Egypt and the Arab region

Rankify
Marketing Agency

Rankify

Company Profile & Selected Work

An integrated Marketing Agency
Focused on Performance and Growth.

01



Content &Creative Production

Social media, design, video editing, and photography.

Performance Marketing

Strategy, campaign planning, and paid advertising management.

Websites & Lead Management

Websites, landing pages, and lead data management within an existing CRM system.

02



Who We Are

Rankify is an Egypt-based marketing agency , focused on performance and business growth.

We work with established businesses to understand their offer and customer journey, set priorities, and coordinate the marketing activities needed at each stage. Every scope of work connects strategy, execution, and measurement.

03



Our Vision

For marketing connected to sales to become a foundation for growth decisions across Egypt and the Arab region.

Our Mission

To help established businesses organize their marketing around clear commercial objectives by diagnosing needs, connecting execution, and turning available data into actionable decisions.

04

Who we work with

Businesses with existing sales and products or services that have demonstrated market demand.

Teams able to follow up on enquiries and deliver on customer needs.

Decision-makers willing to share relevant information and align on a clear business goal.

What you can expect

A coordinated way of working, with defined priorities, an integrated scope, clear responsibilities, and regular reviews to help determine the next step.



The Rankify **Growth System**

01

Understand

We review the business, its offer, audience, and current performance to identify the stage limiting progress towards an enquiry or purchase.

02

Plan

We define messaging, channels, priorities, and performance indicators, then agree on a clear scope of deliverables and responsibilities.

03

Execute

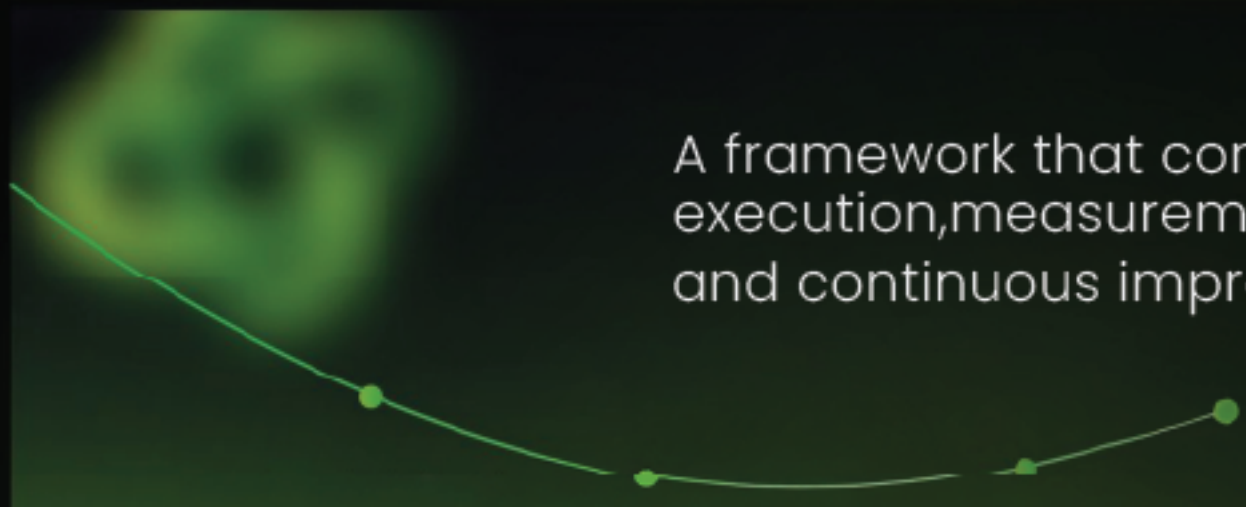
We produce marketing assets, launch agreed activities, and coordinate the content, advertising, production, and web teams.

04

Measure & Optimize

We review results and use test findings and your team's feedback to refine messaging, campaigns, and customer experience.

The Rankify **Growth System**



A framework that connects strategy with execution,measurement
and continuous improvement.

We start with

the business goal and identify where customers are getting held back along the buying journey. We then connect content, campaigns, website experience, and follow-up, using performance results and sales-team feedback to identify improvement opportunities.



The priority might be to improve lead quality, increase conversion rates, or understand the impact of marketing spend. We select the services that best address the project's needs.

