

# Digital media portfolio

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# | 01 |

## **Who We Are**



At SocialMedialb, we're your one-stop solution for all things digital. From crafting effective Social Media Marketing strategies and optimizing SEO, to managing Paid Plans across Facebook, Instagram, Google, YouTube, LinkedIn, and TikTok, we also specialize in Graphic Design, Website Development, Mobile Apps, content creation, video editing, email marketing, SMS campaigns, and Photography services. Let us take care of your digital presence so you can focus on what truly matters - growing your business.

# 02

# SOCIAL MEDIA



Social media is a powerful tool for brands to showcase their offerings and connect with their target audience. At our agency, we leverage the digital landscape to enhance social media branding and drive impactful results. Our strategic campaigns are crafted to deliver compelling content with cohesive messaging across various digital platforms, ensuring audience engagement and retention.

With a global audience of over 2.46 billion social media users, we prioritize quality client service, compelling content creation, timely delivery, and measurable outcomes. These elements are crucial in boosting traction, engagement, and overall success on social media platforms.

## **Content Development**

Content is what you share with your audience on social media platforms. Posting the right content shows your expertise and provides your target audience with information.

At SocialMedialb we develop innovative contents that are bigger, bolder and braver to deliver results. With our content, we grow your online community and engage your target audience to build trust on social media.

# 04

## **Social Media Management**

Your online reputation determines how your clients and potential clients perceive your brand when they search for it.

At SocialMedialb, we create captivating presence for brands online to grow their community and build credibility.

We manage social media accounts by monitoring reviews, responses and comments posted about your brand and/ or products to enhance your brand reputation and increase loyalty.

## **Social Media Marketing**

Social media marketing involves creating content tailored to your target audience on social media platforms to drive engagement and sharing.

For us at SocialMedialb, social media marketing is a process that requires strategic planning that is aligned with your business goals. We outline the objectives, target audience and outcome you aim to achieve and brainstorm on how to get the impact your brand seeks.

# 05

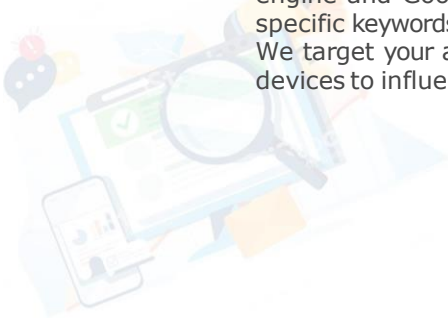


## WHY YOU NEED SEARCH ENGINE MARKETING ?

This involves driving traffic to your website through paid search. The most well-known platform to use is Google Ads.

With the use of this platform, we bid for ad space on Google search engine and Google partner sites and place video ads, artworks and specific keywords relevant to your brand on the digital space.

We target your audience based on demographics, location, affinity and devices to influence their decisions.



06



YouTube is a hybrid between search engine and social media network. It is the second most popular search engine after Google.

With our efficient creative team, we will create great content for your brand and/ or products and place it on YouTube to reach a wide range of internet users to influence their purchasing behaviour. We can place your ads on specific videos or channels that are relevant to your target audience.

Skip Ad ►



00:00 / 8:25



# 07

Hi, I am a web banner

What do you want me to say TODAY

CLICK ME

## Web Ads

Web ads are banners or videos placed on most frequented websites.

With SocialMediaIb, attractive and informative leader board, in-article banner or a page takeover banner that represents your brand will be developed and placed on websites to make a connection with audiences' right away and drive traffic to your website.

## Website Development

We will build stunning websites for businesses of all sizes. We'll help you from the ground up from research to conception to launch.

Web development includes web design, web publishing, web programming, and database management. At SocialMediaIb, we don't just build websites, we maintain and create responsive layouts well protected in a user-friendly interface.





