



# Perseus Digital

Elevating Brands with Creative  
Precision & Strategic Insight.

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# About Us.

At Perseus, inspired by the strength and courage of the Greek hero, we empower brands to conquer their digital challenges and rise above the competition. We offer a wide range of services, including social media marketing, web and app design, digital marketing, SEO, branding, and more, all tailored to help our clients achieve their goals. With a commitment to innovation and excellence, we craft strategies that deliver measurable results and long-term success, making us a trusted partner in your digital journey.





# Social Media Marketing

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## **Harness the Power of Social Media to Grow Your Brand**

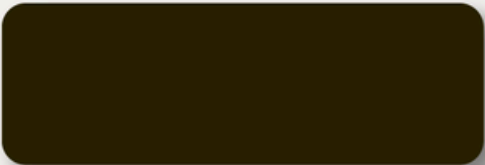
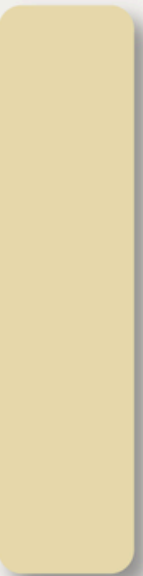
We specialize in creating tailored social media strategies that amplify your brand's presence across all major platforms—Facebook, Instagram, LinkedIn, Twitter, TikTok, and YouTube. We mainly focus on building authentic connections with your target audience through engaging content, targeted campaigns, and consistent interaction.



Service – Social Media Marketing

What We Offer In Social Media Marketing:

- **Content Strategy & Creation:** Tailored content that resonates with your audience.
- **Content Management:** Scheduling and posting tailored content at the best possible time to maximize reach.
- **Community Management:** Building and nurturing your online community.
- **Analytics & Reporting:** Data-driven insights to refine strategies and ensure success.



