

كفاءة العرض  
Promotion Efficiency





صعودك للقمة

Your hike to **PEAK**.



## About Us:

In an era where marketing is the battleground for brands today, Promotion Efficiency is a platform of skilled Saudis who are equipped with ambition and creativity in the fields of marketing and advertisement, which makes them create unusual, innovative and out-of-the-box marketing solutions that outperform current conventional methods. As we are a 100% owned and run Saudi establishment specializing in marketing and advertising, we understand our surrounding community, their needs, desires, and how they would like to perceive creative marketing content. This allows us to help our local clients grow their businesses and international companies who are expanding to Saudi Arabia. In addition, we work as one team to produce media content, conduct marketing strategies, and then launch it on the most effective advertising platform to deliver your product/service marketing content to the targeted audience.

We are your guiding partner on **your hike to PEAK**



## **Our Vision**

To be at the forefront of advertising and marketing fields and transform the current advertising and promotional methods in the Kingdom to become a leading creative and innovative platform in the advertising and marketing industry worldwide

## **Our Mission**

To invest in young talents and modern technology to continuously develop ourselves and develop new and attractive ideas for our valued clients. We aim to ensure excellence in our clients' businesses by implementing the most effective and innovative marketing and advertising strategies and solutions to demonstrate their products/services to the targeted audience.



**Road  
Map**



## Our goals

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- To transform and lead the advertising and marketing industry in the Kingdom by 2025.

- To reach the international market in harmony by 2030 with our Kingdom's vision.

## **Our Values**

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### **Creativity**

We define creativity as a blend of simplicity and modernization. With the highest quality levels combined with innovation, our work aims to capture the audience's attention.

### **Determination**

Being target-oriented makes us employ our distinguished resources to deliver new, unique, and effective solutions to our valued clients that exceed their expectations

### **Teamwork**

We team up and partner with our clients on their journey to the peaks of success.

### **Excellence**

Excellence in the smallest details of our work adds up to excellence in the final result. By believing in that, we raise the bar to set and achieve ambitious goals with the highest quality within defined metrics and key performance indices to always track our excellence and improvement.

### **Citizenship**

Since we are a part of this society, we believe that investing in our community with impactful and valuable contributions comes back with great returns.

### **Adaptability**

Change is the key to success. Being ahead of time and catching up with the turns of events to be beyond our knowledge horizon is what distinguishes us

# **Establishment's**

## General Departments



### **Media Production Department**

- Photography Division
- Graphic Designing Division
- Content Writing Division

### **Sales and Marketing Department**

- Marketing Division
- Sales Division
- Advertising Division

### **Information Technology Department**

- Operation and Maintenance Division
- Development and Follow-up Division

# Our Services

**Media Production  
Department**

## Photography

- Events and conferences coverage service
- Commercial photography
- Products photography
- Aerial photography
- Work environment photography
- Special events coverage

## Graphic Designing

- Business identity creation
- Business identity enhancement
- Brand visual application design
- Social media designs
- Introductory clips (Motion Graphics)

## Content Writing

- Social media platforms content
- Websites content
- Scenario and script writing
- Company profile content
- Articles

# Our Services

Sales and Marketing Department

## Marketing

- Annual and semi-annual marketing plans
- Marketing campaigns
- Social media accounts management
- Marketing strategies
- Analysis of strengths, weaknesses, opportunities, and risks
- Raising performance standards and studying the global market

## Advertising

- Fixed advertising screens
- Mobile advertising screens
- Social media platforms advertisement

Information Technology Department

## Development and Follow-up

- Websites development
- Designing and installing websites
- Applications development
- Raising search engines results

# SOCIAL MEDIA MANAGEMENT

# Social Media Accounts Management

Our highly skilled marketing team at Promotion Efficiency follows a thorough plan to efficiently manage our clients' accounts on social media.

The followed plan's objectives vary between increasing followers' number, improving interaction, promoting products and services, or all of the above for not less than six months.

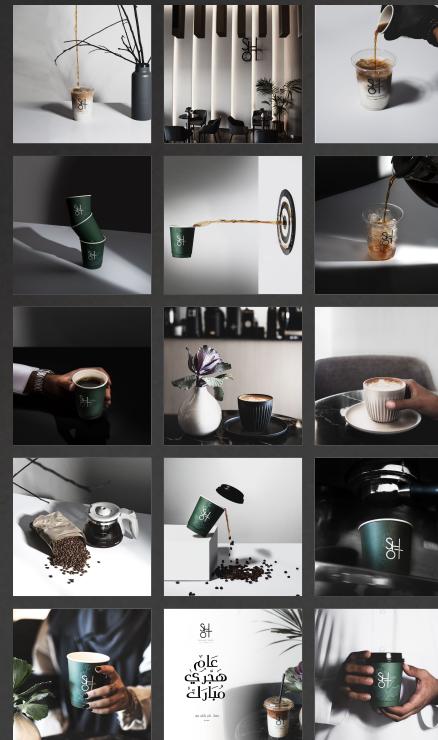


# Monthly Plan Proposal

## Monthly Plans

To ensure staying up to date with the local and international markets, we prepare the management plans on a monthly basis. The client is provided with the coming month's plan for the content to be reviewed and approved.

