

# COMPANY

# PROFILE

**BIG IDEAS**  
**CLEAR DIRECTION**

A strategic overview of who we are,  
what we do, and the value we create.

# TOGETHER WE GROW

**NEXT-GEN MARKETING  
FOR SUSTAINABLE SCALE**

# NEXT-GEN MARKETING FOR SUSTAINABLE SCALE

**IZDAHER** is a comprehensive marketing agency, started with the Arabic root words for “growth” and “thriving”, set up in 2020 to help businesses around Egypt and the MENA region unlock their success.

Our holistic approach to marketing includes strategic planning and culturally sensitive execution, enabling us to offer complete services from a client’s entire branding and end-to-end digital presence to media production and event management. We are here to build digital trust, simplify client acquisition, and generate lasting business growth for our partners.



# WE DON'T JUST MARKET. WE BUILD MOMENTUM.

As an all-inclusive marketing partner, we empower the ambitious builders of the MENA region's future. By leveraging the latest technology trends and cutting-edge solutions, we drive unparalleled, measurable growth and success, helping brands build authority, generate demand, and accelerate measurable growth across the Middle East and beyond.

**BUILD  
AUTHORITY**

**GENERATE  
DEMAND**

**ACCELERATE  
GROWTH**

MENA → MIDDLE EAST → BEYOND



# BUILDING THE ECOSYSTEM

## BEHIND SCALABLE SUCCESS

Today's market demands more than traditional marketing—it requires an integrated growth engine. We unify strategy, digital execution, thought leadership, and data into a single powerhouse that builds authority, drives high-intent demand, and scales your business with speed.





# STRATEGIC MARKETING

## | THAT SCALES YOUR VISION

As a strategic partner, we are dedicated to helping B2B firms in Egypt and the MENA region to thrive and sustain. By earning long-term trust and achieving significant, quantifiable growth. Success today requires more than marketing activities; let's build your growth ecosystem together.

# BEYOND MARKETING...

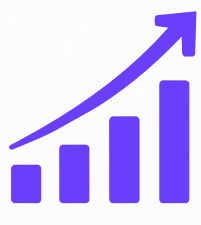
# YOUR STRATEGIC GROWTH PARTNER

At **IZDAHER**, we move beyond basic campaign execution to engineer scalable business growth tracks that turn market opportunities into predictable revenue. Partnering with us means gaining a dedicated growth team focused on amplifying your market authority, optimizing your sales pipeline, and ensuring your business continuously thrives.



# BUILT TO MOVE BUSINESS FORWARD

 **B2B SPECIALISTS**

 **GROWTH-ORIENTED  
APPROACH**

 **FULL-FUNNEL  
EXPERTISE**

 **FUTURE-READY  
MARKETING**

 **REGIONS SERVED**

**EGYPT / SAUDI ARABIA / LIBYA / UAE / JORDAN / AUSTRALIA**



**6 YEARS  
IN MARKET**

**300+  
CLIENTS**

SAME  
MARKETS  
BIGGER  
POSSIBILITIES



# GROWTH FRAMEWORK

Our proven blueprint turns market complexity into reliable commercial expansion. We audit your landscape, sharpen your business value, build high-converting assets, and launch targeted campaigns to maximize long-term business performance.

## 01 DISCOVER & AUDIT

- Market Intelligence & Trend Analysis
- Competitive Benchmarking
- Strategic SWOT Assessment
- B2B Buyer Persona Development

## 02 DEFINE & POSITION

- Brand Strategy & Core Positioning
- Messaging Architecture & Narrative Framework
- Go-to-Market (GTM) Alignment

## 03 BUILD & INFRASTRUCTURE

- Visual Brand Identity & Systems
- High-Conversion B2B Website Development
- Strategic Content & Digital Asset Production
- Sales Enablement Collateral

## 04 ACTIVATE & ACQUIRE

- Organic Social & Thought Leadership
- Search Experience Optimization (SEO, AEO & GEO)
- Account-Based Marketing (ABM)
- High-Intent Performance Campaigns

## 05 OPTIMIZE & SCALE

- Performance Analytics & Attribution Modeling
- Executive Reporting & Business Insights
- Continuous Growth & Pipeline Optimization

# OUR INTEGRATED GROWTH SERVICES

We don't offer standalone tactics; we blend diverse B2B capabilities designed to fulfill the gap between high-level strategy and commercial execution. Each specialized capability is designed to strengthen your market position, capture buyer intent, and accelerate bottom-line enterprise expansion.

## 01. STRATEGY & CONSULTING

**CORE FOCUS:** MARKET RESEARCH | SWOT ANALYSIS | COMPETITIVE BENCHMARKING  
| BUYER PERSONAS | GO-TO-MARKET STRATEGY

Diving deep into your market dynamics, competitors, and buyer behaviors before making a single move. This guarantees your strategy aligns your GTM efforts with revenue goals and is built on real commercial intelligence rather than expensive guesswork.



02.

# BRAND & AUTHORITY BUILDING

CORE FOCUS: BRAND STRATEGY & IDENTITY SYSTEMS | EXECUTIVE BRANDING  
| THOUGHT LEADERSHIP | CORPORATE DOCUMENTATION

To establish credibility and solidify your reputation across niche industries while making your brand the obvious choice for business decision-makers.



03.

