



Digital Marketing Card

   dmcardsa

THE MARKETING AUTHORITY

[www.digitalmarketingcard.com](http://www.digitalmarketingcard.com)

# ► CONTENT.

- 01 WHO WE ARE
- 02 INDUSTRIES WE WORK WITH
- 03 OUR CLIENTS
- 04 MARKETING CASES
- 05 BRANDING
- 06 EDITORIAL
- 07 SOCIAL MEDIA CAMPAIGNS/ INFOGRAPHICS
- 08 MOTION VIDEO CAMPAIGNS

# WHO WE ARE?

We are a digital consulting agency based in **Riyadh, Dubai and Singapore**.

We focus on growing your business successfully with online marketing services. Whether you want to increase conversions, traffic to your website, or both, we can help you design an Internet marketing campaign that can help you reach your goals.

**Our portfolio** includes some of the biggest names in the Middle East, as well as startups, that will be tomorrow's established brands.

We take pride in our exemplary customer-centric approach. Regardless of the size of your business or your budget, you can expect from us the same VIP treatment from project commencement to completion.

# MISSION&VISION?

## MISSION

To help each company in the middle east digitally accessible and build a strong relationship with people that matter to them.

Our purpose at **DMC** is to deliver top-notch services to our clients. Each of our team members' solid years of experience in the field of Digital Marketing will be reflected on your brand name and reputation.

## VISION

DMC's aim to make the best use of digital marketing services to grow companies and make their communication more efficient and useful with their audience.

# INDUSTRIES WE WORK WITH



EDUCATION



GOVERNMENT  
SECTORS



REAL ESTATE



E-COMMERCE



HEALTHCARE



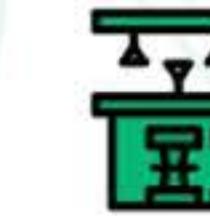
HOTELS & RESTAURANTS



BANKS



AUTOMOTIVE



FOOD & BEVERAGE



# OUR CLIENTS



وزير الاتصالات  
الى الاتصالات  
وزير الاتصالات  
وزير الاتصالات  
وزير الاتصالات



المجلس الأعلى للشباب والرياضة  
المجلس الأعلى للشباب والرياضة  
المجلس الأعلى للشباب والرياضة  
المجلس الأعلى للشباب والرياضة



وزارة الإسكان  
الهيئة العامة للترفيه  
General Entertainment Authority



جامعة عدامة  
المملكة  
المملكة  
المملكة



جامعة عدامة  
المملكة  
المملكة



جامعة عدامة  
المملكة  
المملكة



جامعة عدامة  
المملكة  
المملكة



مطارات الرياض  
riyadh airports



وزارة الزراعة  
Ministry of Agriculture



Digital Cloud



نجم  
najm



حساب المواطن



جامعة النيل



Nile University



TOYOTA



سكنني



HSBC



iPay



مصادر



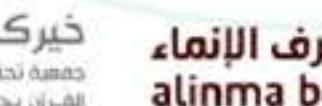
Weetas



أوفيدار  
OffiDor



خيركم



مصرف الإنماء  
alinma bank



rock - paper - scissors



Fabrica



Baidu 百度



جامعة الفيصل



Olegain



الهيئة العامة للملكية الفكرية



Aqiqah



LUCIDYA



STC



الموارد للاستثمار



رسال



ROYAL



درووف



FINTERRA



رقممن



uCity Club



the Office



RED SEA



badir



قصر العروض



MEDBOLD



thinktech



منتدى انسار الدول



اعصاب



جمعية المدينة



DRIVE 7



GLINTY



CHESS TAG



الوطنية للتأمين



حفظ

# THINGS WE DO!

## DESIGNING SERVICES

- 1. Branding
- 2. Social Media
- 3. Outdoor Advertising
- 4. Web design & Development
- 5. Mobile App Development
- 6. 3D Modules

## DIGITAL MARKETING SERVICES

- 1. Digital Marketing Strategies
- 2. Digital Ads.
- 3. Content Marketing
- 4. Mobile Marketing
- 5. Conversion Rate
- 6. Search Engine Marketing
- 7. Email Marketing
- 8. E-Marketing
- 9. Social Media Marketing

words from Managing Director:





# DIC

## ENG / HOSSAM EL GALADI

في خلال السنوات السابقة حدث تطور في مجال التسويق الرقمي بكافة أنواعه بصورة كبيرة وأصبح من المجالات المهمة واللازمة لنجاح أي من الشركات الناشئة .

حيث قامت شركة DMC بالتعاون مع 200 شركة ناشئة لدعمهم لمواكبة التطور و تحقيق أهدافهم من خلال تقديم الدعم في تطبيق أحدث الأساليب المستخدمة في التسويق الرقمي .  
 مما أدى إلى وصول هذه الشركات إلى شريحة أكبر من العملاء عالمياً و محلياً .

Digital Marketing is rapidly evolving on a daily basis, which poses a constant challenge for business owners and start-up founders. In order to keep up with the fast-moving digital world and to strategically reach specific markets online, DMC is here to share its success in dealing with 200 companies in the past 13 years we are in business. We have helped big companies and brands apply the latest methods and developments used in digital marketing which led them to capture large market segments not just in their home bases, but the world at large.



# ROADMAPS & MARKETING CASES



# 1. SEO CASE STUDIES

CHALLENGES WE SOLVED FOR  
QASR AL AROS



# CHALLENGES

1. Build a new website on Magento instead of zid for Qasr Alaros and fear of the impact of the results after the website change
2. The number of pages of the website exceeded 500 thousand pages and it was a great challenge in improving this huge number of pages

# PROCESS

1. The website has been evaluated and the existing problems have been listed.
2. These problems have been fixed.
3. We studied the competitors, their weaknesses, and their strengths.
4. We've ranked ourselves among the competitors.
5. We listed the best keywords that the website can compete with.
6. We added strong articles related to these keywords and they ranked at the top of searches.
7. We edited the Title and description for the website

# RESULTS AFTER 3 MONTHS

**231%**

Increase in website traffic from search engines by 231%

**44%**

Reduce bounce rate by 44%

**0 TO 87 THOUSAND**

Increase in sales from search engines' visitors from 0 to 87 thousand Riyals per month

**342%**

Increase in the number of pages visited per user by 342%

# CHALLENGES WE SOLVED FOR SAKANI

(Huge digital campaign)



# CHALLENGES

1. The biggest challenge was the time: Hitting a million downloads and installing the app in just two weeks
2. We didn't have much time to prepare for the campaign for more than 48 hours.

# PROCESS

1. Building a full digital analysis
2. Campaign Implementation on Digital Marketing Experts in the Arab Region
3. Exceeding more than 1 million visits to the website on the first day
4. Changing the messages to guide visitors for booking units

# RESULTS

AFTER 2 WEEKS

**ONE MILLION**

One million installations for Sakani application

**196 MILLION**

196 million views of watching ads

**6.5 MILLION**

6.5 million watches for the Youtube

**1.5 MILLION**

1.5 million visits to a Sakani website

**1420397**

1420397 engagements on Social media

**300%**

300% increase in unit reservations

# CHALLENGES WE SOLVED FOR S H O R F A



# CHALLENGES

1. Build a new platform with all its pages
2. A weak user experience

# PROCESS

1. We were able to monitor the strengths and weaknesses inside the website
2. We have enhanced strengths, solved existing problems, and improved user experience
3. We carefully studied the competitors and ranked ourselves among them
4. The best keywords have been listed
5. Editing all pages within the website to suit new keywords and excellence over competitors
6. Building a strong network of powerful external links from the largest trusted educational sites from Google

# RESULTS

AFTER 2 WEEKS

+270%

+270% increase in visitors from search engines

+100%

+100% increase in sales from search engines

70%

70% reduction in bounce rate

60%

Growth in search engine visibility approximately 60%

# CHALLENGES WE SOLVED FOR LUCYDIA



# CHALLENGES

1. A very weak user experience
2. There's no a customer journey map

# PROCESS

1. We were able to find the website's problems
2. These problems have been fixed
3. We studied competitors and their weaknesses and strengths
4. We've ranked ourselves among the competitors
5. The best keywords that the website can compete with have been listed
6. We added strong articles related to these keywords and they ranked at the top of searches

# RESULTS

AFTER 2 WEEKS

**+475%**

Increase traffic from search engines by +475%

**+350%**

Sales from search engines increased by more than 350%

**1900%**

Growth in search engine visibility by approximately 1,900%

## SEO PROJECT ROADMAPS



## SEO PROJECT ROADMAP

4

### FINAL REPORT

- SEO Ranking reports
- Competition Analysis reports
- Link Building reports
- Heat mapping reports

1

### SEO DISCOVERY

- SEO initial Report
- SEO Health check
- competition Analysis

3

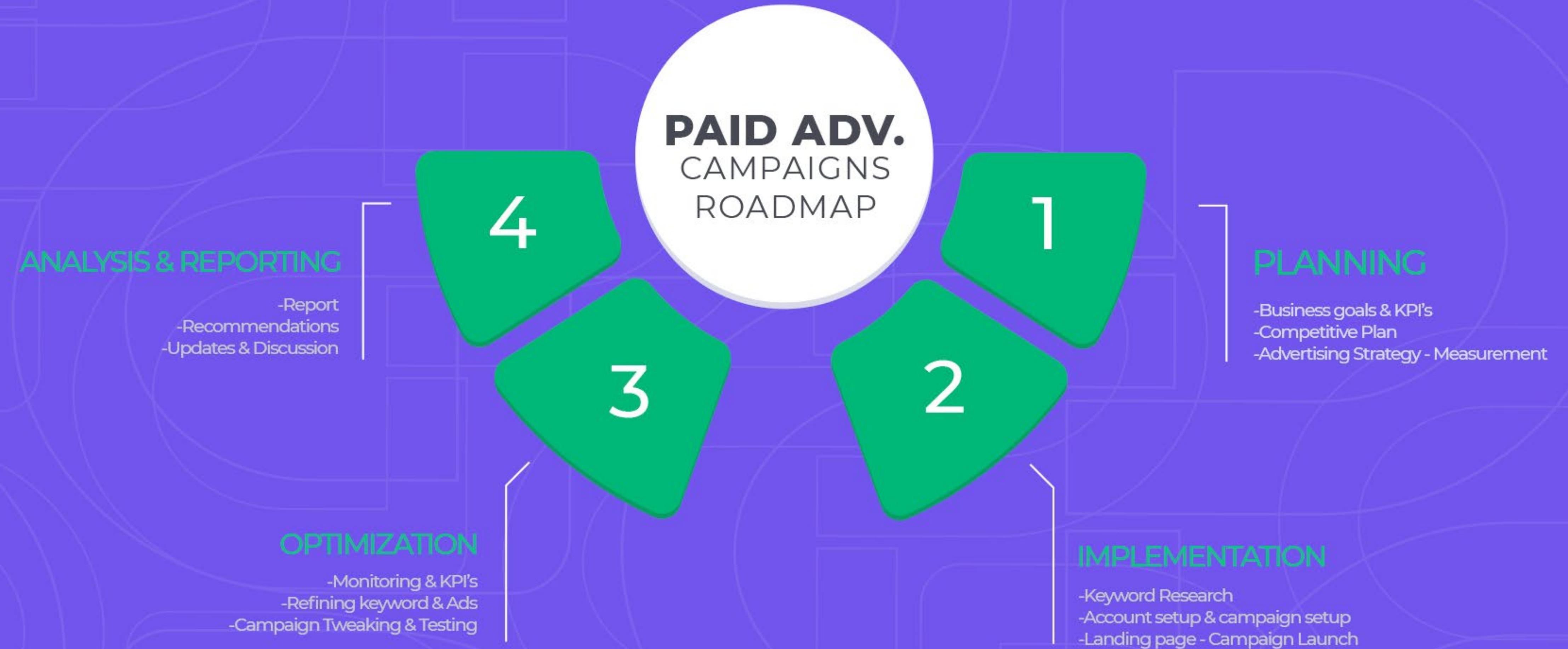
### OFF PAGE OPTIMIZATION

- Link Building
- Social Networks Optimization
- Online Brand Reputation

2

### ON PAGE OPTIMIZATION

- Keyword Research
- Internal Links
- Meta tags
- Technical Issues



# **4DS**

## DIGITAL STRATEGY FRAMEWORK

4

1

3

2

### DELIVERY

Finalizing your strategy, and verifying the accuracy to ensure it will be on time

