

# YOUR PARTNER IN TECH

01

From Print to Code — We Power Progress. **Conversion Beast** is a multidisciplinary company delivering **technology, printing, and marketing solutions to government agencies, corporations, SMEs, and private businesses.**

We provide **end-to-end solutions** that are secure, scalable, and designed to deliver measurable results. We are a team of **over 50 professionals**, including **designers, developers, marketers, project managers, and system specialists**, working across **technology, printing, and creative domains**. From traditional business applications to **AI-powered systems**, we create solutions that make a real impact. If you are looking for a reliable, innovative, and results-driven partner for technology, print, or marketing projects, Conversion Beast is the right choice.

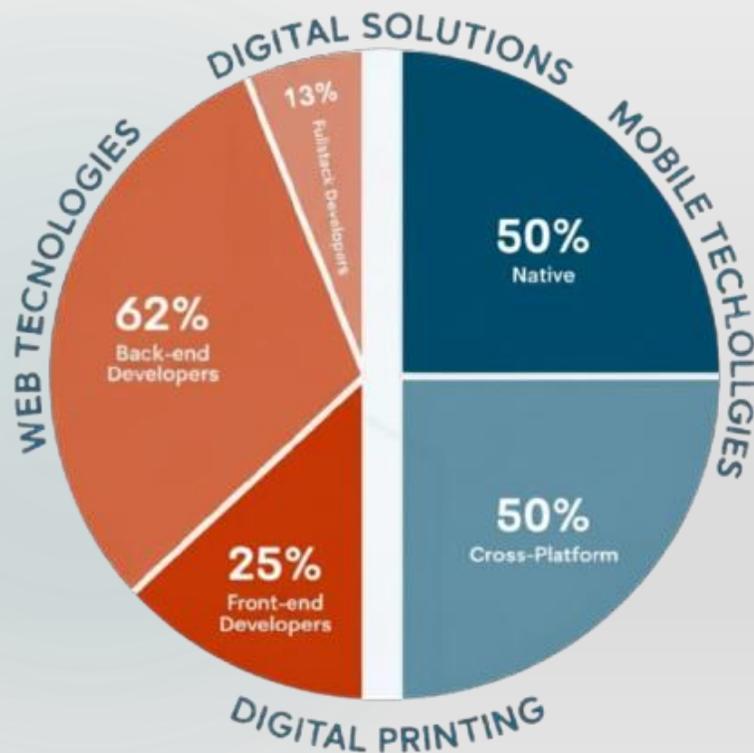
# Core Values



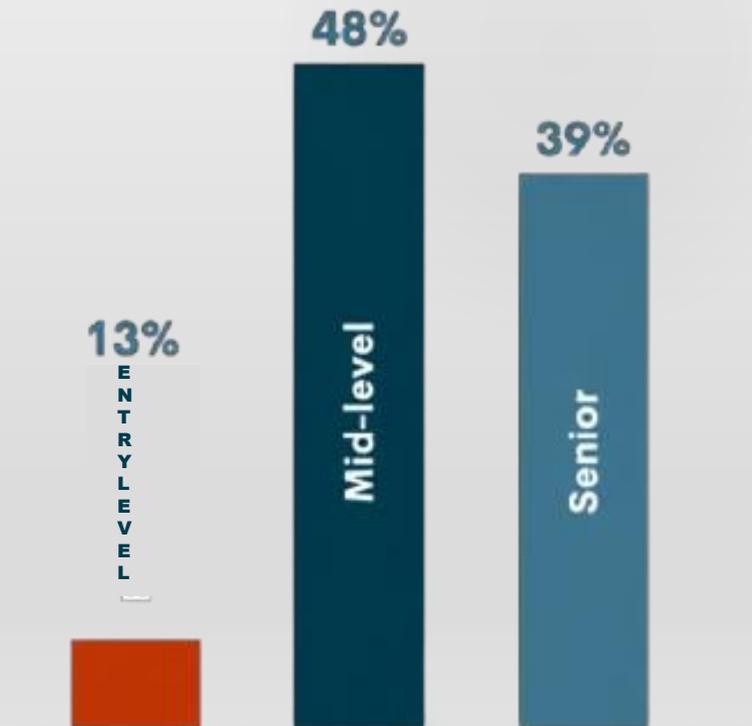
# Our Team

Our team brings a wide range of skills, experience levels, and industry backgrounds. Here are a few stats to show what our team looks like.

Skills Composition of our Engineers:



Engineering Team's Experience level:



# Our Expertise



Software  
Development



Website Design



Mobile App  
Developer



Marketing &  
Lead Generation



Printing and Branding



Production House

# Software Development

## Custom Software That Runs Your Business

We develop secure and scalable systems — from CRM, ERP, and POS to School and Clinic Management Software — designed for efficiency and automation

### Features:

- Custom Dashboards
- Reports & Analytics
- Multi-User Access
- Cloud Integration
- Lifetime Support



# Website Development

## Websites That Look Good and Sell Better

Responsive, SEO-ready, and conversion-driven websites that represent your brand and grow your business.

### Features:

Corporate, E-commerce & Portfolio Sites

SEO + Analytics Setup

CMS Integration

Modern UI/UX



# Mobile App Development

**Build Mobile Apps That Users Love.**

We create fast, user-friendly Android & iOS apps that deliver results and great user experience.

## Features:

- Android & iOS Development
- API Integrations
- Real-time Notifications
- App Store Optimization



**MOBILE APP  
DEVELOPMENT**

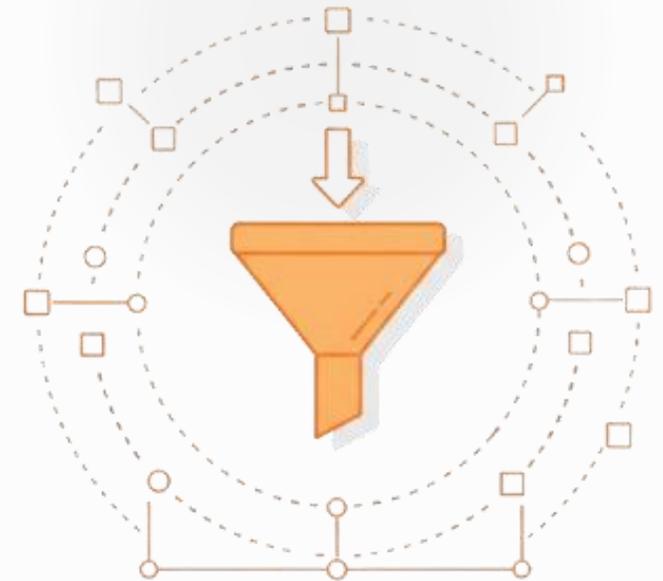
# Marketing and Lead Generation

**Marketing That Converts Views Into Sales.**

From social media to ads and funnels — we help brands grow fast through performance marketing.

**Features:**

- 30 Posts, 15 Reels
- Meta, Google, TikTok & LinkedIn Ads
- 5 Sales Campaigns + Funnel Setup
- Retargeting + Reporting



**MARKETING  
AND LEAD GENERATION**

# Printing and Branding Solutions

**Premium Printing That Reflects Your Brand.**

From business cards to packaging — we deliver high-end printing and branding materials that impress.

