

REMOTELY: YOUR VIRTUAL EXPERT ON DEMAND

Remotely connects businesses with skilled virtual experts, focused on the Arab world.

BY : MRSHED

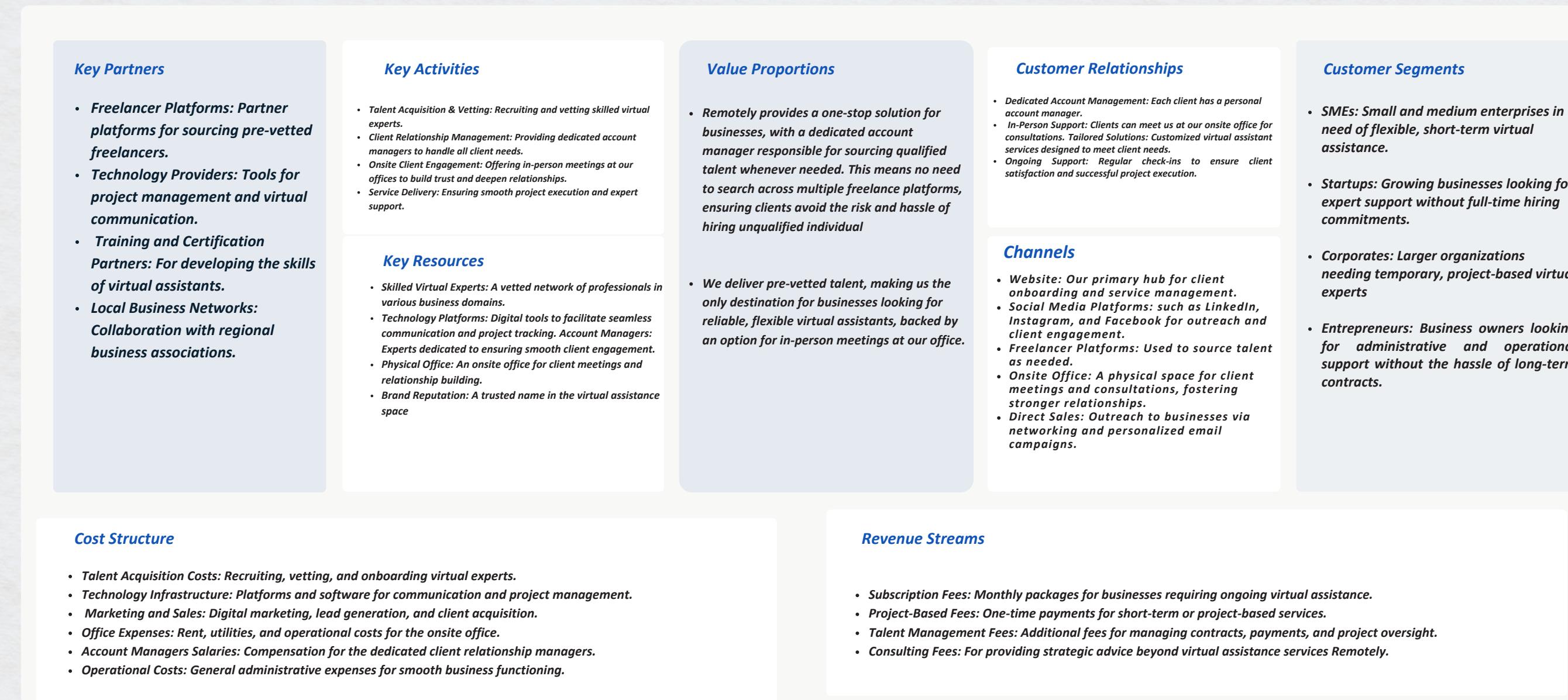


About REMOTELY

Remotely connects businesses with skilled virtual experts, empowering growth in the Arab world (Saudi Arabia, the UAE, and Egypt)



REMOTELY BUSINESS MODEL



01

Business Objective

Achieve market presence in three key Arabic-speaking countries (Saudi Arabia, UAE, and Egypt) by the end of the first year, acquiring a total of 200 client businesses.

