

## Non-Digital Marketing Campaign

Cash raising		Space allocation	Traditional Physical marketing	Events / Gatherings
Direct	Indirect			
Walk in Corporates	Strategic alliance	High foot fall stores like	Pamphlets distributions	Social Events
Universities/ Colleges (Events) (Brand ambassadors)	With Retail stores (Coupon = pull strategy marketing)	Fleet terminals Daewoo, Airports/ Railway	In Residential areas/ Concerts/ cultural events	Expo center/ Events in hotel
Training Institutions Seminars/Giveaways	Hospitality, Cinemas, Educational consultants (Coupon)	Hyper Star/ Metro / Jalal Sons / AL Fatah / Pace / Emporium / Packages	Banners on auto (ATL)	Give away (Diaries/key-rings/etc.)
Distribution channels	Automotive (uber, Careem) Courier companies	Postal Cards at retail outlets	Billboards/standees (ATL)	
Private companies/ Banks	Restaurants (Takeaways & Dine in)		Newspaper advertisement (ATL)	
Feed mills/ Manufacturing units	Clothing Brands (Coupon)			

## Digital Marketing Campaign

Below the line marketing

Social Media Marketing	Facebook / Twitter / Google AdWords/Instagram	Email Marketing/ SMS / Outbound calls (BTL)	Strategic alliance with top shopping portals such as Daraz/Techno mobile/ online Hotel Booking portals	Crowd Funding online website International market segment
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Different colors indicate the execution of activity which will be discussed later

