BGC Arabia

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COMPANY PROFILE

2025

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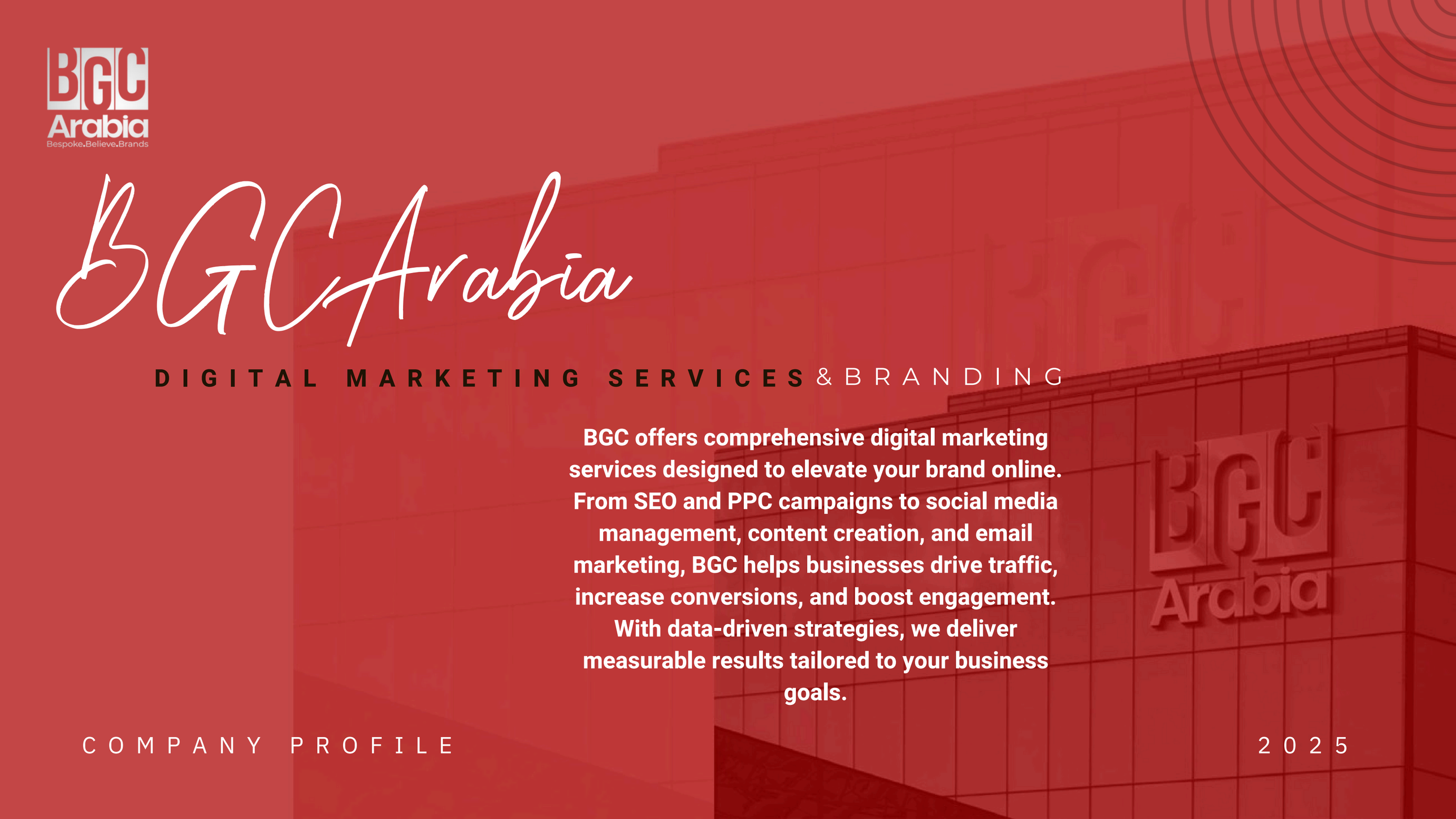
DIGITAL MARKETING SERVICES & BRANDING

BGC offers comprehensive digital marketing services designed to elevate your brand online. From SEO and PPC campaigns to social media management, content creation, and email marketing, BGC helps businesses drive traffic, increase conversions, and boost engagement. With data-driven strategies, we deliver measurable results tailored to your business goals.



