

An aerial view of a city at night, with numerous skyscrapers and buildings illuminated. The image is overlaid with a dark blue tint and many white speech bubble icons of various sizes, some containing three dots, suggesting a theme of communication or social media.

HELLO.



SocialWeTalk

COMPANY PROFILE

2021

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A LITTLE ABOUT US



We are all now
connected by the Internet,
like neurons in a giant brain.

— *Steven Hawking*

ITS ALL ABOUT CONNECTIONS

Social media is about connections;

connecting the right message with your target audience, connecting your solution with their pain point, and connecting your business goals with their desired results.

Here at SocialWeTalk, we are pros at making connections (fun fact: our favorite hobby is Dot-to-Dot). We will help you define who your most lucrative target audience is, develop messages that speak to them directly and position your business as they can't-live-without solution, and make it easy for them to engage and call.



WHO ARE WE?

We are a digital marketing hub tied into seed-ing growth and innovation in our partners' online communities.

We aim to leverage the power of digital marketing to help our clients acquire new customers and keep the existing ones engaged and loyal over time

WHY CHOOSE US?

ADVANTAGES WORKING WITH US:

Dedicated Digital Experts:

We provide high quality services with our professional Digital Marketers, Visual Storytellers, Developers and Graphic Designers. Our customers consider us as an extension of their in-house marketing team as we assign an Account Manager with a squad of experts fully dedicated to each client.

Custom Solutions:

While we pay attention to your business goals and budget constraints, we implement customized marketing strategies to help you grow your brand online and achieve your desired outcome.

Results-Driven:

To maximize your Return On Investment (ROI) and to meet your Key Performance Indicators (KPIs), we focus on the analytics and iterate each campaign for improved results.

Transparency:

At SocialWeTalk, we are transparent with our clients. We won't waste your time and money on unnecessary marketing strategies or advertising campaigns. Our goal is to improve your company's online presence, gain new sales leads, drive higher traffic to your website, strengthen your social platforms and retain your customers.



OUR SOLUTIONS

1. **SOCIAL MEDIA MARKETING:**

Social Media is our bread and butter it's our core business.

SocialWeTalk is a boutique interactive digital marketing agency specialized in helping YOU build your brand online. Storytellers at heart we define your brand voice and craft a story that connects your brand to your audience through social media. Bottom line, we take your business to the next level through Social Media Marketing.

Our programs span from basic optimization to content strategy, to a more strategic business intelligence.





2. SEARCH ENGINE MARKETING:

At SocialWeTalk we help you use SEM effectively to connect with buyers by scaling your budget spend according to your goal and target audience.

By tracking the right data, we will give your brand the necessary exposure to prospects showing the highest propensity to purchase. This way, you will reach your target growth rates without overspending on your SEM campaigns.



3. **SEARCH ENGINE OPTIMIZATION:**

As one of Lebanon's fast growing digital agencies, we've helped our partners drive high-quality leads to their website through SEO.

Powered by the world's largest engine, Google Ads, we will help you find people who are already looking for your products or services.