02

Marketing Objectives

Build brand awareness among 50% of the target business audience in the three key markets within the first 6 months, as measured by brand recall surveys and social media reach.

03

Digital Marketing Objectivies

Generate 10,000 qualified leads through digital marketing channels (SEO, social media, and email marketing) in the first year, with a conversion rate of at least 5% leading to 500 new clients.



REMOTELY

SWOT Analysis

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Strength

- Diverse Service Offering
- Specialized in Arabic-speaking markets.
- Cost-effective, flexible solutions.

Weaknesses

- New market entrant, brand recognition low.
- Heavy reliance on digital infrastructure.
- Limited resources for initial marketing.

Opportunities

- Growing demand for economy services.
- Government support for digital economy.
- Rising need for specialized skills.

Threats

- Strong competition from established players.
- Economic instability in the region
- Cybersecurity risks and data privacy issues.

Marketing Segmentation

Identifying Customer Segments and their Needs

SMEs

Need for flexible and cost-effective solutions.

Startups

Seeking specialized expertise and rapid growth.

Corporates

Requiring temporary project-based experts.

Entrepreneurs

Looking for administrative and operational support.



REMOTELY



Ahmed Al-Mansouri

45 years old
Small Business Owner
Riyadh, Saudi Arabia

Business Type

Owner of a small e-commerce company specializing in selling traditional Arabian clothing.

Company Size

15 employees

Annual Revenue

\$500,000

Behaviour preference

- flexible solutions that allow him to scale up or down based on business needs.
- He values direct communication and wants to work with professionals who understand the local market and culture.
- He is tech-savvy but prefers platforms that are easy to use and integrate with his existing systems.

Goals

Ahmed wants to expand his business online and improve digital marketing strategies to increase sales and reach a wider audience.

Needs

He needs a cost-effective solution to manage his finances and PR without hiring full-time staff

PAIN POINTS

- Struggles with finding reliable talent to handle digital marketing, particularly in SEO and social media management
- Limited budget for hiring full-time employees and high costs associated with traditional hiring methods.
- Needs to ensure cultural relevance in his marketing campaigns to appeal to the local market.

Motivation

Ahmed is motivated by the desire to grow his business and maintain a competitive edge in the market while keeping costs manageable

REMOTELY Role

- Offer Ahmed access to vetted digital marketing experts who understand the local market, as well as skilled accountants and logistics professionals to help streamline his operations.
- Provide a flexible hiring model that allows him to scale his team based on project needs without long-term commitments.

Market Message

- Boost your small business with our reliable and culturally attuned virtual experts. We offer cost-effective, flexible solutions to enhance your digital presence and streamline your operations, tailored to your local market needs.
- Professional, Supportive and Culturally sensitive



Sara El-Badry

32 years old
The Startup Founder
Cairo, Egypt

Business Type

Founder of a tech startup focused on developing an AI-powered educational platform.

Company Size

10 employees

Annual Revenue

\$200,000

Behaviour preference

- prefers working with freelancers and remote workers who are adaptable and can bring fresh, innovative ideas.
- She values transparency in pricing and clear, results-oriented communication.
- She is comfortable using digital platforms and tools for project management and collaboration.

Goals

seeks agility in hiring to pivot quickly based on market feedback and development needs.

Needs

needs to quickly hire specialized accounting talent to prepare her annual tax return and a creative team for branding and marketing.

PAIN POINTS

- Faces a tight budget and cannot afford to make mistakes in hiring due to limited funding.
- Struggles with finding talent that aligns with her company's innovative culture and fast-paced work environment.
- Needs to keep overhead low while ensuring high-quality work and rapid project turnaround.

Motivation

Sara is motivated by the need to build her product quickly and bring it to market to gain first-mover advantage and attract investors.

REMOTELY Role

- Provide Sara with access to a pool of specialized tech developers and creative professionals who can be quickly onboarded and aligned with her project needs.
- Offer flexible pricing models that align with her startup's cash flow, ensuring she can manage expenses while getting the expertise she needs.

