

Primatek



CONFIDENTIAL LEADERSHIP PRESENTATION

# A Dedicated 360° Growth and Brand Partnership for Primatek Appliances

A practical system to strengthen product storytelling, search discovery, social performance, website experience, data discipline and customer action.

Prepared for Primatek Appliances

26 September 2026

Presented by Vynzo Media Ltd.

THE OPPORTUNITY

Primatek already has products, credibility and an active audience. The next step is to make every digital touchpoint work as one growth system.

This proposal does not assume the current team is failing. It connects existing strengths, closes measurable gaps and creates one accountable layer beside Primatek leadership, commercial teams and current vendors.

Product proof stays at the centre. Search, social, website experience and reporting become easier to understand, easier to measure and easier for customers to act on.

SUCCESS SHOULD FEEL

Clearer

Customers understand the right model, use case and next step.

SUCCESS SHOULD FEEL

More credible

Product claims are demonstrated, not only stated.

SUCCESS SHOULD FEEL

More discoverable

Priority categories become easier to find in English and Bengali search.

SUCCESS SHOULD FEEL

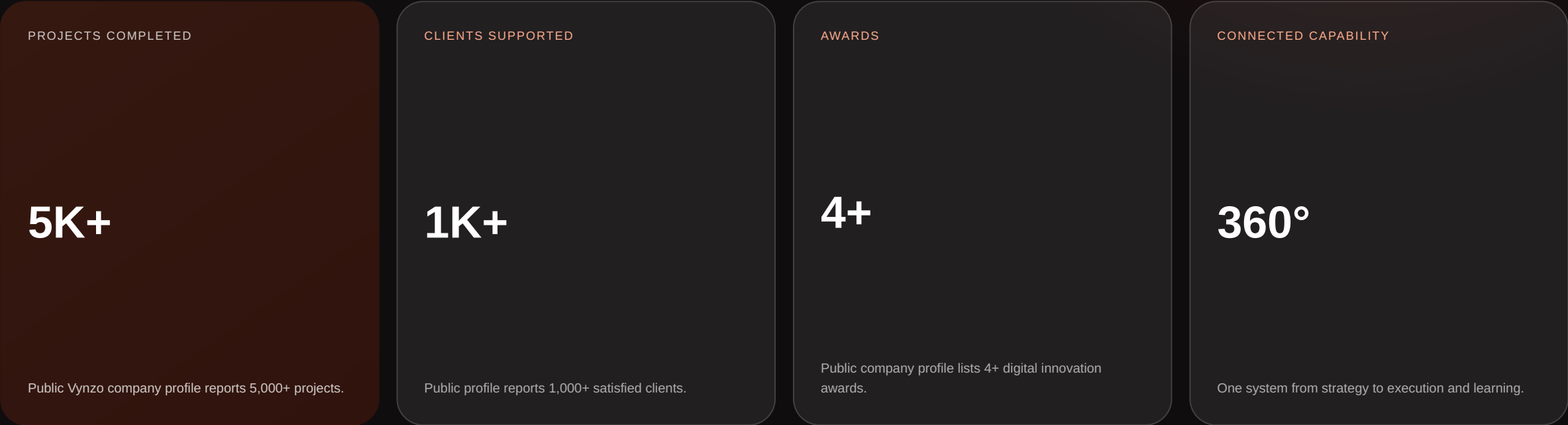
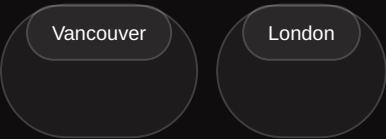
More accountable

One measurement system connects content to inquiry signals.

COMPANY OVERVIEW

We connect brand thinking with the work that creates measurable growth.

Vynzo brings strategy, creative, content, search, media, website experience, analytics and conversion thinking into one operating model.



CONNECTED THROUGH COLLABORATION

Strong work happens when the agency understands the business, not only the brief.

01

Listen before planning

Understand category priorities, dealer realities, product strengths, constraints and approval flow.

02

Build one direction

Bring brand, social, search, media and conversion into the same roadmap.

03

Execute with ownership

A dedicated team carries the work from idea to delivery without fragmented handoffs.

04

Learn and improve

Turn performance into management learning, better decisions and next actions.

Connected through collaboration means understanding the people, process, product and commercial purpose behind the work.

WHY VYNZO BESIDE CURRENT TEAMS

Primatek does not need another disconnected vendor. It needs one growth layer that helps the whole system work together.

01

Dedicated Team

Focused attention around priority categories.

02

Ground Support

Dealer, shoot and real-use coordination.

03

Single POC

One accountable owner for decisions and flow.

04

Product Understanding

Creative built from real specifications and use cases.

05

Connected Performance

Search, social, media and website measured together.

Designed to complement the existing ecosystem, close capability gaps and create one clear operating rhythm.

BRAND FOUNDATION

Primatek has a broad product portfolio and a company story that can support stronger consumer trust.

Primatek’s public website presents the wider group as an established Bangladeshi conglomerate with 30 years of experience, 8+ sister concerns, exports to 20+ countries and 9 Export Trophies.

- Kitchen
- Water Pumps
- Power Tools
- Weighing
- Geysers

BRAND PROMISE

**Advanced Technology For Better Living**

A useful platform for showing how technical features improve day-to-day use.