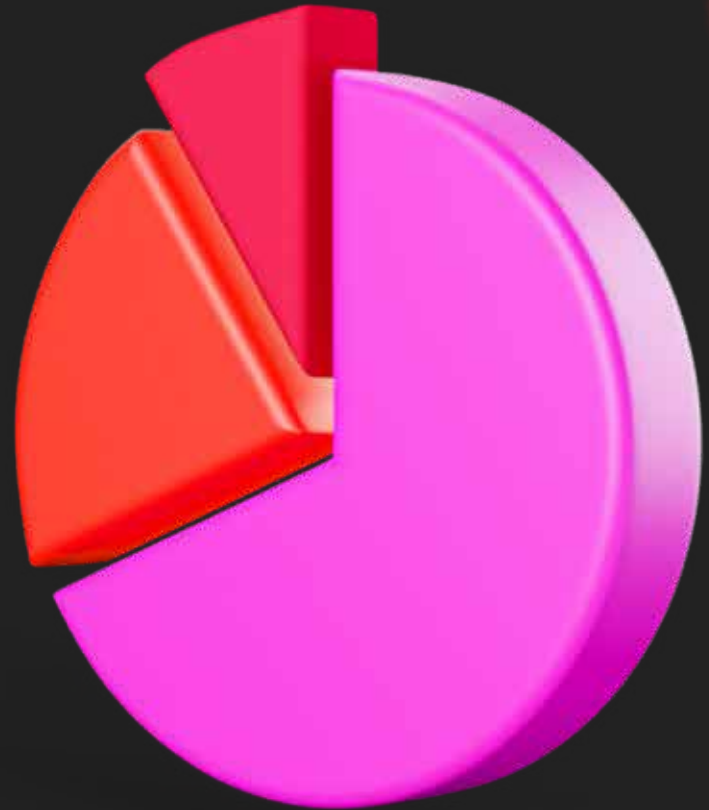


4. **ONLINE ANALYTICS:**

Are you tracking the right metrics?

At SocialWeTalk, we will advise you whether you are moving closer to your objective or the other way around, by arming you with educated suggestions based on actual data, as opposed to hypotheses and opinions.

If you are running Search Engine Marketing or recently invested in a Search Engine Optimization Strategy, Online Analytics will reveal to you whether these techniques have actually driven traffic to your website.



Time For A Website Design?

We build creative and professional websites that adhere to the latest web standards and are correctly optimized to maximize the visibility of your brand online.

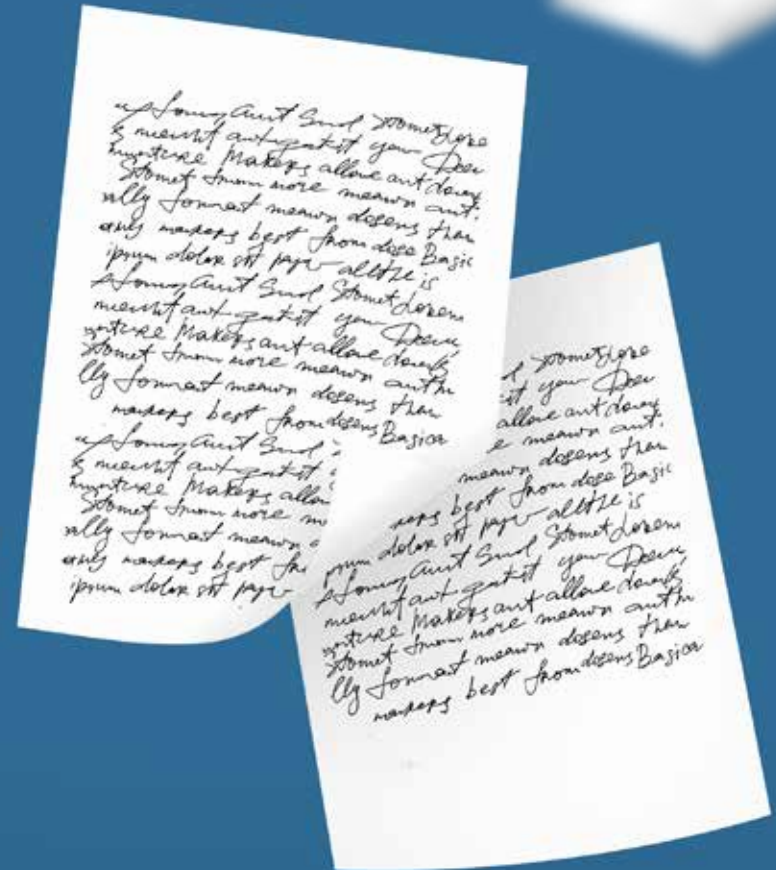
SocialWeTalk points the app and website design on the track of reliable and spot-on User Experience. The User Interface, designed and developed in our agency, extends your brand and places a robust relationship of your identity.



6. CONTENT MARKETING:

SocialWeTalk adapts Content and Copywriting Services in reflecting the efficiency of the Online Marketing Strategy, while establishing the brand or product as a thought leader in its relative industry.

