CRAFTPUR

DIGITAL GROWTH STRATEGY

ABOUT DAAIRAH

A strategic branding and digital transformation agency specializing in corporate brand development, digital ecosystems and growth focused communication strategies. We partner with established organizations to help them modernize, align and scale their brand presence across all touchpoints, online and offline.



PORTFOLIO





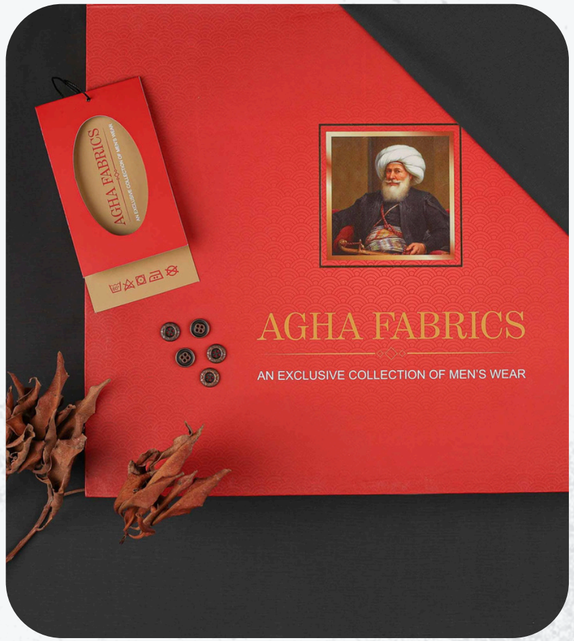




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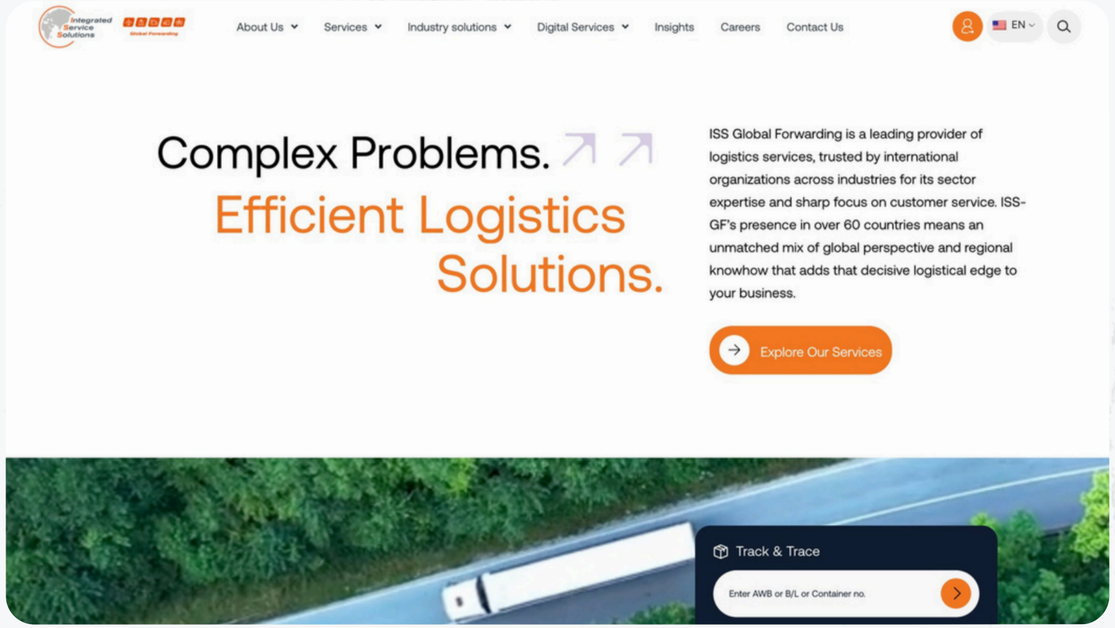