### Monthly Plan



### Account Overview

#### Written Content

Captions content will be written based on the post type, targeted audiences, and the overall followed style.

#### Dates of Publishing

Publishing dates will be carefully chosen with the consideration of public occasions, holidays, and international days.

#### Hashtags

The posts will be published with related hashtags to ensure interaction.

#### Promotional Campaigns

Promotional campaigns will be suggested based on studying the accounts requirements.

# Accounts Management Strategy

1

## Kick-off meeting

The first meeting with the client is conducted to set understanding between teams and to share the required documents.

2

## Plan draft submission

After studying the market, the competitors, and analyzing strengths and weaknesses, a short- and long-term plan is formed to meet the clients' needs and requirements. This plan is sent to the clients for their review and approval.

3

## Content writing

The first step of conducting the plan is by writing a description of the marketing content and ideas.

4

## Photography

Photography sessions will be guided by marketing content and ideas.

5

## Designing

Graphic designs will be created to introduce, support, or improve marketing ideas.

6

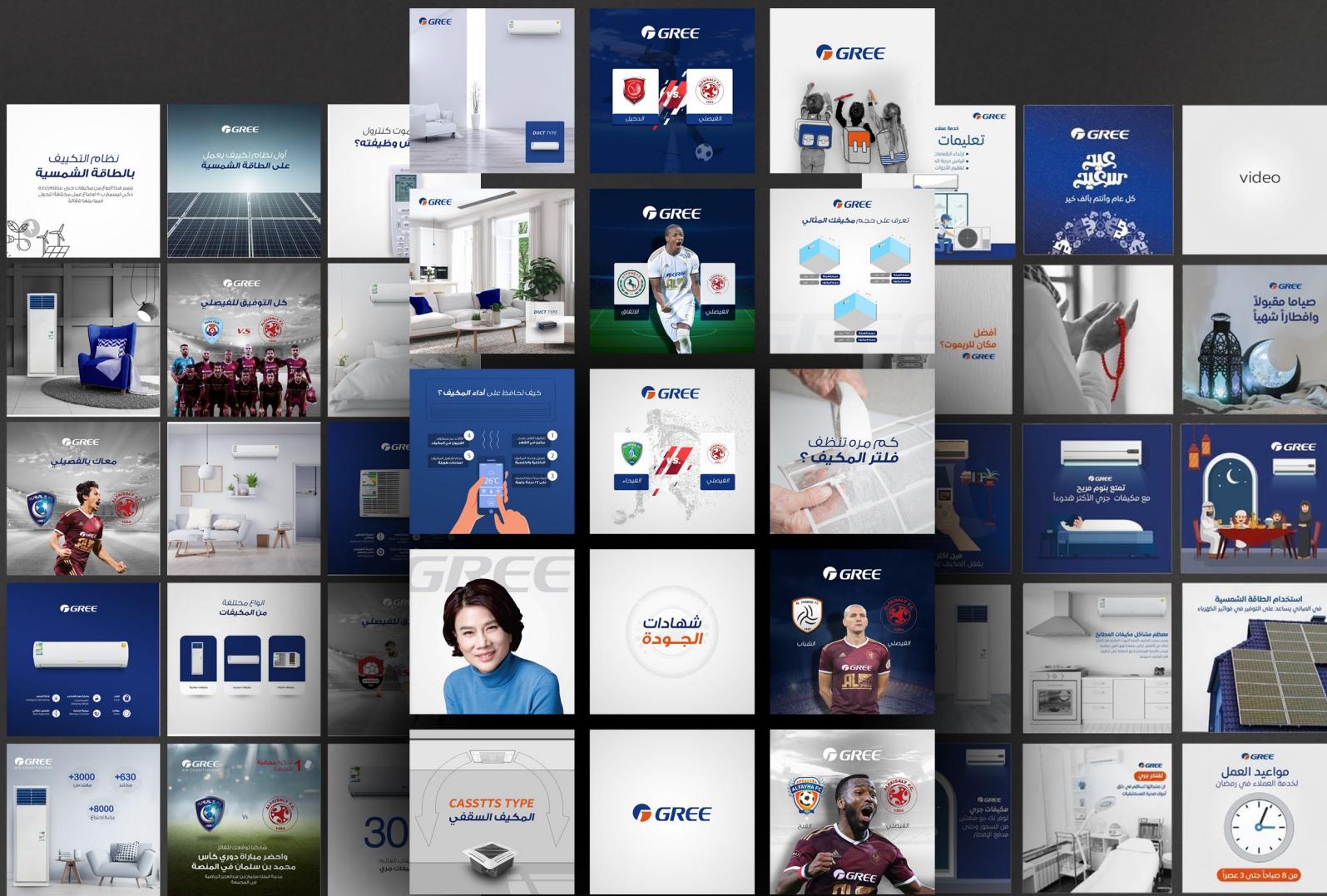
## Description

Writing content for all the posts in both Arabic and English.