Rankify

Our Service Areas

Four specializations that work together according to each project's priorities:

- Strategy & Advertising Campaigns.
- Content, Design & Brand Identity
- Production & Digital Experience
- Analytics, Tracking & Lead Management


OUR SERVICE AREAS
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Strategy & Advertising Campaigns

01

Deliverables — Depending on the Agreed Scope

Marketing strategy and implementation plan, channel and budget allocation, campaign structure, testing plan, and performance reviews.

Marketing Strategy & Planning

We review the market, competitors, audience, and offer to determine the most suitable messaging and channels. We translate these insights into a marketing strategy, implementation plan, and clear performance indicators.

Performance Marketing & Paid Campaign Management

We plan paid campaigns and manage their budgets across Meta, Google, TikTok, and other platforms suited to the project's goals. We test audiences, messaging, and ad creative, then review costs and the quality of leads or orders to improve performance.

Search Engine Optimization (SEO)

When SEO is included in the scope of work, we evaluate organic search opportunities, identify improvements to the website and content, and monitor SEO performance separately from paid campaigns.

- Performance reviews with the next actions and responsibilities.



Content, Design & Brand Identity

02

Deliverables — Depending on the Agreed Scope

Content pillars and calendar, copy and designs, advertising assets, and the agreed visual identity elements and applications.

Content & Social Media Management

We define the content strategy, its pillars, the brand's tone of voice, and key messages. We write social posts, advertising copy, and video scripts, and organize the content calendar and publishing across the agreed platforms.

Design & Visual Identity

We translate messages into visual assets suited to each platform and consistent with the brand's identity. When included in the scope, we develop visual identity elements and their applications across marketing materials. We develop and test creative variations, and adapt messaging in Arabic and English for the intended audience.



Production & Digital Experience

03

Photography & Video Production

We photograph products, places, and people, and produce videos for campaigns and social media. Depending on the scope, this includes concept development, scripting, preparation, shooting, editing, and motion graphics.

Deliverables: Creative concept, shoot plan, and photographs or videos in the agreed dimensions and formats.

Websites & Landing Pages

We design websites and landing pages that clarify the offer and make it easier to enquire or buy. We align advertising messages with page content and review the mobile experience, forms, and opportunities to improve conversion.

Deliverables: Website structure and content, design and development, enquiry or purchase forms, and the agreed tracking setup.



Analytics, Tracking & Lead Management

04

Websites & Landing Pages

We design and develop websites, online stores and landing pages around the offer and customer journey. The work can include content, user experience, forms or checkout and mobile review.

CRM & Lead Management

We organise source data, lead stages, follow-up ownership and status monitoring in your existing CRM. We use sales feedback to inform marketing decisions. Your team handles sales follow-up and closing.

Measurement across the journey

Conversion tracking may include GA4, GTM, pixels and CAPI, subject to project needs, permissions and technical feasibility. We agree event definitions and test the setup.

Typical deliverables

- Agreed site or page structure, design and development.
- Defined conversion events and tested tracking where feasible.
- CRM stages, data fields and a lead-review workflow.

Illustrative lead stages adapted to each business

New enquiry → **Contacted**
Qualified → **Meeting or quote**
→ → → **Customer**

Strategy, Content & Campaigns

Design & Visual Content

Photography & Video Production

Rankify

Our Selected Work

Examples of our work across strategy, content, design, advertising, photography, video production, and editing. We connect planning with execution through a scope shaped by each project's goals. We present work in terms of the challenge, objective, our role, and deliverables; when reliable performance data is available, we also specify results, their measurement period, and data sources.


Selected
Work
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Strategy, Content & Campaigns

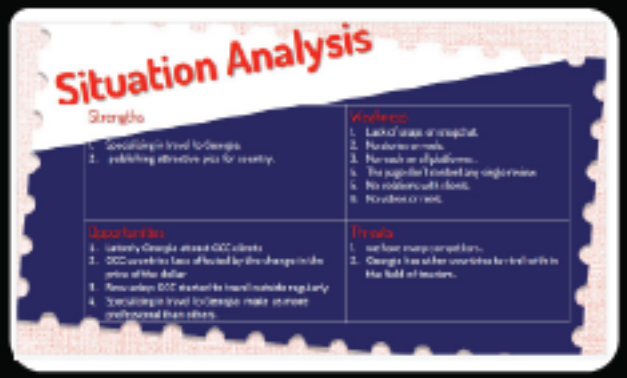
Selected examples of marketing strategies and plans, content planning and copywriting, advertising, and campaign management. These illustrate how we connect commercial objectives with messaging, execution, and performance reviews.

