

Digital Marketing Industry Analysis 2023



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Islamabad, Pakistan
(2024)

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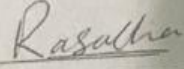
A thesis submitted to the National University of Sciences and Technology,
Islamabad,
in partial fulfillment of the requirements for the degree of
Master of Science in
Business Administration

Supervisor: Miss Rabeel Khan

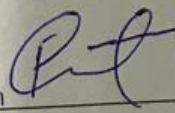
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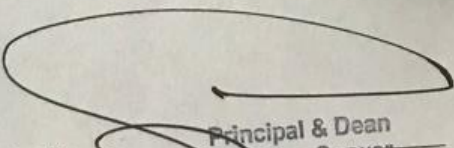
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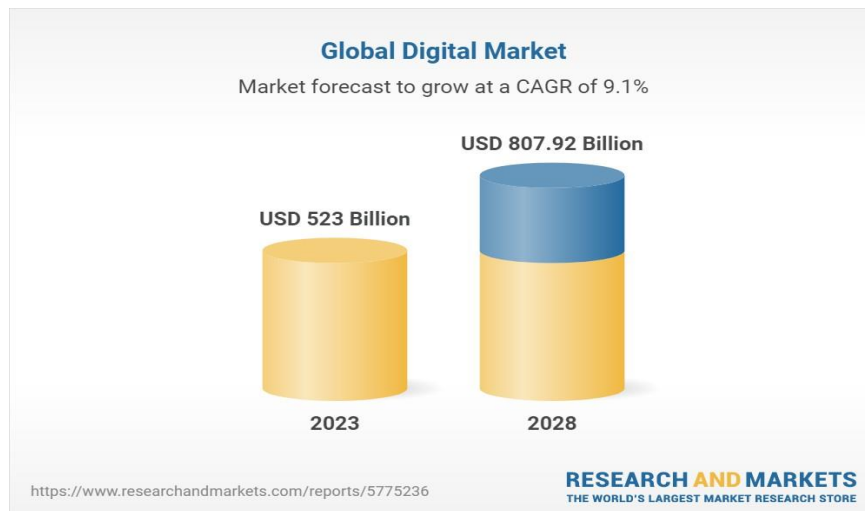
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INDUSTRY ANALYSIS GLOBALLY

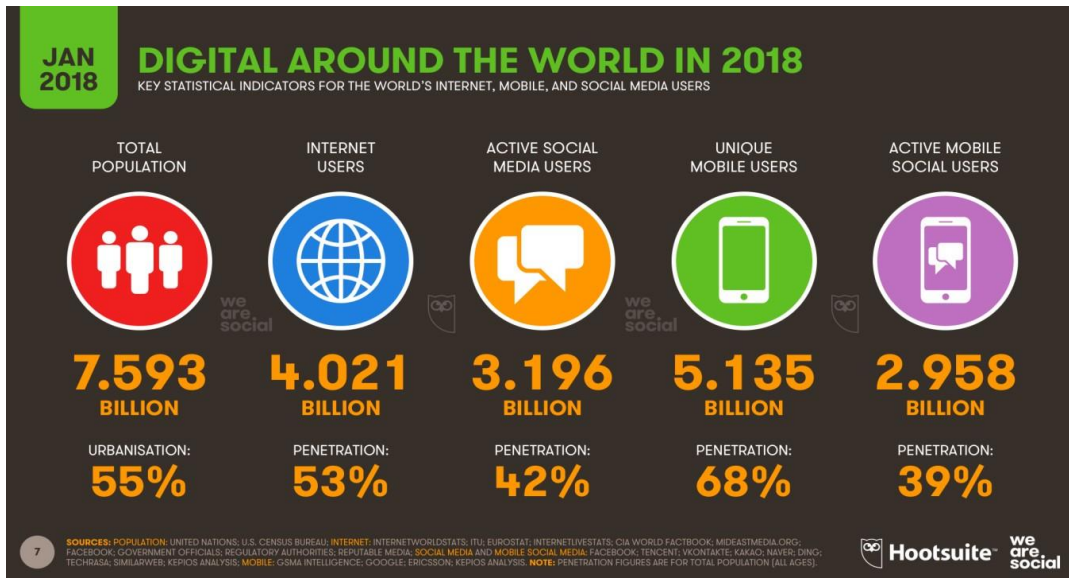
According to The "[Global Digital Marketing Market Report and Forecast 2023-2028](#)" report, the global digital marketing market attained a value of USD 523 billion in 2023. Aided by the increasing internet penetration and the growing adoption of smartphones, the market is projected to further grow at a CAGR of 9.1% between 2023 and 2028 to reach a value of USD 807.92 billion by 2028. (Laura, 2023) (Reportlinker, 2023)



COUNTRY	MARKET SHARE	REVENUE /YEAR
US	38.6%	\$155.31 Billion 2021
China	18.4%	254.9 B 2026
CANADA	8.1%	\$12.23 B 2021(6)
JAPAN	7.6%	\$25.61.B 2023(7)
GERMANY	5.8%	\$86.7 B EUROS
REST EUROPE		288.5 BILLION

HOW BIG IS THE MARKET?

55% share of the total market is shared by digital marketing segment alone. (Datareportal, 2023) As per the global digital overview report, total population of the world in 2015 (pre covid) was 7.210 billion out of which internet users were 3.01 Billion, that has increased to 4.02 billion in 2018, and now in 2022 users have increased drastically to 5.34 billion. The industry has grown really big.



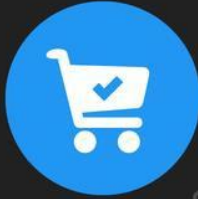
JUL
2022

WEEKLY ONLINE SHOPPING ACTIVITIES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO ENGAGE IN SELECTED ECOMMERCE ACTIVITIES EACH WEEK



PURCHASED A PRODUCT
OR SERVICE ONLINE



GWl.

57.5%

ORDERED GROCERIES
VIA AN ONLINE STORE



28.5%

BOUGHT A SECOND-HAND
ITEM VIA AN ONLINE STORE



we
are
social

14.6%

USED AN ONLINE PRICE
COMPARISON SERVICE



GWl.

