



# COMPANY PROFILE

2024

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## OUR VISION:

At Promo Clicks, we aim to become the marketing agency that comes to your mind when you think of the words "marketing" & "leadership". We are looking to be the leaders of marketing and all its related services in the middle east.



## OUR MISSION:

Our mission lies in transforming your brand from a small business/idea to a well-known brand that's name is widely recognizable specially by your target audience.



## OUR VALUES:

- Dedication
- Creativity
- Responsibility
- Leadership



## OVERVIEW

### Background:

Founded in 2018, Promo Clicks is a marketing agency with 8 years of experience in the Egyptian & Emirati markets. We have worked with various clients in many different industries until we became fully aware of your brand's marketing & advertising needs. We work on targeting the right audience for your brand & attracting them through specific marketing techniques; aiming to transfer your brand from a small business to a well-known name in your field.

- **Cairo, Egypt.**
- **Dubai, United Arab Emirates.**



## KEY SERVICES:

Explore a comprehensive suite of marketing services tailored to meet the evolving needs of your business. From digital marketing and social media management to strategic branding and creative content development, we leverage our expertise to ensure your brand stands out in the competitive market. Our services are:



**Digital Marketing  
Strategies**



**Social Media  
Management**



**Media  
Production**



**Photography  
Sessions**



**Reels & videos'  
creation & editing**



**Media  
Buying**



**Content  
Plans**



**Website Design  
& development**



**E-mail  
Marketing**



**SMS  
Campaigns**

## EXPERTISE & SERVICES

### 1. Digital Marketing Strategy:

A comprehensive digital marketing strategy is the backbone of any successful online campaign. Promo Clicks excels in crafting tailored strategies that align with your business goals, target audience, and industry trends. We analyze market dynamics, competitor landscapes, and consumer behavior to formulate a roadmap that maximizes your online presence and drives measurable results.

### 2. Social Media Marketing:

Engage and connect with your audience through our social media marketing services. We develop and execute compelling social media campaigns across platforms like Facebook, Instagram, Twitter, and LinkedIn. By creating shareable content, fostering community engagement, and leveraging paid advertising, we elevate your brand's social presence and drive meaningful interactions.





