DIGITAL PAKPATTAN

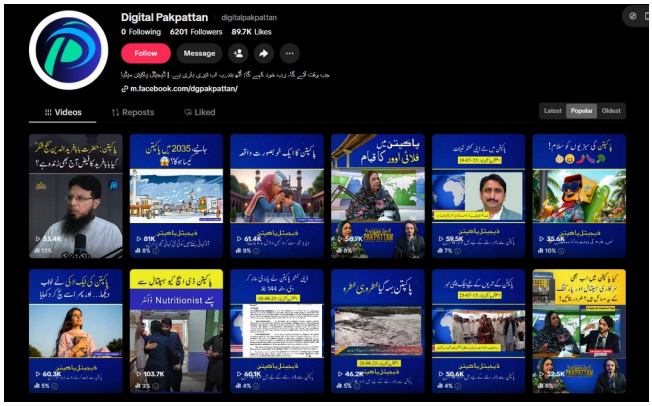
Capability & Collaboration Report for Ganj Shakar University, Pakpattan

A practical digital partner for admissions growth, university visibility and student skills

This report presents Digital Pakpattan's existing work through the original screenshots supplied by our team. The purpose is to show how the same practical capabilities can support Ganj Shakar University in attracting students, strengthening its digital presence and creating career-focused learning opportunities.

1. Local Digital Presence — Built in Pakpattan

Digital Pakpattan has developed a multi-platform local presence rather than relying on a single social channel. This gives the team practical experience in local audience building, community communication, educational content and digital promotion.



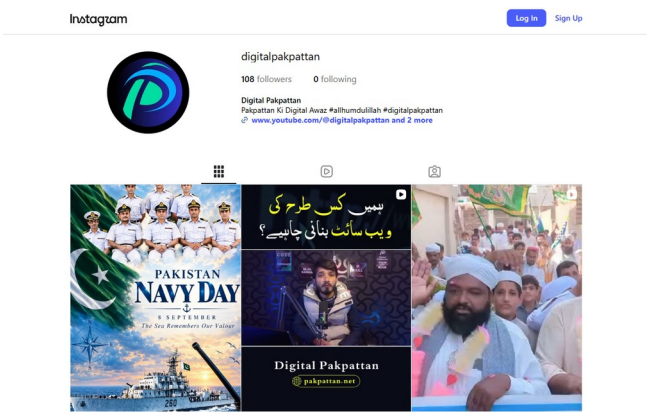
TikTok — short-form local reach & engagement



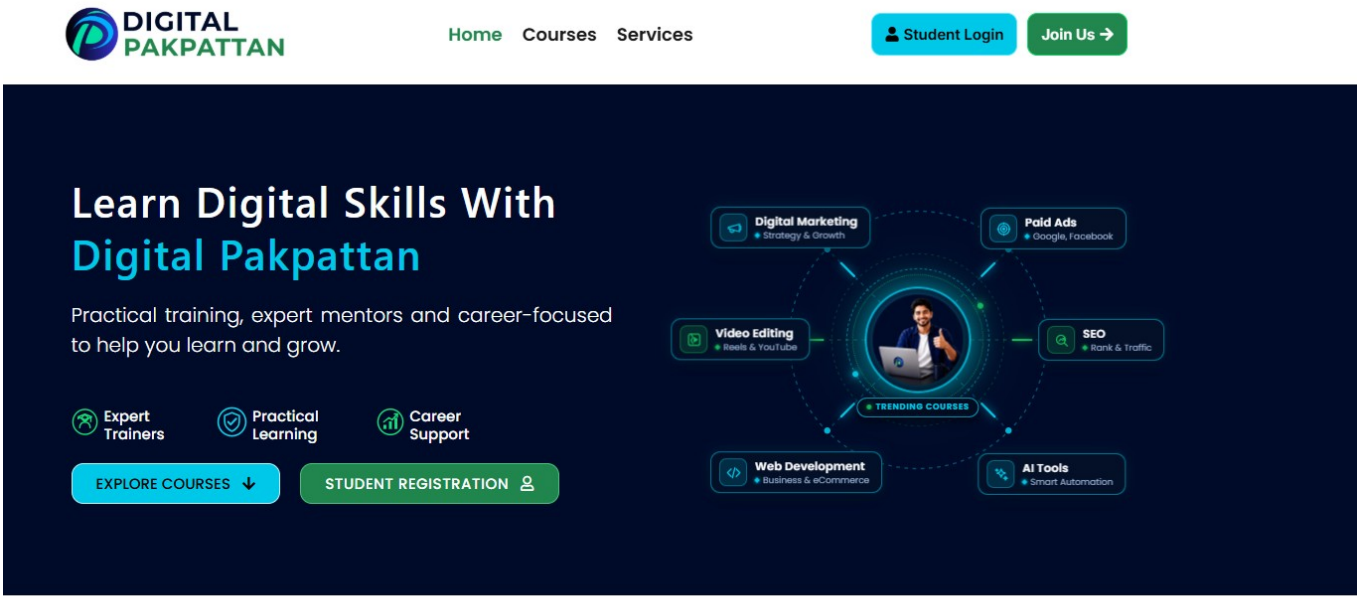
Facebook — community presence & content distribution