COMPANY PROFILE

2025

CEO'S MESSAGE

In the world of marketing, we're not just professionals, we're artists, sculpting brands into living masterpieces. At BGC Arabia, we've made it our mission to unleash the untold potential of every brand, to believe in the bespoke nature of their stories and to craft experiences that set new standards. Welcome to a world where the extraordinary is the norm.

- Minhaj Basri

Founder, BGC Arabia.

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Our MISSION

Our mission is to empower businesses by transforming their online presence into a growth engine. We strive to:

- Deliver Excellence: Provide innovative, data-driven, and creative strategies tailored to each client's unique needs.
- Drive Growth: Help brands achieve measurable results, from increased engagement to higher ROI.
- Build Connections: Foster genuine relationships between brands and their audiences through impactful content and campaigns.
- Empower Clients: Educate and equip businesses with the tools and insights they need to succeed in the digital landscape.
- Stay Ahead: Constantly evolve by embracing emerging trends and technologies in the ever-changing digital marketing world.

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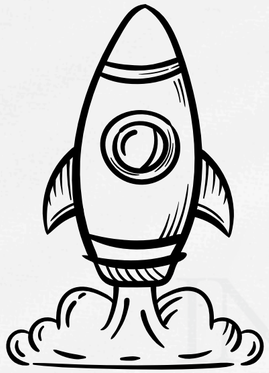
Our VISION

To revolutionize the digital landscape by empowering businesses with innovative, result-driven marketing strategies that foster growth, enhance brand presence, and create lasting connections with customers. We aim to lead the digital marketing industry by delivering customized, impactful solutions that help brands reach their full potential in an ever-evolving digital world.



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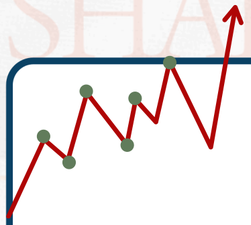

DIGITAL MARKETING WORK

We specialize in crafting customized digital marketing strategies that drive business growth. Our services encompass social media management, influencer marketing, content creation, and performance-driven ad campaigns. By leveraging platforms like Instagram, Facebook, and Google Ads, we help brands connect with their target audiences through engaging content, compelling campaigns, and measurable results. Our expertise extends across various industries, including food, fashion, jewelry, and lifestyle, ensuring that each client receives a tailored approach that resonates with their unique needs. With a focus on innovation and ROI, BGC aims to elevate brands in today's dynamic digital landscape.

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Our SERVICES

- **Digital Marketing**
- **Videography & Photography**
- **Social Media Management**
- **Website Designing**
- **Creative Designing**

Digital Marketing Services

- Email Marketing
- Content Marketing
- Pay-Per-Click Advertising (PPC)
- Search Engine Optimization (SEO)

Videography
& Photography Services

- Event Coverage
- Product Photography & Videography
- Social Media Content Creation
- Professional Portraits