# DEMAND GENERATION

CORE FOCUS: B2B CONTENT STRATEGY | ORGANIC SOCIAL  
| MODERN SEARCH (SEO, AEO, GEO) | PAID PERFORMANCE | ABM CAMPAIGNS

We work on capturing buyer intent and turning target accounts into long-term commercial partners. So that your sales team gets an enterprise-ready foundation built to turn cold prospects into high-value opportunities.



04.

DIGITAL EXPERIENCES

CORE FOCUS: HIGH-PERFORMANCE WEBSITE DEVELOPMENT  
| CUSTOM UI/UX DESIGN | HIGH-CONVERSION LANDING PAGES

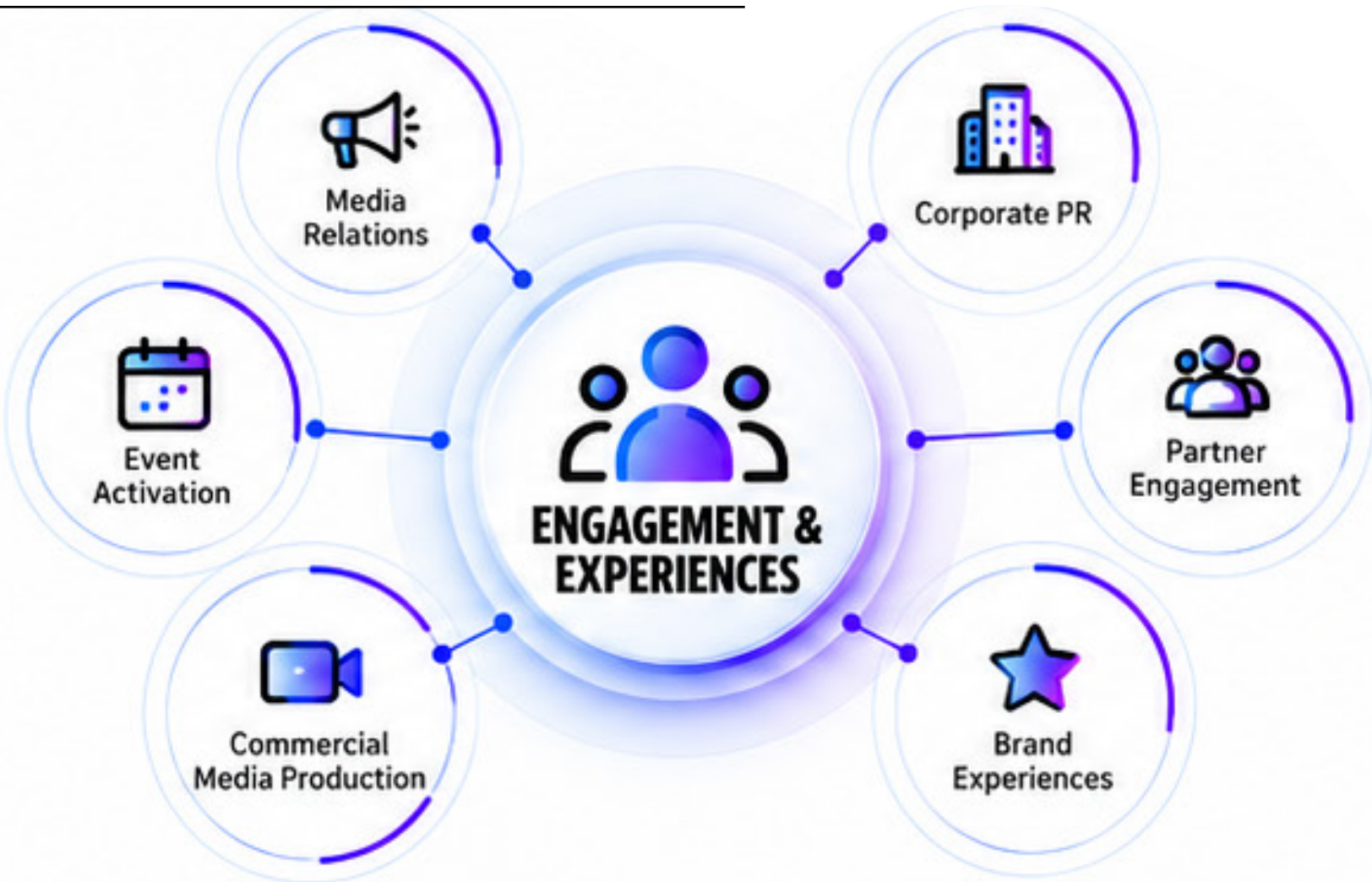
We create intuitive digital environments optimized to convert complex B2B visitors into leads. Through combining high-speed infrastructure with strategic UI/UX to transform your website into an authoritative, 24/7 client-acquisition hub.

05.

ENGAGEMENT & EXPERIENCES

CORE FOCUS: CORPORATE PR & MEDIA RELATIONS  
| EVENT ACTIVATION & STRATEGY | COMMERCIAL MEDIA PRODUCTION

Delivering comprehensive offline and digital experiences that build deep partner trust and immerse key decision-makers directly into your brand story.



# AI-POWERED FOR TOMORROW'S MARKET LANDSCAPE

For the next-gen search strategies, we position your brand to dominate everywhere your buyers search, from traditional search engines to modern AI assistants. By optimizing for algorithms, generative models, and direct answer engines, we ensure your organization is always discovered, cited, seen, and recommended first.