YouTube — educational and long-form content



Instagram — visual content and audience engagement





pakpattan.net / Digital Pakpattan website — the institute's owned digital platform for courses, services and student engagement.

University relevance: the same local audience understanding can be applied to admission campaigns, student communication, event promotion and long-term brand building.

FROM LOCAL MEDIA TO PRACTICAL DIGITAL EXECUTION

Content, podcasting, websites, advertising and lead generation

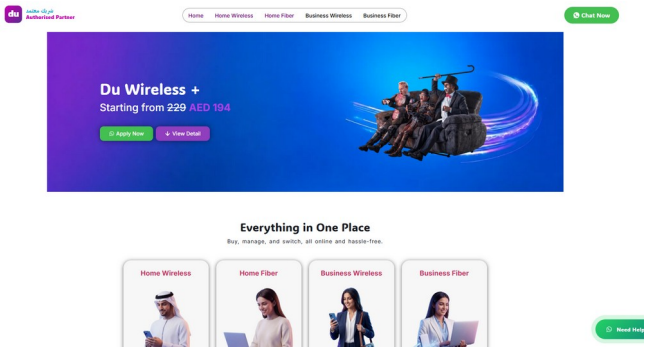
2. Content, Interviews & Podcast Capability

Alongside social content, Digital Pakpattan runs the “Stars of Pakpattan” initiative and has developed a professional local podcast/interview setup. This experience can be adapted for university leadership interviews, faculty profiles, alumni success stories, student achievements, admission guidance and event coverage.

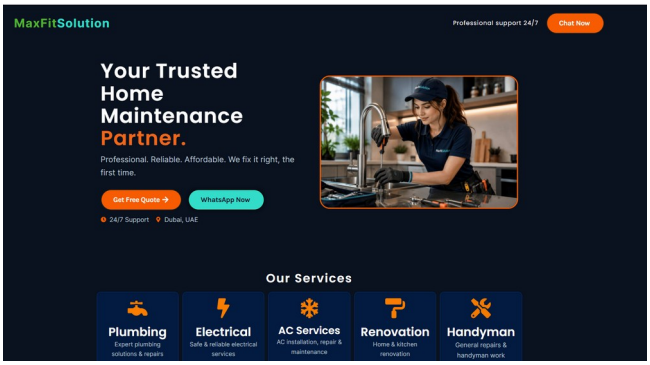
- University podcast/interview series featuring Vice Chancellor/leadership, faculty, alumni and students.
- Short clips from every interview for Facebook, TikTok, Instagram and YouTube.
- Admission-season conversations explaining programs, facilities, scholarships and career pathways.
- Event and seminar coverage converted into reusable digital content.

