



VIOLET

digital marketing

CREATIVE. LOVING. EFFECTIVE

OUR MISSION

THE FUTURE IS HERE.

The future in which the success of companies and organizations is determined by their ability to engage effectively with the multiverse of audiences and stakeholders addicted to uninterrupted, **24/7**, multi-screen consumption of creative content, unique ideas, and original insight.

Our mission is to guide brands through the digital future with our ideas and expertise.

WHAT WE DO

We are studying and following innovation pace of the digital marketing universe. Violet is the team of highly qualified **Saudi and European professionals** in the spheres of advertising, branding, design, and programming.

CHECK OUR COMPETENCES





MARKETING STRATEGY

Brands need the plan to gain results.

The plan needs ideas.

Ideas need work.

Work needs persistence.

Persistence needs inspiration.

INSPIRATION IS VIOLET.



We are responsible for the multiplatform marketing campaign of the international stock broker - Fondexx.

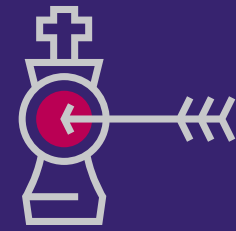
FONDEXX CASE POINTS:

\$0,77 – cost of lead from the Facebook campaign.

Compare it to **\$10** industry standard price per lead.

World standard CTR in finance and banking sector is not more than **2,6%**.

Only three months since the start of the campaign we got **4,9%**.

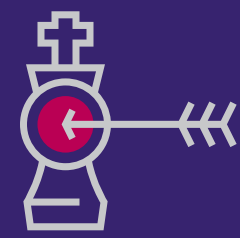


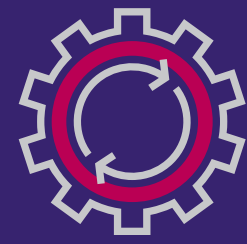
BRANDING

The visual body of the brand should be sharp and stylish, should always be «in time», should be fancy but minimal. It's like a good suit and beautiful spouse.

VIOLET IS YOUR DIGITAL TAILOR.