24.1%

USED A BUY NOW,
PAY LATER SERVICE



17.6%

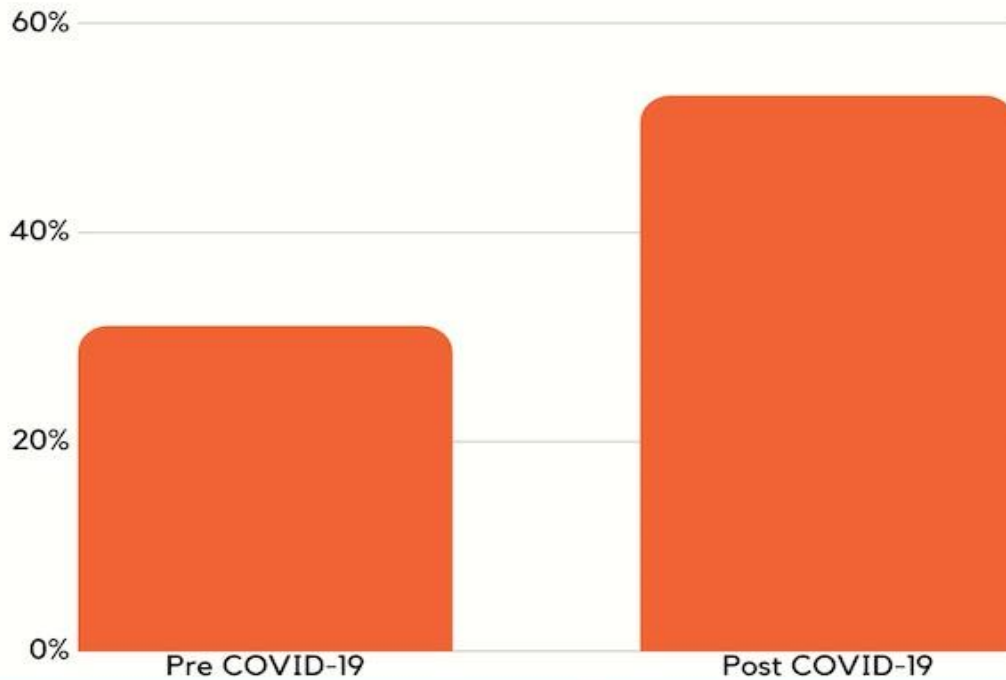
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SOURCE: GWl (Q1 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWl.COM](https://www.gwl.com) FOR FULL DETAILS.

we
are
social

Hootsuite®

ROI of Paid Ads Before and After COVID-19

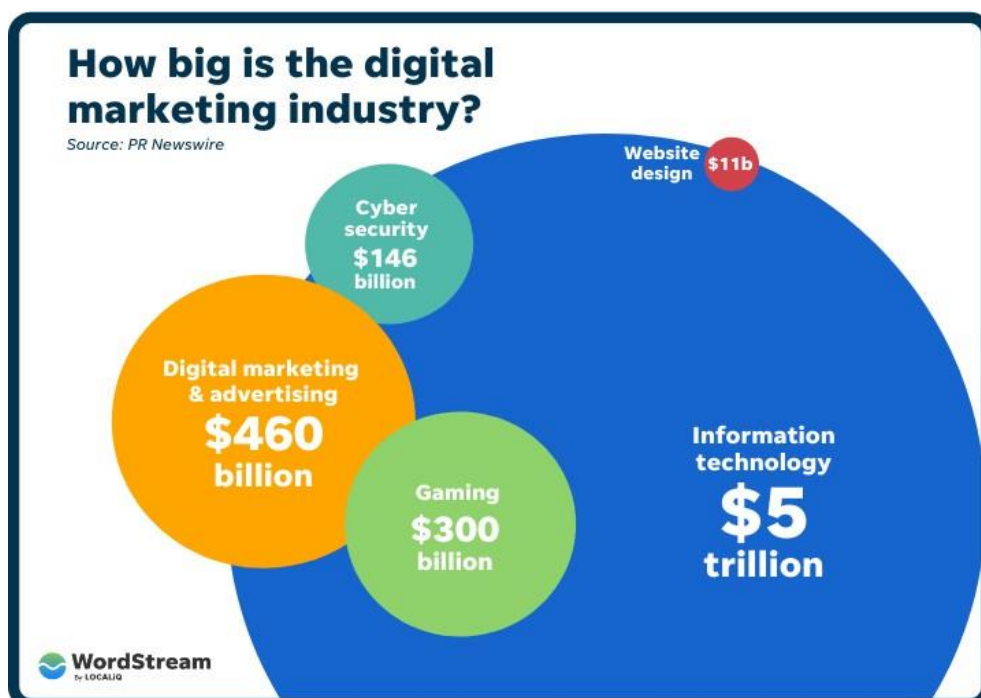


US, Canada, Japan, and Europe are key revenue generators for digital world that's because of the following reasons. (Datareportal, 2023)

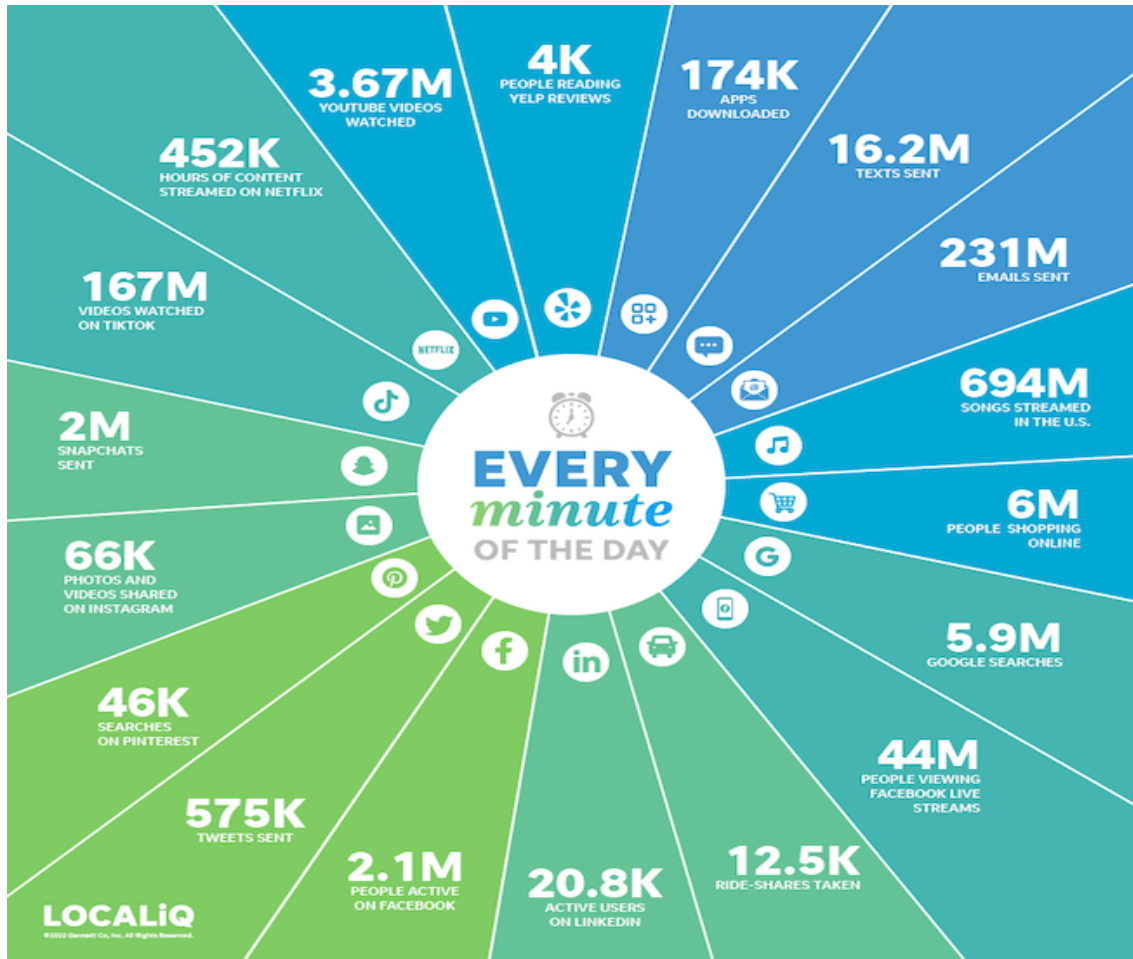
- Penetration of connected devices is maximum in these countries.
- Developed digital ecosystem backed by large media companies and ICT services providers.
- They run digital campaigns to market their products and focus much on it.
- More spending on digitalizing the businesses.
- Bringing innovations by bringing more features to the apps and making them consumer friendly.

