



VISUAL SOURCE

COMPANY PROFILE

GROWTH POWERED BY VISION

**GROWTH POWERED BY VISION**

# ABOUT US



Welcome to Visual Source, your committed partner for success online. We are a modern digital marketing firm dedicated to assisting companies in thriving in the constantly evolving digital industry. We provide a comprehensive suite of services intended to improve your brand and provide significant outcomes, all delivered by a group of enthusiastic specialists.



# MISSION VISION



Our **mission** is to be the **catalyst for your business's** growth by addressing the unique challenges you face in the digital landscape. Our goal is to help you increase **brand visibility**, engage your target audience effectively, and convert visitors into loyal customers. We aim to take your business to the next level by creating **impactful digital experiences** that resonate with your audience and deliver sustained **growth** and **success**.

At **Visual Source**, our vision extends beyond individual business success; we aim to contribute significantly to **Pakistan's** economy and make a positive impact globally. We envision our agency as a driving force that adds to the **GDP** of our country by **fostering digital innovation** and supporting the growth of local businesses. By building a skilled workforce, **we aim to enhance the economic landscape of Pakistan** and create a ripple effect that benefits the wider community. Furthermore, we believe in the **importance of giving back**. A portion of our earnings is dedicated to charitable organizations around the globe, with a special focus on those providing aid to **Gaza**.



SEO

SHOPIFY

CONTENT CREATIONS

ADOBE

FACEBOOK

MEDIA

CONTENT WRITING

WEBSITE DEVELOPMENT

PERFORMANCE  
MARKETING

BLOGS

FIGMA

LOGO DESIGNING

TIKTOK

# OUR SERVICES

GRAPHIC DESIGNING

GOOGLE ADS

FACEBOOK ADS

META

OPTIMIZATION

HTML

ILLUSTRATOR

PRODUCT HUNTING

BRAND

WORDPRESS

P.H.P

IDENTITY

KEYWORD RESEARCH

BACKLINKING

PRINT-READY DESIGNS

UX/UI

PHOTOGRAPHY

# WEBSITE DEVELOPMENT



We specialize in comprehensive **Web development** services tailored to elevate your online presence. Our expert team builds responsive, user-friendly websites that not only look great but also perform exceptionally. We excel in creating high-converting landing pages, ensuring your site is optimized for speed to provide the best user experience. Whether you're looking for a robust Shopify store, a seamless e-commerce solution, or a custom WordPress site, we have the skills and experience to bring your vision to life. Let us help you build, enhance, and optimize your website to drive traffic and grow your business.



# PERFORMANCE MARKETING



Our **Performance marketing** services are designed to drive measurable results and maximize your return on investment. We create and manage targeted ad campaigns across various platforms, ensuring they reach the right audience at the right time. Our team uses data-driven strategies to optimize ad performance, focusing on conversion rates and cost-efficiency. From PPC advertising and display ads to social media advertising, we continuously monitor and adjust your campaigns for optimal performance. Let us help you achieve your marketing goals through precise targeting, compelling creatives, and relentless optimization.





Link Clicks	Post engagement	Link Clicks	Post engagement	Link Clicks	Post engagement	Link Clicks	Post engagement
32964	1.79	3961	1.60	4405	1.60	4605	1.60
165353	1.60	4405	1.60	4605	1.60	4811	1.60
218449	1.60	4811	1.60	5017	1.60	5223	1.60
84923	1.36	5017	1.36	5223	1.36	5429	1.36
217818	1.60	5429	1.60	5635	1.60	5841	1.60
512326	1.34	5841	1.34	6047	1.34	6253	1.34
174178	1.65	6253	1.65	6459	1.65	6665	1.65
50991	1.79	6665	1.79	6871	1.79	7077	1.79
303522	1.30	7077	1.30	7283	1.30	7489	1.30
204935	1.33	7489	1.33	7695	1.33	7901	1.33
150482	1.61	7901	1.61	8107	1.61	8313	1.61
154326	1.66	8313	1.66	8519	1.66	8725	1.66
42031	2.33	8725	2.33	8931	2.33	9137	2.33
2524473	5633708	5633708	5633708	5633708	5633708	5633708	5633708

**Campaigns**

Off / On Campaign

- Azaan - Tacos Villa - Insta Post Engagement
- Azaan - Tacos Villa - FB Post Engagement
- Azaan - Tacos Villa Corona - Likes campaign

Delivery: Active

Bid strategy: Using ad set bid...

