



The Power of
DIGITAL
MARKETING

Explore the rising impact of digital marketing
in today's business environment.





Understanding *Digital Marketing*

Digital marketing leverages digital platforms to connect with target audiences and promote products, services, or brands. It covers websites, social media, search engines, email, and mobile apps, enabling businesses to engage consumers effectively. Using data-driven strategies, it facilitates personalized communication, real-time interaction, and measurable results, essential for business growth and brand visibility.



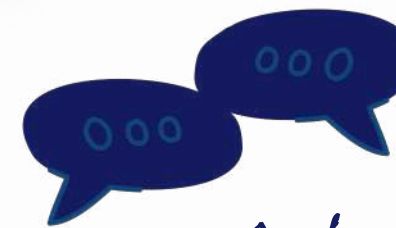
Targeted Approach:

Precise audience segmentation.



Measurable Outcomes:

Track and optimize campaign performance.



Engaging & Interactive:

Foster two-way communication.

Advantages of
DIGITAL MARKETING



Expanded Audience Reach:

Connect with a global audience.



Cost-Effective:

Lower costs compared to traditional marketing.

Essential
Digital Marketing
Channels

Website & Search Engine Optimization (SEO)

Social Media Marketing (SMM)

Email Marketing

Content Marketing

Pay-Per-Click Advertising (PPC)

Influencer Marketing

Website SEO

Role of a Website:



Your digital
storefront

SEO



Enhancing search
visibility and driving
organic traffic.

Optimization Strategies:



Keywords, backlinks, and
mobile-friendliness.

Two-way
Interaction:



Building trust and brand loyalty.

Leveraging
Data Analytics:



Track engagement and refine strategies.

Harnessing
Social Platform:



Engage users through diverse content.

Crafting
Compelling Content:

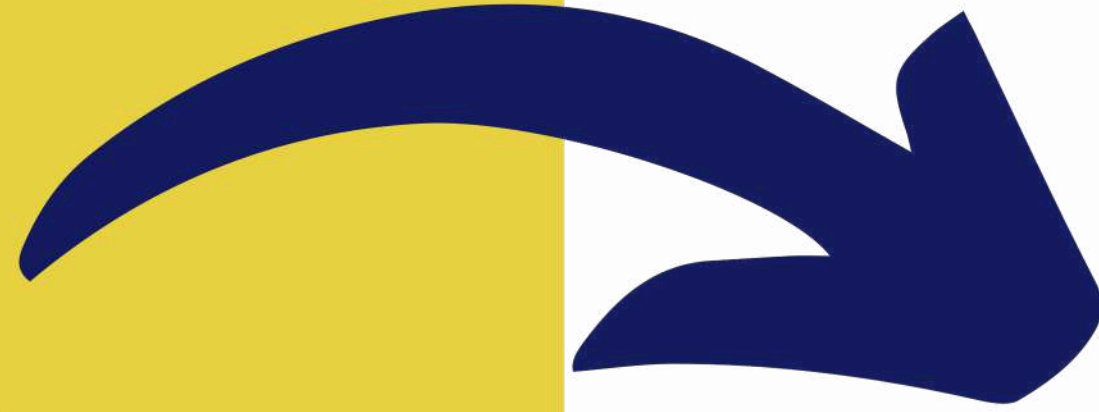


Storytelling, visuals, and video marketing.

Social Media *Marketing*



Content Marketing



The Value of **Content:** Educate, inform, and engage audiences.

Brand **Authority:** Position your business as a thought leader.

Distribution **Channels:** Social media, email, and SEO-optimized websites.

Content **Strategies:** Blogs, videos, infographics, and case studies.



Why Email **works?:**

Cause high ROI and personalized messaging.

Building an **Email List:**

Segmentation for effective targeting.

Crafting Engaging **Campaign:**

Personalization and automation.

Measuring **Success:**

Open rates, click-through rates, and conversions.

Email Marketing





Popular

Platforms:

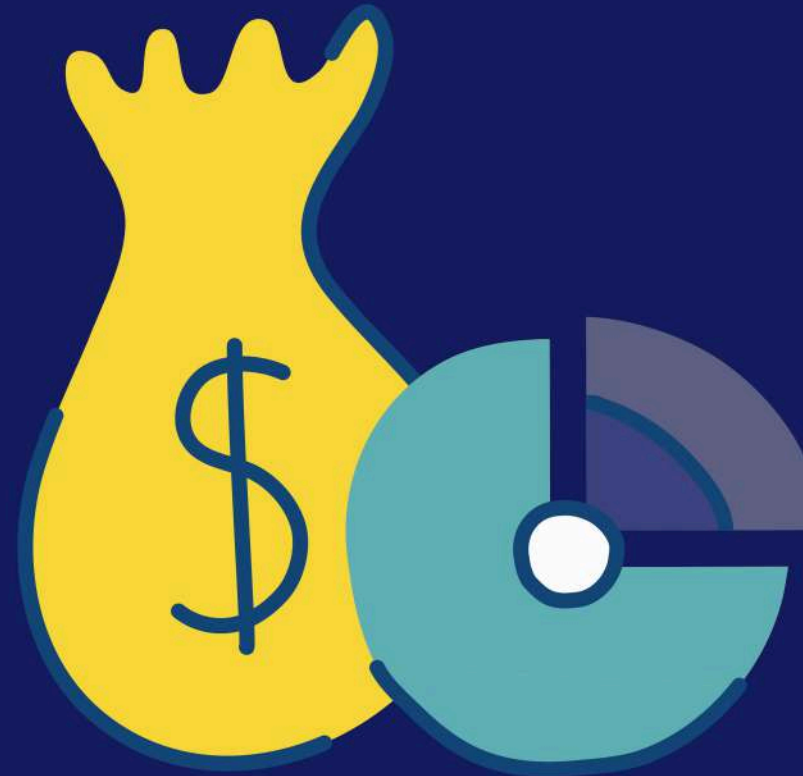
Google Ads, Facebook Ads, LinkedIn Ads.