Growth rate of Digital Marketing

- The compounds annual growth rate of digital marketing from 2020-2026 is projected at **9%**.
- Digital display is projected to grow at a **15.5% CAGR**.
- While search is projected to grow at **12.2%**.
- Search accounts for **40.9%** of the global digital advertising and marketing. (Statista, 2023)



What is the success rate of Digital Marketing?



INDUSTRY ANALYSIS OF PAKISTAN

Pakistan is not far behind in the field of digital marketing as growth rate is increasing day by day and because of this rapid pace more people are interested in opening digital marketing companies and are learning about it to get certified and earn living through it.

As per the statistics revenue earned through this medium will reach US\$384.40m in 2022.

The number of internet users in 2012 were 2.3 billion which has reached to 5.1 billion in 2022, so does the awareness about advantages of being digital. People prefer digital marketing over traditional.

In Pakistan growth in the field started before pandemic but it gets more accelerated after pandemic as businesses shift from being offline to online mode. The field has shown speed as mobile phone users have increased to 120 million and it's easier for the marketers to reach them on their devices rather than approaching them on their physical locations.

Apart from helping businesses to grow and earn greater profits this field is a great source of employment. People are learning the skills to get connected not only with clients in their home country but also across the border.

Since industry is growing those earning certifications and learning the skills will have bright future. It is expected that this medium is going to grow further In Pakistan in coming years.

And people will get more creative with evolving technology and changing digital landscape. Marketing progress will be made in marketing through videos, social media and by using Mobile.

The eruption of new technologies like artificial intelligence, virtual reality and augmented reality will make a big difference in digital marketing in the coming years.

PESTLE ANALYSIS

A PESTLE analysis examines various external factors that can affect a particular industry or business. Here's a PESTLE analysis of the digital industry in Pakistan:

Political Factors:

Political factors that support the digital industry in Pakistan include:

Government Initiatives:

The Pakistani government has introduced various initiatives to support and promote the digital industry. These initiatives include the Digital Pakistan Initiative, which aims to transform Pakistan into a digitally empowered society and promote digital entrepreneurship

and innovation.

Policy Reforms:

The government has implemented policy reforms to create a favorable environment for the digital industry. This includes the introduction of the e-commerce policy framework, which provides guidelines and regulations to facilitate e-commerce activities, including digital marketing.

Investment and Funding:

The government has encouraged both local and foreign investment in the digital sector. It has established funds and investment incentives to attract capital and promote the growth of digital businesses, including those involved in digital marketing.

Digital Infrastructure Development:

The government has focused on improving digital infrastructure, including internet connectivity, to support the digital industry. Initiatives such as the deployment of 3G/4G networks, fiber-optic connectivity projects, and the expansion of broadband services contribute to the growth of digital marketing activities.

Support for Start-ups and SMEs:

The government has taken steps to support start-ups and small and medium-sized enterprises (SMEs) operating in the digital space. This includes the establishment of incubation centers, funding programs, and mentorship initiatives that provide resources and support to digital start-ups, including those in the digital marketing industry.

Intellectual Property Protection:

The government has implemented measures to protect intellectual property rights, including digital assets, which is crucial for fostering innovation and attracting investments in the digital industry, including digital marketing services.

These political factors demonstrate the government's commitment to creating an enabling environment for the digital industry in Pakistan, including the digital marketing sector. The government's initiatives and policy reforms aim to stimulate growth, innovation, and investment in the digital space, while also addressing regulatory aspects to ensure a transparent and secure digital environment.

Economic Factors:

Several economic factors support the growth and development of the digital marketing industry in Pakistan. Here are some of the key economic factors:

Large and Growing Market:

Pakistan has a large population of over 225 million people, providing a significant market for digital marketing services and products. The increasing internet penetration and smartphone usage in the country further expand the potential customer base for digital marketing campaigns.

Increasing Disposable Income:

The rising disposable income levels in Pakistan contribute to increased consumer spending on digital products and services. As people have more discretionary income, they are more likely to engage with digital marketing campaigns, make online purchases, and access various digital platforms.

Growing E-commerce Industry:

The e-commerce sector in Pakistan has been experiencing rapid growth, offering opportunities for digital marketing. With the increasing number of online businesses, there is a growing demand for digital marketing services to promote and advertise products and attract customers.

Entrepreneurial Culture and Start-up Ecosystem:

Pakistan has witnessed the emergence of a vibrant start-up ecosystem, with a focus on digital innovation. This entrepreneurial culture creates opportunities for digital marketing agencies and professionals to collaborate with start-ups, providing them with services to grow their digital presence and reach their target audience.

Foreign Investments and Venture Capital:

Pakistan has attracted foreign investments and venture capital funding in the digital sector. This influx of funds supports the growth of digital marketing companies and provides opportunities for expansion, innovation, and adoption of advanced technologies.

