

Leveraging Social Media for Islamabad Tax Services & Consultant



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MBA

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Bahria University Islamabad

Fall 2025

Majors: MKT

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Completion Letter



ISLAMABAD TAX SERVICES AND CONSULTANTS
(Private) Limited

Completion Letter

This is to certify that the project report entitled "Leveraging Social Media of Islamabad Tax Services & Consultant" by M. Daniyal Sattar & Osama Abdur Rehman (01-321242-040 & 01-321242-024), submitted in partial fulfillment of the requirements for the degree of Masters of Business Administration from Bahria University, Islamabad, Pakistan, during the academic year 2024-2025, is a bona fide record of work carried out under my guidance and supervision.

The project was undertaken with the objective of bringing a positive change and improvement in the social media presence of Islamabad Tax Services & Consultant, and the work presented in this report is original and completed under my permission.

Designation: Chief Executive Officer


Name: Mr. Shahjahan Bhutta


Name of Project Organization: Islamabad Tax Services & Consultant Pvt Ltd


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Acknowledgement

We would like to give our utmost thanks to Islamabad Tax Services & Consultant, which offered the chance to take and implement this project aimed at the enhancement of the company social media. The experience also enabled us to have a hands-on exposure, put the theoretical knowledge into practice and play a significant role in transforming the marketing operations of the company digitally. The experience of working at an established consultancy firm, which provides services to more than 900 clients, such as overseas Pakistanis, registered companies, and local companies, provided the invaluable experience of the functioning of the tax and compliance industry.

We would like to give Mr. Shahjahan, the CEO of Islamabad Tax Services and Consultant a special thank-you note because of his constant support and advice which had a significant influence on the direction that this project took. The fact that he is open to innovation and online efficiency and proved this by the fact that he was ready to introduce modern tools into the working process of the company: Canva, PosterMyWall, and a content calendar. His positive input, support, and belief in the project team contributed significantly to the final agenda of increasing the online presence and client interaction of the company on the social networking sites including Facebook and Instagram.

We'd like to recognize the academic guidance given by the faculty at Bahria University as very valuable since the faculty always guided and supervised the project so that it was in accordance with the academic requirements. Their feedbacks in time helped them to refine the scope, enhance the quality of the research, and build the analytic and practical side of the project. The coursework experience or more so the learning in areas such as digital marketing, business communication and strategic management was instrumental in informing the approach and execution of the project.

Executive Summary

With a reputation and a solid technical knowledge in the market, Islamabad Tax Services & Consultants (ITSC) is a forefront tax consultancy firm in Pakistan with a client base of over 900, including overseas Pakistanis, registered companies, and local businesses, the firm was affected by the ineffective social media marketing, inconsistent posting, outdated designs, and low interaction of the audience on the social networks, such as Facebook and Instagram. This project was intended to assess those digital marketing flaws and create a well-organized and affordable social media marketing plan to enhance web presence, brand awareness, and communication with clients. SWOT analysis, PESTEL analysis, Porters Five Forces model, competitor benchmarking, and client survey as a comprehensive situational analysis identified that there are massive gaps between the service quality and digital communication practices of ITSC. Upon these insights, the project suggested and put into practice the viable solutions, such as the adoption of Canva to use regularly when branding professionally, PosterMyWall to create content quickly and inexpensively, and a monthly content calendar created in Google Sheets to align scheduled time and content mixes and coordinate efforts by team members. The informative and educational content (which concerned the taxation, updates of the FB and SECP, deadlines, and awareness of the clients) became the focus of the strategy, with Facebook and Instagram being chosen as the main platforms as they reach a wide audience and the topic is relevant to the target audience. After the implementation, ITSC noticed that its social media visibility and engagement had improved by an estimated 41-60 percent and it was receiving more online enquiries, better client interaction and improved internal capacity to conduct digital marketing without the need to seek the services of external designers. By and large, the project shows that properly structured, data-driven, and low-cost digital marketing campaign can make a significant impact on the brand credibility, customer trust, and competitive positioning of professional service firms that are already working in the ever-growing digital business climate of Pakistan.

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Chapter 1

1. Introduction

Islamabad Tax Services & Consultants, an industry leader of tax and company formation services, continues to grow. Its reputation is striking, but the business is hampered by inappropriate social media marketing, the lack of attractive materials, difficulties in attracting new clients online. What is taken as the main aim of this project is to address these challenges through the creation and implementation of a robust social media marketing plan. The strategy highlights the brand awareness on social networks and increasing the client interaction to higher levels. A well planned social media strategy can enhance the firm's reach and also build its credibility to a meaning fullevel, both of them are very important to create customer loyalty over a period of time. Today's marketplace, social media forms an effective method to present and promote services. By personalizing its marketing platform and hosting well-targeted ads, the company virtually guarantees to get more gains at lesser costs. Such an approach is not only important, but also wise for the business.

The aim of this project is to determine and analyze the problems faced by the marketing team at Islamabad Tax Services & Consultant. The main goal of this project is to assess efficiency of marketing strategies and methods of attraction clients. Additionally, the project will help in bridging the gap between academic concepts and practical business challenges. This project will also nourish ones skills, such as critical problem- solving, critical thinking and tackle real- world challenges more effectively. The purpose of this initiative is to create a personalized social media marketing roadmap that elevates the tax consultancy's brand presence and reach. In addition the scope of the project is to expand clientele by enhancing use of social media as well as the business general online presence on various social media platforms such as Facebook, Instagram and LinkedIn. The tax consultancy firm can give practical tips and news to enable clients to comprehend how tax laws operate which enable further client education. Enriching trust and

credibility is necessary to make sure prospective clients see the business as a credible and educated service provider. Prompt and polite answers to customer questions contribute to the development of positive relations and to a general improvement of client satisfaction.

1.1 Company Profile

Islamabad Tax Services & Consultants is a top tax consultancy company based in Pakistan that allocates its focus to offering full taxation, corporate compliance and business advisory services to individuals, businesses and overseas Pakistanis. The firm boasts of three well-developed office locations in F-11 & B-17 and a great standing and reputation due to its commitment to accuracy, transparency and client satisfaction. Islamabad Tax Services & Consultants is the prime tax consultancy firm in Pakistan, which aims to offer full taxation, corporate compliance, and business advisory services to prospective clients, firms, and Pakistani expatriates abroad. Having three well established offices in F-11, B-17 the company has developed a good presence and image due to its commitment in precision, transparency and customer satisfaction.

The history of Islamabad Tax Services and Consultants is based on professionalism and a customer-oriented attitude. Since the firm serves assisting members of the salaried population with the tax returns, as well as supporting the entrepreneurs and companies with the intricate SECP registrations, it makes sure that all clients will be served in a personalized and timely manner. It has a pool of experienced consultants that focus on all significant fields of taxation such as filing of income tax, registration of sales tax, withholding tax statement, tax planning and adherence to regulations of Federal Board of Revenue (FBR). The company also deals with corporate issues like incorporation of the company, filing legal documents and post-registration compliance and as such, it is a one-stop shop to both start-ups and existing businesses. It has a clear vision, which is to be the most reliable tax consultancy firm in Pakistan through providing reliable, efficient, and value-based services continuously. It focuses its mission on making tax and compliance process as simple as possible to its clients by being innovative, professional, and ethical. An entity that serves people or coaches companies, the company is committed to assisting its customers to reach financial clarity and long-term development due to efficient management of taxes and compliance with other regulations

Chapter 2

2. Problem Definition & Requirement Analysis

The main problem that was identified in Islamabad Tax Services and Consultants is poor marketing of social media that has led to low online presence. This problem was revealed in interviews taken from clients of the company, the results of which revealed that a number of respondents did not realize all the services that the company could offer or found it difficult to find correct and comprehensive information about the services that the firm provides through social media channels. Clients emphasized that the company posts inconsistently, engagingly, and clearly on such platforms as Facebook and Instagram. Consequently, the digital presence of the firm is not effectively serving the brand awareness, or bringing potential clients to the firm in a market that is growing increasingly competitive in terms of tax consultancy.