Campaign

Optimization:

A/B testing, ad copy improvement, and analytics tracking.

Pay-Per-Click *Advertising*



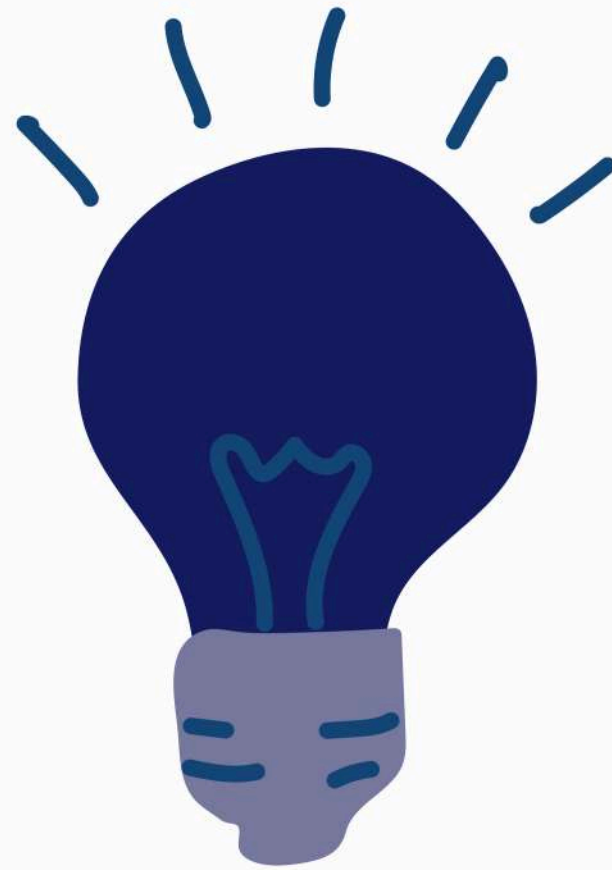
What is **PPC?:**

Paid ads for instant visibility.

Driving

Targeted Traffic:

Keyword bidding and ad placement.



INFLUENCER *Marketing*

Engagement and Authenticity:

Build credibility through genuine recommendations.

Long Term **Success:**

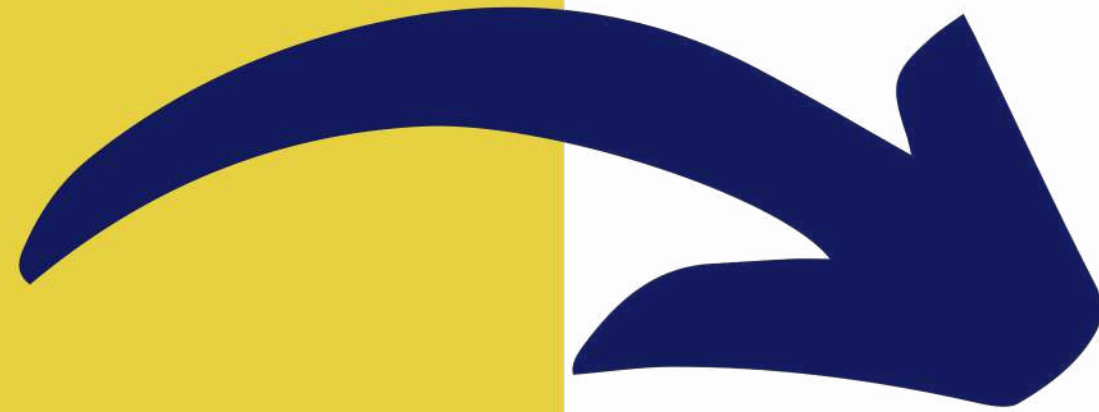
Establishing sustained influencer relationships.

The Power of **Influencers:**

Leveraging trusted voices in your industry.

Strategic **Partnerships:**

Collaborate with relevant influencers.



Our Collaborative Process

Consultation & Strategy: Defining objectives and crafting a tailored roadmap for success.

Design & Creation: Developing compelling content and intuitive user interfaces.

Development & Execution: Building robust software and launching targeted campaigns.

Testing & Optimisation: Ensuring quality and refining strategies for peak performance.

Reporting & Support: Providing transparent analytics and ongoing assistance for continuous growth.



1. **Custom software development**

Tailor-made solutions to fit your unique business requirements and goals.

2. *Web & Mobile* **App development**

Building responsive websites and intuitive mobile apps (iOS, Android, Cross-platform).

INNOVATIVE

Software

SOLUTIONS

3. *Cloud* **Solutions**

Leverage the scalability and flexibility of AWS, Azure, and Google Cloud platforms.

4. *E-Commerce* **Solution**

Create powerful online stores with seamless shopping experiences.

5. **UI/UX** *Design*

Crafting engaging and user-friendly interfaces that convert and delight.



ahrefs



Ubersuggest

**OUR
TECHNOLOGY
STACK**



ATS & CRM Workflow

The image displays two screenshots from a web application. The left screenshot shows the 'Apply Online' form with fields for First Name, Email, Phone Number, Applying for the position, Experience, and Qualification. The right screenshot shows the admin dashboard for 'job Form' with a table of application entries.