## Features:

Business Cards, Brochures, Packaging  
Merchandise & Apparel  
Emboss / Matte / UV Finishes

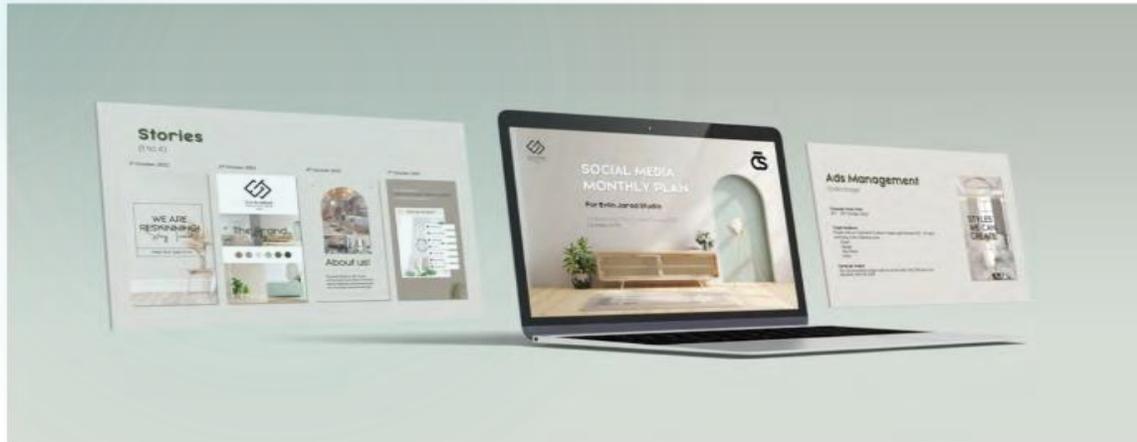
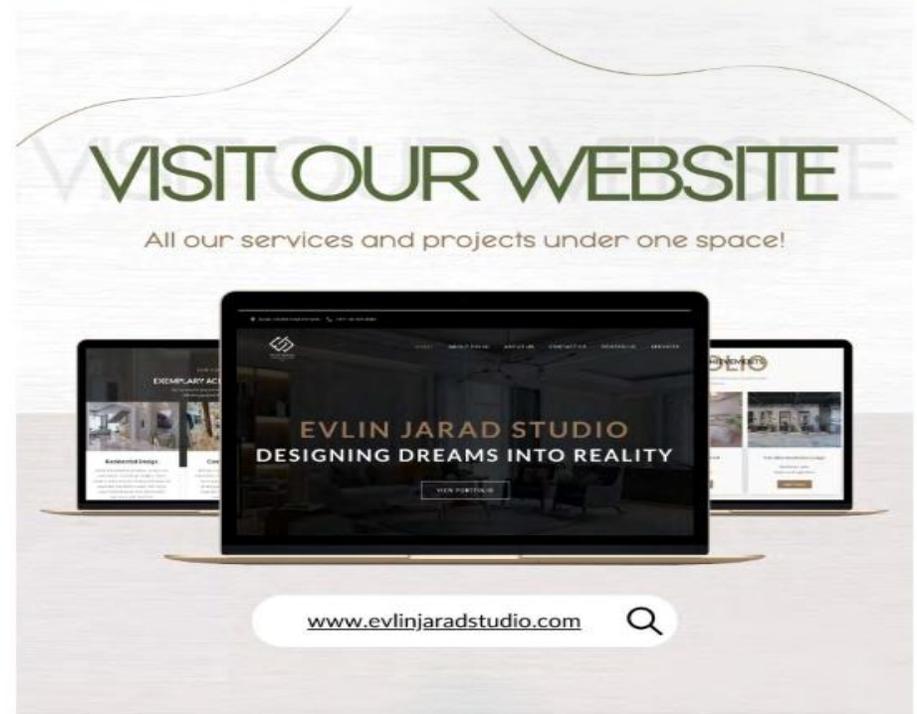
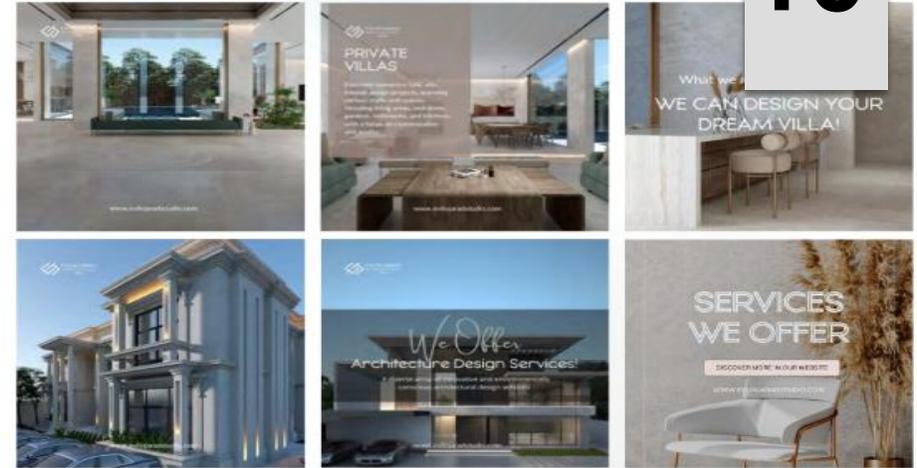
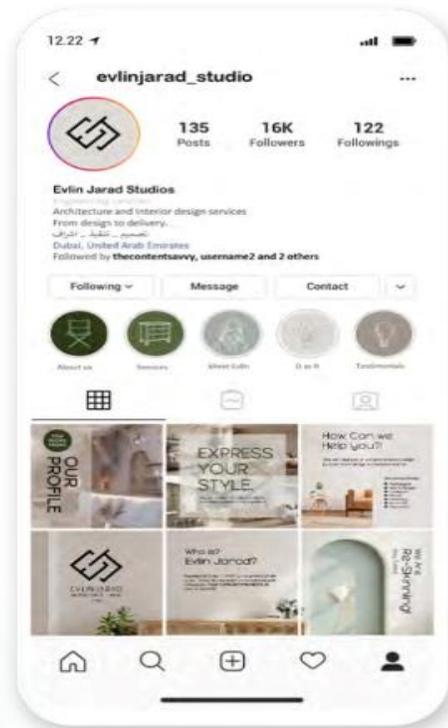


**PRINTING AND BRANDING  
SOLUTIONS**

# INTERIOR DESIGN

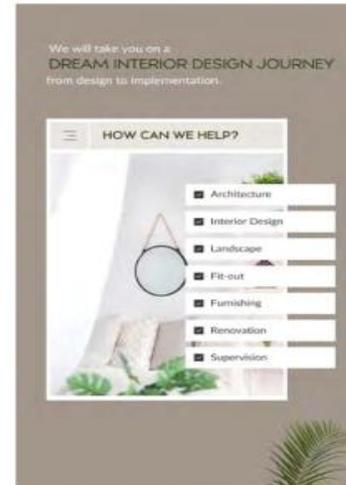
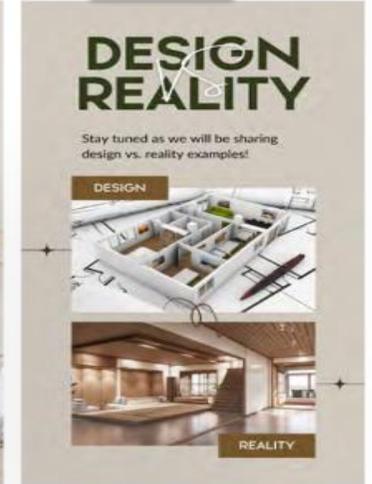
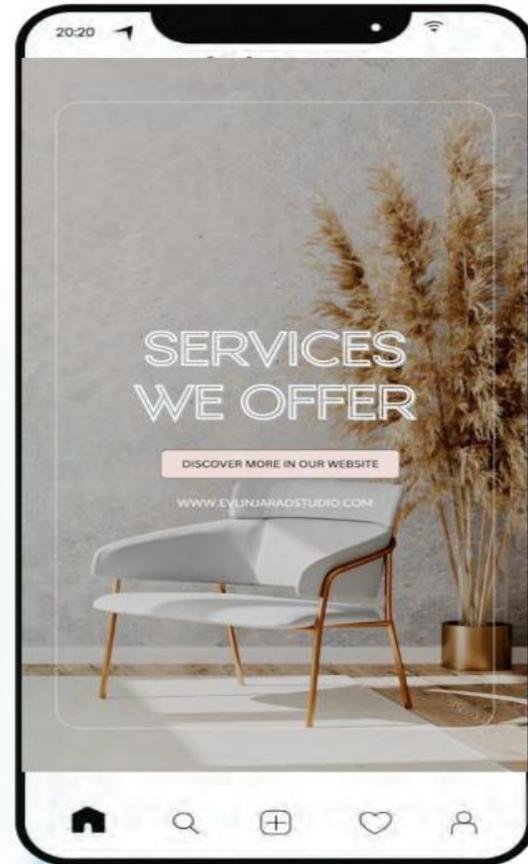
**Client: Evlin Jarad Studio**  
**Location: Dubai, UAE**

Evlin Jarad Studio, specializing in interior design and architecture services, embarked on a rebranding journey to redefine their online presence. With a focus on Instagram and Facebook, we embarked on a mission to revamp their social media aesthetics. Our efforts included crafting a variety of engaging posts, captivating stories, and dynamic short videos, which we managed for the business. Additionally, we played a pivotal role in curating their social media content to showcase completed projects within a cohesive and agreed-upon thematic framework.