The interviews showed the absence of service explanations, client testimonials, and regular updates, which reduced their trust and interest in engaging with the firm online. As a result, the existing digital presence is not effectively supporting brand awareness, client engagement, or lead generation. This weakness places Islamabad Tax Services and Consultants at a disadvantage in an increasingly competitive tax consultancy market, where competitors are actively using structured and strategic social media marketing to attract and retain clients.

Interview Questions

1. Have you heard of Islamabad Tax Services & Consultants before?

- Yes
- No

2. How did you first come across the company?

- Word of mouth (family/friends)
- Referral from another professional
- Online search
- Social media
- Advertisement
- Other (please specify)

3. How familiar are you with the services we offer?

- Very familiar
- somewhat familiar
- Not familiar at all

Social Media Engagement

4. Do you currently follow our social media pages?

- Yes
- No

If yes, which platforms?

- Facebook ▫ Instagram ▫ LinkedIn ▫ Twitter ▫ Other

5. How often do you see our posts on your feed?

- Daily

- Weekly
- Occasionally
- Rarely
- Never

6. How would you describe the quality of our social media content?

- Professional and polished
- Informative and useful
- Creative and engaging
- Needs improvement

7. Is our content relevant to your needs as a client?

(e.g., tax updates, service details, how-to guides)

- Always
- Sometimes
- Rarely
- Not at all

8. Have you ever contacted us or used our services because of a social media post?

- Yes
- No

9. Compared to other tax consultancy firms, how visible are we on social media?

- Very visible
- moderately visible
- Less visible
- Not visible at all

10. Do our posts reflect professionalism and trustworthiness?

- Yes
- No

Please share why or why not:

Content Preferences & Suggestions

11. What type of content would you like to see more of?

- Educational videos
- Infographics
- Tax tips & updates
- FAQs
- Client success stories
- Behind-the-scenes / team highlights
- other (please specify)

Interview Analysis

The information acquired with the help of these interviews shows that, although Islamabad Tax Services & Consultants has built a certain image of high professionalism and trustworthiness, it is performing much worse with regard to social media presence. Clients largely learned about the firm via personal referrals or by chance when visiting their Instagram and Facebook profiles, although multiple respondents mentioned the company is not that prominent in comparison to other Pakistani companies with a more active and aggressive web presence. The current audience suggests it is polished and informative, but since the content lacks consistency and is not reachable, the firm is missing potential leads since most of the client's only view posts once a week, or by visiting the page specifically. Moreover, the analysis shows the evident gap between technical quality of the services and their marketing; Clients pointed out that the digital direction of the firm does not make use of storytelling and recommended that the visibility can be enhanced by adding client success stories, testimonials and behind-the-scene videos of the team at work. To address the lack of visibility, identified, the respondents suggested that the change should be made to more interactive and approachable material, like info graphics on complicated facts and video education to laypeople. Having more and more frequent posting and working with such a variety of content will allow the company to close the gap in visibility and make it reflect the position of the leading consultancy in the online environment.

2.1 SWOT ANALYSIS

2.1.1 Strengths

- Established and trusted tax consultancy firm with 900+ clients, including overseas Pakistanis and registered firms.
- Active activity on Facebook and Instagram, which offer a platform of digital outreach.
- Competence and financial and tax related service.
- Customer's base and good relationships with clients that may be exploited on the internet.

2.1.2 Weaknesses

- Poor internet presence and irregular updates on social media.
- The absence of a committed digital marketing team or a content strategy.
- Minimal interaction with followers (low number of comments, likes or shares).
- Use of paid promotions or analysis tools poorly to identify performance.

2.1.3 Opportunities

- Increasing trend of internet search on tax consultancy and legal services.
- Opportunity to access new customers, particularly expatriates overseas who are Pakistanis, via specific online campaigns.
- Professional and informative content expansion to LinkedIn, YouTube and TikTok.
- Cooperation with finance teachers or influencers to gain reputation on the Internet.

2.1.4 Threats

- Rival brands that have better digital presence and more professional brands.
- Algorithms of social media that impact organic reach are rapidly changing.
- Poor reviews or fake news are detrimental to reputation.
- Existing saturation of the market with a variety of online tax and consultancy firms.

2.2 PESTEL ANALYSIS

2.2.1 Political Factors

- Political factors has a strong influence on any business especially tax consultancy since Islamabad Tax Services & Consultant operates in a regularized environment in which decisions of the government shape the services demand.
- The uncertainty and economic policy shifts such as new tax schemes, incentives for overseas Pakistanis creates fluctuations in the client behavior.
- Government plays a vital role as they encourage towards digitalization for example online tax portal instead of consulting with a firm clients should file their tax returns by themselves using digital tools.

2.2.2 Economic Factors

- Economic conditions also influence tax firms since Pakistan is a developing country and with the rise of inflation, fluctuations in the exchange rates pushes individuals and businesses towards expert tax assistance.
- Social media is a main channel for SMEs and freelancers since Islamabad Tax Services & Consultant has weak social media presence so they lack in potential leads which leads to slower revenue generation.
- Economic conditions encourage many freelancers to easily enter the tax service market so due to weak social media marketing is a disadvantage since the competitors leaves us behind by attracting new clients.

2.2.3 Social Factors

- People are adapting how they look for information online; clients now prefer social media for tax tips, updates, and quick answers. Weak marketing renders people less acquainted with your brand and makes them less interested in it.
- Young business owners, freelancers, and small businesses depend on Instagram and Facebook a lot to find service providers. If the business isn't active or interesting on these sites, they lose the younger customers.
- People think that social media profiles that are active are more trustworthy, responsive, and professional. Bad social media marketing hurts your reputation and makes it harder to build trust.

2.2.4 Technological Factors

- AI-based content generation, analytics, and automation mean companies must respond quickly. Weak social media marketing shows the marketing department is not using these technologies effectively.
- Significance of content design tools such as Canva and PosterMyWall- companies that don't utilize them publish poor quality posts which in turn affects audience engagement.

- Algorithm-driven visibility on sites such as Facebook and Instagram encourages persistence and originality. Low post rates or low-quality content means visibility and therefore, organic reach drop off significantly.

2.2.5 Environment Factors

- Rise in paperless services prompts companies to promote online, digital tax solutions and environmentally-friendly tax options. Poor social media means the work does not get showcased worldwide where it can be routinely picked up.
- Flyers & brochures nudges companies toward digital media. Ineffective utilization of social media leaves one dependent on rock expensive traditional methods.

2.2.6 Legal Factors

- Privacy laws—marketing groups need to be responsible for how client communications and online interactions are treated. Poor social media management can lead to mishandling of messages or a lack of timely response, and this could impact compliance.
- Frequent changes in tax laws need a real time online interaction. In case, if the business doesn't have a strong online presence it does not keep informing its customers as and when needed which results in dissatisfaction of client.