### DEVELOPMENT

Developing your channels plan, content model, engagement strategy and monitoring model

### DISCOVERY

Exploring your market, assess your digital channels, content and your competitors

### DESIGN

Building your objectives, vision, KPIs and Strategies to achieve your goals



# SOCIAL MEDIA

## CAMPAIGNS

### CLIENTS WE WORKED WITH

---

- 1. ALINMAPAY
- 2. NAJM
- 3. MOBIL
- 4. ALINMA TOKIO MARINE
- 5. WATANIYASA
- 6. QASSIM INTERNATIONAL HACKATHON
- 7. NANO SHOP
- 8. RED SEA MALL
- 9. DMC
- 10. RAQMN
- 11. MANASAT
- 12. HOSSAM ALGALADI
- 13. LAVOLLA
- 14. AL MAWARID MANPOWER
- 15. ALDHIYAF
- 16. MASDR.ME
- 17. WEBINARAT



**2**

NAJM



3

MOBIL



4

**نعود بحذر**



## حالات الرجوع على المؤمن له أو السائق لاسترداد المبالغ المدفوعة:

-  إذا تجاوز عدد الركاب السعة الم المصرح بها للمركبة، وثبت أن حصول الحادث كان بسبب هذا التجاوز.
-  إذا ثبت وقوع الحادث عمداً.
-  القيادة تحت تأثير أي من العقاقير الطبية التي لا يسمح طبيعاً بالقيادة بعدتناولها.
-  السير بالمركبة عكس اتجاه السير.
-  هروب السائق من موقع الحادث دون عذر مقبول.
-  إذا ثبت أن قيادة المركبة تمت دون الحصول على رخصة قيادة أو أن تكون الرخصة قد صدر أمر بسحبها من الجهات المختصة، أو كانت منتهية وقت الحادث.
-  تجاوز الإشارة الحمراء.

الإسماء طوكيو مارين  
Alinma Tokio Marine

**نصائح تهمك في التمويل:**

- ادخل على شرح كامل ومفصل عن كل بنود عقد التمويل من موظف البنك.
- فكّر في احتياجاتي الحقيقي ومتى أستطيع سداده.
- تأكد من استلام نسخة موقعة من عقود التمويل الخاصة بك.
- لا توقيع عقود أو نماذج غير مكتملة البيانات.
- تأكد من استلام جدول السداد الخاص بالتمويل والموضح فيه كافة التفاصيل.

الإنماء، توكيو مارين  
Allinma Tekio Marine

**عوامل تؤثر على ادخارك**

**1**

عدم التمييز بين الضروريات والكماليات :  
نَقْي مهارة قبط الإنفاق  
قدر المستطاع

**2**

ارتفاع قيمة الفواتير الشهرية :  
تعلم ثقافة ترشيد استهلاك الموارد  
والخدمات، بالإضافة  
إلى حد أفراد العائلة على ذلك

**3**

عدم الادخار للأمور الطارئة :  
جهز خطة بديلة للطوارئ  
وخصص لها مبلغ مالي  
يعينك في الأزمات

الإنماء، طوكيو مارين  
Alinma Tokio Marine

A stylized illustration featuring a large blue alarm clock, a green money bag with a dollar sign, and several gold coins.

**5**



**WATANIYASA**

6

## QASSIM INTERNATIONAL HACKATHON



7

NANOSHOP



8

REDSEA MALL



وسائل التواصل الاجتماعي  
هي طوق نجاة أي شركة



Facebook Twitter LinkedIn DMCard2

DillC  
[digitalmarketingcard.com](http://digitalmarketingcard.com)

ما هو المحتوى المثالي  
لكل الفئات العمرية؟



Facebook Twitter LinkedIn DMCard2

DillC  
[digitalmarketingcard.com](http://digitalmarketingcard.com)

كيف يمكنك الاستفادة  
من منافسيك في التسويق  
عبر مواقع التواصل الاجتماعي؟



Facebook Twitter LinkedIn DMCard2

DillC  
[digitalmarketingcard.com](http://digitalmarketingcard.com)

10

RAQMN

#### بعض مكونات التحول الرقمي



/ RaqmnSA

#### مراحل تطور التقنية في الصناعة



/ RaqmnSA

#### مدى التأثير على المنشآت خلال الأعوام القادمة



/ RaqmnSA

/ RaqmnSA

SONY

# كاميرا سوني

SONY CYBER-SHOT DSC-HX400V



5,000 ج.م. مصري

f / MANASAT

WWW.MANASAT.COM

SONY

# كاميرا سوني

SONY CYBER-SHOT DSC-HX400V



5,000 ج.م. مصري

f / MANASAT

WWW.MANASAT.COM

SONY

# كاميرا سوني

SONY CYBER-SHOT DSC-HX400V



5,000 ج.م. مصري

f / MANASAT

WWW.MANASAT.COM

12

HOSSAM AL GALADI









**"مصدر" مكانك المثالي**  
لأصحاب الأنشطة التجارية



masdr.me

مصدر  
MASDR.ME

تابع عملية إنشاء تطبيقك  
مباشرة مع "مصدر"



