

## **Business Strategies – Buraq Mods**

### **Hosting:**

- Buy Hosting Space
- Install WordPress

### **Web:**

- Design Website
- Content Writing for new pages
- Add update delete content
- Dark Mode
- Feedback Form on Site
- Cost Calculator
- Improve page design
- Website responsive (mobile, tab and desktop)

### **Google ads:**

- Run Google Optimized Ads
- Do conversion tracking
- Reduce cost per click
- Attractive title and description for ads

### **Market Research:**

- Make phone calls, WhatsApp or email to know what services or features competitor provide to customer compared to our company
- Visit competitor social pages and website to study more about their services
- Focus on understanding and meeting the needs of customers.
- Prepare Questionnaire for active customer to get feedback
- Speak to customer through WhatsApp/Email/Call to get feedback

### **Social media marketing:**

- Increase followers local and foreigners for insta, fb and linked in
- Do more attractive posters like animation, AI
- YouTube video creation
- Reels for Instagram
- Target Social influencers for more reach
- Multilingual Posts - Ar, Eng, Hindi

#### **SEO:**

- Increase page ranking
- New user intent content creation and content updating of already existing pages if necessary
- Improve website speed
- Voice search and conversational queries
- SWOT analysis
- Focus on business relevant long tail keywords

#### **Docs:**

- Prepare project timeline
- Progress report
- Update brochure, profile and proposal if necessary
- Email signature updating

#### **Conversion Tracking:**

- Collect count how many customers click on WhatsApp or who click on call to track conversions
- Optimize Website for Conversion Tracking

#### **Email marketing:**

- collection of emails based on services
- create an attractive and genuine content and images for sending emails
- Send Automated Emails