



RAFAL COMPANY PROFILE

## Welcome to Rafal Company Profile

# “ ELEVATE ” YOUR BUSINESS

One-stop shop for marketing  
and advertising solutions.



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# RAFAL ABOUT US

We at **Rafal** proudly claim that one of your business needs is being marketed by our team. We understand how you feel about your business, we care as much as you do and we definitely know how to make it rhyme.

We put our superior marketing services at your disposal. In addition to offering you a full service and turnkey solutions in a platform of partnership rather than service providing.

With our sharp teamwork and management skills, we work with you in collaboration and harmony to give you a convenient lead over your competitors keeping your business alive and kicking.



# RAFAL MISSION & VISION

We at **Rafal**, believe that Marketing Strategy is the business foundation. It has to be carefully planned and calculated in order for the business to be built properly and sustained for growth.

We have a specific process that we follow in developing the Marketing Strategies that involves extensive study of the environment and the firm in addition to all the related attributes to the business to identify the buttons we need to press. This is done in collaboration with our clients every step of the way.

We support the fact that digital marketing has become so important for the engagement it brings. We can help you converse with your prospective and current customers, answer questions and resolve issues. We give you the chance to interact with a wider audience, helping you to do more than just sell.



# RAFAL CORE VALUES



INTEGRITY



COMMITMENT  
TO CLIENTS



INNOVATION



DIVERSITY



PASSION



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# RAFAL MARKETING SERVICES



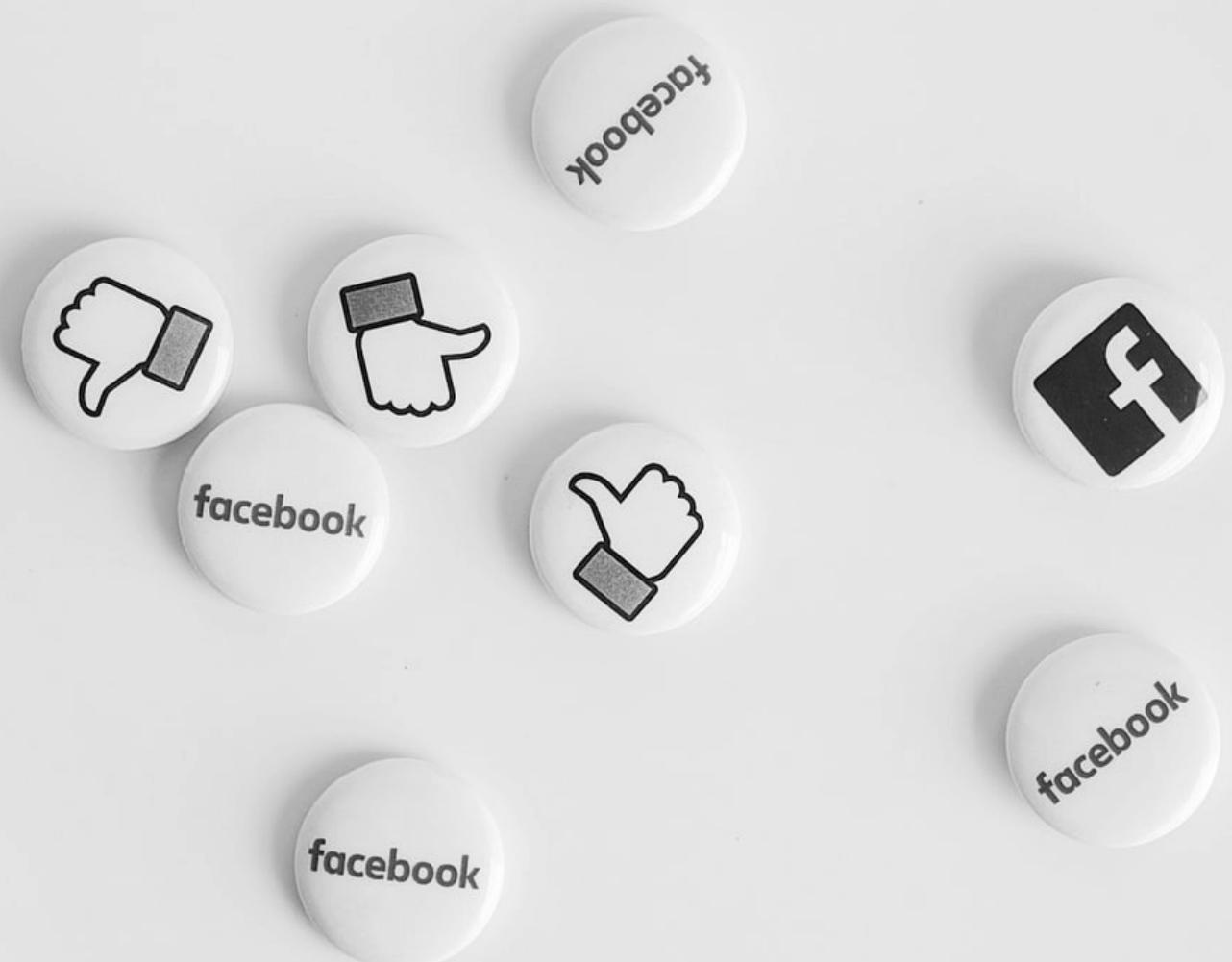
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# RAFAL DIGITAL MARKETING