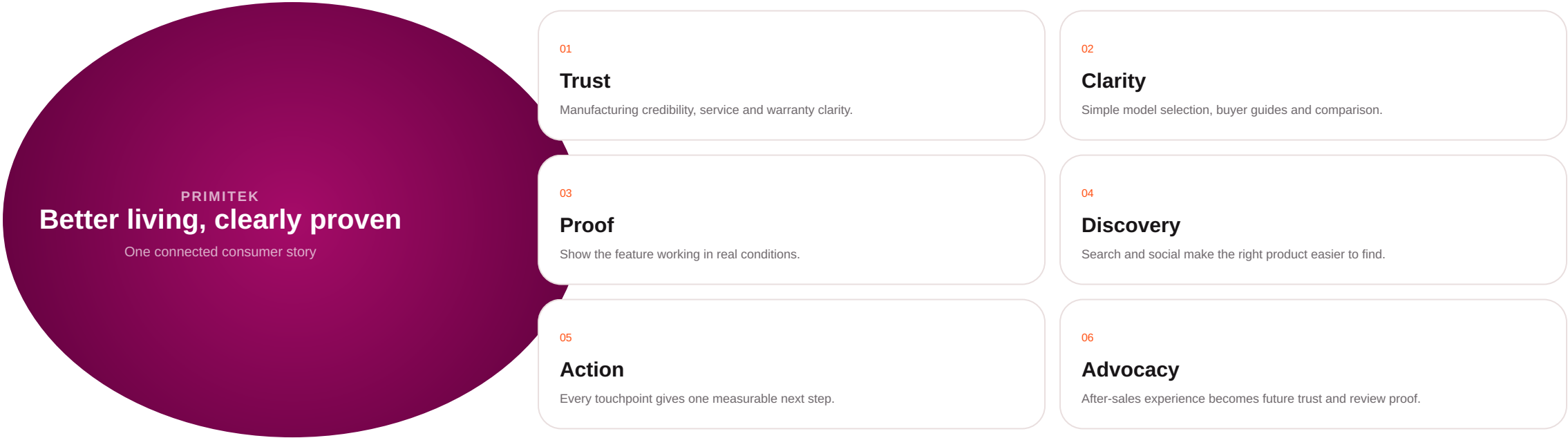
STRATEGIC OPPORTUNITY

**Turn breadth into a connected story**

Each category can reinforce a common Primatek logic: practical innovation, proof and dependable use.

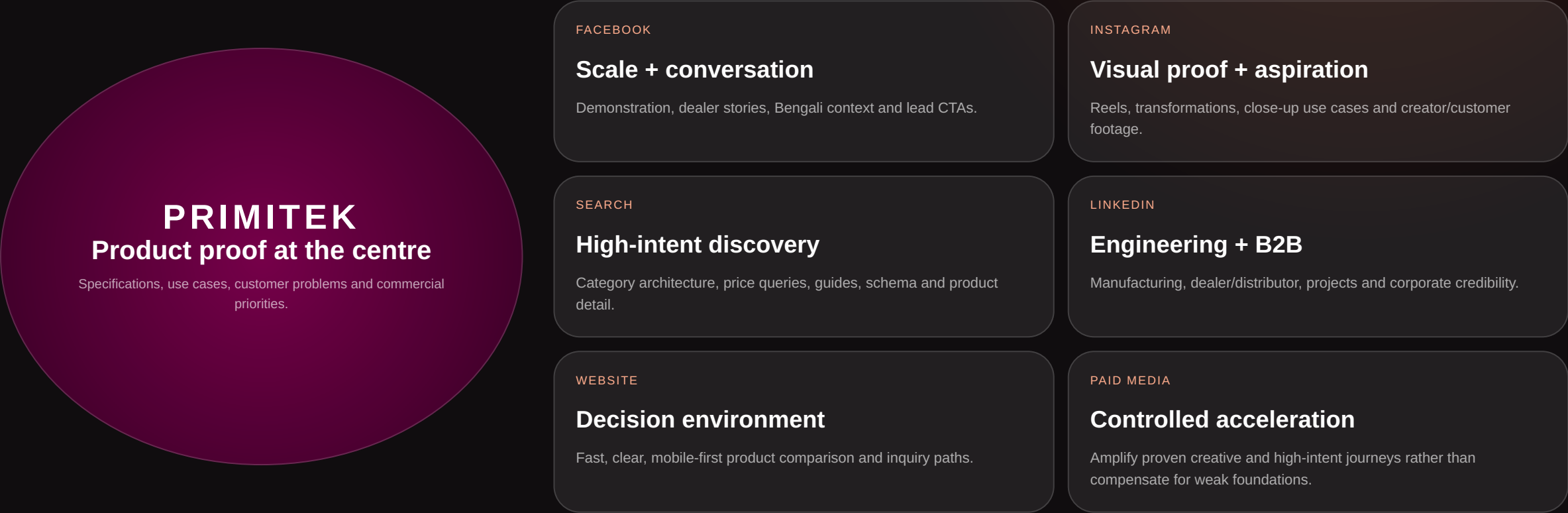
A CONNECTED BRAND SYSTEM

Brand value grows when every product interaction reinforces the next one.



ONE SYSTEM, DIFFERENT JOBS

# Each channel should strengthen the next one.



AUDIT SUMMARY

# Not more marketing. Better connection between every part.

## Website performance

CURRENT EVIDENCE

Desktop load 4.34s; mobile load 33.38s; mobile interactivity 313ms.

PRIORITY

Mobile speed remediation before scaling acquisition.

## Search visibility

CURRENT EVIDENCE

Dashboard score 68, 7 organic keywords, 17 backlinks, 0 estimated organic traffic.

PRIORITY

Submersible-pump category sprint plus full technical validation.

## Social storytelling

CURRENT EVIDENCE

18,228 Facebook followers; active Instagram; parent LinkedIn 2,684 followers.

PRIORITY

Proof-led, platform-native creative instead of repeated product-card distribution.

## Measurement

CURRENT EVIDENCE

Public audit cannot recover reach, impressions, saves, watch time, demographics or conversion.

PRIORITY

Owner-level analytics, campaign IDs and funnel reporting.