SEARCH  
CITATION  
VISIBILITY  
OPPORTUNITY



# THE NEXT-GEN SEARCH STRATEGIES

01



**SEO**  
SEARCH ENGINE  
OPTIMIZATION

Drives high-intent organic traffic by capturing top rankings on traditional search engines.

02



**GEO**  
GENERATIVE ENGINE  
OPTIMIZATION

Secures active citations and recommendations across AI platforms like ChatGPT, Gemini, and Claude.

03



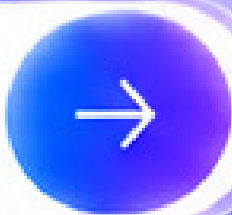
**AEO**  
ANSWER ENGINE  
OPTIMIZATION

Claims featured snippets and voice search positions to deliver immediate, authoritative answers to buyer queries.

★ AI PLATFORMS ARE FAST BECOMING THE PRIMARY RESEARCH TOOL FOR ENTERPRISE BUYERS; IF YOUR BRAND ISN'T STRUCTURED FOR AI RECOMMENDATIONS, YOU'RE INVISIBLE TO MODERN DECISION-MAKERS.



Better strategies. Brighter tomorrow.



## AI Overview

[Placeholder text for AI Overview]



DISCOVERED  
CITED  
SEEN  
RECOMMENDED

## People also ask

[Placeholder text for People also ask]



Here's the answer.



DISCOVERED



CITED



SEEN



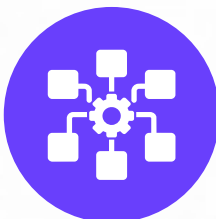
RECOMMENDED

# THE NEXT-GEN SEARCH STRATEGIES

We partner with high-stake B2B sectors where purchasing decisions are complex and technical. Bridging the gap between deep technical capabilities and executive-level messaging to win high-value accounts and secure market leadership.



**TECHNOLOGY AND SAAS**



**ENTERPRISE SOLUTIONS**



**FINTECH AND  
FINANCIAL SERVICES**



**SMART INFRASTRUCTURE  
AND IOT**



**TELECOMMUNICATIONS**



**ENERGY AND CLEANTECH**



**AVIATION**



**CONSTRUCTION**



**HEALTHCARE AND MEDICAL**



**INDUSTRIAL SECTOR  
AND MANUFACTURING**

# MEASURABLE VALUE, TRANSLATES STRATEGY TO DIRECT REVENUE

FROM  
STRATEGY  
TO REAL  
RESULTS

HIGHER  
BRANDS  
BIGGER  
OPPORTUNITIES  
STRONGER  
REVENUE

Marketing should do more than make noise. It should create momentum. That's why we focus on outcomes that strengthen your brand, open new opportunities, and move your business forward.



MARKET  
VISIBILITY



EXECUTIVE  
POSITIONING



MARKET  
EXPANSION



LEAD  
GENERATION



DIGITAL  
AUTHORITY



CUSTOMER  
ENGAGEMENT

# OUR WORK, THEIR SUCCESS

Behind every project is a business challenge waiting to be solved. Explore how our strategic partnerships have helped businesses build stronger brands, generate demand, and achieve meaningful growth.

# PRIVATE AVIATION

## PRIVATE FLEET SERVICES

A premier private aviation and charter provider serving VIP and executive travelers with headquarters in Jeddah, Saudi Arabia, providing luxury travel and flight support solutions across the MENA region.



PRIVATE FLEET  
— SERVICES —

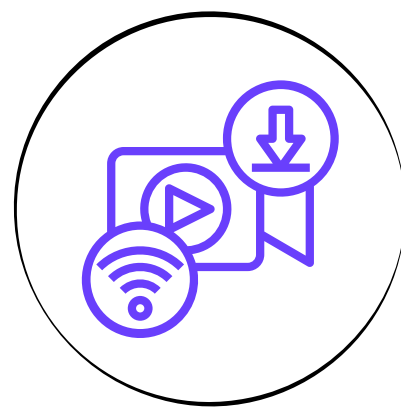


# THE CHALLENGES



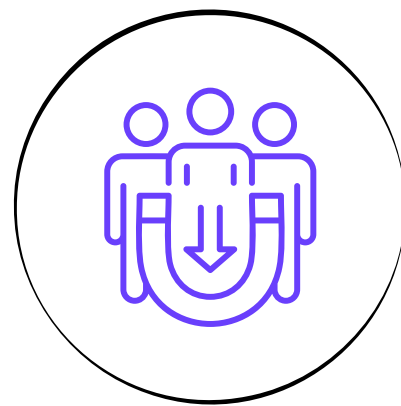
## INCONSISTENT DIGITAL BRAND IDENTITY

Social media channels suffered from disjointed visual messaging and unaligned brand aesthetics, failing to reflect an ultra-luxury private jet experience.



## LOW MEDIA EFFICIENCY

Existing performance marketing efforts generated low impression volume and weak conversion outcomes relative to the ad spend allocated.

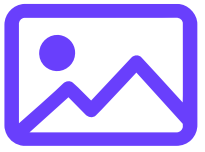


## UNDERPERFORMING CUSTOMER ACQUISITION PIPELINE

Search and paid media channels lacked optimization to effectively capture and convert high-intent, VIP charter prospects.