## FACEBOOK

At **Rafal**, we offer Concept, Strategy and Facebook page personalization, in addition to account management and consultancy in one of the best social media platforms for businesses to use to reach their target market whatever that audience may be.

Facebook is the world's largest social media platform with the most diverse audience.



# RAFAL DIGITAL MARKETING

## INSTAGRAM

We at **Rafal** deal with Instagram as the most compatible tool for businesses that rely on the common public to sell off their products and services.

In today's digital age, Branding is highly dependent on visual media such as videos and images as they can be more appealing to the audience than plain text, and they can raise emotions leading to actions.

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# RAFAL DIGITAL MARKETING

## TWITTER

Rafal utilizes key tools and functionality built into Twitter to ensure proper market analysis, so companies can get in tune with their key demographics and start full fledged Twitter marketing campaigns that reach out to a large number of people.

These campaigns can be set up and created by communicating with targeted influencers on Twitter that will through word of mouth, create more brand awareness and act as brand ambassadors.



# RAFAL DIGITAL MARKETING

## YOUTUBE

Using the largest video-sharing website on the Internet, which also doubles as one of the largest video search engines in the world is one of **Rafal's** expertise.

We add informative and entertaining videos to YouTube to quickly get your merchandise in front of hundreds of millions of potential customers.

We also use it to speak about your service and provide ways for potential clients to contact you.



# RAFAL DIGITAL MARKETING

## LINKEDIN

Our LinkedIn services are based on the potential of LinkedIn as the best website to attract top talent to your business.

LinkedIn company pages offer a dedicated careers page, which allows you to showcase your open job opportunities to the right people. As well as directing potential employees to your business.

LinkedIn is a great place to look for top prospects.



# RAFAL DIGITAL MARKETING

## SNAPCHAT & TIKTOK

Building a brand presence on these platforms is now a smart investment for many businesses, but creating content for these apps is where our team excels. We showcase the authentic and unpolished version of your brand.

To be a successful business on these platforms, you'll need the foundational understanding of how they work and a strong strategy for creating engaging content by **Rafal's** experienced team.



# RAFAL BRAND- ING

**Rafal** is your reliable way to a quick involvement in the market with your chosen unique name and image.

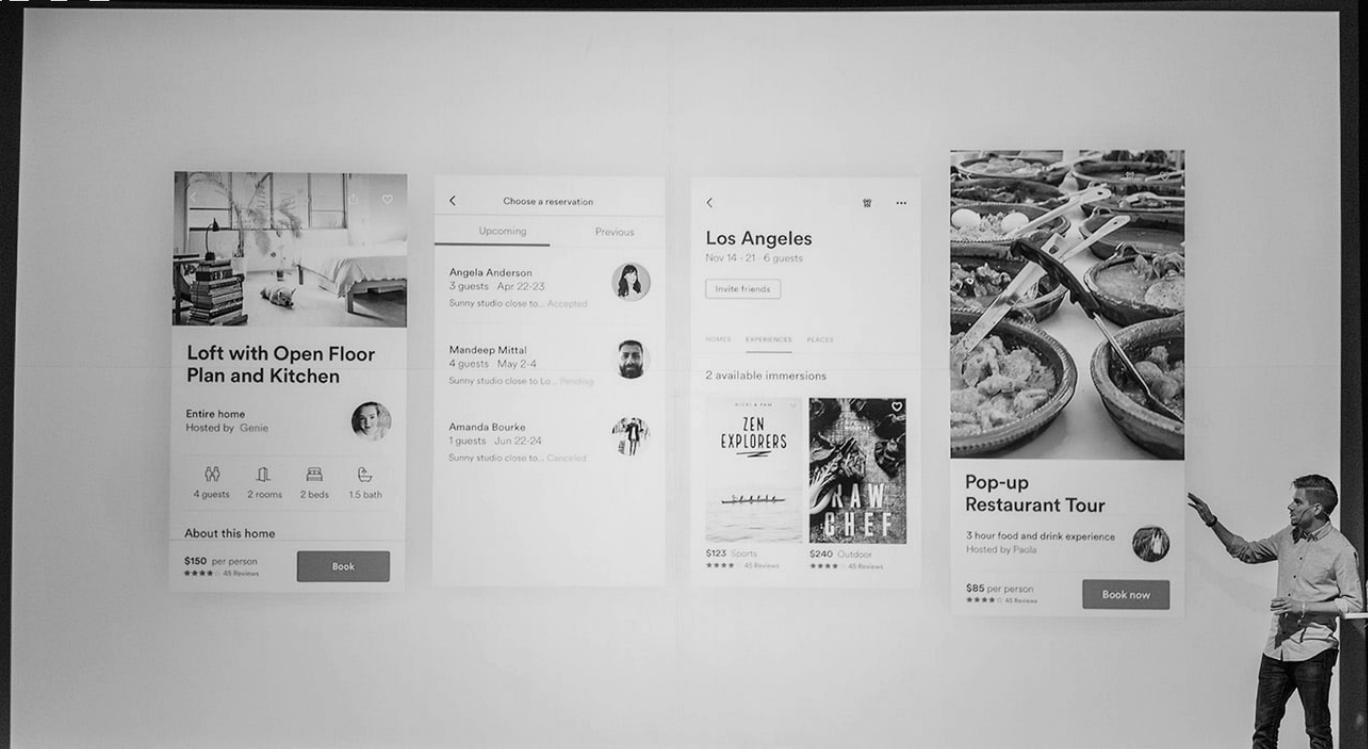
We can help you achieve a significant invasion of the market and attract your target customers.