3. UAE Client Projects — Website + Growth Execution

The team has also executed commercial digital work for UAE-focused projects, demonstrating that its capabilities extend beyond local publishing into business websites, paid acquisition and lead-focused digital campaigns.



du WiFi Plan — UAE telecom-plan website project



MaxFit Solution — Dubai home-maintenance website project

What this proves for Ganj Shakar University

- Website and landing-page development focused on clear user journeys and calls to action.
- Google and Meta advertising experience for lead/conversion objectives.
- Organic content, SEO and ongoing digital optimization.
- Ability to connect design, content, advertising and conversion tracking as one system.

For admissions, this means Digital Pakpattan can work on the complete journey: awareness → program information → inquiry → follow-up → application support.

PERFORMANCE EVIDENCE

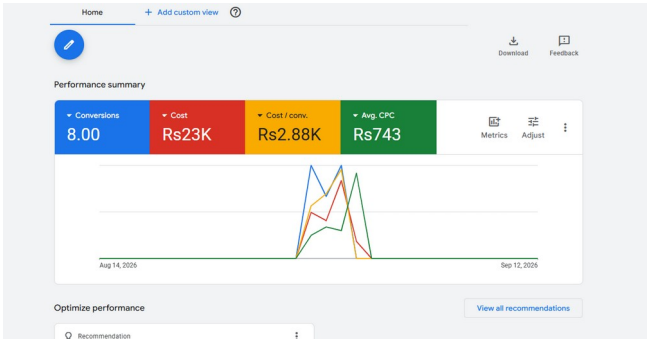
Original campaign screenshots supplied by Digital Pakpattan

4. Google Ads — Conversion Performance

The following original dashboard screenshots show conversion-focused Google Ads activity. These are presented as evidence of hands-on campaign execution rather than theoretical marketing knowledge.



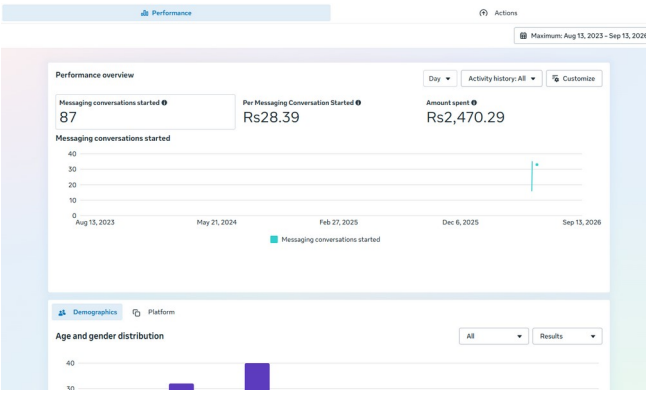
29 conversions • Rs409 cost / conversion • Rs11.9K spend



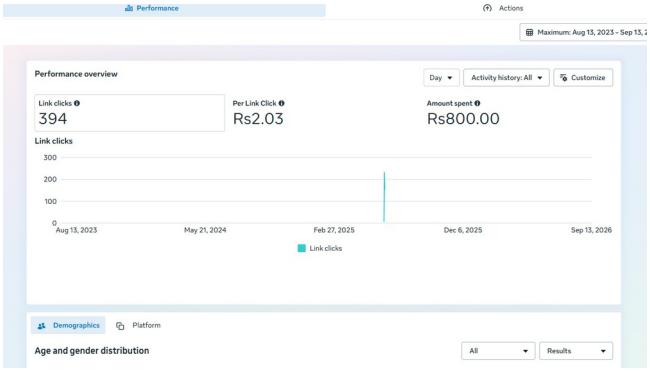
8 conversions • Rs2.88K cost / conversion • Rs23K spend