Apply Online Form Fields:

- First Name:
- Email:
- Phone Number:
- Applying for the position:
- Experience:
- Qualification:

Accepted file types: pdf, doc, docx

File Upload: No File Selected (0/1 MB)

Admin Dashboard Table:

#	First Name	Email	File Upload	Applying for the position	Experience	Qualification	Phone Number	Status
1	DR IMRAN DHANTIYA	drimrandhantiya22@gr	Upda...	MBBS	9 years	MBBS	9925413912	Unread
2	SANA NAZIR	sananozir122@gmail.cc	Upda...	MASTER OF PHILOSOF	5 YEARS	MASTER OF PHILOSOF	9232114111954	Unread
3	USAMA BIN WAHEED	usamabinwaheed2030	Usa...	Virtual Assistant	4 YEARS	PRE-MEDICAL	923115845648	Unread
4	Waheed Ullah	drwaheed340@gmail.c	Wah...	NURSE	4 YEARS	BS-EMERGENCY CARE	966554535301	Unread
5	Muhammad Waqas Anj	engineerwaqas315@gr	Waq...	Engineer	4 YEARS	BS	923017917171	Unread
6	WASIM ULLAH	wasimroghani123@gm	wasi...	MEDICAL LABORATOR	2 YEARS	MPHIL-MLS	923009747740	Unread
7	Yaseen Khalid	yk9704332@gmail.com	Yase...	CARDIOLOGY TECHN	1 YEAR	BS	923185292107	Unread
8	MUHAMMAD ZEESHAN	Zeeshan.saleem617@gr	Zees...	Electronic Engineer	5 years	BS	03002730907	Unread
9	Zubair Ali	zubair.ali19942016@gr	Zubai...	Engineer	11 year	Bachelor Of Electrical E	923452718199	Unread

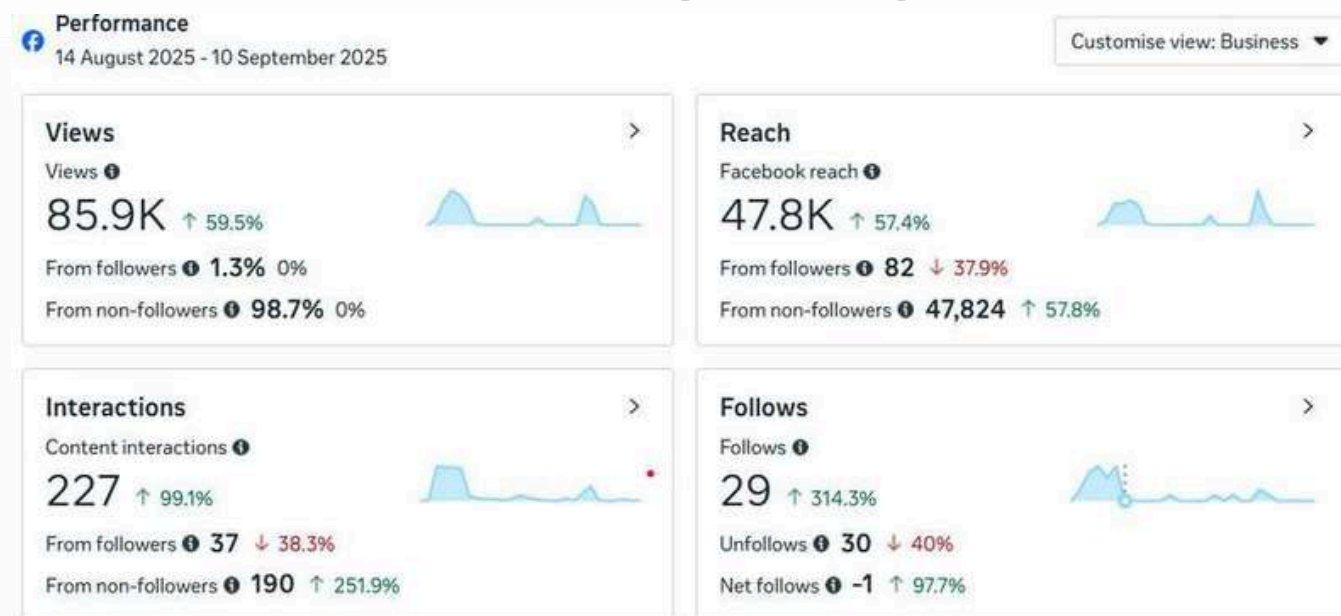
Industries We Empower

Our versatile expertise services diverse range of sectors, driving digital transformation.

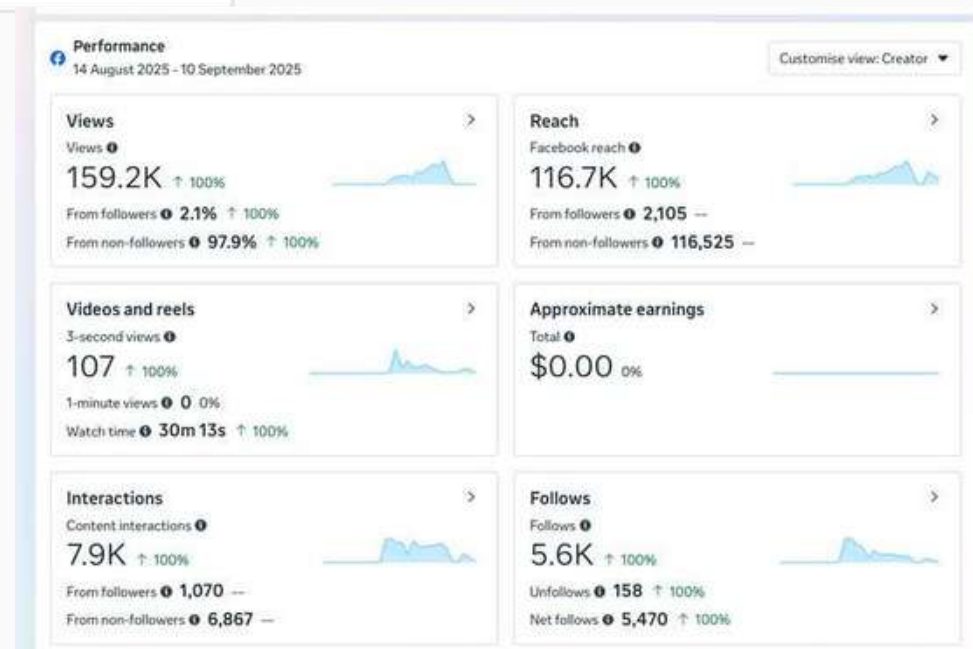


Proven Success: Social Media Performance

Showcasing tangible results and client satisfaction through impactful projects.

