

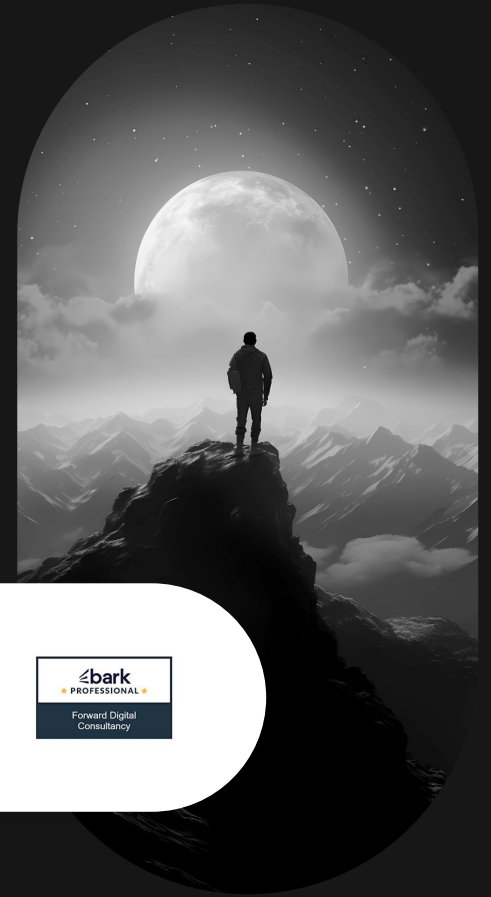
We Are Forward Digital Consultancy.

Pakistan | UAE | UK | USA



A digital marketing agency creating amazing results since almost a decade.

17 Industries | 300+ Clients Served | 100,000+ Leads Generated



Meet Our Founders

Faizan Riaz

Co-Founder | Forward Digital Consultancy



13+ Years
Experience



Google
Certified



Digital
Strategist

Meet Our Founders

Waleed Khan

Co-Founder | Forward Digital Consultancy



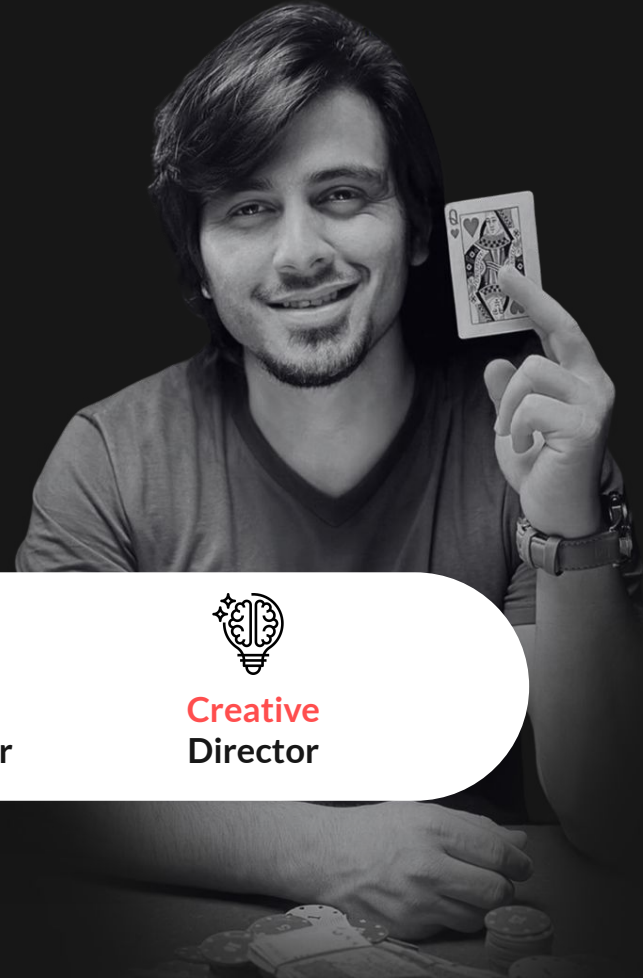
13+ Years
Experience



TVC
Director



Creative
Director



Services.

AI Automations

Social Media
Marketing

Digital Advertising

Video Production

Development

SEO

App Development

Print Design

Reviews.



"They were very flexible and quick to respond to the company's needs."



IT Consultancy Firm



“Amazing working experience
with them. Outclass team.”



 **hysab kytap** Fintech

“FDC has done a great job in understanding our marketing needs and are consistent with their efforts. They have helped us achieve better results on our social media as well as Google campaigns.”



Insurance Broker



“What an amazing team to work with! Their responses are really quick and get the work done as per the task deadlines that is provided. Really happy and extremely grateful to find such a gem of a company.”



SHUGAH

E-Comm App

Portfolio.