Budget: Using ad set bid...

Post engagement: 18, 33, 38, 42

Updated just now

Review and publish (15)

Maximum: Feb 7, 2024 - Jul 16

Ad sets for 1 Campaign

Ad set	Budget	Results	Reach	Impressions	Cost per result	Amount spent
Taco \$5	\$5.00	30	1,990	3,655	\$9.85	\$98.48
Uix students \$5	\$5.00	30	2,472	4,614	\$10.33	\$103.31
Food & Drink	\$3.00	1	308	360	\$10.37	\$10.97
Taco	\$3.00	8	335	398	\$14.85	\$11.95
Total	\$16.00	69	4,442	9,027	\$7.25	\$224.82

Updated just now

Review and publish (15)

Maximum: Feb 7, 2024 - Jul 16

Ad sets for 1 Campaign

Ad set	Budget	Results	Reach	Impressions	Cost per result	Amount spent
Taco   Taco Bell - \$2	\$2.00	81	276	328	\$0.19	\$7.93
Mexican Food   Snack Food - \$2 - Copy	\$2.00	28	328	380	\$0.23	\$7.91
Broad - \$2	\$2.00	85	370	453	\$0.16	\$7.89
Total	\$6.00	194	974	1,161	\$0.19	\$23.77

Updated just now

Review and publish (16)

Maximum: Feb 7, 2024 - Jul 16

Ad sets for 1 Campaign

Ad set	Budget	Results	Reach	Impressions	Cost per result	Amount spent
Mexican Cuisine - \$1	\$1.00	33	100	104	\$0.08	\$2.78
Taco - \$1	\$1.00	42	115	115	\$0.07	\$2.71
Advantage audience - \$1	\$2.00	87	281	300	\$0.08	\$7.27
Total	\$4.00	162	496	519	\$0.08	\$12.82



Delivery

Active Campaign	Reach	Impressions	Frequency	Results	Cost per result	Amount spent
Active Campaign	760,269	1,625,594	2.14	574,500	Rs0.06	Rs32,963.93
Inactive Campaign	184,437	329,664	1.79	5,083	Rs6.26	Rs31,838.39
Inactive Campaign	99,341	165,353	1.66	3,961	Rs6.65	Rs26,358.12
Inactive Campaign	136,581	218,449	1.60	6,405	Rs3.47	Rs22,222.84
Inactive Campaign	54,997	84,923	1.56	1,481	Rs9.67	Rs14,320.84
Active Campaign	136,072	217,818	1.60	215,736	Rs0.06	Rs12,111.53
Inactive Campaign	381,070	512,126	1.34	1,437	Rs7.30	Rs10,496.31
Inactive Campaign	105,276	174,178	1.65	1,453	Rs7.00	Rs10,174.85
Completed Campaign	28,062	50,091	1.79	21,636	Rs0.40	Rs8,689.85
Inactive Campaign	232,607	303,522	1.30	15,430	Rs0.55	Rs8,506.11
Inactive Campaign	153,588	204,935	1.33	23,761	Rs0.35	Rs3,317.29
Inactive Campaign	93,660	150,682	1.61	1,450	Rs5.52	Rs8,000.00
Completed Campaign	92,807	154,326	1.66	928	Rs8.39	Rs8,000.00