PUBLIC-DATA SOCIAL SNAPSHOT

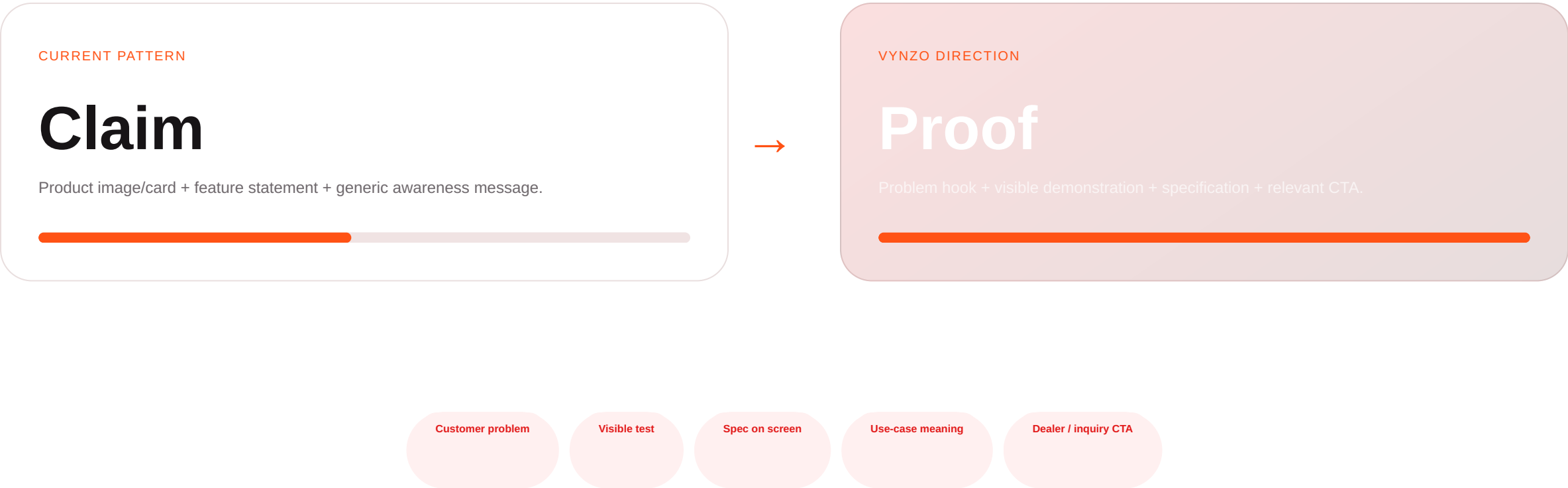
The strongest content signal is not a huge number. It is a useful pattern.



Recovered content is heavily product-led and frequently reused across platforms. That consistency is useful, but each platform needs a different role, hook, format and CTA.

SCALE + CONVERSATION

Show the product doing the job before asking the audience to believe the claim.



PARENT-COMPANY CREDIBILITY

LinkedIn should show what Primatek can prove as a manufacturer, supplier and business partner.

CURRENT PUBLIC STRUCTURE

Primatek Group carries the LinkedIn presence

The public audit found pumps, power tools, weighing and kitchen content alongside corporate/ employer communication.

2,684 followers

Parent page

WHAT VYNZO WOULD BUILD

- Manufacturing capability and quality-control stories
- Dealer/distributor network growth
- Trade event and professional-use content
- Installation and project case studies
- Employee and engineering stories

Consumer products can still appear — but the angle should explain engineering, business application and proof.

## A DIFFERENT BEHAVIOUR FROM FACEBOOK

# Instagram should make the product useful, visual and easy to remember.

## REELS

**Problem → proof**

1–2 second hook, use-case demo, close-up detail and concise product identity.

- Smoke extraction
- Timed cuts
- Water-flow tests

## SAVEABLE

**Decision content**

Comparison, sizing, maintenance, material and “how to choose” carousels.

- Model selectors
- Buyer checklists
- Care guides

## HUMAN PROOF

**Real usage**

Installers, dealers, customers and behind-the-scenes product capture.

- Dealer stories
- Install footage
- Customer outcomes

## CONTENT TRANSFORMATION EXAMPLE

# A stronger demonstration changes how the same specification is understood.

## CURRENT COMMUNICATION

“Strong suction for a smoke-free kitchen.”

A valid feature claim, but the customer is asked to imagine the performance.



## ELEVATED COMMUNICATION

Show a smoky pan. Switch the hood on. Time the clearance. Label the model and suction specification.

The feature becomes evidence. The CTA becomes “compare models” or “find a dealer”.

Hook retention

Watch time

Saves & shares

Model-page clicks

REAL CATALOGUE EXAMPLES

The content system should be visibly built from Primatek’s actual product range.

Glow Gas Stove

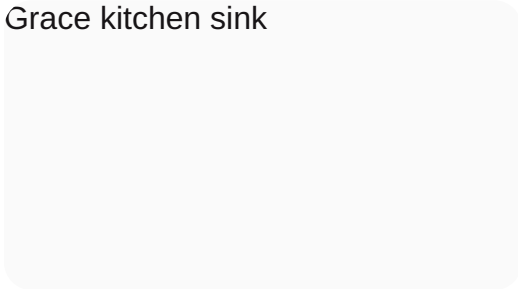


**GAS STOVE**

**Glow Built-In Gas Stove**

Double ceramic hob, auto ignition, 4.5KW + 4.5KW thermal flow. Ideal for ignition and cooking-performance proof.

Grace kitchen sink

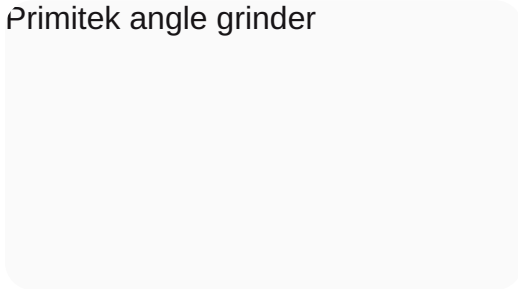


**KITCHEN SINK**

**Grace Double Bowl Sink**

Nano black stainless-steel double bowl. Ideal for material, finish, size and cleaning demonstrations.

Primatek angle grinder

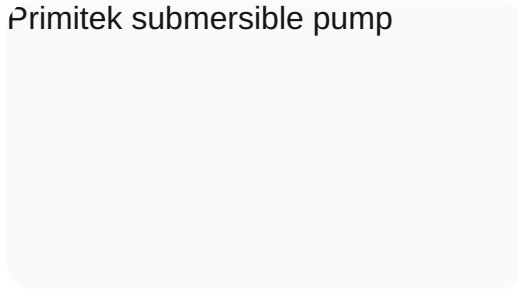


**POWER TOOL**

**PTK HD Angle Grinder 900W**

900W, 11,000 rpm, max 100 mm disc. Ideal for timed cutting and finish/control tests.

Primatek submersible pump



**WATER PUMP**

**100PMTm 6/23 · 3 HP**

Multistage impellers, copper winding and broad voltage range. Ideal for installation, flow and use-case proof.

Product names/specifications shown here are taken from Primatek’s public product pages available during this audit.

## THE PROOF FRAMEWORK

# A simple writing system that starts with the customer and ends with measurable action.

P

**Problem**

Start with the practical issue or use case.

