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Chapter One ABOUT US

DEFINITION

actual

/ˈæktʃuəl/

adjective

used to emphasize something that is real or exists in fact.

mktg

common abbreviation for **marketing**

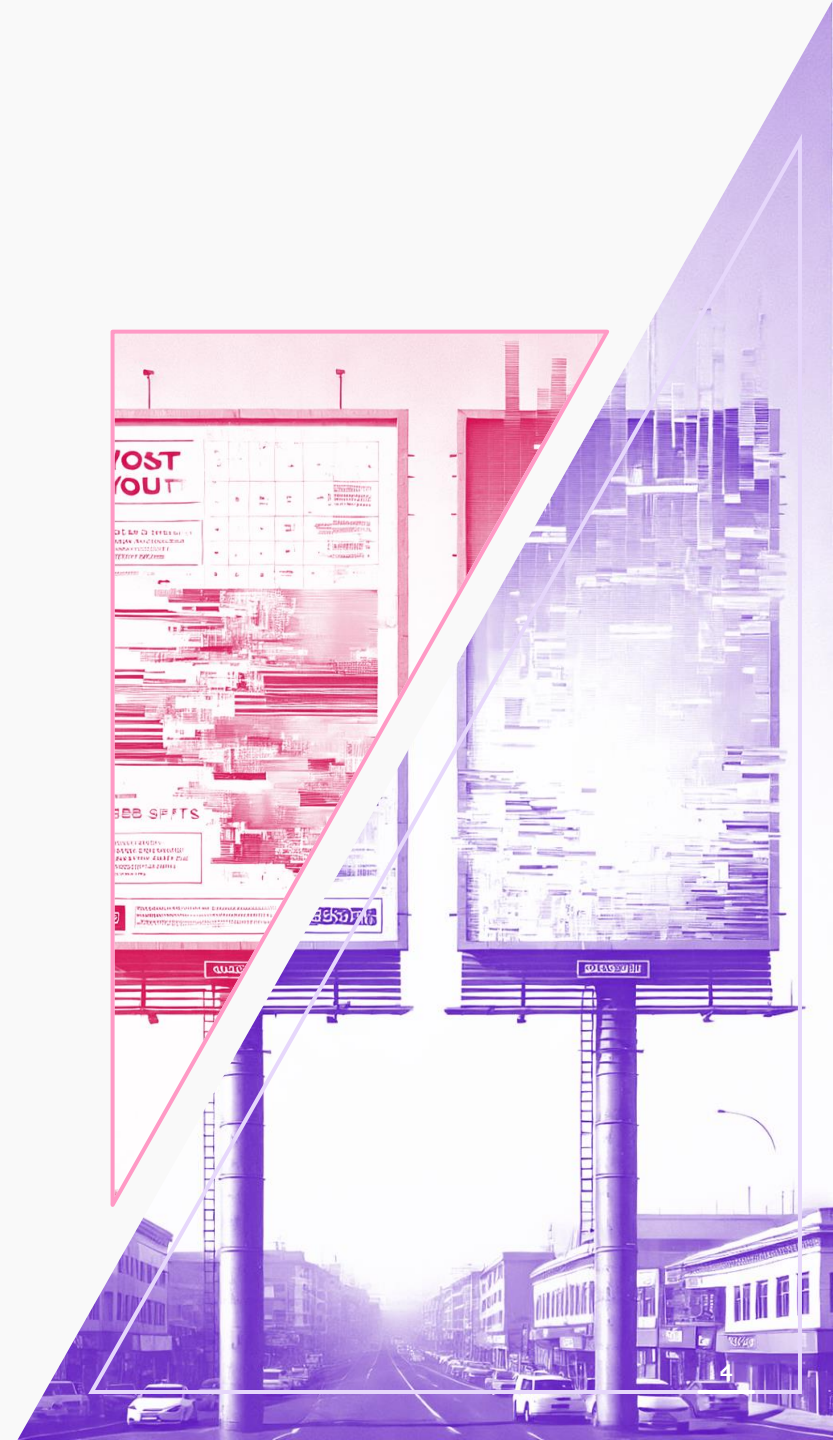
/ˈmɑːrkɪtɪŋ/

noun

the activity of presenting, advertising and selling a company's products or services in the best possible way.