# SOLUTIONS PROVIDED



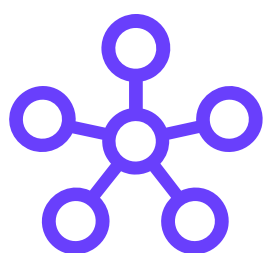
## CREATIVE BRAND & CONTENT TRANSFORMATION

Re-engineered the Instagram visual ecosystem with high-end, cohesive grid designs and engaging video assets reflecting personalized luxury, speed, and discretion.



## PERFORMANCE MARKETING OPTIMIZATION

Overhauled Google Search & Display ad strategies to target high-intent enterprise and VIP decision-makers.



## MULTI-CHANNEL PAID CAMPAIGNS

Executed structured acquisition campaigns across Google Ads and Instagram to optimize reach, ad recall, and conversion velocity.

# KEY RESULTS

## 3-MONTH PERFORMANCE

| METRIC                                                                                                        | PREVIOUS QUARTER<br>(MAY-JULY) | OPTIMIZED QUARTER<br>(AUG-OCT) | GROWTH<br>PERFORMANCE    |
|---------------------------------------------------------------------------------------------------------------|--------------------------------|--------------------------------|--------------------------|
|  GOOGLE ADS<br>IMPRESSIONS  | 69,385                         | 213,447                        | +308% (~3X)              |
|  GOOGLE ADS<br>CLICKS      | 6,343                          | 11,714                         | +185% (~2X)              |
|  GOOGLE ADS<br>CONVERSIONS | 213                            | 1,082                          | +508% (~5X)              |
|  AD SPEND<br>VARIANCE      | \$14,211.67                    | \$15,906.68                    | +0.12% SPEND<br>INCREASE |
|  SOCIAL CAMPAIGN<br>REACH  | —                              | 1,022,217 TOTAL<br>IMPRESSIONS | COMBINED<br>META REACH   |



