BA

BILAL AHMAD
GROWTH STUDIO

MARKETING STRATEGY + CLIENT BENEFITS

More than marketing. A plan to grow your business.

Build a recognizable brand, reach relevant customers and turn attention into measurable business opportunities.

01		02		03		04
POSITION	>	ATTRACT	>	CONVERT	>	IMPROVE

FOUR MONTHLY SERVICE OPTIONS

SAR 999 / 1,500 / 2,500 / 3,500

DAMMAM FIRST. SAUDI ARABIA NEXT.

2026

OUR PROPOSITION

Good marketing starts with a business goal.

A marketing partner should connect strategy, creative work, advertising and conversion - not simply fill a content calendar.

01

Brand & market strategy

Understand your audience, competitors, offer, positioning and what makes customers choose you.

A clearer message and a focused action plan.

02

Content & creative direction

Develop relevant posts, reels and campaign ideas that show your products, services and value.

Consistent, purposeful brand communication.

03

Paid advertising

Plan and set up or manage campaigns on relevant channels, depending on your chosen package.

More intentional audience reach and ad spend.

04

Visibility & conversion

Improve the path from discovery to a WhatsApp inquiry, store visit, booking, lead or order.

Fewer unnecessary steps between interest and action.

Our priority: marketing activity that supports a real business decision - clearer positioning, better visibility, more relevant inquiries and practical learning from results.

OUR GROWTH FRAMEWORK

A customer journey, not disconnected posts.

We build around four linked stages. Each stage has a job, a message and a way to measure progress.

01

DISCOVER

Get in front of relevant people.

Local targeting, social content, search visibility, attention-led short video.

TRACK: Reach, video views, profile discovery

02

CONSIDER

Give them a reason to choose you.

Brand story, product proof, helpful education, offers, real project examples.

TRACK: Engagement, qualified visits, saves

03

ACT

Make the next step simple.

Clear CTAs, working inquiry routes, location details, landing pages or ordering links.

TRACK: Messages, calls, orders, leads

04

RETURN

Turn one customer into repeat demand.

Follow-up content, remarketing when included, reviews and seasonal offers.

TRACK: Repeat enquiries, returning customers

One rule: channels are selected for audience fit and business readiness, not because every platform must be used.

A PRACTICAL WORKING PROCESS

Your first 90 days: learn, improve, scale.

Execution is adjusted to the business category, available assets, advertising budget and selected package.

MONTH 01

FOUNDATION + LAUNCH

Understand the business and establish direction.

- Clarify the target customer, offer, locations and competitors.
- Review existing profiles, ad access and customer response paths.
- Prepare the creative direction and activate agreed services.

OUTPUT: clearer positioning + approved launch priorities

MONTH 02

TEST + LEARN

Find the messages and formats people respond to.

- Compare content hooks, formats and relevant audience segments.
- Review useful signals: inquiries, engagement and ad efficiency.
- Adjust creative and campaign decisions within package scope.

OUTPUT: evidence about what to keep, change or stop

MONTH 03

REFINE + PLAN AHEAD

Use the strongest signals to guide the next cycle.

- Prioritize effective themes, channels and offers.
- Refine the journey from impression to customer action.
- Prepare the next-quarter priorities and review outcomes.

OUTPUT: a practical follow-on growth plan

The Basic Campaign Setup package follows its setup-only scope; it does not include ongoing optimization, content work or monthly performance reporting.

INDUSTRY-AWARE EXECUTION

Different businesses. Different buying journeys.

Marketing needs to reflect how people actually select and purchase in your industry. These are example strategic directions, not guaranteed results.

RESTAURANTS & HOSPITALITY

Be the nearby choice.

Food/product storytelling, location visibility, easy ordering paths, local offer tests.

Useful actions: directions, calls, order inquiries.

LOCAL SERVICES

Turn questions into qualified enquiries.

Service explanations, local targeting, credibility content, clear WhatsApp or booking flows.

Useful actions: consultations, calls, qualified leads.