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Creative
Designing Services

- 2D Designing 3D
- Designing
- Animation Video
- Productions

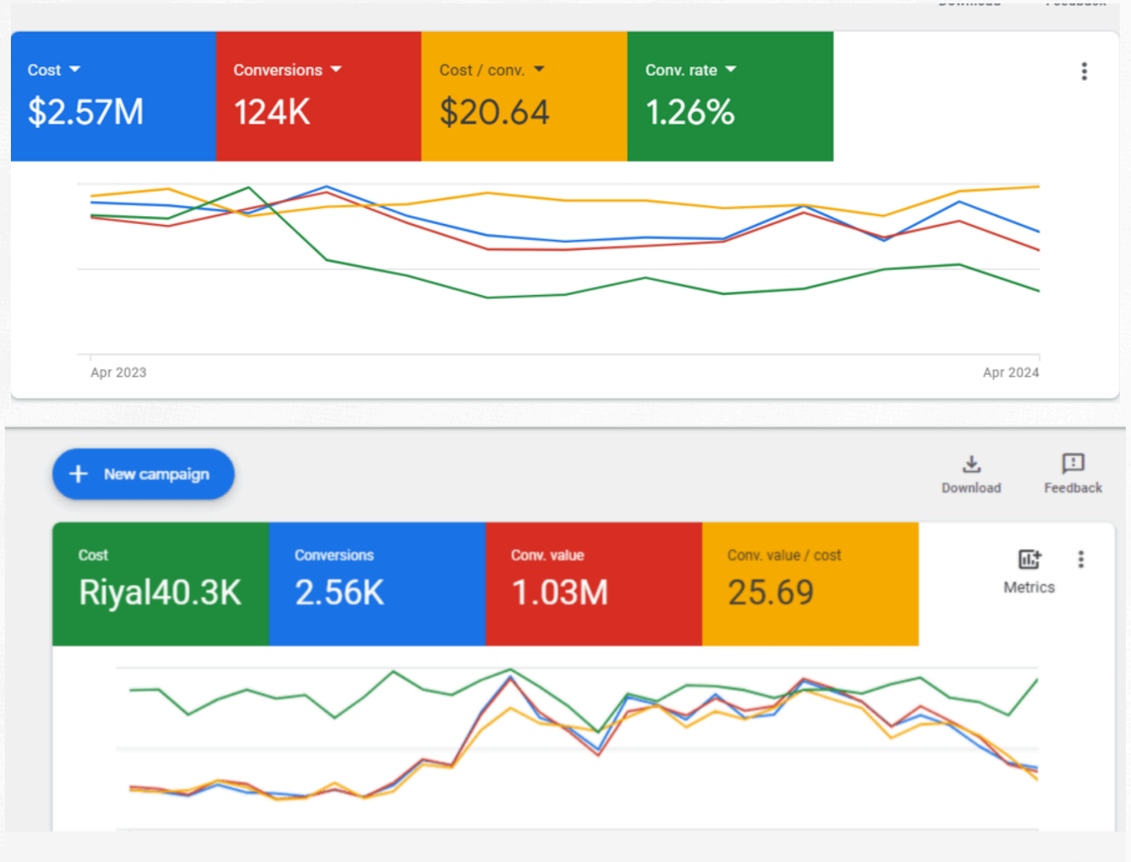
Website
Designing Services

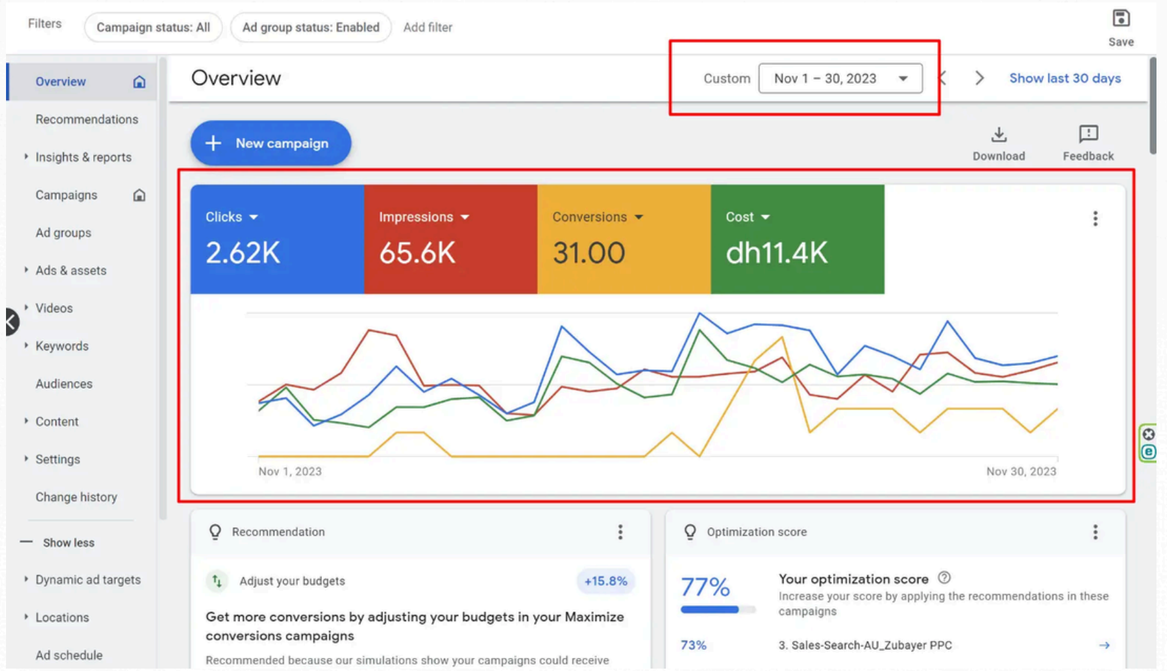
- Custom Website/ Ecommerce Design
- User-Centric Experience
- Responsive Design
- SEO Optimization

