

Do you Want?!

- 👍 Increase branding
- 👍 Increase community engagement
- 👍 Creative content
- 👍 Determine your brand voice
- 👍 Followers growth
- 👍 Daily post
- 👍 Response to followers
- 👍 Increase Media response



Why Us?

- 👍 We are a Startup, We have a huge vision to achieve!
- 👍 We already have an experience in 2 countries.
- 👍 We are Aggressive towards work!
- 👍 We Achieved a great Market equity being a Startup within short period of time.
- 👍 We Never believed in Work with Quantity but with quality and that's why we collaborate with business which are exciting.
- 👍 We believe in Experience, Brainstorming and continuous training of our team.





**We use different
content**
on different platform

What we Do.

- 👍 Strategy building
- 👍 Sponsored Ads and Target marketing
- 👍 Online CRM
- 👍 Social Media Maintenance
- 👍 Campaign development
- 👍 Marketing audits
- 👍 Analytics and Consulting
- 👍 Website Development , Website Ranking
- 👍 SEO, SMO, Online Solutions
- 👍 3D Media & Influencer Marketing
- 👍 Voice over and Animations
- 👍 Photography and Videography



Services

Search Engine Optimization

Improve your website ranking with our search engine optimization services

Local Business Marketing

A digital marketing company for small business owners

Social Media Marketing

Increase Online presence using our Social Media Marketing
Pay-Per-Click
Pay-per-click advertising campaign to generate online sales

Website Design

Beautiful & well-crafted web designs that feature a responsive website
Website Development
Hire our affordable Web development & programming services

Email Marketing

Top-Notch email marketing to reach your target audience

Content Marketing

Content marketing strategy approach for valuable and relevant results

Link Building & Management

Our solid link building strategy can drastically improve your online presence
Online Branding

With our online branding services we help you convert more visitors into customers

DEVELOPE Brand AWARENESS (Followers)

Growing your followers on social media will help you increase word of mouth and referrals. Our social media marketing services will help you increase your followers with relevant people. We will ensure that your followers match the demographics, interests, and behaviors of your typical customers.

Build Relationships (Engagement):

When you build a strong connection through engagement with your audience, they are more likely to buy from you. We will help you increase engagement (likes, comments, etc.) on your social media posts. The more engagement you have, the stronger your connection is with your audience.

Increasing Website Exposure (Traffic):

Increasing your website traffic will directly influence leads and sales. We will focus on developing social media advertising campaigns that drive high volumes of traffic to your website. To increase conversions, we can add-on retargeting ads to stay in front of recent website visitors.



Our Social Media Marketing Services

help your business to grow brand awareness,
relationships, and website traffic.



Social Media Marketing Process

1. Assign a Dedicated Social Media Manager to Your Accounts.

You will be assigned a dedicated social media manager to develop your strategy and execute it. This person will learn your business and be your primary contact. You will be able to communicate with your social media manager daily via email or schedule a call at a time that is convenient for the both of us.

2. Develop a Social Media Strategy that is Specific to Your Business

The first step we will take with your campaign is to perform research and develop your strategy. We will do a competitive analysis, develop a buyer's persona, and define an effective content strategy. We will also develop advertising strategies and funnels for your campaign to show you the roadmap to success.



Social Media Marketing Process

3. Develop Content Calendars and Advertisements

Once you agree on the strategy we develop, we will start execution. We will develop social media content and advertisements unique to your brand. For quality assurance, this content can be prepared in a monthly content calendar. You will have an opportunity to review and approve before anything goes live.

4. Growth Optimization and Daily Maintenance

Our social media marketing services includes daily management and growth optimization. We monitor all social media activity (comments, messages, and reviews), and aim to respond within 24 hours. In addition, we will use organic tactics (hashtags, following, contests, etc.) to grow your channels.

5. Reporting and Communication

Your social media manager will prepare monthly reports for you to review.

