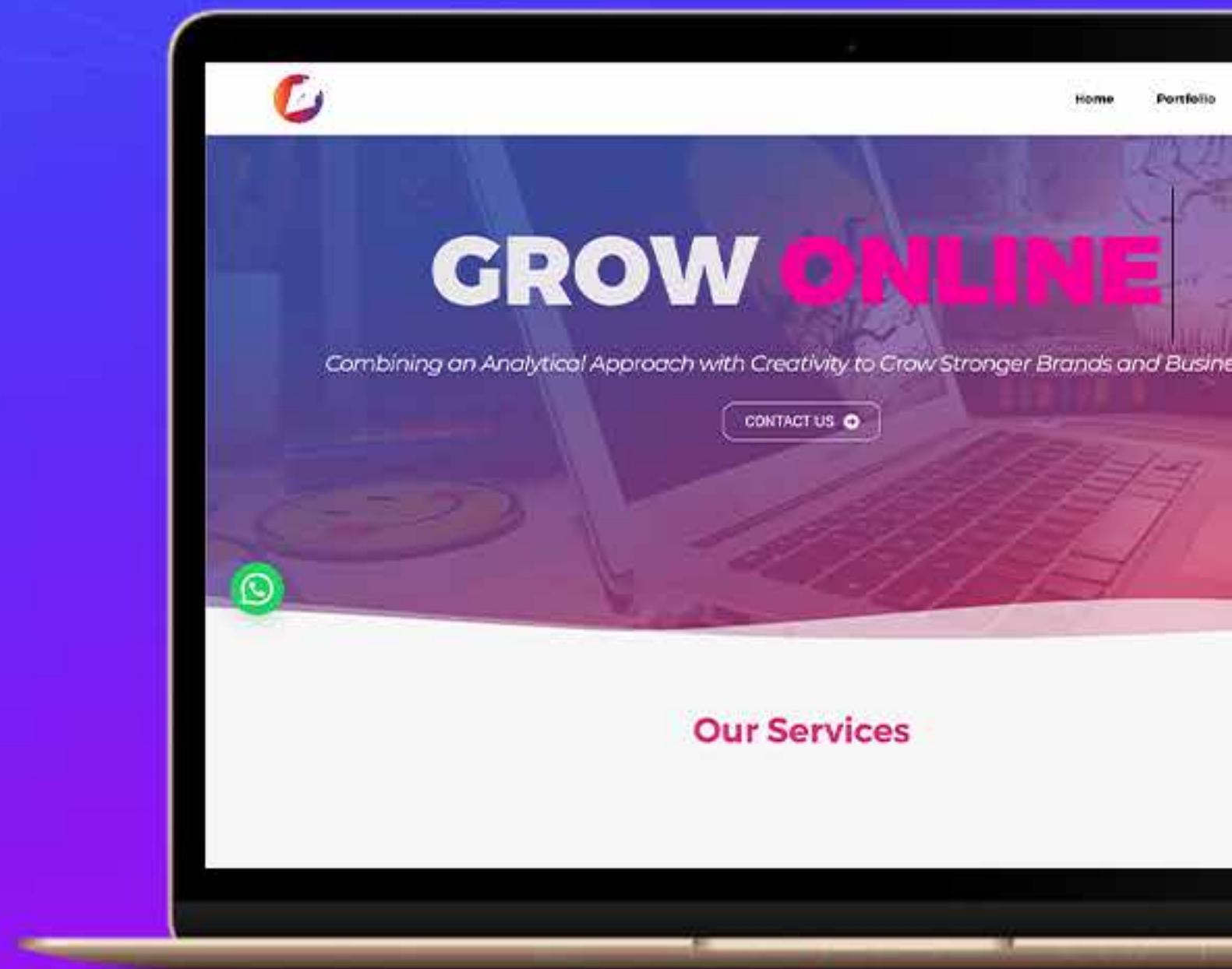




BRAND NIB

Company Profile





We focus on an upstream online marketing and use the principles of '**INSIGHT**', '**ENGAGEMENT**' and '**CREATIVITY**' to drive growth. Just like the nib that distributes ink on paper, 'Brand Nib' spreads digital content for increased social visibility of brands/businesses.

Our Services



**Search Engine
Marketing**



**Digital Marketing
Consultancy**



**Social Media
Marketing**



**Search Engine
Optimization**



**Web
Development**



Animations



**Content
Marketing**



**Email
Marketing**



CASE STUDIES

Our services help organizations address complex business challenges and changing expectations of online users. From digital marketing consultancy to digital design, from building campaigns and data-driven marketing strategies to optimizing marketing campaigns, we operate across all digital touch-points.

Whether you want us to train your in-house team for a guided yet robust digital marketing or you want to outsource these services to us, we can assist you both ways.

We provide marketing services and digital marketing consultation that will expand your business digitally.





Forward Group DMCC is a UAE based off-shoot of Forward Group Pakistan. It is the official producer of FIFA WorldCup Ball – Brazuca.

Forward Sports Private Limited is one of the few companies in Sialkot industry that can trace it's history back in 26 years. It is an exporting business concern of footballs, volley balls, rugby balls, medicine balls, bags etc.