2.3 Porter Five Forces of Model

2.3.1 Competitive Rivalry

There are many small, mid-sized, and independent tax consultants working both online and offline in Pakistan's fiercely competitive taxation and consulting sector, particularly in Islamabad and Rawalpindi. Competitors actively promote FBR/SECP solutions, company registration packages, and tax filing services on social media. Due to Islamabad Tax Services & Consultant's inadequate social media promotion. Attracting potential customers who look for tax services on Google, Facebook, and Instagram is challenging, especially for Pakistanis living abroad. Increased customer switching because customers frequently choose the company that seems to be the most reputable and active online.

2.3.2 Threat of New Entrants

Due to their low initial investment requirements, ease of office setup, and online platforms for service advertising, consulting firms have low entry barriers. Digital marketing tools such as Instagram ads, TikTok informational content, and boosted posts allow new competitors to enter the market quickly. Due to the company's poor social media presence. Contemporary branding help newcomers gain traction fast. Younger business owners and independent contractors who mainly rely on social media for service discovery run the risk of leaving Islamabad Tax Services & Consultant. A new consultant who posts "FBR updates" or "How to file tax?" videos can quickly gain credibility and turn into a rival

2.3.3 Bargaining Power of Customers

The customers are more powerful today as tax consultancy is a service that is very common, and the clients can compare the services providers in real time using Facebook pages, Google reviews, WhatsApp Business catalogs and Instagram ads. The segments that Islamabad Tax Services and Consultant are catering to are that of SMEs, overseas Pakistanis, freelancers and registered firms, these segments expect fast services, professional branding, clear pricing and latest change in regulations. Also, numerous customers bargain over the price since they observe competitors who are advertising discounted rates on tax filing or promotional packages on the social media. The customers have an upper hand in negotiation when the firm is not competing equally in digital communication. Therefore, the poor social media presence increases the bargaining power of customers to an exaggerate extent.

2.3.4 Bargaining Power of Suppliers

As a rule, the power of suppliers in the industry is minimal since tax specialists and digital software are highly accessible and replaceable. Nevertheless, with a poor performance of social media marketing, Islamabad Tax Services & Consultant can be more reliant on third party designers or online marketers to enhance their online appearance. This short-term reliance can see the bargaining power of marketing suppliers grow, who would demand higher charges on branding, content production and management of the campaign.

Suppliers for a tax consultancy firm include:

- Skilled tax consultants and accountants
- Digital tools (Canva, PosterMyWall)
- FBR and SECP portals
- IT service providers
- Marketing agencies or designers
- Office utilities

2.3.5 Threat of Substitutes

- Replacements of tax consultancy services are:
- Tax filers in the social media that are freelance.
- YouTube Tax Filing instructions.
- Fin tech / automated tax filing applications.
- Consultant's services provided via Facebook and at the low cost.
- The customer filing in online instructions.
- The growing popularity of digital content in allowing customers to file their taxes on their own scale provides them with various ways of achieving their taxation requirements. In the event that Islamabad Tax Services & Consultant is not actively educating, engaging or demonstrating competence on social media, clients will tend more to turn to such substitutes.

2.6 Link between problem definition and Project Objectives.

The specified issue of poor social media marketing emphasizes the fact that the organization is hardly visible on the internet and does not interact with the target audiences effectively. This situation influences the brand awareness, customer contact, and business development directly. To fill this gap, the project goals are created as strategic planning to empower the digital presence of the company in measurable and realistic steps. The targeted objective is to analyze the existing data on the company social media and digital performance in order to define the weaknesses and aspects of improvement to make sure that the proposed solutions meet the communication strategy of the company. The quantifiable goal is to make customers more

accessible by introducing digital service delivery through a convenient digital tax advisory platform. The attainable goal unveils automation in tax filing procedures, which not only makes operations more efficient but also increases customer satisfaction one of the major products that the improved online presence and responsiveness convey. The realistic goal will support the main issue as it plans and implements data-driven marketing campaigns to raise awareness of the brand and receive 50,000 potential customers in a year. Lastly, the time-limited goal will be used to ensure that there is constant improvement by reviewing after every quarter so that performance change and reassessment of the social media and marketing tools may be undertaken to keep growth ongoing. These combined objectives would give a systematic and strategic solution to the issue of poor social media marketing whereby the organization establishes a robust, conspicuous and interactive online presence which would serve the long-term business objectives

Chapter 3

3. Design and Implementation

At first, the company used Adobe Photoshop and Affinity to create their posts on social media and draw new customers. Nevertheless, the project team studied their Facebook and Instagram accounts and found out that Adobe Photoshop and Affinity are full-fledged and costly software that can only be used by an expert designer, which must be highly skilled. Based on the requirements and capabilities of the company, the team proposed three easy to use and affordable tools to the Chief Executive Officer, Mr. Shahjahan; The Company was given a detailed demonstration of each tool and its features and its benefits. The following recommendations were subsequently adopted and noticeable social media participation, acquisition of new clients, and revenue generation were achieved.

Demonstration of the tools suggested to the company





The project team proposed the company Canva and PosterMyWall as it was possible during the drafting of the proposal. At first we provided with detailed demo of the two tools to understand how to use them and their functionality and applicability in social media marketing. Following the demonstration, we designed few social media posts basing on the services provided by the company and provided these drafts to the management. The company was later asked to upload the content developed on its official social media pages to aid in evaluating the performance of posts and analytics.

Once posts were designed with the aid of proposed tools, they were posted in Facebook via Meta Business Suite as the means of advertising the services of the firm. Consultancy services. Ads can also be displayed to a particular audience using the tool depending on location and interests, and this increases the probability of getting potential clients.

Ads Placed on Facebook Using Meta Business Suite



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3.1 Content Calendar: Planning and Execution Based on Google Sheets

To make the social media strategy operational, we created a content calendar in Google sheets (according to the spreadsheet attached). This calendar will be the core repository of planning the content of Islamabad Tax Services and Consultants in Facebook and Instagram. Important aspects of content calendar and strategic role are

3.1.1 Structured Scheduling

- The sheet is arranged according to the date (days, weeks, months) and platforms (Facebook, Instagram), which allows us to plan posts in a systematic and time-bound way.
- Mapping content in advance will provide the company with a steady cadence and keep pace with tax relevant events (e.g. FBR/SECP deadlines, tax filing season, service campaigns).

For the month of August 2025				
14 August 2025	Happy Independence Day!	Image + Caption on Facebook	Build Emotional Connection	https://www.facebook.com/ISLAMABADTAXCONSULTA
15 August 2025	Jummah Mubarak	Image + Caption on Facebook	Build Emotional Connection	https://www.facebook.com/ISLAMABADTAXCONSULTA
14 August 2025	Happy Independence Day!	Image + Caption on Instagram	Build Emotional Connection	https://www.instagram.com/p/DNTAnQuaCm/?utm_sou
15 August 2025	Jummah Mubarak	Image + Caption on Instagram	Build Emotional Connection	https://www.instagram.com/reel/DNXWXQbiqW/?utm_s
For the month of September 2025				
1 September 2025	Tax Filing Deadline Reminder + Service Promotion	Image + Caption on Facebook	Educate the Audience	https://www.facebook.com/ISLAMABADTAXCONSULTA
9 September 2025	Deadline Reminder + Lead-Generation Post	Image + Caption on Facebook	Offer Support & Lead Generation	https://www.facebook.com/ISLAMABADTAXCONSULTA
9 September 2025	Professional Tax Filing Reminde	Image + Caption on Instagram	Inform Clients of the Deadline	https://www.instagram.com/p/DOX0JL_Arky/?utm_sourc
23 September 2025	Deadline Date	Image + Caption on Instagram	Educate the Audience	https://www.instagram.com/p/DO7cwGUAnrx/?utm_sou
For the month of October 2025				
1 October 2025	Tax Filing Deadline Reminder + Service Promotion	Story Post	Educate the Audience	https://www.facebook.com/ISLAMABADTAXCONSULTA
7 October 2025	Deadline Reminder + Lead-Generation Post	Story Post	Educate the Audience	https://www.facebook.com/ISLAMABADTAXCONSULTA
14 October 2025	Professional Tax Filing Reminde	Story Post	Educate the Audience	https://www.instagram.com/islamabadtaxconsultantoffici
21 October 2025	Deadline Date	Story Post	Educate the Audience	https://www.instagram.com/islamabadtaxconsultantoffici