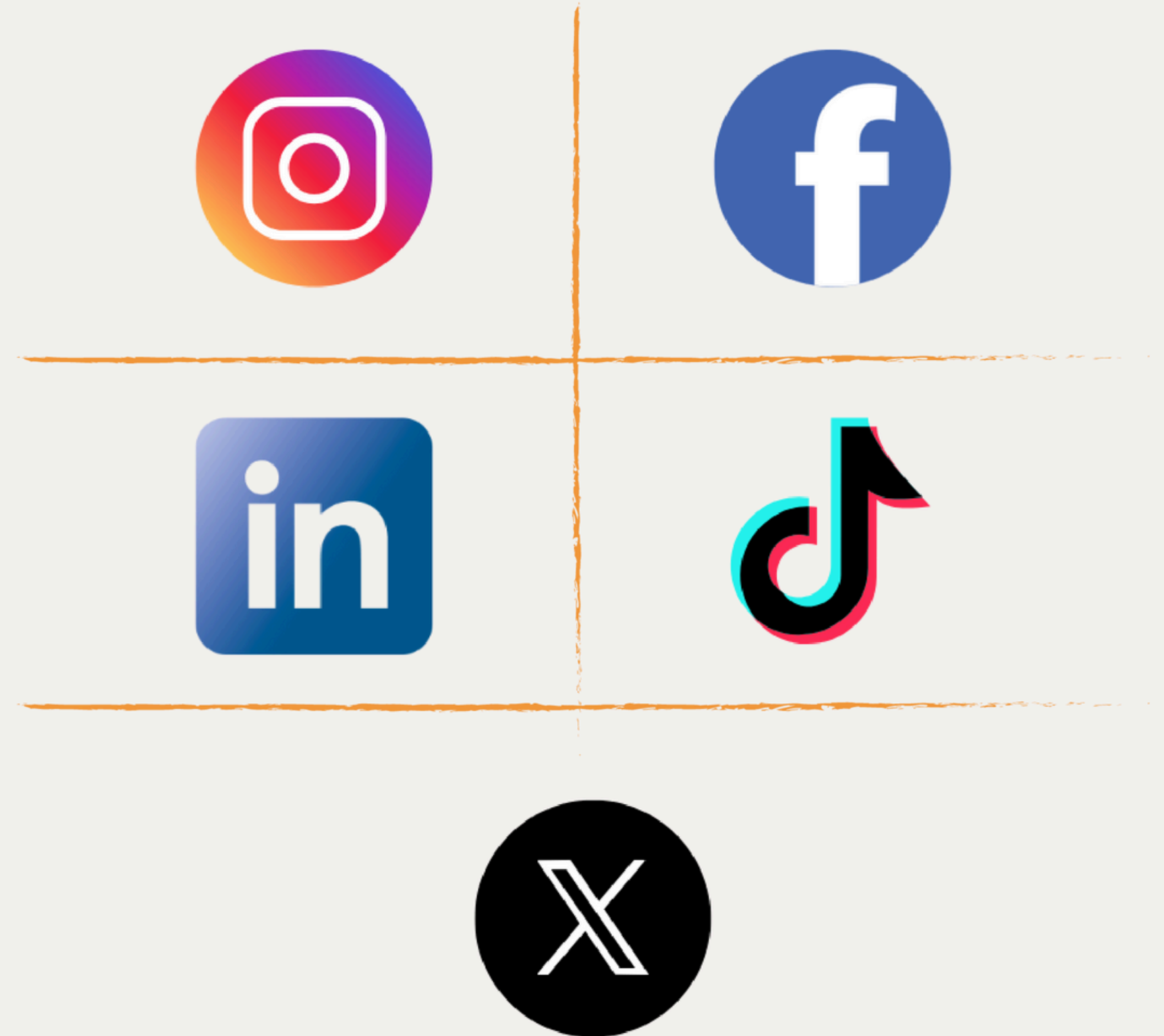


## Platform Expertise:

Our team has hands-on experience managing content across all major platforms:

- **Instagram** – Aesthetic feeds, reels, stories, and highlights
- **Facebook** – Community-building and ad integration
- **LinkedIn** – Thought leadership and professional branding
- **TikTok** – Trend-based content and short-form video strategies
- **Twitter** – Real-time updates and brand personality cultivation

Each platform requires a unique tone, format, and approach—we handle it all.