Finance.

LEMFI

eSanad™
Insurance & More.

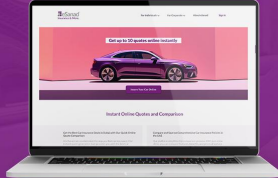
PAKISTAN
PEISAY BHEJNA
AB BOHAT ASAAN
SEND MONEY TO YOUR
LOVED ONES ANYWHERE IN PAKISTAN







Zero Transfer Fees

eSanad
Insurance & More.

**“Bought my motor insurance
policy with eSanad at such
an amazing price!”**



You Can Be Next

Other Apps	LEMFI
Sending remittance to Pakistan with other apps	vs Sending remittance to Pakistan with LemFi
	
<input checked="" type="checkbox"/> Low exchange rates	<input checked="" type="checkbox"/> Best exchange rates
<input checked="" type="checkbox"/> Hefty transfer fees	<input checked="" type="checkbox"/> Zero transfer fees
<input checked="" type="checkbox"/> No special offers	<input checked="" type="checkbox"/> 10% cashback on 1 st transfer
 GET IT ON Google Play	 Download on the App Store
	Send Now

Performance.

Finance.



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Insurance Broker LLC
There. Always.

Digitt+

efu
EQUITY
LIFE
Zaroori Hai

hysab kytab

Add Transactions

Rs. 1,000

Select Category

- Loan
- Food & Service
- Personel
- Medical
- Salary
- Interest
- Salary
- Car
- Other

Select Account

- Current
- Business Personal
- +

ADD DETAILS

Filter

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Download on the App Store

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Keeping It Safe

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Digitt+

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Rs. 100 Cashback

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*Terms & Conditions Apply

360 Digital.

Tech.

COLLABEZ
Let's Create Extraordinary



EST

Why choose ForgeFlex For Your Mobile App Project?



[Request A Meeting](#)

Website Development Services.

- Custom Designs
- Custom Solutions
- Corporate Websites
- E-Commerce Solutions

From AED. 2,999

COLLABEZ
Let's Create Extraordinary

“Finally there is a mobile app developer that actually delivers what it commits.”

- ✓ On-time delivery
- ✓ Affordable pricing
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- ✓ Based in the UAE

[Book a Meeting](#)

EST

Performance.

Tech.



Virtualization helps address
specific business needs

- Security and Regulation
- Elastic workforce
- Specific employees
- Specialized workloads

Your Infrastructure
Our Solution
MSPs for every business



360 Digital & Website.

Tech.



BARCO
ClickShare

nmk

Early Bird Discount

Barco ClickShare Video Bars

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Get Offer

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Set up a call

JBS | **Microsoft Partner**

Lead Gen.

Hospitality.

MÖVENPICK
HOTELS & RESORTS



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Hospitality.

MÖVENPICK
HOTELS & RESORTS

Rocket
PIZZA

Pizza Loca
Open comes to your door



Video & Photoshoot.

Luxury Brands.



ALMAS
JEWELLERS

INTÉRIEUR 360°



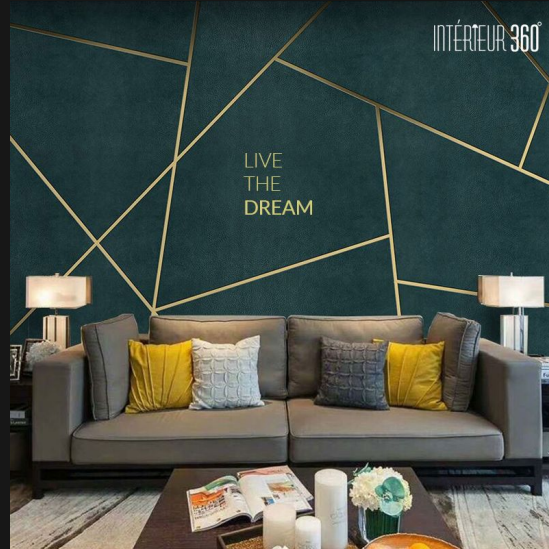
Commercial Shoots.

Luxury Brands.