R

**Relevance**

Explain why it matters in everyday life.

O

**Observable Proof**

Show the feature working, not only the product.

O

**Outcome**

Translate the specification into user value.

F

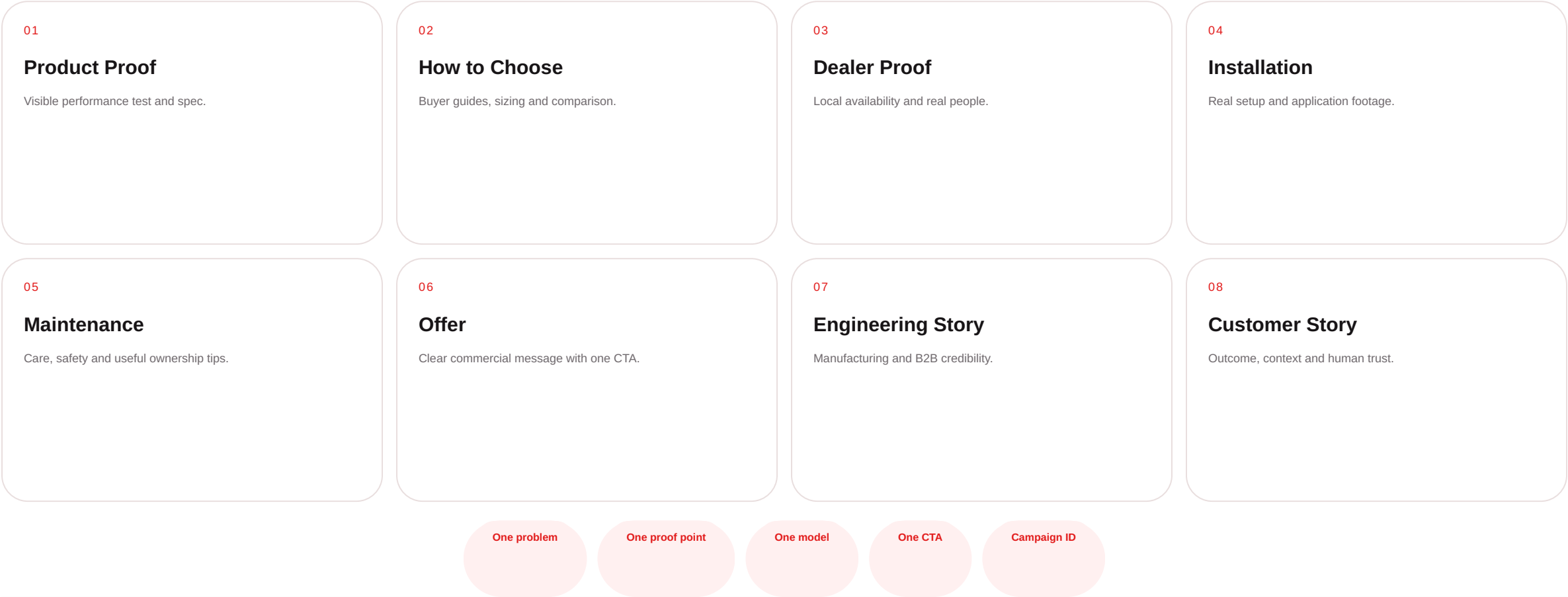
**Forward Action**

Give one specific next step.

Example: “Smoke staying in the kitchen?” → show the problem → show the hood clearing it → label the specification → “compare Primatek hood models”.

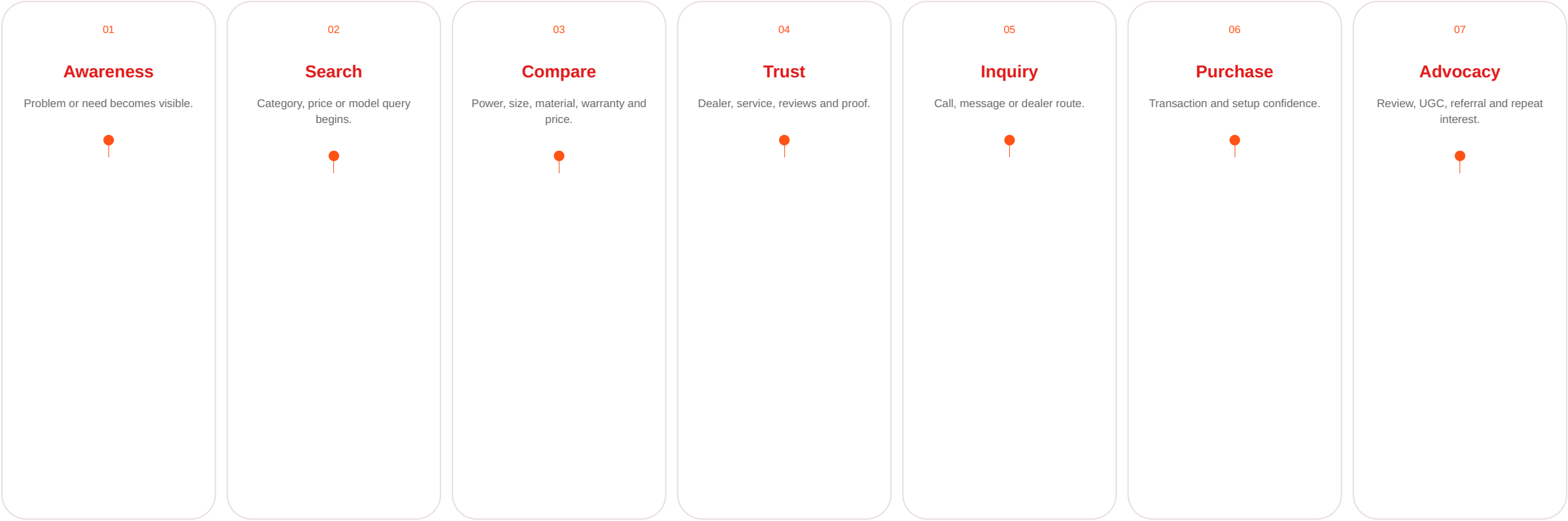
A RECOGNISABLE PRIMITEK CONTENT LANGUAGE

# Consistency should not mean every post looks the same.



A CONNECTED PATH

Customers do not jump from seeing a product post to choosing the right model.