The Brief

We helped the brand in setting up its social media platforms and revamping its website according to new product line after the COVID-19 crisis.

What we did

- Social Media Management
- Content Creation – Blogs
- Social Media Advertising
- Ongoing Web Design
- Product catalogue design, brand stationery (visiting cards, brochures, boards etc)

The Results

Forward Group effortlessly established its online presence with a consistent brand image by relying on the services provided by Brand Nib.



Rapid Cargo is one of the Pakistan's leading provider of end-to-end supply chain management solutions since 1991.

Rapid Cargo is one of the world's leading providers of end-to-end supply chain solutions. They combine intercontinental Air and Ocean Freight with comprehensive Value-Added Logistics Services and Supply Chain Services.

The Brief

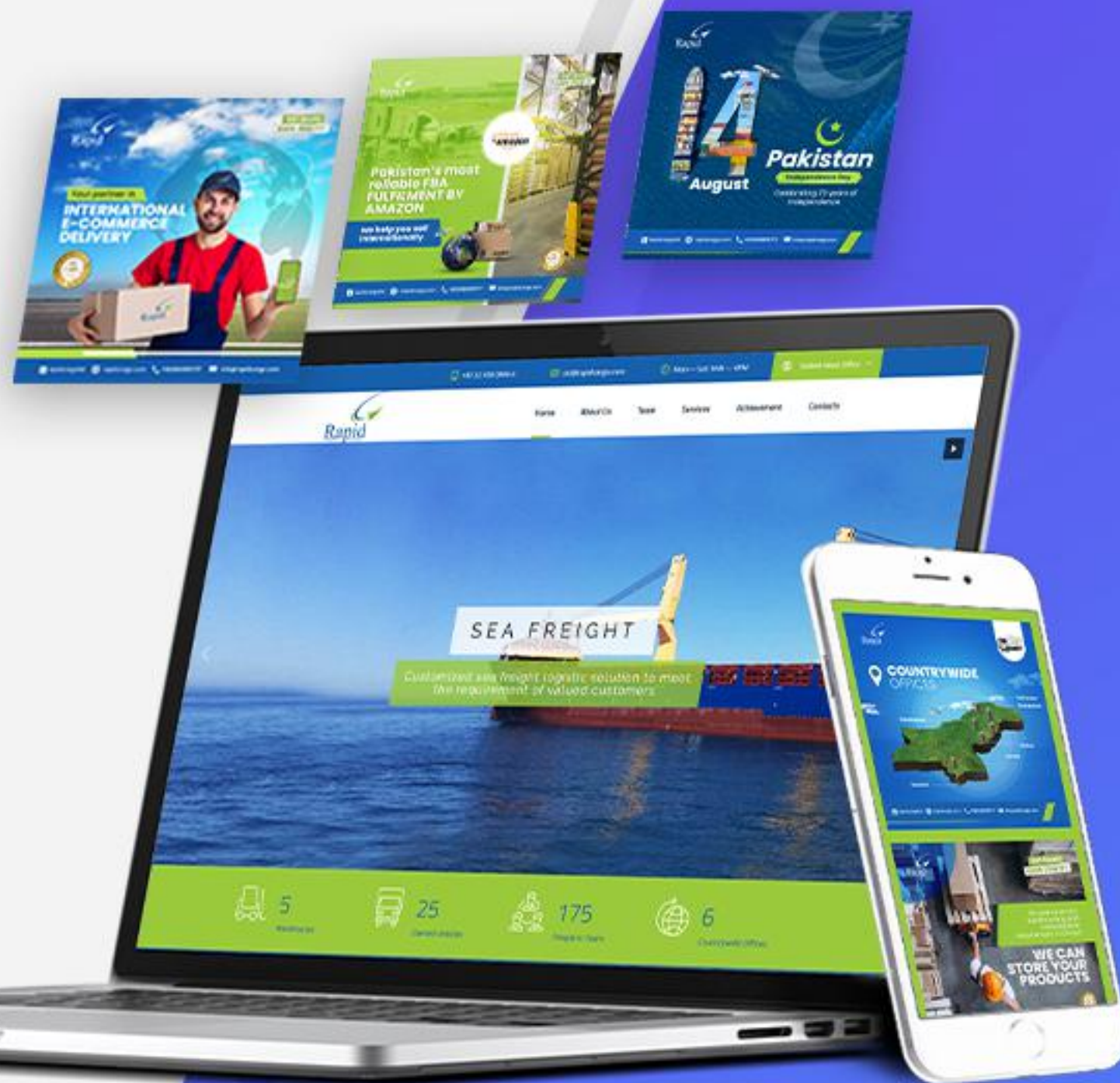
Although being an established logistics and freight forwarding company, Rapid Cargo was absent on social media.

