4M

We're a web marketing agency. We help brands make new friends. Peruse our profile

See Our Approach

Attract   Engage   Transact   with love

The "Modern Marketing Cycle" is the foundation of our approach. You start by exploring your brand, and then begin designing around it. Promote what you've designed, and then engage social media to get the word out and get feedback from your audience. Then, based on what people are telling you, take another look at your brand…

Peruse our work online: www.4mdesigners.com/portfolio - you'll be glad you did.
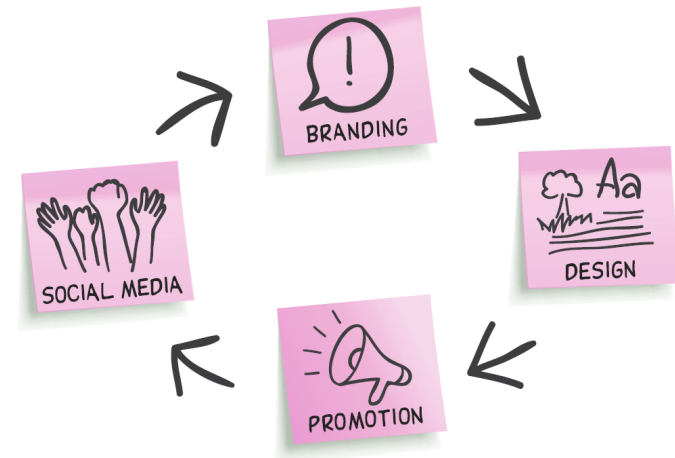
Branding & Design Services

Branding & Design services include company naming, logo design, web design, graphic design, print design, corporate identity, interface design, and other ways to visually execute on your brand message.

Development Services

Development services include custom web applications, ecommerce sites, content management system implementation and creating CMS from scratch.

Promotional Services

Promotional services include advertising, search engine optimization, email marketing, viral marketing, and other methods for getting something to the masses.

Social Media

Social media includes blogging, podcasting, online video, Facebook, Twitter, and other ways to build relationships around your brand and your promotional activities.

Branding ("Your brand is your uniqueness.")

Focus your marketing.
Give people a crystal-clear picture of your company, its culture, and its emotional appeal to give your marketing budget a powerful focus. Keep in mind, though, that being simple and memorable is harder than you might expect!

Be remarkably different.
Empty words like "quality" and "customer service" don't cut it anymore. A strong brand identity illustrates your uniqueness and strengths to your target customers. Get inside their heads and find out what really matters to them.

Get a personality.
You're human. You know you're human. Your customers know you're human. Your vendors know you're human. So why have you been hiding behind a soulless corporate front? Let your customers meet the humans behind the logo!

Build a tribe. Marketing isn't about "us vs. them." It's about "us and more of us." Focus on building a community instead of a customer base, and you'll grow a tribe of dedicated enthusiasts and brand missionaries (i.e., a free marketing department!).

CASE STUDY

VAYA VIVA
4M helped this UK based fitness company discover its true self, and created a visual language to express that identity.

CASE STUDY

LYNCHPIN
4M designed a visually appealing and memorable visual identity.

CASE STUDY

CYBEX NETWORKS
4M composed the corporate tagline for Houston based IT company and designed a sleek company identity.

Design ("Design isn't art. Design is design.")

Focus on goals, not opinions.
Colors, typography, layout, and other elements of design have specific psychological effects on people. By clearly identifying your goals, and then figuring out how best to visually achieve them, you can really get down to business.

Cut away the fat.
Everything you put on a page distracts from everything else on the page, so if you want people to notice, you've got to make it powerfully simple. Pick the most important points and design around them. One strong message beats a boatload of weak ones.

Get Technical.
Web design requires knowledge of usability, accessibility, eye-tracking, server maintenance, stylesheets, interface patterns, etc. Print design requires insight into papers, inks, color mixing, the printing process, etc. There's way more to design than just looks.

