



Digital

VERSION 3.0 2024

AGENCY PROFILE

Print

WE MAKE BRANDS
BE MORE VISIBLE & INFLUENTIAL

Electronic

Importance of PR.

"If I was down to the last dollar of my marketing budget I'd spend it on PR!" – Bill Gates

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About Us

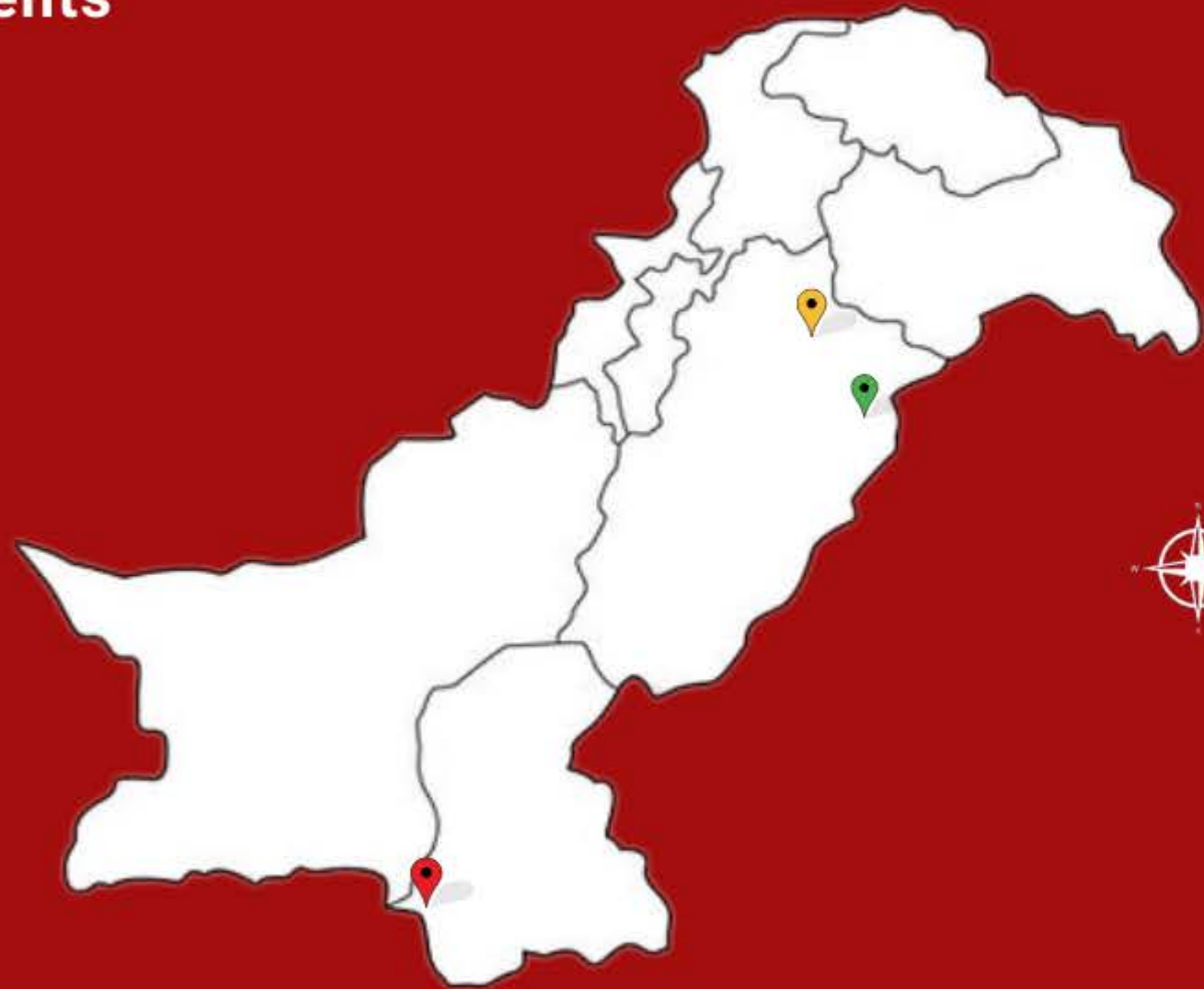
———— We Bring Your Brand To The People And The People To Your Brand.

Founded in 2011, Topline PR is a national, award-winning public relations company with offices in Karachi, Lahore, and Islamabad. As an innovative PR Agency, we provide traditional Public Relations Services, Digital PR Services, and Video Production Services to some of the leading national and multinational clients nationwide.

Built on the foundation of business acumen, experience & right approach, our PR Agency drives exposure, credibility, and awareness to organizations of all sizes and industries to achieve their promotional and marketing goals fill their sales funnel, and grow their brand.



Footprints & Key Clients



A Success Story From Every Industry. —

- KARACHI
- LAHORE
- ISLAMABAD



An Agency With A Vision

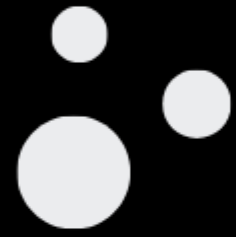
———— Topline PR targets to be the finest employer to work with.

Topline PR will strive to constantly expand its workforce and encourage brilliant and excellent people to work for the company. Subsequently, upon achieving these goals, clients can expect quality and cost-effective services from a diverse, professional, and dedicated workforce.