# GOOGLE ADS



AUG- SEPT-OCT

213.447 ↑  
IMPRESSIONS

11,714 ↑  
CLICKS

1,082 ↑  
CONVERSIONS

15,906.68  
AD SPEND

MAY- JUNE-JULY

69,385  
IMPRESSIONS

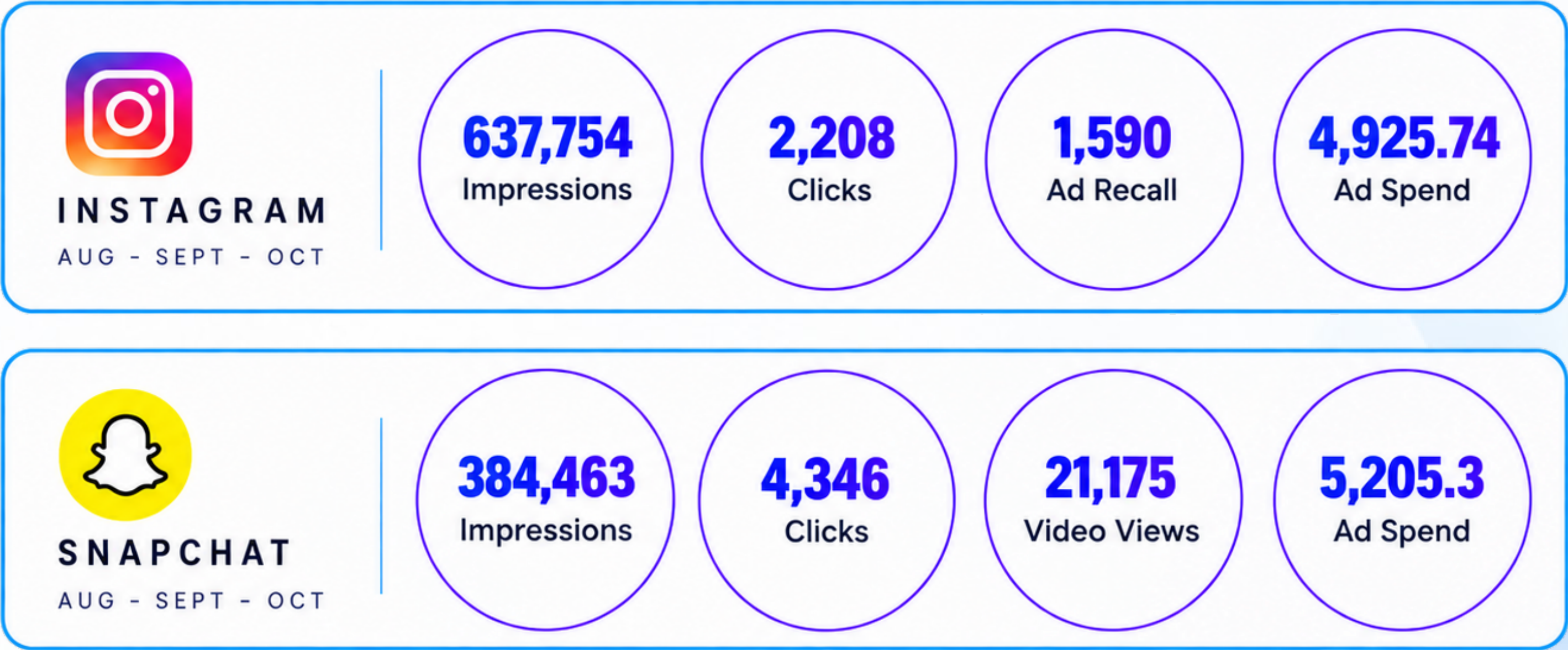
6,343  
CLICKS

213  
CONVERSIONS

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# SOCIAL CAMPAIGN

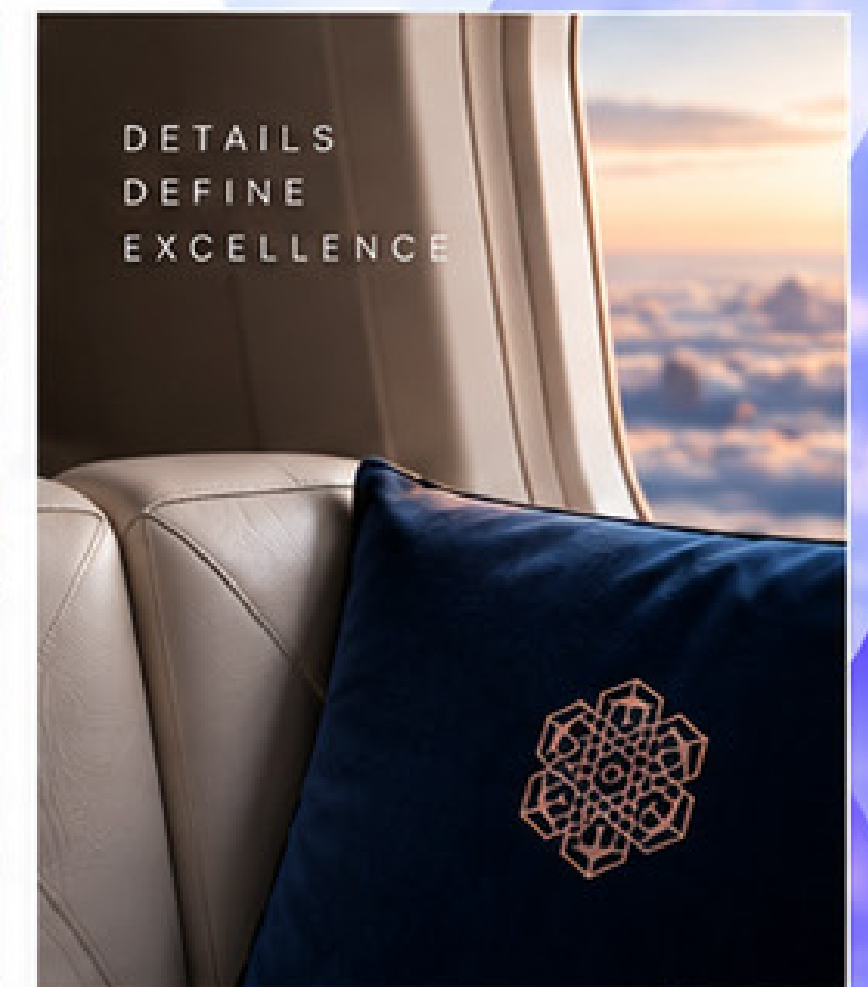
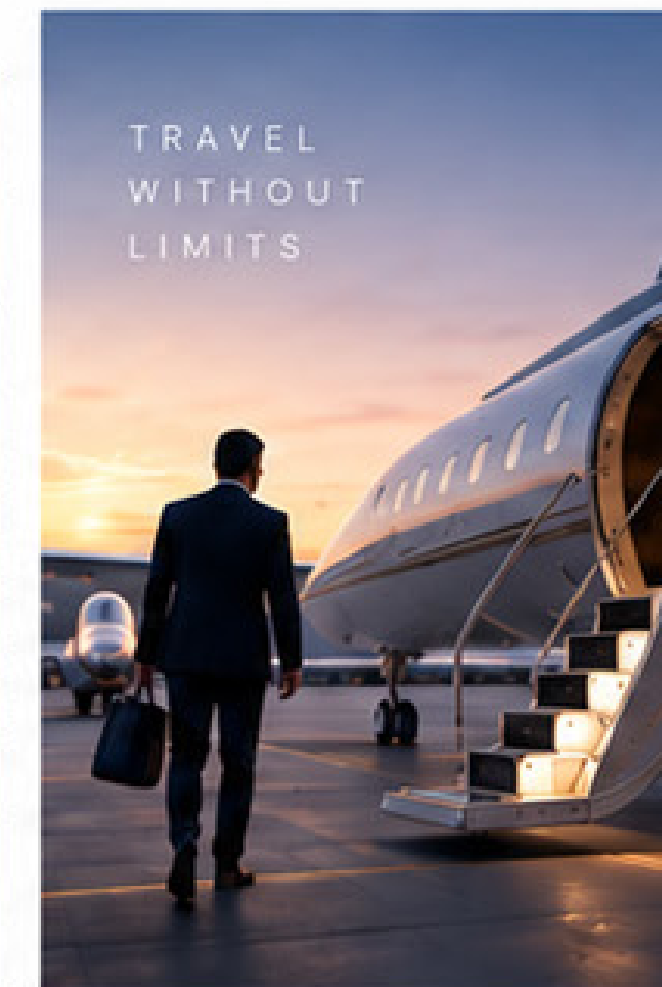


## CORE IMPACT

DELIVERED A **5X INCREASE** IN HIGH-INTENT CONVERSION VOLUME ON GOOGLE SEARCH WHILE KEEPING AD SPEND VIRTUALLY FLAT; MAXIMIZING EFFICIENCY AND DRIVING RAPID, SUSTAINABLE REVENUE GROWTH FOR THE FLEET.



