

## Inspiring the Next Generation of Independent Media in Pakistan

The training program opened a whole new world of possibilities in videography and sparked my interest in pursuing a career in documentary-making. Moreover, the mentorship and fellowship program provided me with invaluable opportunities to interact with some of the industry's finest journalists, further enhancing my skills and knowledge.



Larajib Athar  
Feb-Mar, 2023



## Quotable Quotes

"Social media isn't just about likes and shares, it's a pivotal platform for organizational branding, engagement, and voice. It does not just connect us to the world; it enables us to shape it. It's not just a tool—it's a force that can move missions and make visions a reality." Amer Ejaz, CEO, MAHER Consulting

For communication that truly resonates, let's talk.



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# MAHER CONSULTING

## Digital Marketing

### Elevate Your Impact with Strategic Social Media Presence



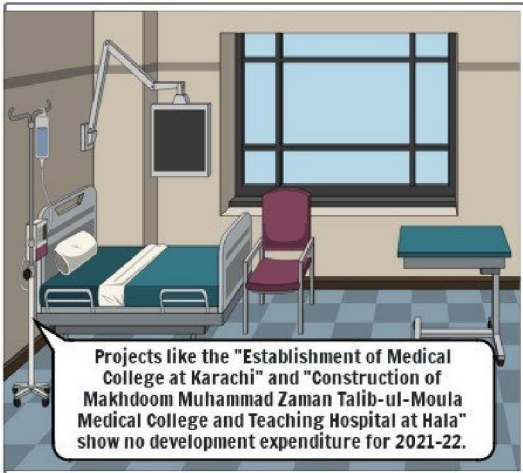
# M A H E R Consulting

Management, Analysis and  
Human Empowerment for Results

## Strategic Timing for Impactful Results

With extensive experience in the non-profit sector, our team possesses keen insight into identifying and capitalizing on the most opportune moments for maximum impact.

### Sindh Development Budget (Health)



Projects like the "Establishment of Medical College at Karachi" and "Construction of Makhdoom Muhammad Zaman Talib-ul-Moula Medical College and Teaching Hospital at Hala" show no development expenditure for 2021-22.

This indicates potential challenges in implementation or funding delays.

A Glimpse of our work to enhance digital presence.

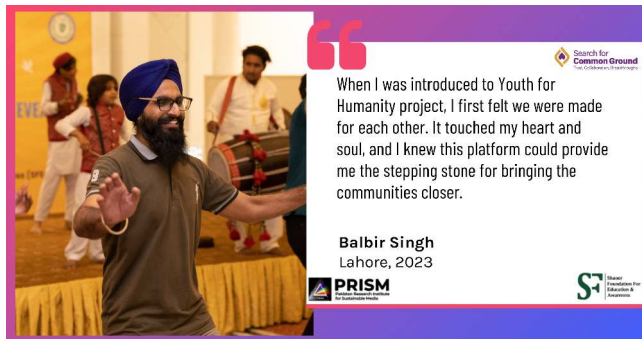
# MAHER: Management, Analysis and Human Empowerment for Results

## MAHER is a Concept

Welcome to MAHER Consulting — where tradition meets reinvention. We're not your typical consulting firm; we are a groundbreaking concept. Rooted deeply in the ethos of actionable impact, our approach transcends the standard. For us, it's not about the mere execution of tasks, whether it's management, advocacy, monitoring, or communication. It's about envisioning and ensuring tangible results. Every social action we advocate for or engage in isn't just about the activity – it's about the ripple of change it catalyzes. At MAHER, we don't just do; we achieve.

## Our Commitment

At MAHER Consulting, we harness these trends to position your organization at the forefront of social change. Let's partner to craft a social media presence that resonates, engages, and inspires action.



Our sample work. For more, visit our website

## The Power of Social Media in Today's Organizational Growth

**User Engagement:** Over 4.2 billion people are active on social media worldwide — that's more than half the global population! (Source: Statista)

**Brand Recognition:** 60% of Instagram users say they discover new products on the platform, showing the power of social media in brand visibility. (Source: Instagram Business)

**Consumer Trust:** 53% of the world's population trusts NGOs, and consistent, transparent communication on social media is key to building and maintaining this trust. (Source: Edelman Trust Barometer)

**Crisis Management:** Organizations that effectively use social media for crisis communication can reduce the impact of a crisis by up to 20%. (Source: PwC)

**Volunteerism:** 55% of people who engage with NGOs on social media end up taking some action, including volunteering, donations, and word-of-mouth advocacy. (Source: Waggener Edstrom)

**Influence and Advocacy:** Social campaigns have increased community engagement by up to 40%, demonstrating social media's role in advocacy and policy change. (Source: Cision)

## Stay Ahead of the Curve with MAHER Consulting

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## Contours of Social Media Strategy

### Social Media Strategy Development:

Customized strategies tailored to your organization's goals and audience.

**Social Media Policy Formulation:** Ensuring your online presence is responsible and compliant.

**Brand Voice & Design Guidelines:** Crafting a consistent and recognizable online identity.

**Employees Social Media Guidelines:** Empowering your team to be brand ambassadors while maintaining professionalism.

**Crisis Communication Plan:** Preparing for potential online crises with proactive and responsive tactics.

**Social Media Audit:** Assessing your current social media landscape and identifying areas for growth.

**Social Media Objectives:** Setting clear, measurable goals for your social media campaigns.

**Social Media Calendar:** Detailed scheduling to maintain a consistent and effective online presence.

**Measurement and Reporting Plan:** Tracking progress and adjusting strategies for optimal performance.

## Unique Offerings

**Consultative Workshops:** Collaborative strategy sessions with your program staff.

**Social Media Content Strategy:** Creating content that resonates and engages your target audience.

**Community Building:** Techniques to grow and nurture your online community.

**Measuring Success:** Utilizing analytics to gauge effectiveness and ROI.

For more information visit our website [www.maher.consulting](http://www.maher.consulting)