An Agency on A Mission

———— Topline PR aims to be Pakistan's leading public relations firm by exceeding client expectations with exceptional services.

Topline PR aims to be the leading public relations firm in Pakistan by delivering the best possible services that encompass or even exceed clients' expectations. As a customer-centric PR company, Topline PR aims to help each client achieve prolific advancement and leverage corporate branding.



01

PUBLIC RELATIONS
SERVICES

PUBLIC RELATIONS SERVICES

1. Articles Publication



2. TV Appearances



3. Event Media Coverage



PUBLIC RELATIONS SERVICES

4. PR Distribution



5. Media Monitoring



6. Press Conferences



PUBLIC RELATIONS SERVICES

7. International PR

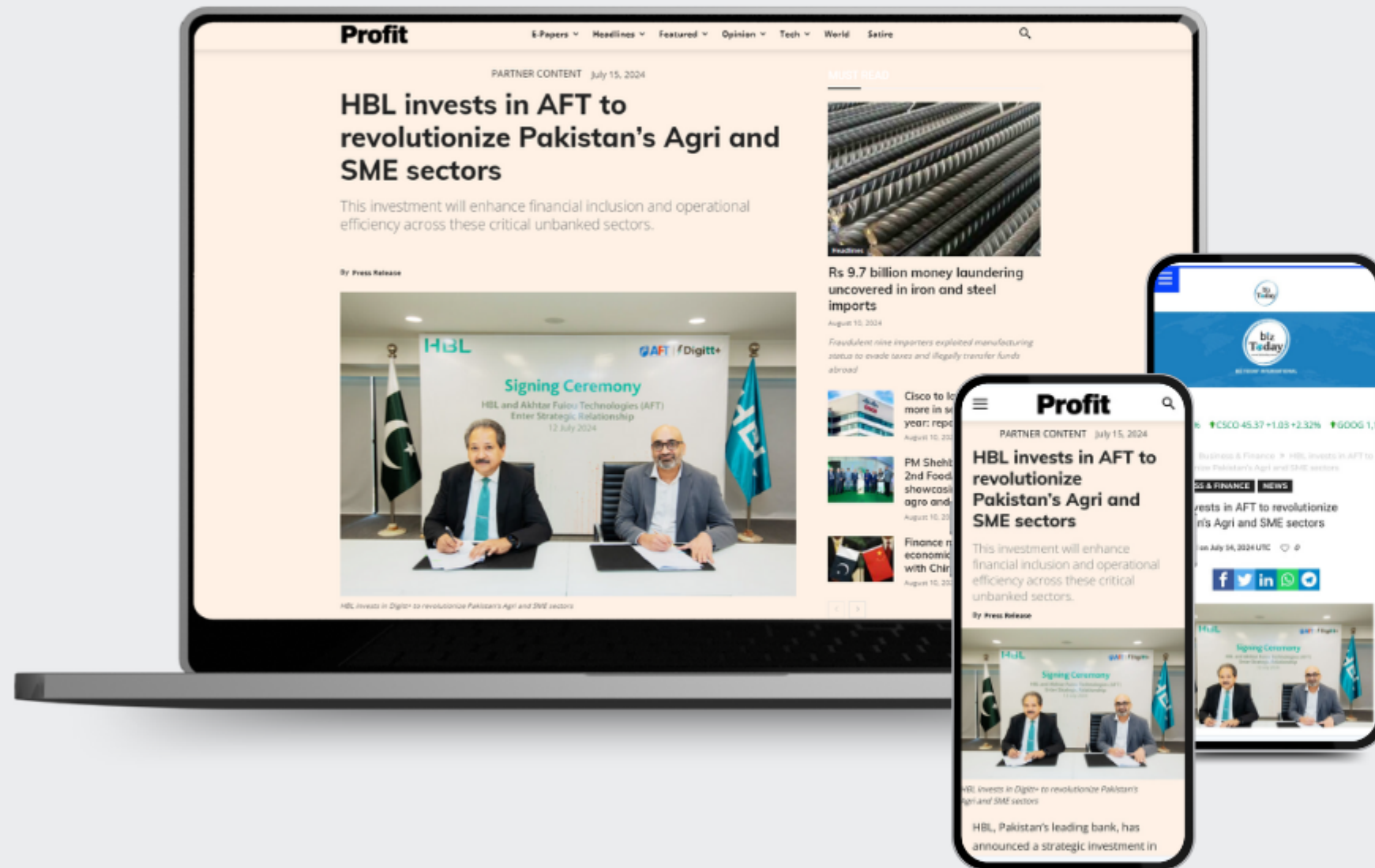


8. Print Interviews



9. Award Nominations





1. Articles Publication

Digital PR service, that builds brand identity, boosts business reputation and increases customer acquisition.

Publishing an article on a news site can offer numerous benefits to businesses. From increased visibility to improved credibility news site can help individuals and organizations reach a wider audience and achieve their goals.

Topline PR has the best rates for sponsored articles and publications on news websites such as Dawn.com, Express Tribune, The Nation, Business Recorder, Profit Magazine, Daily Jang.com, Nawa I Waqt, ProPakistani, Startup Pakistan, etc.

Why Publish Articles?



Promotion & Credibility #1

Articles publication on news sites or blogs is one of the fastest and reliable ways of promoting brand, service, individual or an organization.