Digital 2019 Saudi Arabia

All the data and trends you need to understand internet, social media, mobile and e-commerce behaviours in 2019



JAN
2019

SAUDI ARABIA

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

السعودية

TOTAL
POPULATION



33.85
MILLION

URBANISATION:

84%

MOBILE
SUBSCRIPTIONS



43.80
MILLION

vs. POPULATION:

129%

INTERNET
USERS



30.26
MILLION

PENETRATION:

89%

ACTIVE SOCIAL
MEDIA USERS



23.00
MILLION

PENETRATION:

68%

MOBILE SOCIAL
MEDIA USERS



16.00
MILLION

PENETRATION:

47%

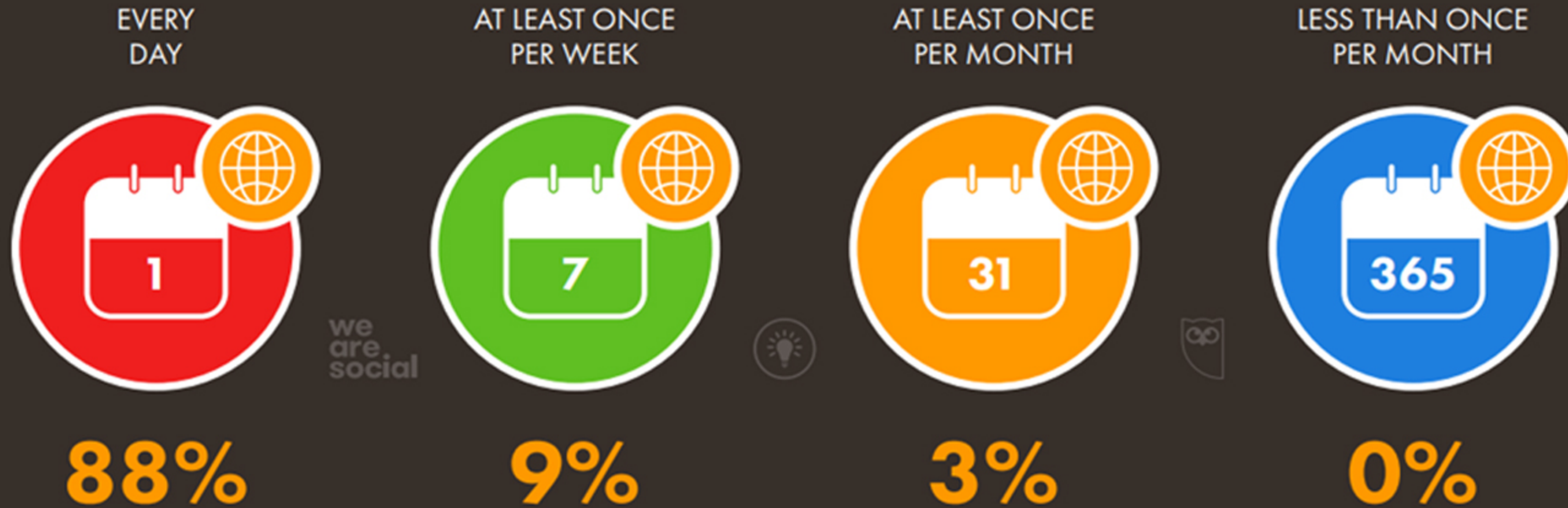
SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU. MOBILE: GSMA INTELLIGENCE. INTERNET: INTERNETWORLDSTATS; ITU; WORLD BANK; CIA WORLD FACTBOOK; EUROSTAT; LOCAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MIDEASTMEDIA.ORG; REPORTS IN REPUTABLE MEDIA. SOCIAL MEDIA: PLATFORMS' SELF-SERVE ADVERTISING TOOLS; PRESS RELEASES; AND INVESTOR EARNINGS ANNOUNCEMENTS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEL; ROSE.RU. (ALL LATEST AVAILABLE DATA IN JANUARY 2019).