Content Calendar For Islamabad Tax Services & Consultant

	A	B	C	D	
1					
2	For the month of June 2025				
3	Date	Topic	Format	Purpose	Company URL
4	11 June 2025	Big Update – Federal Budget 2025–26 Announced!	Image + Caption on Facebook	Build awareness	https://www.facebook.com/ISLAMABADTAXCONSULTA
5	12 June 2025	Budget 2025-26 Update	Image + Caption on Facebook	Build awareness	https://www.facebook.com/ISLAMABADTAXCONSULTA
6	13 June 2025	News Update	Video Post on Facebook	Build awareness	https://www.facebook.com/ISLAMABADTAXCONSULTA
7	15 June 2025	Service Promotion / Sales Post	Video Post on Instagram	Call to action	https://www.instagram.com/reel/DK7cMz8Cjmc/?utm_s
8					
9	For the month of July 2025				
10					
11	2 July 2025	Tax Filing Campaign Post	Video Post on Facebook	Seasonal Promotional Post	https://www.facebook.com/ISLAMABADTAXCONSULTA
12	4 July 2025	Jumma Mubarak	Image + Caption on Facebook	Build Emotional Connection	https://www.facebook.com/ISLAMABADTAXCONSULTA
13	14 July 2025	Tax Filing Promotional Post	Image + Caption on Instagram	Lead-Generation & Seasonal Campaign Post	https://www.instagram.com/p/DMGNdnK4fo/?utm_sour
14	29 July 2025	Client Testimonial	Video Post on Instagram	Build Trust & Credibility	https://www.instagram.com/reel/DMYOnJC3Mc/?utm_s
15					
16	For the month of August 2025				
17	14 August 2025	Happy Independence Day!	Image + Caption on Facebook	Build Emotional Connection	https://www.facebook.com/ISLAMABADTAXCONSULTA
18	15 August 2025	Jumma Mubarak	Image + Caption on Facebook	Build Emotional Connection	https://www.facebook.com/ISLAMABADTAXCONSULTA
19	14 August 2025	Happy Independence Day!	Image + Caption on Instagram	Build Emotional Connection	https://www.instagram.com/p/DNT1AnQuaCm/?utm_sou
20	15 August 2025	Jumma Mubarak	Image + Caption on Instagram	Build Emotional Connection	https://www.instagram.com/reel/DNXWXQbiqWi/?utm_s
21					

3.1.2 Content Pillars and Themes

- The content pillars are defined in columns in the sheet: e.g. educational posts, tax-deadline reminders, service offers and brand story postings.
- A content theme is added to each row (i.e., each day) in order to diversify it (i.e. all the posts cannot be promotional).

Planning Performance and Analytics.

- The calendar can have post-performance notes (or a tab connected to it) where engagement metrics (likes, comments, shares) can be logged, which in turn will assist in the future planning of the content.
- The team can also conduct regular content audits (a best practice of content strategy) using the calendar to determine what kind of posts are performing the best.

Views ⓘ

51
Views

Viewers

22

Interactions ⓘ



1



0



0



0



0



0

Reactions

1

Comments

0

Shares

2

How people find your content ⓘ

Traffic

Source

Your Page



69.0%

Feed



24.0%

Unavailable



7.0%

Other

0.0%

21:44

📶 🔋 41%

< **Professional dashboard**
Post insights



1



0



2



0

Content quality



We didn't detect any content issues
Well done! Your content's reach is optimised.



Overview ⓘ

51
Views

\$0.00
Earnings

3
Engagement



This post has 1x your typical views
See why and learn how to improve



Views ⓘ

51
Views

Viewers

22

Interactions ⓘ



3.2 Overall Impact

Creating and sustaining this content calendar on the Google Sheets provide the Islamabad Tax Services & Consultants with strategic foresight (what to post and when to post)

- More effective management of resources (design and content creation will be more predictable)
- Uniformity of the branding and message.
- A model of assessing and optimizing content performance with time

It in its turn, leads to more credible interaction, the professional image of the company, and the tight connection that the social media strategy has with the business objectives (such as raising inquiries, informing the clients, establishing trust).

3.3 Introduction of PosterMyWall for Quick and Cost-Effective Post Design

The necessity to increase the number of more visual, constant and professionally designed posts on the social media. Facebook and Instagram were the main channels by which the company communicated to local and international customers, but the content was not visual, lacked cohesive branding, and the strong design features. We recommended using Postermywall and Canva, which are easy-to-use and affordable design tools, to overcome these weaknesses and enhance the attraction of the audience. Upon the presentation of the recommendation, the company accepted and incorporated the proposed tools in their content creation process. Creation of PosterMyWall to design posters fast and cheaply. PosterMyWall was our recommendation as it is very easy-to-use and it can be easily used even by persons who do not have the professional graphic design knowledge. It provides thousands of pre-made templates, which can be modified in a few minutes. It assisted the company in creating attractive content without employing outside designers thus it is an economical solution. PosterMyWall also accepts tax based and business templates including:

- Promotions of the company registration.
- FBR/SECP awareness posts
- Tax deadlines reminders
- Service highlights
- Season banners and promotional banners.

With these templates, the company would be able to post more and have the same visual look. The simplicity of editing also enabled the team to modify designs to meet the changing campaign requirements.

3.4 Canva to be used in Professional and Consistent Branding.

Another tool that we have suggested is Canva, which is well-known and popular among design tools and has its own range of well-polished, high-quality templates and state-of-the-art customization options. Canva allowed the company to:

- Keep the brand colors the same (blue, white, gold, etc).
- Develop contemporary plans on educational materials.
- Prepare Instagram posts in the form of stories.
- Create eye catching carousels on how tax works.
- Insert icons, figures, and drawings in order to make tax concepts easier.

The drag-and-drop feature of Canva enabled the employees of the company to create posts without the need to possess technical skills. Brand assets and templates are also saved in Canva, thus continuous production of content is effective and simplified.

3.5 Target Social Media Networks: Facebook and Instagram.

In the case of Islamabad Tax Services & Consultants, Facebook and Instagram were chosen as the main sources of social media because of the extensive user base and the wide coverage of the audience, as well as good level of engagement. The target audience of the firm which includes the following can reasonably fit in these platforms:

- Local customers in need of services in filling tax returns, NTN registration, and filing FBR related issues.
- Pakistani ex-pats in need of quality remote tax compliance advice.
- SMEs and the firms registered under SECP and require tax advisory and compliance services on a regular basis.
- Small business owners and freelancers with a need to find fast tips and online advice.