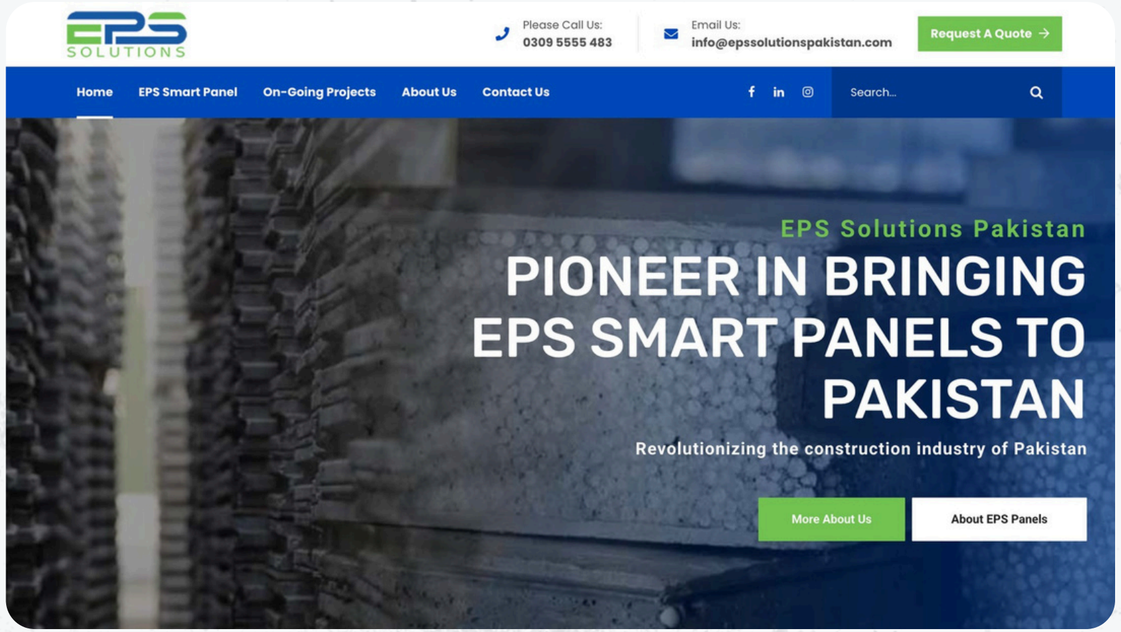



AGHA FABRICS
AN EXCLUSIVE COLLECTION OF MEN'S WEAR

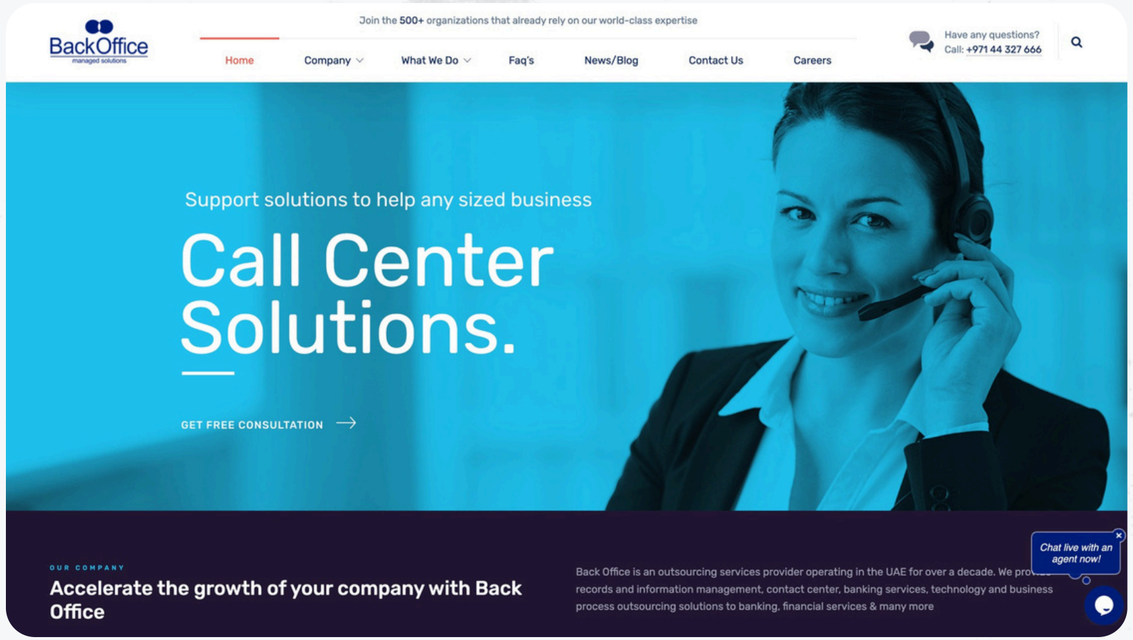

AGHA FABRICS
>>> ROYAL BY AGHA FABRICS <<<

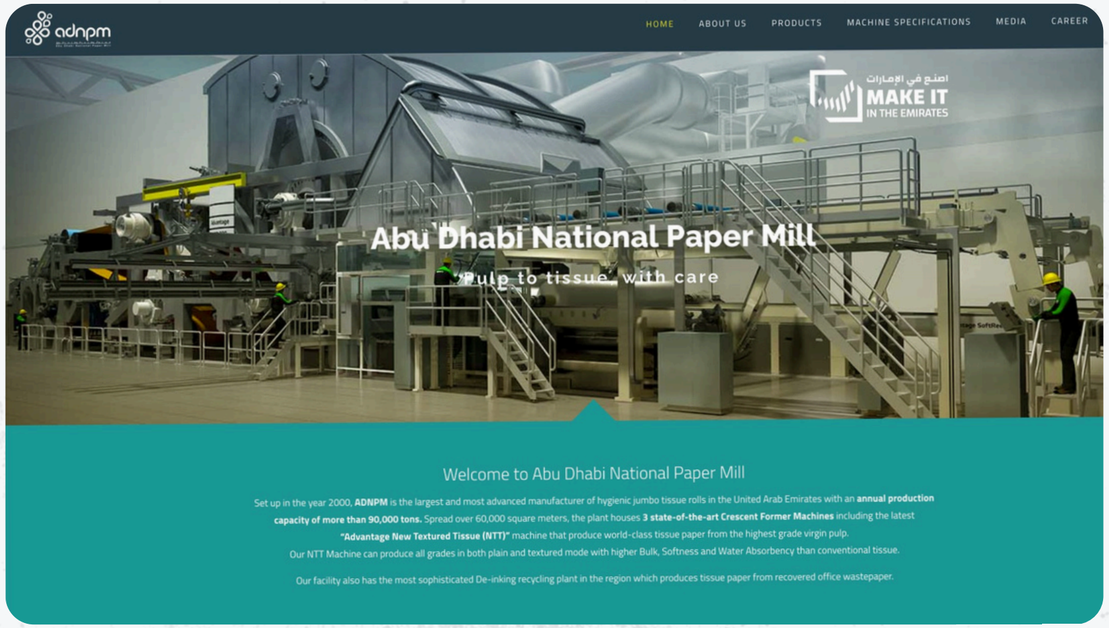
PORTFOLIO


About Us
Services
Industry solutions
Digital Services
Insights
Careers
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EN
Complex Problems.
Efficient Logistics Solutions.
ISS Global Forwarding is a leading provider of logistics services, trusted by international organizations across industries for its sector expertise and sharp focus on customer service. ISS-GF's presence in over 60 countries means an unmatched mix of global perspective and regional knowhow that adds that decisive logistical edge to your business.
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Accelerate the growth of your company with Back Office
Back Office is an outsourcing services provider operating in the UAE for over a decade. We pro
records and information management, contact center, banking services, technology and business
process outsourcing solutions to banking, financial services & many more


adnpm
HOME
ABOUT US
PRODUCTS
MACHINE SPECIFICATIONS
MEDIA
CAREER
MAKE IT
IN THE EMIRATES
Abu Dhabi National Paper Mill
Pulp to tissue, with care
Welcome to Abu Dhabi National Paper Mill
Set up in the year 2000, ADNPM is the largest and most advanced manufacturer of hygienic jumbo tissue rolls in the United Arab Emirates with an annual production capacity of more than 90,000 tons. Spread over 60,000 square meters, the plant houses 3 state-of-the-art Crescent Former Machines including the latest "Advantage New Textured Tissue (NTT)" machine that produce world-class tissue paper from the highest grade virgin pulp.
Our NTT Machine can produce all grades in both plain and textured mode with higher Bulk, Softness and Water Absorbency than conventional tissue.
Our facility also has the most sophisticated De-inking recycling plant in the region which produces tissue paper from recovered office wastepaper.