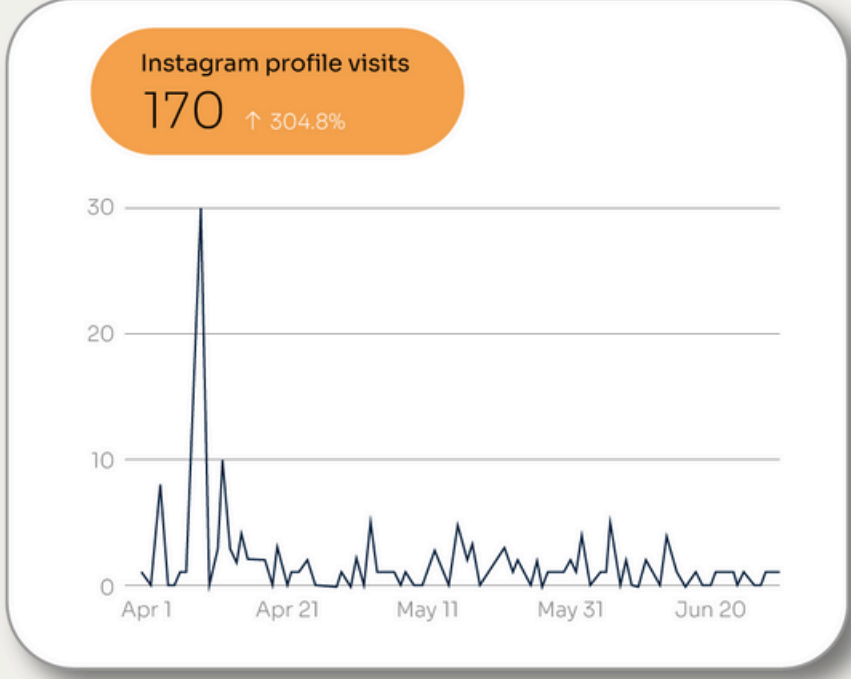
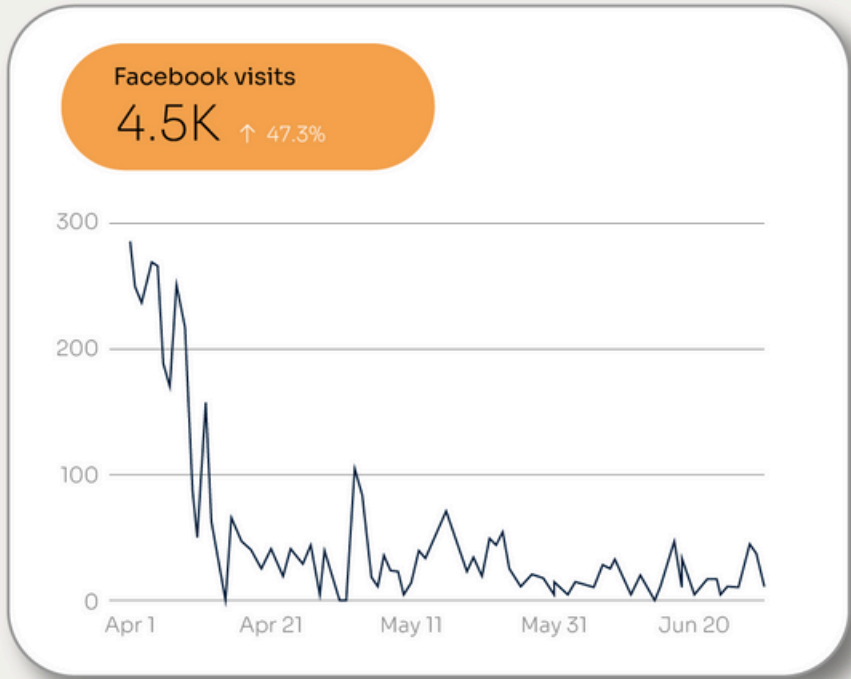
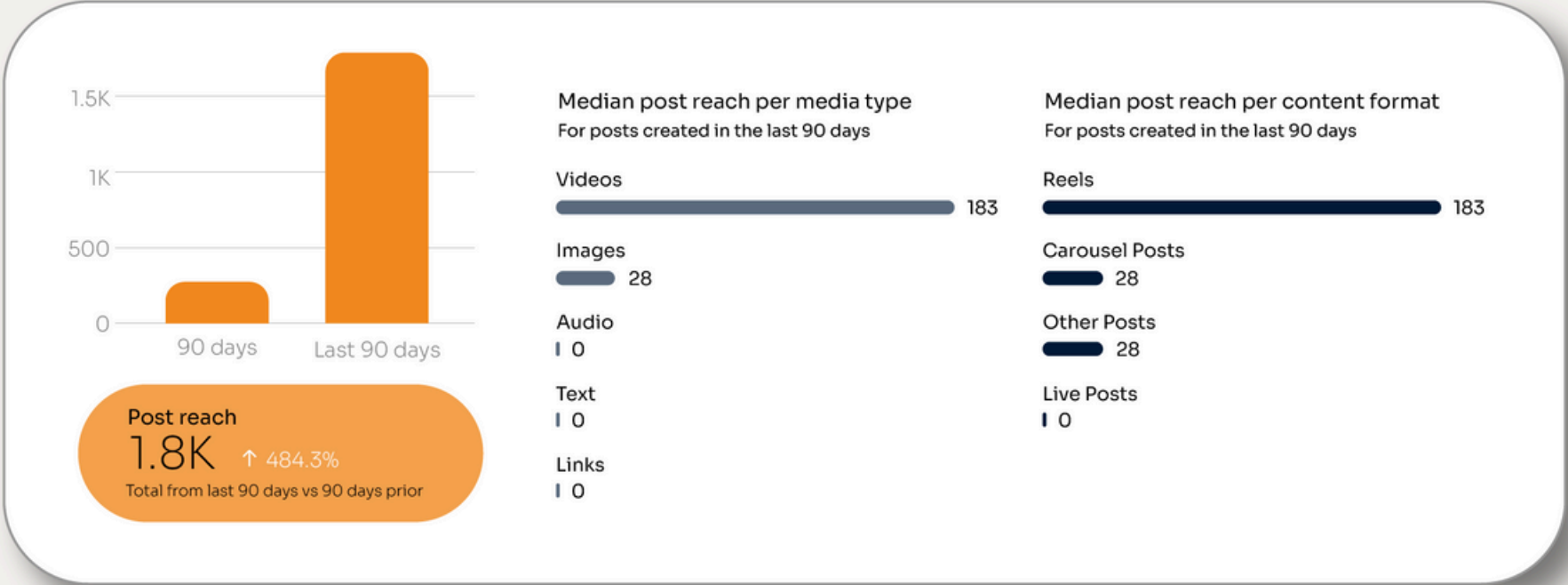




Before & After Analytics:

We believe in results you can see. For each project, we track analytics such as **follower growth**, **reach**, **engagement rate**, and **profile visits**.

Visual comparisons and reports help illustrate the transformation and impact of our campaigns.





# NEO – Bridal Couture Week 2024

NEO by Kaizen Paint served as a key sponsor at Bridal Couture Week 2024, aiming to build brand awareness and equity among its aspirational target audience.

Perseus developed a **digital content plan** and **experiential strategy** for the event, including an interactive lounge-style stall. SMD walls displayed dynamic NEO color palettes, connected to the NEO app, allowing visitors to visualize room transformations and test colors in real-time.

To drive engagement, attendees were encouraged to take photos, use the app, and share their experience on social media using a branded hashtag — generating valuable user-generated content and boosting online reach.