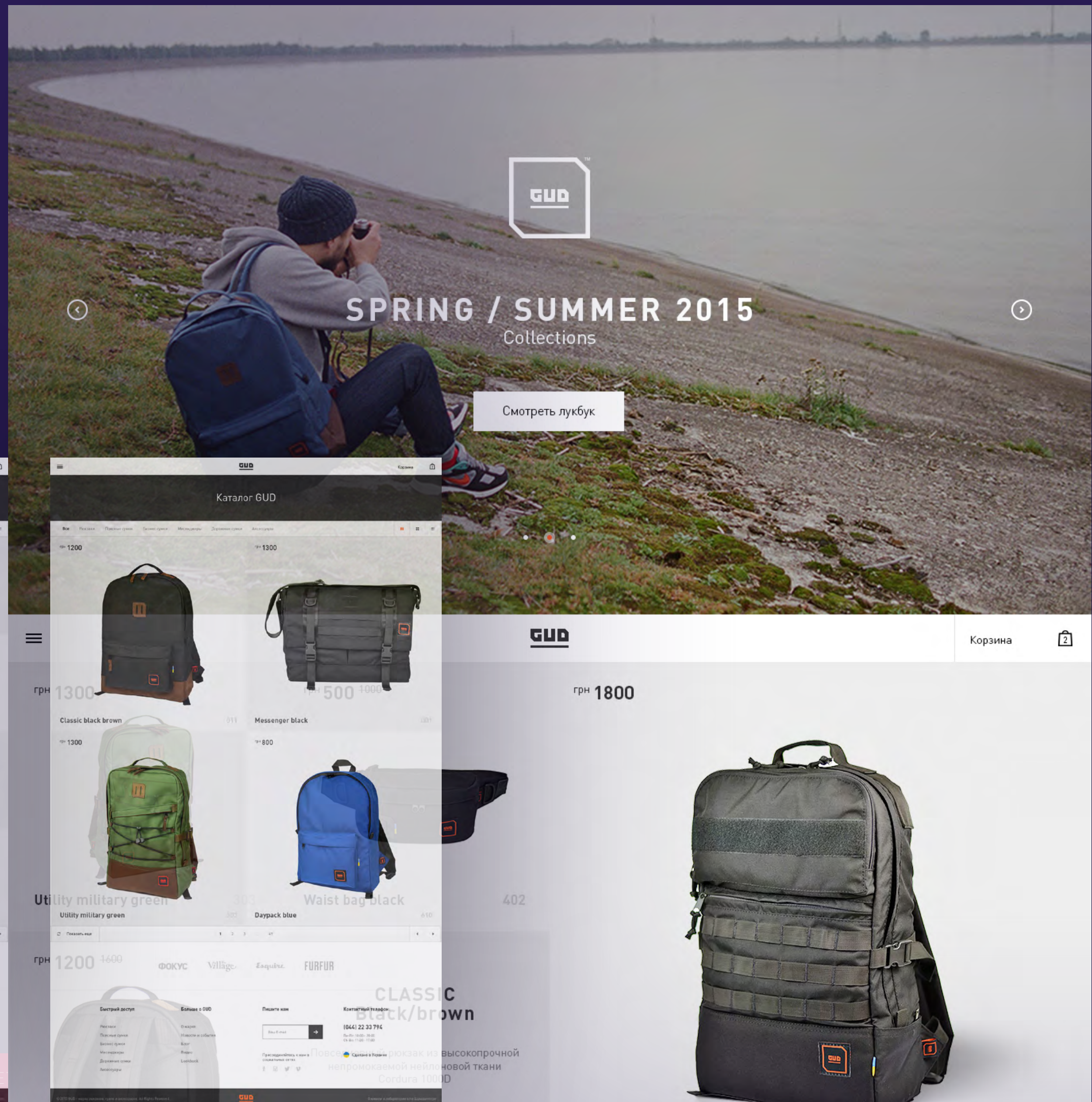
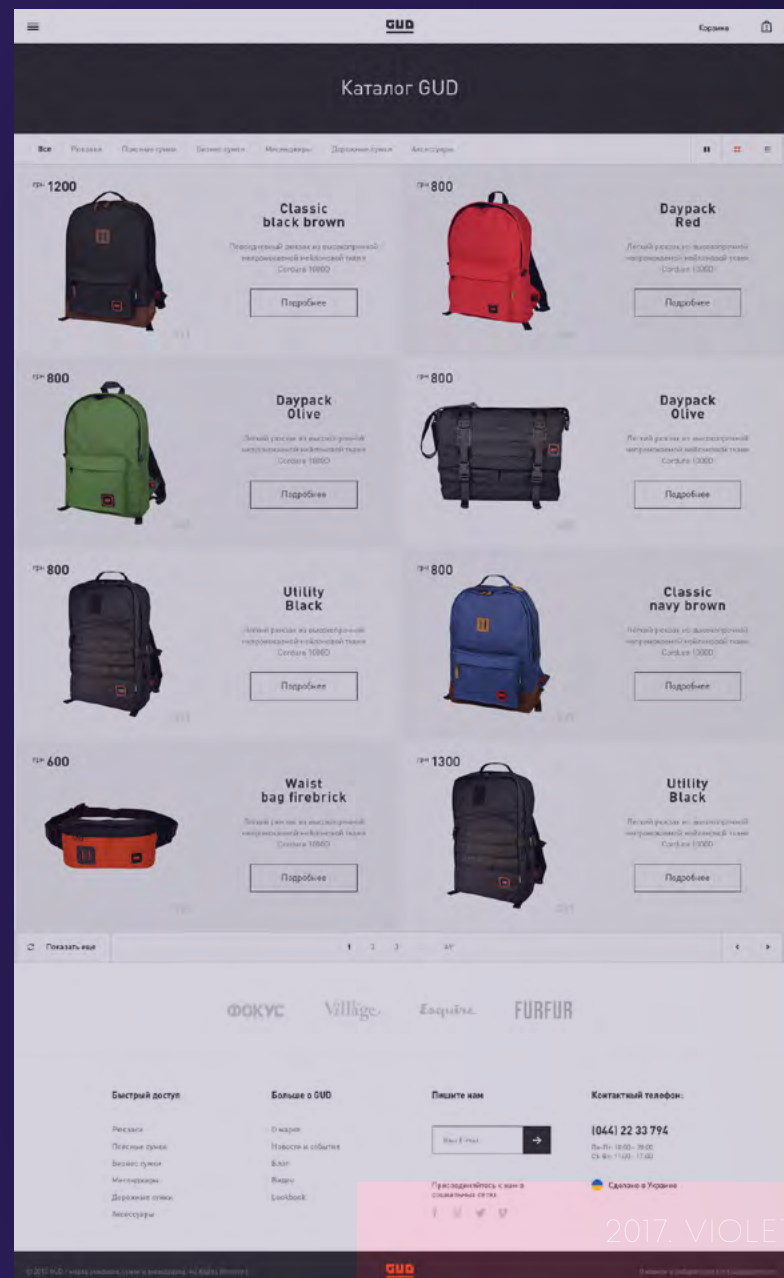
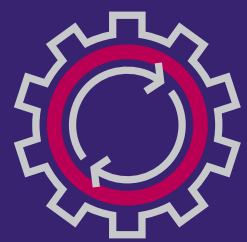
BRANDING