## Mobile Application

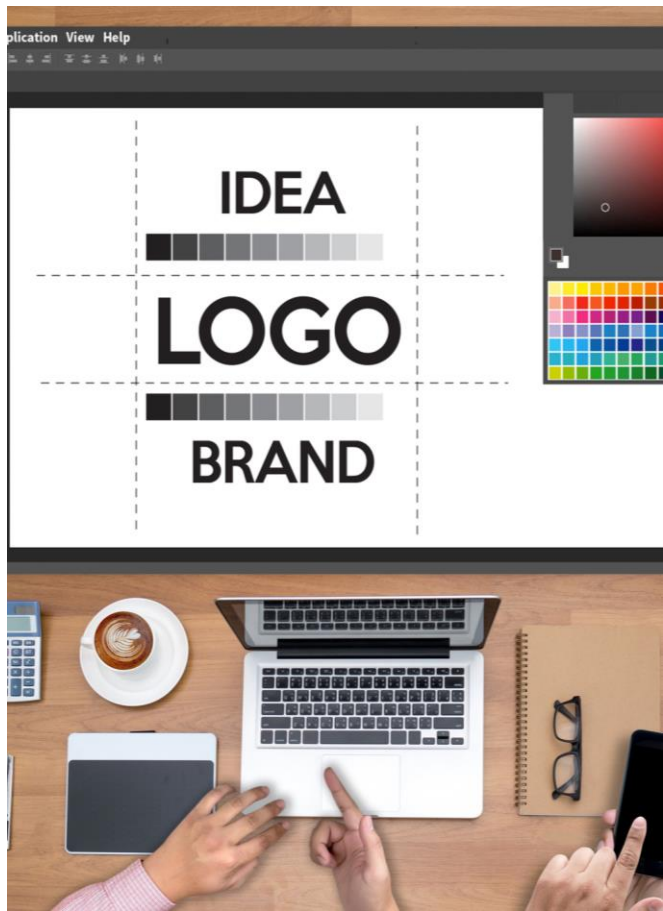
At SocialMedialb, we specialize in crafting exceptional mobile apps for businesses across various industries. From ideation to execution, we'll guide you through the entire app development process, ensuring a seamless experience from start to finish.

Our mobile app development services encompass everything from conceptualization to design, programming, and database management. We don't just create apps; we engineer user-centric, responsive layouts with robust security features, all wrapped in a user-friendly interface. Partner with us to bring your app ideas to life and provide your customers with an engaging and interactive mobile experience.



## Graphic Design

Graphic design has been a staple of the marketing industry for decades. Let our graphic designers help create exciting visual content that will help you stand out in the crowd. Tell your story, connect with your audience in a meaningful, memorable way.



# 10



## Photography

We shoot from the ground and from the air. We are passionate about photography here and willing to travel. We offer a variety of photo shoots for any occasion. Our photographers will work with you whether you need a portrait, fashion portfolio, headshots, product shots, or have an event you want photographed.

## Videography

Capture your next event, from a wedding to a social media to a product launch, or a business presentation. We capture your video in high definition and hand it back to you ready for you to share with the world. We love meeting all new people and making amazing videos



# 11

## Measurement and Analytics

Social media data is made up of collected information from social media platforms that shows how your target audience engaged with, viewed, or shared your content.

SocialMediaIb gathers data from these platforms based on the audience response and share with clients to know the outcome of their campaign.

Some metrics used to determine the outcome are impressions, reach, clicks and engagement. Tracking and analysing these metrics helps to inform a successful marketing campaign.