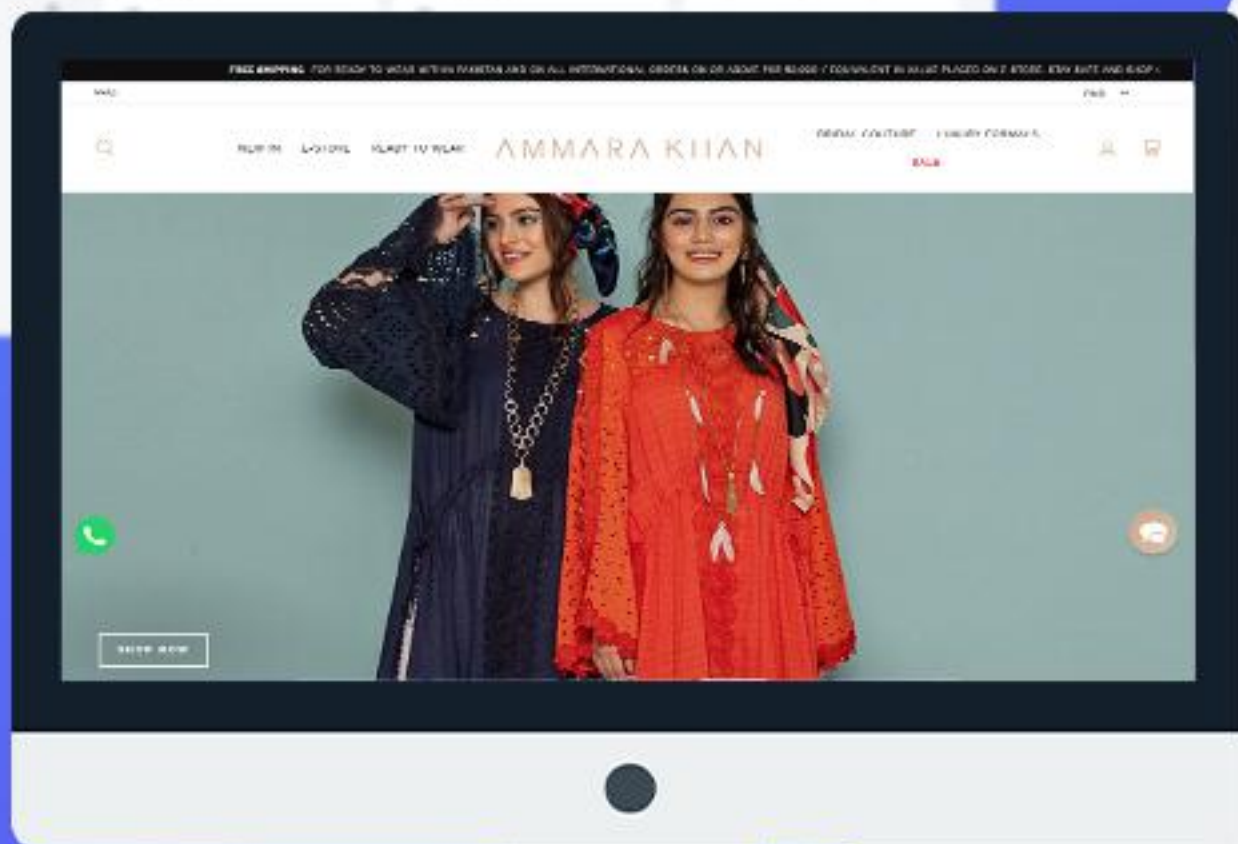
What we did

Social Media Management (Facebook, Instagram and LinkedIn)
Content Creation – Blogs
Social Media Advertising
Ongoing Web Maintenance

The Results

Rapid Cargo was able to develop an online presence by relying on our services.





AMMARAH KHAN

Ammara Khan is a luxury fashion house defined by classic glamour and timeless elegance.

Being an online store of Ready to Wear women wear, Ammara Khan relies on digital marketing to increase brand awareness and create her own niche of loyal customers.

The Brief

Ammara Khan adopted a hybrid digital marketing model for growing her brand digitally. She has a small in-house team and took help from Brand Nib for digital marketing consultancy.

What we did

Helped the brand build its first 5,000 online customers in just 18 months. We achieved a Return on Ad Spend (ROAS) of 12X for each paid digital marketing campaign.

Helped the brand in spending its online marketing budget in the most appropriate way to increase brand awareness and online sales.

The Results

Helped a couture brand to establish a foothold in the ready to wear market with a digital presence that allowed the brand to scale according to product demand.



Kickstart is a coworking space based in Lahore, Pakistan and provides business support services as well to foreign and local businesses, start ups, NGOs and freelancers.

Kickstart is Pakistan's largest coworking space operator with a mission of creating ease of doing business for SMEs, Startups, and Freelancers.