RETAIL & E-COMMERCE

Make products easier to discover and compare.

Product benefits, buying objections, creative testing, conversion-focused destinations.

Useful actions: product visits, enquiries, purchases.

TRAVEL & EXPERIENCE BRANDS

Sell the experience and the next step.

Destination storytelling, itinerary clarity, seasonality, trust content and lead capture.

Useful actions: package enquiries, consultations, bookings.

Targeting and creatives are agreed against your actual business goals and package scope.

MONTHLY MARKETING SERVICES

Choose the support your business needs.

Four clear options, from monthly campaign setup to coordinated brand management. All prices are monthly service fees in Saudi Riyals.

BASIC CAMPAIGN SETUP

SAR 999
/ month

Monthly campaign launches

- 1 Meta Ads campaign setup per month
- 1 Google Ads campaign setup per month
- Initial audience, budget and schedule configuration
- Launch assistance and basic handover

No content creation or ongoing optimization.

ESSENTIAL

SAR 1,500
/ month

Consistent visibility

- 15 original social posts per month
- 4 edited reels per month
- 2 managed Meta campaigns
- Cross-posting on agreed channels
- Content calendar and monthly summary

No other ad platforms or marketplace work.

GROWTH

SAR 2,500
/ month

Content plus multi-channel tests

- 20 original social posts per month
- 6 edited reels per month
- 4 managed campaigns: 2 Meta + 2 other agreed platforms
- Cross-platform publishing
- Monthly reporting

No professional shoot or marketplace optimization.

BRAND PARTNER

SAR 3,500
/ month

Coordinated brand support

- 2 social posts per day + 1 story per day
- 15 edited reels per month
- 1 planned professional shoot per month
- Brand, listing and marketplace optimization
- Campaign management across agreed channels*

Ad spend and third-party/production charges extra.

SMALL-BUSINESS INTRODUCTORY OFFER

Brand Partner at SAR 2,500/month for the first 3 months for eligible approved SMEs with a signed three-month agreement. Standard SAR 3,500/month from month four only upon written renewal.

PERFORMANCE AND ACCOUNTABILITY

Measure real signals. Make better decisions.

The right metrics depend on whether the objective is awareness, leads, footfall, online orders or repeat business.

AWARENESS

Reach the right people

Relevant reach, video views, brand searches, profile discovery.

ENGAGEMENT

Build consideration

Saves, shares, meaningful comments and landing-page interest.

ACTION

Create opportunities

WhatsApp enquiries, calls, quote requests, direction taps or sales when measurable.

EFFICIENCY

Spend with intention

Cost per lead/action, qualified inquiry rate, creative learnings and budget use.

WHAT YOU CAN EXPECT FROM THE WORKFLOW

A defined scope, campaign and content planning appropriate to your package, transparent communication and an evidence-led review of what is working. Reporting differs by package; Basic is setup and handover only.

IMPORTANT: NO GUARANTEED SALES CLAIMS

Campaign results depend on product-market fit, customer experience, budgets, offers, seasonality, data quality and platform approvals. Marketing helps create opportunities and improves decisions; it cannot guarantee revenue, ranking, reach or conversion outcomes.

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LET'S BUILD WHAT COMES NEXT

Your growth deserves a plan.

Start with your business priorities, not a preset promise. We will choose the scope, channels and customer actions that make sense for your stage of growth.

HOW WE BEGIN

01

Share your goal

Tell us your business type, audience, location, current challenges and priority outcome.

02

Select the package

Confirm deliverables, eligible channels, responsibilities, timelines and advertising budget.

03

Approve the scope

Provide account permissions, brand materials and written approvals before launch.

04

Launch and review

Start the agreed work; review progress according to the plan you selected.

Client responsibilities: approve creative and claims, provide accurate business details, working accounts/landing links and media budgets. Ads, platform fees and other external costs are separate from service fees.

REQUEST A STRATEGY CONVERSATION THROUGH THE WEBSITE CONTACT FORM