**REELS & INTERACTIVE STORIES**

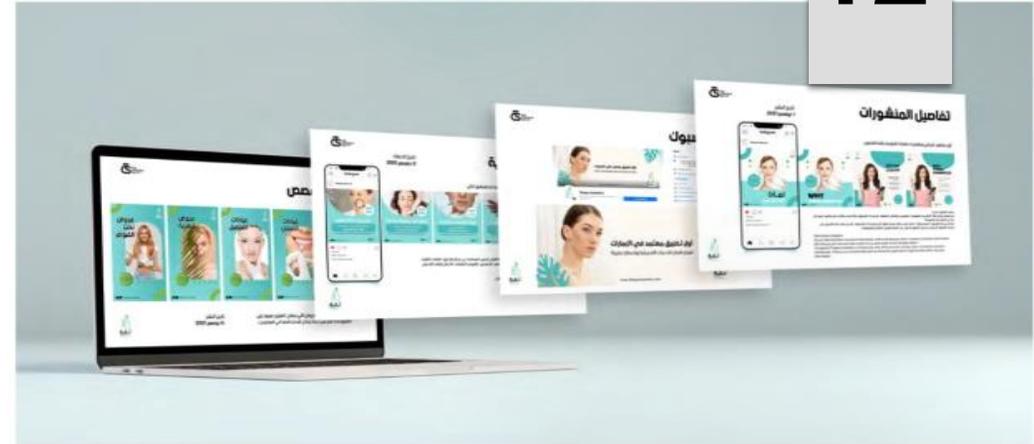
In our collaboration with Evlin Jarad Studio, we went beyond static stories to craft interactive ones that actively engaged the audience. By prompting questions and discussions about interior design, we not only enhanced the appeal of their stories but also significantly boosted both story and account reach;



# MEDICAL & COSMETICS

**Client: Theqa Cosmetics**  
**Location: Dubai, UAE**

Theqa Cosmetics, a mobile app offering diverse medical center and clinic services, partnered with us to launch their Instagram and Facebook accounts. We managed both platforms, shared varied media content, and engaged their growing followers, bolstering their online presence and audience connections.



## Educational posts

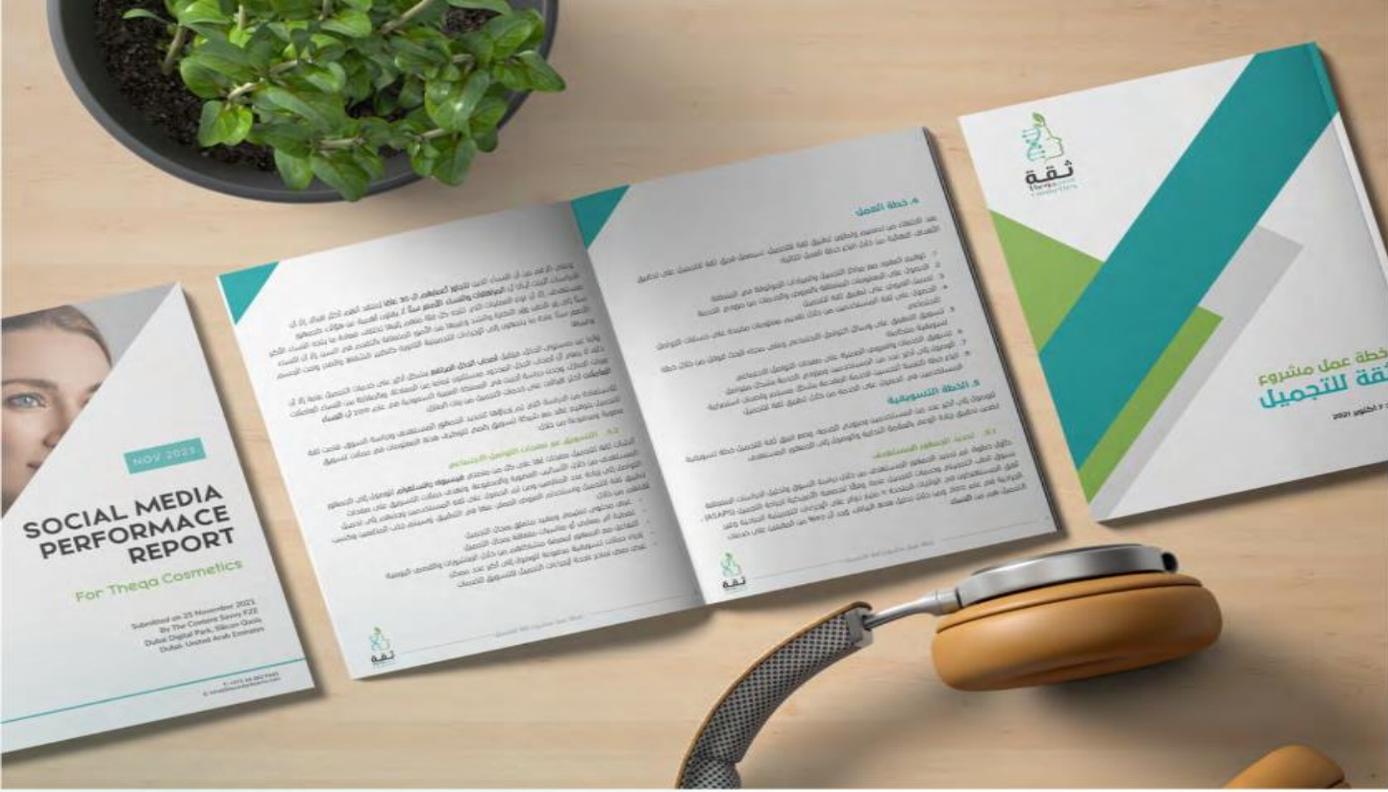
Educational social media posts were one tool we used. These are posts designed to share valuable knowledge and information with the audience on social media platforms. Their main goal is to educate and engage users on specific topics or subjects.



## Promotional posts

Promotional posts, in contrast, are content created with the sole purpose of advertising and promoting products, services, events, brands, or campaigns. Their primary objective is to increase awareness, attract potential customers, and prompt audience engagement or action.





**Carousels**

We also craft carousels, a unique content format that combines multiple images or slides into a single post to convey a message, whether it's for educational or commercial purposes.



**Performance Reporting**

In performance reporting, we offer an in-depth analysis of the effectiveness and influence of your social media marketing strategy or campaign. This entails gathering and interpreting a range of metrics to evaluate how effectively your social media efforts are achieving predetermined objectives and goals.



**SOCIAL MEDIA MARKETING STRATEGIES FOR NEW AND EXISTING BUSINESSES**

We also provide Social Media Marketing strategies tailored to assist your business in accomplishing its distinct goals and objectives via social media platforms. Our strategies encompass a comprehensive plan that defines the tactics, content formats, target audience, and performance metrics necessary to effectively promote your brand, product, service, or message.

# SALONS & BEAUTY

**Client: Beauty Perfection Ladies Salon**  
**Location: Dubai, UAE**

Beauty Perfection Salon, located in Dubai, offers a wide range of affordable beauty services. Our collaboration with the salon involved creating a variety of posts and short videos, tailored for use as both organic and paid content. Additionally, we assisted in curating and enhancing the overall theme and aesthetics of the salon's Instagram account to elevate its online presence.



## DIVERSE, DYNAMIC, AND MULTILINGUAL CONTENT CREATION

Our content creation for the salon extended beyond static posts. We crafted engaging carousels in two languages, attention-grabbing Ads posts, dynamic short video reels, and captivating highlight stories. To ensure transparency and alignment with our client's vision, we provide a detailed plan in PDF format, allowing for client review, feedback, and approval at least 7 days prior to posting.