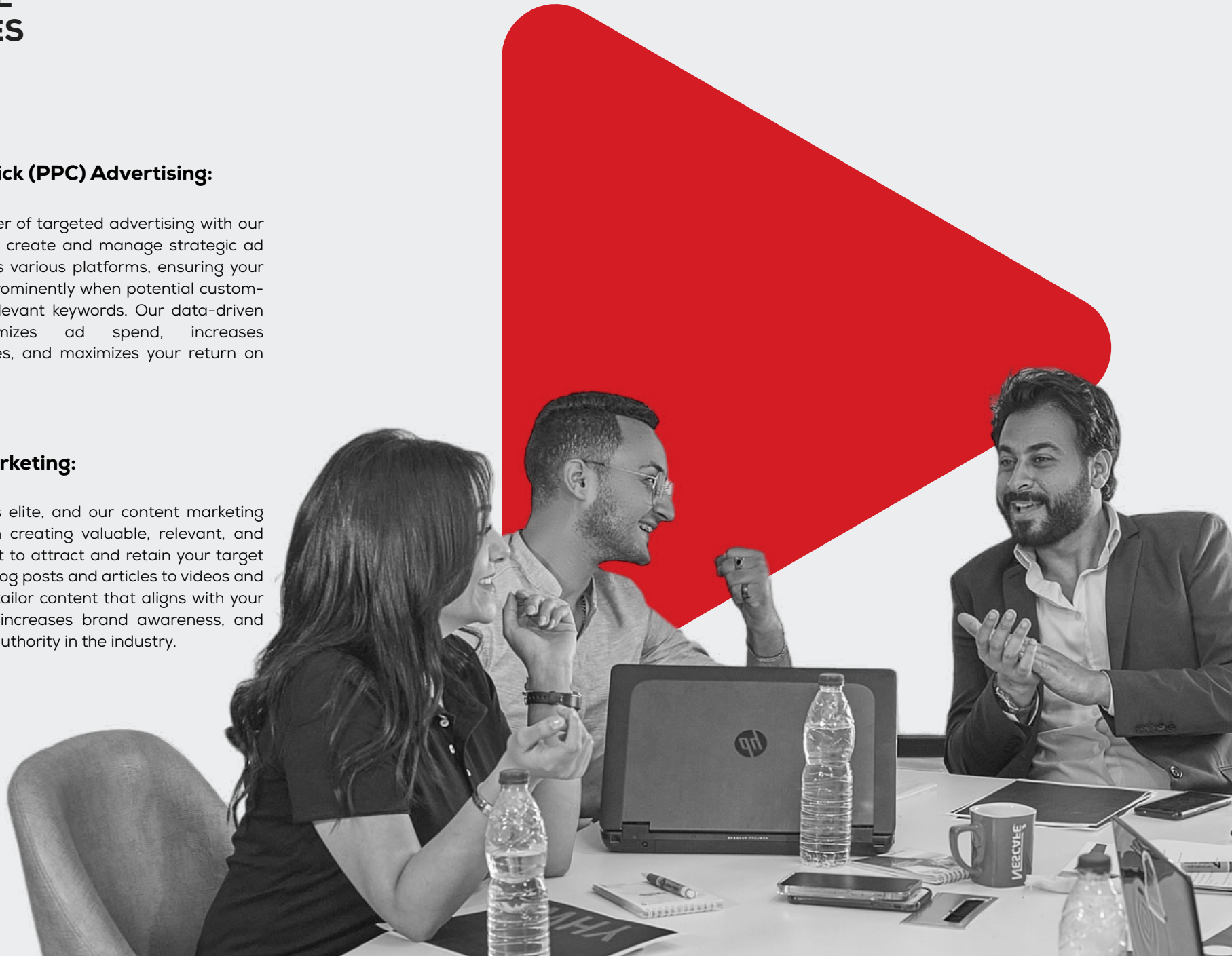
## EXPERTISE & SERVICES

### 3. Pay-Per-Click (PPC) Advertising:

Harness the power of targeted advertising with our PPC services. We create and manage strategic ad campaigns across various platforms, ensuring your brand appears prominently when potential customers search for relevant keywords. Our data-driven approach optimizes ad spend, increases click-through rates, and maximizes your return on investment.

### 4. Content Marketing:

Quality content is elite, and our content marketing services focus on creating valuable, relevant, and shareable content to attract and retain your target audience. From blog posts and articles to videos and infographics, we tailor content that aligns with your brand message, increases brand awareness, and establishes your authority in the industry.



## EXPERTISE & SERVICES

### 5.Email Marketing:

Nurture leads and build lasting relationships with our targeted email marketing campaigns. We design and implement personalized email strategies, delivering relevant content and promotions directly to your audience's inbox. Our focus is on optimizing open rates, click-through rates, and conversions to drive measurable business growth.

### 6.Website Development:

A user-friendly and visually appealing website is crucial for online success. Our website development services ensure your digital storefront is not only aesthetically pleasing but also functional and optimized for user experience. From responsive design to e-commerce integration, we create websites that effectively represent your brand and convert visitors into customers.

### 7.Analytics and Reporting:

Measure and analyze the performance of your digital campaigns with our analytics and reporting services. We provide detailed insights into key performance indicators, user behavior, and campaign effectiveness. Our reports are tailored to your business objectives, offering actionable data that informs ongoing strategies and ensures continuous improvement in your digital marketing efforts.



## TEAM & EXPERTISE

Our digital marketers, graphic designers, photographers, media buyers, videographers, & team leaders have many years of experience in their fields, that they became fully aware of the needed strategies & solutions that will help your brand thrive in a fast-paced market. Our journey in the marketing industry made us develop a creative mind-set that will help us reach the stars with your business.



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# WHY PROMO CLICKS?



## Unique Selling Proposition (USP):

At Promo Clicks, our Unique Selling Proposition lies in our unwavering commitment to delivering not just digital marketing services, but tailored solutions that uniquely address your business needs. We pride ourselves on a client-centric approach, offering personalized strategies and a dedicated team that ensures your brand stands out in the digital landscape. With Promo Clicks, you get more than just a service; you get a strategic partner invested in your success.



## Differentiation from Competitors:

Promo Clicks has been leading the market for 8 years through a combination of innovation, expertise, and a results-driven mindset. Our team comprises industry experts who stay ahead of the curve in digital marketing trends, ensuring that our clients benefit from cutting-edge strategies. We differentiate ourselves through a focus on transparency, client collaboration, and a commitment to delivering measurable outcomes. Promo Clicks doesn't just keep pace with the industry; we lead the way.



## Technology and Tools Utilized:

At Promo Clicks, we harness the power of advanced technology and exceptional tools to amplify the impact of our digital marketing efforts. From industry-standard analytics platforms to the latest SEO and PPC tools, we ensure that our strategies are informed by real-time data and insights. Our commitment to staying technologically agile allows us to adapt swiftly to evolving trends, giving your brand a competitive edge in the dynamic digital landscape. By leveraging the right technology, Promo Clicks optimizes your online presence for maximum effectiveness and efficiency.



# OUR **PARTNERS**

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**Promo Clicks**  
---You Can Reach More---

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**UAE Branch :** 9th floor, Capital golden tower, Business Bay, Dubai.

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