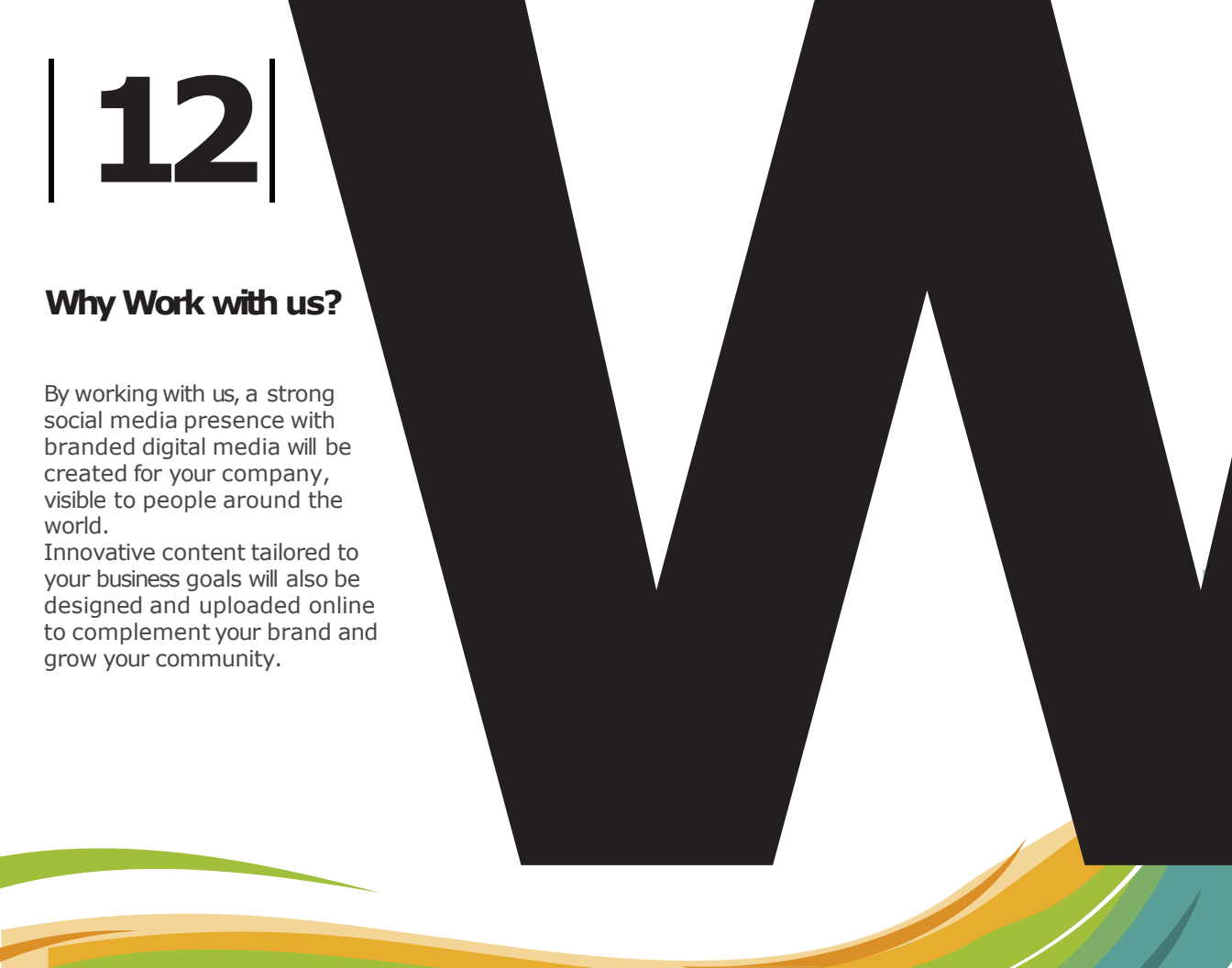


# | 12 |

## **Why Work with us?**

By working with us, a strong social media presence with branded digital media will be created for your company, visible to people around the world.

Innovative content tailored to your business goals will also be designed and uploaded online to complement your brand and grow your community.



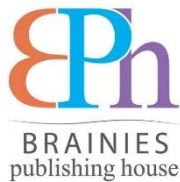
# 13

## Our Latest Projects Branding



# 14

## Our Latest Projects Branding



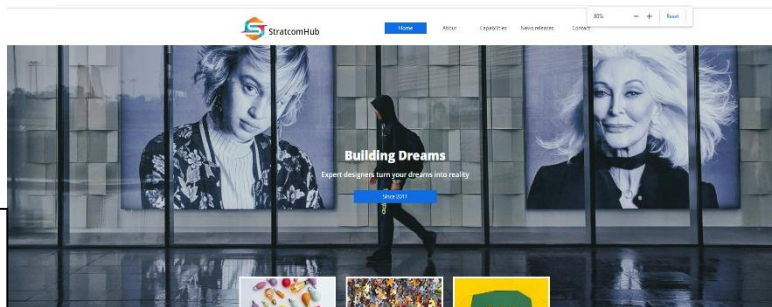
The logo for BOB consists of the letters 'BOB' in a bold, black, sans-serif font, centered on a solid yellow background.