# WORK SAMPLES





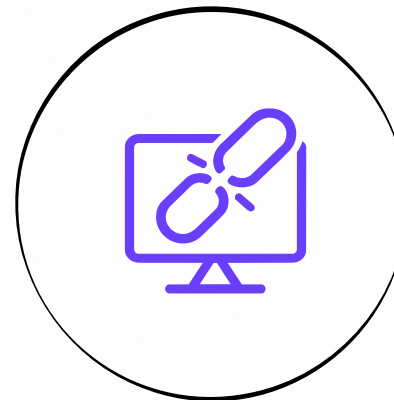
# DIGITAL TRANSFORMATION

## ICT MISR

A leading enterprise IT consultancy and system integrator in Egypt and the MENA region. Aiming to help businesses through their digital transformation journey by providing a wide range of technology smart and productive solutions, including cloud infrastructure, cybersecurity, data management, and banking technology solutions, and etc.



# THE CHALLENGES



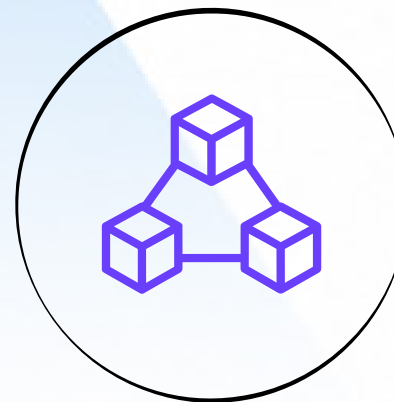
## INCONSISTENT DIGITAL FOOTPRINT

Lacked a unified digital presence across channels, which diluted their brand authority in front of C-suite enterprise technology buyers.



## COMPLEX TECHNICAL OFFERINGS

Struggled to translate intricate enterprise solutions (cloud, hardware, data analytics, and OT security) into engaging, accessible, and high-impact commercial narratives.

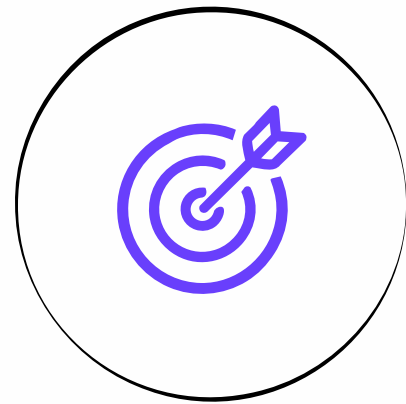


## FRAGMENTED EXECUTION

Relied on siloed vendors across digital, print, and events, leading to inconsistent messaging and delayed go-to-market speed for regional exhibitions.

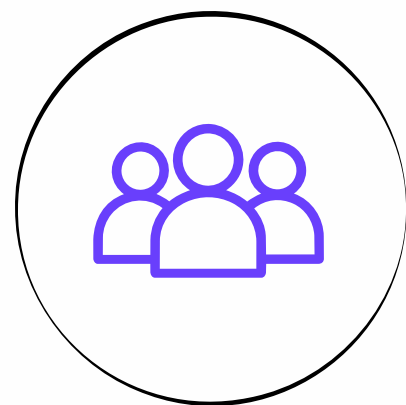
# SOLUTIONS PROVIDED

| Acted as their end-to-end, 360° Marketing Hub, executing an integrated growth strategy across all commercial and brand touchpoints:



## CREATIVE BRAND & CONTENT TRANSFORMATION

Developed clear messaging frameworks to position ICT Misr as the premier enterprise system integrator in Egypt and regional tech markets.



## OMNICHANNEL CONTENT & SOCIAL MEDIA

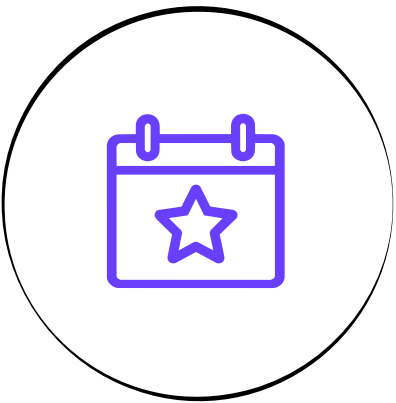
Unified social channels with structured visual themes, technical storytelling, and executive thought leadership content.





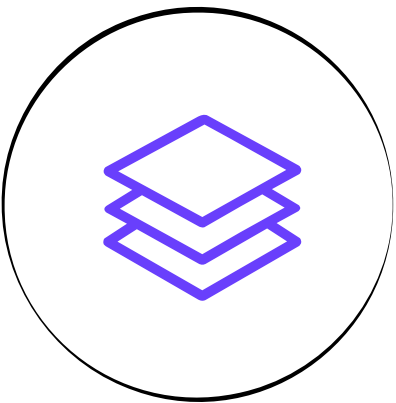
# WEBSITE COPYWRITING & DEVELOPMENT

Drafted search-optimized web copy and solution architecture breakdowns to drive inbound organic discovery.



# EVENT MARKETING & EXHIBITION COVERAGE

Delivered end-to-end event execution, booth graphics, and live coverage collateral for major industry expos (e.g., Cairo ICT, Cairo Consultants Forum).