## BRIDAL COUTURE WEEK 2024

### HYPE

- Announcement post
- Designer collab hype (static and short video for reels and stories)
- Countdown posts

### LAUNCH

- Event clips of NEO Branding
- Capturing the ambience and ramp
- Designer on the day
- Ramp walk
- Talking to the stars – media wall: designer and models

### POST

- Highlights:
  - Collective [videos for reels and stories]
  - Solo Walks [videos for reels and stories]
- Designer's Inspiration
  - BTS of designing bridal dresses and back stage preps

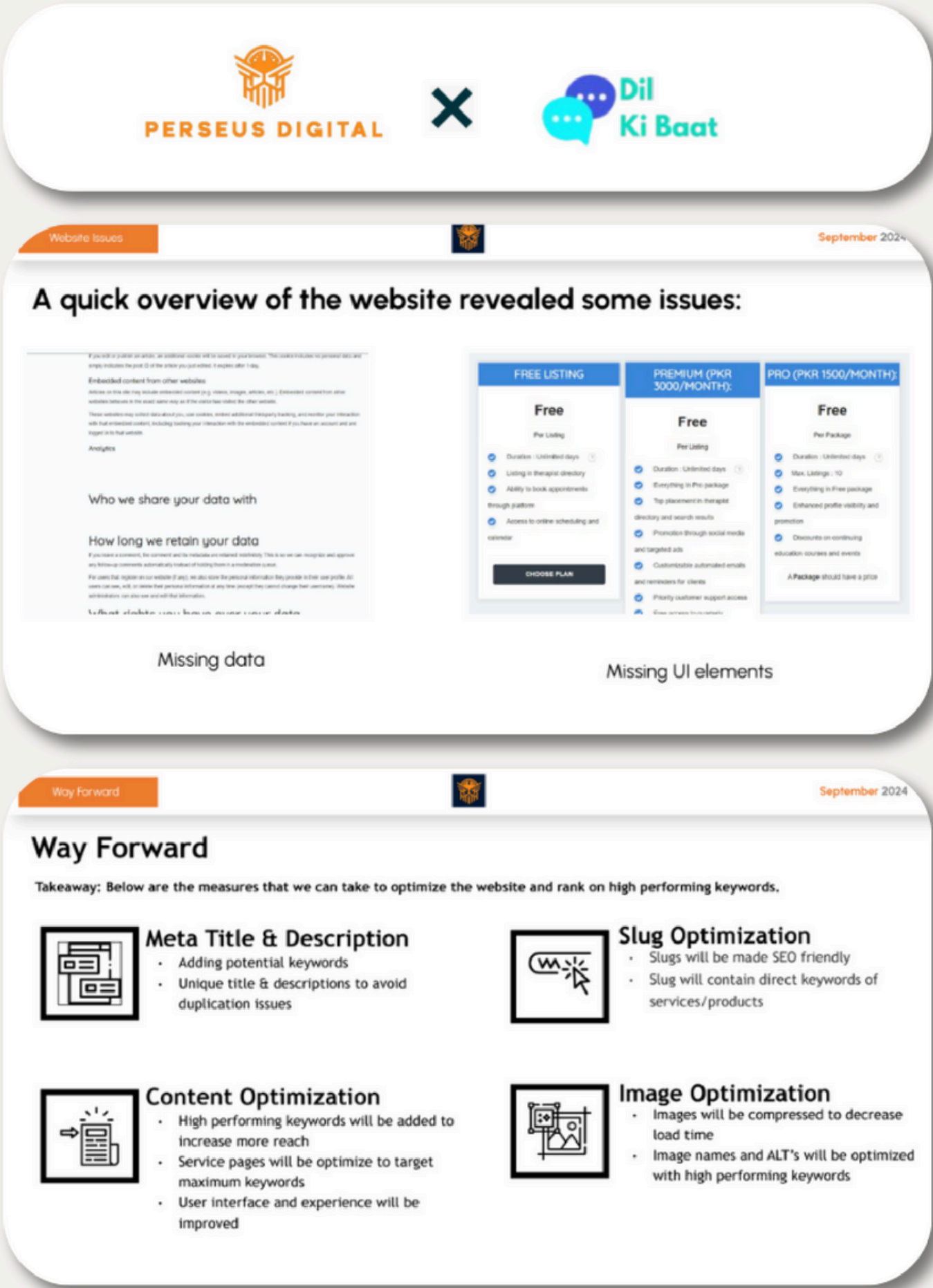
CONTENT POSTING PLAN - DECEMBER						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1 Let's Color New Beginnings Together
2	3 Let's Color New Beginnings Together	4	5 Let's Color New Beginnings Together	6	7 Let's Color New Beginnings Together	8
9 Let's Color New Beginnings Together	10	11 Let's Color New Beginnings Together	12	13 NEO x BCW Hype Post	14	15 Designer hype post
16	17 3 Days Left Don't Forget to Tune in to an evening of Glamour, Fashion and Color	18 2 Days Left Don't Forget to Tune in to an evening of Glamour, Fashion and Color	19 1 Day Left Don't Forget to Tune in to an evening of Glamour, Fashion and Color	20 NEO x BCW	21 NEO x BCW	22 NEO x BCW
23 Designer's Inspiration	24	25 Collective Highlight	26	27 Solo Highlights	28	29 Solo Highlights
30	31 Solo Highlights					