# 15

## Our Latest Projects Website Development

Industry: Advertising  
<https://www.stratcomhub.com>



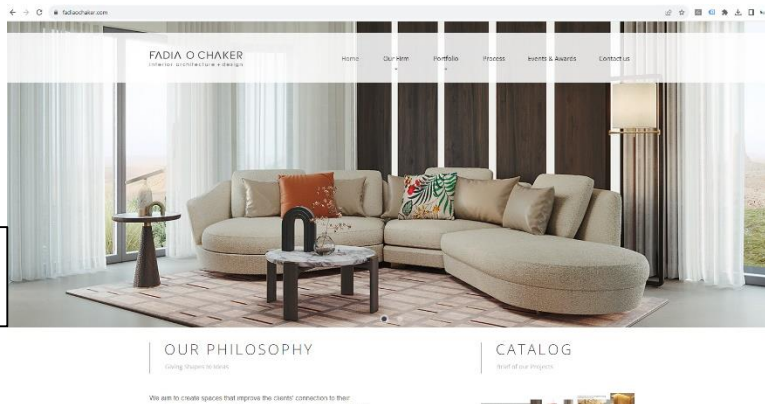
Industry: Business Banking - Event  
<https://banktechecosystem.com>



# 16

## Our Latest Projects Website Development

Industry: Interior Architecture  
<https://www.fadiaochaker.com>



Industry: Education  
<https://www.brainiespublishing.com>

# 17

## Our Latest Projects Website Development

Industry: Technology  
<https://www.idotgroup.com>



← → × apterminal.com

**ANZMOI**  
Predictive Technology

Subscribe About FAQ Blog Contact

MY ACCOUNT ANZMOI BETAWARE SIGN UP

### Manage Risk Exploit Opportunities

Real time buy/sell triggers and 64/7 price velocity monitoring for your favorite stocks. 3x leveraged vehicles and 111's right from your phone or desktop. Currencies, commodities, crypto and options coming soon.

**SIGN UP**

**Stocks**

Track the most popular companies you watch, trade or invest in.

**ETF's**

Expand your universe of trading and investment vehicles.

**Options**

Choose to track buy/sell trading triggers in underlying stocks.

**Currencies**

Expand your understanding of global market risk appetite.

**Commodities**

Unleash near-real time insights into the raw materials that drive your stocks.

**Crypto**

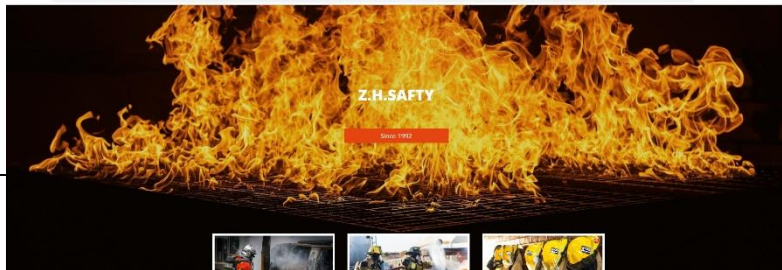
Tap into the exciting new world of Bitcoin, Ethereum, and more. 24/7

Industry: Technology  
<https://www.apterminal.com>

# 18

## Our Latest Projects Website Development

Industry: Industrial Safety  
<https://www.zhsafty.com>



Rescue Ready, Anytime...

Safety Starts with Us. Z.H. Safty, fire safety services you can trust.