masdr.me

مصدر  
MASDR.ME

**نقدم أفضل الخدمات**  
بأسعار مختلفة ومتعددة لعملك



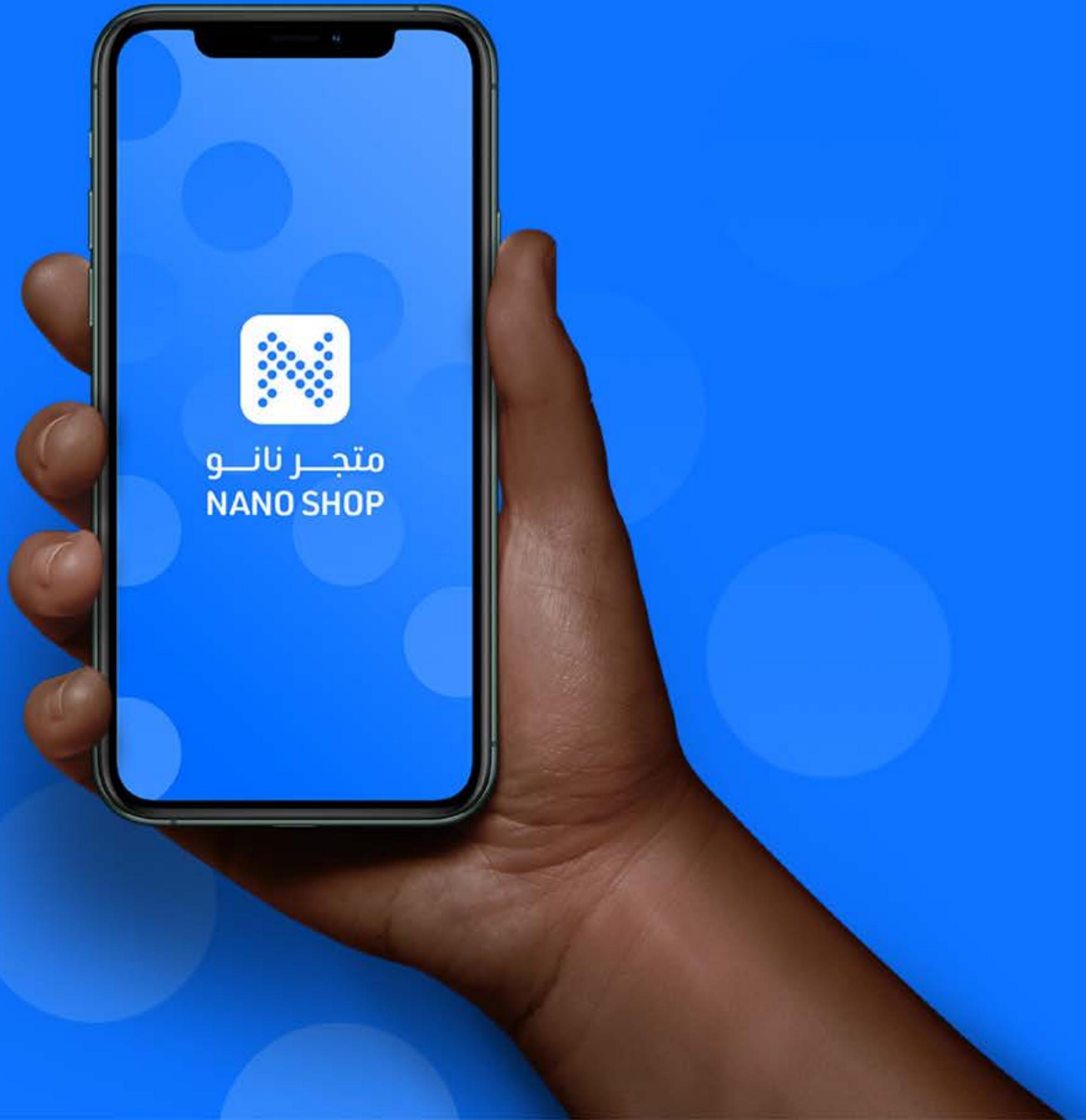
masdr.me

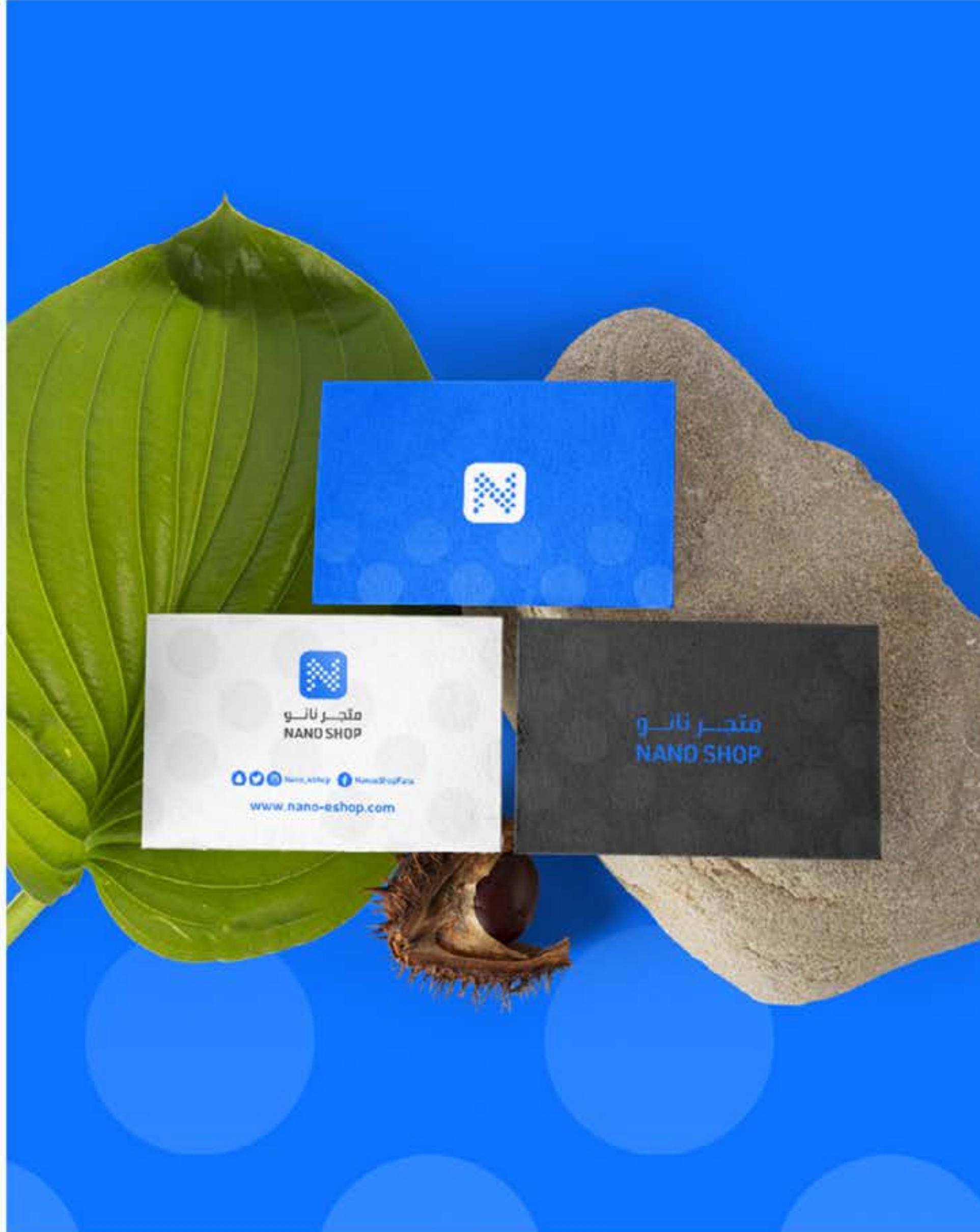
مصدر  
MASDR.ME



# 01. NANO SHOP

Online shop sell smartphones, original accessories, video games and other products at attractive prices and delivery to all cities of the Kingdom of Saudi Arabia starting with only one real ...





## 02. QASR ALAROS

Qasr Alaros is one of the biggest brands in Saudi Arabia, which is specialized in selling care and beauty products.



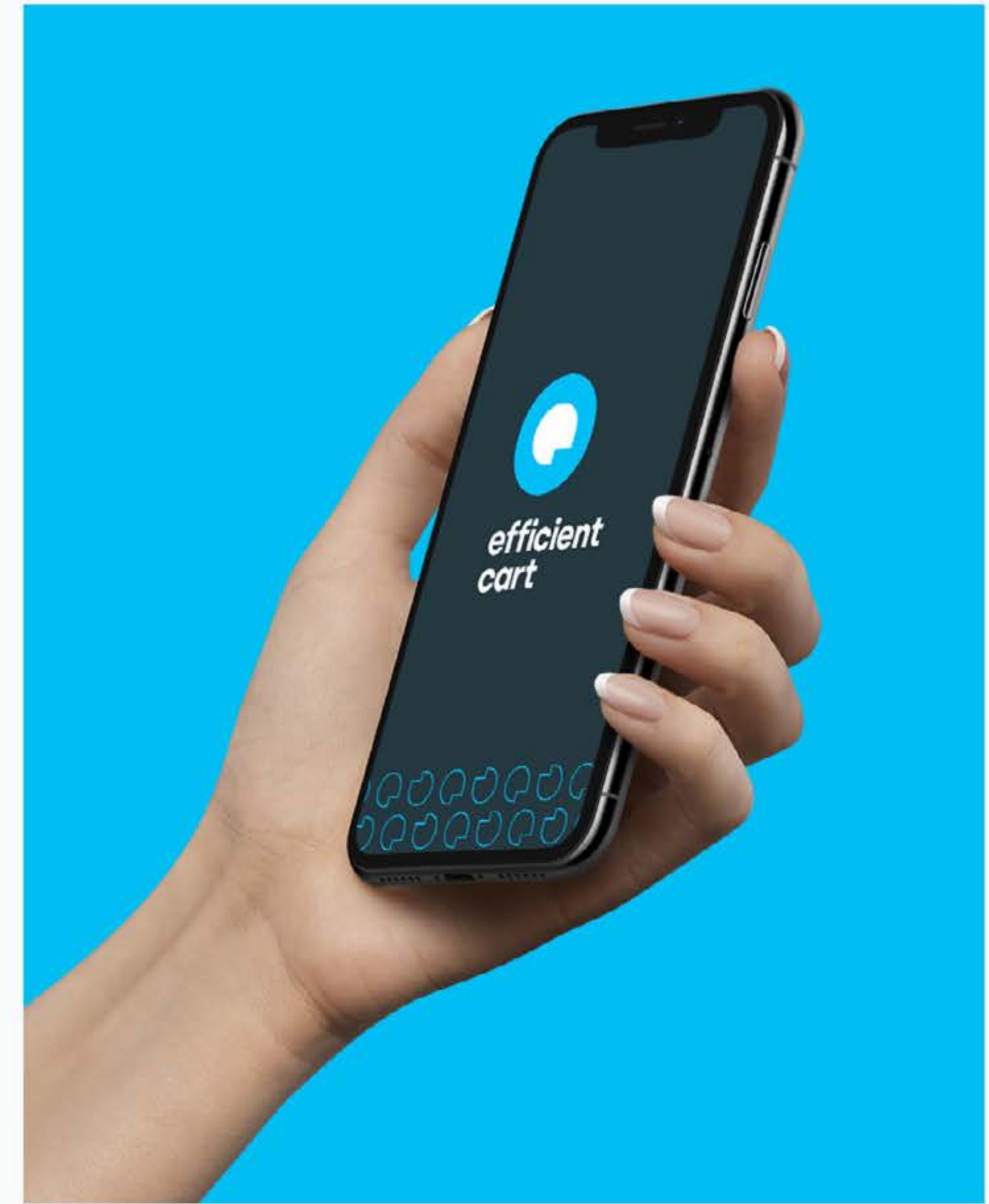


## 03. EFFICIENT CART

---

Efficient cart is an E-commerce agency will help you start, manage and grow your E-commerce the right way.





# 04. ARUNA CATERING

---

Aruna Food & Catering Service - Service  
Provider of Canteen Catering Service, Birthday  
Party Catering Services, Food Tiffin Service,  
Hospitals.. etc.





# 05. **MAHA ALSHUNAIFI**

Experienced Senior Manager Corporate Communications with a demonstrated history of working in the telecommunications industry. Skilled in Corporate Communications, Management, Teamwork, Product Marketing, and Leadership.



MahaAlshunaifi.com  @MahaAlshunaifi

مها الشنفي  
MAHA ALSHUNAIFI

مها الشنفي  
MAHA ALSHUNAIFI

مها الشنفي  
MAHA ALSHUNAIFI



## 06. **MEDBOLD**

The first, fastest and most accurate medical search engine that supports the Arabic language. Which is provide a unique search experience that our users deserve to reach the most reliable search results in less time

أول وأسرع وأدق محرك بحث طبي يدعم اللغة العربية.

نوفر تجربة بحث فريدة يستحقها مستخدمينا ليصلوا إلى أفضل نتائج بحث موثوقة في أقل وقت.

Discover



# 07. YODI

---

Saudi professional gamer Moayad Elkathery, known as Yodi, is best known for his “Fifa 2020” videos. Like many big YouTubers.





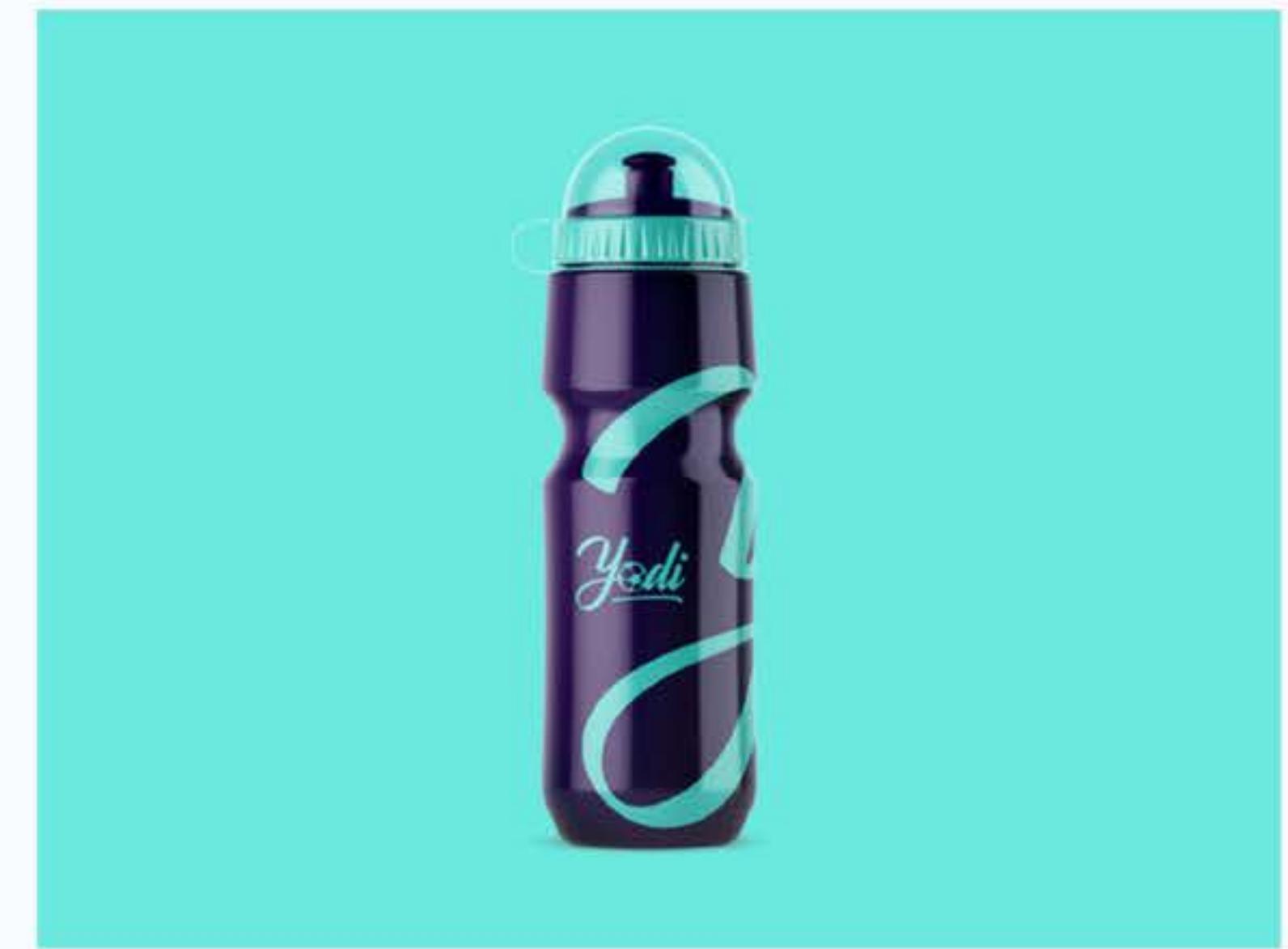
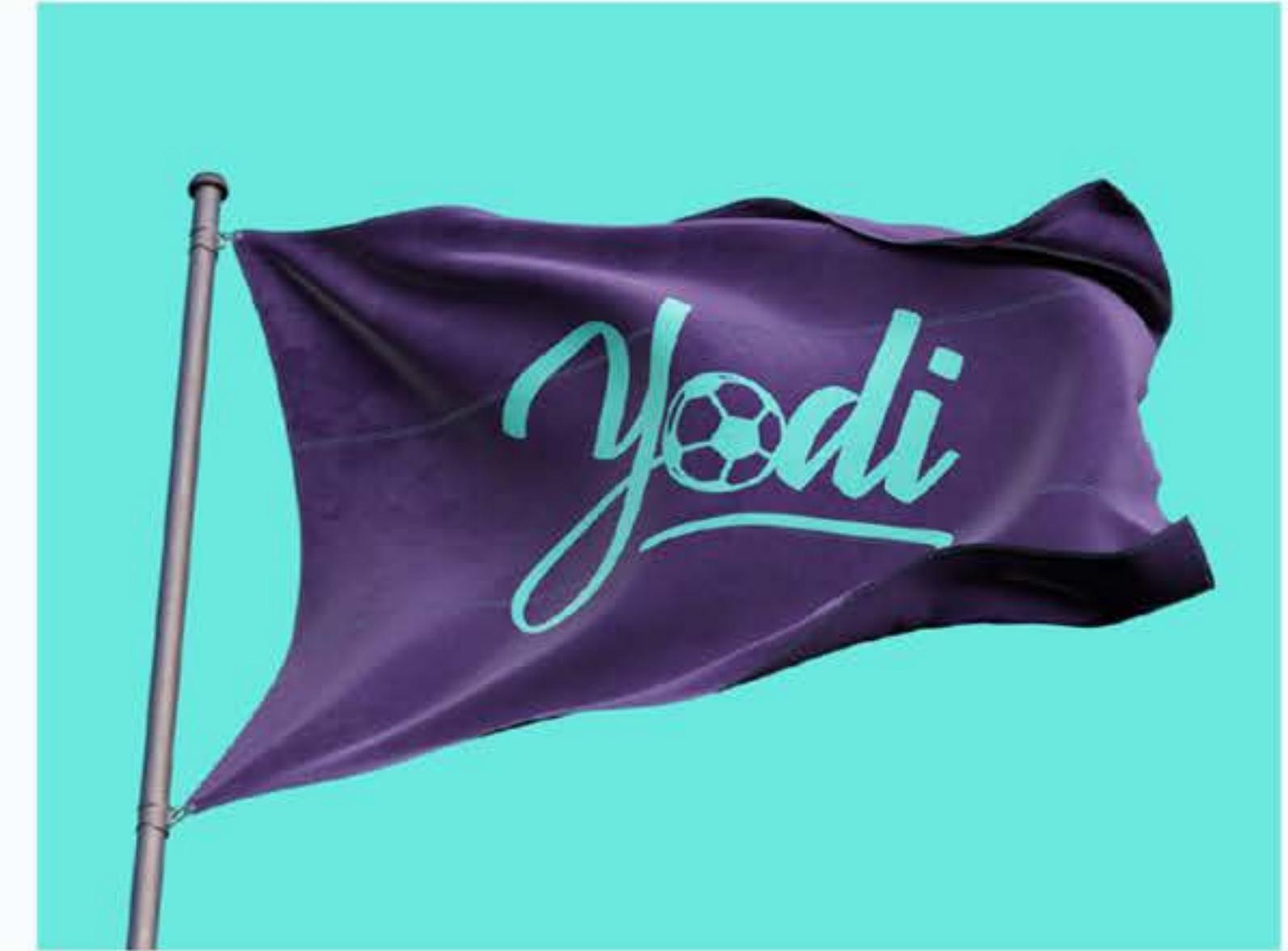
*Yodi*