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FREQUENCY OF INTERNET USE

HOW OFTEN INTERNET USERS ACCESS THE INTERNET FOR PERSONAL REASONS (ANY DEVICE)

الإبداع



SOURCE: GOOGLE CONSUMER BAROMETER (COLLECTED JANUARY 2018). **ADVISORY:** GOOGLE HAS NOT UPDATED ITS CONSUMER BAROMETER DATA SINCE OUR 2018 REPORTS, BUT WE BELIEVE THAT THE DATASET STILL OFFERS REPRESENTATIVE INSIGHTS INTO DIGITAL BEHAVIOURS IN THE FEATURED MARKETS.

JAN
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SIMILARWEB'S TOP WEBSITES

RANKING OF WEBSITES BY AVERAGE MONTHLY TRAFFIC



#	WEBSITE	CATEGORY	MONTHLY TRAFFIC	TIME PER VISIT	PAGES PER VISIT
01	YOUTUBE.COM	TV & VIDEO	83,000,000	26M 04S	11.1
02	GOOGLE.COM	SEARCH	70,300,000	11M 02S	10.6
03	GOOGLE.COM.SA	SEARCH	64,600,000	10M 35S	9.3
04	FACEBOOK.COM	SOCIAL	21,000,000	16M 08S	13.6
05	TWITTER.COM	SOCIAL	18,600,000	15M 14S	11.8
06	WHATSAPP.COM	COMMUNICATION	9,800,000	02M 33S	2.0
07	LIVE.COM	EMAIL	9,700,000	08M 40S	9.2
08	WIKIPEDIA.ORG	REFERENCE	7,100,000	04M 04S	3.0
09	AMAZON.COM	SHOPPING	6,700,000	09M 25S	11.2
10	NETFLIX.COM	TV & VIDEO	6,600,000	09M 38S	4.8

SOURCE: SIMILARWEB (JANUARY 2019). FIGURES BASED ON MONTHLY AVERAGES FOR Q4 2018. **NOTES:** 'MONTHLY TRAFFIC' DOES NOT REPRESENT UNIQUE VISITORS. 'TIME PER VISIT' FIGURES REPRESENT THE AVERAGE DURATION OF USERS' VISITS, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.



JAN
2019

ALEXA'S TOP WEBSITES

RANKING OF WEBSITES BY THE NUMBER OF VISITORS AND TOTAL PAGE VIEWS



#	WEBSITE	TIME / DAY	PAGES / VISIT
01	GOOGLE.COM	07M 42S	9.54
02	YOUTUBE.COM	08M 47S	5.02
03	GOOGLE.COM.SA	05M 32S	6.87
04	SABQ.ORG	03M 56S	3.10
05	SPEAKOL.COM	02M 57S	2.83
06	FACEBOOK.COM	09M 43S	4.03
07	LIVE.COM	03M 53S	3.76
08	TWITTER.COM	06M 23S	3.21
09	SOUQ.COM	06M 27S	4.93
10	YAHOO.COM	04M 01S	3.60

#	WEBSITE	TIME / DAY	PAGES / VISIT
11	ARGAAM.COM	08M 09S	4.36
12	SO3ODY.COM	00M 05S	1.09
13	MOE.GOV.SA	15M 11S	7.54
14	MOI.GOV.SA	08M 12S	10.50
15	STARZPLAY.COM	01M 31S	1.45
16	WIKIPEDIA.ORG	04M 15S	3.15
17	ALMUBASHER.COM.SA	09M 06S	7.33
18	BLOGSPOT.COM	03M 07S	2.43
19	SAMTHISWIN.COM	00M 38S	1.87
20	BODELEN.COM	01M 14S	1.10

SOURCE: ALEXA (JANUARY 2019). **NOTES:** "TIME / DAY" FIGURES REPRESENT ALEXA'S ESTIMATES OF THE AVERAGE DAILY AMOUNT OF TIME THAT VISITORS SPEND ON THE SITE FOR DAYS WHEN THEY VISIT THE SITE, MEASURED IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

JAN
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TOP GOOGLE SEARCH QUERIES IN 2018

BASED ON SEARCHES THROUGHOUT 2018



#	SEARCH QUERY	INDEX
01	تويتر	100
02	يوتيوب	80
03	سبق	78
04	الرياض	63
05	مترجم	61
06	السعودية	57
07	حراج	55
08	صور	53
09	ترجمة	47
10	قوغل	43