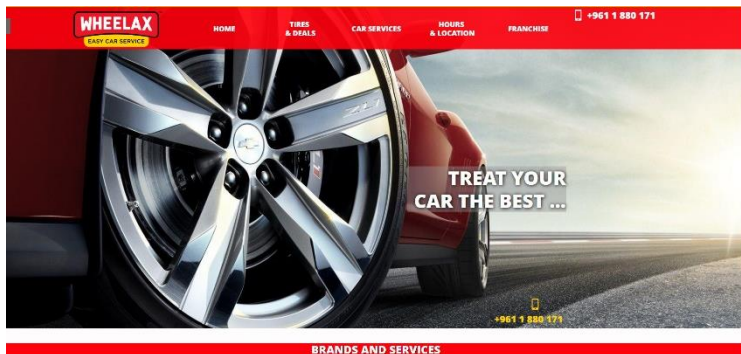
On the Frontline of Safety

From Fire Prevention to Emergency Response, with Z.H. Safty you are covered.



Safety First, Every Call...

Fire Safety is Our Business, Your Peace of Mind is Our Priority.

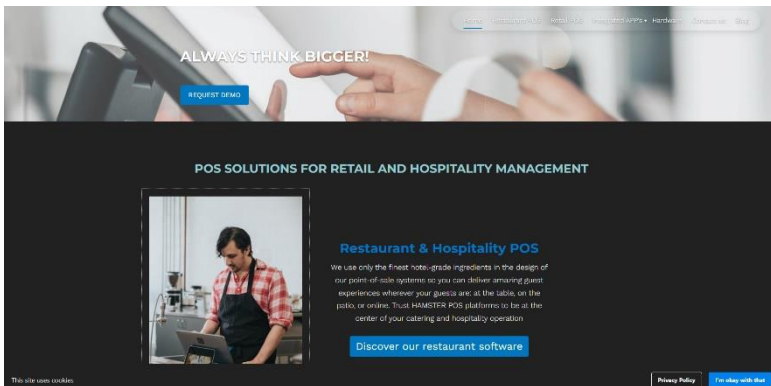
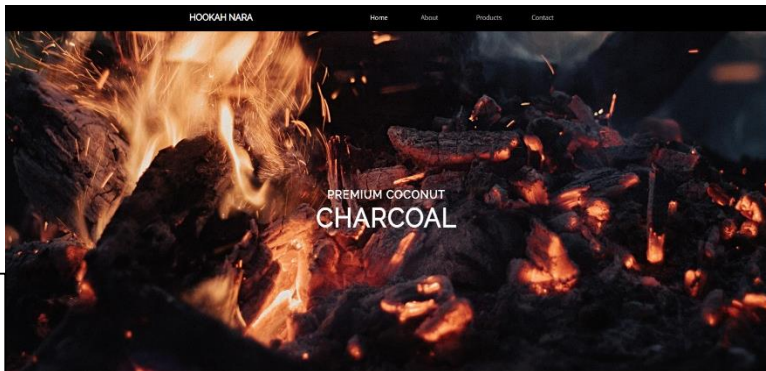


Industry: Auto– Easy Car Service  
<https://www.wheelax.com>

# 19

## Our Latest Projects Website Development

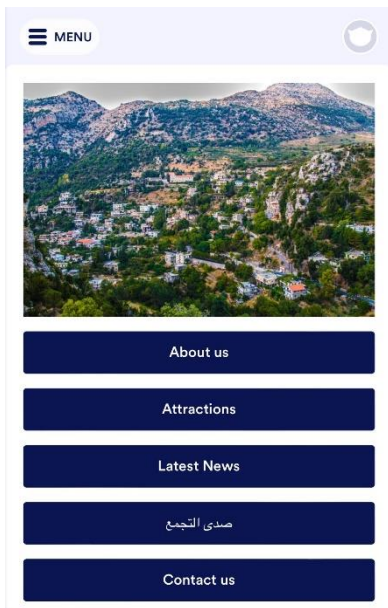
Industry: Retail  
<https://www.hookahnara.com>



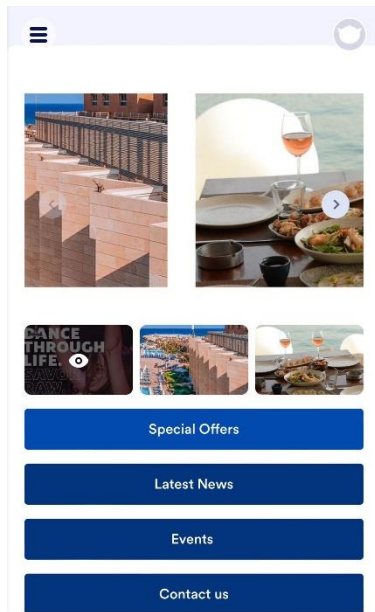
Industry: Retail  
<https://www.hookahnara.com>