Source

Oxford Learner's Dictionary



PURPOSE

Most marketing agencies are not seriously fighting for their clients' growth in today's competitive ecosystem.

They're basically in autopilot.

We exist to shatter that status quo.

Actual Mktg generates tangible results that enable actual growth.



How to fix the **glitch** in the marketing matrix?

OUR MISSION

To provide actual value through effective strategies and proven marketing & modeling techniques generating actual results for our corporate clients.

OUR VISION

To be known as the go-to agency for actual growth and long-term business development.

OUR NO-NONSENSE LIST

No more garbage leads.

No more vanity metrics.

No more copy-pasted strategies.

No more one size fits-all...

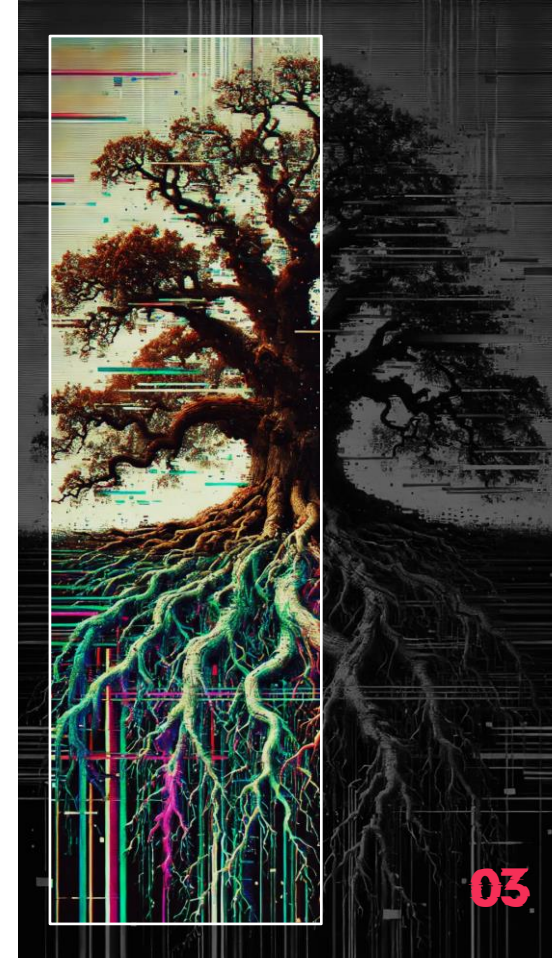
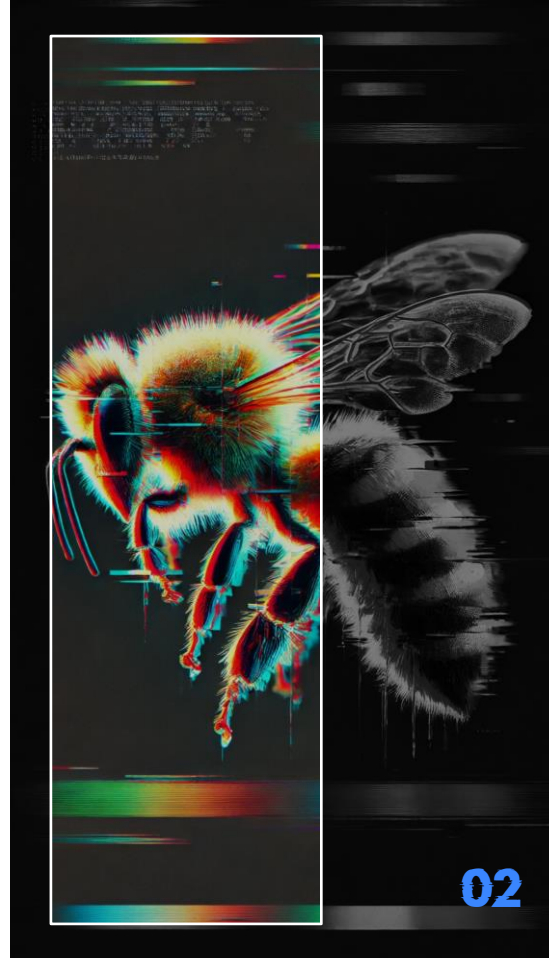
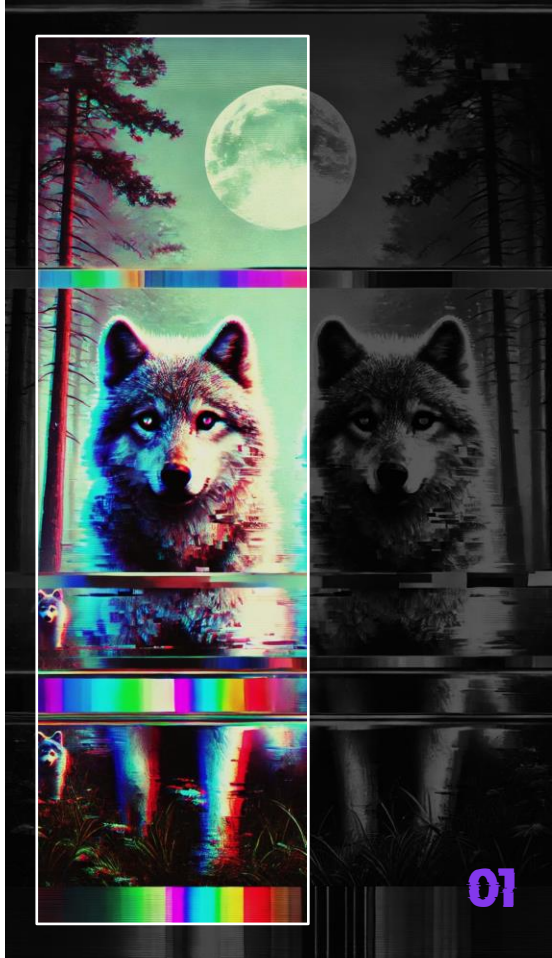
OUR MANTRA