Social Media
Marketing Services

- Performance Analytics & Reporting
- Community Management
- Content Creation & Curation
- Strategic Planning & Campaigns

Digital **Marketing**





Google Ads / PPC Example

Digital Marketing

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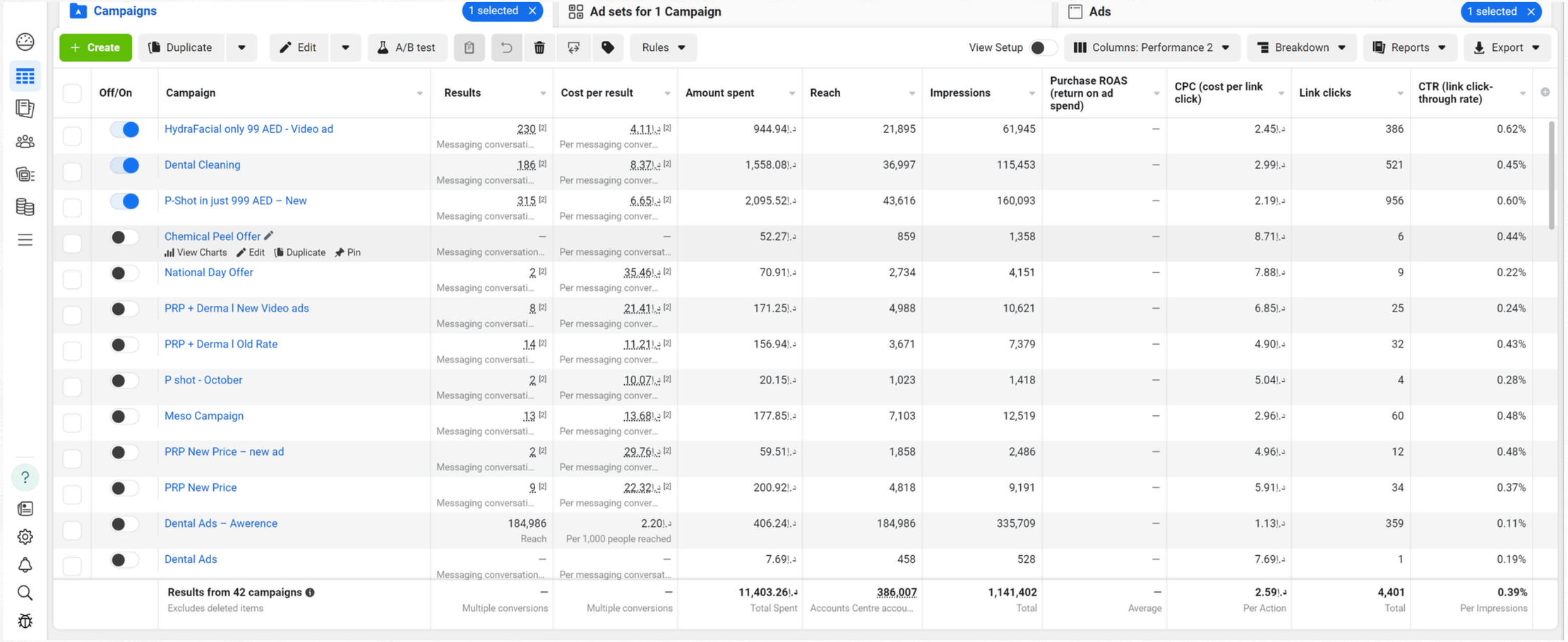