Content Marketing is an art, the essence of which is delivering a consistent stream of valuable information to potential customers, who will ultimately reward you by becoming your long-term customers.



An illustration on a dark background showing four white paper airplanes in flight, moving from the left towards a target on the right. The target is a circular bullseye with concentric rings of blue and white. The fourth airplane is in the process of hitting the center bullseye. The target is mounted on a circular base with a gear-like pattern around its edge.

7. E-MAIL MARKETING:

Our agency experts draft effective subject lines for E-mail Marketing, that incite high conversion rates through the most cost-effective tactic to obtain, maintain and regain customers.

SocialWeTalk incorporates E-mail Marketing based on analytics while it particularly advises on the timing, design and segmentation.

8. PROFESSIONAL PHOTOGRAPHY:

SocialWeTalk offers an additional advantage over the competition in terms of marketing services: Professional Photography.

We feature compelling images for marketing materials and reveal the best aspects of the subject or your products.

Photographs are taken at the proper angles to suit your print and web product exposure keeping in mind the marketing purpose of each photo.



OUR CLIENTS



TESTIMONIALS

Since we started in 2016, we worked with several SMEs covering different industries in Lebanon and abroad. In their testimonies, our clients express how we helped them grow their businesses through our Digital Marketing Expertise.

"SocialWeTalk lifted our online performance from average to outstanding in just a few months"

-Albero Altounji , Owner (Alberto Shop)

"Our direct calls tripled as soon as we switched to online engagement With SocialWeTalk"

-Hassan Ashkoudra,Owner (BBQ HOUSE)

"SocialWeTalk helped us understand where our customers are coming from, and came up with an innovative concept online to keep them coming"

-Samir Tutunji, Executive Director (Dasar-KSA)



CASE STUDIES

Case Study 01: Education & Training

Client:

American Center for Excellence

Objective:

Set up Facebook and Instagram pages and optimize lead generation ads to create brand awareness and supercharge acquisition rates.

Challenge:

The American Center for Excellence a start-up company, established in November 2017. The challenge was to raise awareness among the university students and young professionals on the practical courses offered at the center and develop acquisition strategies through social media.

Solution:

Created a digital ecosystem at a minimal cost composed of a website and social media presence. A Content Strategy was implemented on social media coupled with effective ads optimization and outreach programs. We were able to generate more than 5000 leads over a period of 3 months.

Case Study 02: Investment

Client:

Investment

Objective:

Arabic copywriting

Challenge:

Create content that is creative, easy to read, compelling and optimized for search engines. It's a challenge to transfer generic ideas and customize them to a local culture such as that of Saudi Arabia. In most cases, one may find a complete expression or a sentence that works well in one Arab local culture but not in another. Furthermore, the brief was communicated on the phone following excerpts and succinct summaries

in English language. So, we literally had a couple of pages to work on and expand.

Solution:

Arabic is a highly meaning-sensitive language. It also requires someone with a comprehensive knowledge of the nuances of the language. We were able to factor in the mindset and culture of the target audience while providing true and accurate information about the products the client is promoting

Case Study 03: F&B

Client:

The BBQ House

Objective:

Set up Facebook and Instagram pages to reach more customers and engage with them online.

Challenge:

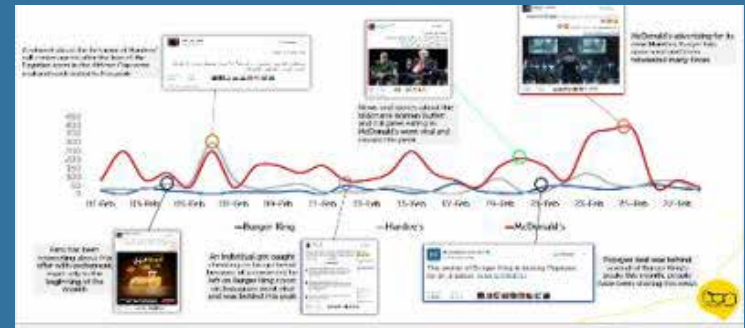
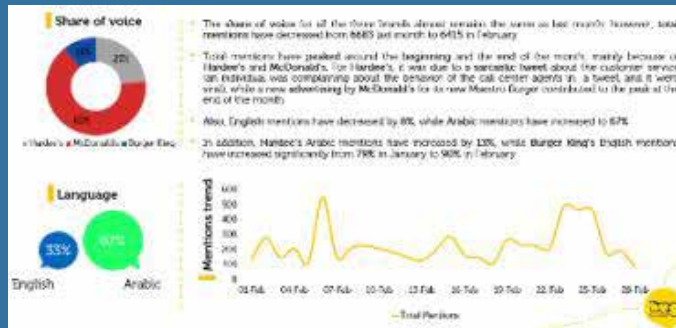
Young adults are one of the fastest growing demographic segments in Lebanon. The challenge was to visually position the brand on social media to attract new customers and boost repeat visits.

Solution:

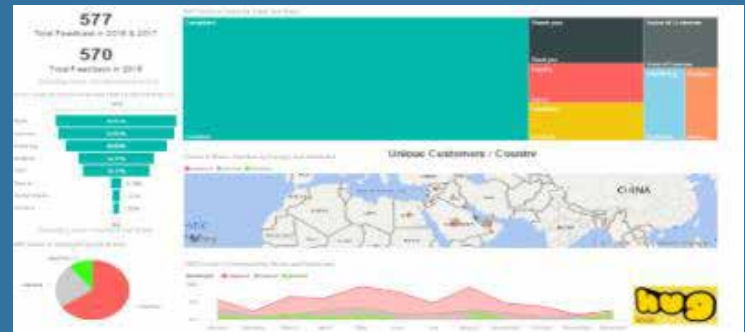
Optimize the brand reach on Facebook, Instagram, and Zomato to reach the primary audience (young adults). One solution was to create engaging visuals and competitions to particularly appeal to foodie Millennials. Foodies are extremely active on social media, they are nutrient conscious and value organic and fresh ingredients. These points have all been taken into account when introducing new dishes or communicating key benefits. Direct communication is always personalized and complaints were taken care of on the spot.

EXPANSION OF DIGITAL CAPABILITIES - THE DASHBOARD

Consumers Voice



Real Time Social & Regional KPI's (Web & Mobile Accessible)