The current approach of the company focuses on the digital brand transformation that is being conducted mainly by prioritizing Facebook and Instagram. This includes a two-pronged approach of ensuring the platform presence is as high as possible and the content quality and

attractiveness are improved. Investing in the content quality improvement and visual design, the company hopes to portray a less informative and more stylish on-line image, which will place the brand in the digital environment as modern, professional, and reliable. The following is a sophisticated strategy meant to produce four key results of the business. To begin with, more impressive graphics and quality material will result in a more increased brand visibility in overcrowded social feeds. Secondly, this continuity and quality will lead to more interactions, making potential clients engage with the material and growing the exposure of the firm due to the platform algorithms. The overall impact of the enhanced visibility and engagement will lead to the fact that more people are going to inquire about the business, which will have a direct influence on the business growth. Finally, all these aspects help to develop more digital credibility and make the company a credible expert in its field. This change is imperative because of the nature of the firm as a service based company with a particular focus a tax consultancy. In industries where the end product is knowledge and skills, the choice taken by the client depends on trust, openness and transparency. The online presence has to be updated and formal enough not to remove the professional trust that the clients have. Nurturing a modern and extremely professional online image helps the company to directly enforce these core values which assure existing and future customers that the company is competent, meticulous and reliable, which are vital factors in attracting and retaining customers in a financial services business that is based on trust.

Chapter 4

4. Testing & Deployment

The successfulness and efficacy of the project will be proved through the attainment of the following functional outcomes and the fulfilment of the following qualities standards

4.1 Quality Definition

The project will have to show quality in:

- **Data analysis Accuracy and Relevance:** Data analysis should be accurate, reliable and directly related to the objectives of the project and therefore it should employ powerful data collection systems and comprehensive unbiased analysis.
- **Social Media Marketing Strategy Effectiveness:** The devised and deployed strategy must reflect a demonstration of the achievement of the project goals which are to raise brand awareness, raise engagements and improve leads.
- **Engagement Metrics:** The metrics that should increase considerably are the following
 - Growth in subscribers/followers.
 - Increase in the levels of likes, shares and comments.
 - The improved sentiment analysis has more positive than negative feedbacks.
- **Stakeholder Satisfaction and Feedback:** The project must satisfy the stakeholders, as well as the client satisfaction with the social media marketing plan, and the positive responses of the target audience.

4.2 Key Performance Indicators (KPIs)

The following observable results will be used

- **Data Accuracy:** All business objectives should be relying on a very dependable data analysis.
- **Engagement Rate:** The posts must always get a high rate of interaction with the audience.

- **Client Satisfaction:** The stakeholders are expected to leave glorifying reviews and be very happy with the results.
- **Resource Utilization:** High efficiency has to be practiced in resources utilization.

Analytics of Ads Placed on Facebook & Instagram using Meta Business Suite

Ad # 1 (Facebook)

Two days Ad (Before)

Results from this ad ⓘ

Messaging
conversations started

9

Views

719

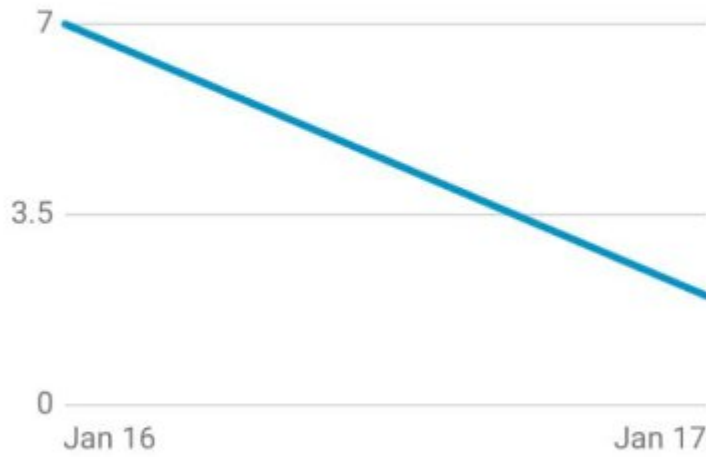
Viewers

689

Results

Messaging conversations started ⓘ

9



Cost per Messaging
Conversation Started

Rs52.62



Ad insights

Link clicks

18

CTR (link click-through rate)

2.5%



Ad insights

45-54



3.4%

55-64



0.9%

65+



0.7%

More ad insights

Post engagements ⓘ

22

Post reactions



4

Link clicks



18

Clicks ⓘ

Link clicks

18

CTR (link click-through rate)

2.5%

Audience

Top placements

Facebook, Instagram

Facebook Reels on mobile devices



403

Facebook Feed on mobile devices



192

Mobile in-stream video



36

Facebook Stories on mobile devices



32

Instagram Reels on mobile devices



11

Instagram Feed on mobile devices



3

Date: 18th January (After)

The image shows two side-by-side screenshots of the Facebook Ad Insights interface. The left screenshot displays the overall ad performance, including a thumbnail of the ad, its status (Completed), post content, and key metrics like spend, budget, and conversions. The right screenshot provides a detailed breakdown of engagement metrics, such as post reactions, link clicks, and click-through rate (CTR).

Ad insights

Completed
Post: "#tardemark #brand"
Ad · Fri Jan 16, 11:56am

PKR483.01 spent over 2 days ⓘ
Daily budget: PKR562.00
Created by Aqi Here

Overview ⓘ

Messaging conversations started	Cost per Messaging Conversation Started
9	Rs53.67
Views	Viewers
732	699

Goal: Get more messages

Results

Messaging conversations started ⓘ

9

Ad insights

Instagram Reels on mobile devices
11

Instagram Feed on mobile devices
3

More ad insights

Post engagements ⓘ

22

Post reactions
4

Link clicks
18

Clicks ⓘ

Link clicks **18**

CTR (link click-through rate) **2.5%**



Ad insights

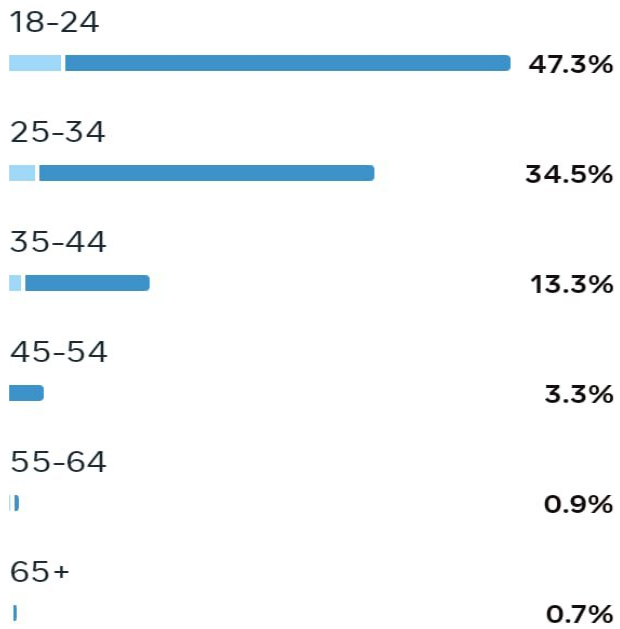
Cost per Messaging
Conversation Started

Rs53.67

Audience

Age and gender ⓘ

Women 8.9% Men 91.1% Non-binary 0%



T

F

F

F

N

F

lr

lr

|

More ad insights

Post engagements ⓘ

22

Post reactions

 4

Link clicks

 18

Clicks ⓘ

Link clicks 18

CTR (link click-through rate) 2.5%



Ad insights

Audience

Top locations

Punjab



Sindh



Khyber Pakhtunkhwa



Balochistan



Islamabad Capital Territory



Gilgit-Baltistan



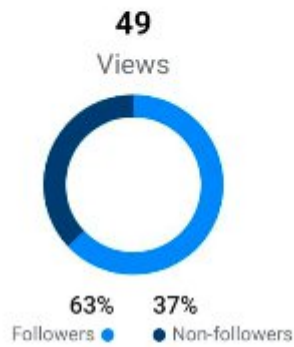
More ad insights

Ad # 2 (Facebook)

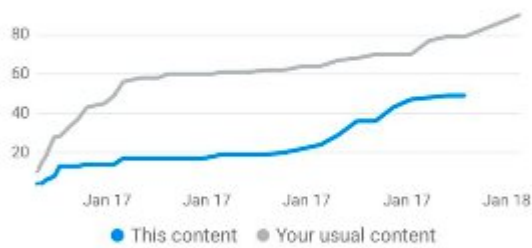
Before



Views 📌



Views over time 📌



Viewers 23

✓ Get Your Income Tax Filing for FY 2025!