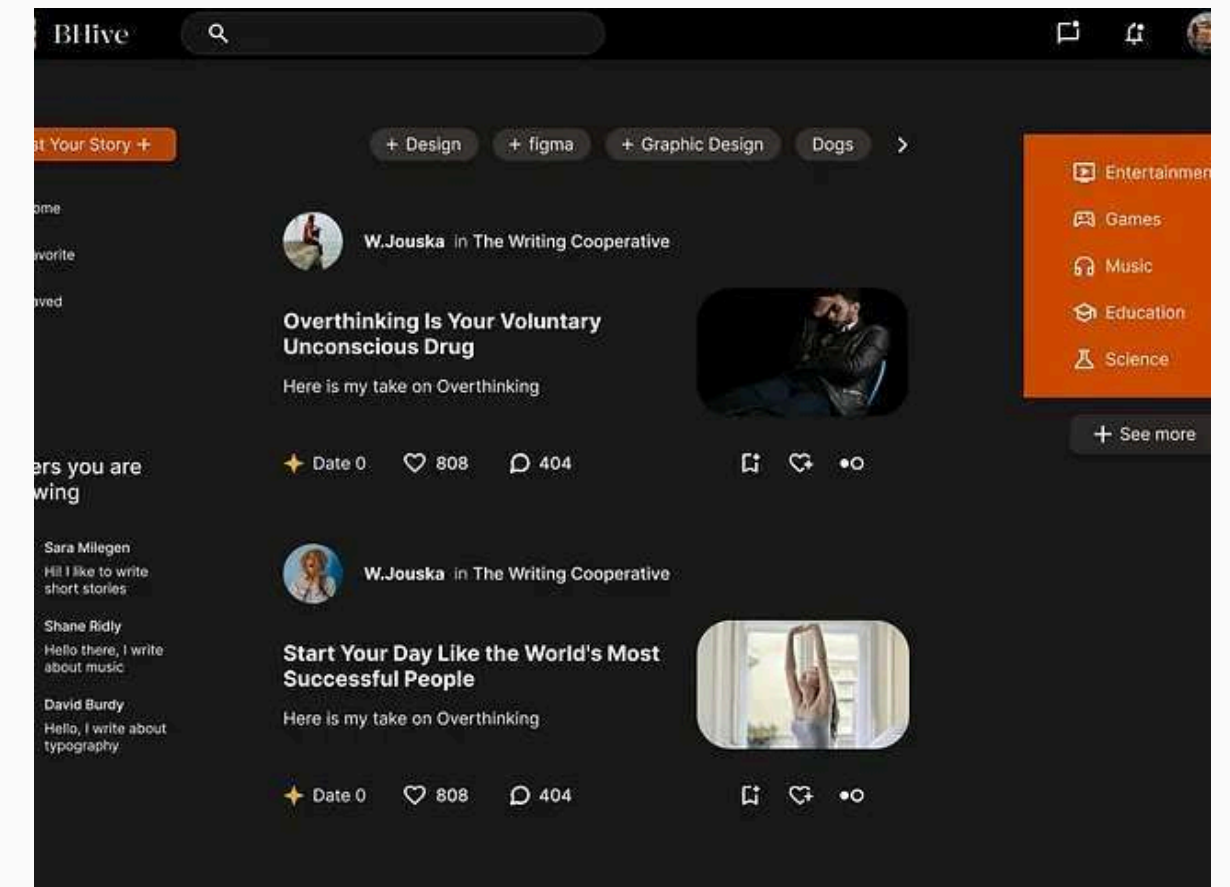
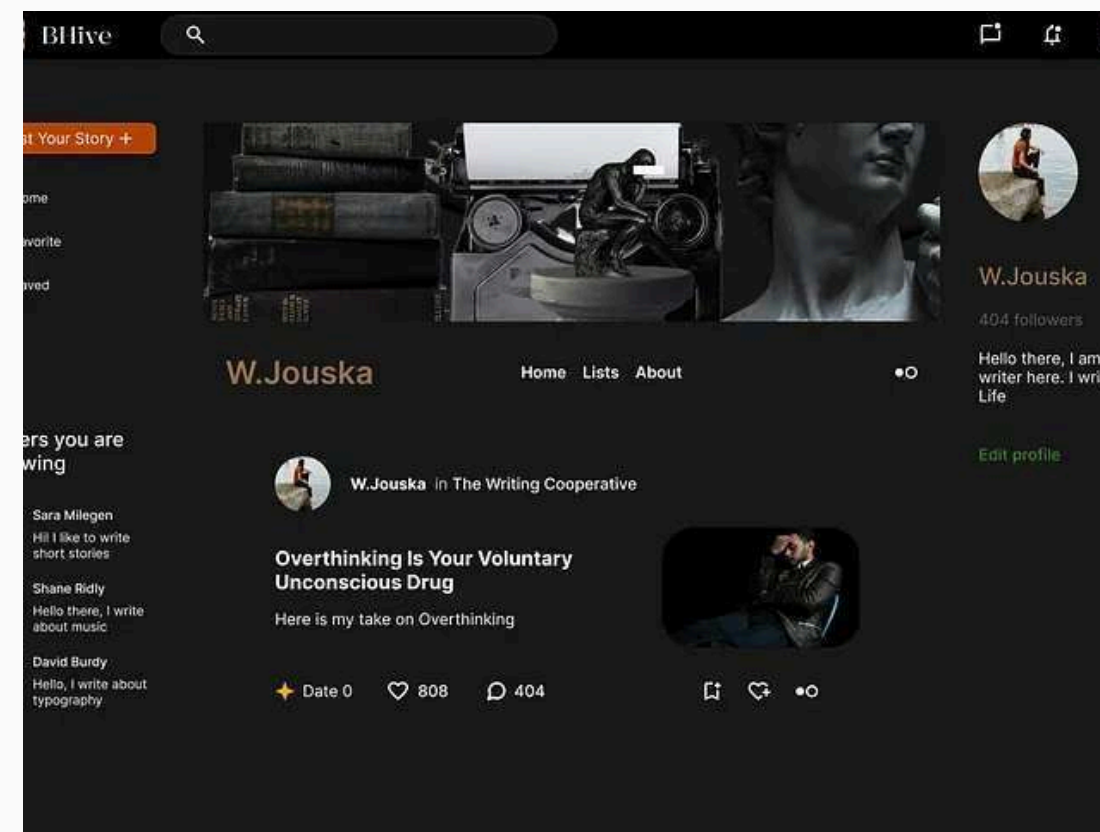