Cost-effectiveness:

Digital marketing is often more cost-effective compared to traditional marketing methods, such as print or television advertising. This affordability makes digital marketing an attractive option for businesses, especially small and medium-sized enterprises (SMEs) in Pakistan, as they can reach a wider audience within a limited budget.

Job Creation:

The digital marketing industry in Pakistan has the potential to create employment opportunities. As the industry grows, there is a demand for skilled professionals in various areas such as social media marketing, search engine optimization (SEO), content creation, and

digital analytics.

These economic factors contribute to the favorable environment for the digital marketing industry in Pakistan. They create opportunities for businesses, foster innovation, and drive the adoption of digital marketing strategies and technologies.

Socio-cultural Factors:

Several sociocultural factors support the growth and adoption of digital marketing in Pakistan. Here are some key sociocultural factors:

Increasing Digital Literacy:

There has been a steady increase in digital literacy among the population in Pakistan. More people are becoming comfortable with using digital devices, accessing the internet, and engaging with digital platforms. This growing digital literacy enhances the effectiveness of digital marketing efforts as people are more likely to engage with and respond to online advertising and promotions.

Youthful Population:

Pakistan has a relatively young population, with a large percentage of the population below the age of 30. Younger generations tend to be more tech-savvy and digitally connected. They are active users of social media platforms, online shopping, and other digital channels, creating a favorable environment for digital marketing campaigns targeting this demographic.

High Social Media Penetration:

Pakistan has a high rate of social media penetration. Platforms like Facebook, Twitter, Instagram, and YouTube have gained immense popularity and have a large user base in the country. This presents significant opportunities for businesses to leverage social media marketing and influencer marketing to reach and engage with their target audience.

Increasing Internet Access:

The accessibility and affordability of internet services have improved in Pakistan. This has led to an increase in the number of people accessing the internet regularly, creating a larger potential audience for digital marketing efforts. The availability of high-speed internet and mobile connectivity has facilitated the use of digital marketing channels and strategies.

Changing Consumer Behavior:

Consumer behavior in Pakistan is evolving, with a shift towards online shopping, digital entertainment, and reliance on online information. This change in consumer behavior creates opportunities for businesses to reach and influence consumers through digital marketing channels, such as personalized advertisements, content marketing, and targeted campaigns.

Mobile Device Adoption:

The widespread adoption of smartphones in Pakistan has significantly impacted digital marketing. Mobile devices have become the primary means of accessing the internet for many individuals, offering opportunities for mobile marketing strategies, including mobile apps, SMS marketing, and location-based marketing.

Influence of Local Content Creators:

There is a growing trend of local content creators, including bloggers, vloggers, and social media influencers, who have gained a significant following in Pakistan. Businesses can collaborate with these content creators for influencer marketing campaigns, leveraging their influence and reach to promote products and services.

These sociocultural factors demonstrate the readiness of the Pakistani population to engage with digital platforms and content, creating an environment conducive to the growth of digital marketing. Businesses can leverage these factors to effectively connect with and influence their target audience through digital channels.

Technological Factors:

Several technological factors support the growth and effectiveness of digital marketing in Pakistan. Here are some key technological factors:

Internet Infrastructure:

Pakistan has witnessed significant improvements in its internet infrastructure, including the expansion of broadband services and the deployment of 3G/4G networks. This improved internet connectivity enables faster and more reliable access to digital platforms, facilitating the reach and engagement of digital marketing campaigns.

Mobile Technology and Smartphone Adoption:

Pakistan has experienced a rapid increase in smartphone adoption. Mobile devices have become the primary means of accessing the internet for many individuals in the country. This mobile technology enables businesses to leverage mobile marketing strategies, including mobile apps, SMS marketing, and mobile advertising, to connect with their target audience.

Social Media Platforms:

The popularity of social media platforms in Pakistan provides a significant opportunity for digital marketing. Platforms like Facebook, Twitter, Instagram, and YouTube have a wide user base in the country. These platforms offer advertising options, content distribution channels, and engagement opportunities for businesses to reach and interact with their target audience.

Data Analytics and Insights:

The availability of advanced data analytics tools and technologies supports digital marketing strategies in Pakistan. Businesses can utilize data analytics to gain insights into consumer behavior, preferences, and trends. This data-driven approach helps optimize marketing campaigns, personalize content, and improve overall marketing effectiveness.

Artificial Intelligence (AI) and Automation:

AI and automation technologies are increasingly being utilized in digital marketing strategies. Chatbots, for example, can automate customer interactions and provide real-time assistance. AI-powered algorithms can analyze user data to deliver personalized recommendations and targeted advertisements. These technologies enhance the efficiency and effectiveness of digital marketing campaigns.

E-commerce Platforms:

The growth of e-commerce platforms in Pakistan presents opportunities for digital marketing. Businesses can leverage these platforms to showcase their products or services, attract customers, and drive sales. Digital marketing strategies, such as search engine optimization (SEO) and online advertising, can be employed to enhance visibility and drive traffic to e-commerce platforms.

Augmented Reality (AR) and Virtual Reality (VR):

AR and VR technologies have the potential to transform digital marketing experiences. They enable businesses to create immersive and interactive content, allowing users to engage with products and services virtually. These technologies can enhance brand experiences, drive engagement, and differentiate digital marketing campaigns.

These technological factors provide a solid foundation for digital marketing in Pakistan. They enable businesses to leverage advanced tools, platforms, and technologies to reach and engage their target audience effectively. By embracing these technological advancements, businesses can stay competitive and achieve their marketing goals in the digital landscape.

Legal Factors:

Digital marketing in Pakistan is supported by several legal factors that provide a favorable environment for businesses to engage in online advertising and promotion. Some of the key legal factors supporting digital marketing in Pakistan include:

Electronic Transactions Ordinance 2002:

This law provides legal recognition and validity to electronic transactions, contracts, and

signatures, including those used in digital marketing activities. It ensures that online transactions are legally binding and enforceable.

Prevention of Electronic Crimes Act 2016:

This act addresses cybercrimes, including online fraud, hacking, identity theft, and other illegal activities. It helps create a secure environment for digital marketing by deterring potential cybercriminals.

Protection of Personal Information (POPI) Act:

Although Pakistan does not have a specific data protection law, the POPI Act sets out guidelines for the collection, use, and disclosure of personal information. It ensures that digital marketers handle personal data responsibly and protects individuals' privacy rights.

Pakistan Telecommunication (Re-Organization) Act 1996:

This act establishes the regulatory framework for the telecommunications sector in Pakistan. It promotes competition and ensures fair practices among telecom operators, which is crucial for digital marketers relying on telecom infrastructure for online advertising and communication.