Reach	Impressions	Frequency	Results	Cost per result	Amount spent	Link clicks
32,066	46,146	1.40	871	Rs0.61	Rs7,496.48	871
14,474	23,137	1.60	553	Rs12.98	Rs7,176.99	553
16,275	25,363	1.56	519	Rs13.81	Rs7,164.95	519
57,459	69,925	1.22	1,154	Rs0.00	Rs6,920.87	1,154
79,855	99,457	1.44	609	Rs10.42	Rs6,344.53	609
27,477	39,457	1.38	1,079	Rs5.56	Rs6,000.00	1,079
60,795	83,942	1.41	43	Rs133.22	Rs5,731.36	58
8,143	11,452	1.35	37	Rs14.14	Rs5,104.37	52
73,762	99,262	1.23	597	Rs29	Rs4,947.13	597
89,704	110,719	1.23	597	Rs0.04	Rs4,470.29	193
38,127	42,738	1.12	110,944	Rs0.04	Rs4,470.29	193
177,101	219,246	1.24	1,265	Rs3.20	Rs4,048.49	1,265
44,484	49,597	1.11	306	Rs12.15	Rs3,719.26	306
36,999	44,886	1.21	2.23	Rs332.615.51	Rs3,317.29	306
2,524,473	5,633,708	2.23	5633708	Rs0.00	Rs332,615.51	5,633,708



Active Campaign	Reach	Impressions	Frequency	Results	Cost per result	Amount spent	Link clicks	CPC (cost per click)
Inactive Campaign	30,896	36,516	1.18	523	Rs7.06	Rs3,691.59	523	Rs7.06
Inactive Campaign	22,399	25,083	1.14	481	Rs3.33	Rs3,046.98	481	Rs3.33
Inactive Campaign	18,831	24,421	1.30	429	Rs7.05	Rs3,024.77	429	Rs7.05
Inactive Campaign	48,058	51,685	1.08	864	Rs3.41	Rs2,940.06	864	Rs3.41
Inactive Campaign	16,626	23,809	1.43	255	Rs5.02	Rs2,875.81	255	Rs5.02
Inactive Campaign	10,857	14,863	1.37	168	Rs16.80	Rs2,790.00	168	Rs16.80
Completed Campaign	29,894	36,633	1.24	463	Rs5.82	Rs2,790.00	463	Rs5.82
Inactive Campaign	34,572	51,193	1.48	168	Rs16.80	Rs1,588.85	168	Rs16.80
Inactive Campaign	8,470	9,796	1.15	26	Rs60.37	Rs1,574.79	44	Rs60.37
Inactive Campaign	6,470	7,293	1.22	57	Rs27.07	Rs1,542.79	136	Rs27.07
Inactive Campaign	5,967	7,293	1.25	5,534	Rs240.36	Rs1,440.84	142	Rs240.36
Inactive Campaign	30,682	38,296	1.38	140	Rs10.34	Rs1,347.00	140	Rs10.34
Inactive Campaign	5,534	7,630	1.38	140	Rs9.65	Rs1,347.00	140	Rs9.65
Inactive Campaign	8,556	10,074	1.18	8	Rs132.15	Rs1,097.26	13	Rs132.15
Inactive Campaign	1,676	2,078	1.24	2.23	Rs332.615.51	Rs332,615.51	5,633,708	Rs332.615.51
Total	2,524,473	5,633,708	2.23	5633708	Rs0.00	Rs332,615.51	5,633,708	Rs332.615.51

Updated just now

Review and publish

This month: May 1, 2024 - May 24, 2024

Campaigns

Off / On Campaign

- Azaan - Tacos Villa - Insta Post Engagement
- Azaan - Tacos Villa - FB Post Engagement

Delivery: Active

Bid strategy: Using ad set bid...

Budget: Using ad set bid...