The Brief

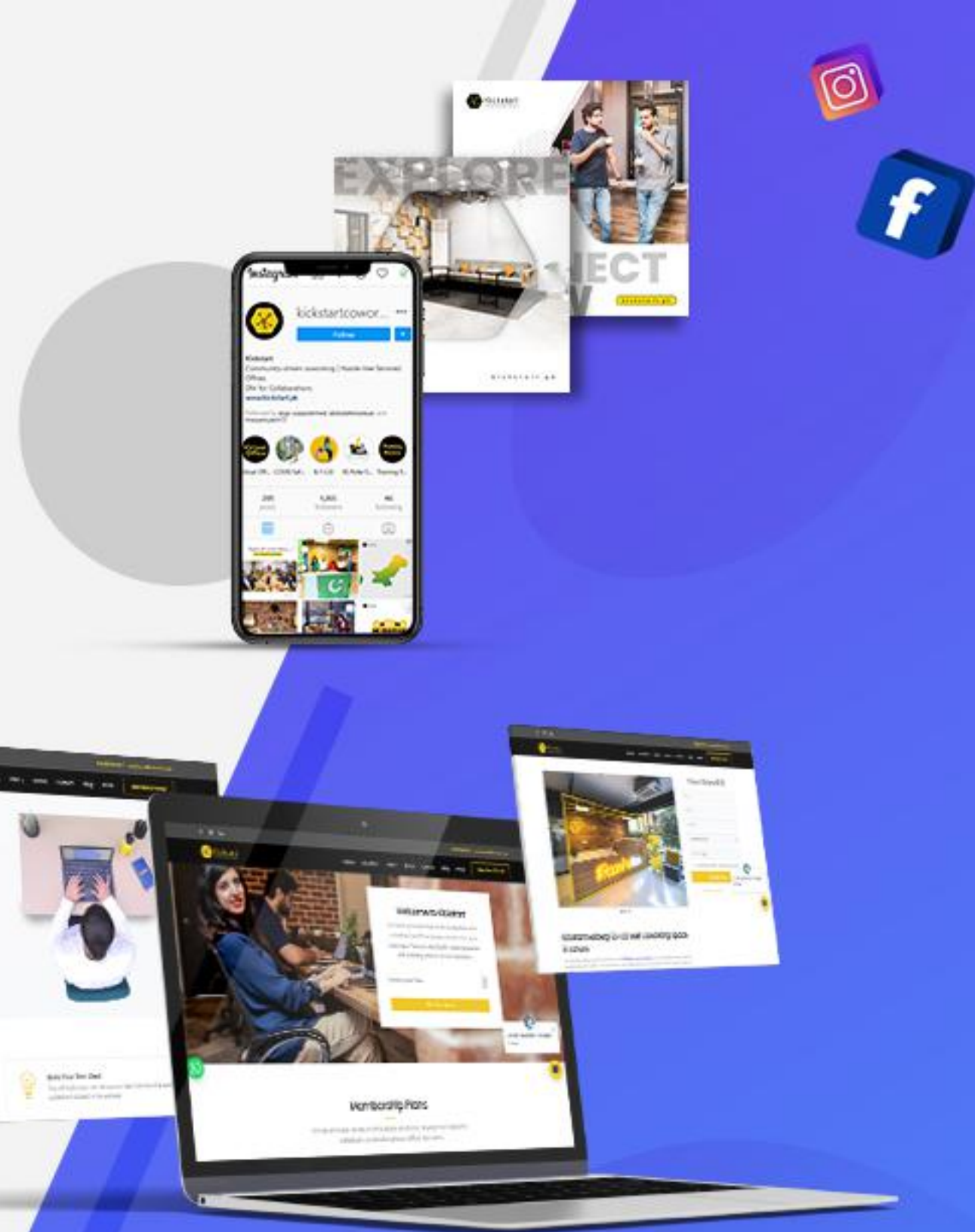
Kickstart co-working space was looking for a reliable service provider as a one-stop solution for all its marketing design needs and maintenance of the website.

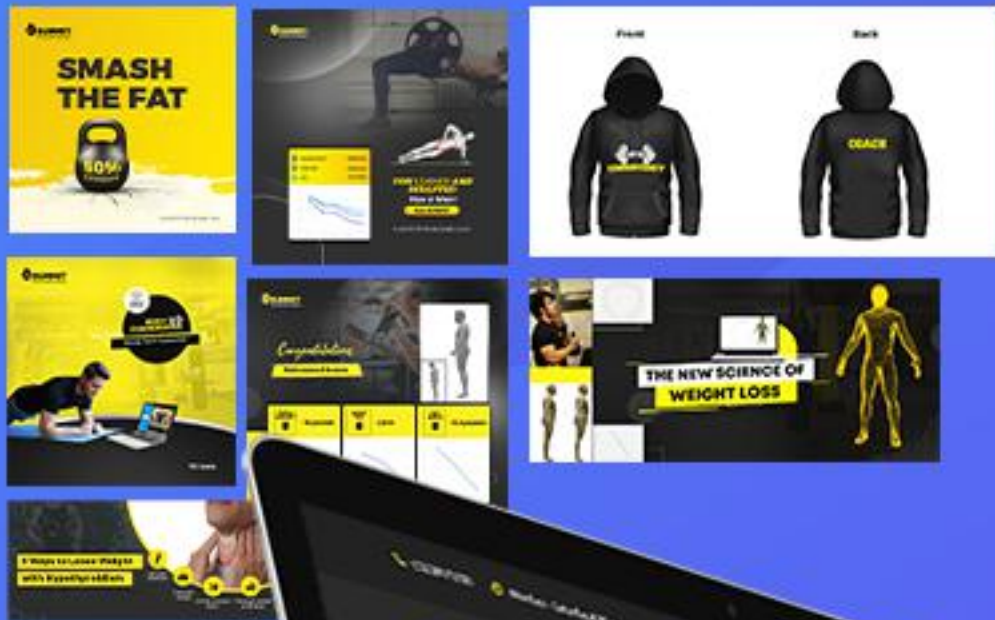
What we did

- Social Media Post Designs
- Web design and development
- Marketing collateral
- Proposals
- Ongoing web development
- Web maintenance
- Making blogs SEO friendly
- Search Engine Marketing

The Results

After 6 months of activity Kickstart got a completely new online brand identity with a fresh website. During the COVID-19 crisis the BYOD campaign was suggested and executed by Brand Nib to enable an additional revenue stream for the co-working brand through online selling of cardboard desks.