*Yodi*



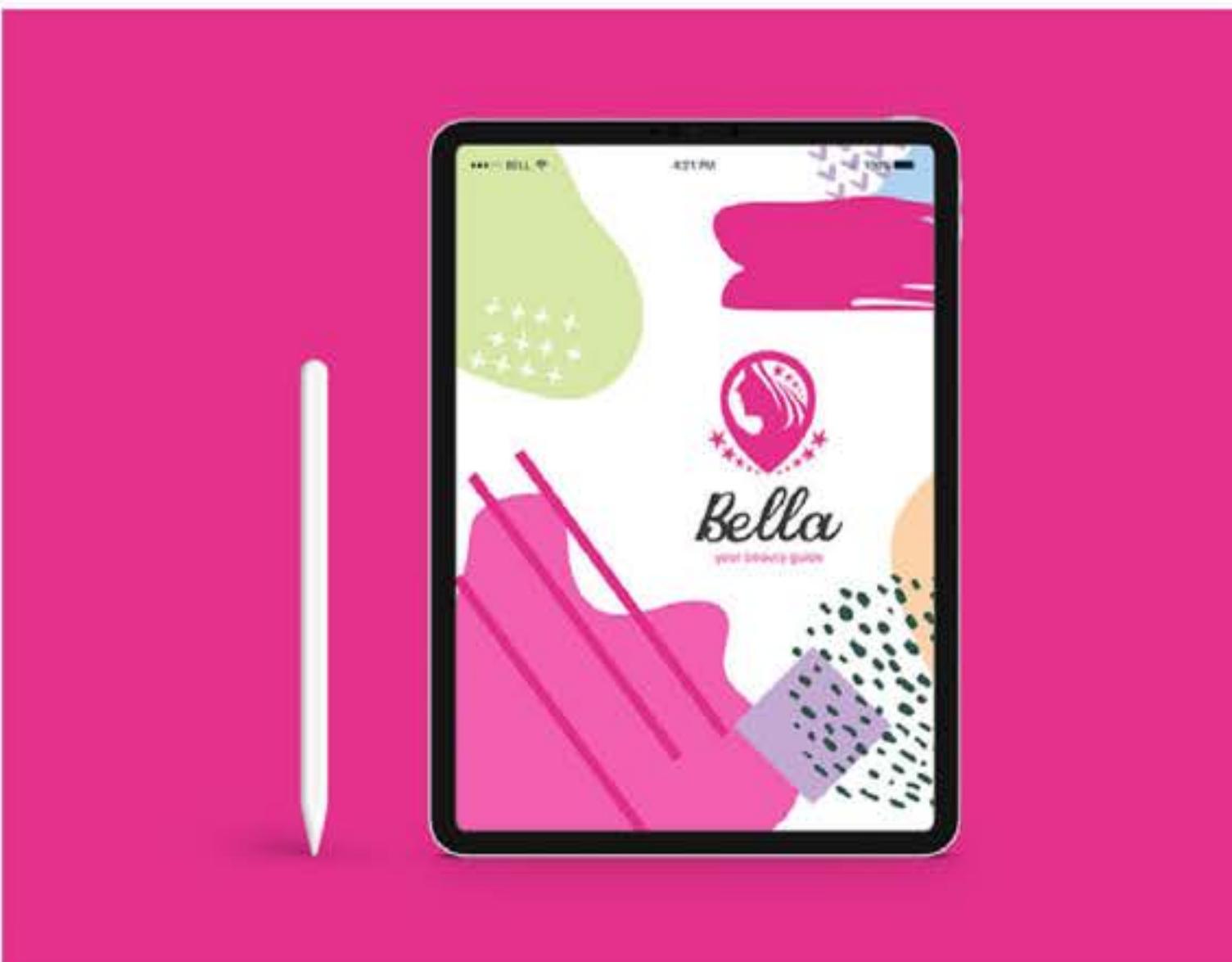
*Yodi*



# 08. BELLA

Bella is a free application for users specialized in women's salons and beauty centers in Saudi Arabia, it allow you to identify the best salons in your region by providing all the information you need in order to make the right decision