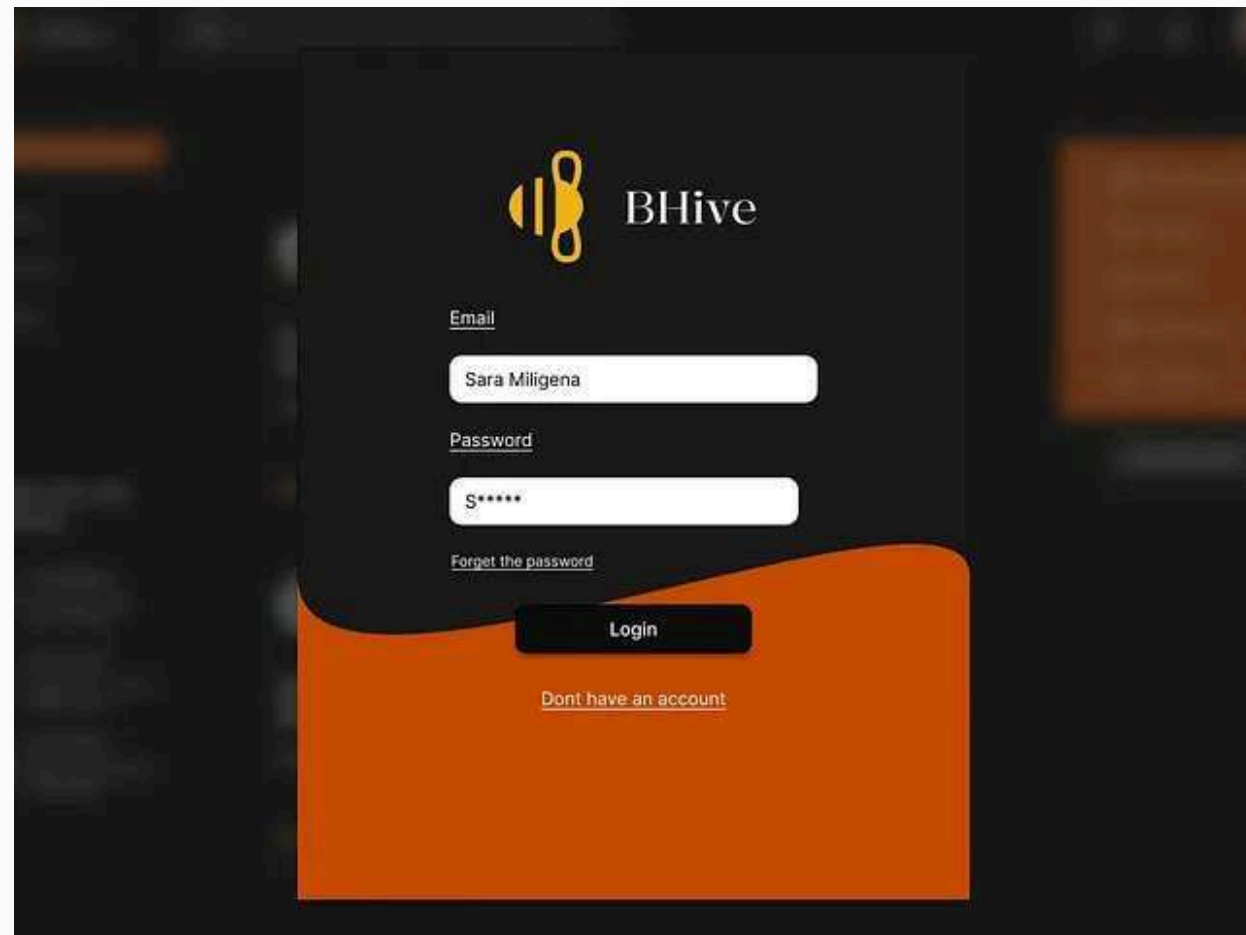