Shake things up...

Disrupt the game,

Change the rules!

UNIQUE STRENGTHS



01. DUAL PERSPECTIVE

We were senior leaders in advertising agencies and marketing departments.

This dual perspective shows us the gaps in the classic agency model and allows us to better understand our clients' business and marketing needs.

02. HIVE MODEL

From Saudi, Türkiye, Lebanon to Morocco, our team is everywhere.

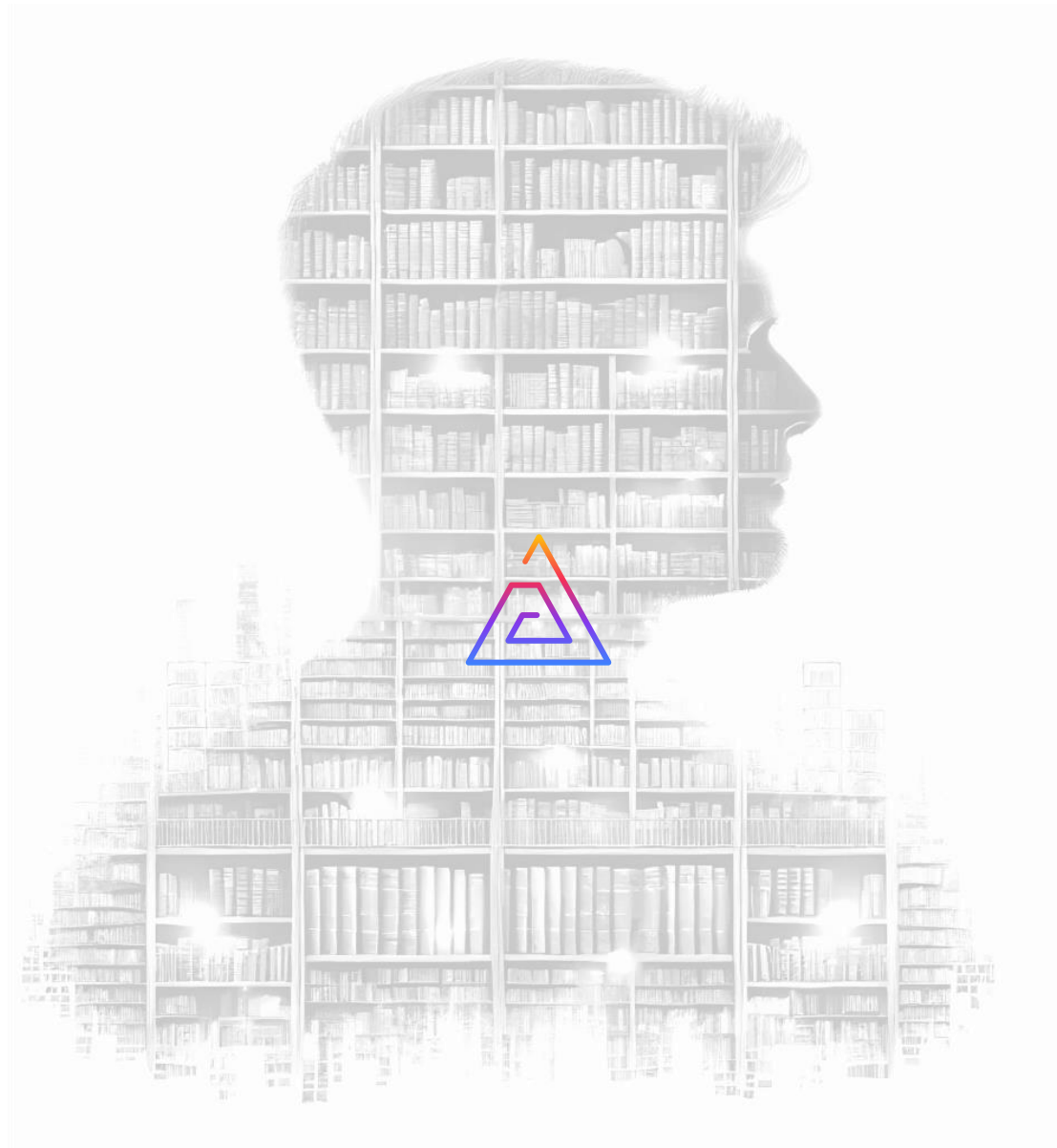
This hybrid hive model, paired with AI and technology, translates into highly effective team collaboration and boundless opportunities for expert talent.

03. DEEP THINKING

We are all deep thinkers.

We operate at high efficiency thanks to data analysis, industry trends, best practices, global insights, experimentation, design thinking, data modeling and personalized strategies.

From high-level objectives to sales targets, we fully understand the vital interconnectivity of all business workflows and processes.



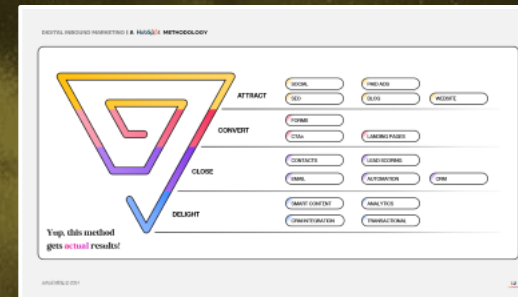
Chapter Two OUR PLAYBOOK



SOSTAC®



RACE®



DIGITAL INBOUND



BRAND ARCHETYPES

1. SWOT ANALYSIS
2. PESTLE ANALYSIS
3. BCG MATRIX
4. ANSOFF MATRIX
5. BLUE OCEAN STRATEGY
6. RESOURCE BASED VIEW
7. CUSTOMER SEGMENTATION
8. COHORT ANALYSIS
9. SCENARIO PLANNING
10. BALANCED SCORECARD
11. PORTER'S FIVE FORCES
12. AND MANY MORE...

STRATEGIC
PLAYBOOK

This is **exactly** how we operate!
Guaranteed results.