**PERCENTIZER**  
analytical hero







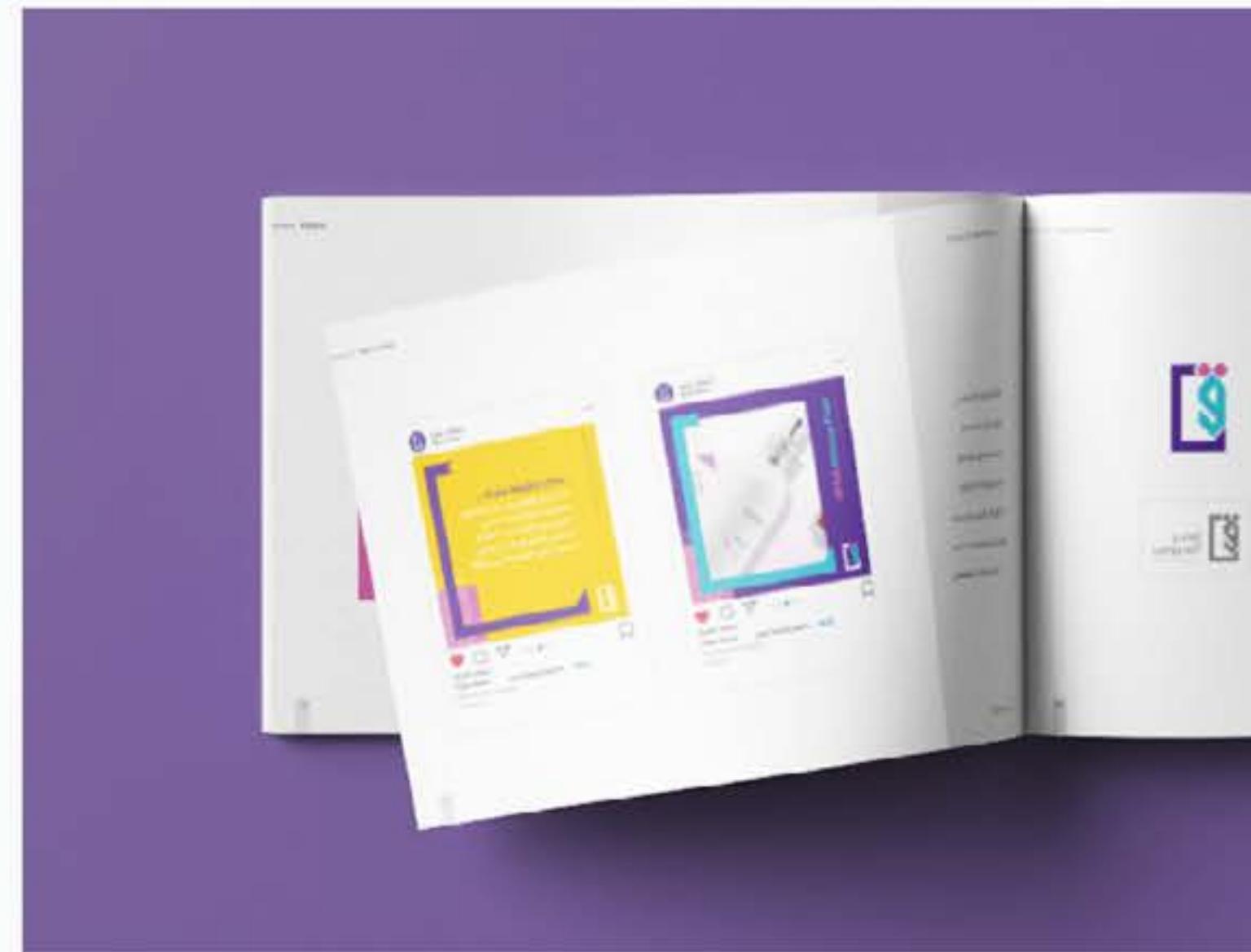


Landscape Magazine



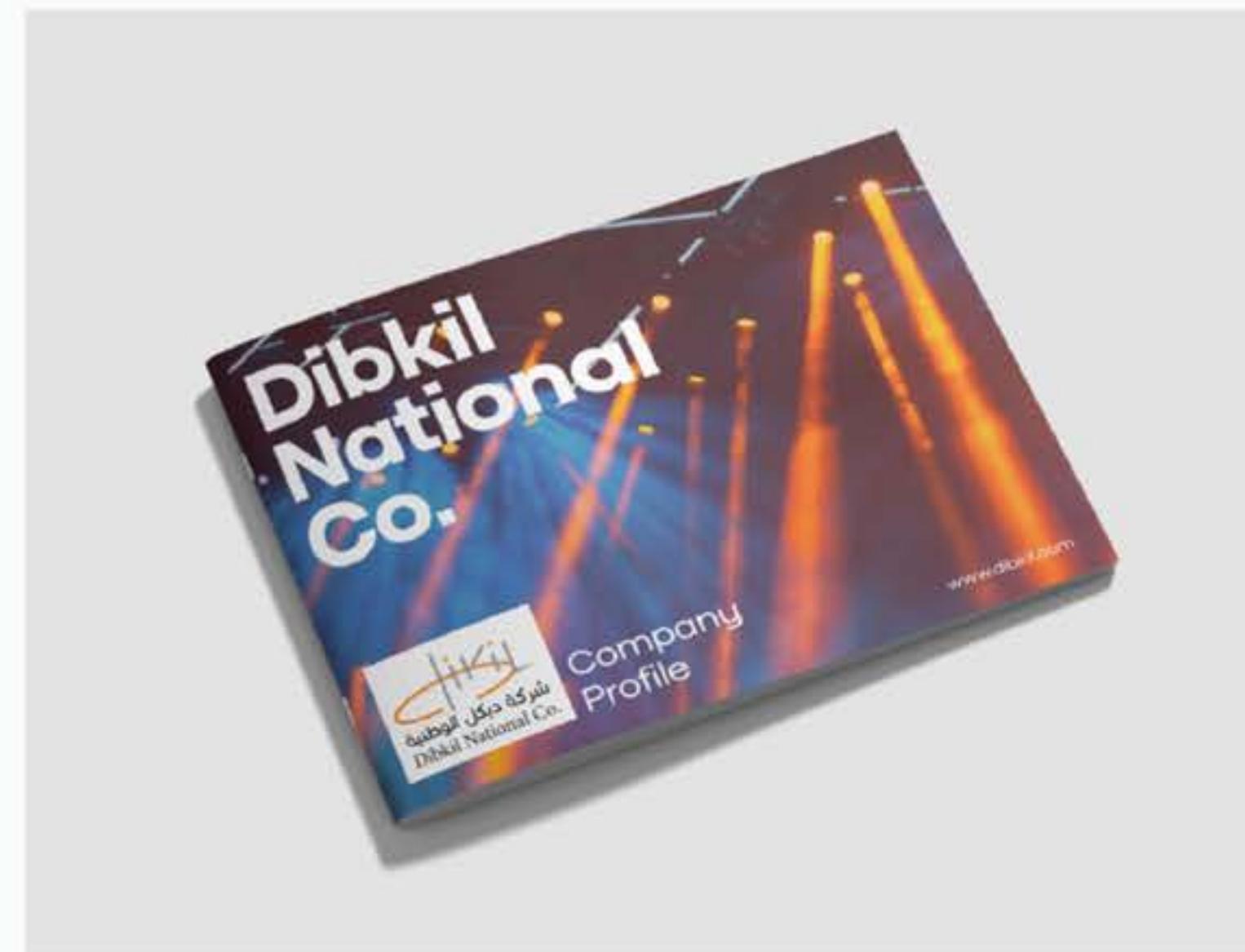


## BRAND GUIDELINES



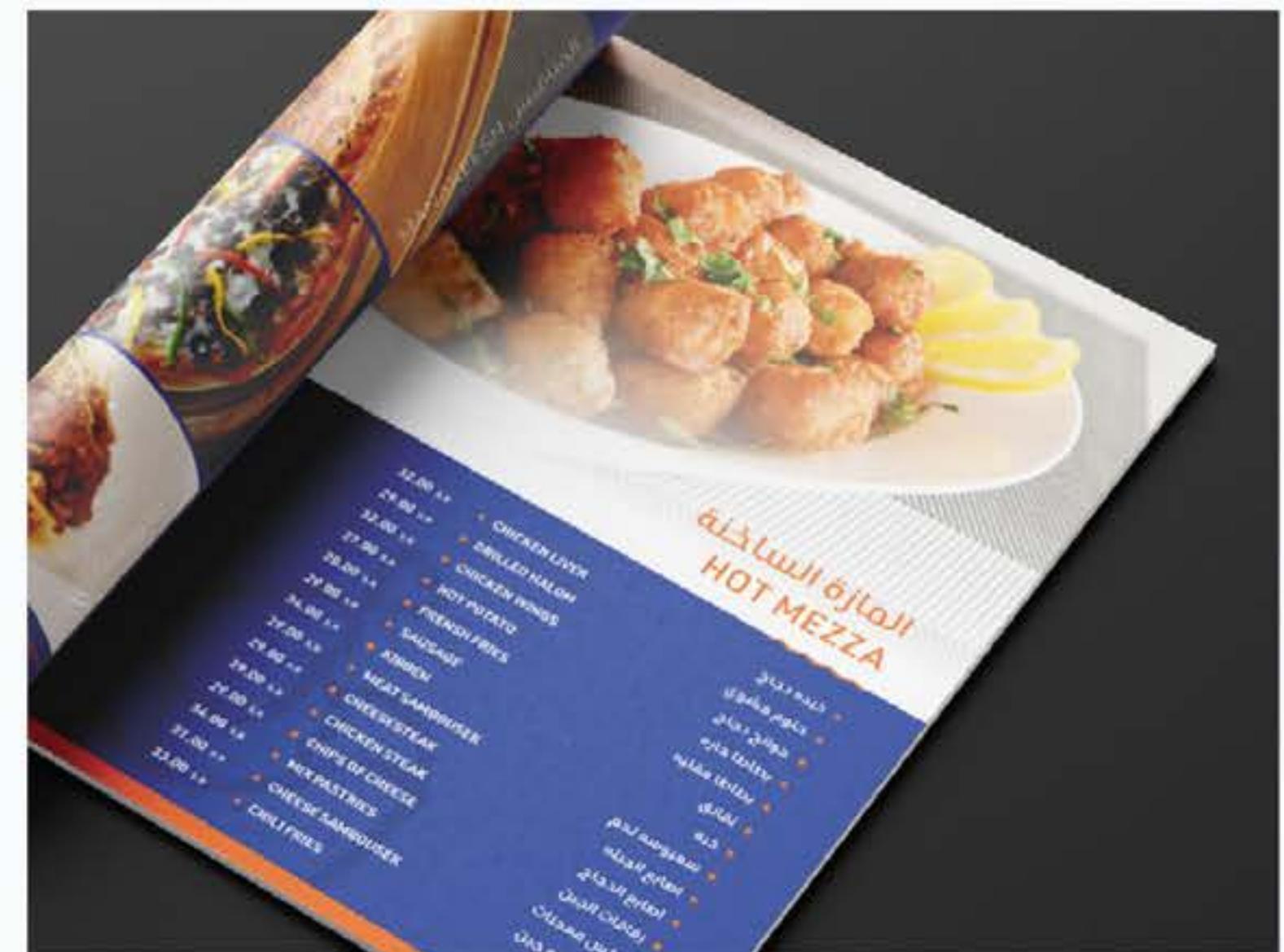
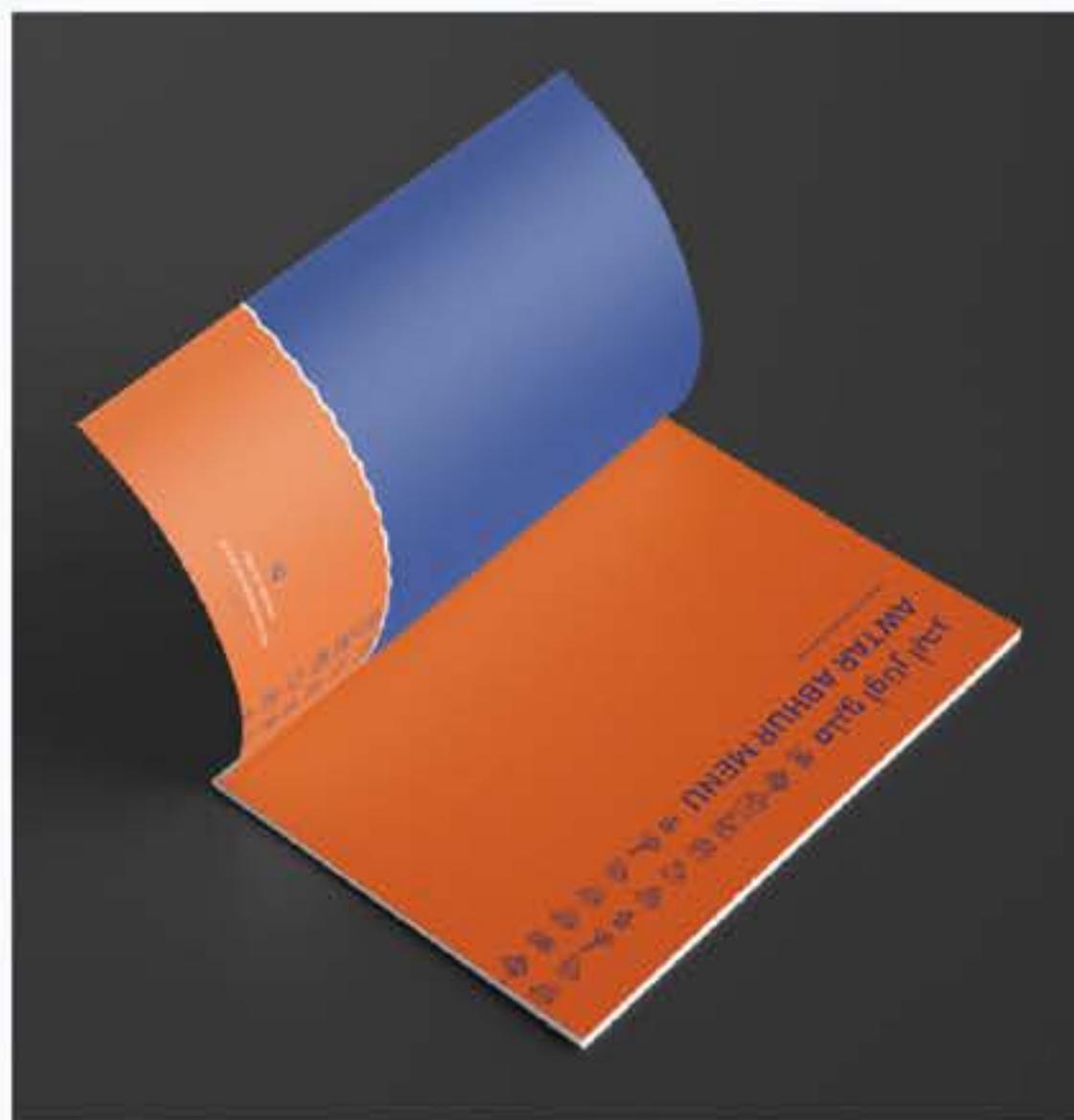


#### COMPANY PROFILE





FOOD MENU





# MOTION GRAPHICS

## VIDEO ADS

### CLIENTS WE WORKED WITH

---

- 1. MINISTRY OF COMMUNICATIONS
- 2. TOYOTA
- 3. AL MOROOR
- 4. NAJM
- 5. BURGER KING
- 6. RESAL
- 7. THINK TECH
- 8. QAFELAH