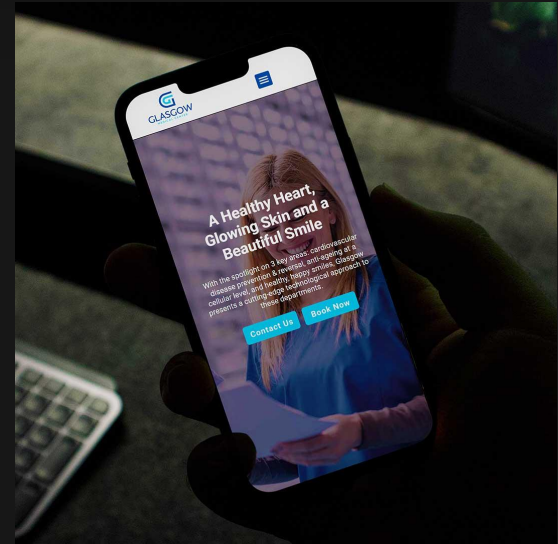
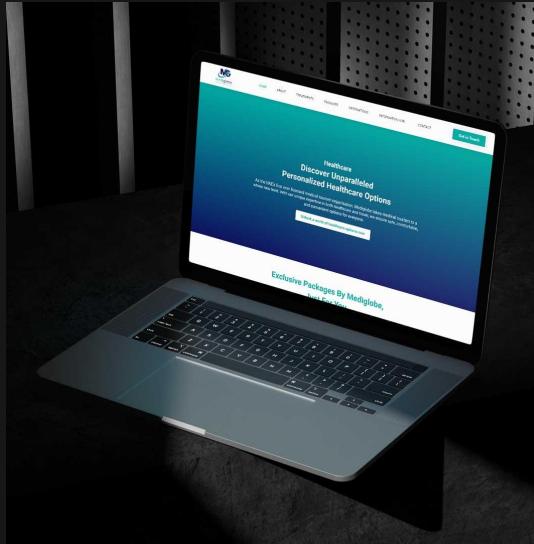
ALMAS
JEWELLERS

INTÉRIEUR 360°



Social & Ads.

Healthcare.



360 Digital & Website.

Apps.

SHUGAH

Petra Ride



360 Digital & Acquisition.

Power.



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Awareness & Lead Gen.

Real Estate.



TESLA PROPERTIES
Your Property, Our Priority



EASY HOMES
ENTERPRISES

TOP LINE
REAL ESTATE BROKER
توسيع النوسعة العقارية

140TH
FULL FLOOR
OFFICE

BURJ KHALIFA

15+ AMMENTIES AED. 36 M

What would you choose?

Apartment

Villa

TESLA PROPERTIES
Your Property, Our Priority

**Golf
Promenade
By Damac**

Ready to move
apartments located
in Damac Hills.

Get in Touch

Social & Lead Gen.

B2B Coach.



NO TIME TO TRAIN YOUR OFF-PLAN AGENTS?



Boost your team's performance with a 2-day, in-office Off-Plan Sales Course led by expert sales and business coach, **Marc!**

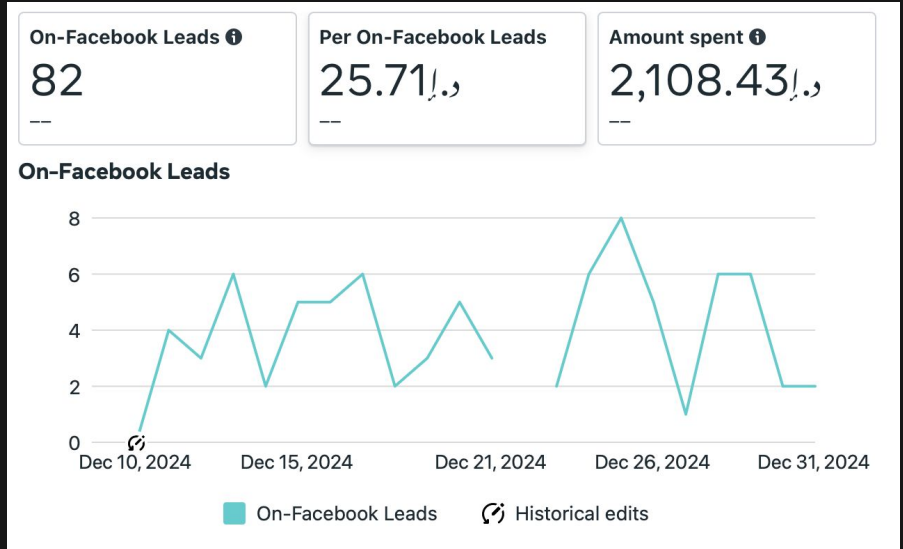
Why Choose This Course?

- ✓ Tailored strategies to master Off-Plan sales
- ✓ Proven techniques to increase conversion rates
- ✓ Hands-on coaching for real results

Equip your agents to close more deals, faster!

Limited slots available
Apply now and transform your team's sales game!

LET'S TALK



Lead Gen.

Construction.



Video, Ads & Digital.

Travel.



flydubai
Your unforgettable memories await.

KHI to DXB
Starting From Rs. 94,700

jasmytrip.com

SNAM TOURS
Wild Wadi
OFFER
Full Day Pass +
Pick & Drop

AED.
275

BOOK NOW

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DISCOUNT

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Dubai
4 Nights & 5 Days for
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Per Person/Per Night

360 Digital.

Education.