Our carousels served a dual purpose, either as informative infographics or as a means to showcase diverse examples of the salon's work. Furthermore, we ensured inclusivity and wider reach by creating posts in both Arabic and English, catering to a diverse audience and enhancing accessibility for all.



### Brand Identity & Aesthetics.

Our collaboration extended to a comprehensive revamp of the brand's visual identity, infusing professionalism into their social presence. While we played a pivotal role in enhancing their online image, the salon chose to independently manage their Ad campaigns, aligning with their marketing budget constraints.

# FASHION

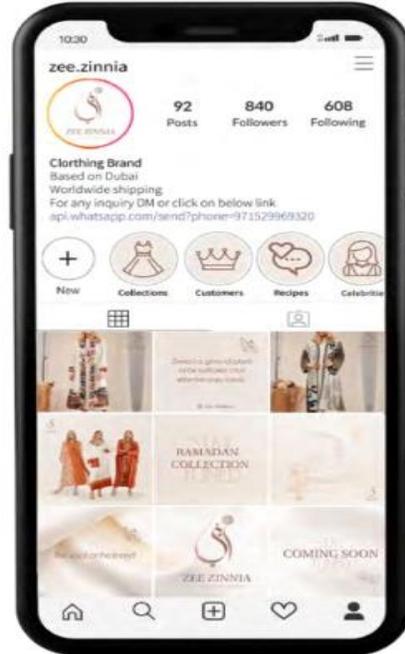
**Client: Zee Zinnia Fashion**

**Location: Dubai, UAE**

We assisted Zee Zinnia, a modest fashion brand, in crafting their brand identity and launching on social media. Our contributions encompassed the design of numerous static images to showcase their Ramadan collection.

### Branding and Packaging Design

Additionally, our responsibilities extended to branding and packaging design, where we created the brand identity, incorporating their logo, typography, color palette, and packaging aesthetics.



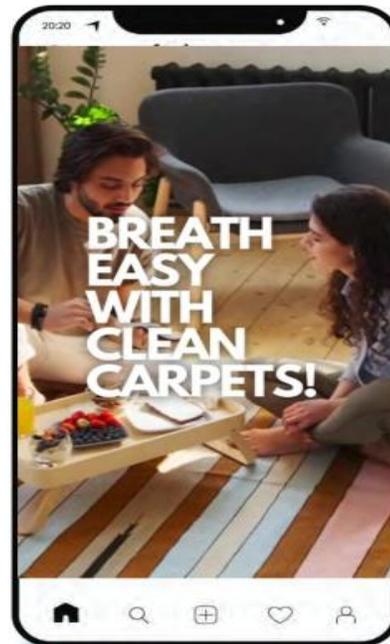
# CARPET CLEANING

**Client: La Carpetierre UAE**  
**Location: Dubai, UAE**

La Carpetierre, a French carpet cleaning company expanding into the UAE market, sought our expertise to establish their online presence. We provided support by creating static images, reels, and stories to promote their brand in the UAE.

**Ads Campaign Management**

Furthermore, we played a pivotal role in managing their social media Ad campaigns on Meta platforms for a duration of two months. Our responsibilities encompassed both content production and the execution of the advertising campaigns to enhance their reach and engagement in the local market.



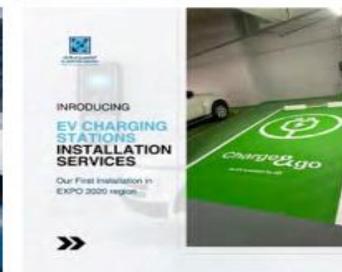
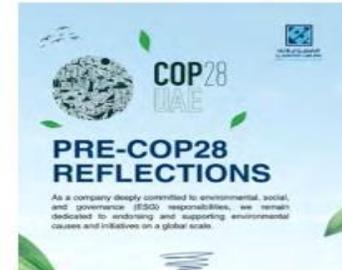
**CORPORATE**

**Client: Al Babtain LeBLANC Emirates**  
**Location: UAE**

Al Babtain LeBLANC Emirates, a corporate firm catering to the telecom, security, and oil and gas sectors in the UAE, entrusted us with the management of their LinkedIn page. Our comprehensive management services encompass monthly content ideation, visual design, posting, and monthly performance reporting.

**Strategic LinkedIn Management**

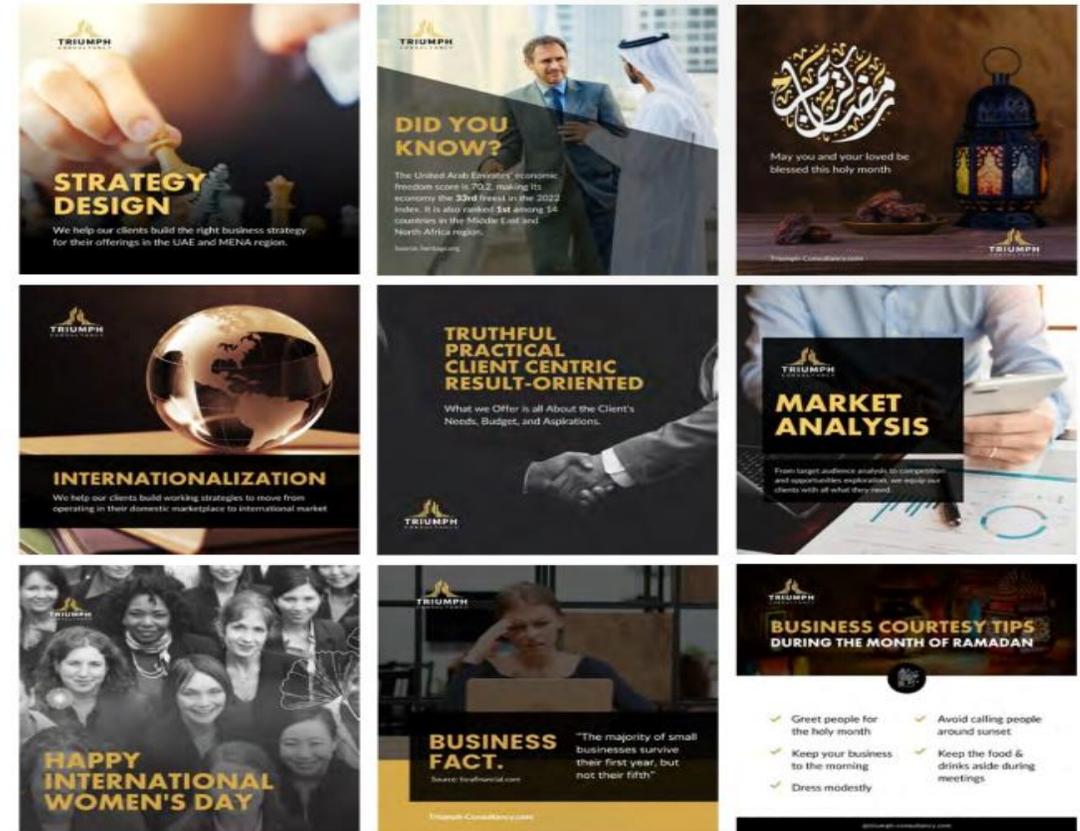
Aligned with our approach for other businesses we manage, our content creation for Al Babtain goes beyond static posts. We curate engaging content in the form of news articles, carousels, and videos, ensuring a diverse and dynamic online presence.



# BUSINESS CONSULTANCY

**Client: Triumph Business Consultancy**  
**Location: Dubai, UAE**

Triumph Business Consultancy, a prominent player in the UAE's business consultancy sector, has engaged our services for assistance in developing their brand identity, creating their company profile, and managing their social media presence on LinkedIn.



**Triumph Business Consultancy**  
1,564 followers

Some might think that the pandemic has made it harder for entrepreneurs to run their businesses. In fact, Salvatore Buscemi has a very comprehensible different point of view, and he strongly believes that NOW, is the best time to become an entrepreneur.