Market Message

- Accelerate your startup's growth with our agile and innovative virtual experts. We provide dynamic, transparent support for tech development and marketing, helping you scale efficiently and stay ahead."
- Innovative, Dynamic and Transparent

Digital Marketing Channels & Strategies



Facebook

Engage with SMEs and startups through targeted ads and engaging content.



Instagram

Connect with decision-makers through visually appealing content and influencer partnerships.



LinkedIn

Generate leads and drive traffic to the website by targeting professionals and decision-makers.



Website

Provide a seamless onboarding experience and manage services effectively through a user-friendly platform.

Design Content Ideas

1- Informational Post for Facebook



The image shows a Facebook post template for a company named REMOTELY. The post features a professional man with a beard and short hair, wearing a dark suit, white shirt, and tie, standing with his arms crossed. He is positioned on the right side of the post. The background of the post has a light blue gradient with white diagonal stripes. The REMOTELY logo, consisting of a circular icon with a stylized brain-like pattern and the word "REMOTELY" in a bold, sans-serif font, is at the top left. The main text reads: "We are **Virtual Expert in Digital Marketing**". Below this, a descriptive paragraph says: "Need specialized talent without long-term commitments? Discover REMOTELY's flexible solutions tailored to your business needs." At the bottom left is a "Learn More" button with white text on a dark blue background. To its right are the website URL "www.remotely.com" and a "More Info" section with a phone icon and the number "123-456-7890". The overall design is clean and modern, using a color palette of blues, greys, and blacks.



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AGENCY

Our Services:

- Digital Marketing
- Human Resources
- Accounting & Finance
- Graphic Design
- Logistics
- Translation

 remotely.com



Design Content Ideas



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OUR SERVICES:

Digital Marketing

Human Resources

Accounting & Finance

Graphic Design

Logistics

Translation

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Digital Marketing

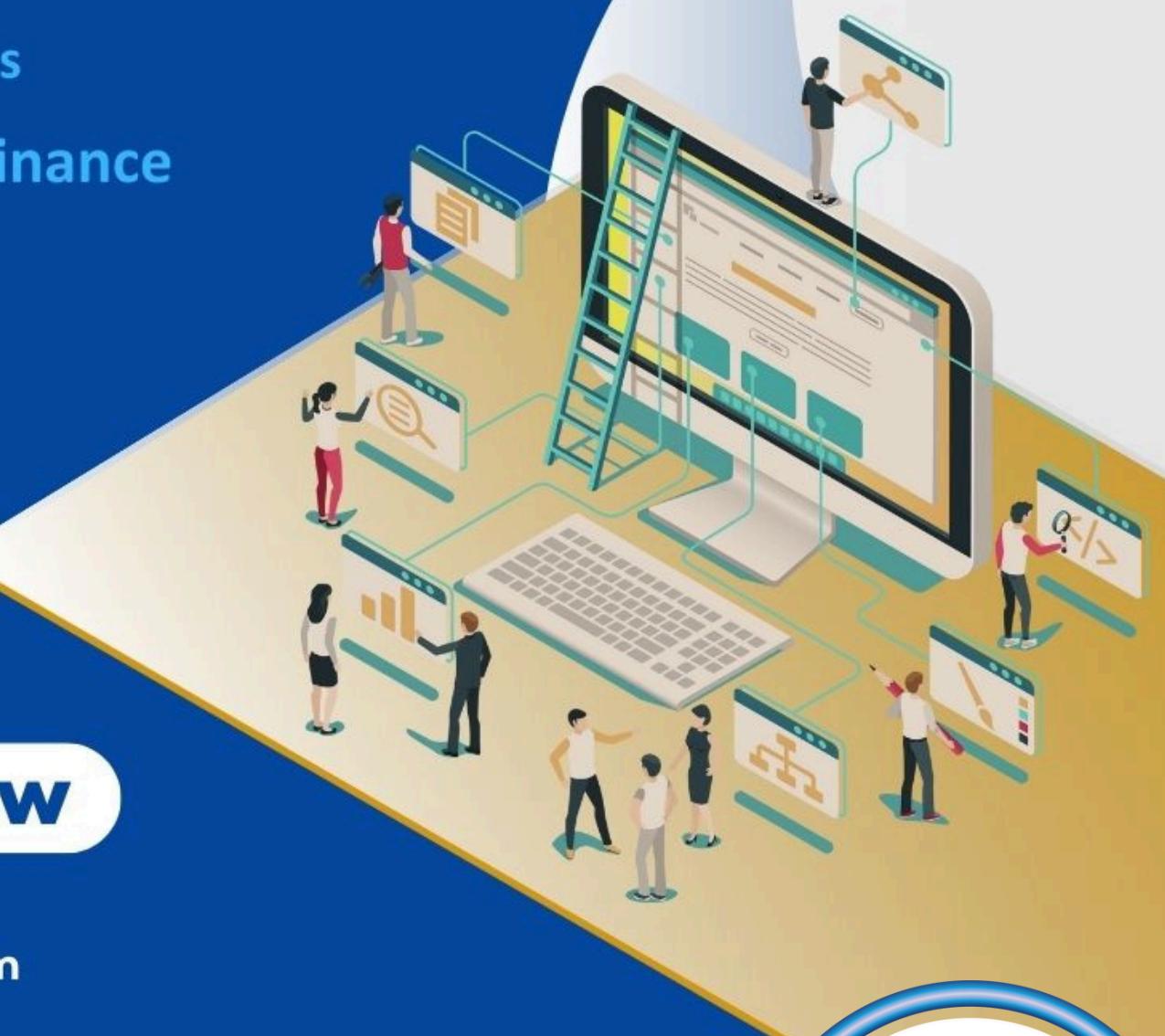
Human Resources

Accounting & Finance

Graphic Design

Logistics

Translation



Book Now



More Information
remotley.com



REMOTELY

Client Testimonial Post



Facebook Ad Campaign

Ad Copy:

"Running a business is tough—finding the right talent shouldn't be. With **REMOTELY**, get expert help in marketing, accounting, HR, and more, without long-term commitments. Flexible, affordable, and tailored to your needs!"

CTA:

"Find your Expert NOW!"

The advertisement features the REMOTELY logo at the top left, consisting of a blue circular icon with a network of dots and lines, followed by the word "REMOTELY" in a bold, sans-serif font.

The main headline reads: **Struggling with your business tasks?**

A call-to-action button contains a magnifying glass icon and the text **Find Your Expert Now!**

A phone number **+123-456-7890** is displayed below the CTA button.

The background image shows three professionals in a modern office setting, each working on a laptop. They are positioned around a large, glowing blue circular interface that looks like a digital brain or a network hub, symbolizing connectivity and expertise. The office has large windows overlooking a city skyline at dusk or night.

Google Ads Campaign

Keywords:

- Virtual assistants in Saudi Arabia.
- Remote marketing help UAE.
- Outsource accounting in Egypt.

Ad Copy:

Find top virtual experts for your business needs in Saudi Arabia, UAE, and Egypt. Flexible plans. Expert talent. No long-term commitments."

CTA:

Join Us Today!"



Email Marketing Campaign

REMOTELY

Hi

Are you struggling to find the right talent for your business without the overhead of full-time hires? Remotely is here to provide you with flexible, expert-driven solutions that allow you to scale your operations quickly and efficiently! With Remotely, you get on-demand access to pre-vetted virtual experts across various business functions, including:

- Human Resources
- Digital Marketing
- Accounting & Finance
- Graphic Design
- Administration and more!

Why Choose Remotely?

Personalized Service: A dedicated account manager ensures we match the right talent to your specific needs—no need to browse multiple platforms. Cost-Effective: Reduce overhead by hiring experts only when needed. Cultural and Market Expertise: Specializing in the Arabic-speaking market, we understand your business needs and offer localized solutions.

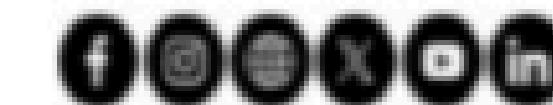
Want to learn more about how we can help? Schedule a free consultation today and let us show you how we can support your business goals.

Looking forward to working with you!