TUITION
HIGHWAY




LINGO
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TUITION
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STUDENTS
ACHIEVE GPAS
0.39 POINTS
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AVERAGE**

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- Interactive Platform



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360 Digital & Lead Gen.

E-Comm.

OVOLO

شاموز Shamooz

ecart



SHOP NOW

AVAILABLE
IN-STORE AND ONLINE

OVOLO



شاموز Shamooz

EXPRESS
YOURSELF
WITH SHAMOOZ



LENOVO
SMART WATCH

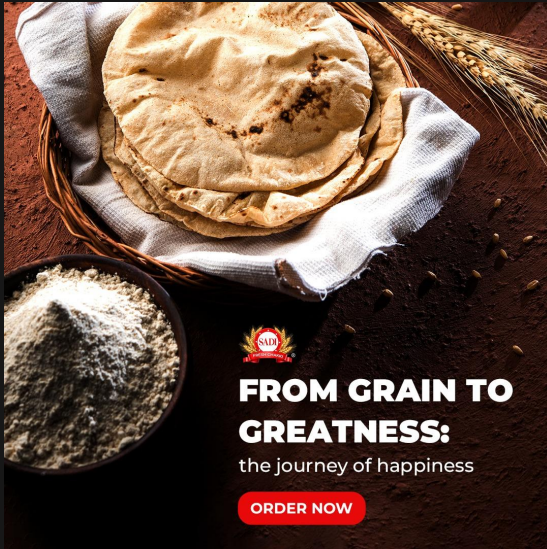
Cash on Delivery Across Pakistan Verified Vendor Whatsapp Support

ecart

BEFIKAR
KHARIDARI

Social & Sales.

FMCG.



FROM GRAIN TO GREATNESS:
the journey of happiness

ORDER NOW

The advertisement shows a basket of golden-brown rotis, a bowl of white flour, and wheat stalks. The SADi logo is positioned above the main text.



BURST INTO AN APPLE FILLED TUESDAY!

Yes Refresh
Tropical Apple 200ml

The advertisement features a vibrant green background with a splash of red liquid. A bottle of Yes Refresh Tropical Apple juice is the central focus, surrounded by fresh apples and a slice of apple.



Have you tried Aryoop yet?

ARYOOP
TITANIUM QUALITY RICE
121 DOUBLE STRAIN
KEENLI RASHTRI RICE

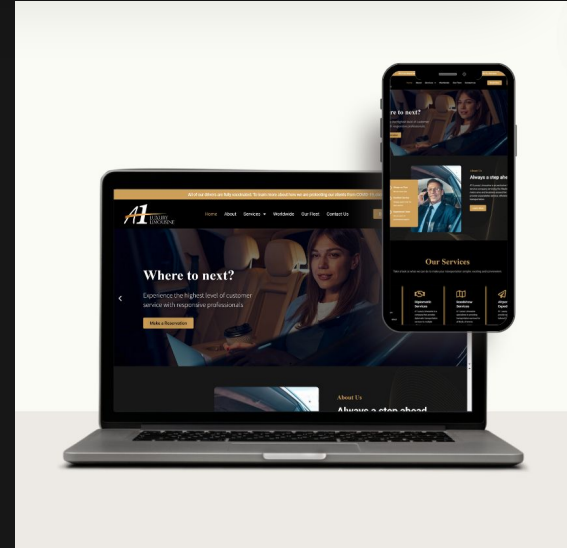
The advertisement shows a bag of Aryoop rice, a sack of rice, and a plate of rice with vegetables. The Aryoop logo is visible in the bottom left corner.

Social.

Limousine.



RIDES THAT MATCH YOUR STYLE



Social & Website.

Telecom.



#AbChalega
Har Game Lightening-Fast

A woman with long dark hair, wearing a white button-down shirt, is smiling and holding a smartphone horizontally. She appears to be playing a game, as indicated by the text above her.

Call: 021-11-11-67849 | optix.pk

The 'OPTIX' logo is positioned in the bottom right corner of the advertisement.A man with a beard and a white headband is smiling and aiming a blue slingshot. He is launching a smartphone into the air, with the phone's trajectory shown by a series of black lines.

Expanding Possibilities

The 'SAVE ON WIRELESS' logo is centered at the bottom of the advertisement.A stylized white wireless signal icon is located in the bottom right corner of the advertisement.

Changing the way you connect...

A man in a red shirt and brown pants stands in a living room. A glowing smartphone is floating in the air near him, displaying a home screen with various app icons. The room is dimly lit with a red ambient light.

Call: 021-11-11-67849 | optix.pk

The 'OPTIX' logo is positioned in the bottom right corner of the advertisement.