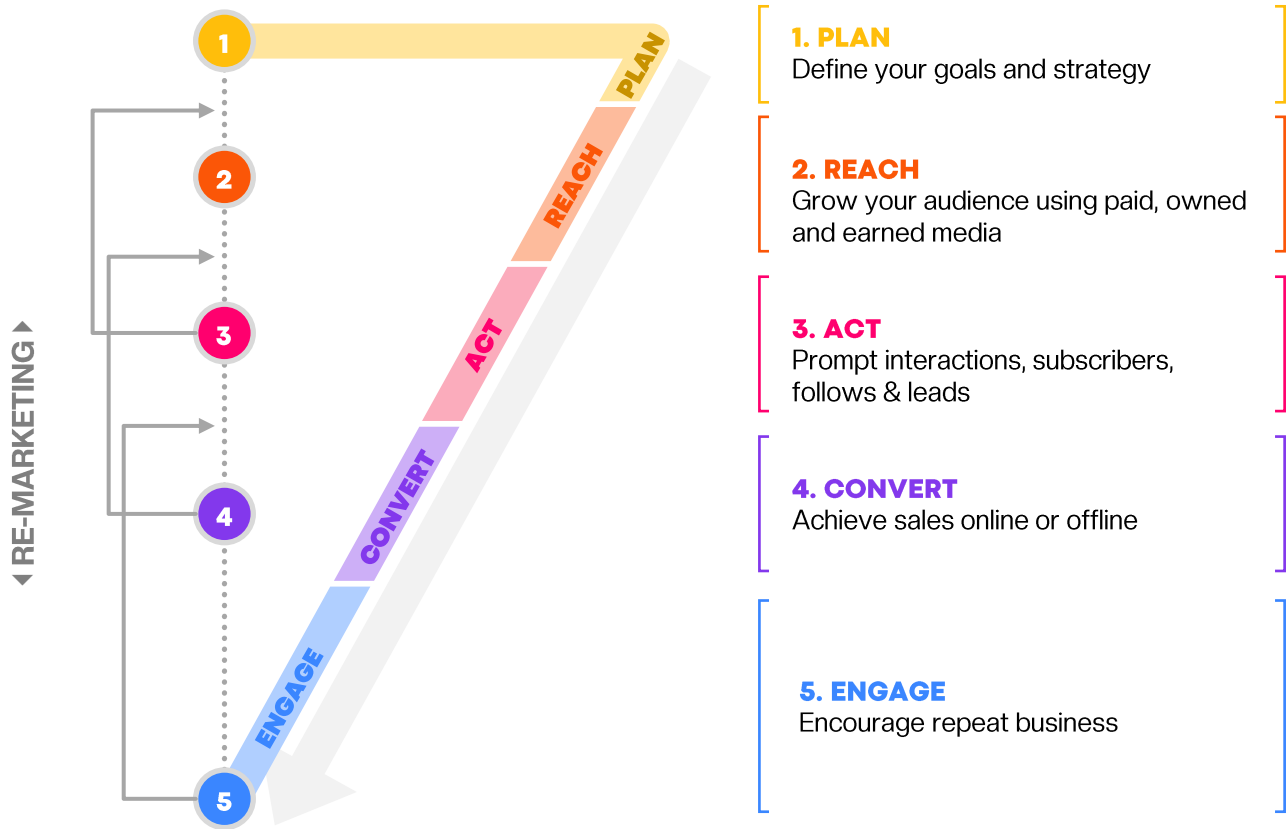


STRATEGY PROCESS
GOALS AND KPIs

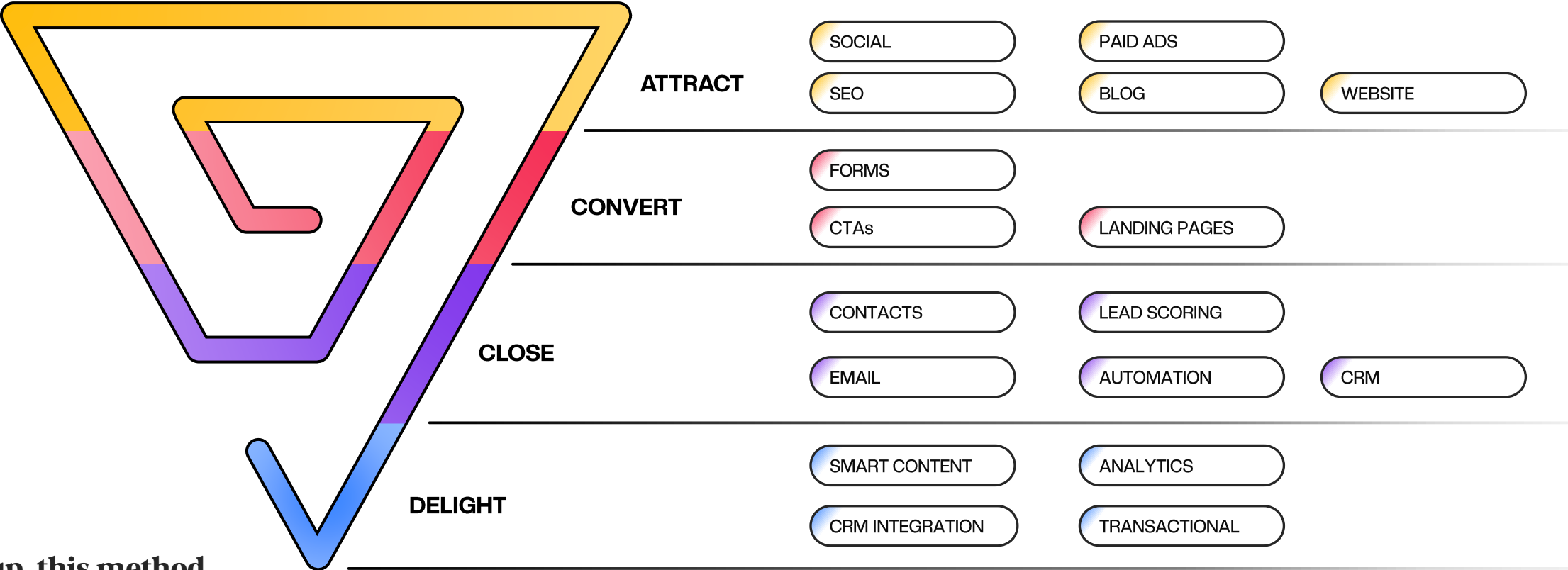
SOSTAC®

1. Situation analysis
2. Objectives
3. Strategy
4. Tactics & Action
5. Control

This method emphasizes
the importance of **re-**
marketing.