Off/On	Campaign	Attribution setting	Results	Reach	Frequency	Cost per result	Budget	Amount spent	Ends	Impressions	CPM (cost 1,000...)
	Sada e madinah followe... Unpublished edit...	7-day click or ...	5,340 Follows or like	85,504	1.62	Rs2.42 Per follow or like	Rs300.00 Daily	Rs12,914.56	9 Sep 2025	138,449	
	azad visa leads campaign 2 - Copy	7-day click or ...	246 Messaging conversat...	15,365	1.37	Rs12.47 Using ad set bu...	Rs1,200.00 Daily	Rs3,068.36	15 Aug 2025	21,036	
	SADAE madinah umrah Engagement campal...	7-day click or ...	175 Messaging conversat...	34,020	1.41	Rs35.39 Per messaging conv...	Rs1,200.00 Daily	Rs6,192.38	10 Sep 2025	47,904	
	SADAE madinah umrah Engagement campal...	7-day click or ...	— Messaging conversat...	—	—	— Per messaging conv...	Rs1,200.00 Daily	Rs0.00	13 Sep 2025 1 day left	—	
	Sada e madina umrah Leads campaign 1st sep	7-day click or ...	4 Messaging conversat...	604	1.05	Rs19.65 Per messaging conv...	Rs5,000.00 Lifetime	Rs78.61	6 Sep 2025	633	
	Sada e madina umrah Leads campaign 27th a...	7-day click or ...	26 Messaging conversat...	1,993	1.26	Rs40.91 Per messaging conv...	Rs1,250.00 Daily	Rs1,063.59	31 Aug 2025	2,519	
	English teachers Resume-traffic campaign-1...	7-day click or ...	— Landing page view	18,720	1.53	— Per landing page view	Rs1,000.00 Daily	Rs3,966.21	19 Aug 2025	28,677	