Social & Ads.

Films.

جولہ جیولہ
JULAH KIBOOPAR



360 Digital.

Ad Tech.



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TOOLS WITHOUT THE RIGHT IMPLEMENTATION
ARE USELESS



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Social & Ads.

Print.

Stationary | Flyers | Standees



Designs.

Print.

Stationary | Flyers | Standees



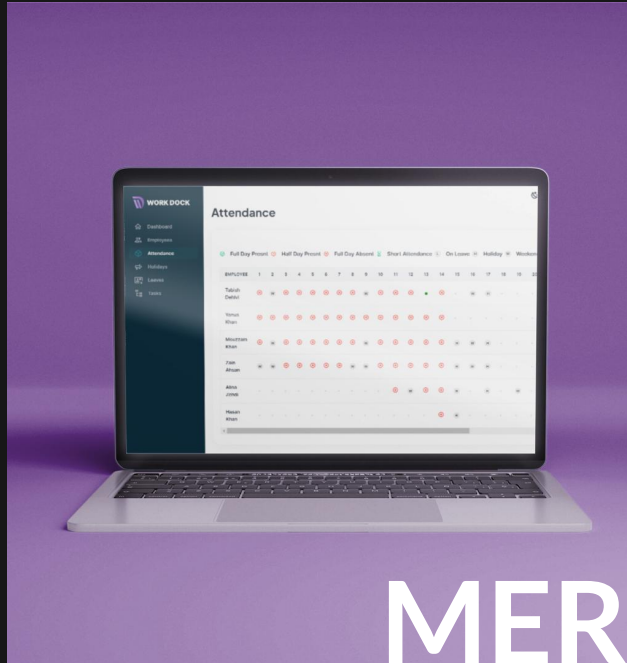
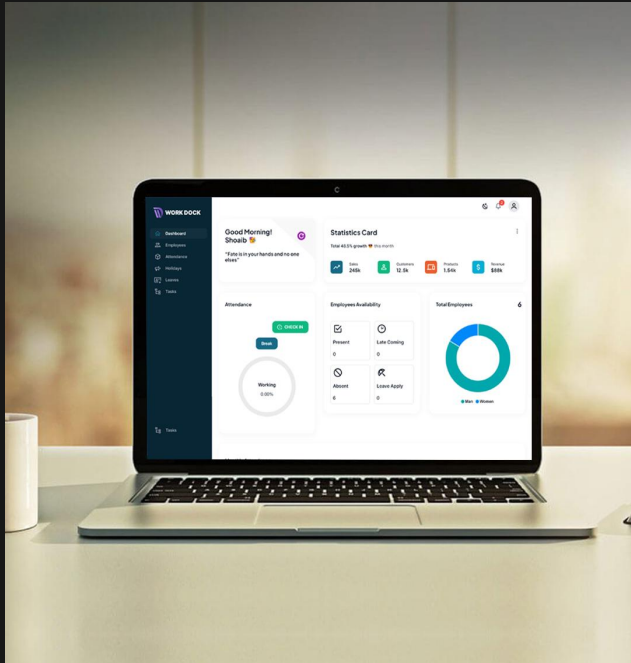
Designs.

Dev.



Web Apps.

Employee Management System



Attendance

Leave Management

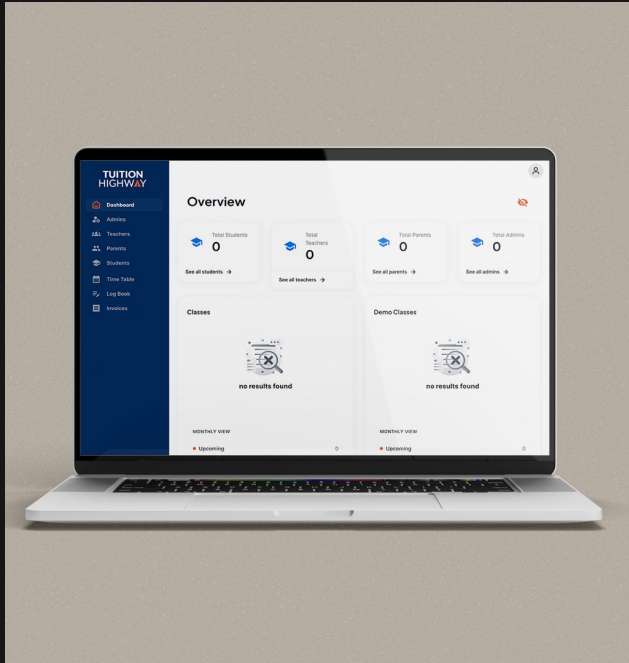
Time-Tracking

Task Management

MERN Stack.

Web Apps.