# PRINT & COLLATERAL DESIGN

Produced corporate brochures, technical solution briefs, and print collateral tailored for enterprise procurement teams and government decision-makers.



# CORE IMPACT



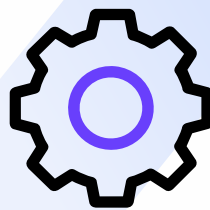
## UNIFIED BRAND AUTHORITY

Established a cohesive, market-leading corporate presence across digital, event, and print media, strengthening brand trust among enterprise accounts.



## ACCELERATED PIPELINE ENGAGEMENT

Strengthened C-level engagement and lead velocity by bridging complex technology capabilities with clear, ROI-focused commercial messaging.



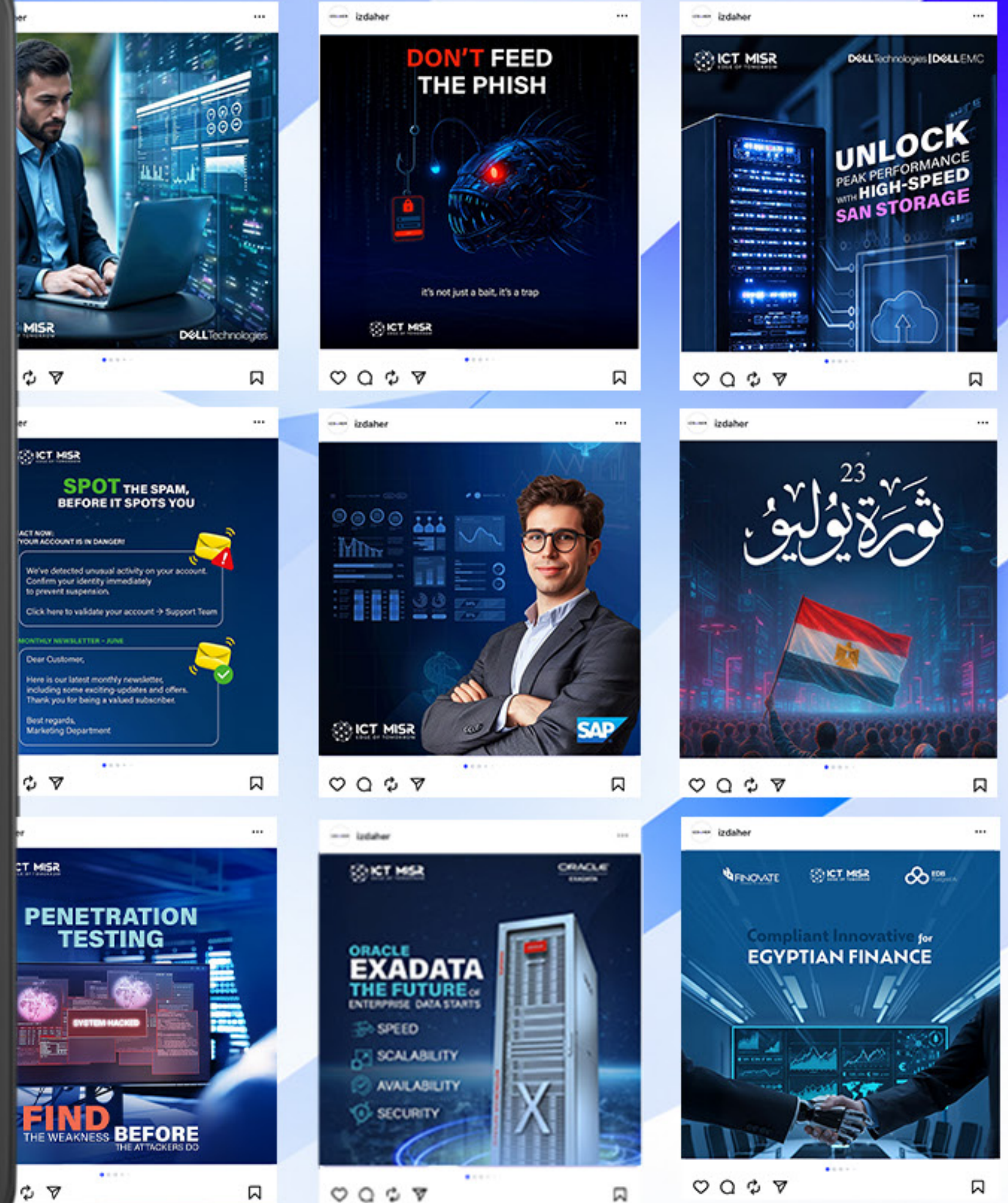
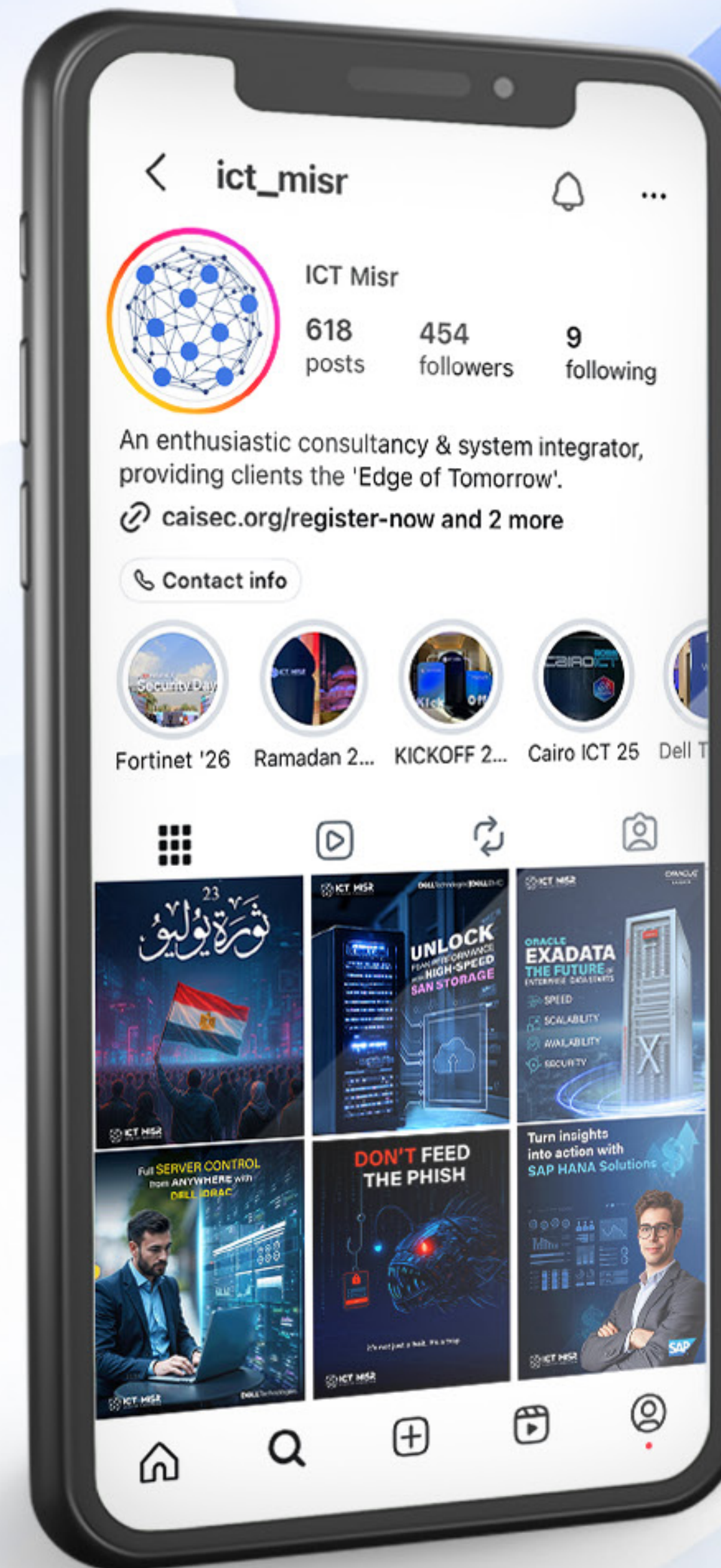
## OPERATIONAL EFFICIENCY

