## MARKETING ACTIVITIES TOOLKIT

### Activities
- **Build your Brand**
  - Website (to Include)
  - Social Media Links
  - Trading App
  - Digital Advertising
  - Other Methods
- **Drive Leads**
  - Website (to Include)
  - Social Media Links
  - Trading App
  - Digital Advertising
- **Convert Leads into Sales**
  - Website (to Include)
  - Social Media Links
  - Trading App
  - Digital Advertising
- **Connect with Existing Clients**
  - Website (to Include)
  - Social Media Links
  - Trading App
  - Digital Advertising

### Website (to Include)
- About + History
- Branches + Networks
- Basics on how to invest/open an account
- Products offered
- Contact information + Complaint Section

### Social Media Links
- Facebook - Retail
- Instagram - Retail
- YouTube - Corporate and Retail
- LinkedIn - Corporate
- Twitter - Corporate

### Trading App
- Simple
- Easy to Use & Understand
- Attractive
- On Playstore/appstore

### Digital Advertising
- Blogs
- Email Marketing
- Video Marketing
- SEO
- Google Ads

### Other Methods
- Webinars
- Seminars
- Workshops
- Competitions
- Mall Kiosks
- Whatsapp for Business - Customer Support

### Conventional Advertising
- Direct Marketing Campaign
- Product Brochures
- Corporate Brochures
- Seminars/Conferences
- Corporate Presentation
- Sponsorship
- Newsletters

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+9221 111-00-11-22 | info@psx.com.pk | www.psx.com.pk