Friday, 9:40am

No topics were identified for your content. [Learn more](#)

👁️	👍	💬	➦	🔖
51	1	0	1	0

✓ We didn't detect any content issues
Well done! Your content's reach is optimised. [Learn more](#)

Overview 📌

49 Views	\$0.00 Earnings
3 Engagement	0 Net follows

Reactions 4.2% of reach	1
Comments	0
Shares 4.2% of reach	1
Saves	0
Total interactions 8.3% of reach	2

Who views your content ⓘ

Age and gender Top countries

● 27% Women ● 70% Men ● 3% Unknown



How people find your content ⓘ

Traffic Source



Traffic

Source

Follower feed



63.0%

Unavailable



29.0%

Suggested



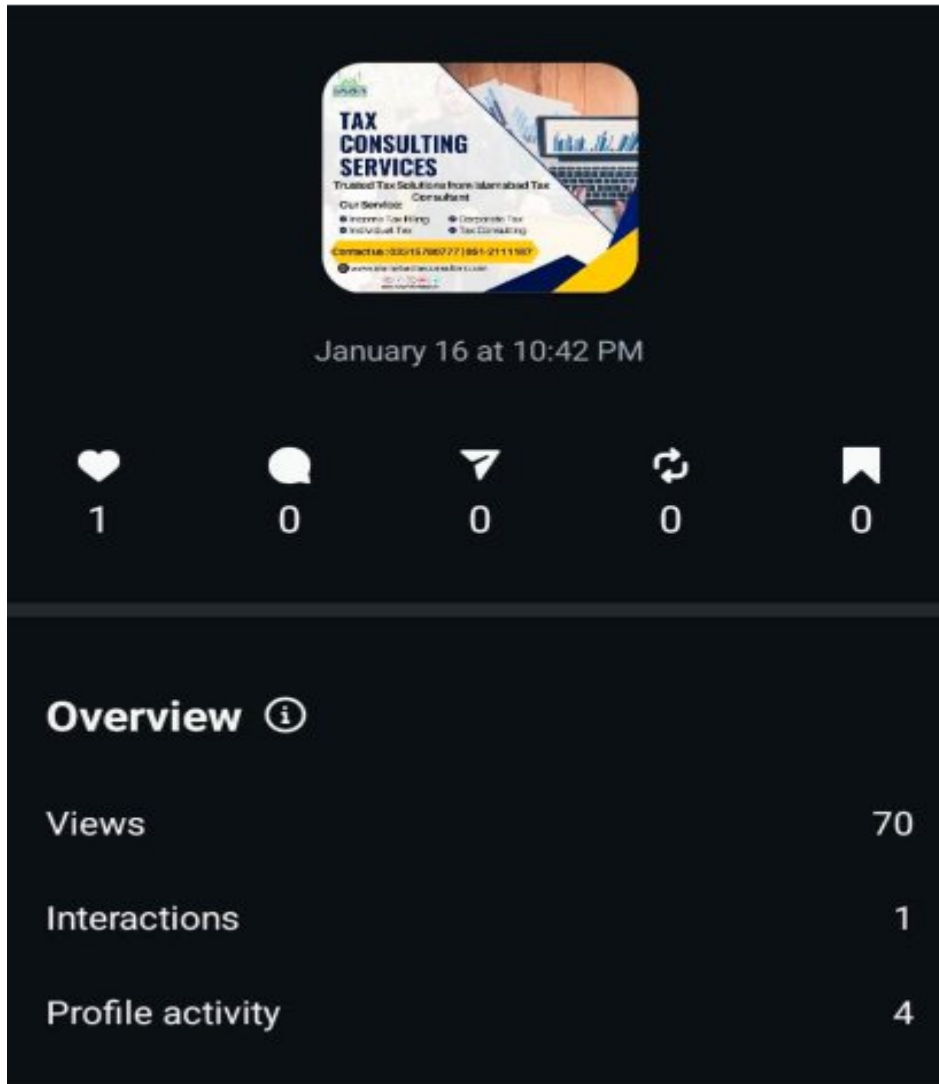
4.0%

Other



4.0%

Same Ad Placed on Instagram



The image shows an Instagram post with a dark background. At the top is a square advertisement for 'TAX CONSULTING SERVICES'. The ad features a laptop and documents, with the text: 'Trusted Tax Solutions from Islamabad Tax Consultant'. It lists services: 'Income Tax Filing', 'Individual Tax', 'Corporate Tax', and 'Tax Consulting'. Contact information includes 'Contact Us: 030215 7802 77 | 85-5-2111567' and a website 'www.istaxconsulting.com'. Below the ad, the timestamp 'January 16 at 10:42 PM' is visible. A row of interaction icons follows: a heart with '1', a comment bubble with '0', a share arrow with '0', a refresh icon with '0', and a bookmark icon with '0'. Below this is the 'Overview' section with an information icon, containing a table of statistics.

Overview ⓘ	
Views	70
Interactions	1
Profile activity	4

Views over time

All

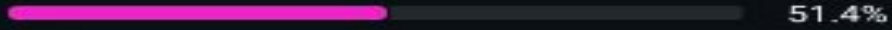
Followers

Non-followers

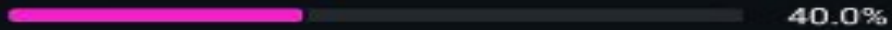


Top sources of views

Stories



Feed



Accounts reached

60

• Non-followers

10.0%

Views over time

All

Followers

Non-followers



Top sources of views

Stories



Feed



Views ⓘ



• Followers

90.0%

• Non-followers

10.0%

Views over time

All

Followers

Non-followers

100

50



Views over time

All

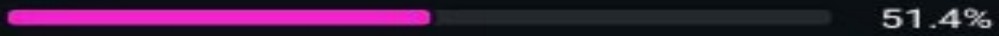
Followers

Non-followers

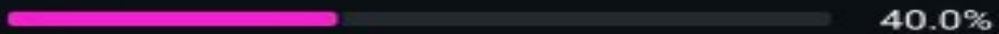


Top sources of views


Stories

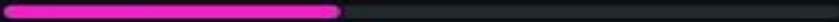


Feed



Top sources of views

Stories  51.4%

Feed  40.0%

Accounts reached 60

Interactions ⓘ



• Followers 100.0%

• Non-followers 0.0%

Chapter 5

Future Enhancement/ Action Plan

5. Use Canva to Create a Professional Visual Brand

5.1.1 Recommendation

Implement Canva as the main tool for designing a visual identity that is consistent and professional across all social media channels.