Off/On	Campaign	Results	Cost per result	Amount spent	Reach	Impressions	Purchase ROAS (return on ad spend)	CPC (cost per link click)	Link clicks	CTR (link click-through rate)
On	HydraFacial only 99 AED - Video ad	230 [2] Messaging conversati...	4.11 د.إ [2] Per messaging conver...	944.94 د.إ	21,895	61,945	–	2.45 د.إ	386	0.62%
On	Dental Cleaning	186 [2] Messaging conversati...	8.37 د.إ [2] Per messaging conver...	1,558.08 د.إ	36,997	115,453	–	2.99 د.إ	521	0.45%
On	P-Shot in just 999 AED – New	315 [2] Messaging conversati...	6.65 د.إ [2] Per messaging conver...	2,095.52 د.إ	43,616	160,093	–	2.19 د.إ	956	0.60%
Off	Chemical Peel Offer View Charts Edit Duplicate Pin	– Messaging conversation...	– Per messaging conversat...	52.27 د.إ	859	1,358	–	8.71 د.إ	6	0.44%
Off	National Day Offer	2 [2] Messaging conversati...	35.46 د.إ [2] Per messaging conver...	70.91 د.إ	2,734	4,151	–	7.88 د.إ	9	0.22%
Off	PRP + Derma I New Video ads	8 [2] Messaging conversati...	21.41 د.إ [2] Per messaging conver...	171.25 د.إ	4,988	10,621	–	6.85 د.إ	25	0.24%
Off	PRP + Derma I Old Rate	14 [2] Messaging conversati...	11.21 د.إ [2] Per messaging conver...	156.94 د.إ	3,671	7,379	–	4.90 د.إ	32	0.43%
Off	P shot - October	2 [2] Messaging conversati...	10.07 د.إ [2] Per messaging conver...	20.15 د.إ	1,023	1,418	–	5.04 د.إ	4	0.28%
Off	Meso Campaign	13 [2] Messaging conversati...	13.68 د.إ [2] Per messaging conver...	177.85 د.إ	7,103	12,519	–	2.96 د.إ	60	0.48%
Off	PRP New Price – new ad	2 [2] Messaging conversati...	29.76 د.إ [2] Per messaging conver...	59.51 د.إ	1,858	2,486	–	4.96 د.إ	12	0.48%
Off	PRP New Price	9 [2] Messaging conversati...	22.32 د.إ [2] Per messaging conver...	200.92 د.إ	4,818	9,191	–	5.91 د.إ	34	0.37%
Off	Dental Ads – Awerence	184,986 Reach	2.20 د.إ Per 1,000 people reached	406.24 د.إ	184,986	335,709	–	1.13 د.إ	359	0.11%
Off	Dental Ads	– Messaging conversation...	– Per messaging conversat...	7.69 د.إ	458	528	–	7.69 د.إ	1	0.19%
	Results from 42 campaigns Excludes deleted items	– Multiple conversions	– Multiple conversions	**11,403.26 د.إ** Total Spent	**386,007** Accounts Centre accou...	**1,141,402** Total	– Average	**2.59 د.إ** Per Action	**4,401** Total	**0.39%** Per Impressions

