




Viral Media

GO VIRAL OR GO HOME!

A man with dark hair, a beard, and glasses, wearing a blue button-down shirt, is smiling broadly while holding a tablet computer. He is in the foreground, looking down at the device. In the background, two women are seated at a wooden table, focused on their work. The setting is a bright, modern office or meeting room with large windows and a bookshelf.

Brand Strategy, Digital Marketing, Offline Advertising

# OUR STORY •

## **WE LIKE TO CREATE A BUZZ AROUND ANYTHING WE DO.**

We will help you enhance your brand identity in the way that matches your company's goals and objectives.

Viral Media combines a data-driven approach with digital and traditional marketing knowledge to deliver outstanding results to our clients.

## **WE GET YOU CLOSER TO YOUR BUSINESS GOALS**

We'll help you strengthen your brand visibility online and offline, including: public relations, outdoor advertising, search engine optimization, affiliate marketing, PPC advertising, social media marketing, and more.

The logo for Viral Media is located in the top right corner. It features a large, stylized yellow letter 'V' with a black outline. Below the 'V', the words 'Viral Media' are written in a black, sans-serif font. The logo is partially overlaid by a yellow circular shape on the left and a black circular shape on the right.

Viral Media





A STRATEGIC MARKETING AGENCY

# WHAT WE DO ●

- Brand Strategy
- Public Relations
- Digital
- Creative
- Media
- Inbound Marketing

The logo for Viral Media is located in the top right corner. It features a large, stylized yellow shape resembling a leaf or a drop, with a black diagonal bar cutting through it. Below this shape, the words "Viral Media" are written in a black, sans-serif font. To the right of the text, there are thin black lines forming a partial circle and a yellow circle below it.

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# BRAND STRATEGY

The logo for ViralMedia is located in the top right corner. It features a stylized black 'V' shape with a yellow circle above it, all contained within a white curved shape. Below this graphic, the text 'ViralMedia' is written in a yellow sans-serif font. There are also some faint yellow circular lines in the background of the logo area.

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POSITIONING YOUR BRAND FOR COMPETITIVE ADVANTAGE

# BRAND STRATEGY •

Differentiation is harder and harder to come by.

So, we follow a process that helps show your customers why your company and its products are a better choice than your competitors - this is essential to your success.

We help our clients uncover their competitive advantage, their unique selling points, and then set a course for their expression.

Here are the steps that we follow:

- Target Audience Research, Profiling and Persona Development
- Market and Competitor Analysis
- Brand Positioning Assessment
- Communications & Content Strategy Strategy
- Brand Identity and Brand Standards Development



# PUBLIC RELATIONS

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BUILDING CONNECTIONS AND TRUST



# PUBLIC RELATIONS •

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We are professional storytellers. We uncover the stories waiting to be told and find creative ways to bring them to life through the news media.

We work with journalists, radio hosts, TV show hosts, brand reps, influencers.... all to build meaningful connections between our client brands and their core audiences.

DIGITAL

The logo for ViralMedia is located in the top right corner. It features a stylized white shape resembling a speech bubble or a leaf, containing a black vertical bar and a yellow circle. Below this graphic, the text "ViralMedia" is written in a yellow, sans-serif font.

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A photograph of three business professionals in a meeting. A woman with dark hair in a blue and white striped shirt is smiling and looking towards a man with dark curly hair in a black blazer over a white t-shirt. They are both looking at a laptop screen. A woman with long blonde hair in a light blue shirt is seen from the back, also looking at the laptop. The setting is a modern office with large windows and indoor plants.

GAIN CUSTOMERS, AND GROW YOUR BOTTOM LINE

# DIGITAL •

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Being successful online requires good data, discipline and a great digital marketing partner. We can help you achieve your goals by creating a customized digital strategy that incorporates the latest technologies and tactics.

You'll work with a team of digital professionals who will continually optimize and manage your plan to generate the traffic, leads and sales - all you need to be a winner online.

# HERE ARE THE TOOLS WE USE TO WORK FOR YOUR BUSINESS:



## Digital Marketing:

- Content Marketing
- Social Media Strategy
- Inbound Marketing Strategy
- Lead Generation
- Email Marketing
- Search Engine Optimization (SEO)
- Online Reputation Management
- Pay Per Click (PPC) Management
- Video Production
- Webinar Production
- Reporting and Analytics

## Website Development:

- Content Strategy and Copywriting
- User Experience Design
- User Interface Design
- Responsive Web Design
- Ecommerce Website Development
- HubSpot Integration
- WordPress Blog Design
- Website Audits
- Hosting and Management



CREATIVE

The logo for ViralMedia, featuring a stylized white shape resembling a leaf or a drop with a black vertical bar and a yellow circle above it, all set against a dark background.