SUMMIT Lifestyle is a state-of-the-art, fat loss and strength training fitness studio in Lahore, which takes a cutting-edge approach to health and fitness.

Fully facilitated fitness gym allows fitness enthusiasts to take their health-game to the next level, with services like customized full body workouts and 3D Body Scanning – which allows you to digitally measure your fat loss and visualize your health transformation.

The Brief

SUMMIT Lifestyle and fitness studio was looking for a complete digital marketing services provider that can help the unique fitness facility in highlighting its USPs (unique selling points).

What we did

Social Media Marketing (Facebook, Instagram, Google My Business)
 Social Media Advertising
 Search Engine Marketing (Google Ads)
 Content Creation – Blogs
 Video editing
 Animations
 Web maintenance

The Results

We reduced the cost per lead for SUMMIT Lifestyle by 40% and helped the GYM in making a unique online presence of being a spiritually conducive fitness facility in DHA, Lahore.



CMS Migration is a Subclass 476 Specialized migration agency working for Pakistani engineers who aspire to migrate to Australia.

CMS Migration has a success rate of 95% when it comes to processing Subclass 476 Visa grants and is trusted by 500+ engineers across Pakistan.

The Brief

CMS Migration established its office in Lahore, Pakistan in August 2019 and since then Brand Nib has been providing them with marketing support. They were looking for complete marketing support like standee designs, visiting cards, brochures, company folders along with an ongoing digital marketing service.

What we did

- Social Media Management
- Content Creation – Blogs
- Social Media Advertising (Facebook and Google)
- Ongoing Web Development & Maintenance
- Email Marketing
- Marketing support for designing standees and event marketing material
- Video marketing to take reviews of successful visa applicants
- Email marketing

The Results

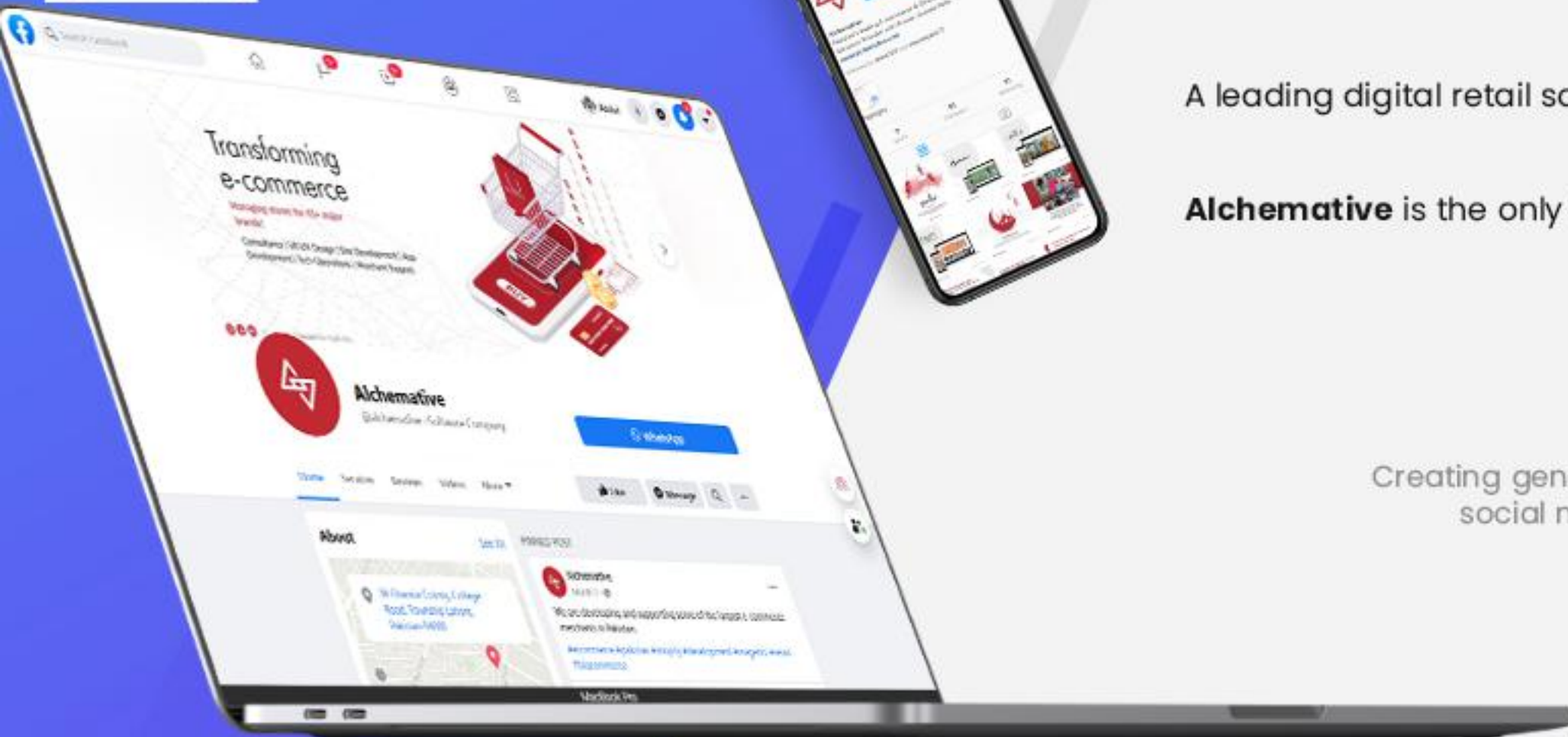
We helped CMS Migration in growing its organic traffic through blogs and increased lead generation by 5 times through the production of video based client reviews. A complete overhaul of the website helped the brand in establishing a new image in the digital sphere.