Our experience focused on corporate clientele, delivers end-to-end branding and digital solutions across multiple digital platforms.

We prioritize on Enterprise-level brand strategy, scalable digital systems and long-term brand governance models.

WHAT WE BELIEVE

SWOT ANALYSIS

STRENGTHS

Craft heritage
Lahore provenance
Sizing depth
Personalisation
Product breadth

WEAKNESSES

Catalogue-heavy experience
Differentiation buried
Limited social proof
Content inconsistency
Trust friction

OPPORTUNITIES

Own modern Pakistani craft
Diaspora + gifting
Wedding / groom market
Creator storytelling
Content-led commerce

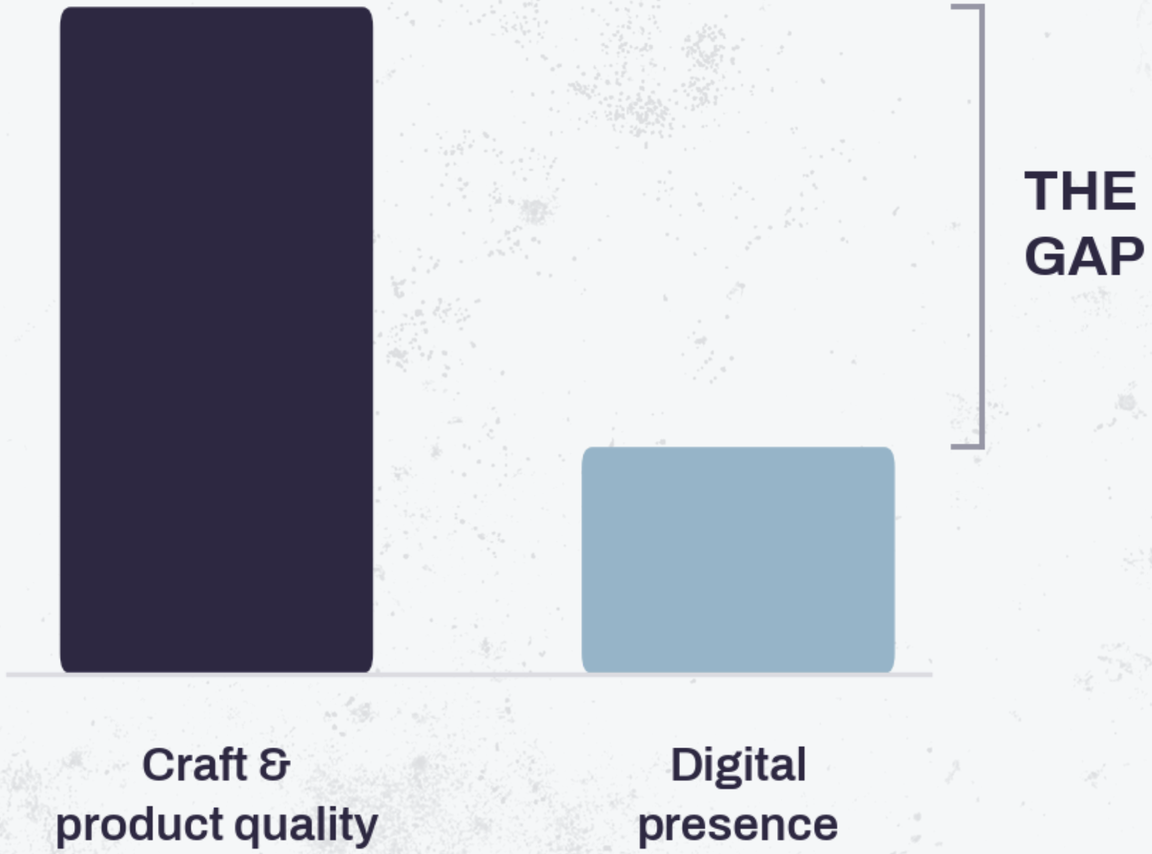
THREATS

Crowded market
Price comparison
Discount behaviour
Copycat designs
Premium scepticism