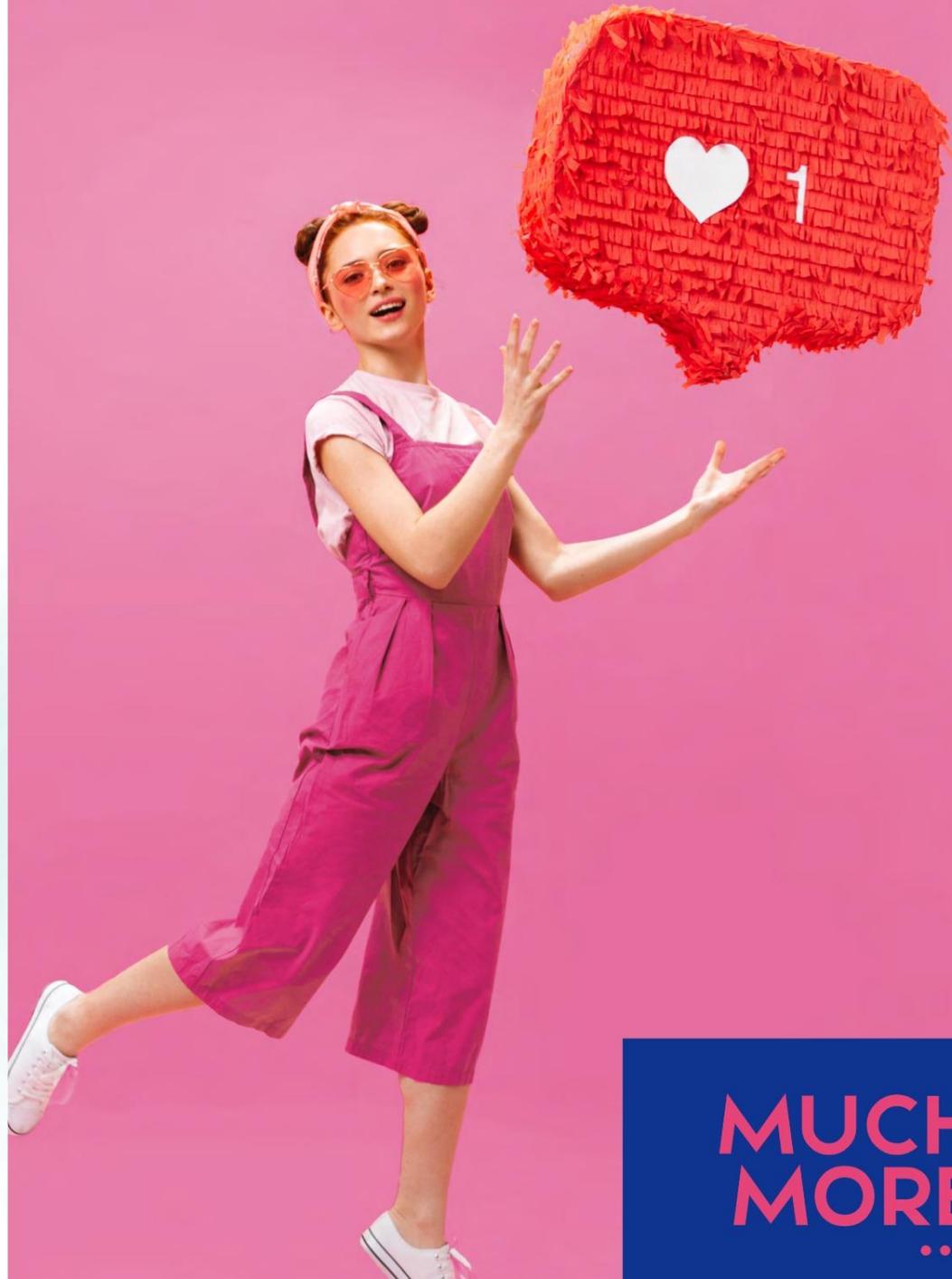
Read the full article to know why and let us know your own thoughts. Are you interested in starting a business but not sure what the next step is? We at Triumph Business Consultancy can guide you through the way.

For more details, you can reach us at:  
T: +97143721188  
E: info@triumphconsultancy.com  
#businessconsultancy #businessconsultant #startingbusiness #startup #dubaiconsultant #dubaiconsultancy

**Now Is the Best Point in Time to Become an Entrepreneur | Entrepreneur**  
entrepreneur.com · 3 min read

## Strategic LinkedIn Management by Curating Industry Articles

In addition to designing images and crafting content to promote the business's services, we extended an additional service to enhance their audience engagement. This service involved conducting research on industry-related articles and sharing them weekly on the business's LinkedIn page.



### Greeting posts

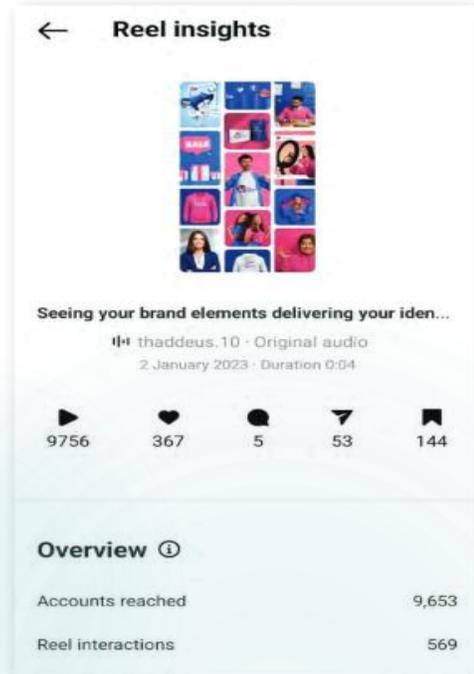
We also have a loyal base of regular customers who turn to us for their special occasions, seeking tailor-made designs. Our unparalleled flexibility and unwavering commitment ensure that we consistently meet our clients' urgent needs, always delivering on time.



**MUCH  
MORE**  
...

Our design and management solutions offer remarkable flexibility. Whether you prefer a monthly agreement or an on-demand service, whether you require social media design posts, campaign management, influencer marketing, community management services, or comprehensive handling of your business's social media accounts, we've got all your needs covered.

# SUCCESS STORIES



## Reel Organic Reach

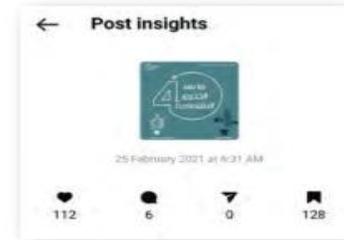
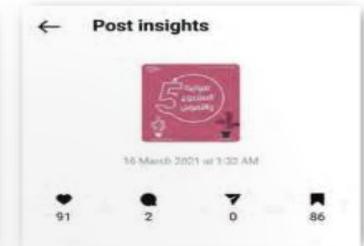
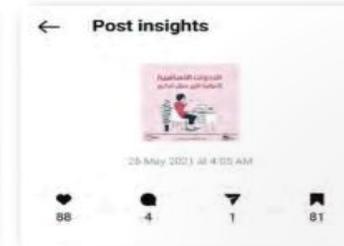
In one of our crafted Reels, we achieved remarkable organic reach, connecting with 9,653 Instagram users, with over 95% of them being non-followers of the account. The Reel garnered 367 likes, 53 shares, and 144 saves, accumulating an impressive total watch time of approximately 11 hours.



## The recipe for success:

Our Reel featured a trendy voice, vibrant visuals, and strategically incorporated relevant hashtags.

## More Reach Achievements



Here are screenshots showcasing some of our exceptionally engaging and captivating posts. This collection includes both organic and advertised posts, all boasting a remarkable save rate, which is a testament to the significant value these posts delivered to the audience. In Instagram's algorithm, saving is recognized as one of the most compelling performance metrics.

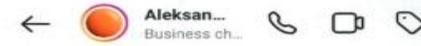
## The recipe for success:

The exceptional saving rate achieved by these posts can be attributed to the valuable educational content they offered, directly resonating with the audience's needs and interests. Each post was meticulously designed to provide insightful information, addressing relevant topics that catered to the audience's specific concerns and aspirations.

# HARNESSING COMMUNITY CONTRIBUTIONS

In one of our innovative Reels, we harnessed the power of community-created content to craft a captivating video featuring footage contributed by various individuals. To achieve this, we proactively reached out to the content creators, securing their permission to incorporate their work into our project. By seamlessly integrating their content, we created a visually appealing and engaging final product.