A leading digital retail solution provider that is providing end-to-end E-Commerce solutions to the leading retail brands in Pakistan.

Alchemative is the only Shopify plus agency partner in Pakistan and is among the best E-Commerce agencies of Pakistan.



The Brief

Creating general brand awareness about Alchemative and its services via social media and assisting with content production for blogs/website.

What we did

Social Media Management
Content Creation for Blogs
Social Media Advertising

The Results

We produced high quality social media posts and built a consistent brand image of Alchemative as a leading E-Commerce agency



Pakistan's first animal travel company. Pet Shipping provides pet relocation services all over the world.

Pakistan's No.1 Pet Travel Company – As an independent pet shipping company, Pet Shipping services is able to choose the option that's best for you and your beloved pet.

The Brief

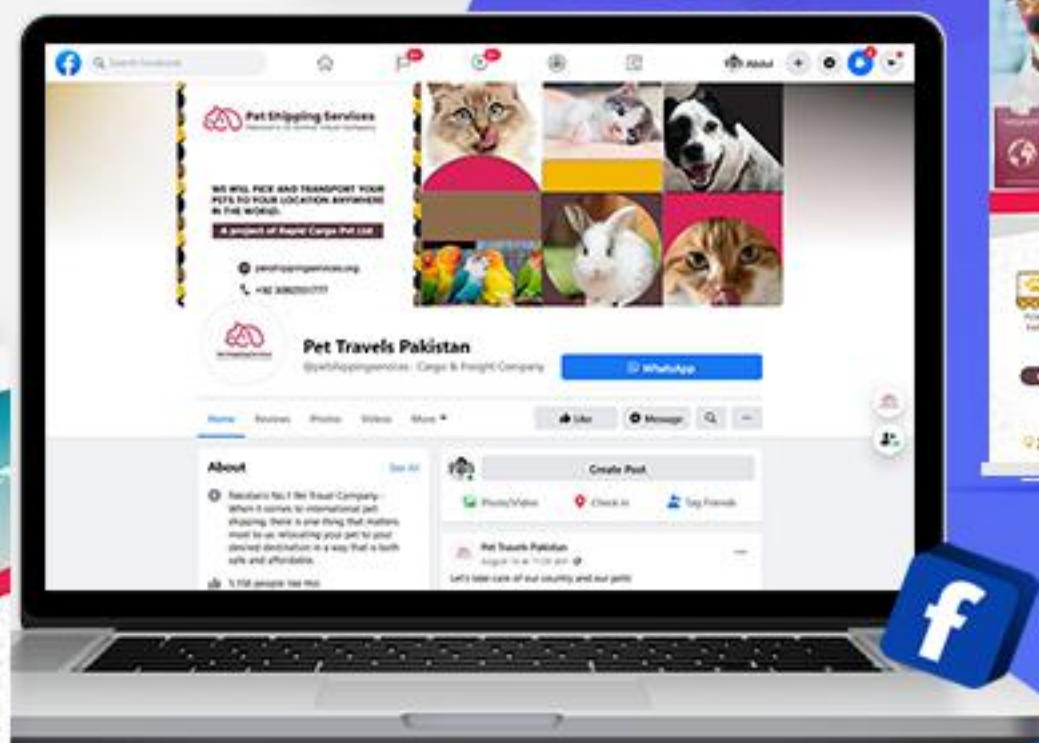
Providing web maintenance and digital marketing to a newly established Pet Travel company in Pakistan.

What we did

- Social Media Management
- Content Creation – Blogs
- Social Media Advertising
- Ongoing Web Development and maintenance