#	SEARCH QUERY	INDEX
11	الطقس	41
12	نور	41
13	GOOGLE	36
14	YOUTUBE	35
15	قصة عشق	34
16	كورة	25
17	FACEBOOK	24
18	TRANSLATE	24
19	ترجمه	23
20	الراجحي	22

SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY). YEAR-ON-YEAR CHANGE FIGURES COMPARE INDEX VALUES FOR EACH QUERY IN DECEMBER 2018 TO DECEMBER 2017.

JAN
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CONTENT STREAMING ACTIVITIES

PERCENTAGE OF INTERNET USERS WHO STREAM EACH KIND OF CONTENT EACH MONTH [SURVEY BASED]



WATCH VIDEOS
ONLINE



95%

STREAM TV CONTENT
VIA THE INTERNET



52%

PLAY GAMES STREAMED
LIVE VIA THE INTERNET



26%

WATCH LIVE STREAMS OF
OTHERS PLAYING GAMES



20%

WATCH E-SPORTS
TOURNAMENTS



12%

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN
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SOCIAL MEDIA OVERVIEW

BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORMS



TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



23.00
MILLION

ACTIVE SOCIAL MEDIA
USERS AS A PERCENTAGE
OF TOTAL POPULATION



68%

TOTAL NUMBER OF ACTIVE
SOCIAL USERS ACCESSING
VIA MOBILE DEVICES



16.00
MILLION

ACTIVE MOBILE SOCIAL
USERS AS A PERCENTAGE
OF THE TOTAL POPULATION



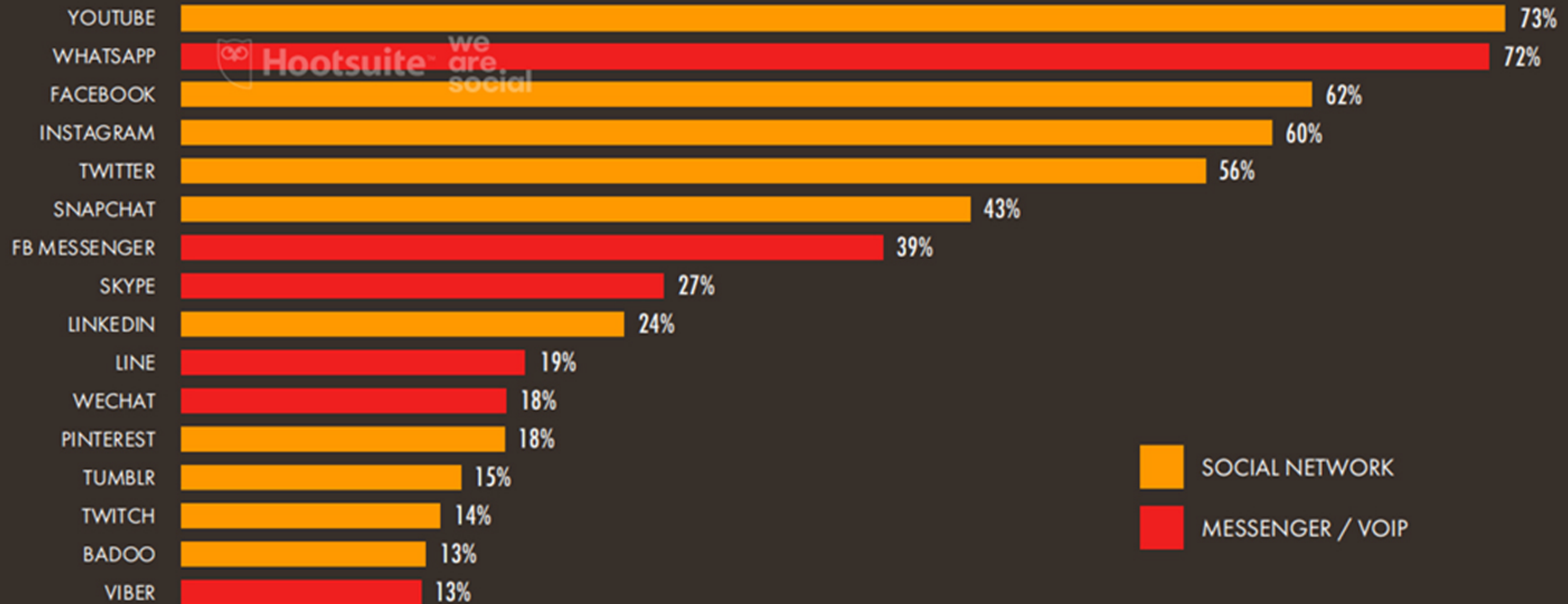
47%

SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEI; ROSE.RU; KEPIOS ANALYSIS.

JAN
