



Towel Manufacturers' Association of Pakistan (Head Office)

TMA HOUSE

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GOOD NEWS FOR MEMBERS OF THE ASSOCIATION

Reference: **TMA Going Digital – Dedicated Marketing for Members.**

Beginning of the new beginning!

TMA is excited to develop a virtual / digital marketing platform for their valuable members, initial homework has been completed for marketing its member companies.

Depending on the number of participants in this initiative, cost will be equally shared amongst confirmed participants, approx. **USD1,000 to USD1,500 per year** would be the cost of participation which is very nominal compare to the money you spend on travel and exhibitions.

Based on number of confirmations from members, association will spend this amount as below.

- Enhance global awareness about association and its members through Google and various other digital search engine platforms.
- Social Media Campaigns.
- New Dedicated Website.
- E-Invites, E-Exhibition E-News Letter about association and its members.

Objective is to enhance global awareness about TMA *and its esteem members* to drive traffic on new website, *this* will enable global customers to see not only member list but can directly click to each member's website where each member can show and share their strengths and capabilities.

COVID-19 has brought new world order, it's important to adjust our businesses and daily lives.

TMA requests you to please *join the group of members* to establish this remarkable digital marketing platform for enhancement of towel exports & *global recognition*. We look forward to your positive and prompt response. Interested members are required to send their confirmations no later than 20th Jan 2021.



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Schedule of Confirmation:

- **Confirmation: 20th January 2021.**
- **Confirmation: after 20th January 2021 USD250/- as LPS.**
- **Confirmation: by 6th February 2021 USD1,000/- as LPS**
- **Confirmation: after 6th February 2021 USD1,250/- as LPS**

The initial cost charged, will cover the marketing campaign for 12 months, tentatively starting from April 2021 to March 2022.

Final list will be closed by February 15th, 2021.

Thanks & Regards

M. Muzzammil Husain
Secretary General



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