Intellectual Property Laws:

Intellectual property laws in Pakistan, such as the Copyright Ordinance 1962 and the Trademarks Ordinance 2001, protect digital content, trademarks, and copyrights. This protection encourages businesses to invest in digital marketing by safeguarding their intellectual property rights.

Consumer Protection Laws:

Pakistan has consumer protection laws that aim to safeguard consumer rights and ensure fair business practices. These laws protect consumers from deceptive advertising, false claims, and unfair marketing practices, fostering trust and confidence in digital marketing.

Social Media Regulations:

The Pakistan Telecommunication Authority (PTA) has issued regulations to govern social media platforms and digital content. These regulations require platforms to remove or block unlawful content, including hate speech, extremist material, and fake news. They help maintain a responsible and safe online environment for digital marketing activities.

Taxation Laws:

Pakistan's tax laws cover digital services and transactions, ensuring that businesses engaged in digital marketing comply with taxation requirements. The tax framework helps generate revenue for the government and promotes a level playing field among digital marketing

service providers.

It's important to note that legal factors may evolve over time, and it's advisable to consult with legal professionals or relevant authorities for the most up-to-date information on digital marketing regulations in Pakistan.

Environmental Factors:

When it comes to environmental factors, digital marketing in Pakistan benefits from several aspects that support its growth and sustainability. Some of the environmental factors supporting digital marketing in Pakistan include:

Internet Penetration:

Pakistan has experienced significant growth in internet penetration over the years. Increased access to the internet enables a larger audience to engage with digital marketing efforts. The growing number of internet users creates a favorable environment for businesses to reach and connect with potential customers through various online channels.

Mobile Phone Usage:

The widespread use of mobile phones in Pakistan has played a significant role in driving digital marketing. With the availability of affordable smartphones and mobile data packages, a large portion of the population can access the internet and engage with digital content. This mobile-first approach provides businesses with opportunities to target and engage with consumers through mobile advertising and marketing campaigns.

Social Media Adoption:

Social media platforms have gained immense popularity in Pakistan. Platforms such as Facebook, Instagram, Twitter, and YouTube have a significant user base in the country. This widespread adoption of social media creates a favorable environment for businesses to leverage these platforms for digital marketing initiatives, including targeted advertising, influencer marketing, and content promotion.

E-commerce Growth:

The e-commerce sector in Pakistan has witnessed rapid growth in recent years. More consumers are embracing online shopping, and businesses are establishing their online presence. This growth in e-commerce provides digital marketers with opportunities to promote products and services through online marketplaces, social media platforms, and dedicated e-commerce websites.

Technological Advancements:

Technological advancements and innovations in digital marketing tools and platforms

support the growth of the industry in Pakistan. Businesses can utilize various digital marketing channels, such as search engine optimization (SEO), pay-per-click (PPC) advertising, email marketing, and content marketing, to effectively reach their target audience and drive business growth.

Environmental Consciousness:

The increasing awareness and concern for environmental issues in Pakistan have influenced consumer behavior. Digital marketing provides businesses with the opportunity to promote sustainable and eco-friendly products and practices. By emphasizing their commitment to environmental responsibility, businesses can attract environmentally conscious consumers and align their marketing strategies with sustainability.

Cost-Effectiveness:

Digital marketing is generally more cost-effective compared to traditional marketing methods such as print, TV, or radio advertising. This cost advantage allows businesses, especially startups and small businesses, to allocate their marketing budgets more efficiently and achieve better ROI. The cost-effectiveness of digital marketing makes it an attractive option for businesses operating in Pakistan's competitive market.

These environmental factors contribute to the growth and effectiveness of digital marketing in Pakistan. However, it's essential to consider the cultural and socio-economic context of the country while designing and implementing digital marketing strategies to ensure they resonate with the target audience and comply with local norms and regulations.

It's important to note that the PESTLE analysis is subjective and can evolve over time as new factors emerge or existing factors change.

PORTER ANALYSIS

The Porter's Five Forces analysis provides a framework for assessing the competitive forces and attractiveness of an industry. Here's a Porter analysis of the digital marketing industry in Pakistan:

Threat of New Entrants:

The digital marketing industry in Pakistan has a relatively low barrier to entry, primarily due to the accessibility of digital platforms and tools. However, established agencies with strong client relationships and expertise may enjoy advantages in terms of reputation and resources. Overall, the threat of new entrants is moderate.

Bargaining Power of Buyers:

Buyers in the digital marketing industry in Pakistan, such as businesses and organizations

seeking digital marketing services, generally have a moderate to high bargaining power. This is because there are numerous digital marketing agencies available, providing buyers with options and the ability to negotiate pricing and service terms. However, the bargaining power can vary depending on the size and influence of the buyer.

Bargaining Power of Suppliers:

Suppliers in the digital marketing industry typically include technology providers, content creators, and freelancers. Since there is a wide range of suppliers available, the bargaining power of suppliers is relatively low. Digital marketing agencies can easily switch between suppliers and negotiate favorable terms, which puts pressure on suppliers to provide competitive pricing and quality.

Threat of Substitutes:

The threat of substitutes in the digital marketing industry in Pakistan is moderate. While traditional marketing methods still exist, the increasing importance of digital marketing channels and strategies limits the extent to which substitutes can effectively reach target audiences. However, agencies need to stay updated with emerging trends and technologies to remain competitive and provide value to clients.

Competitive Rivalry:

The digital marketing industry in Pakistan is highly competitive, with numerous agencies vying for clients. There is a mix of both large established agencies and smaller, specialized agencies. Competitive rivalry is intense, as agencies compete based on factors such as pricing, quality of services, expertise, and innovation. This competition can lead to price pressures and a need for continuous improvement and differentiation.

Overall, the digital marketing industry in Pakistan presents opportunities for new entrants, but established agencies with a strong client base and expertise have a competitive advantage. Agencies need to focus on differentiation, building strong client relationships, and staying updated with industry trends and technologies to thrive in this competitive landscape.

NUMBER OF MARKETING AGENCIES IN PAKISTAN

The Pakistan Advertising Association has a total of 138 members representing almost all the major advertising agencies in the country.