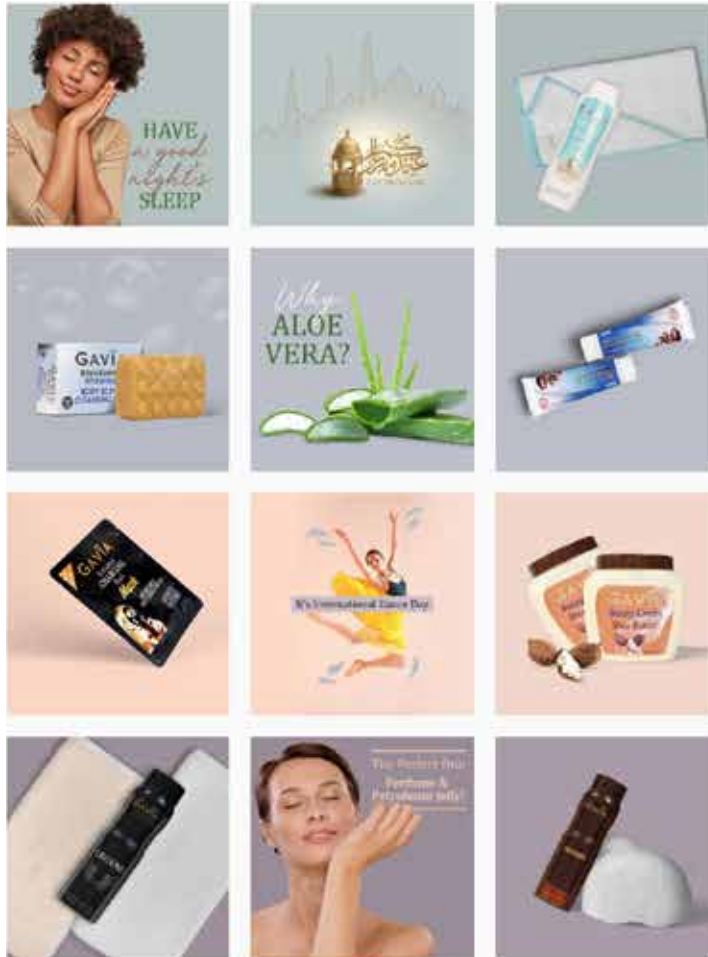
EXPANSION OF DIGITAL CAPABILITIES IN HOUSE CONTENT PRODUCTION

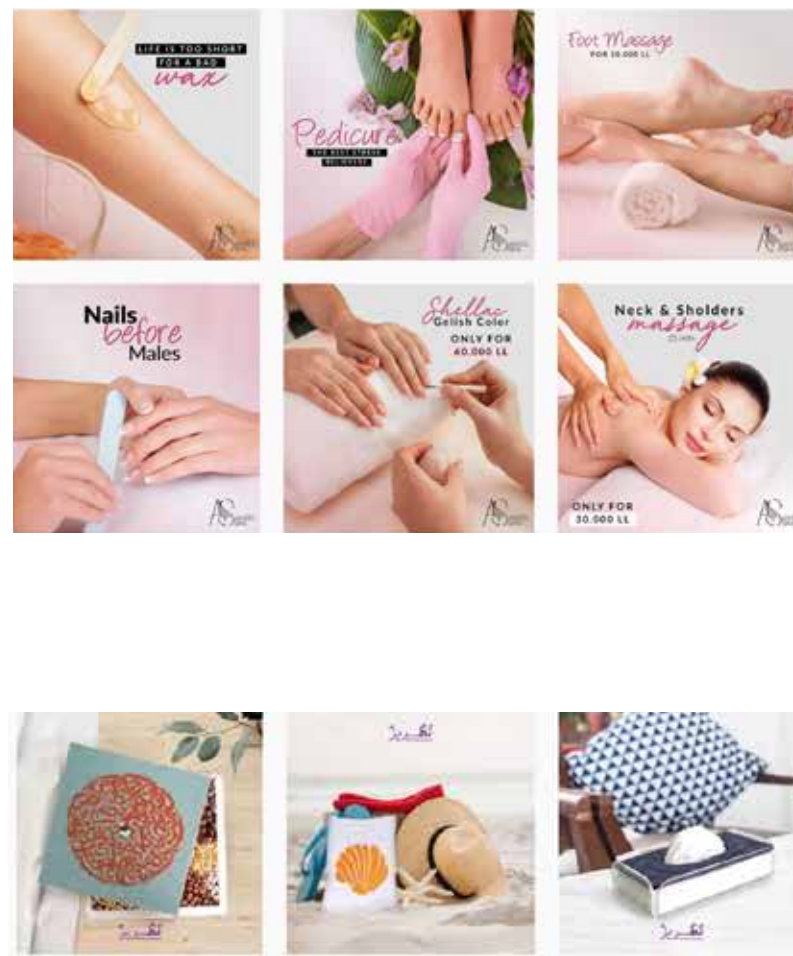




Our Portfolio

SOCIAL MEDIA POSTS:









THE BBQ HOUSE
GRILL BAR

MERRY CHRISTMAS



— AND —
HAPPY NEW YEAR!

20% OFF your first order

Valid Till 25 December.

Check what's inside

LEANOR
CHOCOLATE

GIVEAWAY



Get 25% off your
First Sushi Order!