Vynzo's job is to reduce friction at every stage, not only increase content volume.

FROM AWARENESS TO ADVOCACY

# What Vynzo builds at every step.

DISCOVERY

Problem-led demand

Reels, category campaigns, paid reach and search visibility.

DECISION

Comparison clarity

Buyer guides, model tables, FAQs, product demonstrations and schema.

TRUST

Proof system

Dealer/customer stories, warranty explanation, engineering and after-sales content.

ACTION

Tracked next step

Calls, WhatsApp, product/dealer routing, UTM tags and inquiry source capture.

CONTENT Reach / search

WEBSITE Product action → inquiry → dealer/sales feedback where available

HIGH-INTENT DISCOVERY

Search is the new showroom entrance for customers who already know what they need.

submersible pump price in bangladesh

Search

P

**Primatek Submersible Water Pumps**

Models, specifications, use cases and inquiry/dealer information.

[primatekappliances.com](http://primatekappliances.com)

Primatek submersible pump

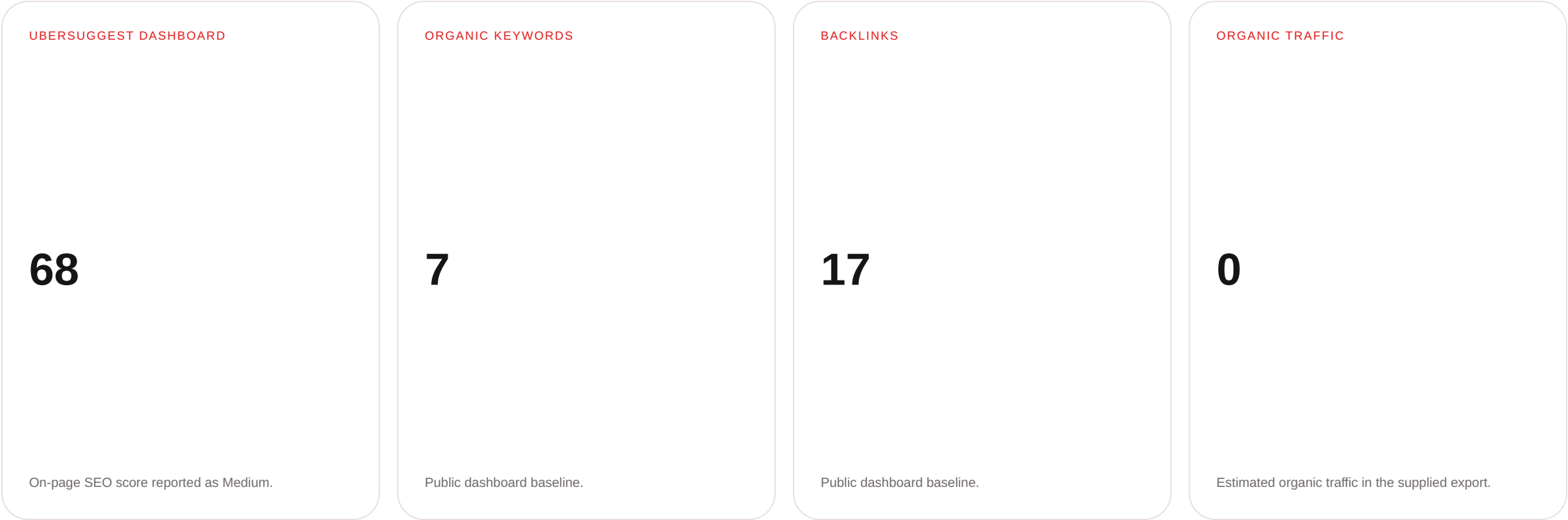
The supplied workbook contains 16 low-effort quick-win keywords pointing to the same submersible-pump category URL. That is enough evidence to start with one focused category hub rather than scatter effort.

**Search principle**

Map query intent → strengthen the right page → build supporting content → improve CTR → measure product/inquiry action.

CURRENT EVIDENCE

The goal is qualified discovery that leads to a product decision.



The dashboard itself specifically recommends improving the submersible-pump product/category content around “submersible pump”.

TECHNICAL PRIORITY

The largest immediate technical risk in the supplied evidence is mobile delivery speed.

DESKTOP LOAD

4.34s

Reported Poor.

MOBILE LOAD

33.38s

Reported Poor.

MOBILE INTERACTIVITY

313ms

Needs improvement.

VISUAL STABILITY

0.00

Great on both.

Important caveat

The separate “91” SEO score was produced by a crawl that reported only one page and flagged a missing H1. We would not treat it as a full-site health score.

Site Audit

Domain: <https://primateappliances.com/>

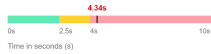
LOAD TIME

The time it takes for the page's main content to load. An ideal speed is less than 2.5 seconds.

DESKTOP LOAD TIME

4.34s **POOR**

<https://primateappliances.com/>



INTERACTIVITY

The total time that a page is blocked from responding to user input, such as mouse clicks, or screen taps. An ideal speed is less than 200 milliseconds.

DESKTOP INTERACTIVITY

51.00ms **GREAT**

<https://primateappliances.com/>



VISUAL STABILITY

How much your page layout shifts or jumps while it's loading. An ideal measurement is 0.1 or lower.

DESKTOP VISUAL STABILITY

0.00 **GREAT**

<https://primateappliances.com/>



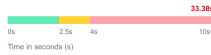
LOAD TIME

The time it takes for the page's main content to load. An ideal speed is less than 2.5 seconds.

MOBILE LOAD TIME

33.38s **POOR**

<https://primateappliances.com/>



INTERACTIVITY

The total time that a page is blocked from responding to user input, such as mouse clicks, or screen taps. An ideal speed is less than 200 milliseconds.

MOBILE INTERACTIVITY

313.00ms **NEEDS IMPROVEMENT**

<https://primateappliances.com/>



VISUAL STABILITY

How much your page layout shifts or jumps while it's loading. An ideal measurement is 0.1 or lower.