SEO & Social Verification #2

By publishing articles about your brand, product or service with back link, provides quality traffic to your site as well as increased domain authority.



Immigration Purpose #3

People who wish to immigrate to US, Canada, UK, Australia and Europe on permanent residency pathways require at least 8 to 10 articles publications in credible news sites.

Few of the Publications We Work With.

Online Publications of Print Newspapers



and 50+ more publications

News Websites of News TV Channels



and 25+ more publications

Online News Publishers



and 100+ more publications

Why Chose Topline PR?

Largest Database of News Sites #1

Topline PR has the largest database of News websites in Pakistan that are credible, have high website visitors traffic, performs well on news.google.com, and high domain authority.

Best Rates (Guaranteed) #2

We have the best agency rates of news websites. This has happened due to our bulk volume business with the publications and long business relations.

Fast Service with Perfection #3

Due to our continued business, Topline PR is always a priority for news websites. We have fast communications channels, and support team ready to accomodate our orders on urgency. Our article publication turn around time is 1 to 3 days. That is fastest in the industry.

Technical Support #4

Articles publication staff at Topline PR is well versed in publication technical requirements for different types of campaign such as promotional articles or articles for SEO / Social Media Verification / Immigration submission etc.



2. TV Programme Appearances

Appearance in TV channel programmes is one of the most effective ways of branding yourself or your business. This gives you immediate reach to the masses, builds the brand image, results in B2B collaboration, and increase leads or even sales.

Our TV Programme Appearance service includes,

- Pitching Media Contacts for TV Appearances.
- Lining up TV Appearance.
Counseling Client about TV Programmes, Anchor, and Channel.
- Getting TV Appearance integration smoothly.
- Providing Client with Recording of the Programme.

3. Event Media Coverage

———— We employ the best strategies for tailoring your event for optimal media coverage.

With all the time and effort required to plan an event, you'll want it to make the headlines in both Electronic and Print media. Getting press to attend your event impresses your clients, builds brand awareness and positive media coverage.

Topline PR can get the right media attention for your event. Our Event Media Coverage service includes,

- Develop Relevant Targeted Media List.
- Pitch Early & Efficiently to Electronic & Print Media.
- Receiving and Guiding Media for Best coverage.
- Follow Up with Media.
- Media Monitoring and Reporting to Client



4. Press Release Distribution

We Distribute the Right Message to the Right Audience at the Right Time.

Get your press release published in top Print and Digital publications such as Dawn, Express Tribune, The News, The Nation, Business Recorder, Jang, Express, Nawa i Waqt, Khabrain, ProPakistani, Startup Pakistan, UrduPoint, Hamari Web, and many more!

We provide the following services,

- Press Release Writing
- Press Release Translation
- Press Release Distribution
- Follow Up with Publications.
- Media Monitoring
- Reporting to Client.



5. Media Monitoring

Keeping track of media, whether it is electronic or print is imperative for any organization or business in today's technology-driven world to keep track of its reputation. Topline PR, Keeps you up-to-date with all media mentions with its comprehensive solutions that cover media monitoring and reporting.

We provide the following media monitoring services,

- Electronic Media Monitoring
- Print Media Monitoring.





6. Press Conference Management

Topline PR designs your Press conferences to get positive coverage of an announcement by your organization. This announcement may include a new policy, product, or service, or be an effort to limit negative coverage of a problem or disaster.

We provide the following press conference management services,

- Finalizing and Reserving Venue.
- Develop Relevant and Targeted Media List.
- Sending Invitations to Electronic & Print Media.
- Receiving and Guiding Media.
- Follow Up with Media for Coverage.
- Media Monitoring and Reporting to The Client.



7. International PR Distribution

————— Share your brand’s message with the world.

Let Topline PR help you navigate global language and cultural rules with ease and reach influential news websites around the world. We provide distribution to 170 countries in more than 40 languages and offer local and regional media expertise to help you best engage with each region's audiences.

Global Reach ——— Distribute your content globally to maximize your communication strategy and increase brand awareness with your targeted audiences.

Preferred Languages ——— Make it easy for your readers to connect with you by sharing messages in the preferred language of your specific audience with professional translation services.

8. Print Interviews

Print media has been the number one advertising method for centuries – yet no new media has been able to challenge the still-rising popularity of print media among its consumers as well as among wise advertisers and marketers. The main reason for this is that print media is one of the most trusted ways of communication and one of the cheapest ways to reach a broad audience fast.

We provide the following print interview services,

- Pitching Media Contacts for Print Interviews.
- Lining up the Print Interview.
- Smooth Execution of the Interview.
- Provide the Client with Print Interview Clipping.
- Promoting the Print Interview within Media Circles for more Inbound Coverage.



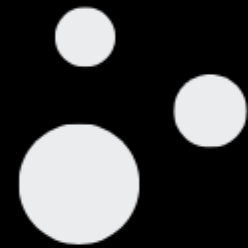
9. Award Nominations

— Building Credibility and Inspiring Innovation The Importance of Industry Awards to Propel Growth

Business awards are a fundamental part of the B2B and B2C PR toolkit as they endorse a product, a service, or company culture and publicly recognize its value within different industries. Securing industry-related awards puts your brand in the limelight and gives an extra edge of credibility and authenticity. It builds customer's trust.

Our approach to award entries includes:

- Recommending Award.
- Checking Eligibility.
- Fulfilling all Entry Requirements.
- Promotion of Successful Shortlisting & Wins.