DIGITAL OPPORTUNITY

Gap: 15 years of craftsmanship, not yet matched by digital presence

Upside: Stronger ecosystem = greater awareness, credibility, growth





CURRENT DIGITAL PRESENCE

WEBSITE

Strong, well-built Shopify base

INSTAGRAM

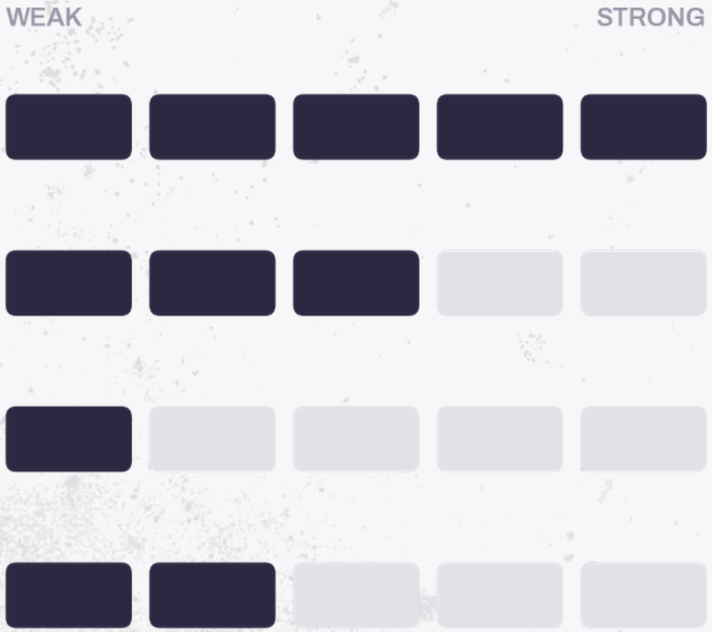
Active but modest

FACEBOOK

Largely dormant

COHESION

Channels not reinforcing each other



KEY DIGITAL CHALLENGES



Proof

Limited social proof

Visibility

Below brand's actual quality

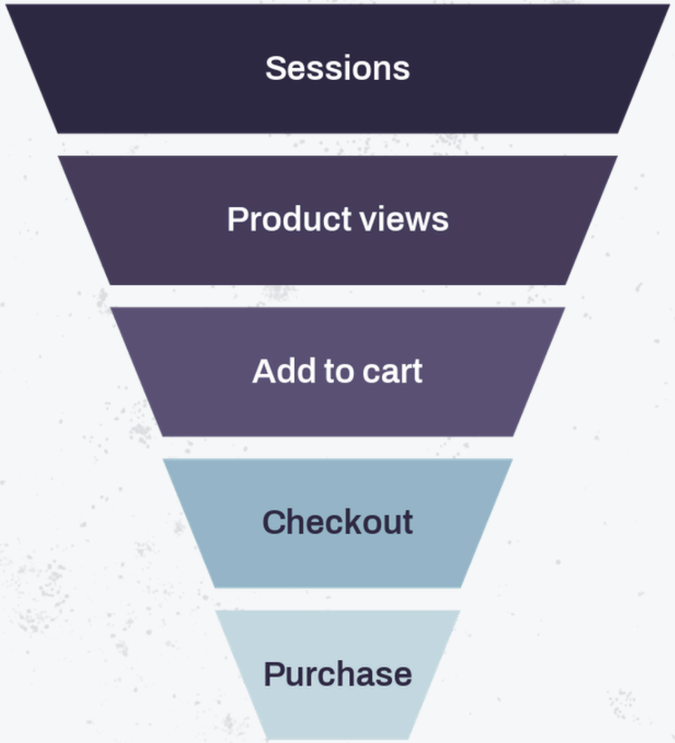
Consistency

Presence varies across platforms

Storytelling

Craftsmanship story underused

WEBSITE CHALLENGES



Messaging

Product-first, not story-first

Legacy

Narrative buried in blog

Bespoke

Offering under-promoted

SEO

Potential untapped

SOCIAL MEDIA CHALLENGES

Facebook	Identity	Video	CTAs
Inactive	Inconsistent visuals	Minimal Reels/video content	Weak, no clear content pillars