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MOST ACTIVE SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS WHO REPORT USING EACH PLATFORM [SURVEY BASED]



SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64.

JAN
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SOCIAL MEDIA ADVERTISING AUDIENCES

A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE* OF SELECTED SOCIAL MEDIA PLATFORMS

الإبداع

TOTAL ADVERTISING
AUDIENCE ON FACEBOOK
(MONTHLY ACTIVE USERS)



15.00
MILLION

FEMALE **22%**
MALE **78%**

TOTAL ADVERTISING
AUDIENCE ON INSTAGRAM
(MONTHLY ACTIVE USERS)



13.00
MILLION

FEMALE **37%**
MALE **63%**

TOTAL ADVERTISING
AUDIENCE ON TWITTER
(MONTHLY ACTIVE USERS)



11.27
MILLION

FEMALE **29%**
MALE **71%**

TOTAL ADVERTISING
AUDIENCE ON SNAPCHAT
(MONTHLY ACTIVE USERS)



13.65
MILLION

FEMALE **51%**
MALE **47%**

TOTAL ADVERTISING
AUDIENCE ON LINKEDIN
(REGISTERED MEMBERS)



3.40
MILLION

FEMALE **17%**
MALE **83%**

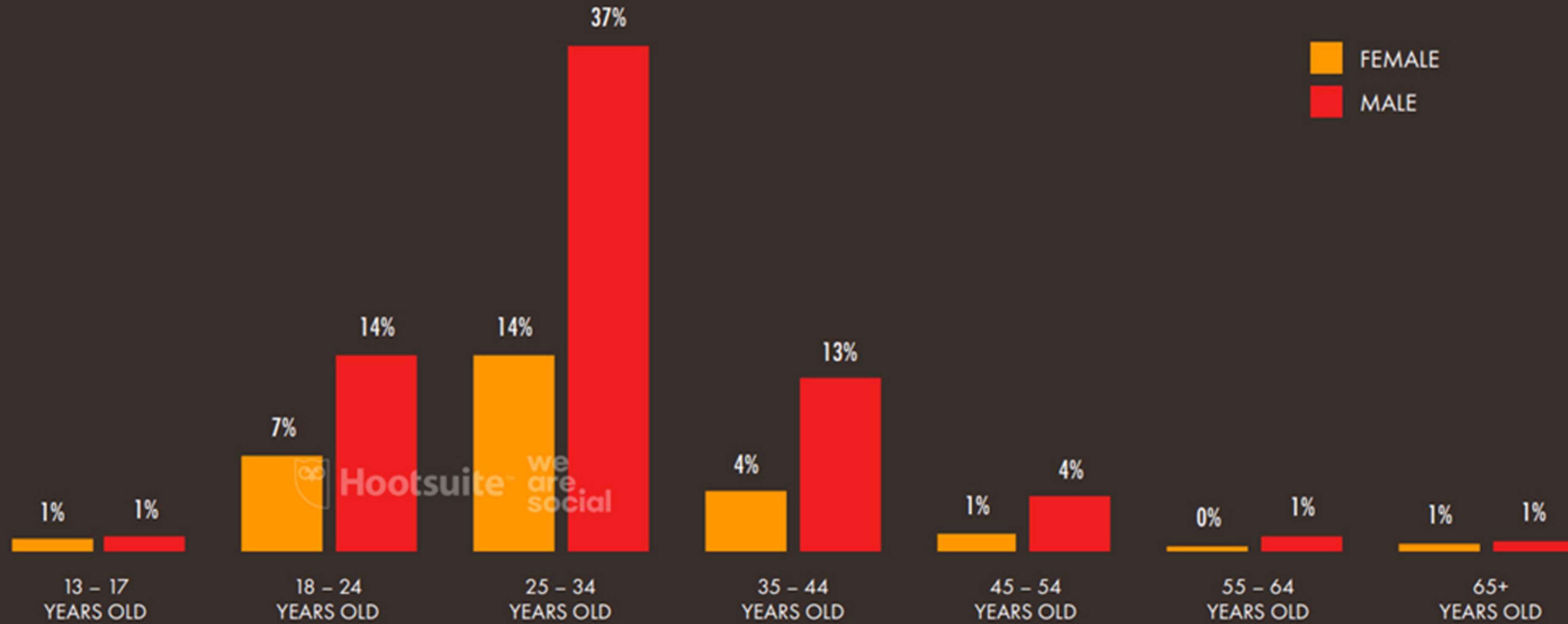
SOURCE: EACH PLATFORM'S SELF-SERVE ADVERTISING TOOLS (JANUARY 2019). *NOTE: FIGURES REPRESENT ADDRESSABLE ADVERTISING AUDIENCES ONLY, AND MAY NOT REFLECT TOTAL ACTIVE USERS OR MEMBER BASES. ADVISORY: FIGURES FOR LINKEDIN REPRESENT REGISTERED MEMBERS, SO ARE NOT DIRECTLY COMPARABLE TO FIGURES FOR OTHER PLATFORMS.