WEB DESIGN AND DEVELOPMENT

Violet is passionate in creating minimal UX-based websites. We always try to combine shining form with solid business logic.



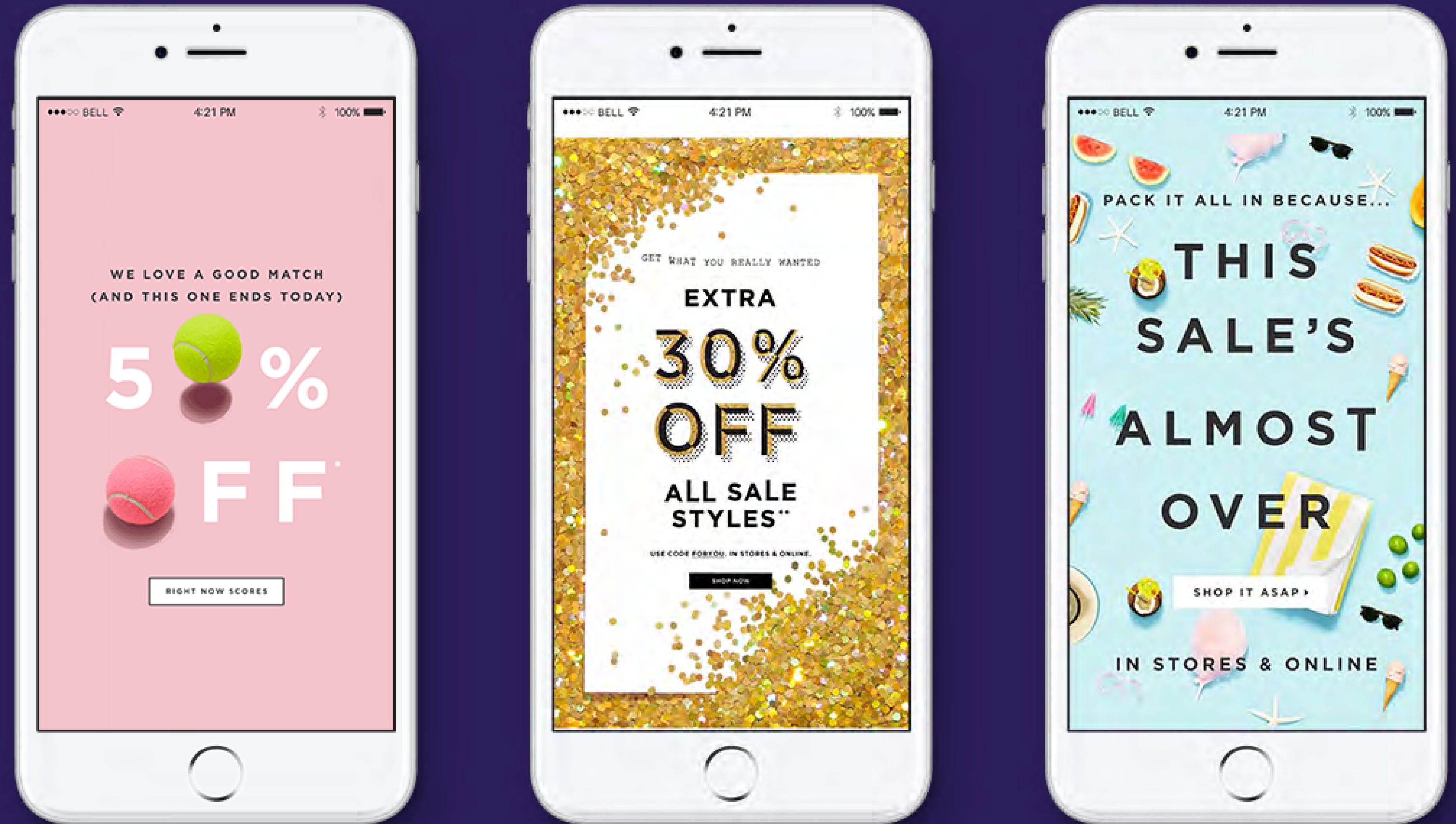


MOBILE MARKETING

Mobile is the new black. Mobile advertising is one of the most trending industry in the world.