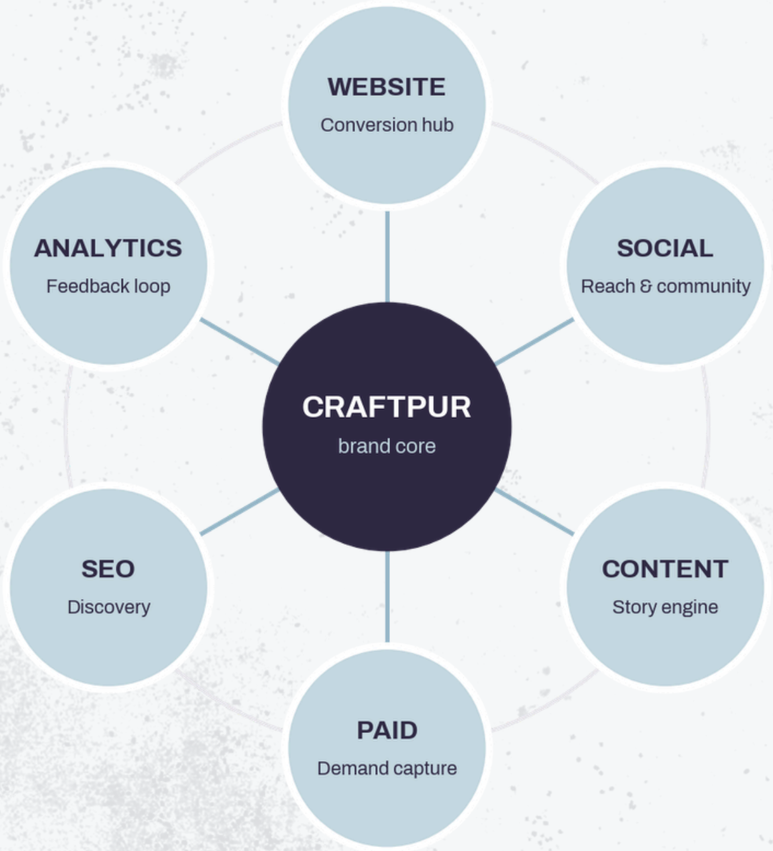
THE DIGITAL STRATEGY

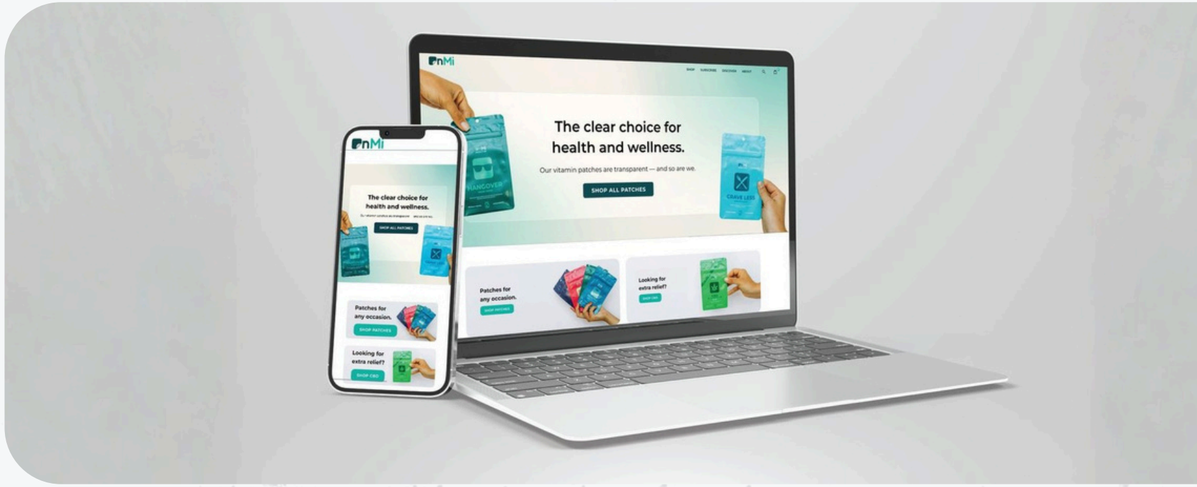
Funnel

Awareness → Consideration → Conversion

Ecosystem

Website + Social + Content + Paid + SEO + Analytics





WEBSITE SOLUTION

User Journey

Smoother navigation from browse to checkout

Messaging

Clearer, story-led brand communication

Presentation

Stronger showcase of product & bespoke service

CTAs

Conversion-focused calls-to-action

Mobile

Continued mobile optimisation

SEO

Search-friendly site structure

SOCIAL MEDIA SOLUTION



Platform Strategy

Tailored approach per channel

Content Pillars

Structured themes across posts

Video

Reels & short-form storytelling

Education