Learning Management System



Teacher Management

Parent Management

Student Management

Invoicing

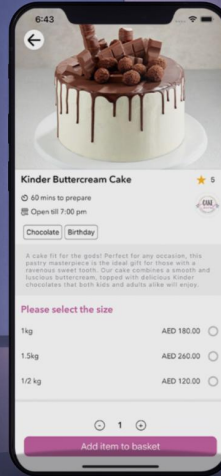
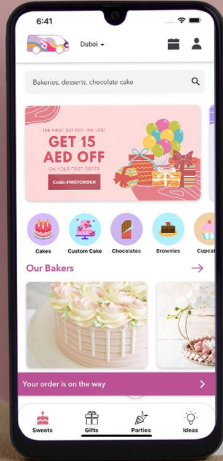
Classes Management

Log Book

MERN Stack.

Mobile Apps.

Marketplace E-Comm App



Products

Categories

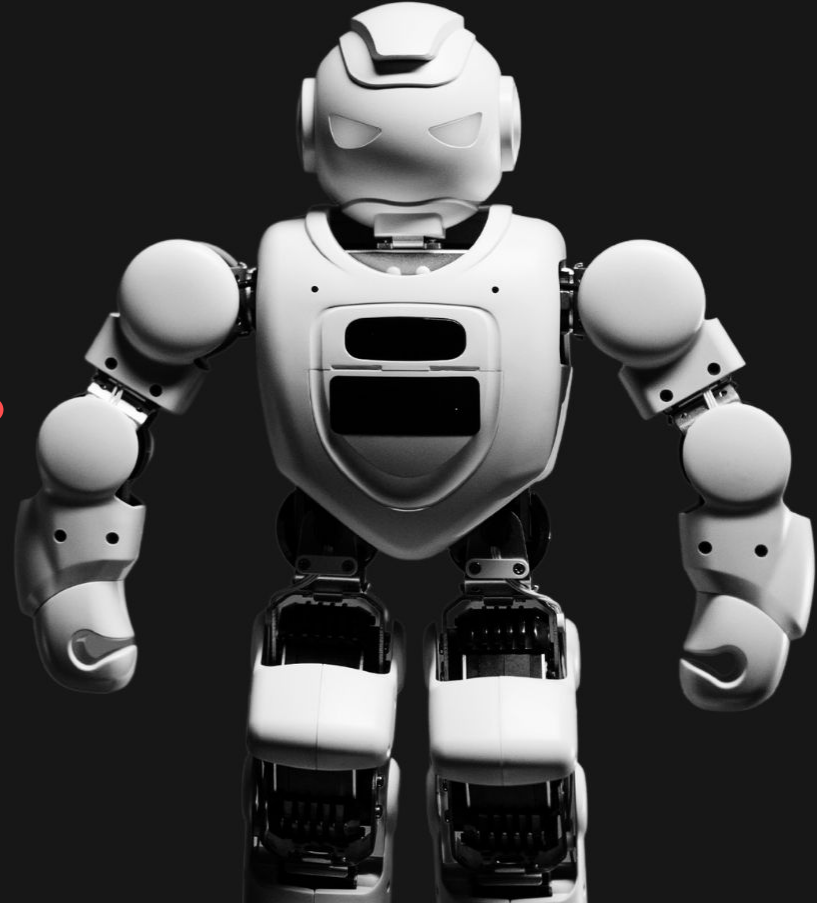
Vendors

Orders

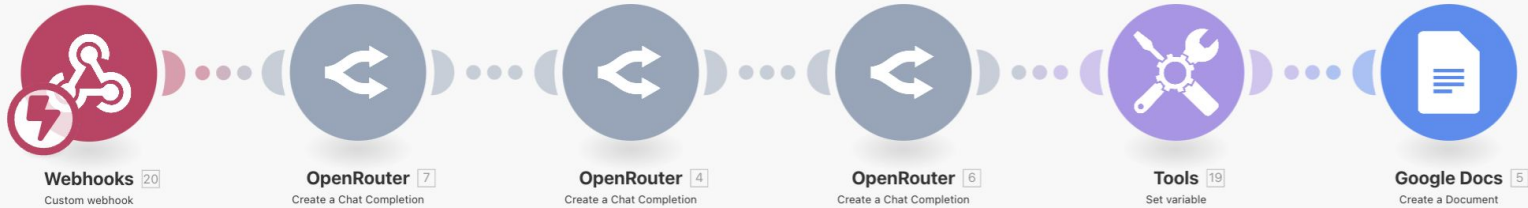
Payment Gateway

Android.

Automations.

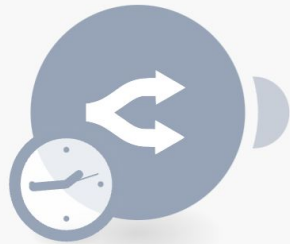


Blog-Content.