JAN
2019

SOCIAL MEDIA AUDIENCE PROFILE

BASED ON THE COMBINED ADVERTISING AUDIENCES OF FACEBOOK, INSTAGRAM, AND FACEBOOK MESSENGER

الإبداع



SOURCE: EXTRAPOLATED FROM FACEBOOK DATA (JANUARY 2019); KEPIOS ANALYSIS. NOTE: FACEBOOK DOES NOT PUBLISH AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'.

JAN
2019

FACEBOOK AUDIENCE OVERVIEW

BASED ON FACEBOOK'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



NUMBER OF PEOPLE THAT
FACEBOOK REPORTS
CAN BE REACHED WITH
ADVERTS ON FACEBOOK



15.00
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON FACEBOOK



57%

QUARTER-ON-
QUARTER GROWTH
IN FACEBOOK
ADVERTISING REACH



-6.3%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*



22%

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



78%

SOURCE: FACEBOOK (JANUARY 2019); KEPIOS ANALYSIS. *NOTE: FACEBOOK DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'.
ADVISORY: FIGURES REPORTED ON THIS CHART ARE BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL MONTHLY ACTIVE USERS. AS A RESULT,
FIGURES ON THIS CHART ARE NOT DIRECTLY COMPARABLE TO THE 'MONTHLY ACTIVE FACEBOOK USERS' FIGURE THAT WE REPORTED IN OUR DIGITAL 2018 REPORTS.

JAN
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INSTAGRAM AUDIENCE OVERVIEW

BASED ON INSTAGRAM'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



NUMBER OF PEOPLE THAT
INSTAGRAM REPORTS
CAN BE REACHED WITH
ADVERTS ON INSTAGRAM



we
are
social

13.00
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON INSTAGRAM



49%

QUARTER-ON-
QUARTER GROWTH
IN INSTAGRAM
ADVERTISING REACH



we
are
social

+8.3%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*



37%

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



63%

SOURCE: INSTAGRAM (JANUARY 2019); KEPIOS ANALYSIS. *NOTE: INSTAGRAM DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'.