# 20

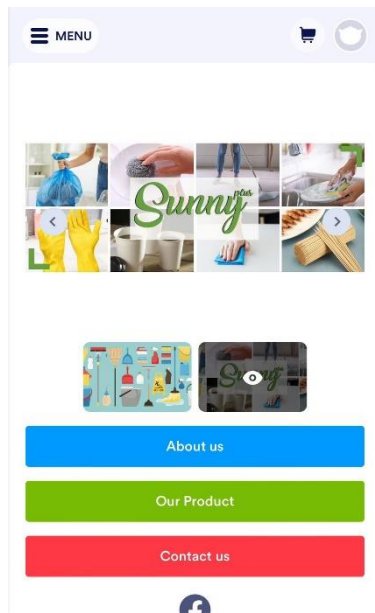
## Our Latest Projects Mobile Applications



Industry: NGO  
RDT Tannourine



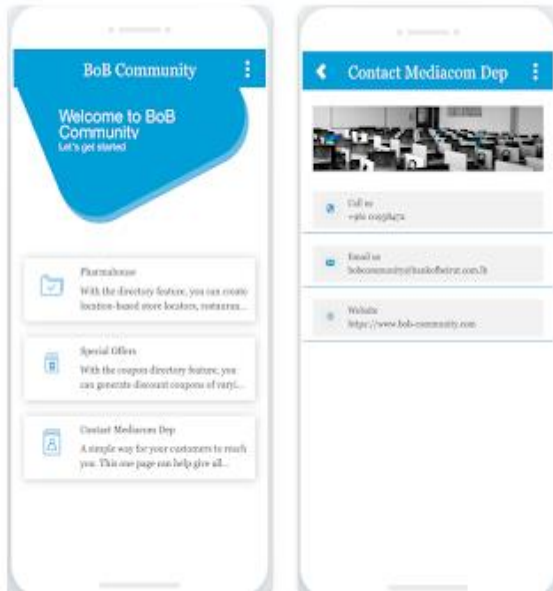
Industry: Syndicate  
MEA Syndicate



Industry: Retail  
Sunny Plus

# 21

## Our Latest Projects Mobile Applications



Industry: Community  
BoB Community App



Industry: Banking  
Business Banking



Industry: Finance  
BoB Finance



# Our Latest Projects

## Social Media Pages

# 22



398 posts 102K followers 28 following

BobFinance

bob\_finance

Product/service  
Accredited Western Union agent in Lebanon | FinTech institution providing financial services.

01 906666... more

linktr.ee/bob\_finance

Followed by ziad\_rouhana, joannayousef and 1 other

Follow

Message

Contact



Insurances



Hiring



Events



ما تحب عليك شي



مصرياتك يتلف... ما تغيب عليك...



60 posts 13.4K followers 0 following

Beirut Insurance Group

beirutinsurancegroup

Insurance company  
Official Page of Beirut Insurance Group

استشارة تأمينية مجانية 71/033088

Join us

Beirut, Lebanon

See Translation

linktr.ee/beirutinsurancegroup



Followed by richardjawhar and joannayousef

Follow

Message

Contact



Motor



Did you know



Our Products



Travel Tips



Meet Our T...



747 posts 28.5K followers 502 following

Bermuda Diving Center

Scuba Diving Center

Top destination in Dubai @GoogleMaps

Over 55,000+ happy customers

PADI Courses | Try Scuba | Gear | Events... more

www.scubadiving.ae and 4 more

Follow

Message

Contact



Dive Trips



Certifications



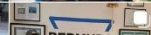
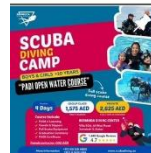
Did You Kn...