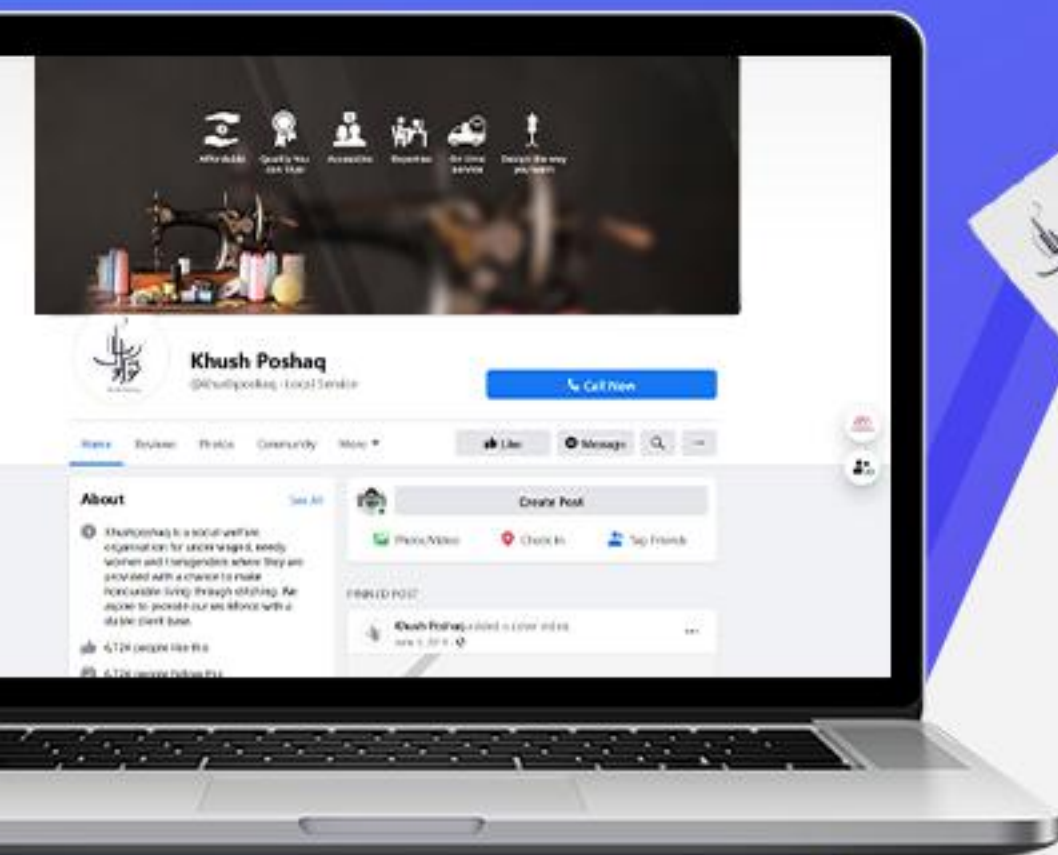
The Results

Pet Shipping got its first online customer base with through digital marketing.





Khush Poshag



A small start up that aimed at supporting transgenders by helping them to earn livelihood by stitching clothes. Social enterprise aspiring to provide honourable living to women and transgenders through stitching.



The Brief

Khush Poshag was in the idea conceptualization stage when it came to us for a logo and some initial social media presence.

What we did

Social Media Management
Logo design
Social Media Advertising

The Results

Khush Poshag was able to establish a brand identity.

Being a true design/architecture firm Studio Arch is equipped with all it takes to handle variety of projects from start to finish. Studio Arch proposes sound design solutions and offers a diverse set of services that make spaces memorable.

The Brief

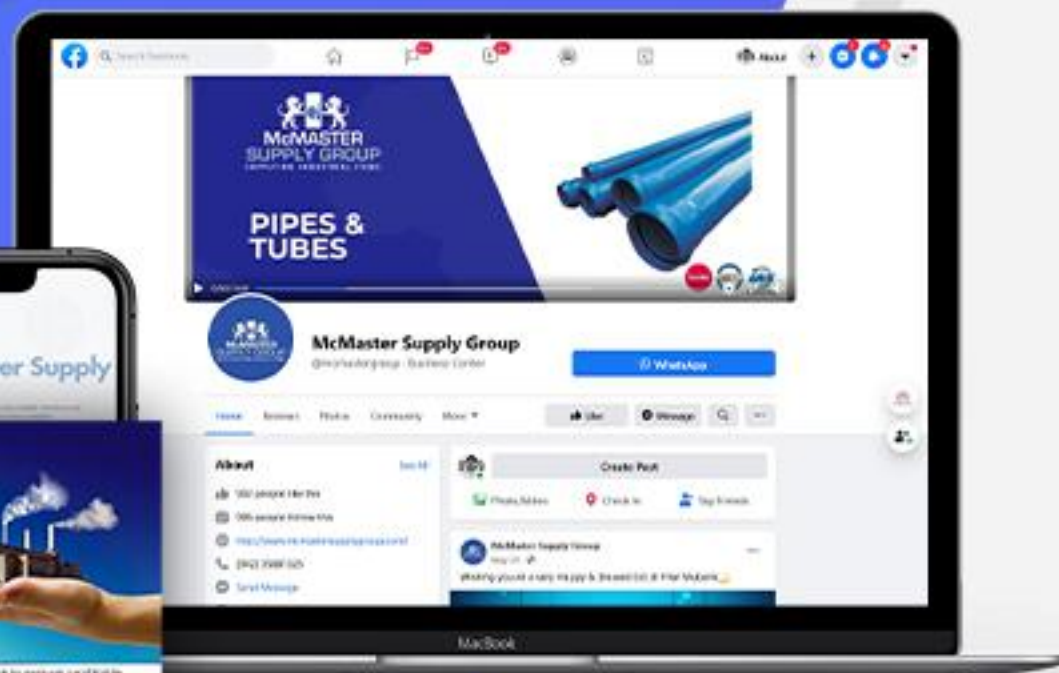
Studio Arch wanted a professional website and a sound online brand presence to showcase all their projects.