JAN
2019

TWITTER AUDIENCE OVERVIEW

BASED ON TWITTER'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE



NUMBER OF PEOPLE THAT
TWITTER REPORTS
CAN BE REACHED WITH
ADVERTS ON TWITTER



we
are
social

11.27
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON TWITTER



43%

QUARTER-ON-
QUARTER GROWTH
IN TWITTER
ADVERTISING REACH



we
are
social

-0.7%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



29%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



71%

SOURCE: TWITTER (JANUARY 2019); KEPIOS ANALYSIS. *NOTE: TWITTER DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. GENDER SHARE FIGURES EXTRAPOLATED FROM AVAILABLE DATA.

JAN
2019

SNAPCHAT AUDIENCE OVERVIEW

BASED ON SNAPCHAT'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

327

NUMBER OF PEOPLE THAT
SNAPCHAT REPORTS
CAN BE REACHED WITH
ADVERTS ON SNAPCHAT



we
are
social

13.65
MILLION

PERCENTAGE OF ADULTS
AGED 13+ THAT CAN
BE REACHED WITH
ADVERTS ON SNAPCHAT



52%

QUARTER-ON-
QUARTER GROWTH
IN SNAPCHAT
ADVERTISING REACH



we
are
social

-15%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*



51%

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*



SOURCE: SNAPCHAT (JANUARY 2019); KEPIOS ANALYSIS. *NOTE: SNAPCHAT DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE', BUT THE DATA THAT THE PLATFORM REPORTS FOR MALE AND FEMALE AUDIENCES DO NOT SUM TO 100% OF THE TOTAL AUDIENCE FIGURE.

JAN
2019

LINKEDIN AUDIENCE OVERVIEW

BASED ON LINKEDIN'S TOTAL ADDRESSABLE ADVERTISING AUDIENCE

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NUMBER OF PEOPLE THAT
LINKEDIN REPORTS
CAN BE REACHED WITH
ADVERTS ON LINKEDIN



we
are
social

3.40
MILLION

PERCENTAGE OF ADULTS
AGED 18+ THAT CAN
BE REACHED WITH
ADVERTS ON LINKEDIN



we
are
social

14%

QUARTER-ON-
QUARTER GROWTH
IN LINKEDIN
ADVERTISING REACH



we
are
social

+6.3%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



we
are
social

17%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



83%

SOURCE: LINKEDIN (JANUARY 2019); KEPIOS ANALYSIS. *NOTE: LINKEDIN'S ADVERTISING AUDIENCE FIGURES ARE BASED ON TOTAL MEMBERS, NOT MONTHLY ACTIVE USERS. LINKEDIN DOES NOT REPORT ADVERTISING AUDIENCE FIGURES FOR GENDERS OTHER THAN 'MALE' OR 'FEMALE'. GENDER DATA HAVE BEEN EXTRAPOLATED BASED ON AVAILABLE DATA.

JAN
2019

TOP YOUTUBE SEARCH QUERIES IN 2018

BASED ON SEARCHES ON THE YOUTUBE PLATFORM THROUGHOUT 2018

الإبداع

#	SEARCH QUERY	INDEX
01	مسلسل	100
02	اغنية	67
03	اغاني	61
04	شيلة	52
05	اغنيه	49
06	شيلات	41
07	لا لا	35
08	شيله	31
09	فيلم	31
10	شباب البومب	27

#	SEARCH QUERY	INDEX
11	افلام	26
12	فيحان	25
13	فورت نايت	24
14	اطفال	24
15	بيبي	23
16	فلم	20
17	رقص	18
18	كرتون	15
19	جونني جونني	13
20	جونني	13

SOURCE: GOOGLE TRENDS (ACCESSED JANUARY 2019); KEPIOS ANALYSIS. **NOTES:** GOOGLE DOES NOT PUBLISH SEARCH VOLUMES, BUT THE 'INDEX' COLUMN SHOWS RELATIVE VOLUMES FOR EACH QUERY COMPARED TO SEARCH VOLUMES FOR THE TOP QUERY (AN INDEX OF 50 MEANS THAT THE QUERY RECEIVED 50% OF THE SEARCH VOLUME OF THE TOP QUERY).