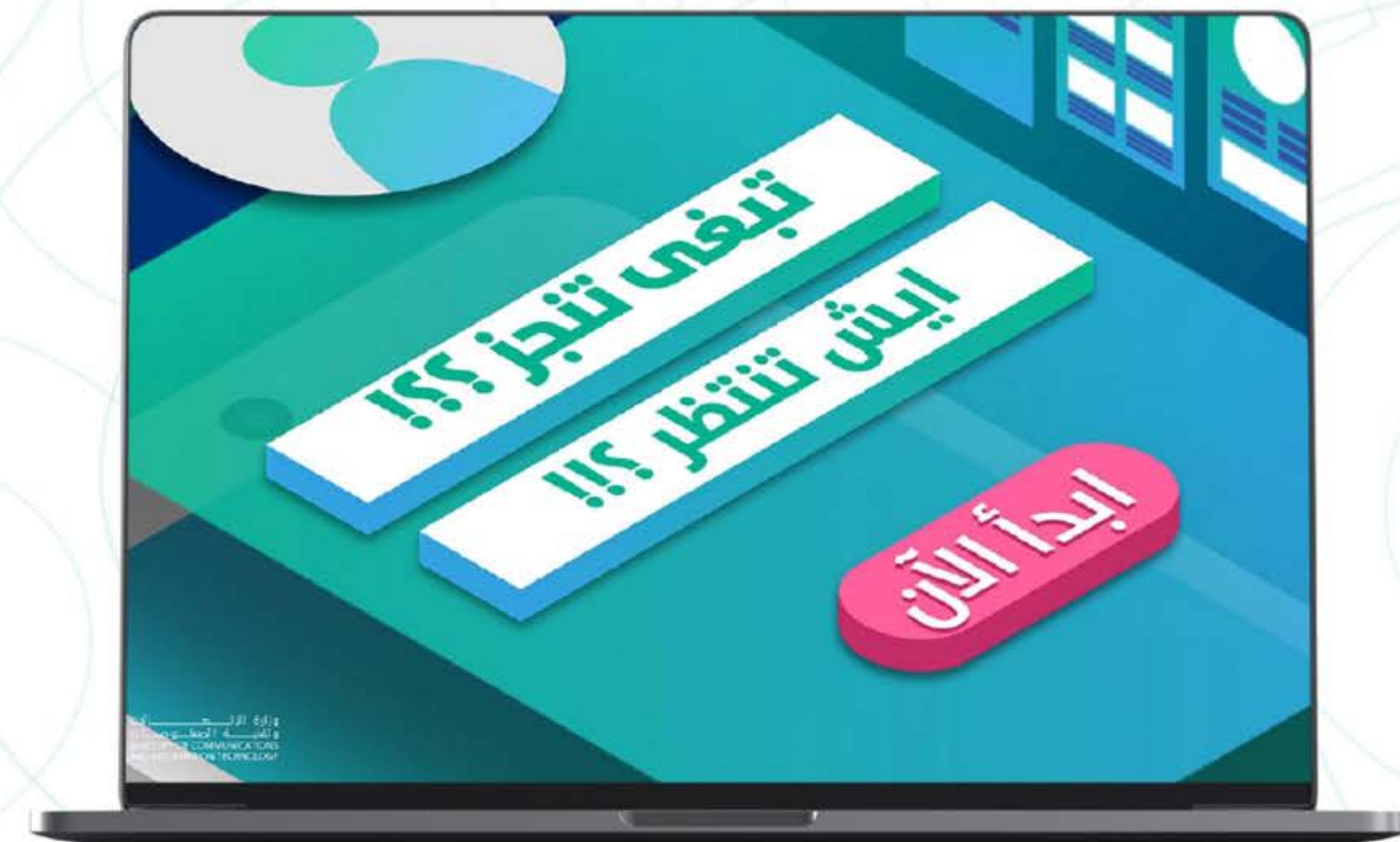
1

MINISTRY OF COMMUNICATIONS



وزارة الاتصالات  
وเทคโนโลยيا المعلومات  
MINISTRY OF COMMUNICATIONS  
AND INFORMATION TECHNOLOGY