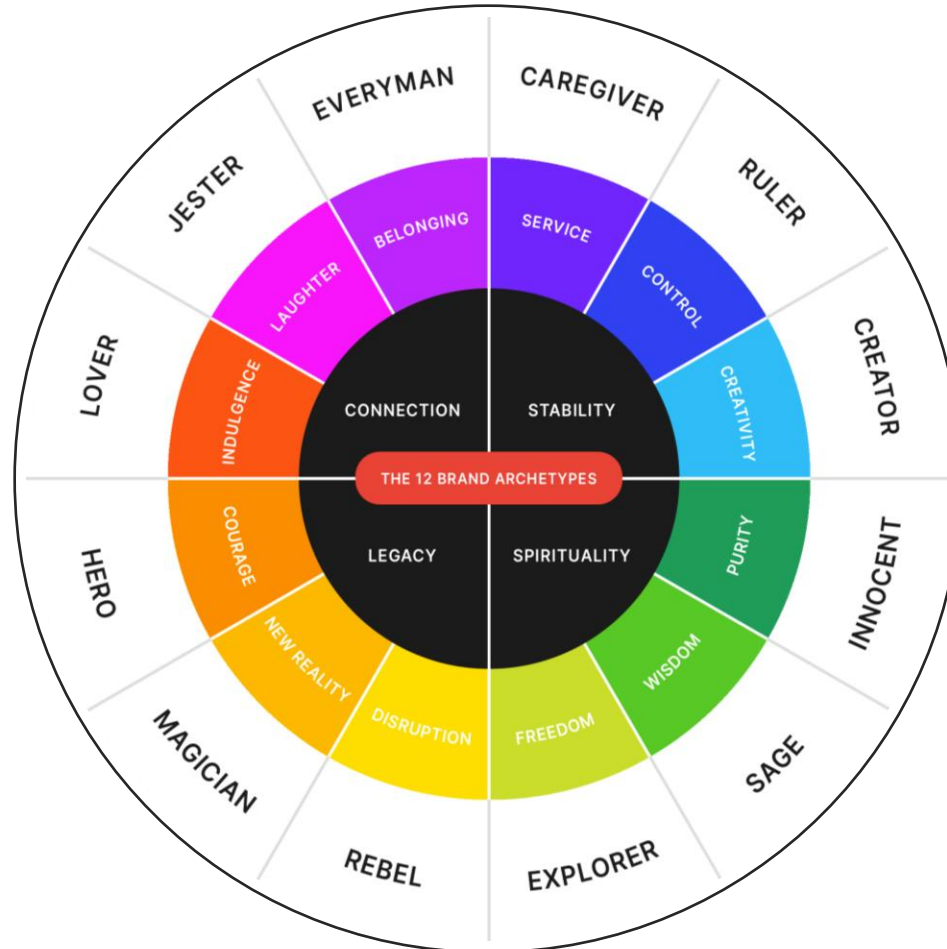


REACH ► ACT ► CONVERT ► ENGAGE



Yup, this method
gets **actual** results!

Critical for brand development, especially for **voice, language and tone.**





Chapter Three

OUR SERVICES



**Buzzing with
purpose.**

**Enabling brands
to thrive.**

KEY SERVICES

CONSULTANCY

Analysis

Strategy

Planning

B.O.T.

Build

Operate

Transfer

IMPLEMENTATION

Management

Execution

Control

ANALYSIS & AUDITING

BUSINESS MODEL ANALYSIS

- ▶ Operational model, performance

SALES ANALYSIS & AUDIT

MARKETING ANALYSIS

- ▶ Audit brand, digital footprint, marketing funnel, CX...