Post engagement: 18, 33, 38, 42

Updated just now

Review and publish

Maximum: May 1, 2024 - May 24, 2024

Ad sets for 1 Campaign

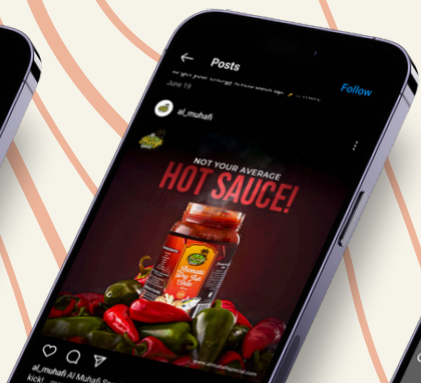
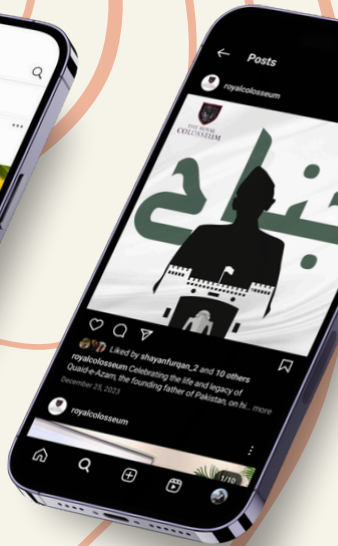
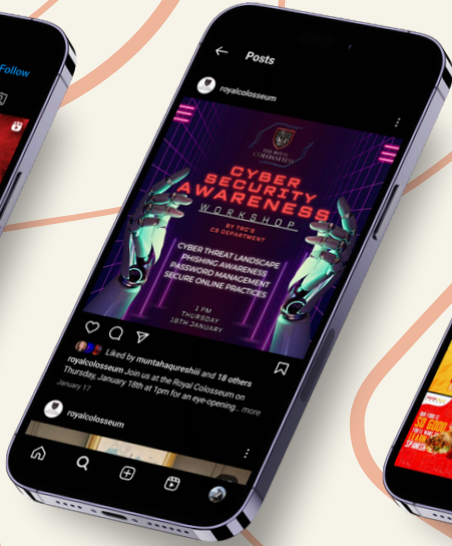
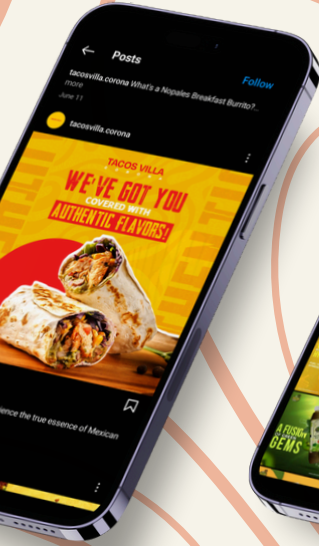
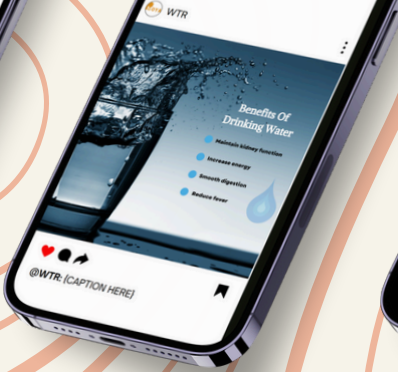
Ad set	Budget	Results	Reach	Impressions	Cost per result	Amount spent
Taco - \$1	\$1.00	21	109	115	\$0.50	\$50.00
Taco - \$1	\$1.00	22	110	117	\$0.45	\$49.50
Mexican Cuisine - \$1	\$1.00	52	186	205	\$0.48	\$49.50
Taco - \$1	\$1.00	52	219	261	\$0.48	\$49.50
Advantage audience - \$1	\$1.00	28	164	173	\$0.36	\$49.50
Total	\$5.00	178	673	871	\$0.48	\$49.50

# SOCIAL MEDIA MARKETING



our **Social media management** services are designed to elevate your brand's online presence and engage your audience effectively. We handle Instagram, Facebook, and other social media platforms, ensuring your brand persona is consistently maintained and accentuated. Our team creates and schedules posts and reels, writes compelling captions, and improves engagement to expand your reach organically. By focusing on strategic content and real-time interaction, we help your brand build a vibrant and influential social media presence that resonates with your audience and amplifies your message. Let us manage your social media handles and take your brand to new heights.





# GRAPHIC DESIGNING



**The Graphics team** services are crafted to bring your brand's vision to life with stunning visuals.

Our talented designers specialize in creating unique and engaging designs using industry-leading tools such as Photoshop and Illustrator.

Whether you need eye-catching logos, captivating social media graphics, or professional marketing materials, we deliver high-quality designs tailored to your specific needs. Let our creativity and expertise elevate your brand's visual appeal and make a lasting impression on your audience.



