



# Market Pro's Marketing Strategy Boosts Programmer's Force **Total Followers by 146%**

# Programmers Force: Groundbreaking AI Solutions for the World

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Programmers Force, founded in **2016**, aimed to revolutionize Pakistan's tech landscape by leveraging the power of AI. As Pakistan's first AI-powered tech firm, they empower organizations with data solutions, facilitating growth in the dynamic global world.

Having a global team of over 1,000 problem-solvers, Programmer's Force is a leading AI firm with a presence in over **12 locations** and offices spanning *USA, France, UK, and Pakistan*. Their AI solutions are making a positive impact in **150+ countries**. From tackling complex business challenges to delivering top-notch AI-backed solutions and products, they're committed to excellence.

## Digital Marketing Challenges by Programmers

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PF's official social media pages had slow engagement growth, resulting in minimal reach for their posts. This, in turn, led to a low number of job applications received when sharing open positions. Additionally, the follower base was geographically concentrated, limiting their reach to potential candidates globally.

### Social Media Marketing

**Target Audience:** Identifying and reaching the ideal target audience on the right social media platforms was difficult. Understanding which demographics and interests to target was crucial to uplift their social media strategy.

**Measurement and Tracking:** Measuring the success of their social media marketing efforts was complex. Tracking metrics like reach, engagement, and website traffic generated from social media would be essential to understand what's working and what's not.



## Search Engine Optimization

**Competitive Landscape:** Depending on PF's industry, ranking organically for relevant keywords was competitive. This required ongoing SEO efforts to improve their website's ranking in search results.

**Technical SEO Issues:** Their website's technical SEO wasn't proper, that made it difficult for search engines to crawl and index their content effectively. This involved issues with website structure, page speed, and mobile-friendliness.

**Content Strategy:** Creating high-quality, informative content that is optimized for search engines is crucial for SEO success. PF was unable to identify relevant keywords and create content that targets those keywords while also providing value to their audience.

**Backlink Building:** Building backlinks (links from other websites to PF's website) is an important factor in SEO. However, acquiring high-quality backlinks was challenging and time-consuming.

## Market Pro's Marketing Results

### Social Media Marketing

- **Target Audience:** Market Pro has identified a more precise target audience, potentially leading to a **25% increase** in the number of relevant followers.
- **Measurement and Tracking:** By tracking social media metrics, Market Pro has shown a **50% rise** in engagement (likes, comments, shares) on PF's social media posts.

### Search Engine Optimization (SEO)

- **Competitive Landscape:** Market Pro's strategy targeted keywords, resulting in a **15-20% improvement** in PF's website ranking.
- **Technical SEO Issues:** By fixing technical SEO problems, Programmer's force has seen a **10% increase** in website traffic driven by search engines.

## Overall Impact

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Social media and SEO strategies lead to a **25% rise** in brand awareness for PF, attracting more qualified job applicants and potentially increasing website **traffic by 30%**.

## CEO Feedback

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Market Pro's work has demonstrably improved PF's online presence. The **50% increase** in social media engagement and **25% rise** in brand awareness are impressive results. We are positive that their refined social media strategy and implementing a comprehensive SEO approach will further enhance brand awareness, attract qualified job applicants, and increase website traffic.

*Khurram A, CEO at Programmers Force*





# MarketPro

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Why turn around now when you've come so far? Let's talk if you need help in achieving your marketing goals or simply want to learn more about what we do.