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THE BIG IDEA : GO VIRAL OR GO HOME!

# CREATIVE ●

Our job is to drive interest in your brands and help you tell your stories in an interesting, authentic, and often entertaining way. And in doing so, you will connect with your customers in a way that lasts even after their last transaction with you.

Our strategists, writers, designers, and directors are deeply skilled and passionate. They are focused on creating work that stands out and delivers results.

Here's a list of the many creative things we do:

- Advertising Campaigns
- Copywriting
- Graphic Design
- Sales Collateral
- Marketing Materials
- Trade Show Booth Design
- Social Media Content
- Film, Video, and Audio
- Photography

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# MEDIA



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## Microsoft Teams

Work remotely without feeling remote.

Sign in

Sign up for free

## Microsoft Teams



Welcome to Microsoft Teams  
A happier place for teams  
work together.

Sign-in address

Sign in

Get help with signing in

Sign up for free

STRATEGIC MEDIA SOLUTIONS FOR AN EVER-CHANGING WORLD

# MEDIA •

Nothing is as dynamic as today's media landscape.

New technologies, new channels and new media are changing the approach to planning and buying media every day.

While digital channels have achieved a dominant role in much of our work, traditional media has its place in generating awareness and consideration. The key is knowing how to create the mix, delivering the right message in the right place at the right time.

Our in-house team and its partner network are ready for your next challenge.

## Our media services include:

- Media Strategy
- Media Negotiation and Placement
- Pay-Per-Click (PPC)
- Programmatic Display
- Native
- Retargeting
- Digital Video
- Paid Social
- Television
- Radio
- Print
- Data Analytics and Reporting

A graphic in the top right corner featuring a yellow curved shape, a black diagonal bar, and a yellow circle, with the text "Viral Media" in white.

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# INBOUND MARKETING

The logo for ViralMedia is located in the top right corner. It features a white, curved shape resembling a stylized leaf or a speech bubble. Inside this shape, there is a black vertical bar and a small yellow circle. Below the white shape, the text "ViralMedia" is written in a yellow, sans-serif font. To the right of the text, there are several thin, overlapping circles in black and yellow, creating a network-like pattern.

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ATTRACT LEADS, CLOSE CUSTOMERS

# INBOUND MARKETING •

You provide a specific product or service. It's not for everyone; it's not even for most people. So why would you want to run advertising that reaches most people?

Inbound marketing is about identifying prospects, creating useful and engaging content just for them to interact with and then turning those interactions into customers that grow your business.

By leveraging your category expertise and inbound marketing best practices, we create an integrated, streamlined system that attracts leads, qualifies them and nurtures them until they are ready to close.

We use the following to grow your business:

- Prospect Segmentation
- Persona Development
- Inbound Marketing Strategy
- Content Strategy
- Content Marketing
- Blog Design
- Marketing Automation
- Account-Based Marketing
- Landing Pages
- Lead Generation
- Lead Nurturing

The logo for Viral Media is located in the top right corner. It features a large yellow curved shape on the left, a black vertical bar in the center, and a thin black line that curves around the top and right sides. The text "Viral Media" is written in a white sans-serif font across the yellow shape.