Best regards,



Book Your Free Consultation Now



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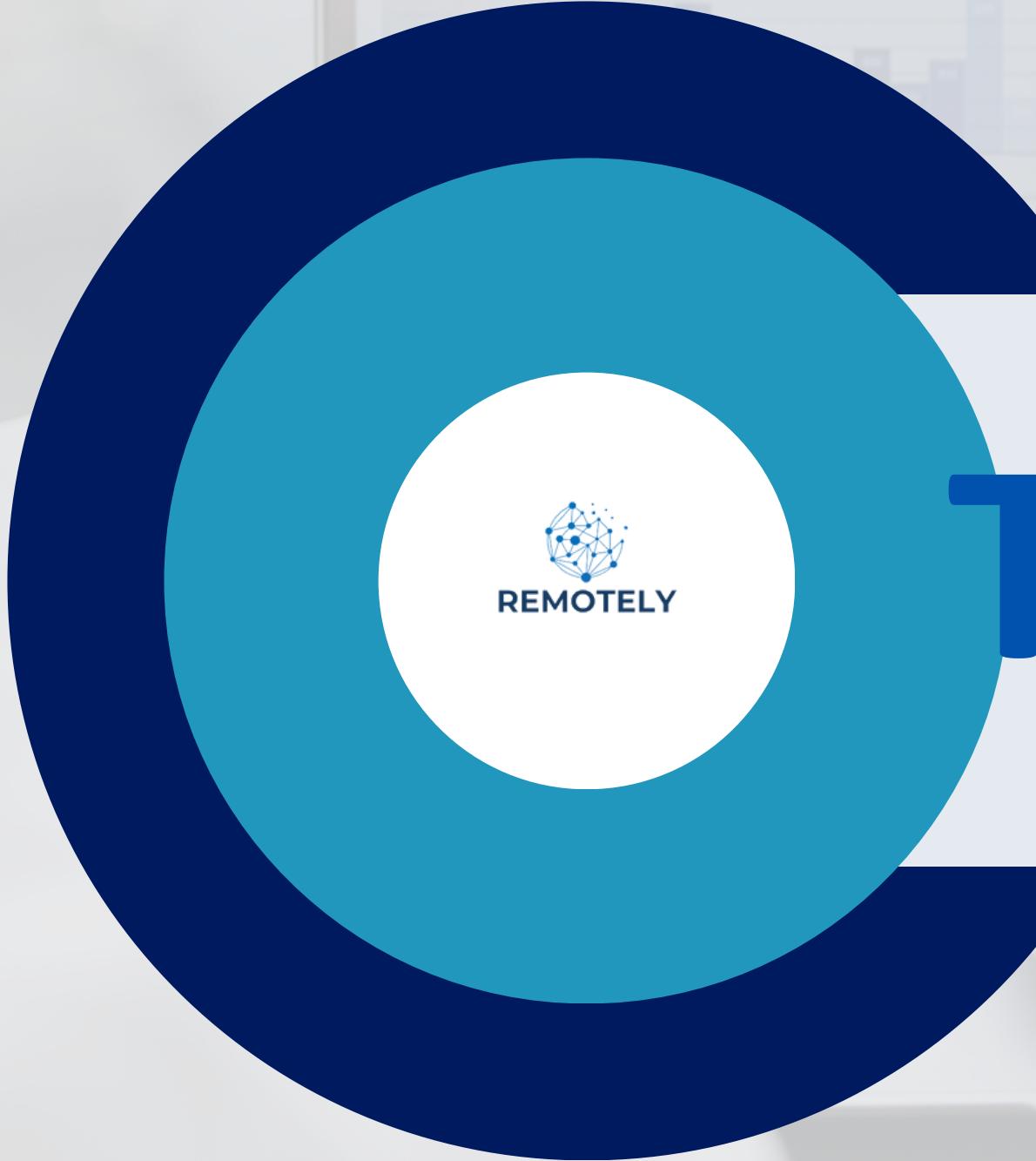
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"Keep an open mind and think again. Life will continually surprise you. Nothing is permanent and you shouldn't be a slave to your assumptions."

RREMOTELY



THANK YOU



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