What we did

Logo Design
Social Media Templates
Web design and development to showcase their projects

The Results

Studio Arch can now show new and potential clients all its work with a single click taking the online users to their website



McMaster Supply Group is the pioneer in supplying equipment, parts and accessories for industries. McMaster Supply Group offers complete supply of materials for all kinds of plants and machinery.

The Brief

Providing design support to Mc Master Supply group for social media marketing.

What we did

Social Media Management
Content Creation
Social Media Advertising

The Results

Mc Master Supply group was able to improve its online presence with improved social media marketing.



International Freight Forwarders and Shipping Agents based in Pakistan with an experience of over two decades in the field of logistics and supply chain management service.

Send 2 World's vision is to emerge as one of biggest, strongest and most reliable freight forwarding agent within the country and in the world.

The Brief

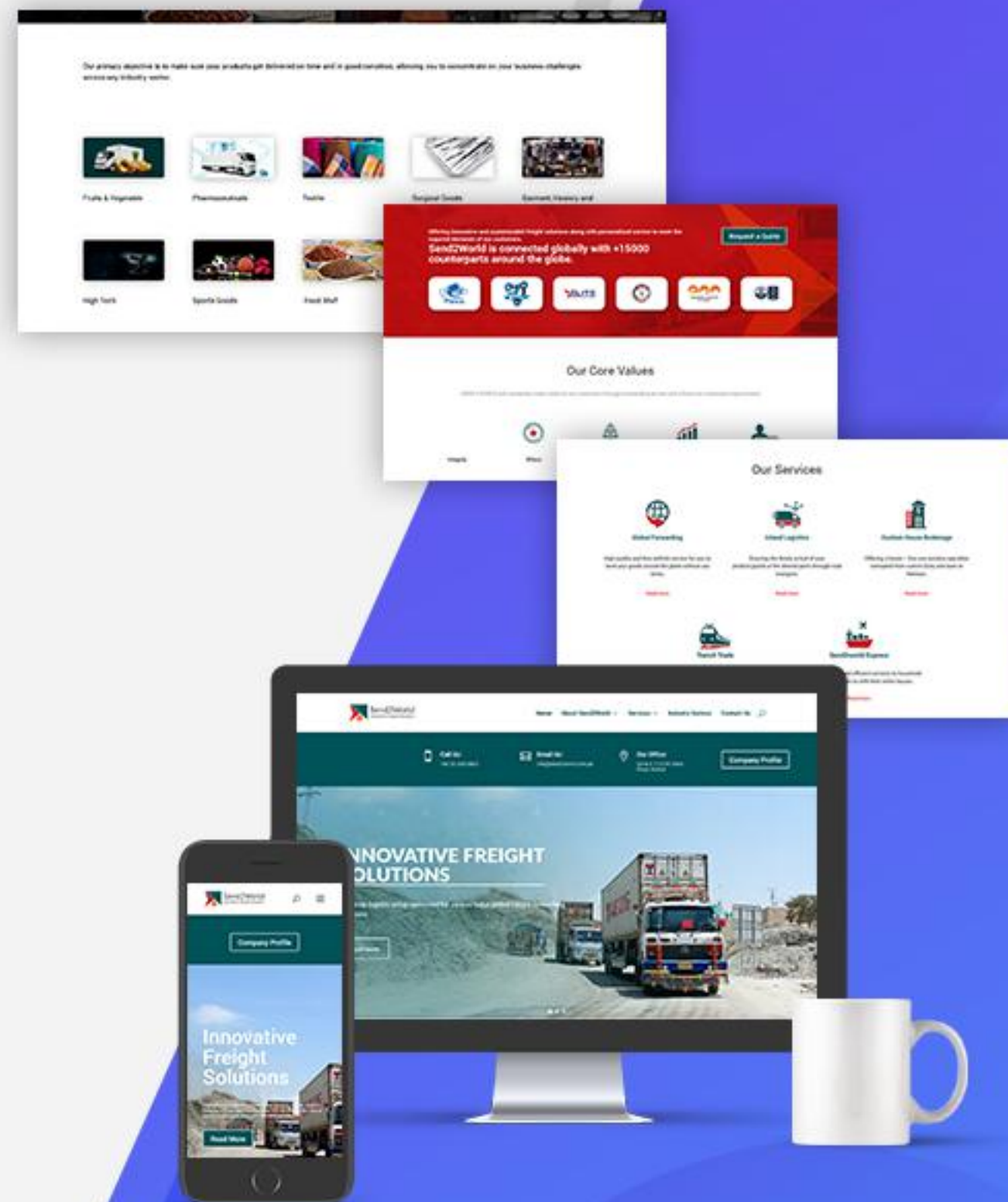
Send2World was looking for a reliable web design and development service.

What we did

Designed and developed their website for a corporate online presence.

The Results

Send2World now exists online with a professional and decent website.



Our Clients



AMMARA KHAN



GROW ONLINE

We Would Be Happy To Meet You
And Learn All About Your Business.

Contact

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✉ growonline@brandnib.com
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