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A'L_MARKETING

Marketing Agency

YOUR BRAND HAS A FAMILY.



LEARN. REFINE. REPEAT.

Who we are

A'L Marketing is a full-service agency that connects strategy, creative production, day-to-day social media management and paid media in one working system.

We help brands build a clearer market position, create content that fits their audience, manage every publishing detail and improve campaign decisions through ongoing performance review.



STRATEGY

CREATIVE

MANAGEMENT

PERFORMANCE

Scope of work



01 Strategy & planning

Account review, market context, content direction and monthly priorities



02 Creative & content development

Copywriting, visual direction, reel scripts, design and platform adaptation



03 Content & account management

Monthly production, publishing, monitoring and profile optimisation

04 Paid ads management

Campaign planning, setup, monitoring, optimisation and reporting

05 Community management

Comment and inbox handling within the agreed channels and working hours

Strategy & planning

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What the service includes

- 01 Social media and brand audit
- 02 Market and competitor research
- 03 Target audience analysis
- 04 Social media strategy
- 05 Content pillars development
- 06 Monthly content plan and calendar
- 07 Campaign and promotional planning



DELIVERABLE: Separate monthly strategy, content calendar and campaign plan for each brand

Creative & content development



01 Creative concepts

Content ideas linked to the monthly plan and campaign priorities

02 Arabic & English copywriting

Brand copy written in the approved language or both languages

03 Captions, CTAs & hashtag research

Platform-ready captions with clear calls to action

04 Social media visual direction

A consistent visual approach for the monthly content

05 Reel concepts & scripting

Hooks, scene structure, dialogue or voice-over scripts as required

06 Graphic design

Static posts, carousels, stories and campaign assets

07 Platform-specific content adaptation

Format, length and copy adjusted for each selected platform

Account management

01 Facebook, Instagram & TikTok management

02 Content scheduling & publishing

03 Content approval coordination

04 Basic account monitoring

05 Account & profile optimization



Paid advertising management

Planning & setup

- 01 Campaign strategy
- 02 Market & competitor analysis
- 03 Audience research & targeting
- 04 Campaign setup
- 05 Budget allocation
- 06 Audience testing

Testing & optimization

- 07 Creative testing
- 08 Implementation & monitoring
- 09 Ongoing optimization
- 10 Retargeting
- 11 Monthly advertising report
- 12 Performance recommendations

Community management & account setup

Community management

- Monitor comments and direct messages
- Reply using client-approved information
- Escalate complaints and sensitive enquiries
- Operate within agreed channels and working hours



Account setup & optimisation

- Page information and contact details
- Profile and cover consistency
- Business settings and permissions review
- Platform connection and basic publishing setup



Reporting & brand performance review

What we review

- 01 Reach and content distribution
- 02 Engagement, saves and shares
- 03 Video retention and watch behaviour
- 04 Profile actions, messages and enquiries
- 05 Paid campaign delivery and cost metrics
- 06 Content and campaign recommendations



Reporting supports decisions. It does not guarantee a fixed sales or lead result.

Selected clients



OUR Collaboration



A SHORT LOOK AT OUR APPROACH.

WATCH THE VIDEO



ANCIENT EGYPT



LONG BEFORE THE FIRST SCREEN,



*Thanks
for your time*

UNDER OUR HONOR,
WE LOOK FORWARD TO COOPERATING WITH YOU.