In recognition of their valuable contributions, we ensured proper credit by prominently mentioning and tagging these creators within the final Reel. Here, we proudly showcase screenshots capturing the communication between us and these content creators, exemplifying our commitment to collaboration and ethical content usage.



Hi Aleksandra!  
We came across your video of Cave Tapas restaurant in Abu Dhabi, and we were truly impressed by it! We happen to be the designers behind the project, and we are in the process of creating a reel to showcase this remarkable endeavor. We were wondering if we might have your permission to include some of the footage you captured in our reel. Of course, we will give you credit for this in our caption!  
Thank you for considering our request.



[https://www.instagram.com/reel/CuBmM8Vp\\_ez/?igshid=MWZjMTM2ODFkZg==](https://www.instagram.com/reel/CuBmM8Vp_ez/?igshid=MWZjMTM2ODFkZg==)

hello! yes, of course! I am also an interior designer and I am pleased to meet the creators of this beauty

Thank you dear! You have a great account and amazing photography skills .. drop us a message if you are ever in Dubai

Thanks



Hi Ahmad!  
We came across your video of Cave Tapas restaurant in Abu Dhabi, and we were truly impressed by it! We happen to be the designers behind the project, and we are in the process of creating a reel to showcase this remarkable endeavor. We were wondering if we might have your permission to include some of the footage you captured in our reel. Of course, we will give you credit for this in our caption!  
Thank you for considering our request.



<https://www.instagram.com/reel/CuZ5WQSMX3Q/?igshid=MWZjMTM2ODFkZg==>

27 Sept, 10:39

Replied to you

Hi Ahmad!  
We came across your video of Cave Tapas restaurant in Abu Dha...more

Yes sure

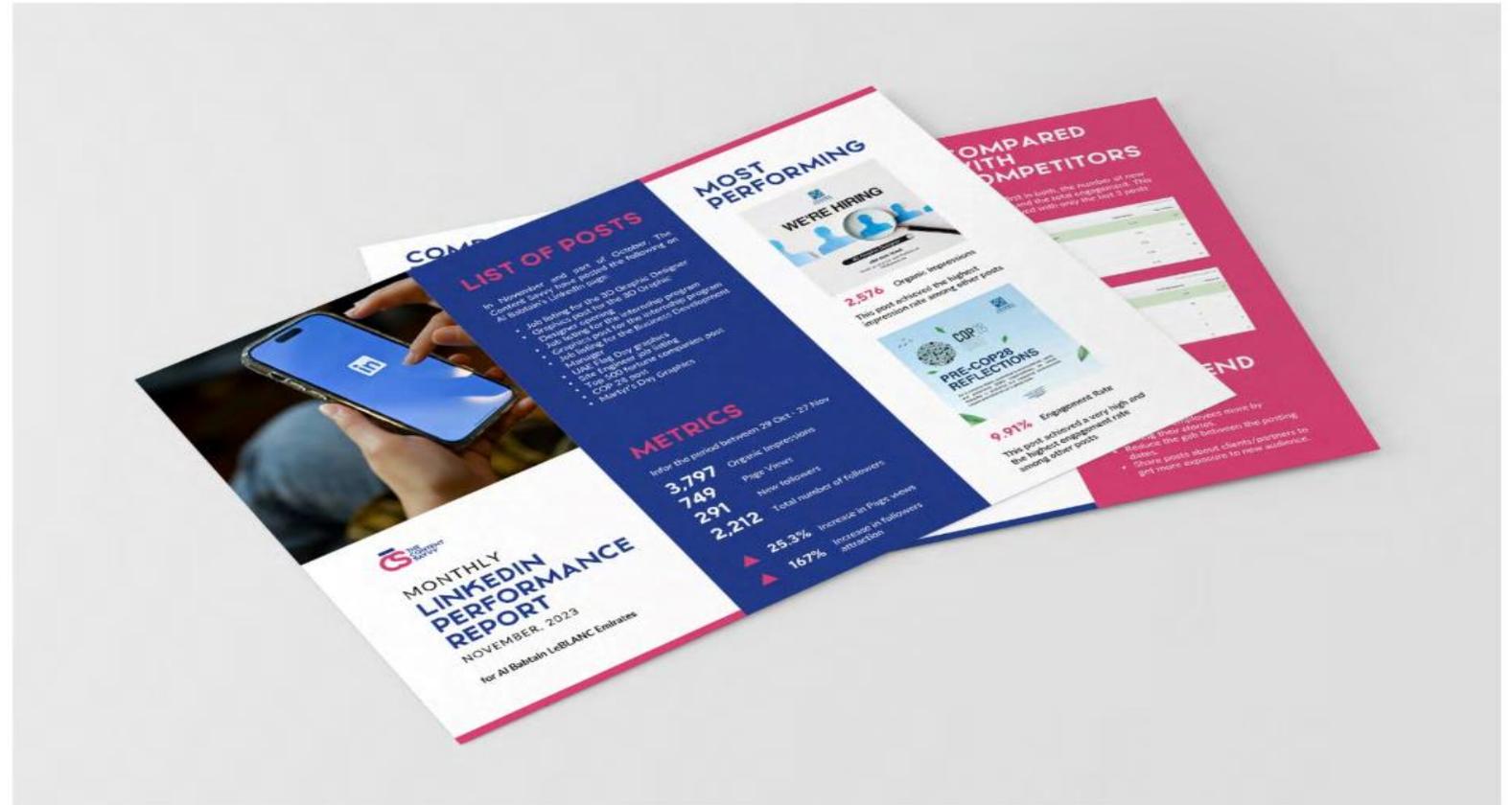
And many thanks

# LINKEDIN PRESENCE ACHIEVEMENTS

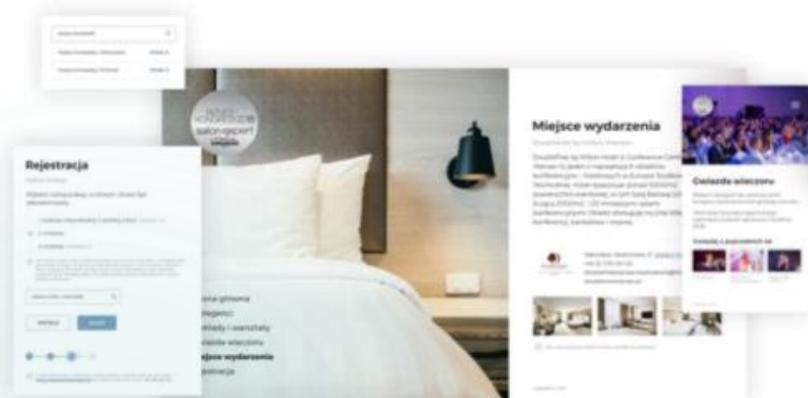
For one of the businesses under our LinkedIn management, we accomplished significant growth in just two months. We boosted their follower count by over **350** followers, generated more than **8,600** impressions, and garnered more than **1,250** page views—all achieved through organic means with a modest posting frequency of **only six posts per month**.

## Detailed Performance Reports

To ensure our client remains well-informed about their LinkedIn page's performance, we deliver comprehensive monthly reports. These reports offer valuable metric insights, providing a clear picture of their achievements, comparing their performance with industry competitors, highlighting their most successful posts, and presenting actionable recommendations for future strategies.