Try Dive



Reviews



# 23

## Our Latest Projects Social Media Pages

shadesofgoldlb ▾ •



18 posts

5,983 followers

109 following

**Shades of Gold**

Jewelry & Watches Store

Step into a world of timeless elegance & discover the allure of gold at Shades of Gold ✨

Online Jewelry Boutique 💎 ... more

**Professional dashboard**

6.1K accounts reached in the last 30 days.

Edit profile

Share profile

Contact



White Gold...



Yellow Gold...



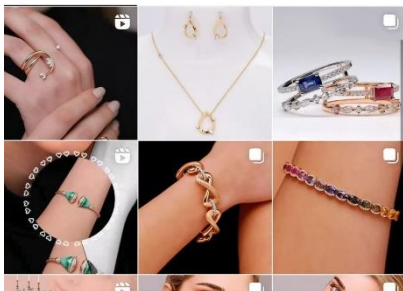
Bracelets



Diamond Set



New



bataragorge ▾ •



215 posts

530 followers

249 following

**Bataragorge - بلوعة بركة**

The Bataragorge, is located 1500m above sea level, amid domineering mountains. Three natural bridges, rise majestically, over the Jurassic chasm.

🔗 [www.bataragorge.com](http://www.bataragorge.com)

**Professional dashboard**

New tools are now available.

Edit profile

Share profile



367 posts

522 followers

203 following

**Toorisk**

Insurance solutions for business & individuals.

+961 1 79 18 18

+961 3 98 90 79

Itani Bldg, 3rd flr, Verdun main street, Facing Goodies, Beirut, Lebanon

🔗 [linktr.ee/TooriskInsurance](http://linktr.ee/TooriskInsurance) and 2 more

**Professional dashboard**

656 accounts reached in the last 30 days.

Edit profile

Share profile

Contact



Auto Insura...



About Us



Services



Properties



Medical





# 24

## Our Latest Projects Social Media Pages



86 posts

13.2K followers

117 following

Fadia O Chaker Design

foc.design

Interior Design Studio  
Lebanon | Cyprus | Dubai | KSA  
@foc.design\_cy

www.fadiaochaker.com



Followed by richardjawhar, aounelie and 1 other

Follow

Message

Contact



AWARDS 2...



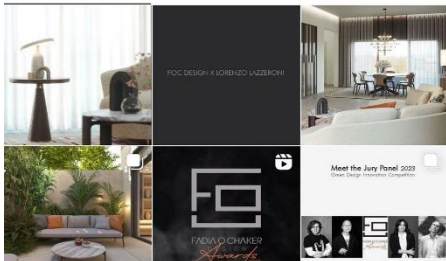
Events



News



Projects



277 posts

441 followers

21 following

Chaker Optical Lebanon

Optometrist

Eye Clinic | Sunglasses Shops since 1980

For vintage section @chaker.optical\_vintage

📍 Elissar • Mansourieh • Dora

🔗 www.chakeroptical.com

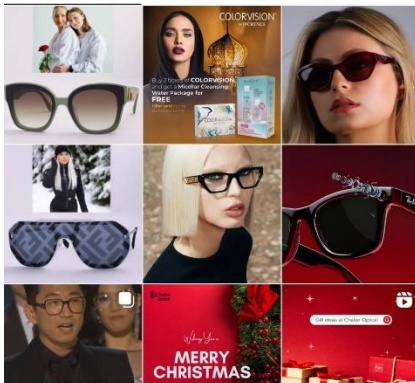


Followed by ronnyyucef

Follow

Message

Email



208 posts

13.6K followers

197 following

RABIH JDEIDANI

Beauty Salon

• Professional Hairstylist

• Beirut, Lebanon, Beit El Chaar

• Book your appointment: +961 81223455... more

🔗 maps.app.goo.gl/MxtbqT9wpA9vUEKS8?g\_st...



Followed by nassibeid83, diana.sarraf and 8 others

Following

Message

Contact



Hair style



BRIDE



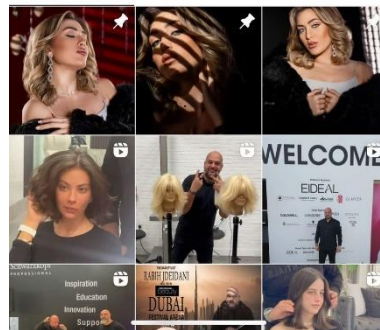
RELOOKING



Hair color



Hair cut



# 25

## Our Latest Projects Social Media Pages

< creativekidsempire ...