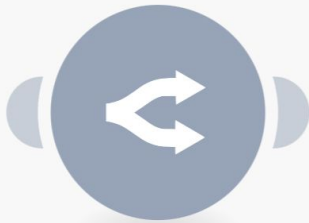


SEO.

Social Content.



OpenRouter 1
Create a Chat Completion



OpenRouter 2
Create a Chat Completion



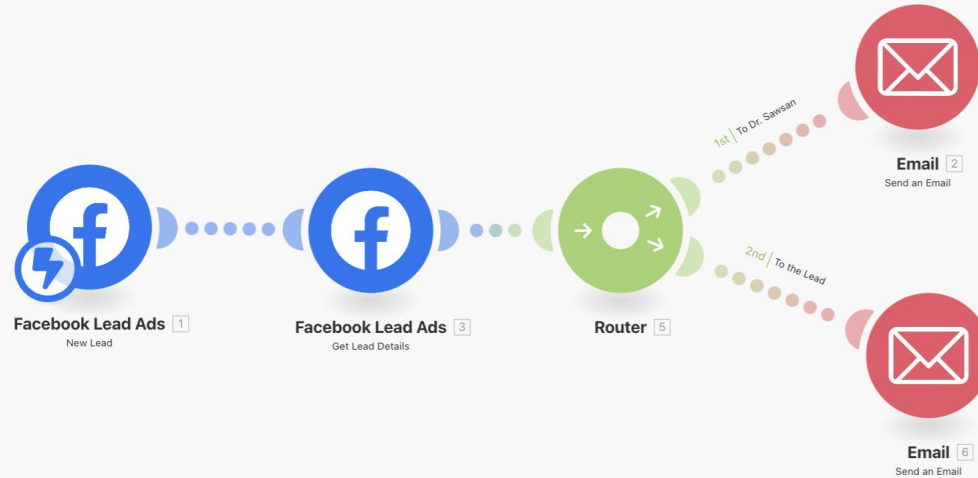
Tools 21
Set variable



Google Docs 19
Create a Document

Social Media.

Auto-Emails.



Social & Ads.

Cases.



ForgeFlex FZCO

How do you get a new app development company generate business?

ForgeFlex FZCO was a new entrant in the UAE market offering app development services in this very competitive market. They wanted to start generating leads and sales for their services.

Social + Google Ads

We ran a two-part campaign focused on Meta and Google (PPC and P.Max) to generate quality leads on a dedicated and optimized landing page. The visuals were feature-based and UGC based.

We ran the campaign simultaneously on both platforms to feed the algorithm & conversion tracking in the first 2 weeks, after which we focused on scaling the campaigns.



Result: 120+ leads with 10% conversion rate

We generated 120+ monthly leads for this client with a 10% lead to sale ratio. This in turn resulted in growing the sales pipeline of the company on a month-on-month basis adding 12-15 new projects to the client's portfolio with 50-60 prospects in the sales pipeline

Top Line Real Estate.

How do you grow a real estate broker in a competitive market like Dubai?

Top Line Real Estate wanted to get more leads from their digital activity in a very saturated market. So the question was, how do we do it? They had been doing some parts of digital but did not explore it completely.

Social Media coupled with ads and SEO

We started off by creating a strong campaign named “Your Happy Place” which made the brand come to life almost instantaneously. After this, we started advertising using a full funnel approach – starting from awareness and going towards conversion to get quality leads.

Along with this, we also started SEO for the brand to get organic traffic on the website – making it more visible.



Result: 100+ Leads to kick-off

The funnel proved to be useful. As we started getting quality leads This resulted in getting more than a hundred leads in the very beginning of the activity and the brand continuous to reach new heights with digital.

Tesla Properties.

Challenge: How do you grow leads for a Real Estate Broker in the UAE?

Tesla Properties wanted to grow their number of qualified leads from the UAE market and was struggling to do so.

Solution: Performance Marketing Strategies

We created multiple Meta ads strategies ranging from LLA to location targeting and many more to reach our ideal customers along with improving the data streams to the ad accounts. We also focused on Google Ads (PPC campaign) to improve the ratio of relevant visits and leads from the website.

The overall timeline took roughly 3 months to go up and active.



Result: 400+ Leads

Our strategies paid off and we were able to generate 400+ leads for Tesla Properties despite the fluctuations in competition during peak seasons in the UAE. Out of these 400 leads, we were able to maintain a 60%-70% qualification ratio resulting in a rapid growth in daily leads to the real estate company.

Gold Dust Properties.