Meta Ads For Facebook, Instagram, Messenger

Digital **Marketing**

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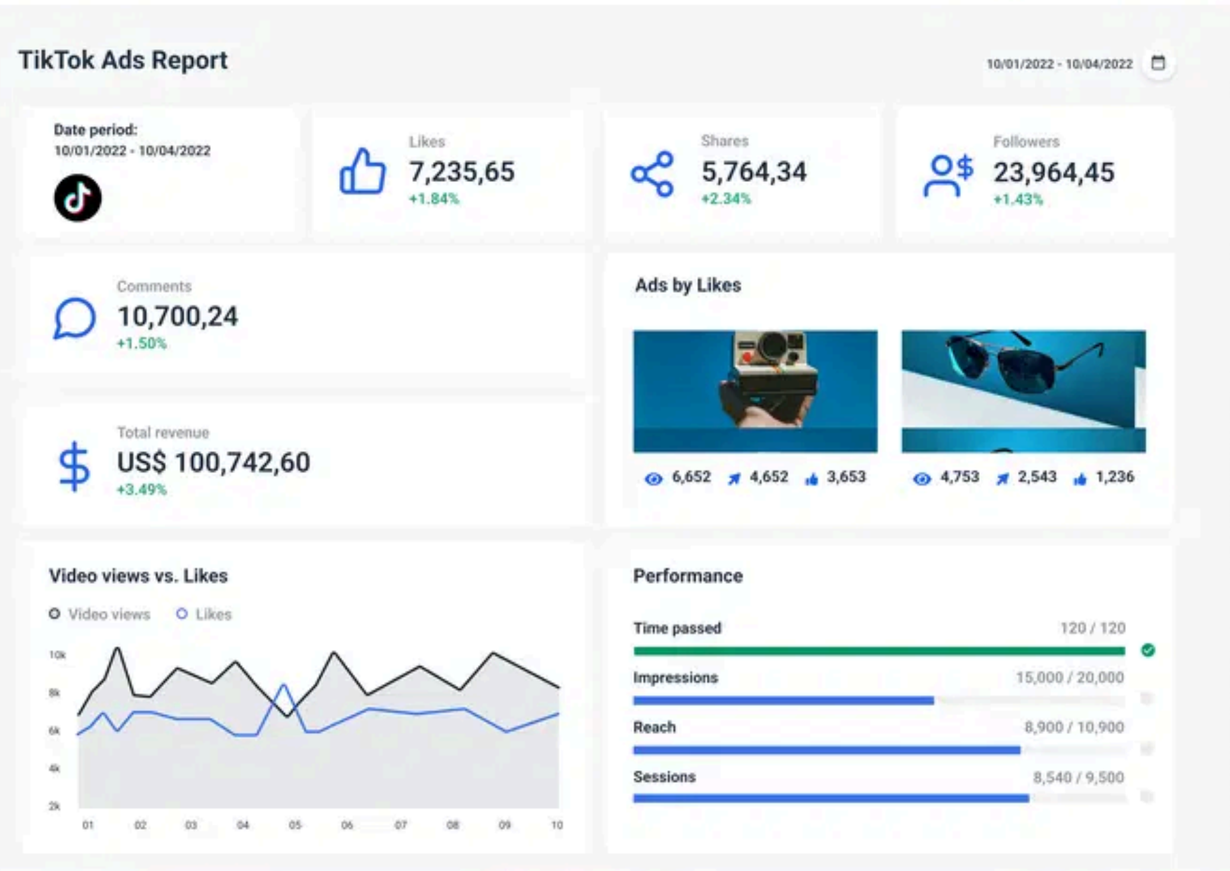
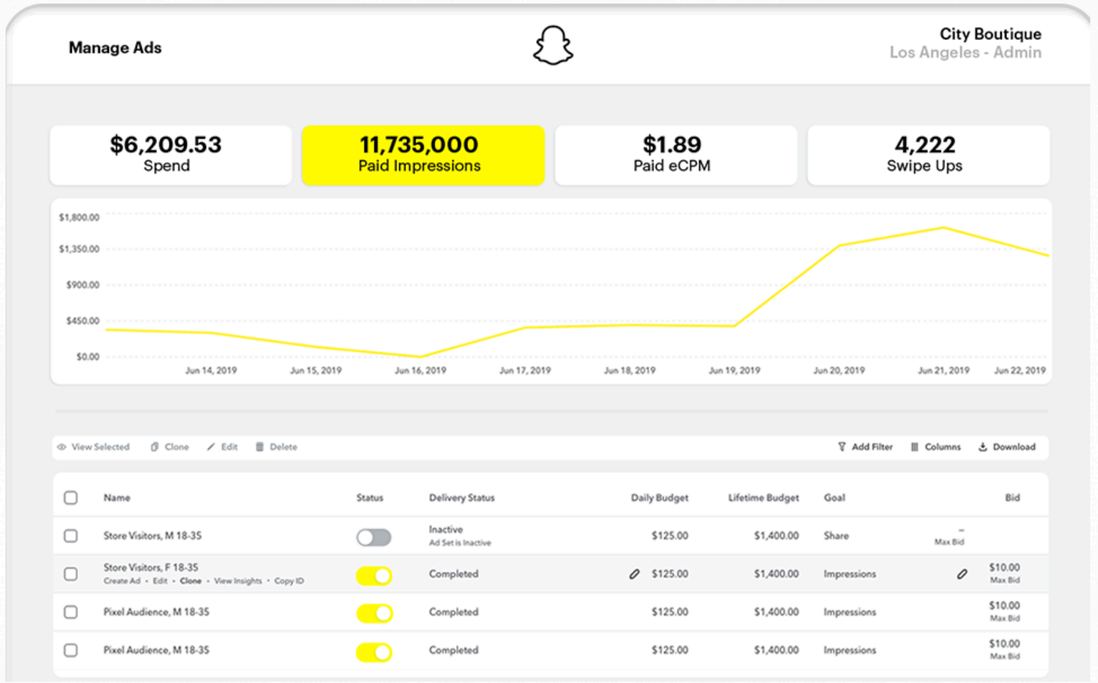