STRATEGY DEVELOPMENT

BRAND STRATEGY

- ▶ Landscape assessment
- ▶ Brand and visual identity

MARKETING STRATEGY

- ▶ Channel mix
- ▶ Journey & persona mapping

PERFORMANCE STRATEGY

- ▶ Funnel design with CRM
- ▶ Digital, social & traditional | Paid and organic

AGILE PLANNING

SMART OBJECTIVES

- ▶ Key performance indicators
- ▶ Reporting

AGILE PROJECT MANAGEMENT

- ▶ Gantt chart, stakeholder mapping

RESOURCES

- ▶ Resource planning, budgeting
- ▶ Responsibility matrix



BUILD

TOOLKIT SETUP

- ▶ Configuration
- ▶ Integration

TEAM BUILDING

- ▶ Inhouse
- ▶ Agents and consultants

PROCESSES & PROCEDURES

OPERATE

INITIATE WORKFLOWS

TRAINING

- ▶ Train marketing team
- ▶ Train sales team

GENERATE DATA

OPTIMIZE

TRANSFER

SOP

- ▶ Standard operational procedures

CHECKLISTS

TEMPLATES



MANAGEMENT

CAMPAIGN

- ▶ Ideation and content development
- ▶ Moderation and paid ads

DIGITAL CHANNELS

- ▶ Website and digital
- ▶ Social media

TEAMS

EXECUTION

COPYWRITING

- ▶ English and Arabic

CREATIVE CONTENT

- ▶ Design and adaptation

WEB

- ▶ Website, landing pages, blogs
- ▶ Design and development
- ▶ SEO

CONTROL

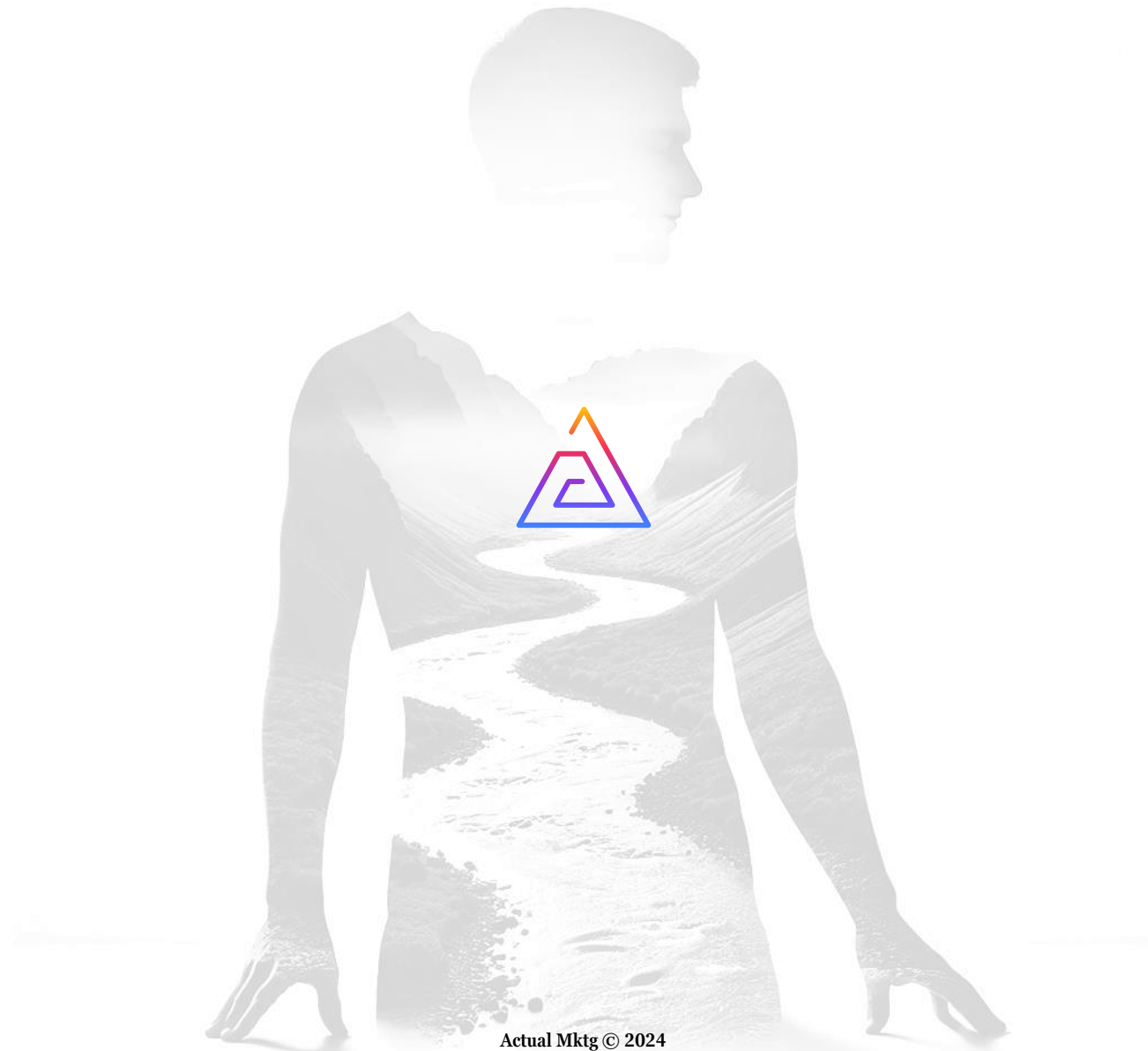
MONITORING

- ▶ Reporting
- ▶ Evaluation and analysis

OPTIMIZATION

- ▶ Periodic adjustments



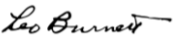


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Chapter Four OUR EXPERIENCE

EXPERIENCE

AGENCIES



We worked in several advertising agencies in senior management positions.

We had the honor to manage key accounts for many prestigious brand names.

PREVIOUS CLIENT ACCOUNTS





Actual
Mktg

PLAN. IMPLEMENT. GROW.