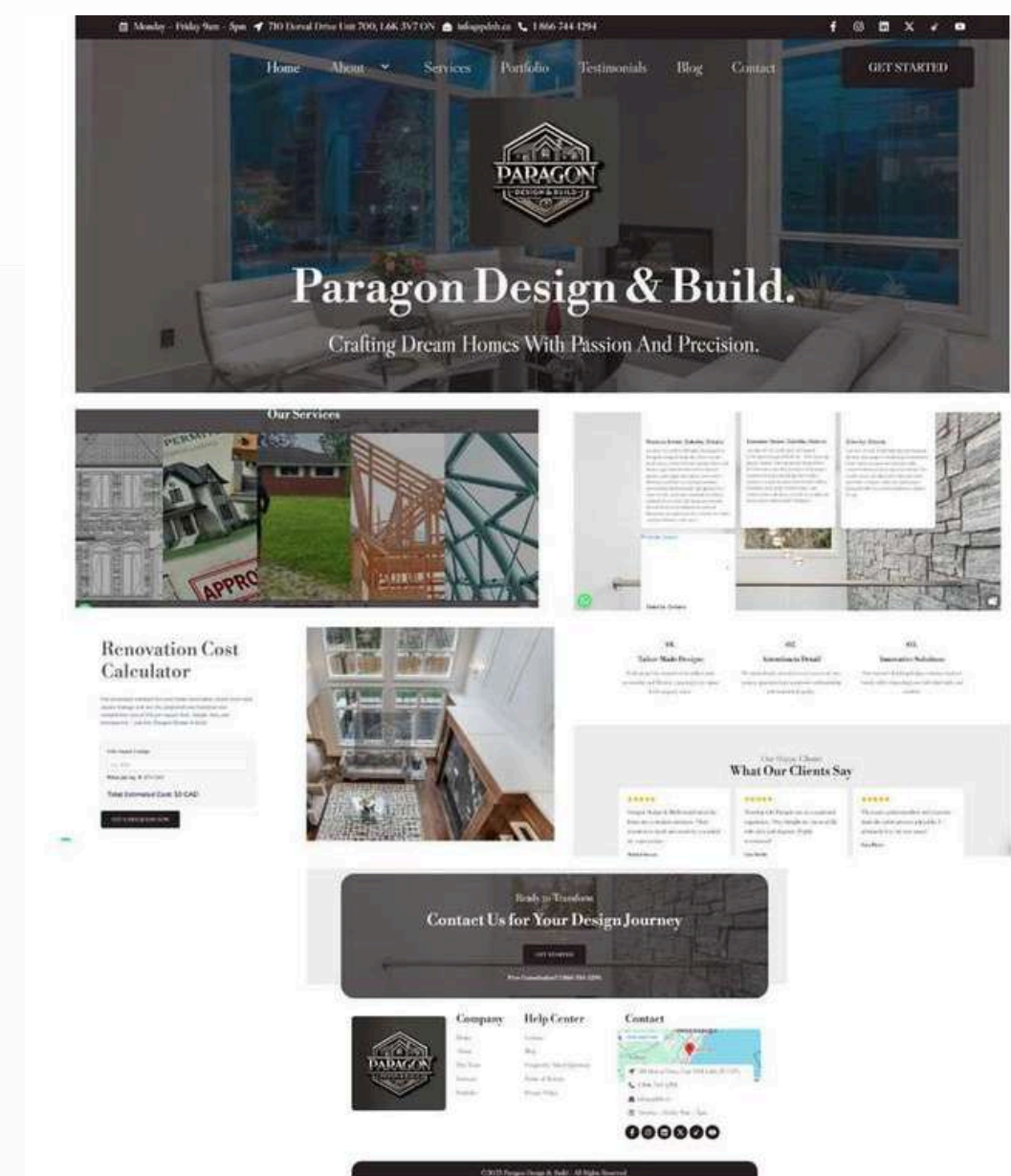
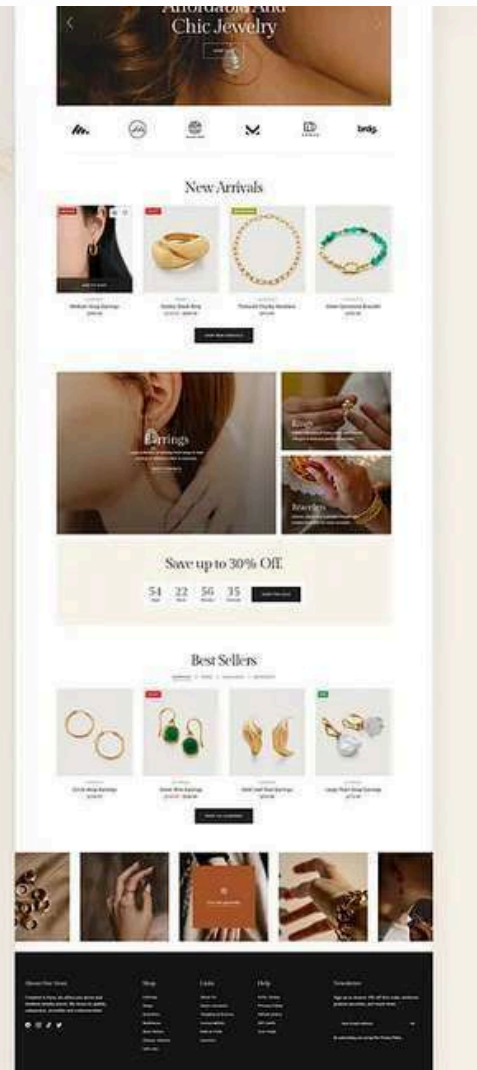
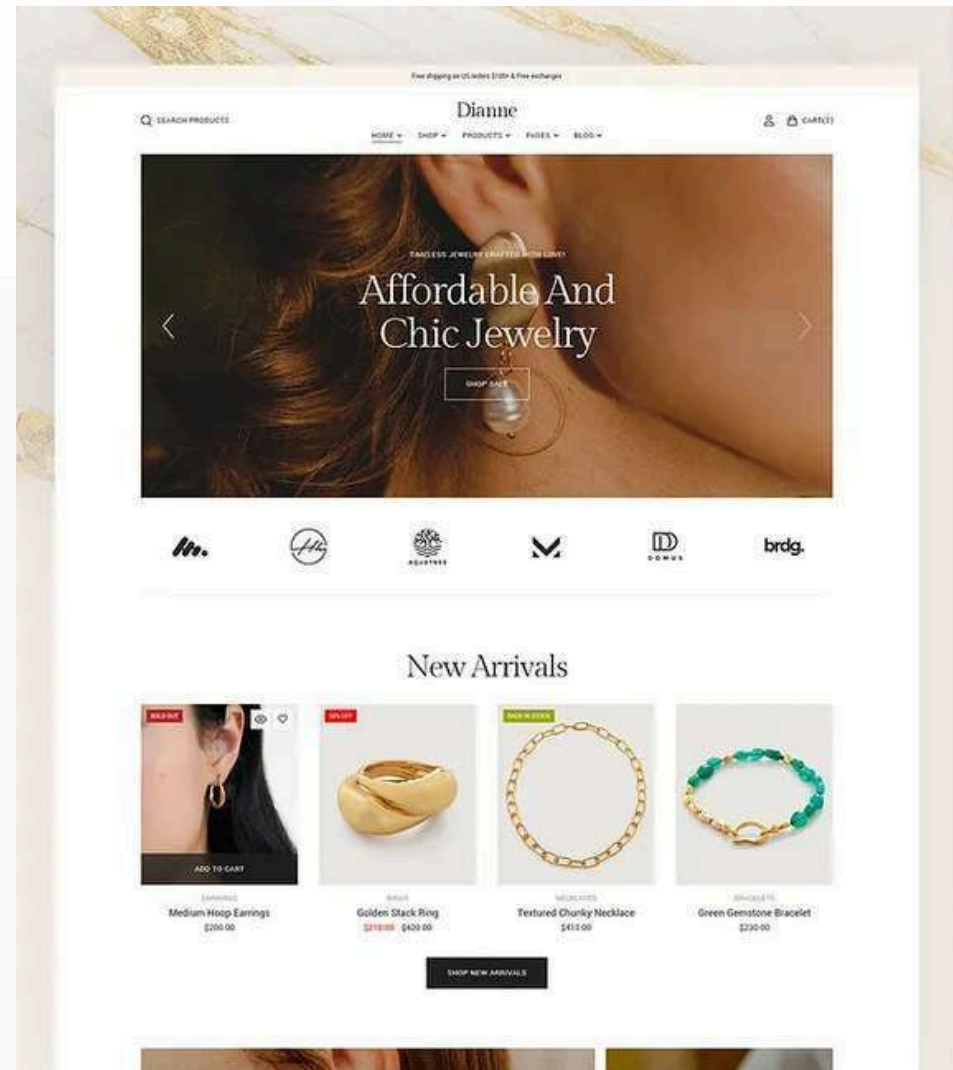
Proven Success: Our Portfolio

