

# Integrated Digital Marketing Solutions

Raise to the full potential of your business growth



Digital marketing has become the chief success factor in business growth.

However, with ever-developing digital marketing techniques and tools, numerous online channels to cover, very competitive targeted markets, higher expectations from demanding audiences, and the lack of time or in-house resources in some cases; it can be overwhelming for businesses sometimes. But no worries, I've got you covered.

Aiming for the balance of dynamic strategy, excellent and precise execution, and strong impact; I'll ensure that your marketing efforts are growth-driven, integrated, and effective so that you have a persistent and consistent approach to your marketing.

## Why Do You Need Integrated Digital Marketing Solutions?

Digital technology has transformed customers' habits. It enabled them to be self-educated and made them more aware when making their purchase decision.

They are empowered by search engines, social media, apps, machine learning, and automation at every stage of their buyer's journey, which allows them to get what they want exactly at the moment they need it.

This creates an obligation for businesses to embrace and adapt to this digital growth, in order to achieve customer success and business goals.



## Did You Know?

- **81%** of consumers conduct online research before making a purchase.  
(Source: minewhat.com)
- **70%** of the buyer's journey is complete before they reach out to a sales rep.  
(Source: Pardot)
- **76%** of marketers believe that marketing has changed more in the past two years than the past fifty.  
(Source: CMO)

## How Can I Help?

I provide a wide range of **Freelance Integrated Digital Marketing Solutions** that tackle all marketing areas and activities that you need in order to boost your marketing performance, achieve your marketing objectives, and seize all business growth opportunities.



### Digital Marketing Consultancy

I will review and evaluate your marketing performance to identify development and improvement opportunities, and give you a roadmap for the appropriate marketing mix to achieve your objectives.



### Digital Marketing Strategy

A tailored and integrated strategy that guides all of your marketing activities, and help you identify your target audience, optimize resource allocation, and structure your ad campaigns.



### Inbound Marketing

Adopting Inbound Marketing will help you increase trust and brand credibility, generate highly qualified leads, and create more sustainable and cost-effective marketing campaigns.



### Social Media Marketing

Covering all aspects from strategy to multi-channel ad campaigns; I will help you implement tactics that are geared to build social growth across all reach, engagement, and conversion metrics.



### Search Engine Marketing (SEM)

I will help you utilize Google Ads' campaigns, integration tools, insights, and competitive data to reach people who are actively searching for your products/services and achieve all your marketing objectives.



### Content Marketing (English and Arabic)

Create and optimize engaging, enriched, and high-quality content that enables you to attract and educate your target audience, generate leads, and encourage conversions.



### Digital Marketing Research

In-depth research that includes consumer behaviors, product insights, competitor analysis, market and search trends, and social media research, to better understand your targeted markets and audiences.



### B2B Marketing

I will help you plan, execute, and manage the right B2B marketing activities, including email marketing, SEM, social media marketing, B2B content, web content editing, and CRM to achieve business objectives.



### Web Design and Development

I will help you create a well-designed, user-friendly, functional, and attractive WordPress website that fits your business ambitions and provides an enjoyable user experience.

## Key Benefits

Powerful insights about your competition, consumer behavior, and growth opportunities.

A detailed strategy that guides all of your marketing activities, illustrates how to utilize your resources efficiently, and highlights the path to achieving your business objectives.

Cost-effective, since integrated digital marketing solutions enable you to reach more potential customers with a much lower cost than traditional marketing methods.

Tailored and goal-oriented ad campaigns that are both cost-effective and measurable.

Increase brand awareness, make you accessible to your targeted audiences, and enable you to reach them where they spend their time and money.

Raise consideration of your products and services, by targeting people who are actively searching for them online and are already interested in them.

Generate qualified leads and nurture them to advance through the conversion process into becoming customers.

Drive sales and conversions that you consider valuable to your business from customers who are ready to act and increase your ROI.

Generate web traffic and increase engagement with your activities on different online channels.

Track your defined goals and the responses to your marketing efforts immediately, which is vital to scale and optimize your marketing performance.

Create brand loyalty through interacting with your customers and targeted audiences in real time.

## Extra Convenience with Online and Remotely Managed Services



Since we are living in a dynamic and digital world, and taking into consideration the current health and safety concerns; all of my services can be provided and fully managed online and remotely, with the ability to work alongside your in-house team as a partner or individually, in order to achieve your business goals, whatever the finish line looks like for you.

### Google Ads Professional Certified



Google has recognized me as a Google Ads certified professional, meaning that I've passed multiple assessments that assess my product expertise. I'm qualified to help you grow your business on the web using Google Ads.

### HubSpot Inbound Marketing Certified



I'm Inbound Marketing certified by HubSpot. This means that I'm fully capable and proficient at helping businesses apply the fundamentals of inbound methodology, build efficient inbound marketing strategy, and implement inbound marketing techniques that range from content creation to social promotion to converting and nurturing leads and beyond.



**MAR**  
Digital Marketing

+44 7446 955198

hello@mardigitalmktg.com

www.mardigitalmktg.com