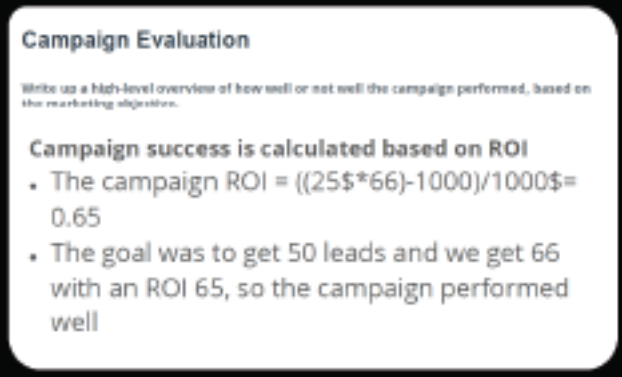



Target Audience
Class : A+ / A
Location: GCC countries(Bahrain - Kuwait - Oman - Qatar - Saudi Arabia - United Arab Emirates)
Gender : all genders (males and females)
Age: from 15 to 50.


Content idea
Objective
tone of voice
Media
Design ref
channels
written content


Ads Plan
Instagram 1000 dollars per month
Google ads 500 dollars per month
Snapchat 700 dollars per month
Tiktok 300 dollars per month
Facebook 100 dollars per month for page likes

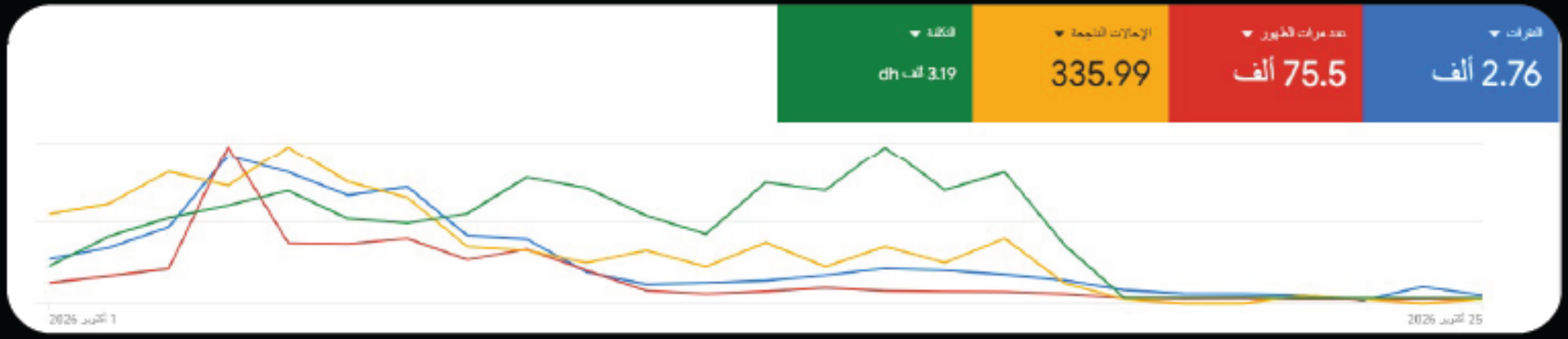

Situation Analysis
Strengths
Weakness
Opportunities
Threats


Campaign Evaluation
Write up a high-level overview of how well or not well the campaign performed, based on the marketing objective.
Campaign success is calculated based on ROI
The campaign ROI = ((25$*66)-1000)/1000$= 0.65
The goal was to get 50 leads and we get 66 with an ROI 65, so the campaign performed well

Ads & Content


Ad sets
Ads
Duplicate
Edit
A/B test
More
Columns: Performance
Breakdown
Campaign
Results
Cost per result
Budget
Amount spent
Impressions
Reach
Lead Generation — 11-10 — ABO
Lead Generation — 09-10 — ABO
Lead Generation — 05-10 — Maximize Leads
Lead Generation — 30-9 — Maximize Leads
Lead Generation - Massine — 22-9 — CBO

Certified Translation Services (UAE)



Google Ads

Legal & Professional Services (KSA)



Google Ads

Design & Visual Content

Selected examples of visual identity applications, social media designs, carousels, and advertising materials that communicate each brand's message with clarity and consistency.