02

DIGITAL PR
SERVICES

DIGITAL PR SERVICES

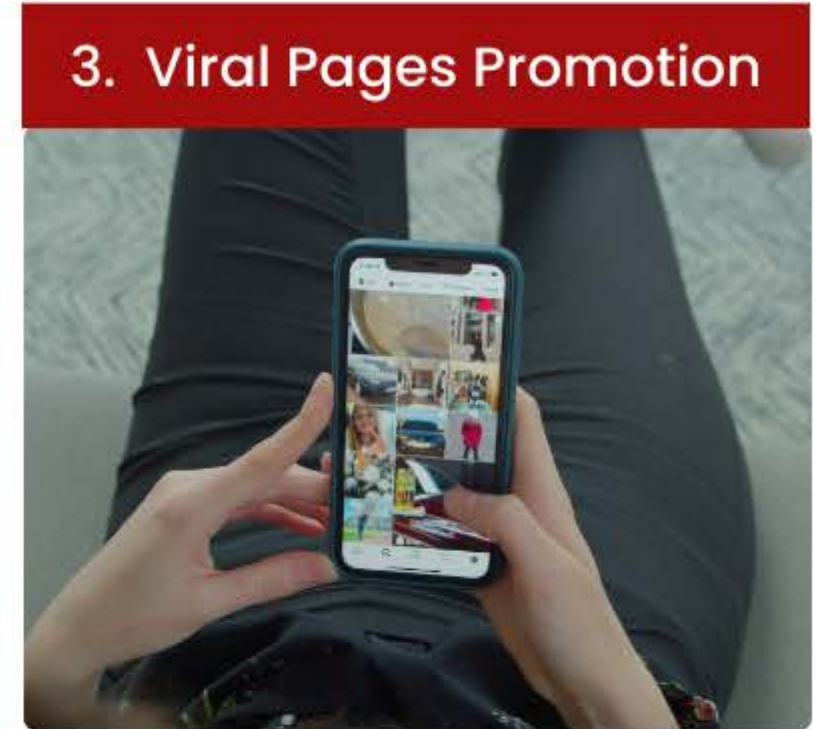
Digital PR service, that builds brand identity, boosts business reputation and increases customer acquisition.