MOBILE VISUAL STABILITY

0.00 **GREAT**

<https://primateappliances.com/>



ACCURACY BEFORE THEATRE

Exact reach, impressions, watch time and conversion performance cannot be responsibly guessed from the public web.

|                                                                              |                                                                                  |
|------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| <div>Reach / impressions</div> <div>Owner-level analytics required</div>     | <div>Saves / watch time</div> <div>Owner-level analytics required</div>          |
| <div>Follower growth</div> <div>Historical time series required</div>        | <div>Paid vs organic</div> <div>Ad-account/platform data required</div>          |
| <div>Audience demographics</div> <div>Authenticated analytics required</div> | <div>Conversions / revenue</div> <div>GA4 + inquiry/sales linkage required</div> |

Where data is unavailable, the proposal says “unavailable” and defines the access required to measure it properly.

## SEARCH METHODOLOGY

# Accuracy first. Relevance second. Authority third.

## 01 · ACCURACY

## Get the foundation right

Indexation, template health, speed, H1/title/meta structure, canonical logic, schema and accurate specifications.

- Full crawl validation
- Search Console coverage
- Product/category template QA

## 02 · RELEVANCE

## Match search intent

Use the language buyers actually use: category, HP/capacity, price, comparison, use case, installation and Bengali variants.

- One intent per primary page
- Buyer guides around the hub
- Avoid keyword cannibalisation

## 03 · AUTHORITY

## Earn stronger signals

Internal linking, dealer/distributor mentions, useful product content, trade references and relevant backlinks.

- Category clusters
- Project/dealer proof
- External relevance

SEARCH + WEBSITE ROADMAP

# From foundation to scale.

WEEKS 1–2

## Validate

Analytics access, full crawl, Core Web Vitals, templates, current rankings and priority categories.

**OUTPUT**

Baseline + technical sprint list

WEEKS 3–5

## Repair & organise

Mobile speed priorities, headings/meta/schema, product information hierarchy and submersible-pump hub.

**OUTPUT**

Cleaner technical and category foundation

WEEKS 6–9

## Expand intent

Supporting pump content, English/Bengali buyer guides, internal linking and additional category briefs.

**OUTPUT**

Search content cluster

WEEKS 10–13

## Learn & scale

CTR, ranking distribution, landing-page behavior, inquiry signals and next-category roadmap.

**OUTPUT**

Evidence-based scale plan

SUBMERSIBLE-PUMP OPPORTUNITY

Priority targets based on how customers already search.

| KEYWORD                                    | CURRENT POSITION | IMPACT | EFFORT |
|--------------------------------------------|------------------|--------|--------|
| submersible pump                           | #31              | High   | Low    |
| immersible pumps                           | #52              | High   | Low    |
| 1 hp submersible pump price in bangladesh  | #37              | Low    | Low    |
| সাবমারসিবল পাম্প                           | #42              | Medium | Low    |
| submersible water pump price in bangladesh | #62              | Low    | Low    |
| 1hp submersible pump                       | #38              | Low    | Low    |
| সাবমারসিবল পাম্প দাম কত                    | #51              | Low    | Low    |
| irrigation pump                            | #75              | Low    | Low    |

+ 8 additional low-effort terms

All point to the same category URL

English + Bengali intent

The supplied quick-win workbook contains 16 rows in total. The table shows a readable selection; the website version carries the full strategy context.

CAMPAIGN ARCHITECTURE

Seasonal and category demand can become useful conversations, not isolated promotional posters.



EXAMPLE · MODERN KITCHEN UPGRADE

# A full campaign, not a single product poster.

CAMPAIGN HOOK

“A cleaner kitchen is something you should be able to see.”

Use actual hood, sink and stove features to show the problem and the proof, then help the customer compare the right model.

- Reels
- Carousels
- Product pages
- Retargeting

Audience

Urban homeowners, apartment renovators and kitchen decision-makers.

Proof

Smoke extraction, material/finish close-ups, ignition demonstration and installation context.

Destination

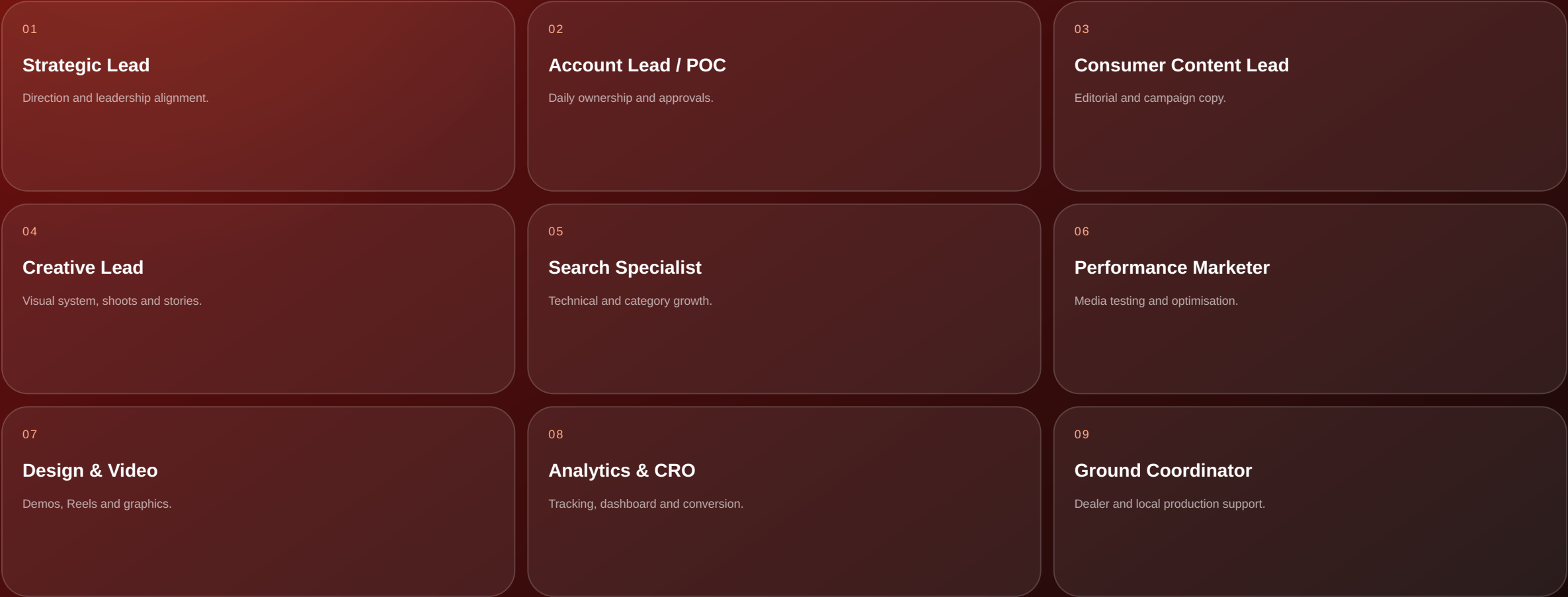
Kitchen collection or comparison page with model details and dealer/inquiry CTA.