We will ensure you have your own corporate identity which expresses your business brand personality and set you apart from the competition.

For us, it's incredibly important to consider how your business is seen by the outside world.

# RAFAL EVENTS MANAGEMENT

Our event management services involves overseeing all logistics leading up to and during an event, whether a conference, wedding, or any organized gathering. We execute the event plans by managing staff, finances, vendor relationships, and more.



We excel at most event planning functions, which requires excellent organizational skills to succeed. We are always able to multitask and along with that our efficient time-management skills prevail.

# RAFAL PHOTO- GRAPHY

Photography is the art and the power which is considered as the most effective visual communication leading to a great and significant difference in this era.

So, **Rafal** is promoting your businesses by providing catchy and engaging photographs provided by our most talented team.

**Rafal** can communicate your values and translate your business nature as fast as you need through establishing a non-verbal connection with your potential customers.

We can enhance your brand credibility through delivering a message with no words and aligning the photographs with your brand, mission and content.



# RAFAL WEBSITE DEVELOPMENT



It's time to establish your business through a website. Customers today expect serious business owners to have an online presence.

A well designed, informative and updated website will add credibility to your business and strengthen your brand. At **Rafal**, we create tailored websites based on your business needs. We ensure taking good care of every milestone in the process starting from the UI/UX to development till we reach the production milestone.

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# RAFAL APPLICATION DEVELOPMENT

Apps are becoming the dominant form of digital interaction. The customers in today's world are on the move and they're using mobile application platforms to get there. Whether they use mobile phones, tablets or other smart mobile devices, they have all the information they need. That's why mobile apps are very important in today's business environment.

Rafal develops both iOS and Android and other several operating system applications. we offer you a mobile application that's sleek, neat and usable, which delivers a satisfying representation for your company.



Besides deciding how you want your website to look like, you will also need a strategy. We will help define who your customer personas are, what your competitors are doing, and how best to market your products or services.

# RAFAL BUSINESS PROPOSALS

**Rafal** business proposals are your way to make realistic plans and projections, secure the funding you need, provide your business with direction and structure, identify your strengths and weaknesses and put everyone on the same page.

We employ our skills to give you an energetic, clear and effective proposal, which will definitely impress your audience.

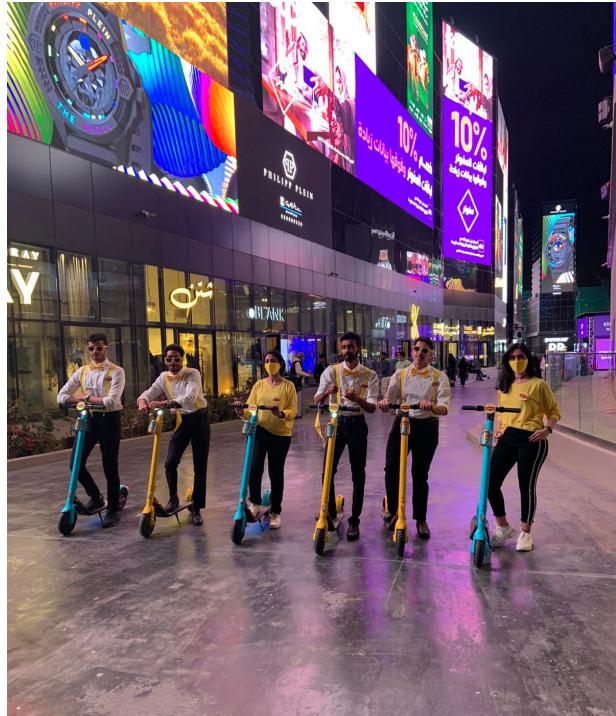
We give you the power to win accounts with your dream clients and eliminate any potential risks that could have an effect on a future business relationship.