1. Articles Publication



2. Influencer Marketing



3. Viral Pages Promotion



4. Podcast Integration



5. Celebrity Endorsements



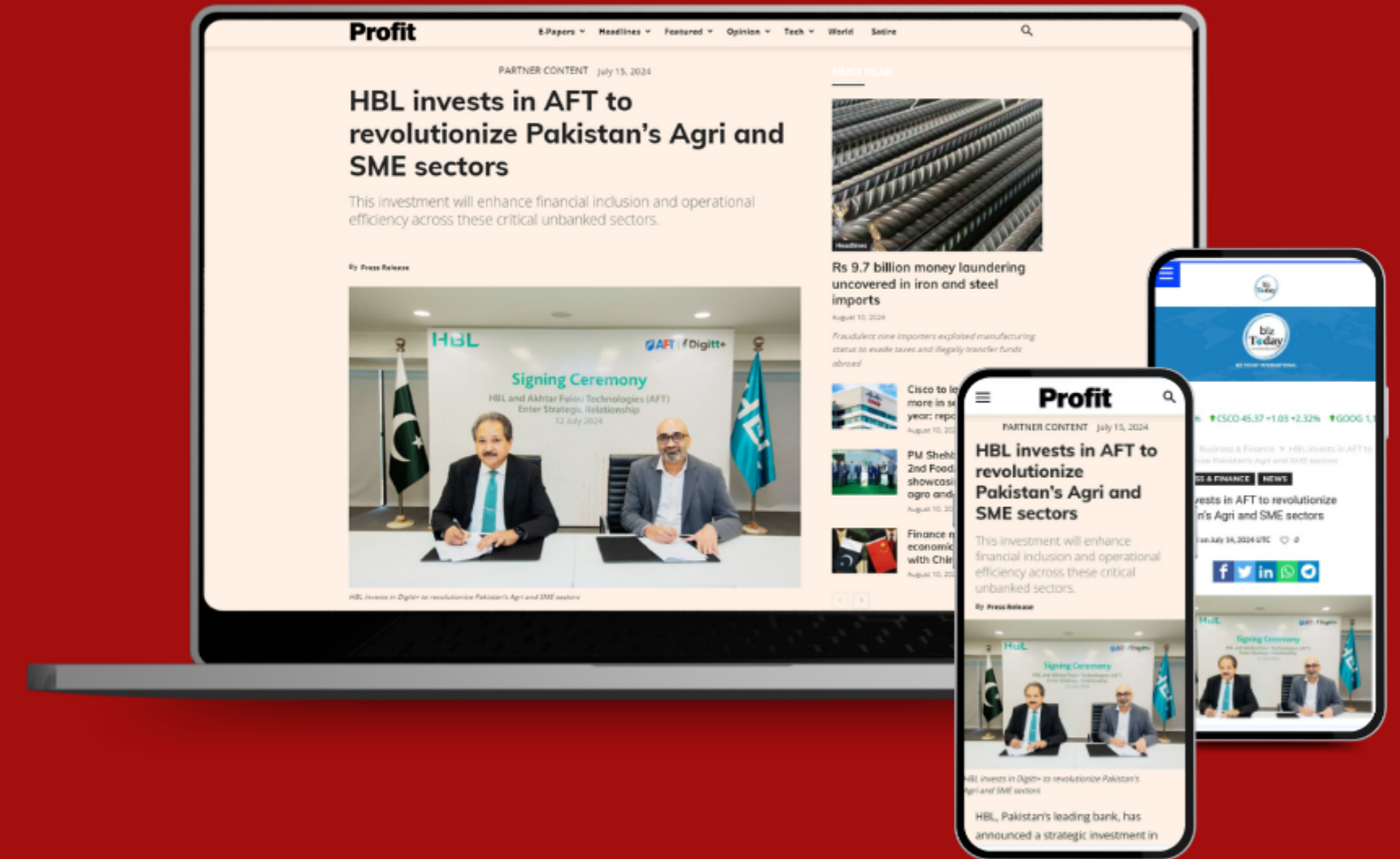
6. SEO Services

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2. Influencer Marketing

— We develop and execute creative influencer marketing strategies to amplify your brand story at scale and reach millions of people.

Our influencer marketing experts unite brands with top content creators, social media influencers, celebrities, and vloggers with targeted audiences for executing award-winning influencer marketing campaigns.



Our Influencer Marketing Services



1. Endorsements or UGC Content

We will set guidelines, manage expectations, and ensure that influencers follow all disclosure rules, create excellent content, and post it on time.



2. Outlet Visit or Store Launch

We will find the most relevant influencers and invite them to your events such as store launches, corporate events, franchise openings, and restaurant launches.



3. Product Reviews

We will find the most trustworthy influencers to create detailed product reviews and promote them.



4. Content Promotion

Topline PR will Promote your content through influencers that will add credibility and authority to your brand. When an influencer shares your content, their endorsement carries weight and enhances trust among your target audience.

3. Promotion Through Viral Social Media Pages

Brand promotion by Top Social Media Pages on Facebook, Instagram, YouTube, and TikTok is one of the fastest and proven ways of reaching the target audience, building credibility, raising brand awareness, and generating serious leads.

The process is simple and cost-effective. The client provides us with static or video promotional material with a Caption, hashtag, and the client's page. Topline PR then shares this content with the desired social media page. After the page has posted the content on their social media, we share the link with the client. The client again reposts on his/her Social Media such as Facebook and WhatsApp. In a few cases, our clients found this promotional channel more effective than influencer marketing.



Social Media Pages We Work With



1. News Pages

Few of the news pages where we get our client's content post,

- Geo.TV (27M Following)
- ARY News (26M Following)
- Dawn.com (4M Following)
- Express News (19M Following)
- Dawn News (17M Following)
- Urdu Point (20M Following)
- ProPakistani and 100+ Pages



2. Fashion and Lifestyle Pages

Few of the Fashion and Lifestyle pages where we get our client's content post,

- FHM Pakistan (3M Following)
- Diva (2.5M Following)
- Ok Pakistan (2M Following)
- Peoples Magazine (2M Following)
- Runway Pakistan (21M Following)
- Niche Lifestyle (1M Following)
- Paperazzi and 100+ Pages



3. Viral Pages

Few of the Viral Pages where we get our client's content post,

- Bindas Log (5.2M)
- Esaholic (2.4M)
- The Humorists (2.3M)
- Awami Web (2.5M)
- Karachi Track (1M)
- Just Pakistani Things (1M)
- True Pakistan and 100+ Pages

3. Podcast Integration

Being featured on a podcast can help set you apart from competitors and provide your company with greater respect within the industry.

Topline PR has excellent connections with all major podcasters in Pakistan.

We provide the following podcast integration service,

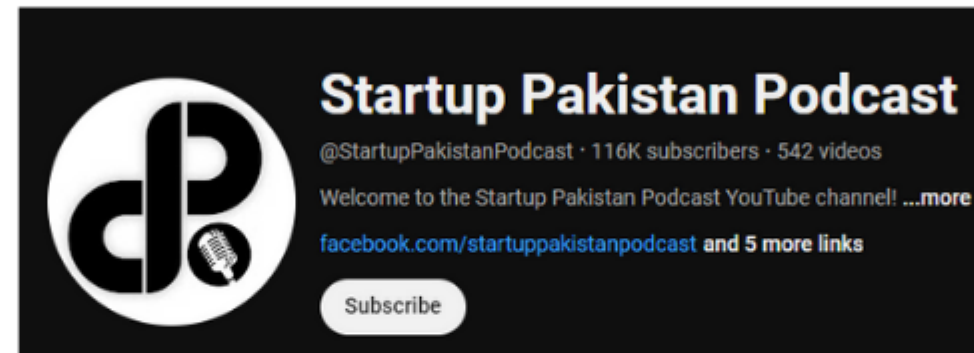
- Suggesting podcasts
- Rates negotiations and coordination.
- Supervising podcast integration.
- Sharing podcast links with the client.