5. Meta Ads — Messaging & Traffic Performance

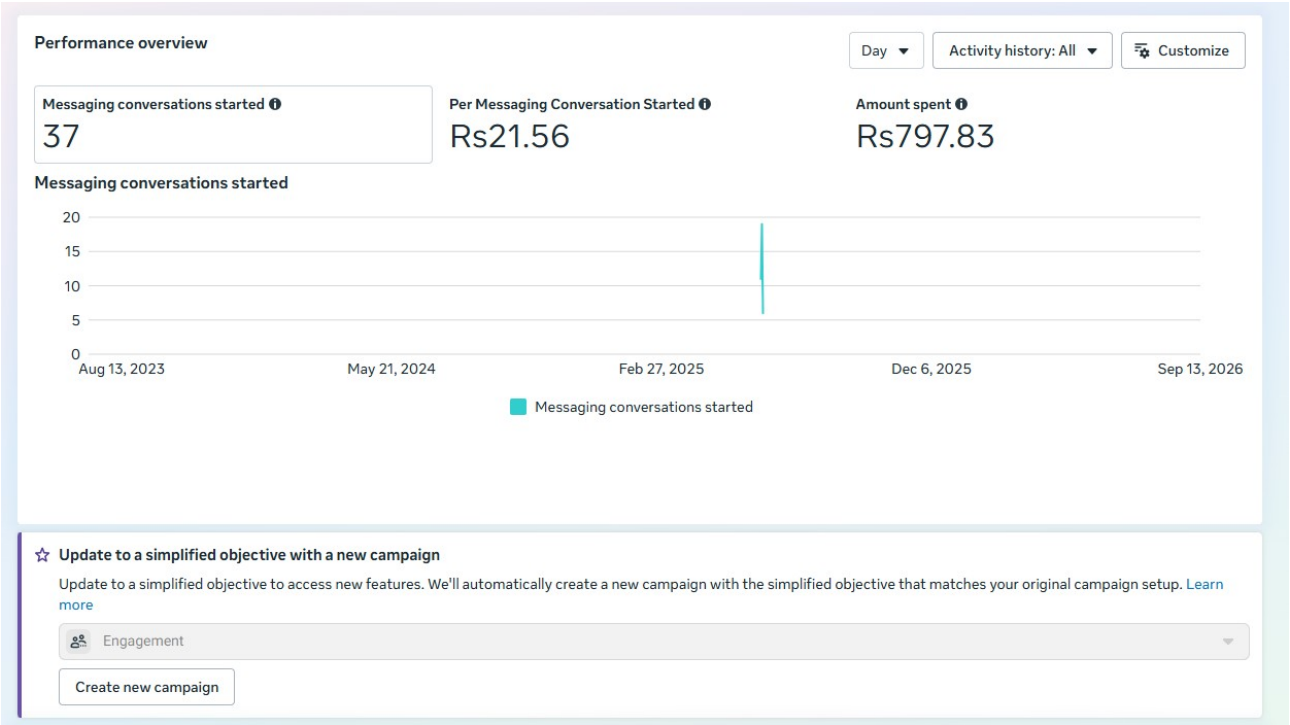
Meta campaign evidence shows experience generating direct conversations and website traffic. For a university, similar campaign structures can be adapted to admission inquiries, program awareness, open-day registrations and prospect follow-up.