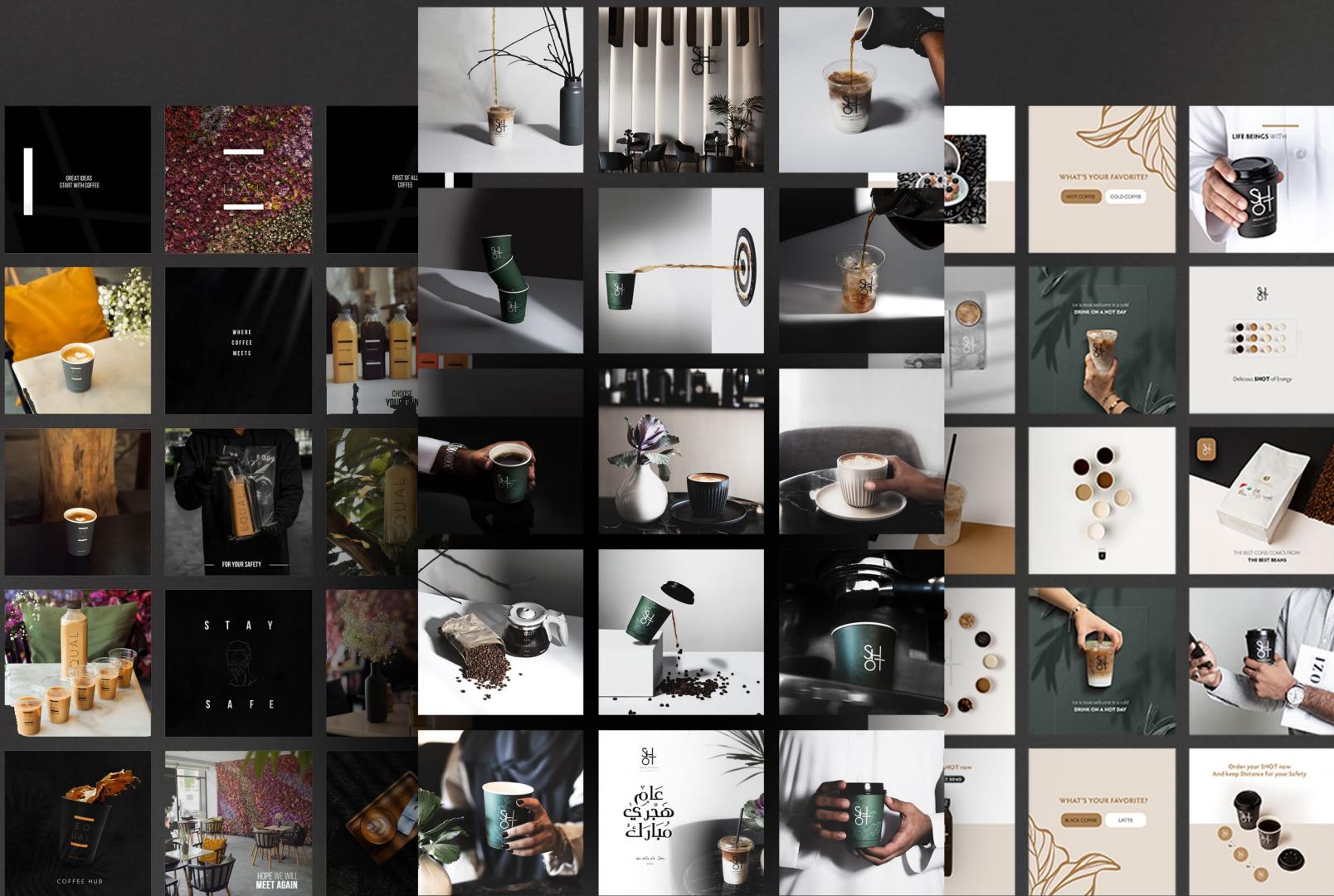
7

## Final Plan

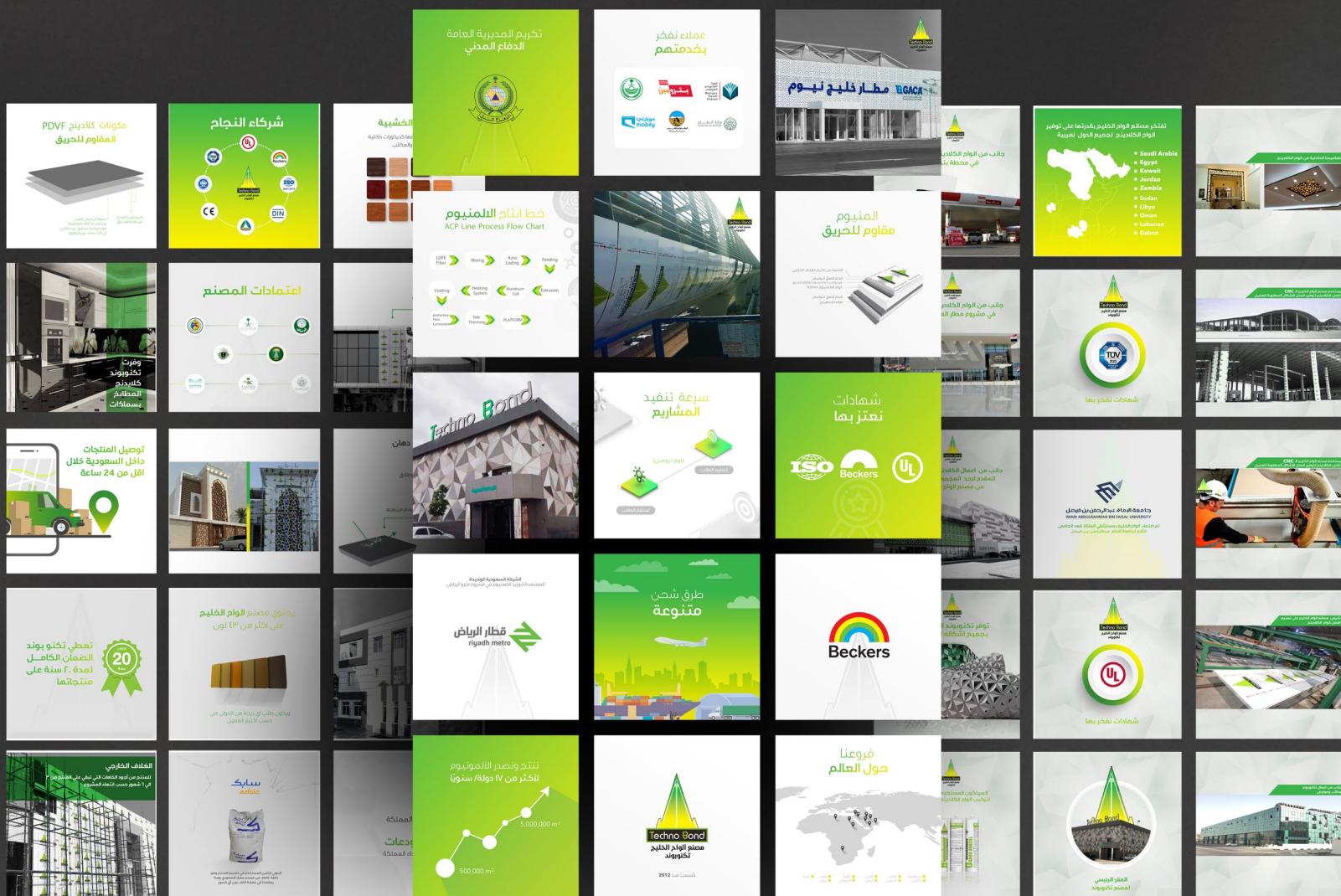
Preparing the final visual and written content of the plan with all the related hashtags.



# Electronics Sector



# Refreshments Sector



# Industrial Sector

# ADVERTISING SCREENS

# CORNICHE PARK SCREEN

SCREEN TYPE

P10

SCREEN SIZE

10×5m

VIEWERS

200,000 DAILY

AD. REPETITION

400+ DAILY



# VILLAGGIO SCREEN

SCREEN TYPE

P10

SCREEN SIZE

5.44x3.84m

VIEWERS

105,000 DAILY

AD. REPETITION

500+ DAILY



# MOBILE SCREEN

SCREEN TYPE

P10

SCREEN SIZE

4x2m

VIEWERS

124,000 DAILY

AD. REPETITION

500+ DAILY



# CUSTOMIZED TRUCK

Promotion Efficiency provides the service of customizing the advertising truck to present the theme of your marketing campaign and introduce your products and services in a modern way that ensures delivering your message to the maximum number of the targeted audiences.



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