SALU!  
PREPARATION FOR  
D&F AI

...collaboration  
MARKETING EXECUTIVE  
TRC AND SCEPTRE

**S**  
Brand Reputation  
Skilled Labor

**W**  
Limited resources  
Competitors  
Lack of Market Data

**O**  
Innovation  
E-commerce Growth  
Sustainable Practices

**T**  
Economic Fluctuations  
Emerging Trends  
International Competition



**THE ROYAL COLOSSEUM**

**ER USMAN**

...experience working on the TRC/SCEPTRE while ... as a student marketer, I ... etical concepts to real ... eveloping my skills in ... ent creation, and ... oration.

**EXECUTIVE AT SCEPTRE**

NEW COLLECTION

**COMING SOON**



**THE ROYAL COLOSSEUM**

**ASCENCIA BUSINESS SCHOOL**

INTERNATIONAL DEGREE OF ASCENCIA BUSINESS SCHOOL

**BACHELORS OF FILM BUSINESS AND PRODUCTION**

**BACHELORS OF MEDIA BUSINESS AND COMMUNICATIONS**

[www.theroyalcolosseum.pk](http://www.theroyalcolosseum.pk)

**THE ROYAL COLOSSEUM**

**COLLEGE DE PARIS**

**ÉCOLE CONTE**

**BACHELOR IN FASHION DESIGN**

**BACHELOR IN TEXTILE DESIGN**

**BACHELOR IN LUXURY MARKETING**

**ASCENCIA BUSINESS SCHOOL**

**3 YEARS DEGREE PROGRAM**

**BACHELORS OF COMPUTER SCIENCE**

**BACHELORS OF ARTIFICIAL INTELLIGENCE**

**BACHELORS OF CYBER SECURITY**

**BACHELORS OF SOFTWARE DEVELOPMENT**

**BACHELORS OF INFORMATION TECHNOLOGY**

**BACHELORS OF BUSINESS ADMINISTRATION**

**BACHELORS OF MEDIA BUSINESS AND COMMUNICATIONS**

**BACHELORS OF FILM BUSINESS AND PRODUCTION**

**THE ROYAL COLOSSEUM**

**NCUK**

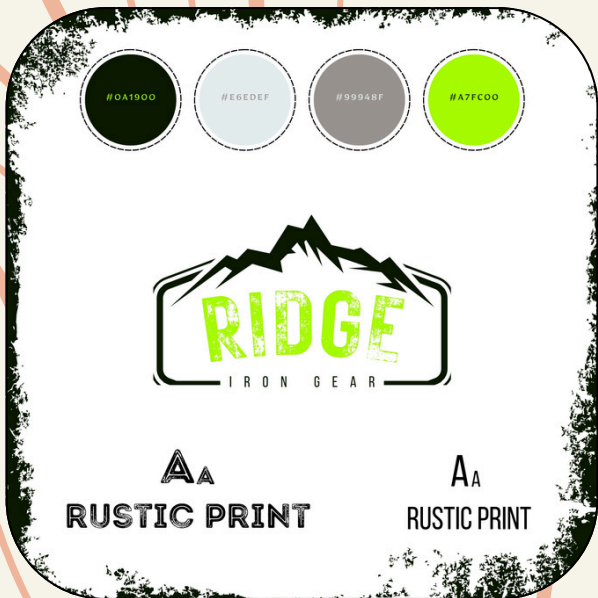
THE UNIVERSITY CONSORTIUM

# BRAND IDENTITY



**Brand Identity** service is designed to build a cohesive and compelling brand image that sets you apart from the competition. We offer a comprehensive approach to developing your brand's visual and strategic identity, including logo design, color schemes, typography, and brand guidelines. Our team works closely with you to understand your vision and values, creating a brand identity that fits well with your target audience. From crafting memorable logos to developing a consistent brand voice and visual style, we ensure every element reflects your brand's unique personality.





# LOGO DESIGNING



The **logo designing** team is dedicated to creating memorable and impactful logos that define your brand. Our skilled designers use tools Adobe Illustrator to craft unique logos that capture the essence of your business. We work closely with you to understand your vision and translate it into a visually stunning logo that stands out. Whether you need a modern, minimalist design or a detailed, illustrative logo, we ensure it reflects your brand's identity and resonates with your audience. Trust us to deliver a logo that not only looks great but also communicates your brand's story effectively.