WATCH NOW ON GOOGLE DRIVE



**2**



**TOYOTA**

**WATCH NOW ON GOOGLE DRIVE**



**TOYOTA**

**3**

AL MOROOR



**WATCH NOW ON GOOGLE DRIVE**

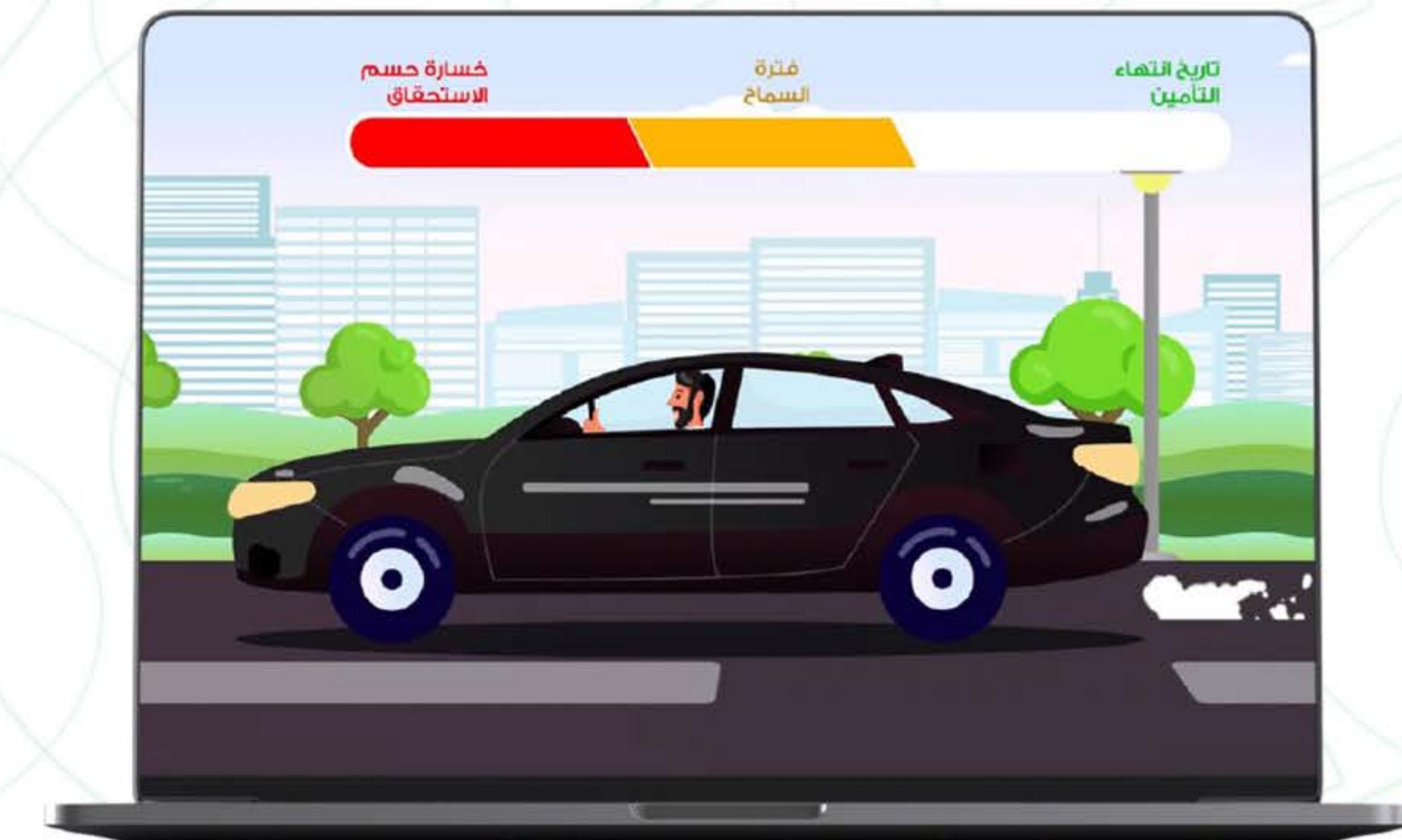


4

NAJM



WATCH NOW ON GOOGLE DRIVE



5

NAJM



WATCH NOW ON GOOGLE DRIVE



**6**

BURGER KING



WATCH NOW ON GOOGLE DRIVE

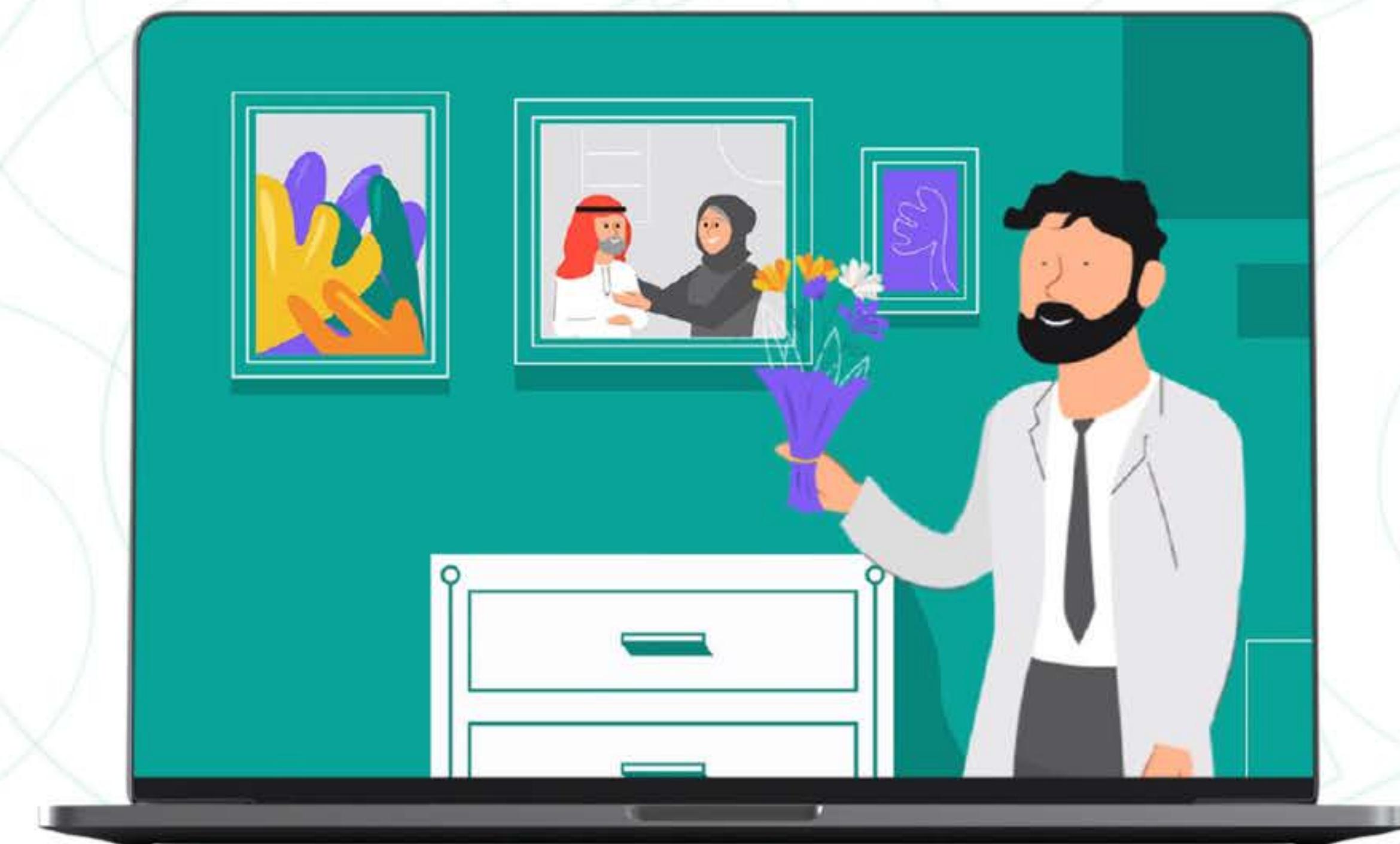


7

RESAL



WATCH NOW ON GOOGLE DRIVE

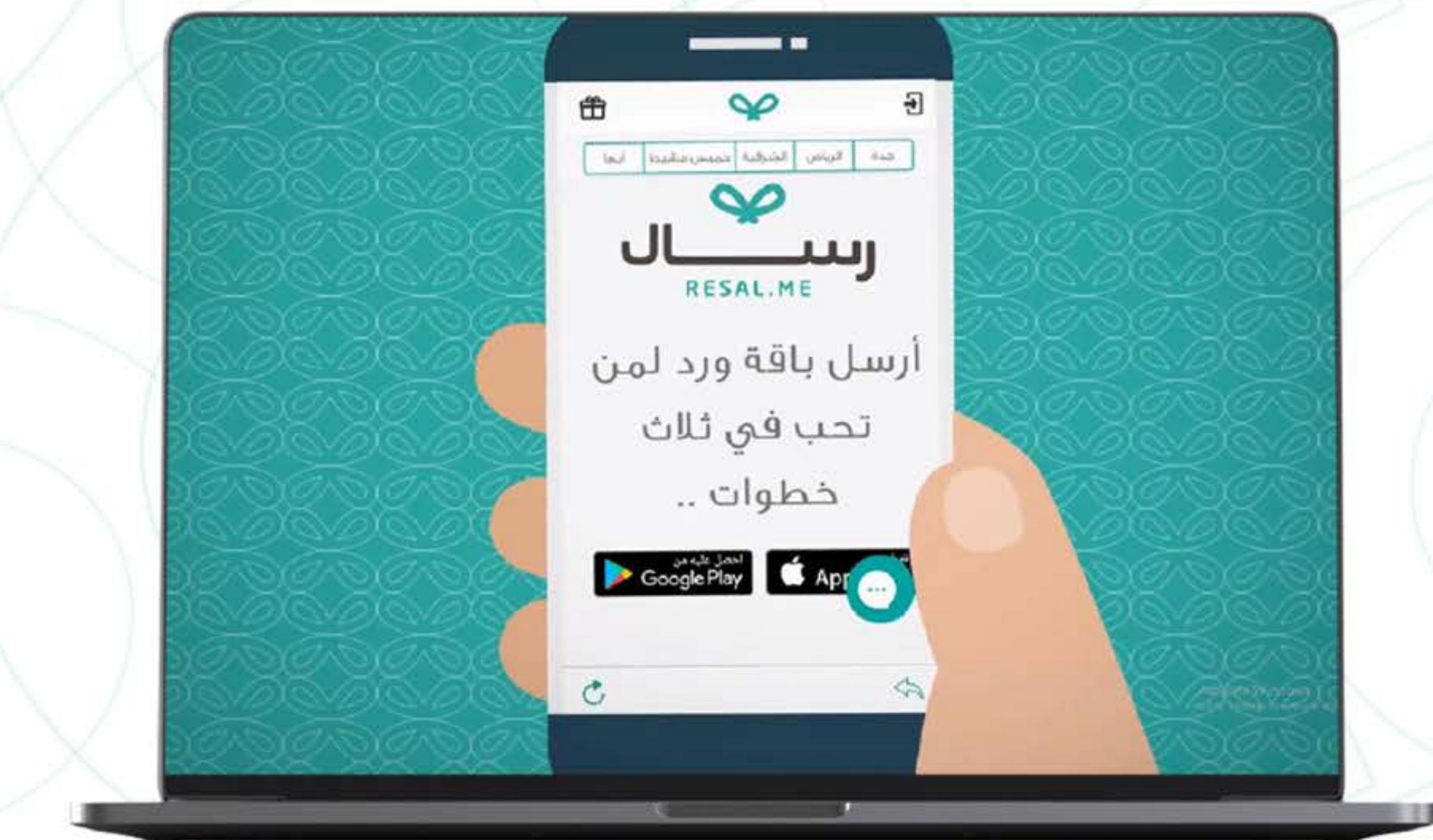


8

RESAL



WATCH NOW ON GOOGLE DRIVE



9

THINK TECH



WATCH NOW ON GOOGLE DRIVE



10

QAFELAH



WATCH NOW ON GOOGLE DRIVE





# MOBILEAPPS

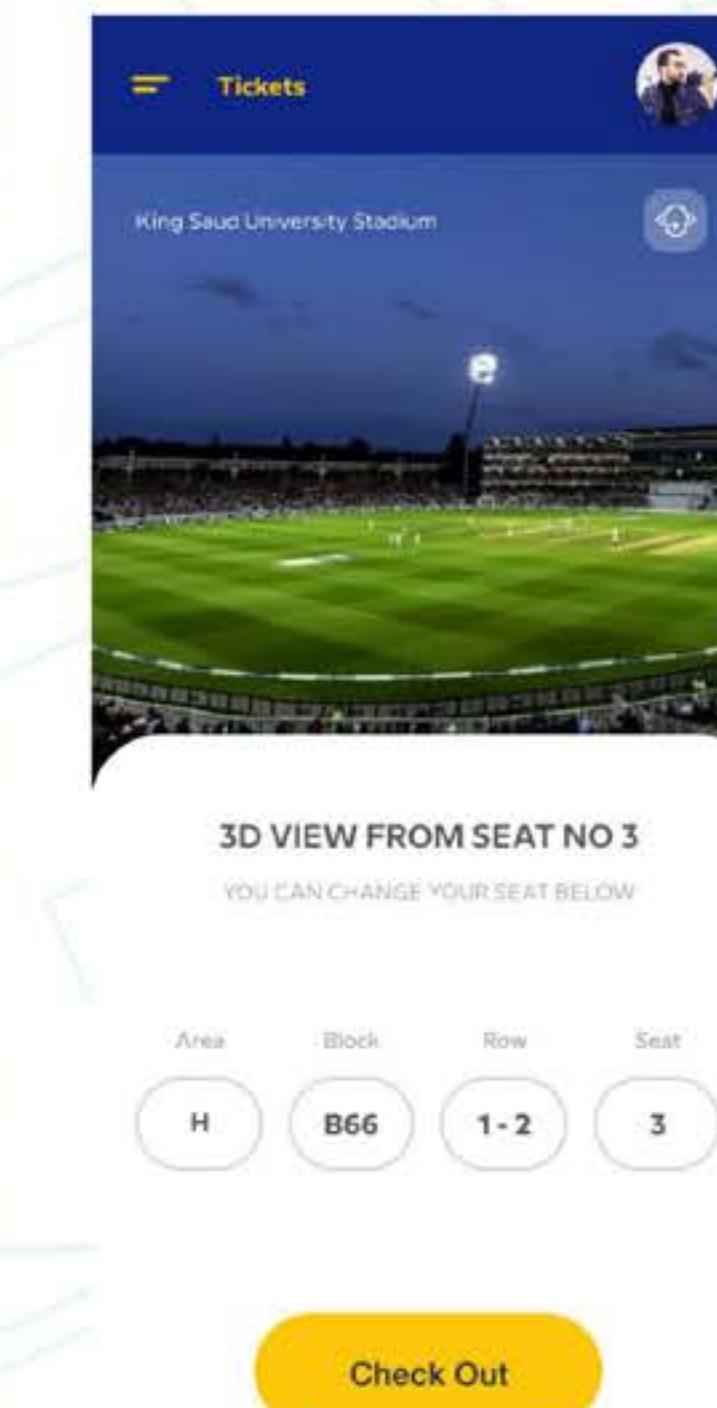
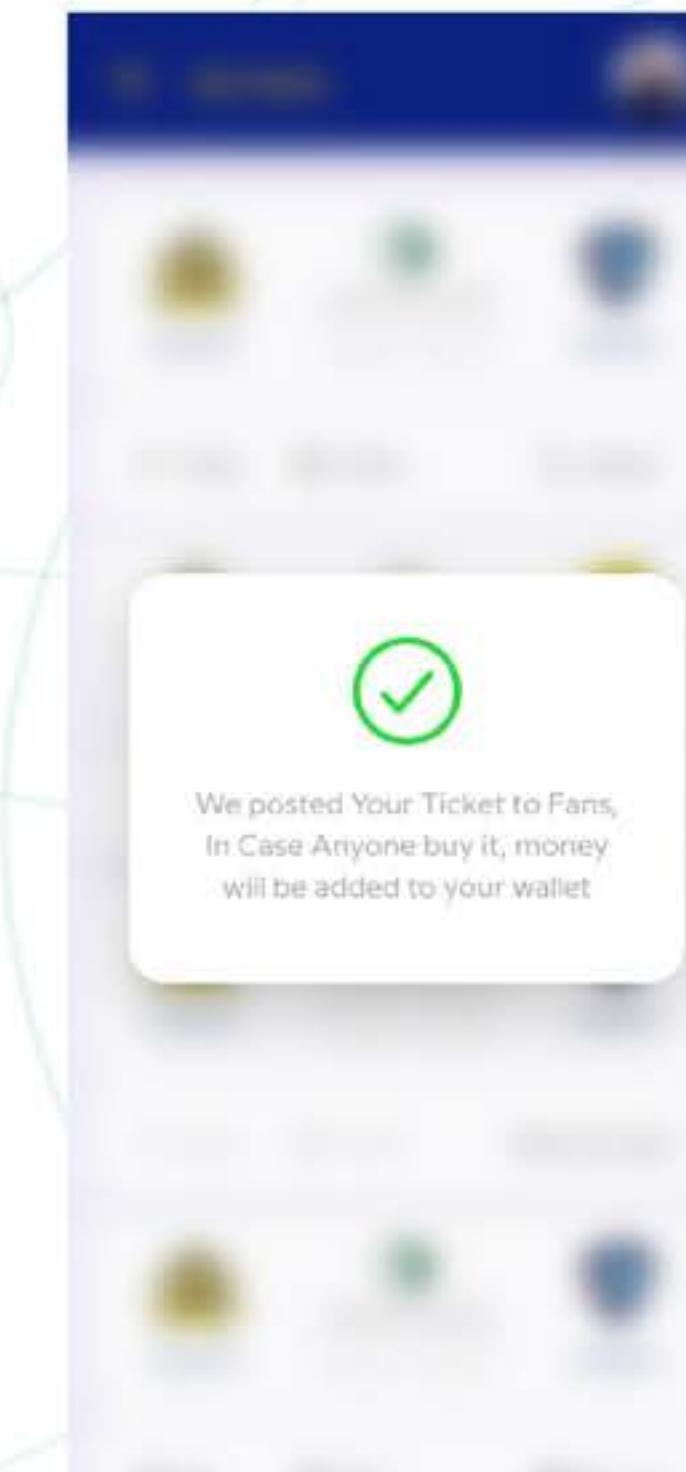
## DEVELOPMENT

