

Media  **clout**

Our goal is your success

PRESENTATION BRIEF

PRESENTATION

OUR GOAL IS YOUR SUCCESS

WWW.MEDIACLOUTAGENCY.COM



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TRANSFORMING VISIONS INTO REALITY



INTRODUCTION

Media Clout is a global full-service digital marketing agency dedicated to helping brands grow, engage, and convert audiences through strategic account management, innovative marketing, and impactful content creation. This proposal outlines a tailored plan designed to elevate your brand presence, streamline your digital operations, and drive measurable business growth.

THE CAMPAIGN

OBJECTIVES

- Strengthen brand visibility and engagement across digital platforms
- Develop and manage a cohesive marketing strategy aligned with business goals
- Create high-quality, consistent content that resonates with target audiences
- Optimize performance through data-driven insights and continuous improvement

STRATEGY OVERVIEW

1. Discovery & Research: Understand brand goals, audience, and competitors
2. Strategy Development: Build a customized marketing roadmap
3. Execution: Launch campaigns and content initiatives
4. Optimization: Monitor performance and refine strategies for maximum ROI





PROPOSED SERVICES

1. Account Management:

- Dedicated account manager to oversee all marketing activities and place targeted ads according to budget
- Strategic planning and performance tracking
- Regular progress meetings and transparent reporting (monthly)
- Consistent posting and hashtag utilization for organic growth

PROPOSED SERVICES

2. Digital Marketing:

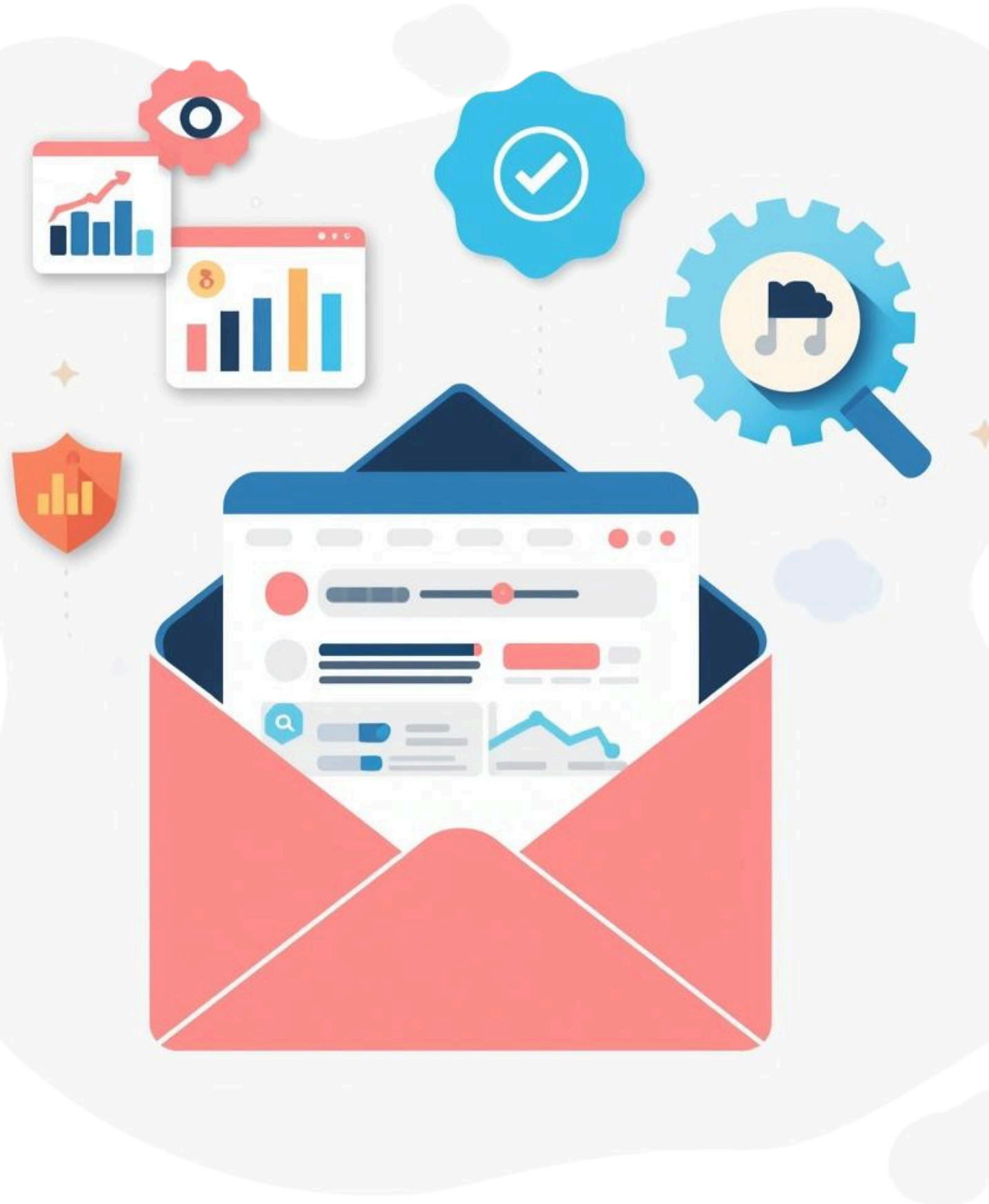
- Account management services
- Social Media Marketing: Strategy, content scheduling, community management, and paid campaigns
- Pay-Per-Click (PPC) Advertising: Google Ads, Meta Ads, and retargeting campaigns
- Analytics & Reporting: Monthly performance reports with actionable insights. KPIs: Accounts growth analytics (Engagement, followers etc..) & Ad conversion