# DilKiBaat (Heart to Heart)

DilKiBaat (Heart to Heart) is a not-for-profit organization dedicated to promoting psychological wellbeing and mental health therapy for Pakistanis and South Asians around the world. By connecting individuals with accredited therapists through an online directory, DilKiBaat aims to create the largest global community of South Asian mental health providers.

Perseus developed and executed a **comprehensive digital and performance marketing strategy**. This included paid ad campaigns, content marketing, email outreach, and influencer collaborations — all designed to increase visibility, grow audience engagement, and drive meaningful impact. Through data-driven insights and targeted messaging, the campaigns focused on expanding DilKiBaat’s reach while **maximizing ROI and community engagement**.





## M. Jafferjees

M. Jafferjees is Pakistan's leading destination for premium, handcrafted genuine leather accessories. Renowned for its craftsmanship and quality, the brand offers a wide selection of leather goods that combine tradition with timeless luxury.

Perseus conducted a **comprehensive competitive analysis** and **digital platform audit** of M. Jafferjees. This included a review of its online presence, market positioning, and customer sentiment in comparison to key competitors. The insights were synthesized into strategic recommendations aimed at **strengthening the brand's digital identity and customer engagement**.

The final report outlined clear, actionable steps in the "Way Forward" section—focused on **elevating brand appeal and accelerating growth** within the luxury leather goods market.



These factors collectively contribute to M.JafferJees' perceived low performance. To improve, the brand should focus on increasing mentions, building a social media presence, and expanding its reach beyond social platforms.

### MJafferJees

MJafferJees online presence:

- Volume of Mentions: 5
- Social Media Reach: 0
- Non-Social Media Reach: 2174
- Positive Mentions: 4



JafferJees online presence:

- Mentions: 24
- Social Media Reach: 6365
- Non-Social Media Reach: 98 K
- Positive Mentions: 3

### JafferJees (Competitor)



### Big Idea

## #CraftedElegance

#MJafferJeesLuxury

#TimelessCraftsmanship

The "Crafted Elegance" campaign aims to showcase the unparalleled craftsmanship and timeless quality of M. JafferJees' luxury leather products. By highlighting the meticulous attention to detail and heritage of the brand through #CraftedElegance, #MJafferJeesLuxury, and #TimelessCraftsmanship, the campaign seeks to elevate brand perception, engage a discerning audience, and drive both online and offline sales.



# 4-Step Process

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**Streamlined Success: Our 4-Step Process**



Conduct detailed consultations, market research, and competitive analysis to develop a tailored strategy.

## **Discovery & Planning**

**01**

Perform rigorous testing, including usability, functionality, and performance checks.

## **Testing & Optimization**

**03**

**02**

## **Design & Development**

Create prototypes, design visuals, and develop the website or application using the chosen technology stack.

**04**

## **Launch & Support**

Execute the launch plan, monitor performance, and provide technical support and maintenance as needed.





## Why Us?

- **Tailored Solutions:** We provide customized strategies and services that align with your specific business goals and audience needs.
- **Expertise Across Disciplines:** Our team combines skills in digital marketing, web and app design, SEO, and branding to deliver comprehensive solutions.
- **Data-Driven Approach:** We leverage analytics and insights to drive decisions, ensuring that every campaign and project is optimized for success.
- **Creative Excellence:** Our design and content are crafted to stand out, engage your audience, and reflect your brand's unique identity.
- **Reliable Support:** From initial consultation to post-launch support, we offer ongoing assistance to ensure your success and satisfaction.
- **Cutting-Edge Technology:** We utilize the latest technologies and tools to build scalable, high-performance digital solutions.
- **Proven Track Record:** Our portfolio of successful projects and satisfied clients demonstrates our commitment to delivering results.





# Thank You!



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Ready to elevate your brand?  
Contact us today to start your journey with Us!