## Project examples



Event booking platform

**L'Oreal**

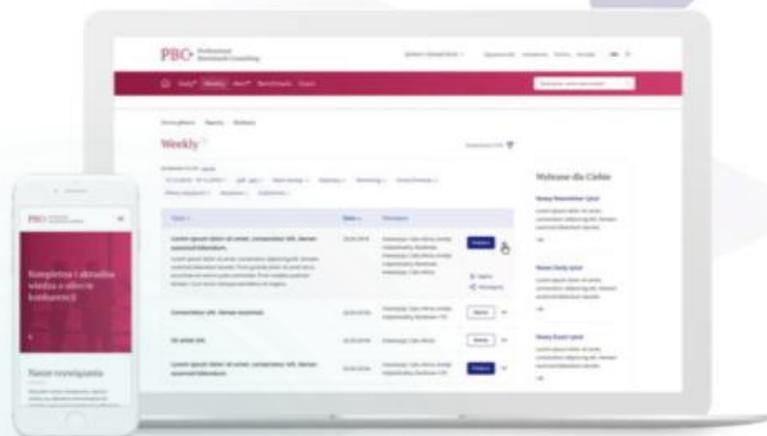
Consultation, Wireframes, UI Design,  
Front-End Development



Government website

**GIS.GOV.PL**

Research, Information Architecture,  
Usability Testing, UI Design

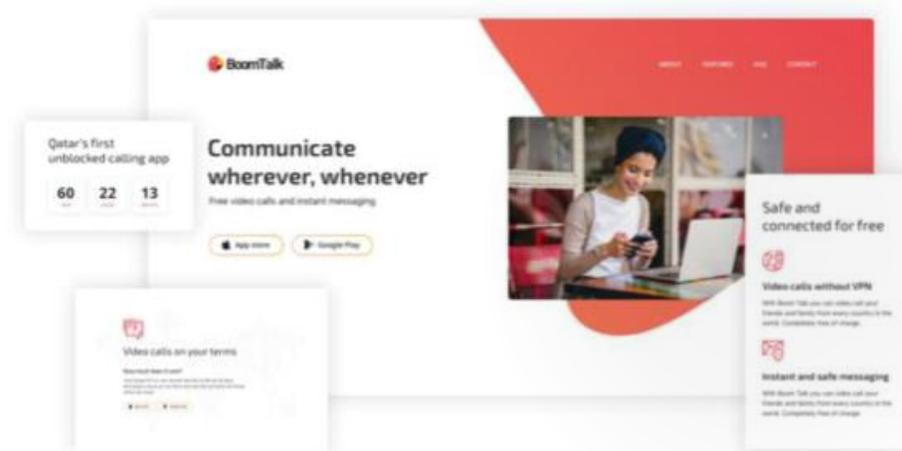


Platform for sharing expert banking reports

## Professional Benchmark Consulting

User Flow, Wireframes, UI Design

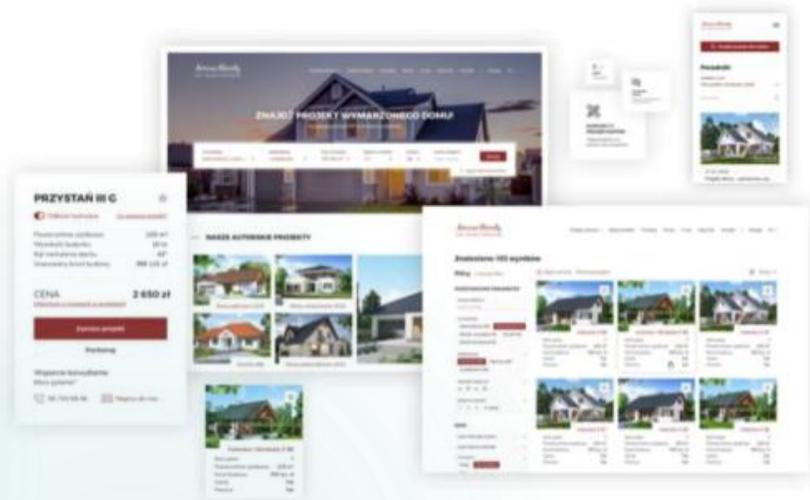
[SHOW CASE STUDY →](#)



New communicator for middle east

## BoomTalk

Usability Audit, Personas, Consultation,  
Strategy, Wireframes, Design



Architect services

## Domowe Klimaty

User Flow, Information architecture,  
Wireframes, UI Design

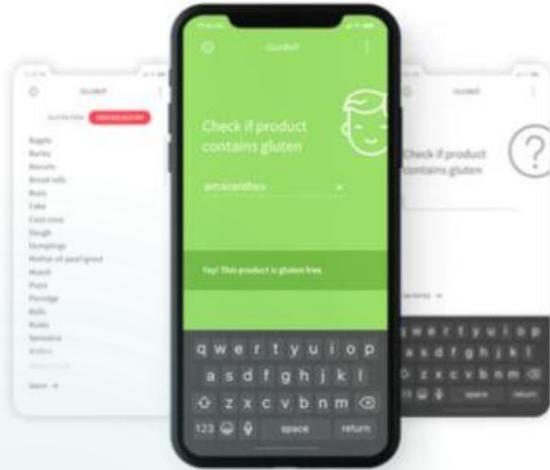


Website redesign

## Credomed

Usability Audit, Personas, Consultation,  
Strategy, Wireframes, Design

SHOW CASE STUDY →



App concept

## GlutOUT

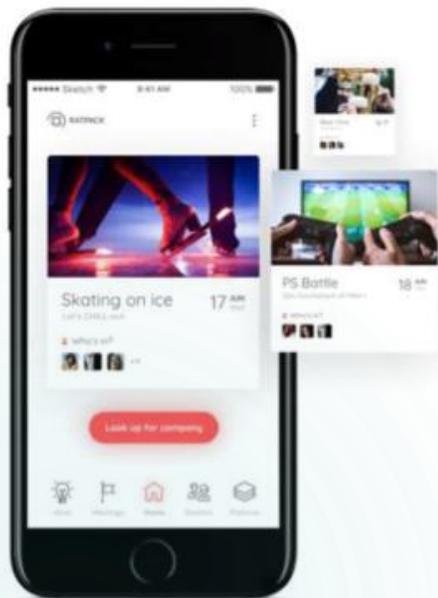
In-depth interviews, Competition Analysis, Market Research, Mockups, Information Architecture, Design, Microinteractions



Website app

## Menu planner

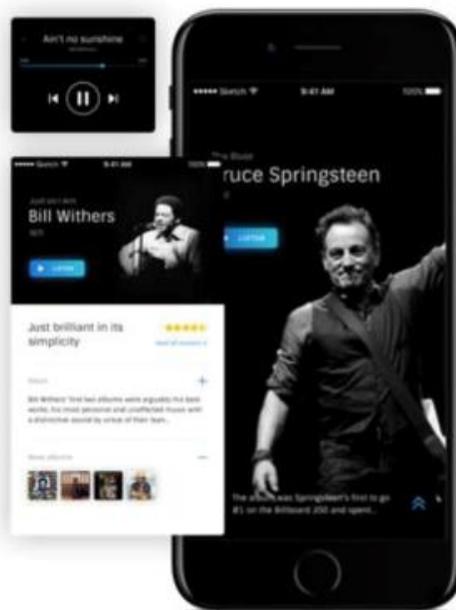
Strategy, Customer Journey, Personas, Mockups, Interactive Prototype



## Ratpack

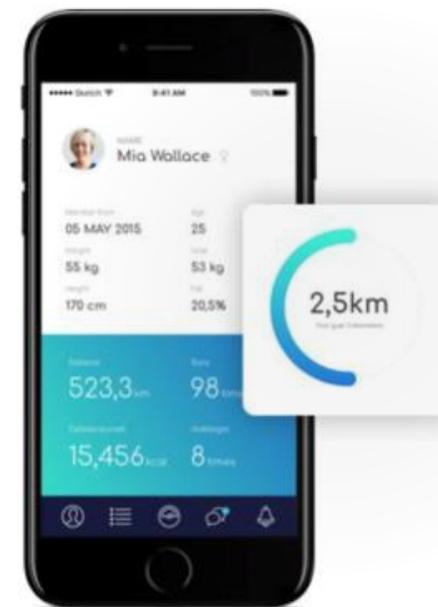
Mobile app improving social meeting experience.

[SHOW CASE STUDY →](#)



## Melodee

Music player with additional features.