PROPOSED SERVICES

3. SEO & Email marketing:

- Email Marketing: Automated campaigns, newsletters, and audience segmentation
- Search engine optimization (SEO): we handle both off and on site SEO taking care of the ranking of the website as well as use keywords. KPIs: website growth analytics (number of website visitors, clicks etc..) & email subscribers



PROPOSED SERVICES

4. Content Creation:

- Visual Content: Photography, videography, and branded graphics
- Copywriting: Engaging captions, blog posts, and ad copy
- Creative Campaigns: Storytelling-driven content to boost engagement
- Brand Consistency: Ensuring all content aligns with your brand identity and tone.





PROPOSED SERVICES

5. Master marketing package:

- Account Management: This includes all of the services mentioned in this package
- Digital Marketing: This includes all of the services mentioned in this package
- Content Creation: This includes all of the services mentioned in this package

PROPOSED SERVICES

6. Recruitment:

First month of paid salary.

- Place targeted recruitment ads on your companies behalf to target the talent with the requested specifications and experience
- Filter through and interview over 2,000 candidates in our database plus candidates from ads to narrow the scope down to five qualified applicants
- After narrowing the candidates, we share their information with your management and HR department to confirm that they are fit for the role and see if your company has any preference with these top talent.
- Then we hire after a final round of interview which your management or HR department can be included in final interview round to ask any specified questions although not required
- After the talent has been picked out and confirmed for the position, media clout will be responsible to set up all offer letters and legal paperwork to hire this candidate on your companies behalf as well as negotiate salary.
- The average scope for the service is two weeks



Additional services



Influencers marketing

Media Clout has a strong in house network of both macro and micro influencers that we can connect our clients with according to campaign needs

Field marketing

Media Clout is pleased to offer this additional service of traditional marketing through our trusted contractors upon request

WHY MEDIA CLOUT

- Experienced global team of digital strategists, content creators, and account managers
- Proven track record of delivering measurable results
- Data-driven approach with creative execution
- Commitment to client success and long-term growth
- 5 star google rating from previous clients
- Over 10 years of experience

Content portfolio

Click here to view a sample
of our content <https://mediacloutagency.my.canva.site/>



TRUSTED BY

HYPER ONE EGYPT



- Media Clout was responsible for a full awareness campaign to raise the amount of shoppers who visit hyper one over competition we were able to successfully raise this number through our creative, digital marketing skills by 88% using facebook ads and our content creation services

DAMAC PROPERTIES UAE, DUBAI



- Media Clout was able to help this. Brand achieve its goal of reaching foreign investors to purchase their new properties from a new project launch in Dubai. through our social media management and dedicated digital marketing team, we were able to target these clients through precise ads and had a conversion rate of over 33% of ad spending

SBARRO NYC



- Media Clout was able to drive local traffic and online orders. Through our Local SEO, Google Ads, and social media promotions services. After our calculated approach Sbarro pizza established market presence for its NYC brand in local Egyptian pizza market scene, increasing brand recognition and resulting in 40% increase in website traffic and 30% boost in online Pizza orders.

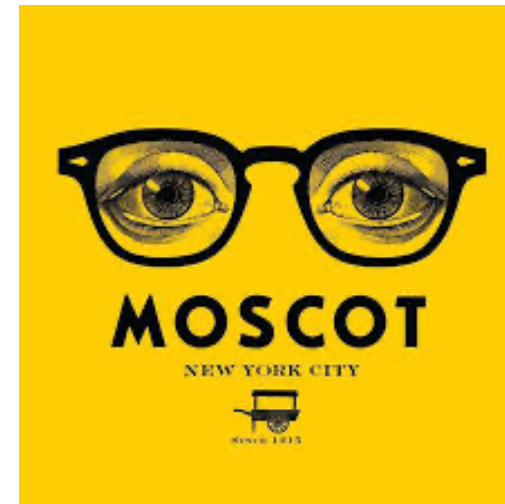
TRUSTED BY

AL WATANIA GROUP OF AWQAF INVESTMENT



- Media Clout was responsible for a new project launch called Sama Aswan which was a new real estate launch in Aswan Egypt and through our market research efforts, creative graphic design team we were able to make scroll stopping content that showed great results after combining it with our meta ads. This client saw a sales increase of 120% within the first 6 months of launching

MOSCOT EYEWEAR



- Media Clout was able to help this brand increase brand awareness and online sales within the MENA region through our social media campaigns, influencer partnerships, and targeted ads, resulting in a 250% increase in engagement and a 180% growth in online sales within 9 months.

QUEST NUTRITION



- Media Clout was able to increase sale for a new product drop using our influencer marketing approach in the fitness industry, content creation, SEO and Meta & snapchat ads. This resulted in a 3x increase in sales overall and improved brand visibility measured by a 400% increase in followers and a 110% jump in website visits.

Next Steps

Review and approve the proposal

After approval, we will set up an engagement letter that both parties must sign covering the services and fees.

Begin onboarding and strategy implementation

Start seeing results!

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THANK YOU

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ANY QUESTIONS ?

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