* valid through delivery only
** Not valid on cash offer

sushiBAR

LIFE IS SHORT BUY THE GLASSES

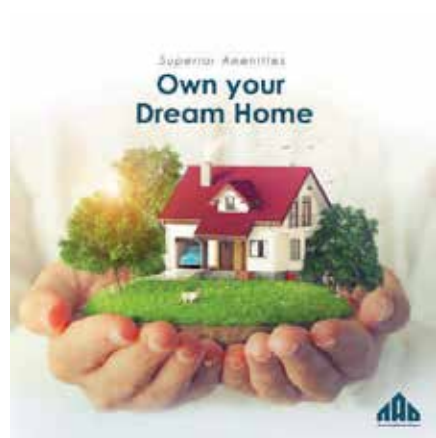


EYEdeas
Optician
BY HARMONIE TONON

The Crazy Offer
19 Most Popular
Kani Salad
£22



sushiBAR



LOGOS

Each logo was created from scratch answering the brief sent by the client. Upon creating each identity, we base our designs on insights we get from research and some market research we do. The result is always a unique identity that stands out.



STATIONERY

Selected stationery sets we have done for existing brands in KSA.





PACKAGING

All the packaging diecuts as well as the designs were created from scratch to give the brand a fresh and trendy image in the market. We enjoyed working on this project, although it took a lot of effort.





PACKAGING

Selected campaigns across many industries.



ندعوكم للإكتتاب العام في 7٣٠ من أسهم شركة بوان

نطرح ٢٠ مليون سهم عادي لتسجل ٢٣٠ من رأس مال
الشركة بوان من خلال الإكتتاب العام بحدود ١٠ ريال سعودي.



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SABB ساب

مُشروب النمل الفتي غلوي على
تقارن كاسي كالسيوم من
الألبان وفوائده
من الفاكهة
ويامين



فاني ما رستكاه في حبات الفواكه



اكتومل

الخيار الذكي للاجهزة الذكية

تحتوي على أحدث الأجهزة الذكية مع أحدث
في تصميمها وأدائها
من ٢٠١٥ إلى ٢٠١٦



2018

LET'S MAKE
American
Cars

★ GREAT AGAIN ★

AT SHELL FASTLUBE, AMERICAN CARS NOW
GET 1L OF SHELL HELIX ULTRA OR HELIX FOR FREE*

1 FREE LITRE



AN ATTRACTIVE OFFER
FOR AMERICAN CARS

At Shell FASTLUBE, American cars now get 1 litre of Shell Helix Ultra or Helix for free*



معادن.. رحلة نجاح وإلهام

بين أكبر
٢٠ شبكة
تعددين
في العالم



Community work that puts smiles
on people's faces

Thanks to the support of the community, we have been able to
achieve our goal of providing a safe and healthy environment
for all. We are proud to be part of the community and
to contribute to its development. We will continue to work
hard to provide the best possible service to our customers.

SABB ساب

تخاطر بنقطة؟



النقطة تفرق



النقطة تفرق

الحملة الوطنية لمخافة الزيت الغير أصلي

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Ministry of Commerce and Industry



PACKAGING

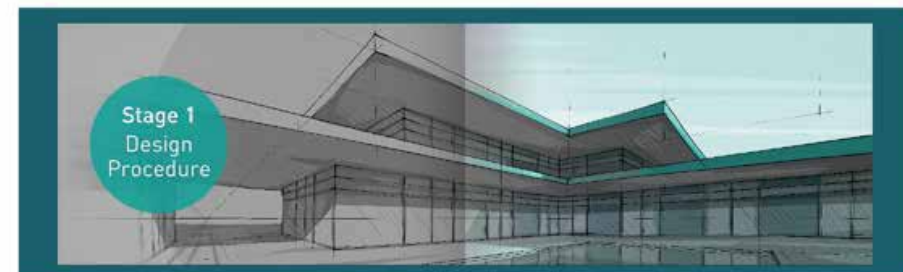
On the occasion of Bike to Work day in collaboration with the Chain Effect, an NGO that focuses on bicycles as the main form of mobility, we came up with an illustration that reflects Beirut's congested streets and the bicycle being the only solution to get to work on time.

The campaign was launched on social media and across OOH platform such street banner, flyer hand-outs and special events.



BROCHURES

A sample brochure highlighting real-estate mega projects in KSA.





PRESS KIT

A press kit sample with the objective of positioning this brand as a world class mining and minerals company on the international stage.



So shall we talk?

For a consultation request or if you have any questions, feel free to reach out to us:

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