Be practical and sexy.
You can be as strategic as you want, but it'll be hard to swallow if your marketing looks like crap. Balancing aesthetics and strategy creates a powerful one-two punch that will help you outshine your competition, win the client, get the girl, and ride off into the sunset.

CASE STUDY

IMRAN KHAN CANCER APPEAL
4M helped this non-profit organization raise its donation level, and delivered the clean, usable and bold website that delivers.

CASE STUDY

AVARI HOTELS LIMITED
Avari was suffering from soulless website, so we designed a new one that communicates the right message about Avari Hotels.

CASE STUDY

SIUT
Their site had no appeal; 4M put together the visual design and brought creativeness to their website that is in line with what they do.

Development ("Scalable Functionality nourishes the design")

Be Scalable
You grow, your content grows and certainly your content needs the right place & protection. System needs room to accommodate the ever-growing content. Success is in strategic planning of your web application that gets you clear road map.

Get Functional
Give your end-users the right functions using your web application, its accessibility, its usability, its intuitiveness that reduces the mind stress and meets your users' expectations and needs to the fullest.

Be effective
Effectiveness comes from integration, how the system communicates with its primary and secondary processes. Success comes in packet once you have the leverage to do more with your web application.

Leverage your precious time
Expend a certain amount of energy to accomplish multiple tasks on your web with minimal time at no extra programming skills. Objective is to save energy so you can focus on the most important parts of your business.

CASE STUDY

AVARI GOLD
4M automated Avari Gold's dining program by putting together a robust web application that manages their business operations.

CASE STUDY

STARVING ARTIST PROJECT
Trinidad and Tobago based company acquired 4M's services for an online collaboration portal for artists.

CASE STUDY

PLAY TV
4M designed user-centric website with comprehensive CMS for online management of TV channel (Schedules/Videos/Audios).

Promotion ("You've built a better mouse trap. Now what?")

Don't persuade. Embrace.
Some people think that marketing is about manipulating people into buying things. It's not. It's about finding the people who would want to buy your product or service, and then showing them clearly what a great fit you are for them.

Highlight your website.
The Web is the cheapest, fastest, and most measurable marketing medium known to man. Put it at the center of your campaign, and use other media to drive people to the site. You'll get better responses from your customers, and a higher return on your investment.

Get real about SEO.
The bad news is that you're not going to rank #1 for the biggest keyword your first month out. The good news is that you don't have to. There's more to SEO than meta tags, and you can do great things online by studying real-world search engine strategies and tactics.

Be remarkable.
Seriously. The easiest way to get people talking is to be remarkable; i.e., worth remarking about. What do you do that nobody else does? Do something unique, and do it amazingly well. (Finish this sentence: "We are the only…")

CASE STUDY

AVARI HOTELS LIMITED
To help get this family-owned hospitality business moving in a difficult economy, 4M set up a highly-targeted SEO campaign.

400% traffic increase
Time spent on site increased by 150%

CASE STUDY

6IXMIX INTERACTIVE
To help them attract and capture leads, 4M has built multiple e-mail campaigns (including landing sites, forms, etc.)

100+ qualified sales leads per email campaign

CASE STUDY

IMRAN KHAN CANCER APPEAL
This non-profit needed help generating the donations online. We helped them raise 1 Million dollars of donation online.

Donations figures from 0 to over 1 Million USD

Social Media ("You've built a better mouse trap. Now what?")

Get in the conversation. People are talking about you whether you're in the conversation or not. They're sharing experiences, trading reviews, and singing your praises (or lamenting your flaws). Wouldn't you rather see it, respond, and actively participate?

Don't hide behind your brand. Nobody cares about corporate anymore. Companies relying on textbook marketing are being left in the dust. With the advent of Twitter, Facebook and other social media platforms, your customers are increasingly expecting to find real humans behind the corporate façade.