25 posts 672 followers 36 following

### CREATIVE KIDS EMPIRE

Arts & Crafts Store  
 PAY \$0 | Creative Kids Vouchers Accepted  
 DIY Arts & Crafts Kits  
 FREE SHIPPING IN NSW... more  
[www.creativekidsempire.com.au](http://www.creativekidsempire.com.au)

Followed by richardjawhar, jasonjawhar and 1 other

Follow Message +



110 posts 1,133 followers 449 following

### Creative & Happy Kids

Community  
 Your Go-To Source for Kid-Friendly Fun, Events, Workshops,  
 Birthday Venues & Weekly Activities in 🇱🇧  
 #kidseventslebanon #kidsactivities #familyfun

Followed by richardjawhar, miachahine and 1 other

Follow Message +



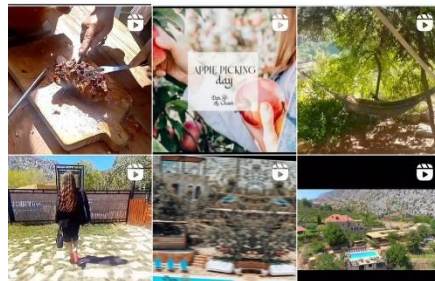
133 posts 1,042 followers 77 following

### Dar Al Chaer

Restaurant  
 Destination Restaurant  
 Traditional Food  
 Relaxing Pool... more  
 Balaa, Chatine, Tannourine, North Lebanon, Beirut, Lebanon  
[maps.app.goo.gl/SGgL3RJ8vdyYrYHE6](https://maps.app.goo.gl/SGgL3RJ8vdyYrYHE6)


Followed by richardjawhar, eliekaraky and 1 other

Follow Message Contact +



# 26

## Our Latest Projects Social Media Pages







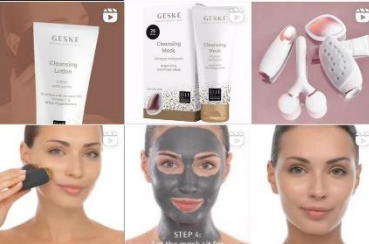
129 posts
691 followers
239 following


**Smart Technology Group**  
Electronics Store  
Smartechgrp is one of the largest companies in selling Electronics & Tech Accessories Brands.  
DM or WhatsApp us on 76 536 477 we deliver Beirut, Lebanon  
[www.smartechgrp.com](http://www.smartechgrp.com)

Professional dashboard
New tools are now available.

Edit profile
Share profile
Contact











24 posts
391 followers
31 following


**RockRiders**  
Pro Caving Adventures  
Rescue Training  
Aerial Games Trek  
Adventure playgrounds... more  
[linktr.ee/rockriderslb](https://linktr.ee/rockriderslb)

Professional dashboard
New tools are now available.

Edit profile
Share profile










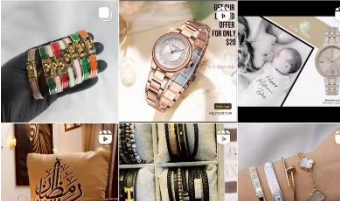
42 posts
265 followers
1,096 following

**Best Buy**  
Shopping & retail  
Watches & Accessories  
Beirut  
Free Delivery available Beirut, Lebanon  
[wa.me/70397349](https://wa.me/70397349)

Professional dashboard
2.7K accounts reached in the last 30 days.

Edit profile
Share profile
Contact





# Your Digital Transformation Partners

Find us on [f](#) [t](#) [in](#) [@](#)



+961 3 237637



[info@socialmedialb.com](mailto:info@socialmedialb.com)



KASLIK, ZOUK MICHAEL  
BEIRUT, LEBANON

[www.socialmedialb.com](http://www.socialmedialb.com)