S.NO	COMPANY NAME	UNIQUE SELLING PROPOSITION	CLIENT SIZE	CLIENT LOCATION	WEBSITE
1	<u>STRATAGEM</u> <u>Ventures</u>	Agency has most experience in Renewable energy 50% Real estate projects 25% IT AND SERVICES 25%	50% small businesses 50% medium sized businesses	50% IN PAKISTAN 50% IN US	https://agencyvista.com/agency/stratagem-ventures/marketing-agency-lahore-pk/summary

2	<u>Additals</u>	MARKETING AND ADVERTISEMENT 33% RETAIL 33% CONSTRUCTION 33%	SMALL BUSINESSES 33% medium sized businesses 66%	66% IN PAKISTAN 33% IN INDIA	https://agencyvista.com/agency/abdullah-digital/marketing-agency-punjab-center-cheema-chock-phalia-road-mandi-b?utm_source=list&utm_medium=top-marketing-agencies-in-pakistan
3	<u>Digibulls.net</u>	100% FOCUA IS ON CHEMICALS	medium sized businesses 100%	PAKISTAN 100%	https://agencyvista.com/agency/digibulls-net/marketing-agency-karachi-pk?utm_source=list&utm_medium=top-marketing-agencies-in-pakistan

Digital Marketing Agencies in Pakistan

Out of 7865 digital marketing agencies of the world 943 registered firms are operating in Pakistan while number will be high when it comes to unregistered companies.

Hundreds of companies are functional to serve the businesses. The top among them are listed below.

(Clutch, 2023) (Agencyvista, 2023)

S.NO	COMPANY NAME	USP	CLIENT SIZE	LOCATION	WEBSITE
1	ArtX Pro	E-commerce, logistics, android, and iOS devices and works on cutting-edge solutions to branding and instinctive UI/UX	500 +	Karachi tx-pro	https://www.sortlist.com/agency/artx-pro
		android, and iOS devices and works on cutting-edge solutions to branding and instinctive UI/UX			tx-pro
2	Boundless Technologies	Advertisement and services/ecommerce/businesses	100% on small businesses	Karachi	https://www.sortlist.com/agency/boundless-technologies
3	GRAPHITE'S	Business services E commerce Consumer product and services	50% small businesses 35% MID-MARKET 10% ENTERPRISE	ISLAMABAD	HTTPS://WWW.SORTLIST.COM/AGENCY/GRAPHITERS

Digital Marketing Agencies in Azad Jammu and Kashmir

To reach, inform and engage customers, no other way can prove better than digital marketing. Businesses in Azad Kashmir are not up to the technical transitions as that of developed states, customer relationships are still gained by using traditional means of marketing. Conventional means of marketing are still considered more trustworthy as compared to digital marketing and that is the only reason that out of 10 districts only 2 (Mirpur, Muzaffarabad) have DM agencies which are approximately 8 in number. (*Atiq, 2020*) -

The details of these eight agencies are given below.

1. Adnan Digital Marketers

Located in New Mirpur city, the agency provides services in digital marketing, graphic designing, web designing, SEO and article writing.

2. Zarkaf Digital Marketing Agency Located in Muzaffarabad, the agency provides services in video animation, graphic design, ecommerce development, social media marketing and web development.

3. Career Hit Marketing

Located in Mirpur, it provides services in the field of telemarketing, online tech social media marketing.

4. FA Digital marketing agency

Located in Mirpur, provides services in the field of telemarketing and social media marketing.

5. Taiba Marketing and Media solutions

Located in Muzaffarabad, it serves areas of Hassan gallian and nearby, only works on social media marketing.

6. Al shams media

Located in Bagh, works in telemarketing only.

7. Adagency.pk

Located in Muzaffarabad, provide traditional marketing solutions, working on billboards, flex designs etc.

8. MA Marketing

Located in Muzaffarabad , provide traditional marketing services only.

People need to be educated about the importance of DM, and need to understand that no business will survive in future unless and until they make DM an integral part of their marketing and sales strategy.

Real Estate Businesses in Pakistan

Pakistan real estate sector is worth \$300 to \$400 billion. Construction accounts for 2% of GDP. \$5.2 billion is spent on this sector every year. This is a business that returns huge profits on investment. This return motivates investors, businesses etc. to focus on this sector and helps the Government to earn greater revenues in the form of tax. No other business can earn huge profits than this sector in a short period of time. This sector is providing huge employment opportunities as well, that's the only reason many political parties pay more attention to promoting this industry by providing tax relief as well as many other packages.

(Atiq,

-

2020)

Real Estate Businesses in Kashmir

Azad Jammu & Kashmir has a peaceful and conducive atmosphere for residential as well as commercial projects. Its area is 13297 KM² inhabited by 4.5 million people and is known as heaven on earth because of its natural beauty and attraction.

The Real Estate sector is flourishing in Azad Jammu & Kashmir. Before it was not very convincing, and people were living in traditional communities. Housing schemes in Azad Jammu & Kashmir did not exist but now most of the people residing abroad has started thinking about their homeland and are developing their lands on international standards by investing in real estate projects and Mirpur is best example of it.

All major districts like Bhimber, Kotli, Muzaffarabad, Mirpur have started constructing residential and commercial projects. Since most of the areas are hilly One of the companies in District Bhimber named as Muslim builders has even started working on prefabricated housing to save locals from earthquakes and other natural calamities.

This sector is focusing on providing houses to low-income groups by constructing affordable housing projects for them, Rose Garden, Raza Garden. Green valley etc. is few of the examples.

Although the sector is at its developing stage, one of the biggest challenges the companies are facing is that their marketing style has not developed and they are still using traditional means of marketing like TV, NEWSPAPER, billboards etc.

Marketing in Azad Kashmir can present unique challenges due to various factors, such as limited infrastructure, lack of connectivity, lower literacy rates, cultural differences, and limited access to resources. Here are some common challenges faced in terms of marketing in remote areas:

- 1. Limited Infrastructure:** Few areas in Azad Kashmir often have inadequate transportation, communication, and logistics infrastructure, making it difficult to reach target audiences effectively and deliver products or services efficiently.
- 2. Lack of Connectivity:** Limited internet connectivity and access to technology in Azad Kashmir can hinder digital marketing efforts, making it challenging to utilize online platforms, social media, and digital advertising channels effectively.

- 3. Lower Literacy Rates:** Azad Kashmir may have lower literacy rates, which can impact the effectiveness of traditional marketing strategies relying on written content, such as brochures, flyers, or print ads. Communicating messages effectively may require alternative methods, such as visual or oral communication.
- 4. Cultural Differences:** Marketing messages and strategies that work well in urban or mainstream areas may not resonate with remote communities due to cultural differences and distinct preferences. Understanding and adapting to local customs, traditions, and values is crucial for effective marketing in remote areas.
- 5. Limited Resources and Spending Power:** Remote areas in Azad Kashmir often have limited economic resources and lower average income levels, affecting the purchasing power of the local population. This can impact pricing, product affordability, and marketing strategies tailored to the target audience's financial capabilities.
- 6. Lack of Local Knowledge:** Marketing teams may lack in-depth knowledge and understanding of remote areas, including their specific needs, preferences, and market dynamics. This knowledge gap can hinder effective market segmentation, targeting, and positioning strategies.
- 7. Distribution and Supply Chain Challenges:** Delivering products or services to remote areas can be logistically challenging due to limited transportation networks and longer distances. Maintaining an efficient and reliable supply chain becomes crucial to ensure availability and timely delivery.
- 8. Trust and Credibility:** Building trust and establishing credibility can be more challenging in remote areas where there may be limited exposure to external brands or skepticism towards unfamiliar products or services. Local engagement and word-of-mouth marketing can be vital for gaining trust.