### CLIENTS WE WORKED WITH

1. ALNASSR FOOTBALL CLUB
2. WOMLY
3. BELLA

AL NASSR

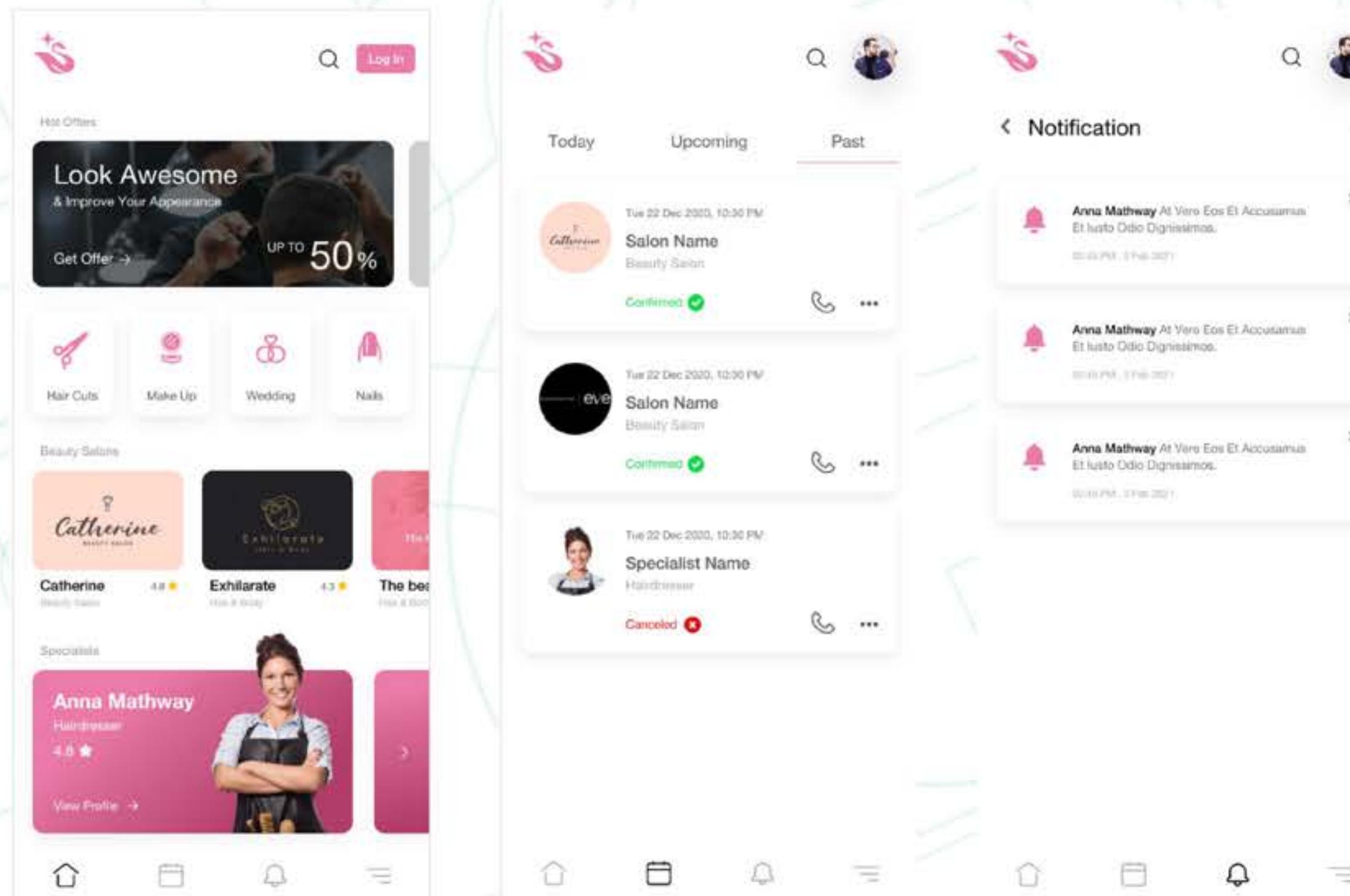
1



CLICK THE ICON TO SEE FULL PROJECT

**2**

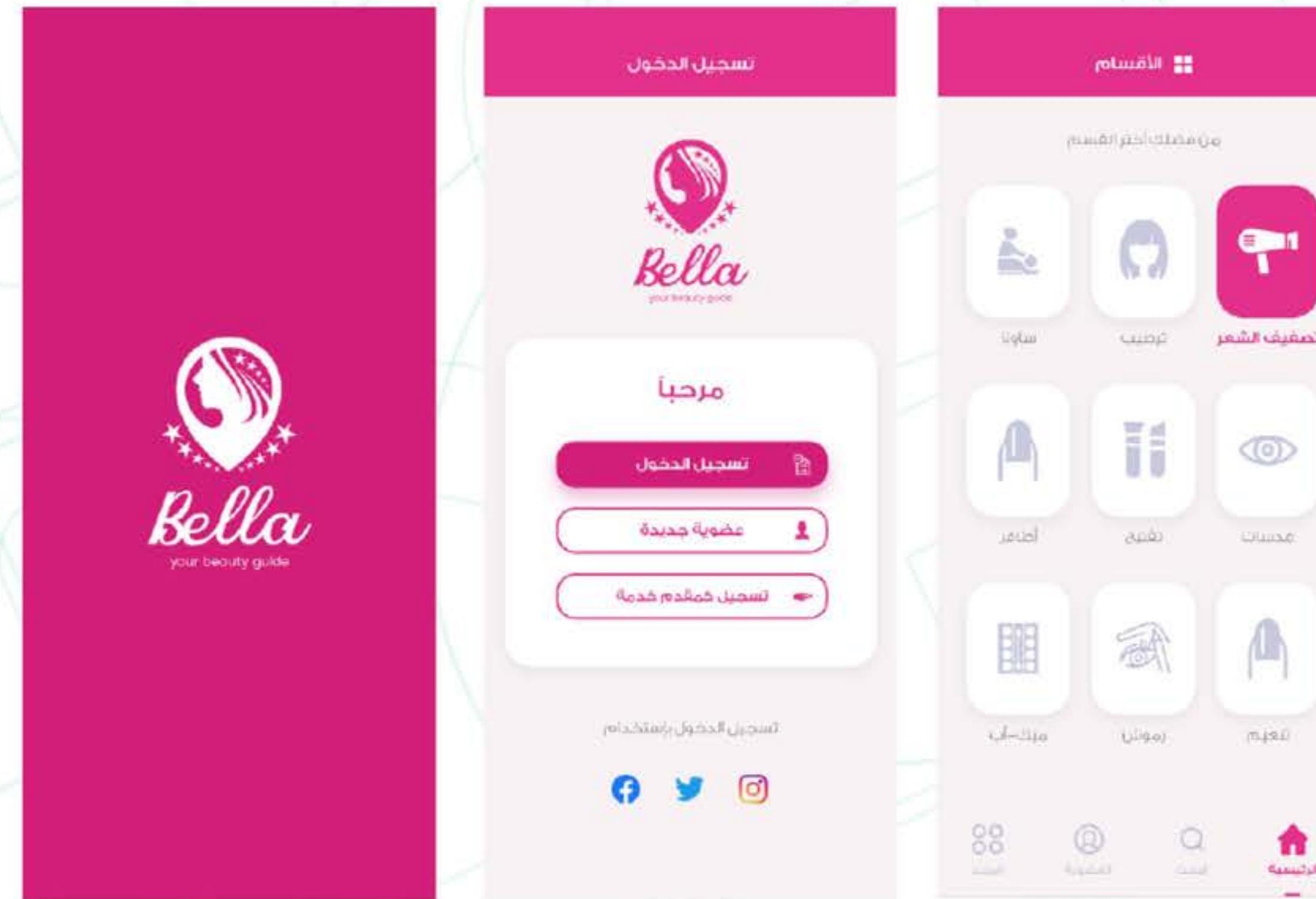
WOMLY



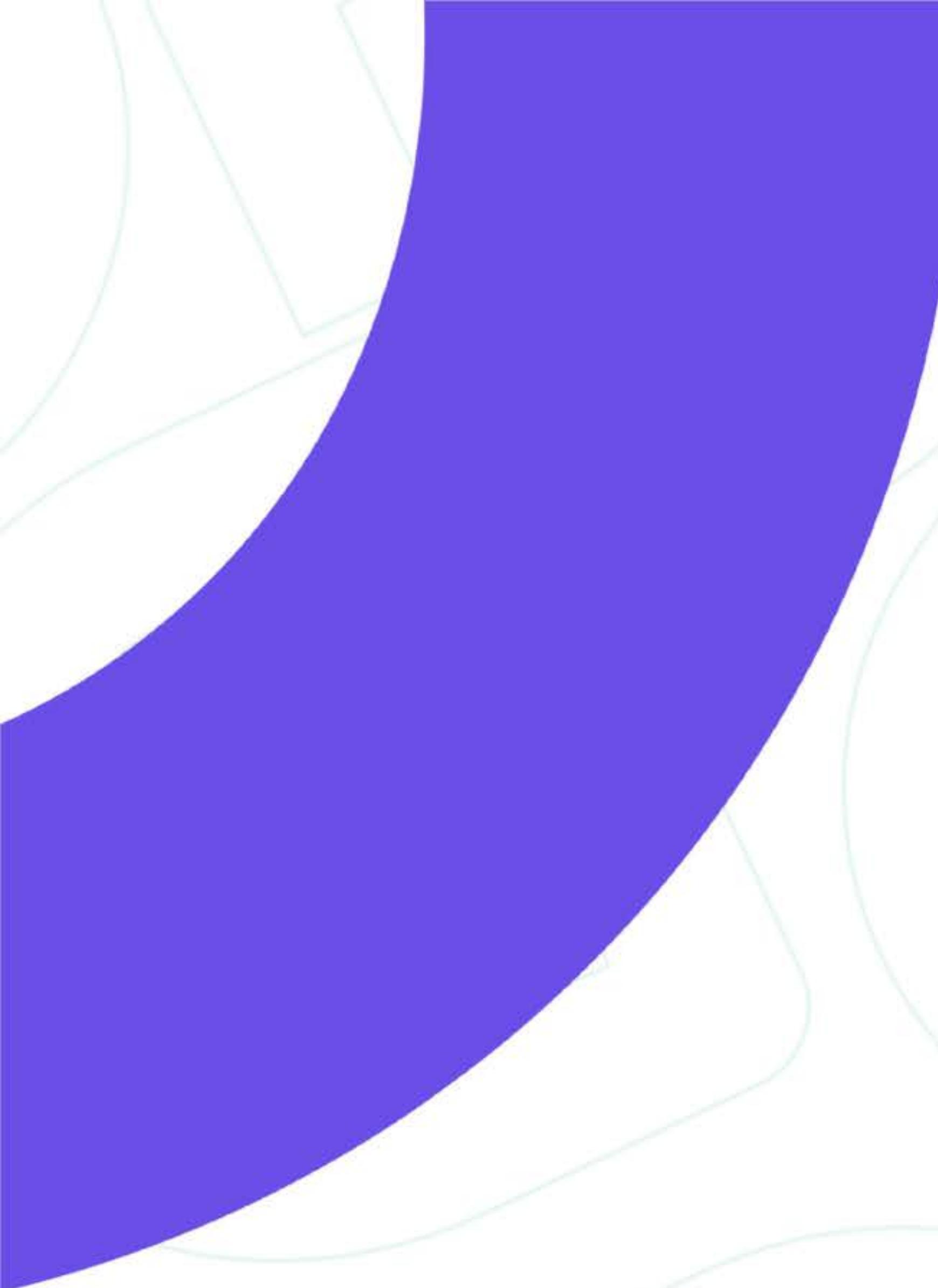
CLICK THE ICON TO SEE FULL PROJECT

**3**

BELLA



CLICK THE ICON TO SEE FULL PROJECT



# WEB DEVELOPMENT

## CLIENTS WE WORKED WITH

1. AL NASSR



AL NASSR

The image displays three screenshots of a football club's ticketing website, specifically for Al Nassr FC. The top navigation bar includes the club's logo, name, and Arabic name, along with links for Home, News, Results, Competitions, Buy Tickets, and Account.

- Screenshot 1:** Shows a 'Welcome, Friend.' message on the left and a 'Log In' form on the right. The log in form has fields for Email/Username and Password, and a 'Forgot password?' link.
- Screenshot 2:** Shows a ticket selection process. The top navigation bar includes a user profile for 'Mohamed'. The main content area shows a match between 'ALNASSR FC' and 'ALHILAL FC' at 'King Saud University Stadium' on 'Sunday 07/05/2023'. Below this, there are four steps: 'Match Tickets', 'Select Area', 'Select Block', and 'Select Seats', with 'Select Seats' currently highlighted. A large stadium image is visible in the background.
- Screenshot 3:** Shows a confirmation message: 'You Can't Reserve More Than 10 Tickets.' with an 'Ok' button.

CLICK THE ICON TO SEE FULL PROJECT



**Ahmed Alsuwaiket**  
Marketing Director

+966538245936

[Ahmed.s@digitalmarketingcard.com](mailto:Ahmed.s@digitalmarketingcard.com)

**Husam Algaladi**  
Managing Director

+966562682507 / +201555506600 / +971522068829

[Husam@digitalmarketingcard.com](mailto:Husam@digitalmarketingcard.com)

[www.digitalmarketingcard.com](http://www.digitalmarketingcard.com)