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# OUR CLIENTS





# OUR PROJECTS

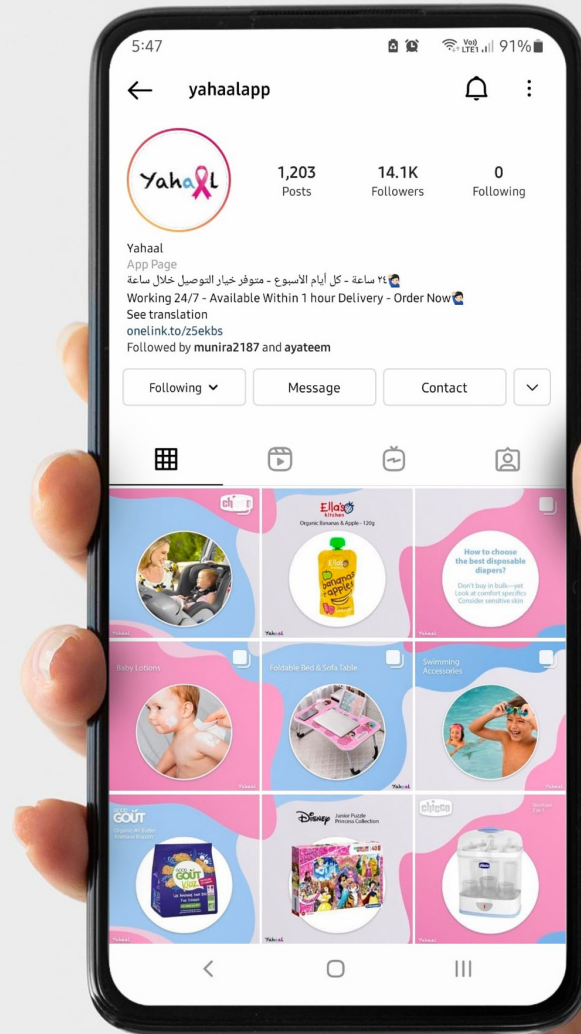
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# Yahaal

## INSTAGRAM GRID



# Yahaal

GOOD  
GOÛT



Yahaal

INSTAGRAM POSTS

# Yahaal

ELARI®

Kidphone 2  
Kids Smart Watch



Yahaal

ELARI®

"الاري كيدفون 2" ساعة ذكية للأطفال

- شاشة لمس ملونة
- حماية من الماي
- وضعية المدرسة
- زر النجدة
- واجهة ايموجي
- وظيفة مراقبة الصوت عن بعد
- إضافة مستخدمي كيدفون 2 إلى قائمة الأصدقاء
- الدردشة الصوتية، وإرسال ايموجي عبر تطبيق "سيف فاميلي"

"Elari Kidphone 2" Kids Smart Watch

- Colorful touchscreen
- Protection from water
- Class room mode
- Dedicated SOS button
- Emoji-themed interface
- Remote audio-monitoring function
- The ability to add other KidPhone 2 users to friend-list
- Voice chat, ability to send Emoji via SafeFamily app

Yahaal

INSTAGRAM STORY POSTS

# Yahaal



DIGITAL VOUCHERS





LEARN MORE ABOUT  
**HOW YOU CAN GET AHEAD OF THE COMPETITION**  
BY CREATING 3D DESIGNS FOR YOUR CLIENTS!

INSTAGRAM POSTS



AL-SEHR AL-DIMACHKI



NEW LOGO OPTIONS



VIRAL MEDIA RECENTLY SIGNED AN AGREEMENT WITH HOMEWAGON:

- PR APPEARANCES ON LOCAL GOVERNMENT AND PRIVATE TV/ RADIO STATIONS
  - INFLUENCER OUTREACH
  - MONTHLY PRESS RELEASES



VIRAL MEDIA HAS ARRANGED A PHOTOSHOOT FOR TRU FLOWERS  
TO PRODUCE 20 0 PHOTOS FOR THEIR WEBSITE.

A TVC IS CURRENTLY IN THE WORKS AND WE WILL START PRODUCTION  
WITHIN 2 WEEKS.

# OUR TEAM

The logo for ViralMedia, featuring a stylized white leaf shape with a black stem and a yellow circle at the top right. The text "ViralMedia" is written in a sans-serif font, with "Viral" in black and "Media" in yellow.

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A modern, open-plan office space with white desks, black chairs, and large windows. The office is filled with green plants. In the background, a staircase and a person walking are visible. The overall atmosphere is professional and collaborative.

WORKING PASSIONATELY TO SERVE YOU BETTER



# OUR TEAM •



Jafar began his career in 1998, gaining unparalleled experience in the media space.

He later establishing himself as a respected Chief Editor of 2 major magazines; Al Deera and Layalina then moved on to focus on digital marketing in 2015 at Sinyar.

Jafar has recently founded Viral Media and is the Chief Executive Officer of the company.

## **JAFAR MOUSAWI**

Co – Founder & CEO

**VIRAL MEDIA**

A graphic logo for Viral Media. It features a large yellow curved shape on the right side of the page. Inside this shape, there is a black stylized 'V' shape. Below the 'V', the words 'Viral Media' are written in a black sans-serif font. To the right of the yellow shape, there is a thin black line that forms a partial circle, and a yellow circle is positioned below it.

Viral Media



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 Viral Media for Advertising & Marketing

 [www.viralmediakw.com](http://www.viralmediakw.com)