Overcoming these challenges requires a tailored approach that considers the specific characteristics and constraints of remote areas. It may involve strategies such as local partnerships, grassroots marketing, and community engagement, utilizing offline channels, leveraging local influencers, and adapting marketing messages to resonate

with the target audience.

Interviews

Seeing the need of the marketing I have started working on different Districts of Azad Kashmir and will be interviewing companies to find the importance of digital marketing for their businesses.

- Al Bari Developers and Builders
- Raza Garden
- Abdul Rehman Builders
- Muslim Builders and Real Estate Developers
- Mini Jalalabad Housing Scheme Muzaffarabad

APPENDIX

APPENDIX A INTERVIEW # 1

AL BARI DEVELOPERS (DISTRICT MIRPUR)

<https://albaridevelopers.com/gallery/>

Kashmir Modern City, Al Bari Developers, daaclay - 154905 - Houses in Mirpur - DealMarkaz.pk

Interview: MR Arham

Marketing Budget: Above million

Location: (Kashmir, Lahore, and Sargodha)

Number of employees: 50 excluding labor

Yearly projects: 5 to 6

Completed: many

Total Assets: above 50 million

Projects: Commercial and Residential

1. Story behind your business?

I was always interested in earning money, I started my business when I was 15 years old, I used to sell Chana chart and pakoras after my school, I learnt business skills at early stages of my life than I did different small businesses and found real estate as high investment returning business. Now I am running this company and have a team of 50 members in three cities of Pakistan.

2. Are you meeting your business objectives?

Not much, I am a kind of businessman who is never satisfied with his earnings, apart of this market now a days is not so easy, people rarely trust real estate agents because of lad encroachment and other related issues so building customer mind before selling is a tough job.

3. Some of the biggest challenges your business has faced.

As discussed before building trust

4. Procedure of dealing with customer complaints?

We investigate the issue and respond to the customers quickly.

5. Who are your top competitors?

6. What distinguishes you from your competitors?

Ethical business practices and quality infrastructure distinguish us from our competitors.

7. How do you market your projects?

We use traditional means in Kashmir as digital mediums are rarely used by people over here.

8. How do potential customers find your services right now?

Satisfied

9. What are your biggest sales challenges?

Mismanagement by the sales team affects sales. One of the biggest challenges is political instability, every government interferes and disturbs our schedules.

10. How important is it to have a digital presence for these projects in Kashmir?

It is the need of the hour, since financial issues are always faced by almost every third business digital is cost effective and wide audiences can be reached through it. Specific demographics can be targeted. It can help us to grow our brand.

11. Do you have any landing pages? Paid campaigns

Yes, I have a Facebook page but don't have time to manage it.





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APPENDIX B INTERVIEW # 2

Raza Garden (DISTRICT BHIMBER)

<https://www.facebook.com/profile.php?id=100064230753235&mibextid=LQQJ4d>

Interviewee: MR RAZA UL HAQ

District Bhimber

Project: Commercial plus Residential

Yearly projects: 2

Marketing Budget: Above 7 lacs

Number of employees: 20 excluding

Completed: Under construction

labor **Projects:** Commercial and

Residential **Location:** Kashmir

Total Assets: above 10 million

1. Story behind your business?

I was born and raised in poverty, my father was a truck driver, we didn't have our own house, I always dreamt of having one, but today Alhamdulillah I am providing shelter to several people. I got scholarship and went abroad completed my education, returned Pakistan, unfortunately employee market was not so welcoming, started trading instead of job, learnt business ethics, and started with this company.

2. Are you meeting your business objectives?

Businessman will never say yes, every new day comes with new objectives, struggling with covering expenses, I hope I will get profit once this project gets completed.

3. Some of the biggest challenges your business has faced.

Labor shortages, schedule delays and cost overrun.

4. Procedure of dealing with customer complaints?

We listen, apologize, and find solutions to their complaints.

5. Who are your top competitors?

Muslim builders

6. What distinguishes you from your competitors?

Our customer service is better as our staff is professional.

7. How do you market your projects?

Traditional ways, our customer is not so aware of digital means.

8. How do potential customers find your services right now?

They are satisfied.

9. What are your biggest sales challenges?

competition

10. How important is it to have a digital presence for these projects in Kashmir?

It's crucial to establish a customer base. We can reach customers who are not served. We can increase our credibility and most importantly it is cost effective.

11. Do you have any landing pages? Paid campaigns

Yes, Facebook page.

GALLERY



APPENDIX C

INTERVIEW # 3

Al Rehman Developers (DISTRICT BHIMBER)

<https://www.facebook.com/alrehmnbuilders?mibextid=LQQJ4d>

Interviewee MR Abdul Rehman

Location: Kashmir District Bhimber

Marketing Budget: Above 4 lacs

Yearly projects: 2

Number of employees: 16 labor

Completed: 9

Projects: Commercial and Residential

Total Assets: above 10 million

1. Story behind your business?

I couldn't get enough finances to complete my education, started as a labor in the middle east at the age of 20, worked there for 5 years as a labor and 3 years as a site supervisor, it was a difficult to meet my expenses, returned home and started this business by getting loan from a family member.

2. Are you meeting your business objectives?

Yes, by the grace of Allah I was able to return my loan within 6 months and then as a business expanded so did my expenses, I am satisfied but I believe much can be achieved in future.

3. Some of the biggest challenges your business has faced.

Finance as I have discussed before, talent acquisition was the biggest challenge initially and it's still the same today. Getting skilled labor is tough here in Kashmir.

4. Procedure of dealing with customer complaints?

Nothing special, mostly customers visit office and complain if they have any.

5. Who are your top competitors?

Jarral Garden

6. What distinguishes you from your competitors?

Our customer service is better than theirs, people complain about them that they once sold their properties they don't keep in touch or answer our phone calls.

7. How do you market your projects?

Traditional ways

8. How do potential customers find your services right now?

They complain about our slow deliveries but that's not because of us, courts take time to give registries, overall, they are satisfied.