ZEN JEWELERS  
EMBRACING EXCLUSIVITY



جُنُوب  
TIMELESS ELEGANCE

RIDGE  
IRON GEAR



SERENE  
CANDLES

ZEN JEWELERS  
EMBRACING EXCLUSIVITY

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SERENE  
CANDLES

SHAHI BIZ  
Kites



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POWER YOUR PERFECT HOME.

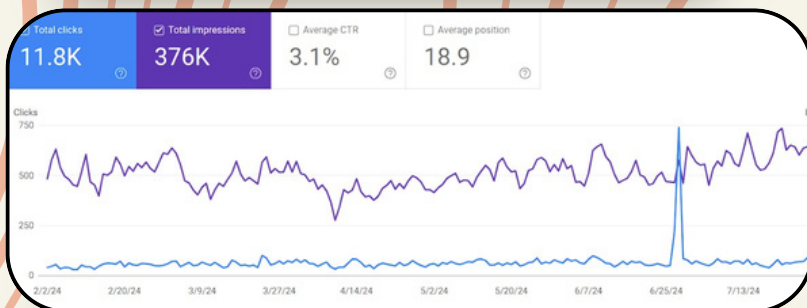
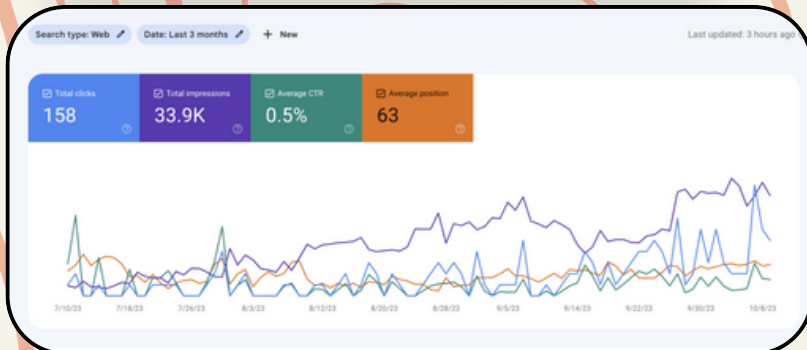
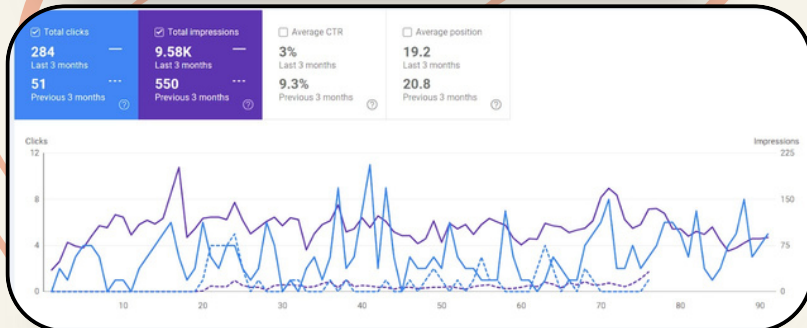
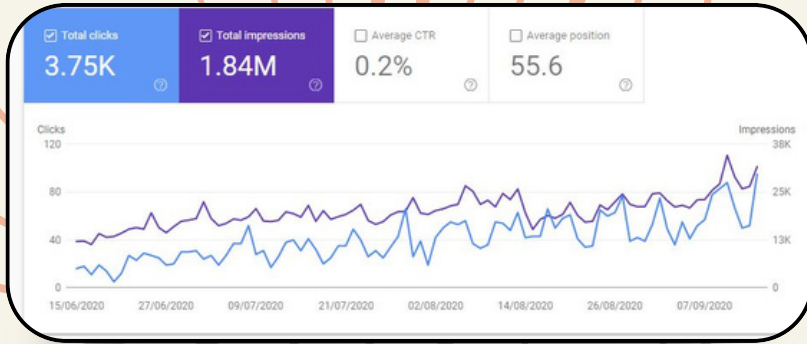
junoob  
TIMELESS ELEGANCE.