5.1.2 Reason

Canva offers an extensive array of easily modifiable templates ideal for a tax consultancy firm—like info graphic posts, service highlights, customer testimonials, tax reminders, and educational content. By producing brand-specific templates (colors, fonts, and logo usage), the company will be able to uphold a strong and recognizable digital presence. Additionally, Canva permits team collaboration, thus the marketing team will be able to create, edit, and publish attractive posts in less time. This instrument is compatible with the creation of reels, carousels, and brief video explainers, which can be the tax facts are complex but now they are easy to grasp for the clients.

5.2 Use of PosterMyWall for Quick, Attractive & Cost-Effective Posts

5.2.1 Recommendation

Make use of PosterMyWall to quickly generate the graphics needed for promotion, announcements, holiday posts, and other materials that help connect with the local community.

5.2.2 Explanation

PosterMyWall is a very user-friendly, low-cost, and fast-content-creation solution, which is perfect for Islamabad Tax Services & Consultant. This tool enables the organization to produce visually appealing content without the need for a professional designer. It is particularly efficient in the creation of urgent updates—like the deadlines for filing tax returns, new SECP regulations, FBR alerts, discounts on consultancy services, and office announcements. As it is fast and simple, the company can thus enhance the content posting frequency resulting in better consistency and visibility on Facebook and Instagram. The company can save a lot of time by

using ready-made templates, thus they will have the opportunity to publish more, keeping their clients updated and involved.

5.3 Development & Implementation of a Monthly Content Calendar

5.3.1 Recommendation

Develop a monthly content calendar with a clear structure to plan, manage, and schedule posts for Facebook and Instagram.

5.3.2 Explanation

With a content calendar, posting becomes regular, planning gets better, and alignment with the company's strategic goals is more evident. In the case of a tax consultancy, posting on time is of utmost importance—i.e., during tax seasons, registration deadlines with SECP, and when there are changes in the policy. The calendar must also cover weekly topics (e.g., Educational Monday, Client Testimonial Wednesday, Tax Tip Friday). Introducing the topics from the season and the regulatory bodies (FBR budget announcements, tax deadlines, SECP circulars) Content formats (videos, infographics, carousels, reminders). Posting frequency (3–4 posts per week recommended). Team members' roles in accomplishing tasks. Planning hashtags and captions for maintaining the style

5.4 Be informative and educative on issues that clients face most as far as their taxation goes.

In order to reinforce the social media activity of Islamabad Tax Services & Consultant the company must pay special attention to producing and distributing highly relevant, informative and educational material depending on the needs of the audience. Numerous clients- particularly foreign Pakistanis, small enterprises, freelancers, and newly registered businesses are confused regarding the procedure of taxation, documentation, deadlines of submitting returns, and regulations by the SECP. The company can achieve this by continuously publishing content that addresses these pain points making it a reliable source of advice and not merely a service provider. As an illustration, it can be seen that publishing weekly series like Tax Tip of the Week, Common Filing Mistakes, Frequently asked questions to Overseas Pakistanis, or Simple

Guides to SECP Registration attempts to directly deal with the issues that must be recognized by the real clients. These informational materials can be used to simplify the law and financial topics so that the clients can understand key questions such as NTN registration, filing deadline, documents, withholding tax, FBR notices, and compliance dos and don'ts. This content is value-driven creating credibility and authority, which puts the company above the rest that concentrate on promotional posts only. When followers regularly receive useful hints on the social media pages of the company, they start to believe the company, comment more actively, and be able to perceive the company as their initial option in selecting the tax advisory service. With time, the strategy enhances the level of engagement and brand recognition and aids in turning the online consumers into paying customers- as individuals would tend to seek the services of a consultant who has already taught and assisted them in handling their issues.

5.5 Introduce Live Q&A Webinar every Month (Facebook/Instagram Live).

The idea of holding a Monthly Live Q&A Webinar on Facebook or through Instagram Live can be a potent tool to increase the online activity of Islamabad Tax Services & Consultant and its interactions with customers. The company can also directly discuss questions regarding tax deadlines, business tax deductions, overseas filing process and SECP requirements, and other regulatory changes that the clients have difficulties with by holding a 20 minutes interactive live session each month. Such an effort makes the company an approachable, reliable, and experienced authority in a sector where customers tend to require a response and a sense of security at times. Live sessions make the brand human and inspire the credibility, and strengthen the bond with the current and potential client. The sessions make the viewer's feel like part of a community and transparency, which is crucial to service-based businesses since one can engage directly by commenting. Regular live interactions have enormous benefits over time and ensure better brand trust, page engagement, and so improved algorithm visibility and ultimately transform more viewers into paying clients.

5.6 Benefits of Live Q&A Webinar

- **Instant communication:** Clients can instantly pose questions and receive prompt answers by the expert.
- **Increased algorithm:** Facebook/Instagram has a stronger engagement with live videos than with posts.
- **Develops credibility:** Frequent educational live programs make the firm a tax specialist.
- **Lead generation tool:** The viewer's receiving valuable answers tend to become clients.
- **Serves international customers:** It can be used to serve clients who are unable to pay a visit to offices.

Chapter 6

6. Conclusion

Project Outcomes & Findings

The project was able to provide substantial changes in the online marketing of the Islamabad Tax Services & Consultants. Prior to our intervention, the company had old-fashioned content designs, inconsistent posting, and little interaction with clients that contributed to low visibility and poor brand recognition. Through the launch of Canva, PosterMyWall and the creation of a content calendar, the organization saw an overall improvement in branding, outreach and engagement with the audience. The performance of both Facebook and Instagram on social media rose by 41-60 indicating a good positive reception and increase in the rate of engagement in both posts. The company also registered more enquiries and leads via online outlets which means that the company was more recognized and trusted by its clients. Besides this, the project helped to enhance internal capacity the team members were trained to be able to cope with the post design, schedules, and communication with an audience on their own. This turned the company into a situation where the marketing was outsourced and unpredictable to a more professional, internally controlled and scalable workflow.

The CEO did not ignore this change, indicating the professional instruction and quantifiable contribution to this change through these digital tools. In addition, the organization acquired the understanding of the preferences of the audiences, the most convenient time to post, and the type of content, which allows continuously optimizing campaign and more targeted engagement strategy with clients. The project has its great implications not only to Islamabad Tax Services & Consultants but also to the tax consultancy world in general in Pakistan. The industry is fast becoming technicalized as the regulatory complexity extends with the trend of growing online tax filing, advisory, and compliance services. With the heightening competition and the need to have quicker online response, it is now highly essential to have a robust and constant digital presence to attain brand trust, enhance customer retention, and create qualified leads. The project has now enabled the company to communicate better due to the sharing of the timely deadlines of tax, the updates on the SECP and the changes in regulations and payment reminders leading to improved