VIOLET HELPS BRANDS TO SUCCEED IN A DIGITAL MOBILE ERA.

MOBILE MARKETING





SEO

Search Engine Optimization is always changing and reshaping. Google algorithms are trying to make search more transparent and relevant.

WE KNOW HOW TO SET YOUR WEBSITE RIGHT.



JUST CHECK THE RESULT OF OUR BEST SEO CAMPAIGN
FOR SUSHI AND PIZZA DELIVERY SERVICE:

147

147 from 150 search
queries are in Google
top 3 results.

257%

It helped to increase
sales up to 257%

1600%

ROI =
1600%

*The campaign made this Restoran the N°1
food delivery service in the whole country.*



SMM

Social Media Marketing is the new huge part of our reality. People live through Facebook and Instagram. People get news, talk to brands, share reviews - **business lives online now.**

RESULTS FOR FOREX BROKER NORTH AFRICA BRANCH —
GERCHIK AND CO (NA)

Website promotion	611.307 <small>People Reached</small>	7.331 <small>Website clicks</small>	\$284.30 <small>Spent at \$100.00 per day</small>
Boosted post	2.424 <small>People Reached</small>	1.275 <small>Post Engagements</small>	\$6.86 <small>Spent of \$9.00</small>
Boosted post	722 <small>People Reached</small>	260 <small>Post Engagements</small>	\$2.09 <small>Spent of \$5.00</small>



EMAIL MARKETING

Are your customers loyal and returning?

How often do you email them?

What story are you telling?

We use email marketing for sales and
reputational management.

IT WORKS.



HOME

SERVICES

FEATURES

CONTACT

HAVE A GOOD DAY

GET YOUR COPY NOW



PROFESIONALS

Lorem ipsum dolor sit amet



AMATEURS

Lorem ipsum dolor sit amet



FOR EVERYONE

Lorem ipsum dolor sit amet



ONLINE ADVERTISING

We are passionate about getting more using less. We know how search and social algorithms works, how people click, how they look through.

WE KNOW HOW TO SELL THEM.

WHO WE ARE

At Violet, we know how digital world works. We have the best-in-class team of Saudi men and women that know the culture with breakthrough communication tools to deal with its challenges. We thrive on helping our clients navigate through this brave new always-on world of unprecedented risks, unrivaled competition, and unbridled opportunities.

CHOOSING VIOLET, YOU ARE CHOOSING GROWTH.

OUR TYPICAL TEAM



PROJECT MANAGER

DESIGN TEAM

CREATIVE TEAM

MARKETING TEAM

PROJECT MANAGEMENT



CHIEF STRATEGIST, CHIEF EXECUTIVE OFFICER,
ACCOUNT DIRECTOR, CREATIVE DIRECTOR

Project managers are responsible for marketing plan realization pace. He guarantees quality, consider market positioning and business logic of clients online presence, looks through visual realization of the idea.

DEVELOPMENT TEAM



CTO + BACK END
AND FRONT END DEVELOPERS

The development team is responsible for programming the websites and mobile apps.

We have the solid stack of technologies to ensure any solution to be created.

DESIGN TEAM



ART DIRECTOR,
UX DESIGNER, UI DESIGNER

The design team is responsible for brand book and identity creation, UX prototypes and UI designs, photoshoots and video-editing, animation.

CREATIVE TEAM



CREATIVE DIRECTOR,
COPYWRITERS, PHOTOGRAPHS

Creators are responsible for content generations (advertisements, viral videos, tv shoots, texts, taglines, social media promotions, etc.), advertisements management, media buying and SEO structuring.

MARKETING TEAM



DIGITAL DIRECTOR, SEO MANAGERS,
SMM MANAGERS, MARKETING MANAGERS

Marketing team is responsible for advertisement management, search engine optimization, social media management and media buying.

OUR APPROACH

**We listen. We study the market, study client's business.
We hear your needs and troubles.**

We help our clients with finding problem zones. We help our customers with goal-settings and defining which tools will bring more results. We form the content and logic map of the project. We create detailed marketing roadmap plan.

We boost your marketing scores, we fight for incredible results, we are thirsty for your success.

VIOLET IS HERE FOR YOU:

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