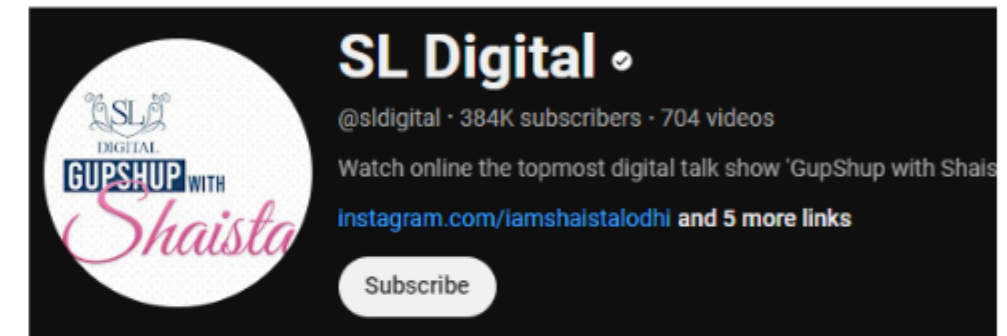
Few of the Podcasts We Work With.



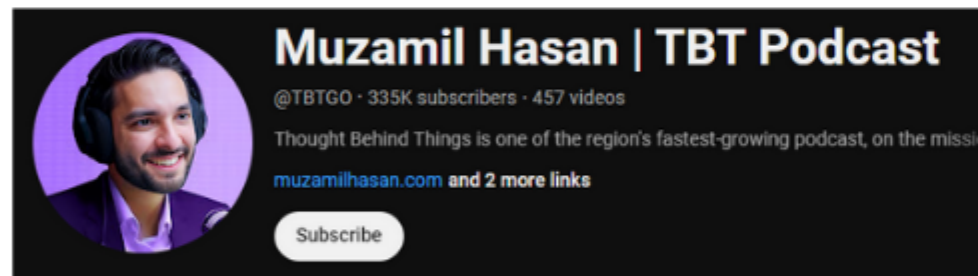
Junaid Akram •
 @GanjiSwag · 1.18M subscribers · 1K videos
 Comedian ...more
[instagram.com/ganjiswag](https://www.instagram.com/ganjiswag) and 2 more links
 Subscribe



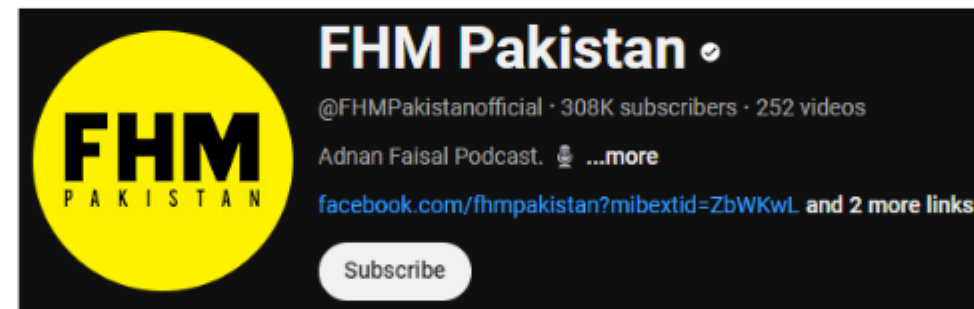
Startup Pakistan Podcast •
 @StartupPakistanPodcast · 116K subscribers · 542 videos
 Welcome to the Startup Pakistan Podcast YouTube channel! ...more
[facebook.com/startuppakistanpodcast](https://www.facebook.com/startuppakistanpodcast) and 5 more links
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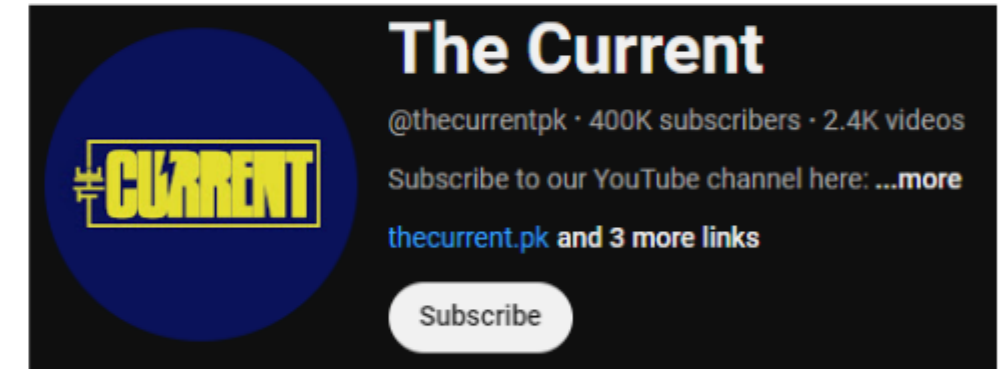
SL Digital •
 @sldigital · 384K subscribers · 704 videos
 Watch online the topmost digital talk show 'GupShup with Shaista'
[instagram.com/iamshaistalodhi](https://www.instagram.com/iamshaistalodhi) and 5 more links
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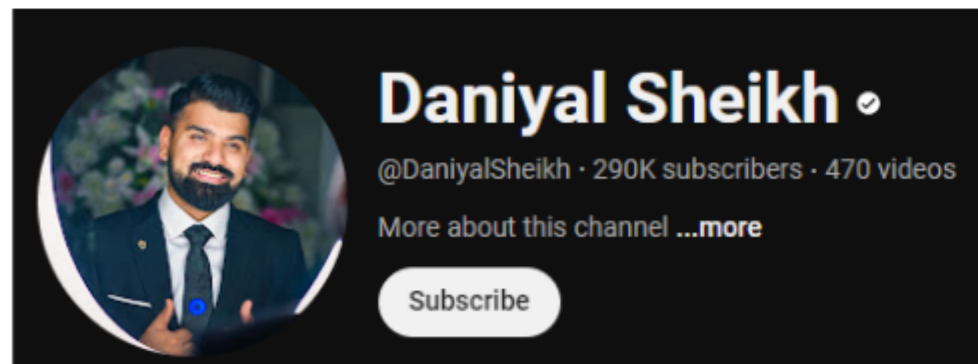
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 Thought Behind Things is one of the region's fastest-growing podcast, on the mission to...
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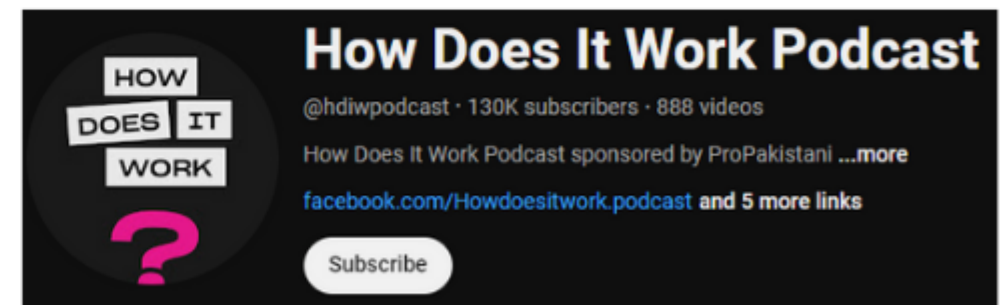
The Current
 @thecurrentpk · 400K subscribers · 2.4K videos
 Subscribe to our YouTube channel here: ...more
[thecurrent.pk](https://www.thecurrent.pk) and 3 more links
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Daniyal Sheikh •
 @DaniyalSheikh · 290K subscribers · 470 videos
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How Does It Work Podcast
 @hdiwpodcast · 130K subscribers · 888 videos
 How Does It Work Podcast sponsored by ProPakistani! ...more
[facebook.com/Howdoesitwork.podcast](https://www.facebook.com/Howdoesitwork.podcast) and 5 more links
 Subscribe