9. What are your biggest sales challenges?

Limited reach, our projects are huge, and less people know about them. I believe we are unable to learn about our own weaknesses' and make improvements accordingly.

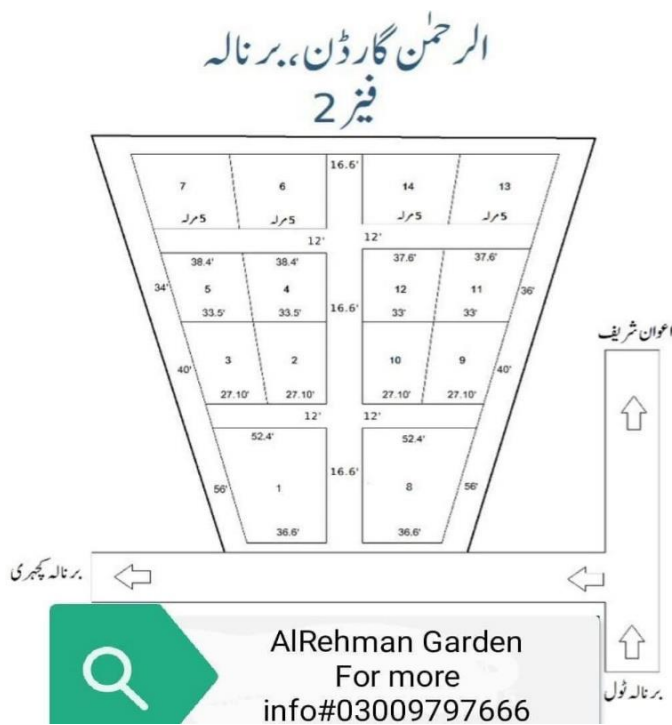
10. How important is it to have a digital presence for these projects in Kashmir?

It cannot be denied in today's world, it has dramatically changed the way people take their purchase decisions, we can increase our customer reach and diversify our business, judge our performance and analyze our customer service.

11. Do you have any landing pages? Paid campaigns

Yes, Facebook page.

GALLERY



APPENDIX D INTERVIEW # 4

JILALABAD HOUSING SCHEME (DISTRICT Muzaffarabad)

Interviewee MR Akram

Location: Kashmir Hattian and

Marketing Budget: Above 5 to 6 lacs

Muzaffarabad

Number of employees: 25 excluding labor

Yearly projects: 2

Completed: 3

Projects: Commercial and Residential

Total Assets: above 15 million

1. Story behind your business?

It was started by my father, and I have to be a part of this.

2. Are you meeting your business objectives?

Yes, but quality workmanship to meet the client's expectations is yet to be achieved.

3. Some of the biggest challenges your business has faced.

Project delays due to lack of careful planning, management, and coordination of labors etc.

4. Procedure of dealing with customer complaints?

To maintain a positive reputation customer satisfaction is crucial in the construction industry. I always keep my customers first and solve their issues promptly to build long time relationship with them. We don't have any procedure but once a customer complains I try to provide solution and bring improvement in our own services.

5. Who are your top competitors?

We try to deliver high quality projects, but others only fulfill requirements, so we don't have any competitors I think so.

6. What distinguishes you from your competitors?

Innovation, research, and development and then implementation obviously

7. How do you market your projects?

Both digital and traditional ways

8. How do potential customers find your services right now?

I rarely found any unhappy customers.

9. What are your biggest sales challenges?

Economic downturns result in a decrease in the number of home buyers. Changing market conditions affect sales badly, so we need to keep our sales team up to date.

10. How important is it to have a digital presence for these projects in Kashmir?

We were the first ones to use **Zameen .com** for marketing our projects. Alhamdulillah, we gain a competitive advantage over others that do not have digital presence.

APPENDIX E INTERVIEW # 5

MUSLIM BUILDERS (DISTRICT BHIMBER)

<https://www.facebook.com/profile.php?id=100017484102695&mibextid=LQQJ4d>

Interviewee MR Munawar

Marketing Budget: Above 5lac for Kashmir only

Number of employees: 20 excluding labor

Projects: Commercial and Residential

Location: Kashmir and Rawalpindi

Yearly projects: 2-3

Completed: 5

Total Assets: Above 25 million

1. Story behind your business?

I was looking for some good and profitable business, where I can earn without using unfair means, so when I got this opportunity, I started this business.

2. Are you meeting your business objectives?

Yes, as when I started the project of constructing a plaza soon sale started, and I started earning beyond my expectations.

3. Some of the biggest challenges your business has faced.

Competition, as I build a plaza on a barren land far from market, people were more interested in buying shops from main market, convincing them, and bringing them to my first project was a big challenge for me. **Procedure of dealing with customer complaints?** Office visits, door to door, solving issues on site.

4. Who are your top competitors?

Barnala property, Raza Garden Jarral garden

5. What distinguishes you from your competitors?

My construction is research based and designed as per customer needs with proper planning and innovative ways.

6. How do you market your projects?

Social media marketing through zameen .com, WhatsApp, and Facebook. Also, I use traditional ways.

7. How do potential customers find your services right now?

50 % satisfied and rest are suffering because I don't get professional team here.

8. What are your biggest sales challenges?

People are less aware of our projects, uncertainty is high, people don't expect a lot from the real state sector they believe we won't deliver as we say, convincing them and bringing them on a page is a big challenge.

9. How important is it to have a digital presence for these projects in Kashmir?

It's important to get attention of overseas and those migrated to Pakistan by advertising our projects on digital mediums.

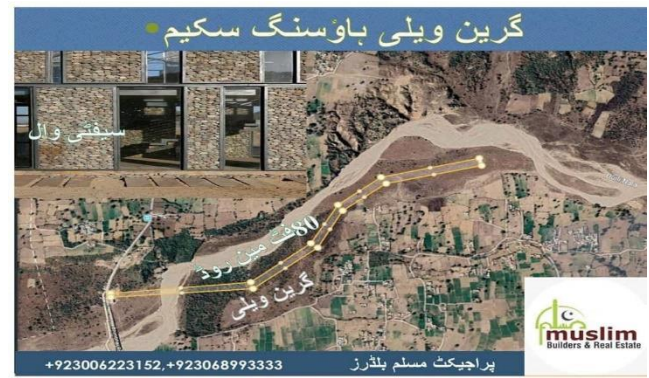
10. Do you have any landing pages? Paid campaigns

Facebook, zameen.com

11. Marketing Budget?

Above 5 lacs including digital and traditional. We spend more on traditional.

GALLERY



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