# SEARCH ENGINE OPTIMIZATION



our **SEO** services are designed to enhance your online visibility and drive targeted traffic to your site. We employ advanced strategies to improve your search engine rankings, ensuring your business stands out in a competitive market. Our comprehensive approach includes keyword research, on-page optimization, and high-quality content creation to attract and retain visitors. We focus on building a strong backlink profile and leveraging SEO to boost your online presence. With expertise in both on-page and off-page SEO, we optimize your website for maximum performance and conversion. Let us help you rank higher, drive more traffic, and achieve your business goals.





# CONTENT WRITING



In **Content writing** we craft compelling website content, including homepages, service descriptions, and FAQs, tailored to reflect your brand's voice. Our social media content creation ensures your posts, captions, and stories captivate and engage your audience. . Our team excels in writing authoritative whitepapers, detailed case studies, and professional press releases to establish thought leadership and showcase success stories. Additionally, we create high-impact product descriptions for e-commerce sites, develop strategic content plans, and write optimized landing page and SEO content to improve search engine rankings and drive organic traffic.



# Calvin Klein

## Mixmax Brings Calvin Klein To Pakistan

Discover how Calvin Klein Kids' stylish and premium clothing is now available in Pakistan through Mixmax, bringing comfort and sophistication to your child's wardrobe.

[View Details](#)



## Under Good

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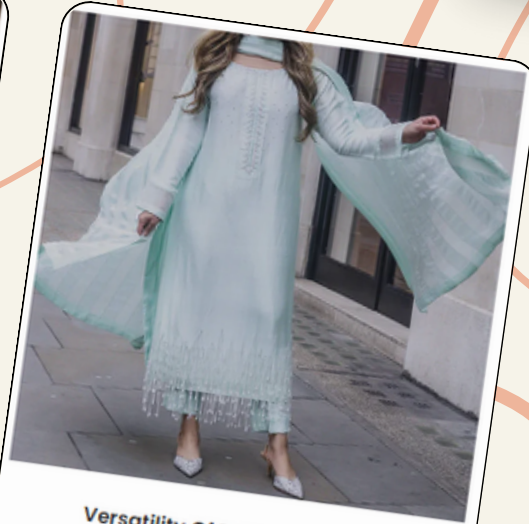
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## Summer Sale On Desi Shalwar Kameez In UK By Pearls & Petals!

ON MAY 30, 2024

And the Sale is here! Get ready to elevate your wardrobe with our Summer Clearance Sale featuring stunning Desi Shalwar Kameez outfits. At Pearls & Petals UK, we bring you a curated collection...



## Versatility Of Pakistani Ladies Kurtis/Kurtas : Perfect For Any Occasion

ON MAY 16, 2024

Pearls and Petals: A Touch of Desi Elegance & Versatility in the UK Craftsmanship and Quality: Pearls and Petals is synonymous with unparalleled craftsmanship and quality. Each shalwar kameez is a masterpiece, woven...



## Traditional Accessories: Elevate Your Desi Look In The UK With The Perfect Jhumkas!

ON MAY 21, 2024

The Historical Splendor of South Asian Jewellery Jewellery in South Asia has always been more than just adornment; it is a symbol of status, wealth, and cultural heritage. Historically, Jewellery was crafted...

## Brand Making Waves In

In the dynamic world of children's leading brand in Pakistan, setting new is to provide high-quality. ng...

# KIDS FASHION 2024

## 7 Proven Strategies To Keep Your Kids' Clothes Looking Brand New

As parents, we all know how quickly kids can outgrow their clothes, but that doesn't mean they have to look worn out before they've been outgrown. Kids' clothes often face a lot of wear and tear from active...

[View Details](#)



## WHY SHOULD WE WORK TOGETHER


We're a dynamic digital marketing agency committed to propelling your business forward. With a fresh perspective and a deep-rooted passion for innovation, we craft tailored strategies that deliver exceptional results. Our team of digital experts blends creativity with data-driven insights to create campaigns that resonate with your target audience. We're not just building a business; we're building a partnership focused on your success. Let's redefine your digital landscape together.



**VISUAL SOURCE**

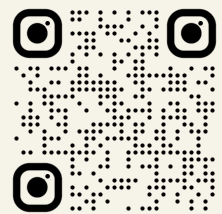
GROWTH POWERED BY VISION

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"TAP HERE"



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