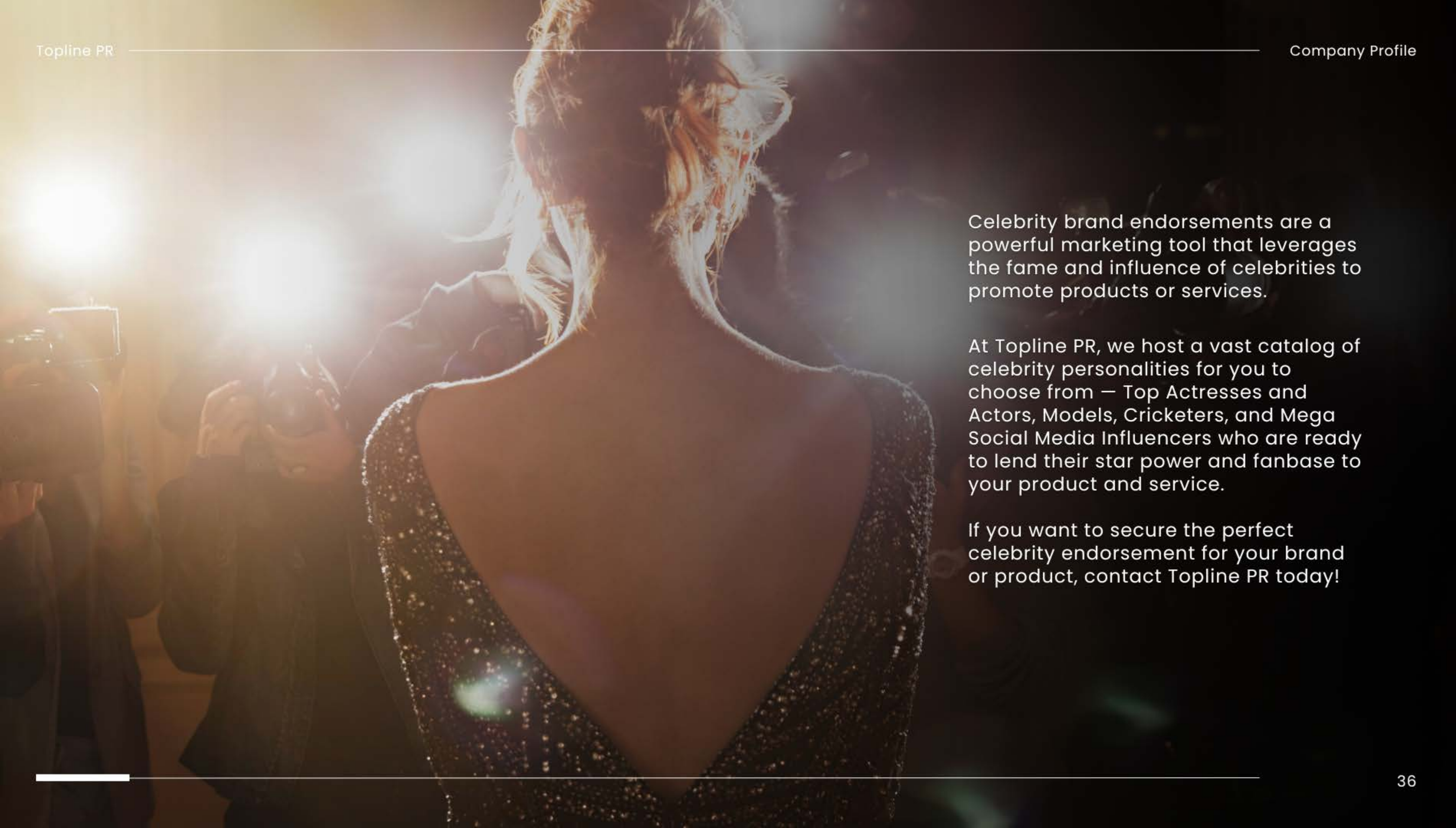


4. Celebrity Endorsements

— Amplifying brands and captivating consumers.