Tread carefully. As with anything else involving groups of people, social media is a subtle, complex, and sometimes mysterious institution. Before you jump in and start pitching, take some time to test the waters, learn the norms and conventions, and make sure you're not stepping on toes.

Turn customers into an R&D lab. You can get nearly instant feedback through social media, allowing you to test and improve your messaging, get new ideas from your fans, and try out fresh approaches to old problems. (It kinda makes all other forms of marketing look pretty outdated, huh?)

ONLINE ADVERTISING

One window solution to your online media advertising needs. 4M delivers value added services such as banner design, landing pages, capture leads and detailed reporting of campaign, and expert analysis of the results.

CAMPAIGN MANAGEMENT

From Facebook to Twitter, Google to Yahoo – we manage & control well-targeted online campaigns that deliver your messages to the people who are hungry for those messages.

BLOGGING

This is a buzz creator! We write and publish stories that people share with their friends and family with the click of a button. Blogging services include custom blog design, blog post writing, blog optimization and customization.

Let's Talk Details…

How much does 4M charge?
Pricing depends on the complexity of projects. Terms are flexible and are focused on maintaining strong relationship with you.

How fast can you deliver proposals?
Proposals are sent within 8 hours (sometimes even quicker). Large sized projects obviously need more time

How soon can you start?
We can have the kick-off meeting within a week, and be actively working on the project no later than a week after that. (Probably sooner.)

How projects are managed?
Each project is assigned a dedicated project manager, regardless of its size. Project manager collaborates with designers, programmers and with you using online project management tool. We use Activecollab. This gives you ease of mind and gives us a good client in the shape of you!

When will it be done?
It depends on the project, obviously! Call us at *0092-21-3-221-4110* (or e-mail us at *contact@4mdesigners.com*) to let us know what you have in mind, and we'll let you know when it'll be done.

Show me your work
You can peruse our portfolio online at
http://www.4mdesigners.com/portfolio

What's the first step?
We'll have a kick-off meeting (or video conference) so everyone can get to know each other, and so we can gather detailed information about your business situation and goals.

Tell me quickly how you can help me?
We can help you with naming, branding, design of any kind (web or print), web development, ecommerce, web application development, email marketing, search engine optimization, online marketing, corporate presentations, online marketing training and web storage.

Our Friends ("Few of the many.")

Our Friends ("Few of the many.")

LUNAR ESTATE

Ammico
Passion for Excellence

atmark design

exquiseat
food

47

K2 Builders
...Build Your Dream

RL

Dubai
cosmetic surgery

acexs.com

GK
MARKETS

SHINE UTILITIES

OMNIVEST
online forex

m·m

THEATRE
TICKETS DIRECT

ParimaTex group

MEHRAN BRAND

Norvida

Teledata
Pakistan

aiAttributes
applying intelligence

Freight it

TradeSignals

MRA
M.R.A. SECURITIES (PVT) LTD

Q. What is an Agency, Anyway?

A. An "agency" does a whole lot more than simply provide a service. They get actively involved in your business and work on your behalf to accomplish your business goals. An agency is an extension of your own organization.

Basic differences you should be aware of before beginning a relationship with us:

SERVICE PROVIDER	AGENCY
"Them" (outsiders)	"Us" (part of your organization)
Performs a specific tasks upon request	Proactively handles a general area of responsibility (which may include specific projects) on behalf of your organization
Gets a surface level idea of your company by asking questions	Gains a deep understanding of your business goals, clients, company culture, financial model, and long-term plans
Does only what you ask them to do	Figures out what you really need, makes suggestions, and complete tasks
Focused on deliverables	Focused on overall business goals
Does the work	Does the work, then sticks around to support, promote, and extend it over time
Limited to in-house talent - any additional professionals will need to be located and hired by your company	Brings together in-house talent, service providers, freelancers, and others to create a robust dream team for each project
Project-focused	Relationship-focused

Give us a call. We love to chat. +92-321-23-23-717

this is your chance - you speak, we listen

Email us: contact@4mdesigners.com

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