Streamlined go-to-market execution under a single strategic partner, reducing campaign rollout times and ensuring 100% brand consistency across all touchpoints.



# WORK SAMPLES

## | SOCIAL MEDIA



# WORK SAMPLES

MEDIA PRODUCTION



## Event Coverage & Highlights

Showcasing  
ICT Misr's presence  
at major tech events.



WORK  
SAMPLES  
| EVENTS & EXPERIENCES



# DRIVEN IMPACT

## THAT SPEAKS FOR ITSELF

A selection of work created to solve real business challenges and bring ambitious ideas to life.



### 01 SOCIAL MEDIA



### 02 BRANDING



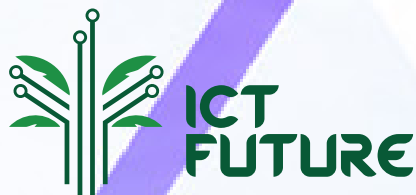
### 03 MEDIA PRODUCTION

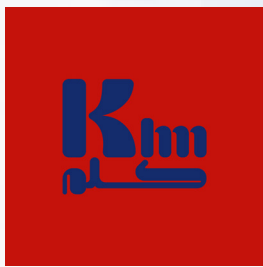


### 04 WEBSITES

# TRUSTED BY LEADERS

ACROSS MULTIPLE INDUSTRIES

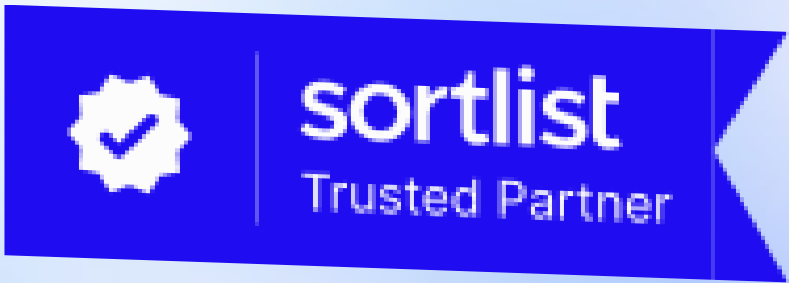




# STANDARDS

## THAT SET US APART

Our certifications reflect the expertise and standards we bring to every successful partnership.





# THANK YOU

TOGETHER WE GROW

in f @ d v