Sizing, care & product knowledge content

Storytelling

Brand heritage & atelier process

Engagement

Community & conversion-driven content

CONTENT STRATEGY

Craftsmanship

Process & artisans

Heritage

Legacy & authenticity

Product

Releases & collabs

Community

Customers & ambassadors

Education

Sizing & care

CONTENT SYSTEM



CRAFT

Hands, Process, Materials

STYLE

Outfits, Movement, Occasions

PRODUCT

Icons, Details, Fit

PEOPLE

Creators and customers

LAHORE

Place, Provenance, Culture

PAID MEDIA & LEAD GENERATION

Awareness

Local + international reach

Retargeting

Site visitors & cart abandoners

Leads

Drive bespoke enquiries

Integration

Feed website & social

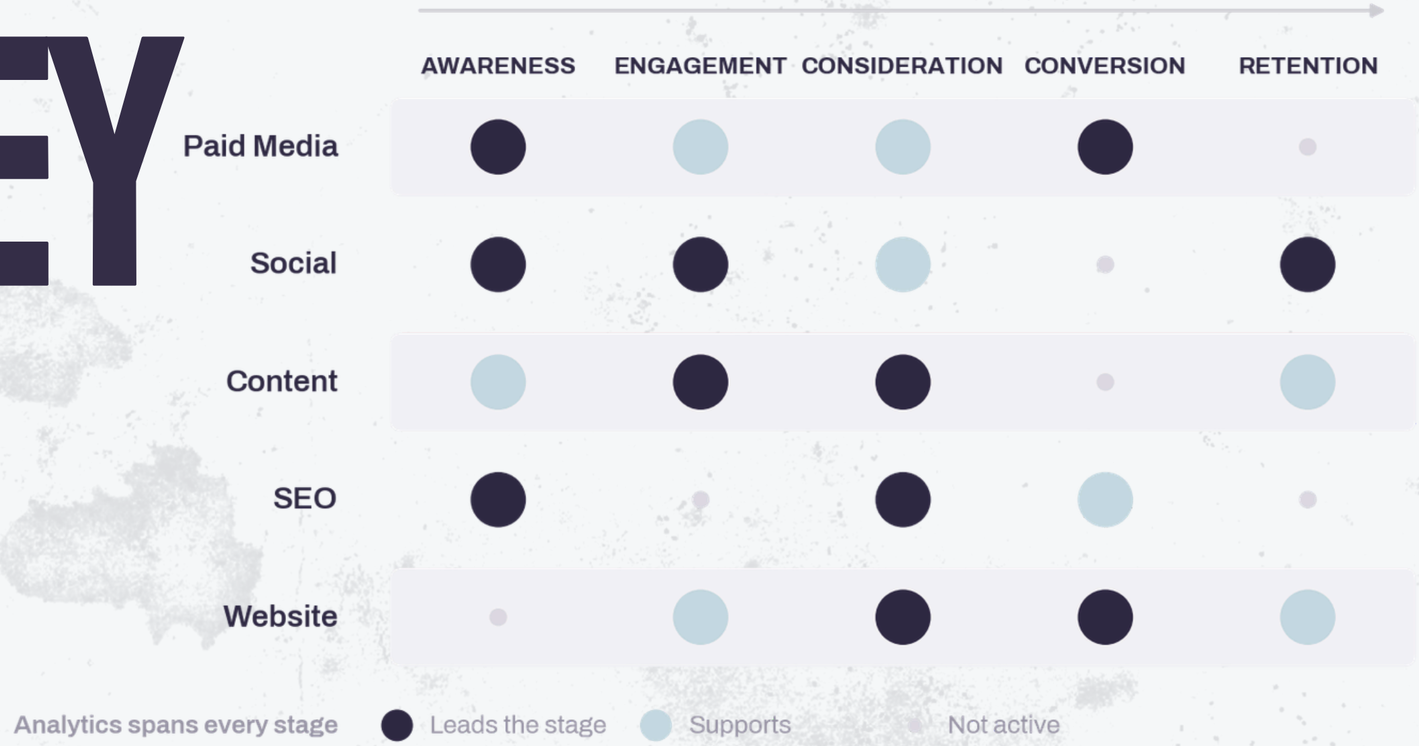
DIGITAL CUSTOMER JOURNEY

Path

Awareness → Engagement → Consideration → Conversion → Retention

Roles

Each channel owns a stage



Reach

Impressions & engagement

Traffic

Website visits

Leads

Volume & cost per lead

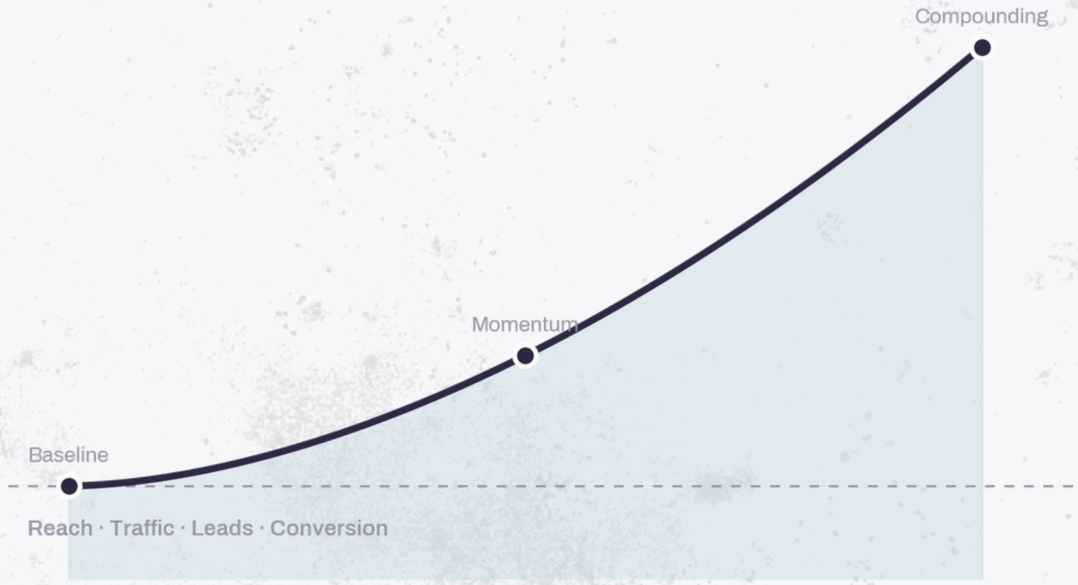
Conversion

Rate & ROAS

Process

Continuous optimisation

MEASUREMENT & OPTIMISATION



IMPLEMENTATION ROADMAP

PHASE I: FOUNDATION

Website & content setup

PHASE 2: GROWTH

Content, social, paid launch

PHASE 3: OPTIMISATION

Analytics-led scaling



WEBSITE
PKR 245,000/-
ONE-TIME

morem

SOCIAL MEDIA
PKR 295,000/-
PER MONTH

lorem

PRODUCTION
PKR 175,000/-
ONE-TIME

lorem

COMMERCIALS

THANK YOU

SO MUCH!