customer service and relevance in the industry. The new social media system has also helped the company to explore new markets that were not previously penetrated like overseas Pakistanis, SMEs, startups and freelancers that depend increasingly on remote and online services. Better online presence is assisting the company to compete outside the physical offices of the firm and find more national and international customers, making it a digitally-oriented and trustworthy service provider. Also, the digital change brought by this project establishes a precedent among the small and mid-sized tax consultancy firms and motivates them to adopt the modern marketing principles and industry-oriented digital strategies. It also enables the company to share knowledge, write informative articles, lead thoughtfully and track their competitor's activities so that they can offer more proactive services that are in line with market trends. Also, the project resulted in considerable development of capabilities and operational improvements in the organization. A structured content calendar also ensured that there was sufficient posting at the relevant time of year and that the design and social media analytics training ensured that content was being posted by the employees instead of outsourcing to a designer. Stable branding, data-driven decision making, and lower marketing costs enhanced the digital base of the company, which made the business workforce easier and expandable. All of these developments set the company on the path of further evolution: the use of AI-based support, automated reminders, lead generation through the use of SEO, and online advisory services. Managerial implications point to the necessity of leadership engagement, the power of inexpensive digital utilities, perennial growth and empowerment of internal forces to ensure sustainability in the long run. The results of this project offer a good strategic guidance not only to the future endeavours of the company but also to be an industry role model as to the digitization, improved client confidence and systematic workflow to enhance the business. Another lesson of the project was that the current digital tools do not involve extensive financial support. Low-cost tools, such as Canva and PosterMyWall, can be of great help in branding, outreach, and customer satisfaction, when implemented properly. In addition, it is required to be improved constantly with the help of regular monitoring, data analysis, and engagement of the audience in order to be digital and competitive. Internal digital operations by empowering employees would facilitate sustainability and minimize dependency on external agencies so that the organization could operate more effectively. In the future, the project provides the foundation of further digital transformation practices including automated customer support, webinar-based tax education, and predictive and

data-driven marketing. It is also a benchmark in the industry and demonstrates how consultancy firms can develop sustainable growth with the help of digitalization, structured workflow, and building internal capacity. Finally, timely communication, frequent updates, and professional graphic material will probably contribute to the boost, customer confidence, and long-term relations as well as repeat business. The other important area of improvement was on skill development. A practical training on graphic designing, brand communication, social media management, and analytics interpretation was provided to employees. This training gave them the ability to handle content creation and online interactivity on their own and no longer need to engage external designers or agencies. The emergence of the in-house competencies guarantees the sustainability in the long-term and enables the company to retain the control over its digital image. Cosmogonical unity was enhanced with the development of unified templates, visual conventions, logos, typing conventions, and color scheme. This is to make sure that all the posts, be it about tax changes, business successes, client notifications, etc., all look professional and uniform across all digital mediums. This coherence increases the brand recognition, creates the trust with the clients, and raises the level of the overall communication. Another significant development is the introduction of data-based decision-making. Social media analytics like reach, impressions, performance of posts, engagement rates, and audience demographics can now be tracked by the company. Such insights can help the team to see the nature of the content that has the most significant appeal to the audience, as well as at what times clients are the most active online so that marketing campaigns can be optimized on a regular basis.

2% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.




Filtered from the Report

- Bibliography
- Quoted Text

Match Groups

-  **18 Not Cited or Quoted 2%**
Matches with neither in-text citation nor quotation marks
-  **8 Missing Quotations 0%**
Matches that are still very similar to source material
-  **8 Missing Citation 0%**
Matches that have quotation marks, but no in-text citation
-  **8 Cited and Quoted 0%**
Matches with in-text citation present, but no quotation marks

Top Sources

- 2%  Internet sources
- 1%  Publications
- 1%  Submitted works (Student Papers)

Integrity Flags

0 Integrity Flags for Review

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The AI writing percentage should not be the sole basis to determine whether misconduct has occurred. The reviewer/instructor should use the percentage as a means to start a formative conversation with their student and/or use it to examine the submitted assignment in accordance with their school's policies.

What does 'qualifying text' mean?

Our model only processes qualifying text in the form of long-form writing. Long-form writing means individual sentences contained in paragraphs that make up a longer piece of written work, such as an essay, a dissertation, or an article, etc. Qualifying text that has been determined to be likely AI-generated will be highlighted in cyan in the submission, and likely AI-generated and then likely AI-paraphrased will be highlighted purple.

Non-qualifying text, such as bullet points, annotated bibliographies, etc., will not be processed and can create disparity between the submission highlights and the percentage shown.





1st Half Semester Progress Report

Name of Student(s)	M.Daniyal Sattar & Osama Abdur Rehman
Enrollment No.	01-321242-040 & 01-321242-024
Thesis/Project Title	Leveraging Social Media Marketing of Islamabad Tax Services & Consultant

Supervisor Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
1	6-9-25	After our weekend Class	Discussed about introduction of project report and guidelines.	(Dsattar)
2	20-9-25	In Supervisor Office	Showed Questionnaire and references from which questionnaire was made.	(Dsattar)
3	11-10-25	After our weekend Class	Showed Interview Questions and information related to industry analysis.	(Dsattar)
4	25-10-25	In Supervisor Office	Discussed the introduction part of the report.	(Dsattar)

Progress Satisfactory

Progress Unsatisfactory

Remarks: _____

Signature of Supervisor: Date: 6-11-25

Name: Izza Shahzad Note:

Students attach 1st & 2nd half progress report at the end of spiral copy.



MBA

2nd Half Semester Progress Report & Thesis Approval Statement

Name of Student(s)	M. Daniyal Sattar & Osama Abdul Rahman
Enrollment No.	01-321242-040 & 01-321242-024
Thesis/Project Title	Leveraging Social Media of Islamabad Tax Services Consultant

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	01-11-25	After the class	showed the analysis of questionnaire & tools feedback	(D Sattar) (Osama)
6	28-11-25	In MCIAM office	showed the final document & completion letter.	(D Sattar) (Osama)
7	13-12-25	After the class	changes were shown & feedback Evaluation Form.	(D Sattar) (Osama)

APPROVAL FOR EXAMINATION

Candidates' Name: _____ Enrollment No: _____

Project/Thesis Title: Leveraging Social Media for Islamabad Tax Services & Consultant

I hereby certify that the above candidates' thesis/project has been completed to my satisfaction and, to my belief, its standard appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 4% that is within the permissible limit set by the HEC for thesis/ project BBA/MBA. I have also found the thesis/project in a format recognized by the department of Business Studies.

Signature of Supervisor: (Signature) Date: _____
13-12-25

Name: Isha Shahzad

Major No. 10

THESIS/PROJECT REPORT CORRECTIONS SUBMISSION FORM

Please Tick the Relevant Box

MBA

BBA

THESIS

PROJECT

1. Student Name: Osama Abdur Rehman Enrol # 01-321242-024

(In case of Project, details of other Members)

2. Student Name: M. Daniyal Sattar Enrol # 01-321242-040

3. Student Name: _____ Enrol # _____

Specialization: MBA Marketing 1.5 years

Name of Supervisor: Maam Izza Shahzad

Examiner's Instructions: Please fill in the following details.

No.	Corrections required (Suggested by Examiners)	Amendments made	Located on Page
Chapter 1			
Chapter 2			
①	Remove questionnaire analysis	Added Interview questions and its analysis on pg 10	pg 10 and onwards
Chapter 3			
②	Remove asset planning team coordination headings	Incorporated social media design posts and Screenshots of tools presented and ads run on designed post	pg 22 and onwards
Chapter 4			
③	Suggested to add analytics using meta business suite	Incorporated analytics to the ads placed using meta business suite and screenshots	pg 34 and onwards

Chapter 5

Executive Summary/Abstract

	Suggested remove We added.	pg 5a
	abstract	executive summary

General Comments

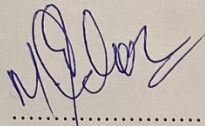
	Suggest to add	We added AI	
	AI report	report using furniture	

** Please add rows if necessary

at the end of report

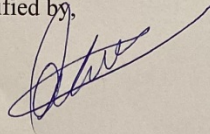


Endorsed by,



.....
Examiner Name

Verified by,



.....
Name of Supervisor:

Date:

19/1/2026

Date:

19/1/26

Note:

These correction forms must be verified by the supervisor. It should be attached at the end of final hardbound copy that was examined/commented by the internal and external examiners.