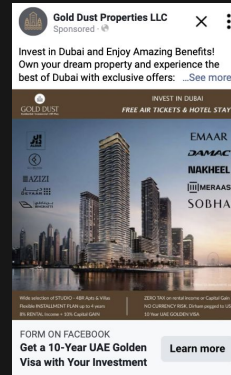
Challenge: How do you generate leads for a UAE properties from the international market?

Gold Dust Properties, based in Dubai wanted to market UAE properties to relevant audiences in India or Africa to start generating quality leads from the region at a cheaper price.

Solution: Always-on Meta Campaign

We started multiple Meta instan form-based lead generation campaigns to identify which region works best in terms of quality leads at a comparatively lower rate as compared to targeting people in the UAE region.

We also implemented a thorough lead update mechanism on Meta leads center to ensure that we keep the algorithm informed about what type of leads are more valuable for us.



Result: 200+ Leads / month

We are currently generating 200+ leads per month from India and Africa with a good qualification ratio for Gold Dust Properties. The lead quality has improved over time and we have now started seeing healthy sales figures through Meta campaigns.

WB Support.

Challenge: How do we help a real estate sales trainer get quality leads?

Marc, the owner of WB Support is an expert real estate sales trainer who helps real estate brokers in training their resources.

How do we help him get relevant leads from real estate agencies to book his 1-day course priced at AED. 8,000?

Solution: A personalized Meta ads campaign

We utilized Meta lead ads to reach relevant real estate agency owners to book a paid training session with Marc.

In this, we used descriptive ad texts using a problem-oriented approach.

An advertisement featuring a man with a beard and sunglasses, wearing a black polo shirt with teal accents. He has tattoos on his arms. The background is a solid red color. To the right of the man, there is white and yellow text. Below the text is a red button with white text.

**NO TIME TO
TRAIN YOUR OFF-PLAN
AGENTS?**

Boost your team's performance
with a 2-day, in-office Off-Plan
Sales Course led by expert sales
and business coach, **Marc!**

LET'S TALK

Result: 2 new bookings every week

From the first week since we started working together, Marc started quality leads at a very low cost. From these, he started converting at least 1-2 new customers every week which made his campaign a success resulting in a revenue of AED. 50K+ per month with a 5% spend on media.

Petra Ride.

Challenge: How do we help this ride-hailing app break through the clutter and increase its user base?

Petra Ride is a Jordan born ride-hailing application which was starting to lose its appeal in front of its potential customers due to other international players and non-registered local competitors in the industry.

How do we help them reach the right audience to increase its customer-base and bring it in front of everyone?

Solution: An intensive digital-advertising campaign

Leveraging the power of Google and Meta, we proposed a strong media strategy divided into multiple phases to hook, engage and convert a cold audience into actual customers.



Result: Thousands of New Customers

In a short span of time, we were able to reach millions of people in the country and had exposed them to one of our advertising based on targeting and where they were in the consumer journey.

This resulted in reducing the Cost Per Install (CPI) by more than 25% and a constant flow of first-time users on the app.

Hysab Kytab.

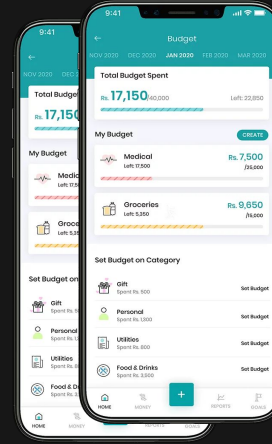
Challenge: How can bring new users to this mobile app and retain them for a long duration?

Hysab Kytab wanted to leverage the power of digital marketing to increase its downloads and retention, but the problem was how?

Hysab Kytab had a good user experience and the people who were already using it, were hooked on the application but the growth was slow.

Solution: A mix of social media and digital advertising

By testing multiple categories of content including animations and videos on multiple platforms and using Facebook, Instagram and Google, we devised a strategy that would breathe growth into the platform.



Result: 500K+ Downloads

Over the period, we worked with the brand team on creating a stronger communication strategy across all platforms.

This resulted in generating 500K+ downloads for the app in a short span of time with a high retention ratio.

UniTrust.

Challenge: How can an insurance broker thrive in a UAE's competitive market?

UniTrust Insurance Brokers had been working in the industry since more than 10 years but relied primarily on an offline model for sales. How do we use the power of digital media to generate relevant leads that also convert?

Solution: A full digital revamp

We started off with devising a long-term strategy mixed with advertising experiments to gain leads at a competitive rate. The effort started with almost \$100 per month in ad spend.

Result: A very high growth in leads

By revamping their website, implementing tracking codes and then moving towards strategic advertising using detailed funnels, combined with the power of SEO, we helped in increasing the number of queries 10 fold.



Thanks.

UAE:

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IFZA Business Park, DDP
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United Arab Emirates
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