KPI

Video retention, saves, product-page clicks and qualified inquiries.

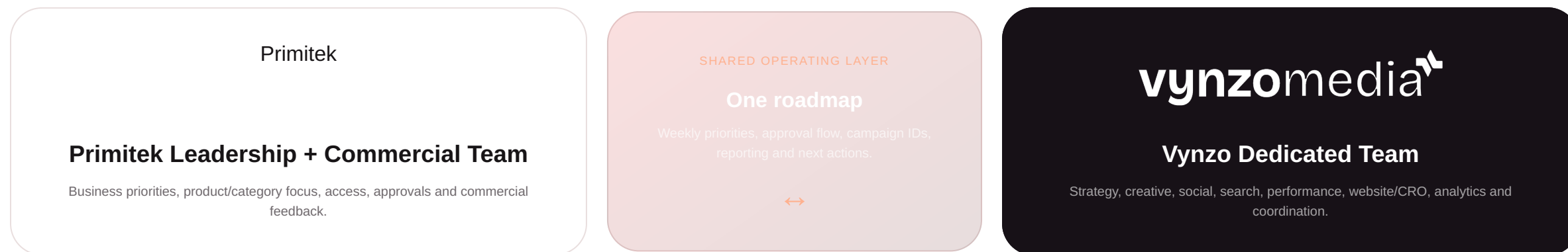
PEOPLE AND OWNERSHIP

# A Primatek-focused team that behaves like an internal growth unit.



CLEAR DECISIONS, LESS HANDOFF

# One shared roadmap, clear decisions and visible accountability.



Existing internal teams and useful vendors remain part of the ecosystem. The model is designed to connect them, not duplicate them.

FROM FRAGMENTED OUTPUT TO A GROWTH SYSTEM

# What changes when the operating model is built around Primatek.

|                                                                                                                                                                                                                         |                                                                                                                                                                                                            |                                                                                                                                                                                                   |                                                                                                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>BEFORE</p> <p><b>Same creative everywhere</b></p> <p>Platforms become distribution endpoints.</p> <p>AFTER</p> <p><b>Clear channel roles</b></p> <p>Facebook, Instagram, LinkedIn and Search behave differently.</p> | <p>BEFORE</p> <p><b>Specifications stated</b></p> <p>The audience has to imagine the result.</p> <p>AFTER</p> <p><b>Specifications demonstrated</b></p> <p>Proof-led tests make product value visible.</p> | <p>BEFORE</p> <p><b>Platform metrics</b></p> <p>Reporting stops at views and engagement.</p> <p>AFTER</p> <p><b>Funnel measurement</b></p> <p>Reach/search → product action → inquiry signal.</p> | <p>BEFORE</p> <p><b>Broad SEO effort</b></p> <p>Too many disconnected pages or topics.</p> <p>AFTER</p> <p><b>Category clusters</b></p> <p>Start from real ranking traction and customer intent.</p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

HOW AND WHY WE COLLECT DATA

We collect only the data required to understand what is working and where opportunity is being lost.

01 · REQUIRED

What we need

- GA4 + Search Console
- Meta Business Suite + ad account
- LinkedIn analytics
- Website/CMS events
- Dealer or WhatsApp inquiries
- Campaign spend + calendars

02 · COLLECTION

How we gather it

- Read-only access where possible
- Native exports and APIs
- GA4 events + UTM tags
- Campaign/creative IDs
- Weekly snapshots
- Commercial-team validation

03 · METHOD

How we analyse

- 30–90 day baseline
- Paid vs organic separation
- 24h / 72h / 7d creative review
- Reach-based ER when available
- Query → page → inquiry path
- Document assumptions/gaps

04 · GOVERNANCE

How we protect it

- Data minimisation
- Least-access principle
- Aggregate management reporting
- No sale of personal information
- Retention only as necessary
- Privacy contact: support@vynzo.ca

## PROOF BEFORE PROMISE

# Ninety focused days to prove the quality of the work.

## MONTH 1 · FOUNDATION

## Make the system measurable

- Analytics + access baseline
- Technical speed/crawl triage
- Priority categories agreed
- Campaign ID + content workflow
- Submersible-pump SEO sprint

## MONTH 2 · EXECUTION

## Publish, test and connect

- Proof-led social series
- Supporting search content
- Selective paid testing
- Product/CRO improvements
- Weekly dashboard review