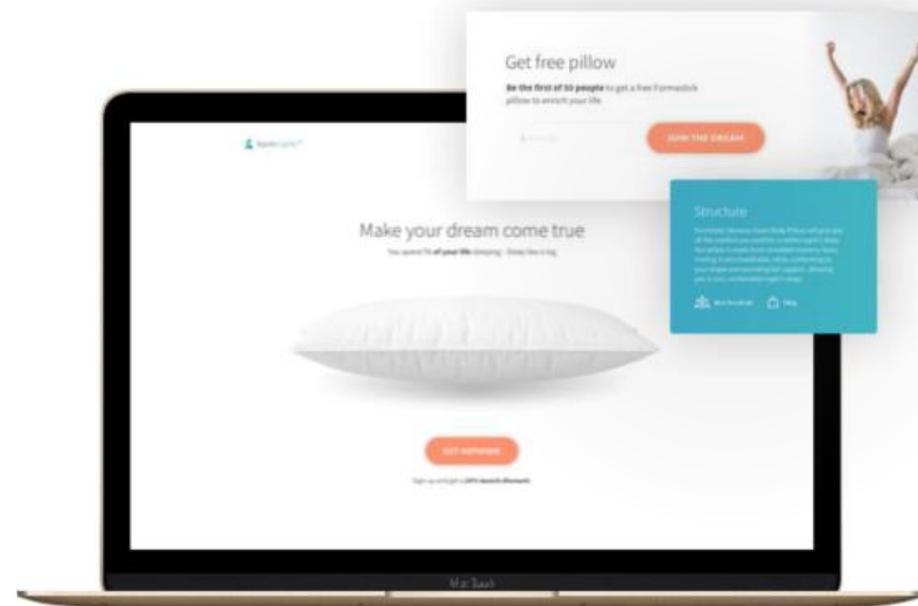
## RunApp

Mobile app dedicated for runners.



## Paleo Travel

Website for travelers



## Formtastic

Luxury pillows landing page

## Conversion Beast Printing Solutions Portfolio

At Conversion Beast, we deliver high-quality printing solutions that combine precision, creativity, and efficiency. Our portfolio highlights our expertise across corporate, government, and event-focused projects.

### 1. Corporate Branding & Collaterals

Business cards, letterheads, brochures, and catalogs  
Company reports and stationery

Marketing kits for corporate events

**Example Projects:** Branded collaterals for SMEs and large enterprises, annual reports for corporate clients



## 2. Event & Promotional Printing

Banners, posters, flyers, and standees

Trade show and exhibition materials

Event programs, invitations, and merchandise

**Example Projects:** Launch events, exhibitions, and product promotion campaigns



### 3. Packaging & Labels

Product packaging designs and high-quality prints

Labels for food, retail, and industrial products

Custom-sized and branded packaging solutions

**Example Projects:** Branded packaging for local and international clients



## 4. Secure & Confidential Printing

Certificates, official documents, and legal forms

High-security printing for sensitive government and corporate material

**Example Projects:** Confidential documents, certificates for institutions

### Why Our Printing Stands Out

Precision & attention to detail in every print

Fast turnaround without compromising quality

Scalable solutions for small and large-volume projects

State-of-the-art printing technology for vibrant, durable results



## About the Founder

# DANIAL WASEEM

As the Founder and CEO of **Conversion Beast**, Danial Waseem delivers complete digital solutions for growing businesses.

His services include developing secure custom software (CRM, ERP, POS, school and clinic systems), creating responsive and SEO-ready websites, and building fast, user-friendly mobile apps for Android and iOS.

a

Danial also provides performance-driven marketing and lead-generation services, along with premium printing and branding solutions such as business cards, brochures, packaging, and merchandise.

[www.conversionbeast.site](http://www.conversionbeast.site)

[sales@conversionbeast.site](mailto:sales@conversionbeast.site)



# Work with us



## Project-based:

We will set up a couple of calls and scope the project with you. Once done, we will get back to you with a fixed price bid and a schedule for relevant deliverables. This mostly works well for small projects with fleshed-out requirements.



## Hourly:

For product development with inherent uncertainty and evolving requirements, we suggest an hourly model. We only scope the next few sprints and you are billed by the number of hours spent by the team on your project.



## Dedicated:

If you are looking for a maintenance team or someone to manage day-to-day operations, this is the most cost-effective option for you. Hire part-time or full-time dedicated talent and get billed for them monthly.



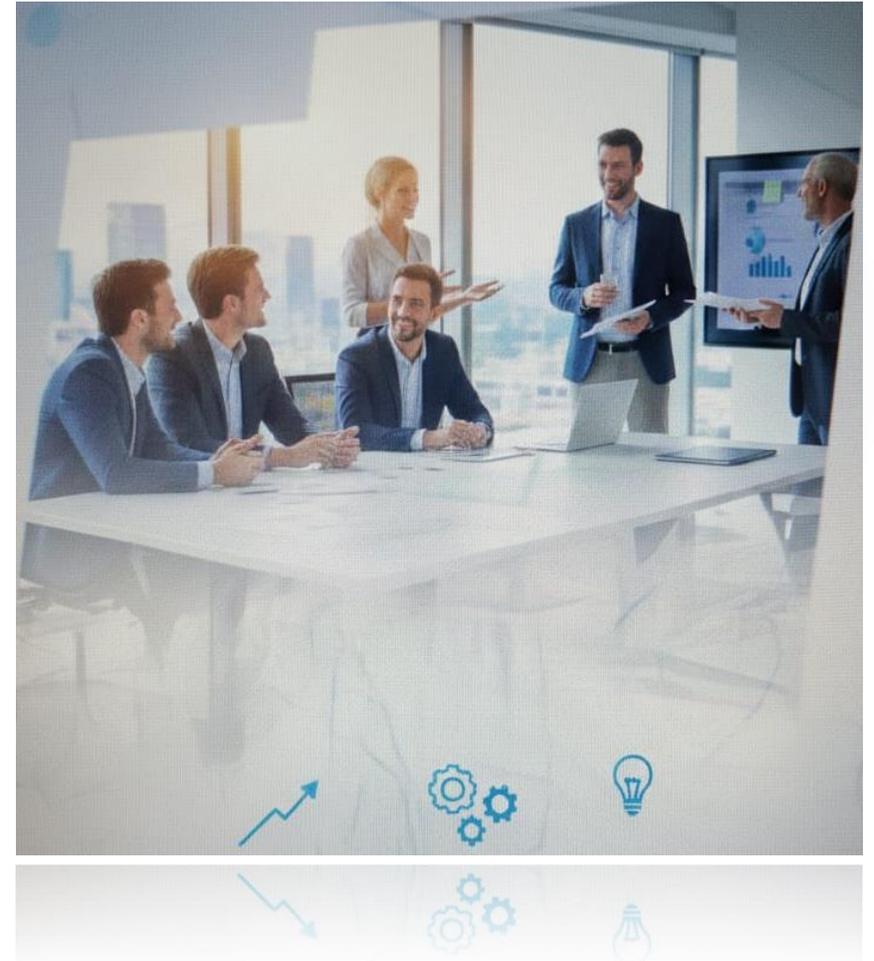
# Work with us

**Become a referral partner:**

Write a warm introduction for us to a client and get 10% of the revenue earned from that client for the lifetime. Learn about our referral program [here](#).

**Become a consortium partner:**

If you want to bid for a project and are looking for a consortium partner for technology services, reach out and we will be happy to submit the bid and execute the project alongside you.



# Rate Card

The graphic features three columns, each with a circular icon at the top and a dark blue header bar. The icons represent a person with a gear, a clock with a briefcase, and a group of people with a gear. The text is centered within each column's white body.

Project Based	*Hourly	*Dedicated Resource
To be estimated after the Project Requirement Document is shared.	Per-hour Rate: <b>USD 50</b>	Starting from Junior Developer: <b>USD 2000/Month</b> Mid-level Developer: <b>USD 2800/Month</b> Senior Developer: <b>USD 3500/Month</b>

# Connect With Us



INSTAGRAM

[www.instagram.com/conversionbeast.site](https://www.instagram.com/conversionbeast.site)



TIKTOK

[www.tiktok.com/conversionbeast.site](https://www.tiktok.com/conversionbeast.site)



CONTACT

+92-303-6705358



CONTACT

[www.conversionbeast.site](https://www.conversionbeast.site)



WEBSITE

[www.linkedin.com/conversionbeast.site](https://www.linkedin.com/conversionbeast.site)



LOCATION

Office 204, 2nd Floor, Soan Garden, Block A, Islamabad, Pakistan

For more Info mail us: [sales@conversionbeast.site](mailto:sales@conversionbeast.site)