# RAFAL PORTFOLIO -LIPTON



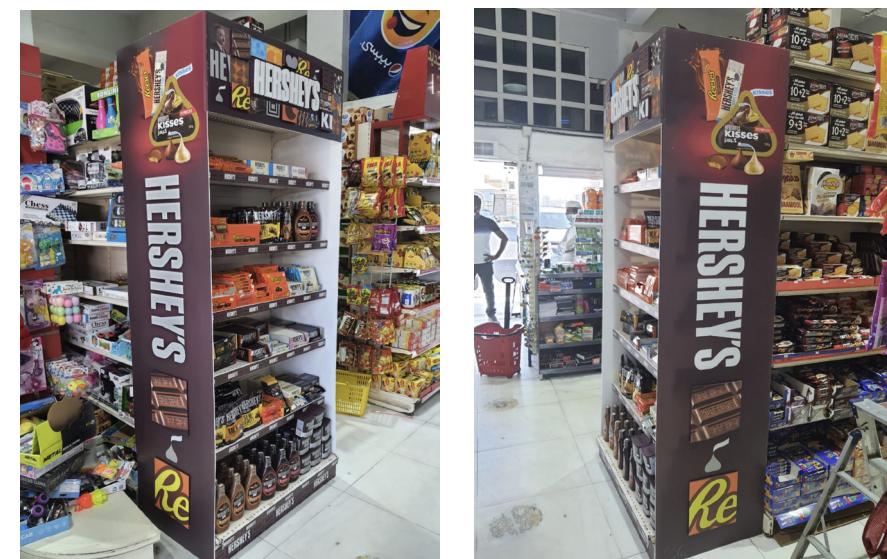
# RAFAL PORTFOLIO -LIPTON



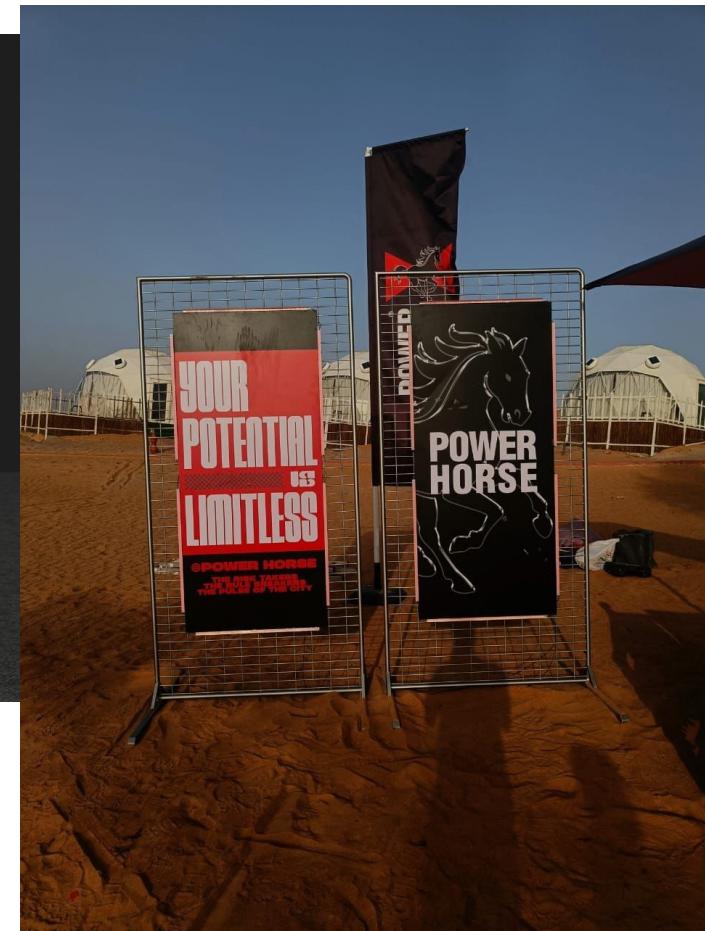
# RAFAL PORTFOLIO -MCDONALD'S



# RAFAL PORTFOLIO -HERSHEY'S



# RAFAL PORTFOLIO -POWER HORSE



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# RAFAL PORTFOLIO

## EZ CARE



## NURA MAMA



## BUDX



# RAFAL CLIENTS & PARTNERS

abbvie



Kinder®

Benchmark

Confetteria  
Raffaello

microlife



OMRON

L'ORÉAL  
PARIS

0

6

Bigen  
Speedy  
CONDITIONING COLOR

ixina





this  
must be  
the place

# RAFAL CONTACT INFO

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**CHECK OUR  
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