We provide the following celebrity endorsement services

- Suggesting Celebrities or
- Coordination with Desired Celebrity.
- Negotiating Best Rates.
- Coordination and Contract Signing.
- Activity Execution Supervision.



Celebrity brand endorsements are a powerful marketing tool that leverages the fame and influence of celebrities to promote products or services.

At Topline PR, we host a vast catalog of celebrity personalities for you to choose from — Top Actresses and Actors, Models, Cricketers, and Mega Social Media Influencers who are ready to lend their star power and fanbase to your product and service.

If you want to secure the perfect celebrity endorsement for your brand or product, contact Topline PR today!

5. SEO Services

We offer professional SEO services that will help you outrank your competition and grow your business online.

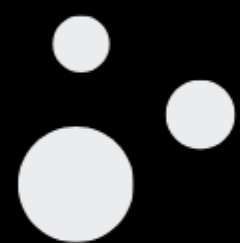
To be found on 1st page on Google is the best form of Digital PR. It gives authenticity, more traffic, and genuine inbound leads that are serious.

Our tried-and-true SEO techniques and practices have resulted in many success stories for clients

We provide the following SEO services,

- Keyword Research & Strategy
- Link Building
- Technical SEO
- Local SEO
- On-Page SEO
- Off-Page SEO
- SEO Optimized Content Writing





03

Video Production
SERVICES

Video Production Services

Hook Your Audience with Soulful, Meaningful & Powerful Videos.

Incorporating videos into your communication strategy can be a highly effective way to enhance engagement with both your internal teams and external audiences. Videos have the unique ability to distill and simplify complex and lengthy documents, such as training manuals, reports, technical guides, and policy documents, into concise and visually engaging content that can help enhance understanding and retention.

Our Video Production Services



1. Social Media Videos

Our Social Media Video Services include,

- YouTube / Facebook and Instagram Ads
- UGC Videos for Social Media.
- YouTube Shorts
- Facebook / Instagram Reels
- Videos for Social Media Statuses



2. Corporate Videos

Our Corporate Video Services include,

- Company Profile Videos
- Conferences and Seminars Video Production
- Product Launch Videos
- Award Ceremonies and Gala Dinners Videos
- Executive Interviews Filming.



3. TVC / Commercials

Our TVC / Commercials services include,

- V Commercials Video Production
- Online Ads Film Production
- Longform Ads Film Production
- Branded Content Videos



4. Documentaries

A well-crafted business-focused documentary can significantly enhance employee camaraderie and confidence, boost your credibility with customers, and provide a powerful platform for self-reflection and operational improvement.

Testimonials



Ishrat Hussain

Former Governor State Bank of Pakistan.

I wish team Topline PR best of luck.
You guys are creative and innovative.
I support you and endorse you.

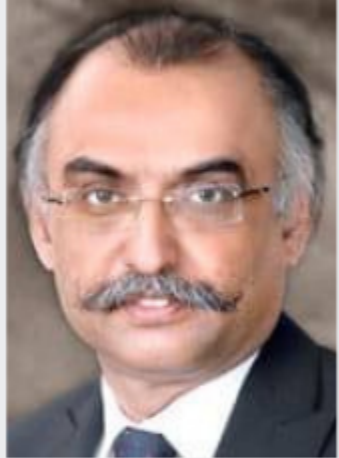


Arif Habib

Chairman, Arif Habib Group

I am happy to see Topline PR progress.
You guys will also dominate Digital PR
arena after your success in Traditional
Public Relations Services. I am confident
that you will raise the standard of both
conventional and Digital PR.

Testimonials



Shabbar Zaidi

Partner, AF Ferguson

I wish team Topline PR best of luck for their all initiatives. They are the team of innovators, hard workers and well connected with media and novelty of the society.



Shahnaz Wazir Ali

President, SZABIST University

Since 2012, Topline PR team has leveraged the power of the internet to expand Public Relations reach beyond previously traditional sources and continues excel in what they are really good at. Topline PR's team is consisted of consummate professionals - a respected sounding board for issues including communications, reputation and business strategy.

Testimonials



Dr. Mirza Ikhtiar Baig

Founder, Baig Group of Industries

Topline PR has already proved its strength in Conventional Public Relations. Now they have entered in Digital PR arena. I wish them best of luck and hope they will perfume as per their past track record.



Amin Hashvani

Partner, Hashoo Group

The team Topline PR is a diverse crew of acute listeners. Their talents naturally extend to the other requisite areas – artistic design, technical expertise, professional network, etc. – They also have unique ability to perceive the nuances of a firm's culture and deliver a product that enhances that image in the public realm.

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