Excellent House

Excellent House Translation Services provides expert translation services for various sectors.

Dubai, UAE



Rankify Visual Portfolio

Ryzen Laptop Store

For importing laptops: We recommend the most suitable laptop based on your specific needs and budget.Top-quality (Grade A) units – Shipping available







Rankify Visual Portfolio

LangX

A pioneer multilanguage translation company covering many specialized fields..
Egypt, BeniSuef















Photography & Video Production

Selected examples of photography, video production, editing, and motion graphics created to present products, places, and ideas in formats suited to each brand and platform.

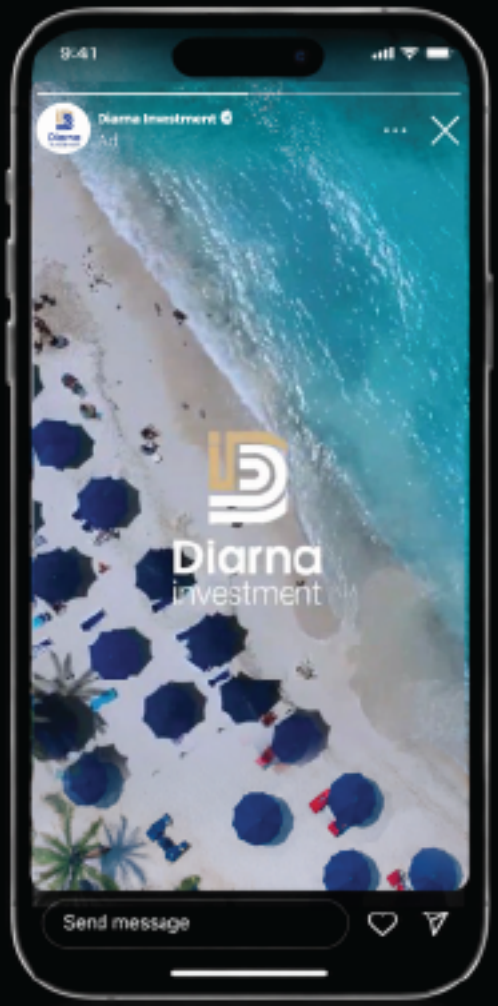



Selected Work
Selected examples of photography, video production,

Diarna Investment

Selected Work ...







RYZEN LAPTOP STORE

Selected Work • • •



The Rankify Team

Strategy, coordination, campaigns, content, creative, production, websites, and the agreed measurement or CRM-management responsibilities.

How We Work With You

Clear Ownership & Meaningful Measurement

A core team and project-specific specialists work within an agreed plan, with a designated point of contact and defined review process.

Your team

Accurate information about the offer, appropriate access and data, timely approvals, and consistent recording of follow-up and sales outcomes.

What We Review Together

Lead quality and cost

We agree on a clear definition of a qualified lead and measure its cost over a specified reporting period.

Progress Through the Sales

We identify where opportunities move forward and where they stall, based on the available website and CRM data.

Business Outcomes

We monitor orders, sales, or the agreed business result when reliable data is available.

Start with **your business goal**

Tell us what you offer, who you serve, and what you want to improve. Together, we can identify the most suitable next step.

Ongoing Marketing

Coordinated strategy, execution, optimization, and performance reviews within an agreed scope.

Clearly Defined Projects

A website, landing page, e-commerce store, visual identity, or production project, with clear deliverables and milestones.



FROM DISCUSSION TO EXECUTION

Clear Costs Before Execution
Agency fees are separate from advertising spend. Production, website development, and other project costs are itemized in the proposal according to priorities and required resources.

1

Discuss & Review
We assess project fit, objectives, and current performance, and determine the diagnosis needed.

2

Propose & Agree
We define the scope, deliverables, responsibilities, timeline, and costs before contracting and payment.

3

Prepare & Execute
We arrange access, approvals, and baseline measurement, then begin execution and reviews.



Tell Us About Your Business & Current Goal

Share your product or service, target market, and website or social media page if available. We will align with your team on objectives and review dates.



Sales outcomes also depend on offer quality, pricing, follow-up, and the capacity to deliver the product or service.

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Egypt and the Arab region

Arabic and English delivery