Tools & Team

Multiple 3rd party IQ & research-based tools and teams will be engaged in the project.

## Leads per day/month

The timeframe for determining the average number of leads per day or month, as well as optimizing the cost per lead or result, may vary depending on the project/product features. However, within 10 days of targeting, we can provide you with this information through analytics. Rest assured, we enhance your lead quantity and quality while ensuring the cost per lead remains optimal.

## Lead insights & ROI

The majority of them are almost to be interested, with a probability of over 90%. We target them generically and specifically.



# PROFILE OF FULL-STACK DIGITAL MARKETING STRATEGIST

As the Owner/Founder/Team lead of Dominant Marketers, I specialize in paid advertisement, lead generation, buying mode target marketing, bespoke strategies, conversion optimization, and AI-based research tools, with 6 years of extensive experience. At Dominant Marketers, under my supervision, my team ensures authentic and highly effective strategies for our clients. This approach not only generates more leads but also speeds up the lead-to-customer journey.

## CORE COMPETENCIES:

Facebook/Instagram ads, Google ads, Twitter ads, LinkedIn ads, Retargeting, Analytics, Keywords analysis, Gaps analysis, Strategies formation, content selection, Landing pages, budget scaling, halo strategy, HVCO, layers strategies, and ML technique.

## SUBCATEGORIES:

FB pixel management, FB commerce manager, FB brand safety domain verification, FB business verification, FB analytics, Google analytics, Google tag manager, Google call extensions, Google scripts, Google functions, Google My Business, Google merchant center, Google ads auction optimization, audience insight, landing pages optimization, content management, media buying strategies, creative enhancement, competitor strategies analysis, manage paid campaigns, split testing, budget optimization/Scaling, conversion optimization and funnel creation.

## GUIDANCE AND ENHANCEMENTS:

SEO, Content marketing, Email marketing, sales copy, sales funnel, color scheme, USP, offer, problem-solving values, payment breakout, customer desires, sales pitch, online growth, branding, real-time videos, and animated videos.

## WORKING PORTFOLIO (BACKEND ADS MANAGER)

1. Dominant Marketers (Real Estate Digital Marketing Strategies)
2. Zenux Group UK (Education & Consultancy)
3. Real Investment Marketing (Real Estate)
4. National cyber training program (Education)
5. National initiative for artificial intelligence & security (Education)
6. Pakistan freelancing training program (Education)
7. Air University Islamabad campus (Education)
8. Sonix car wash & ceramics (Automobile)
9. Maskan Thirteen (Real estate Marketing)

# Our Designs boost conversions and lower costs

**Invest**  
IN HMR WATER FRONT

BOOKING 7.5% RELIEF

14 Tower Community Including Emaar Dubai

**home 101**  
ہاؤس 101

ڈی ایچ اے میں سرمایہ کاری کا بہترین موقع

اب 5 مارلے

قیمت صرف 43 لاکھ

**گلبرگ 5**  
گلبرگ 5 پلاٹنگ

نہ نودہ ، نہ انتظار

آج ہی اپنے پلاٹ کی خرید و فروخت کرنا چاہیں

1 لاکھ 10 ہزار روپے

میراثہ کی تعمیر شروع کریں

**PRE-LAUNCH EID OFFER**

خوابوں کا گھر --- پہاڑوں کے مین

3 5 10 1  
Marla Marla Marla Kanal

50% RELIEF

25000 PKR 12,500

**Invest**  
IN HMR WATER FRONT

BOOKING 7.5% RELIEF

14 Tower Community Including Emaar Dubai

**گلبرگ 5**  
گلبرگ 5 پلاٹنگ

1 KANAL PLOT

25% RELIEF ON BOOKING

MONTHLY INSTALLMENT RS.40,000/-

**گلبرگ 5**  
گلبرگ 5 پلاٹنگ

2000 روپے پر پلاٹ

25% ریلیف

1,50,000/-

Limited Time Offer

**Safe Marketing**

Invest in The Best Project of RAWALPINDI CANTT

APARTMENTS CLINICS OFFICES SHOPS

BOOKING STARTS FROM 25%

3 Years Easy Instalment Plan

**Safe Marketing**

BOOK YOUR UNIT TODAY!

SHOPS | CLINICS | OFFICES & APARTMENTS

ON MAIN PESHAWAR ROAD RAWALPINDI CANTT

**DAISY GREENS**  
LUXURY FARM HOUSES

لاہور میں پکلی دفعہ 25% ڈاؤن پےمنٹ پر فروخت کرنا چاہیں

2 4 6 8 KANAL LUXURY FARM HOUSES

100% ریلیف

2 Years Easy Instalment Plan

**DAISY GREENS**  
LUXURY FARM HOUSES

لاہور میں پکلی دفعہ 25% ڈاؤن پےمنٹ پر فروخت کرنا چاہیں

2 4 6 8 KANAL LUXURY FARM HOUSES

10 MINUTES DRIVE FROM LAHORE RING ROAD

**FARMHOUSE PLOTS IN ISLAMABAD**

4 & 8 KANAL FARMHOUSE PLOTS AVAILABLE ON 4 YEAR EASY INSTALLMENTS

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DOWN PAYMENT 50%

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LUXURY FARM HOUSES

2 4 6 8 KANAL LUXURY FARM HOUSES

POSSESSION 25% DOWN PAYMENT

**GET FREE FURNITURE FOR ALL BEDROOMS**

WITH HOUSE CONSTRUCTION AGREEMENT

FREE

Modern Furniture According to your home design. Customized designs. We have our own Furniture Manufacturing plant.

9991100000000000

9923129614014

**NO COMPROMISE ON QUALITY 100% RELIABLE**

1 KANAL HOUSE CONSTRUCTION

START YOUR WORK WITH MINIMUM DOWN PAYMENT

FREE WITH AGREEMENT

SOLAR SET UP

MAP DESIGN

FURNITURE

**RUDN ENCLAVE RAWALPINDI**

Newly Launched Overseas Block

1. Early Possession Plots

2. Balled Plots

3. File Plots

ONLY 2000 PLOTS

BOOKING STARTS FROM 3.78 LAC

**OWN YOUR PLOT IN PRIME LOCATION NEW BLOCK | LOP APPROVED**

SIZES AVAILABLE

5, 10, 01 MARLA KANAL

EARLY POSSESSION AVAILABLE

OKM FROM RING ROAD RAWALPINDI

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Pakistan's Fastest Emerging Architecture Firm

Free Site Supervision Free Estimation For Construction

20% Discount

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No Price Escalation

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No Price Escalation

2450/SQ.FT

2250/SQ.FT

All Extra Work Included

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WHERE VISION MEETS STRATEGY

Helping you to surpass your financial targets.

**THANK YOU**

Looking forward to doing  
business with you

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[www.dominantmarketers.com](http://www.dominantmarketers.com)