87 messaging conversations • Rs28.39 per conversation



394 link clicks • Rs2.03 per link click

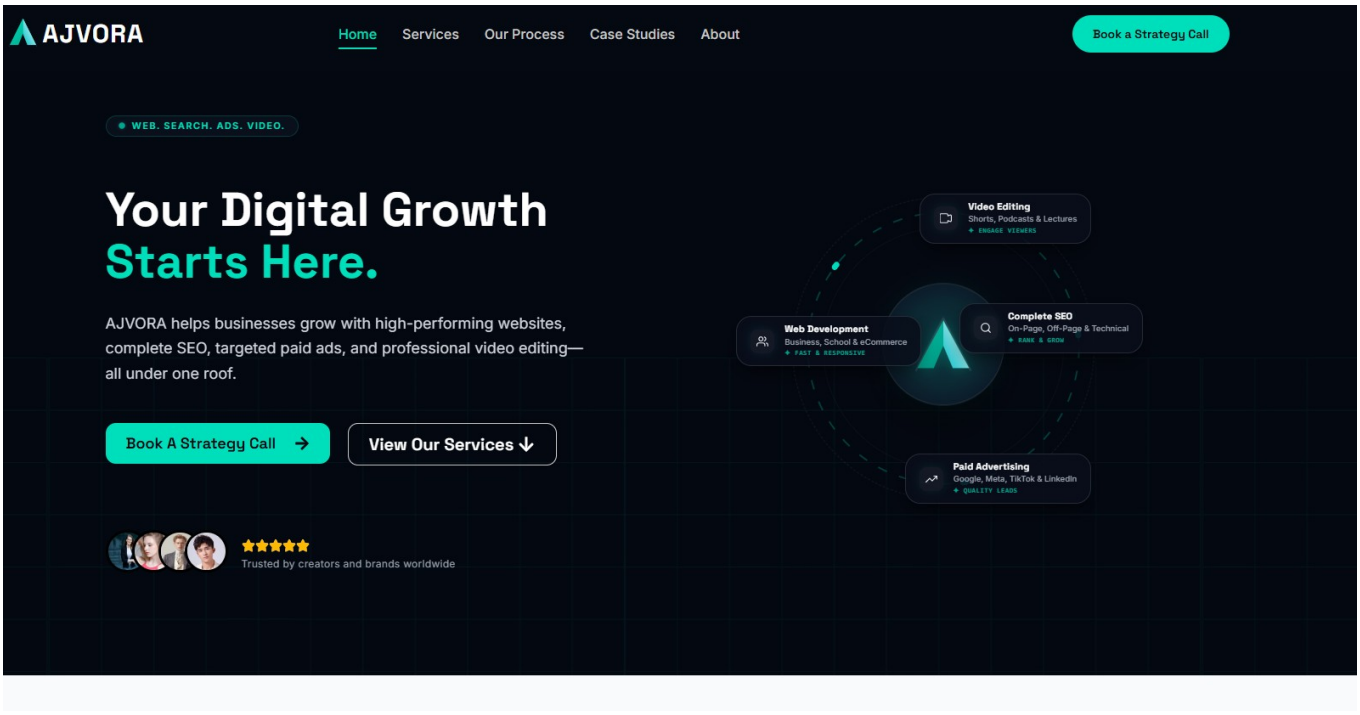


Additional Meta campaign example: 37 messaging conversations at Rs21.56 per conversation.

Important: campaign costs and results vary by audience, offer, season and objective. These screenshots demonstrate execution capability; they are not presented as guaranteed future admission results.

INTERNATIONAL WORKING PLATFORM

AJVORA — Digital Pakpattan team's outward-facing services platform



AJVORA — service positioning across Web Development, SEO, Paid Advertising and Video Editing.

AJVORA represents the team's international-facing service capability. It brings together the same disciplines that are relevant to a modern university growth system: high-performing websites, search visibility, paid media, video production and conversion-focused digital strategy.

6. Proposed Collaboration Areas for Ganj Shakar University

University Concern	How Digital Pakpattan Can Support
Admissions Growth	Targeted Meta/Google campaigns, program-wise creatives, admission landing pages, inquiry generation and campaign tracking.
Social Media Management	Content calendar, reels/short videos, campus stories, student achievements, faculty highlights and consistent brand communication.
Practical Digital Skills	University-based practical workshops/modules in digital marketing, web development, video editing, AI tools, freelancing and paid advertising.
Podcast & University Media	Branded interview/podcast series for leadership, faculty, alumni, students and industry guests; repurposed into short social clips.
Events & Outreach	Professional digital coverage of seminars, admissions

	drives, orientations and university activities.
Joint Programs / Certification	Structured skill programs or workshops where the university and Digital Pakpattan can collaborate on delivery and recognition, subject to mutual approval.

Recommended Starting Model

90-Day University Digital Growth Pilot

- Phase 1 — Audit: current admission funnel, social media, website and priority programs.
- Phase 2 — Build: content plan, campaign creatives, landing/inquiry flow and podcast/event calendar.
- Phase 3 — Execute: targeted admission campaigns + organic social content + selected practical student activities.
- Phase 4 — Review: inquiries, campaign performance, content reach, student participation and next-semester roadmap.

The objective is not only to advertise Ganj Shakar University — it is to build a measurable digital ecosystem that supports admissions, reputation and employable student skills.