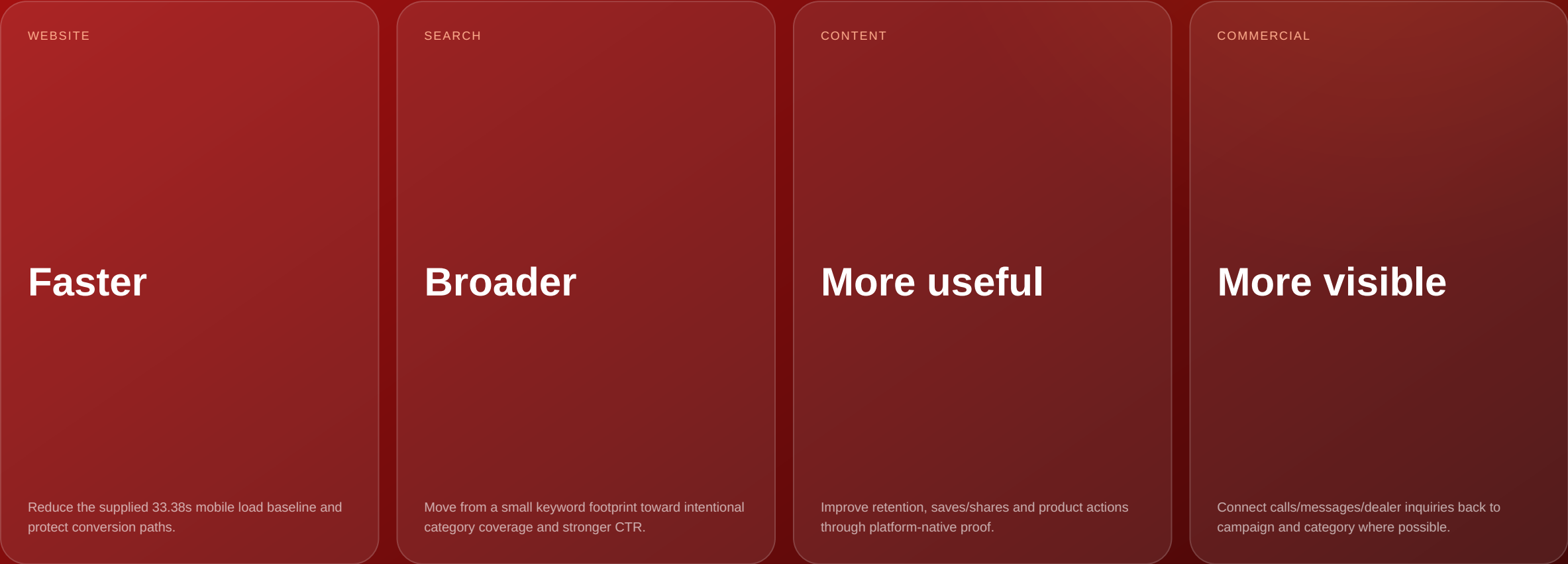
## MONTH 3 · PROOF &amp; SCALE

## Use evidence to decide

- Creative scorecard
- Search coverage review
- Inquiry-quality feedback
- Budget/production scale logic
- Next 90-day roadmap

WHAT SUCCESS SHOULD PROVE

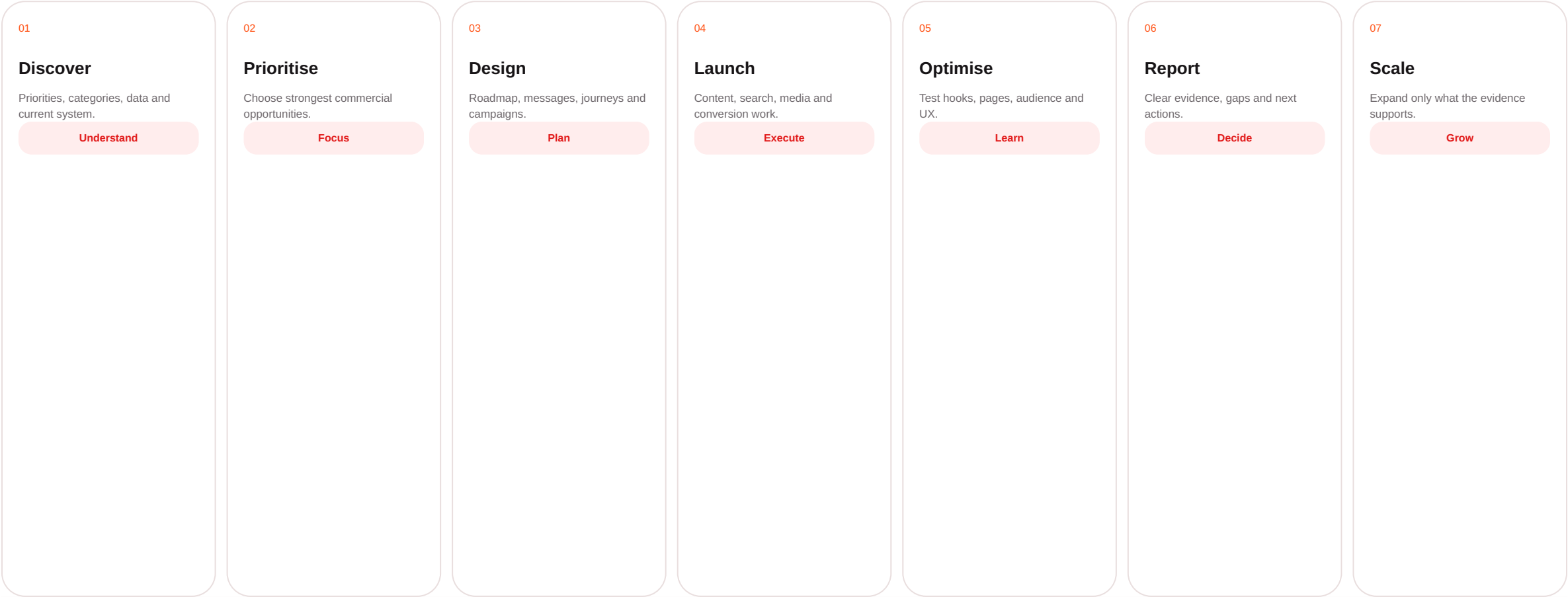
# Better relevance should create better response — but the numbers must come from Primatek’s real baseline.



No arbitrary percentage growth promises are used here. Targets are set after owner-level analytics and commercial baselines are validated.

OPERATING PROCESS

# One clear path from understanding to scale.



A PRACTICAL NEXT STEP

# Let the first conversation focus on the growth priorities that matter most to Primatek.

The first working session should align three things: priority categories, access to owner-level analytics and the commercial outcomes Primatek wants the first 90 days to prove.

- Confirm priority products/categories
- Confirm current internal/vendor responsibilities
- Provide analytics access for baseline validation
- Agree the 90-day proof scope and reporting rhythm

PRIMARY VYNZO CONTACT



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**London:** 71–75 Shelton Street, Covent Garden, London, WC2H 9JQ

UK Company 16889451 · ICO ZC056799

PRIMATEK APPLIANCES × VYNZO MEDIA

# Built to strengthen product trust, visibility and customer action.

Proof-led creative. Search that matches real intent. A faster decision experience. Data discipline that shows what is working.

[hello@vynzo.ca](mailto:hello@vynzo.ca) ↗