Show casing tangible results and client satisfaction through impactful projects.

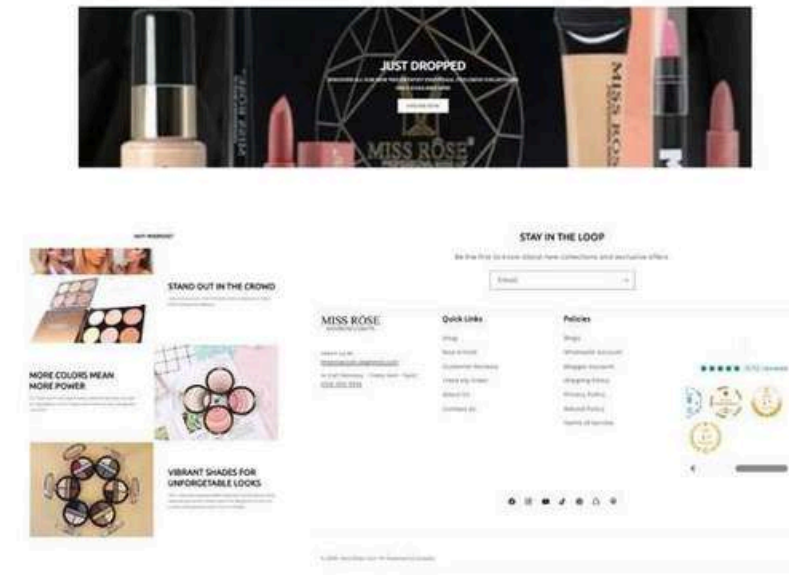
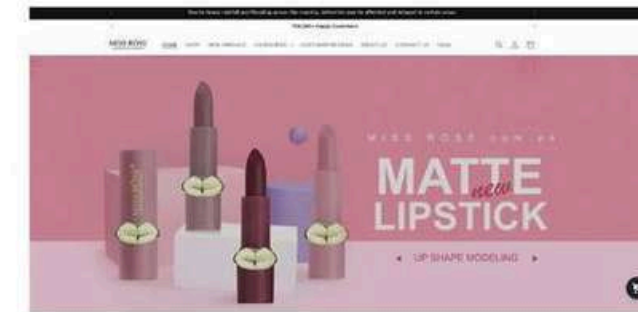
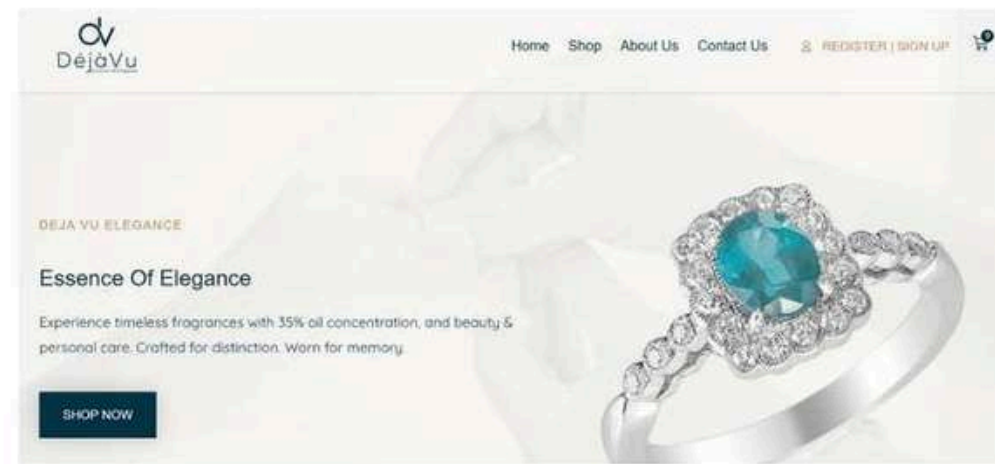


Proven Success:

Showcasing tangible results and client satisfaction through impactful projects.



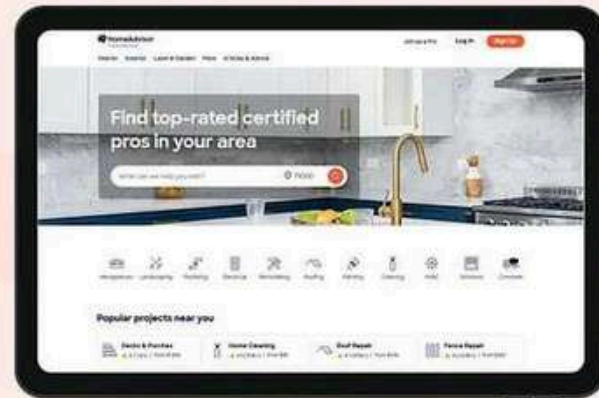
Proven Success:



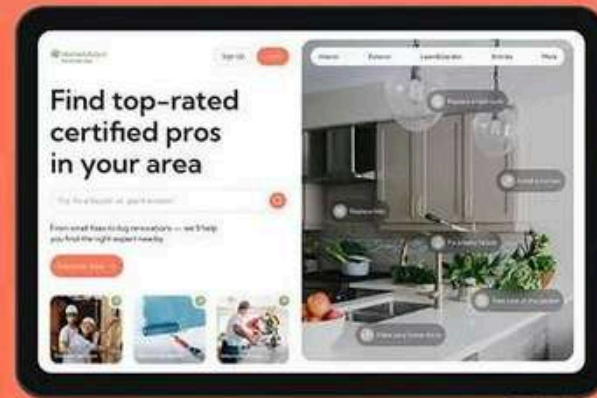
Proven Success:

Before and after projects which are done by NRC

Design before



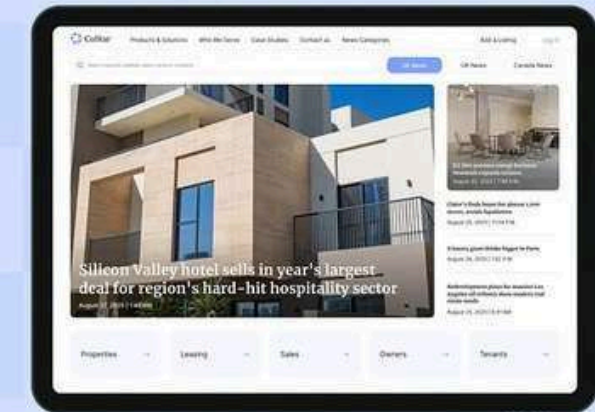
Design after



Design before



Design after



Why Partner with Us?

Experience the difference of a client-centric approach focused on your success.

Data-Driven Strategies

Decisions backed by insights for optimal performance.

Experienced Team

A dedicated team of experts committed to your project.

Transparent Communication

Clear, open dialogue throughout every project phase.

Scalable Solutions

Solutions designed to grow with your business needs.

Cost-Effective Approach

Delivering maximum value without compromising quality.



Conclusion

Digital Marketing

Digital marketing connects businesses with their audiences through websites, social media, search engines, email, and mobile apps. A strong digital presence boosts engagement, increases brand visibility, and drives growth. In today's competitive market, embracing digital marketing is essential for success. Start implementing these strategies now to stay ahead and expand your reach.



Connect With Us

Let's discuss how we can elevate your digital presence and drive your business forward.



info@nrcitservices.com



+13073104039



25 Rustic Hills Road Rozet Wyoming 82727

<https://www.linkedin.com/company/nrc-recruitment-and-it-services>