Tiktok Ads



Snapchat Ads

Photgraphy & Videography for SMM

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Increase Viewers

Increase **Followers for SMM**

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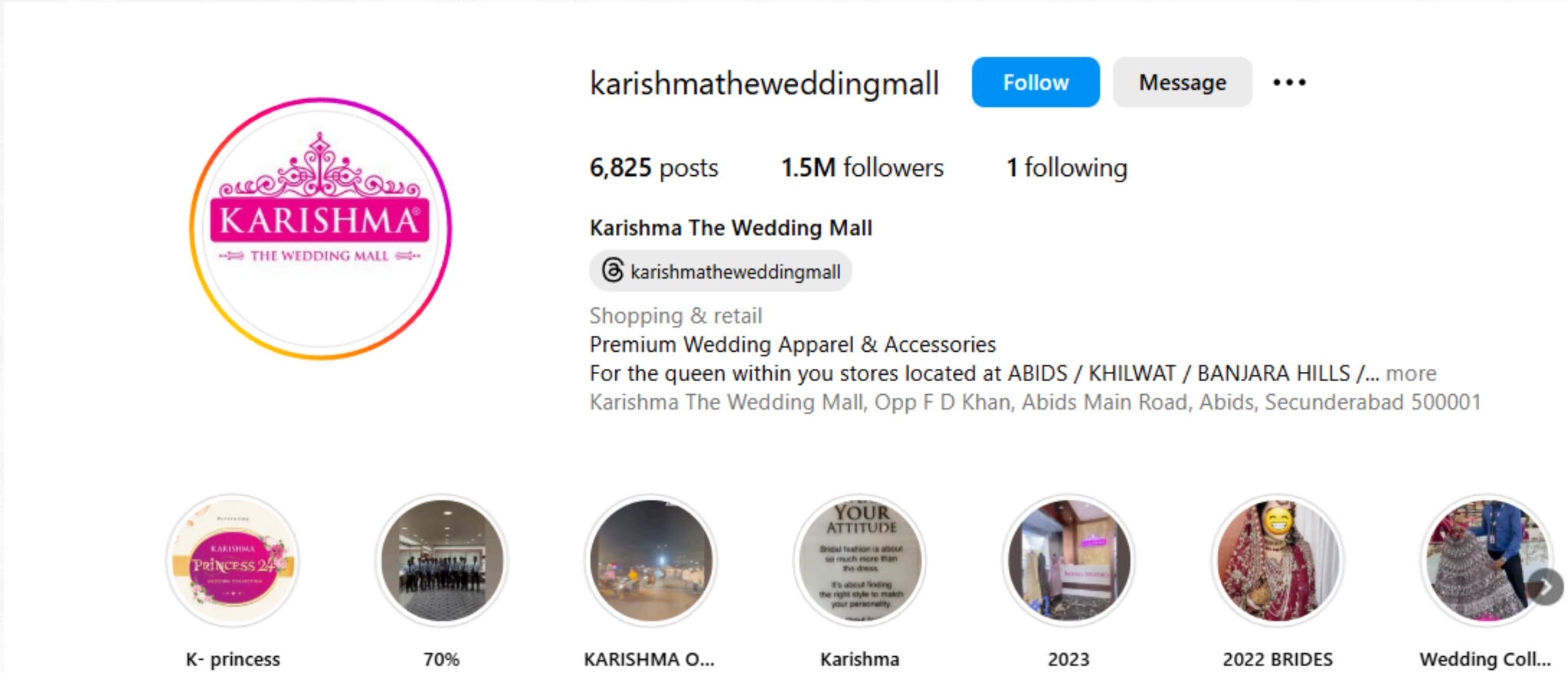
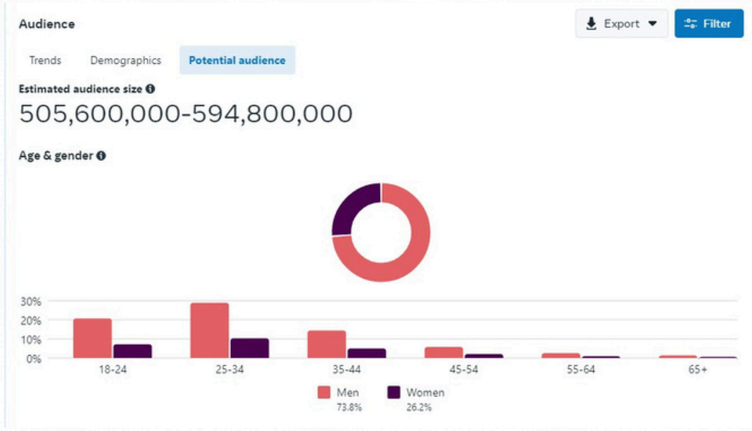
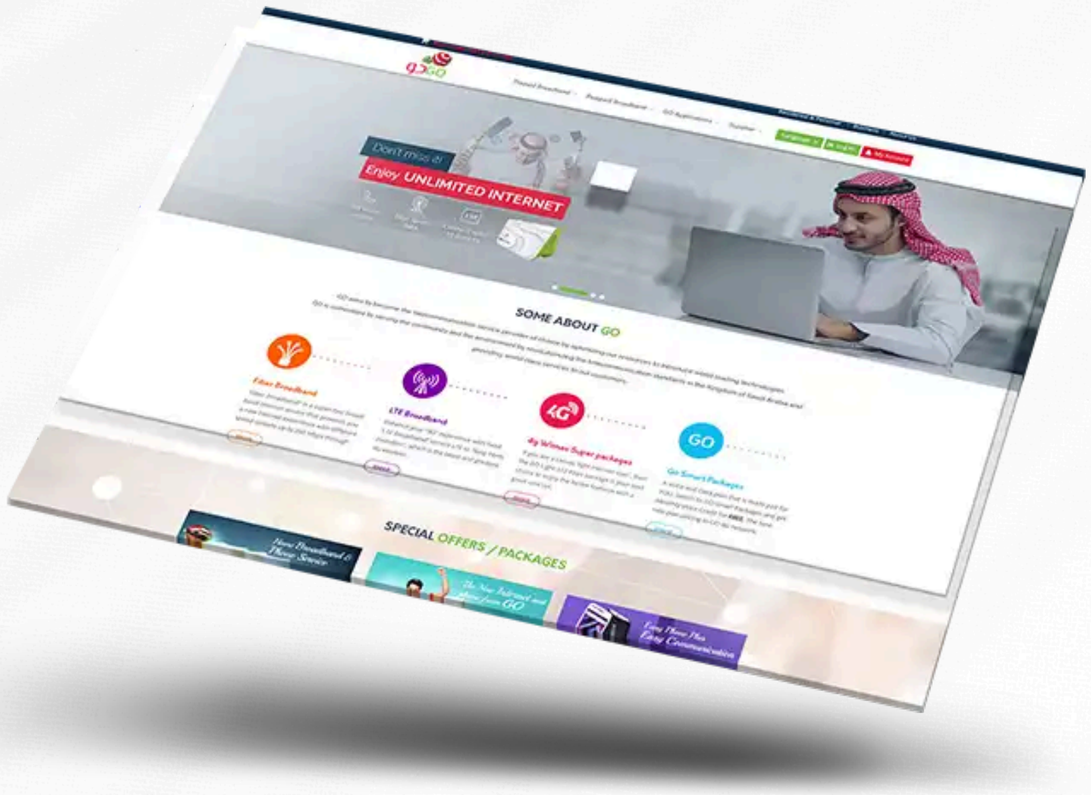
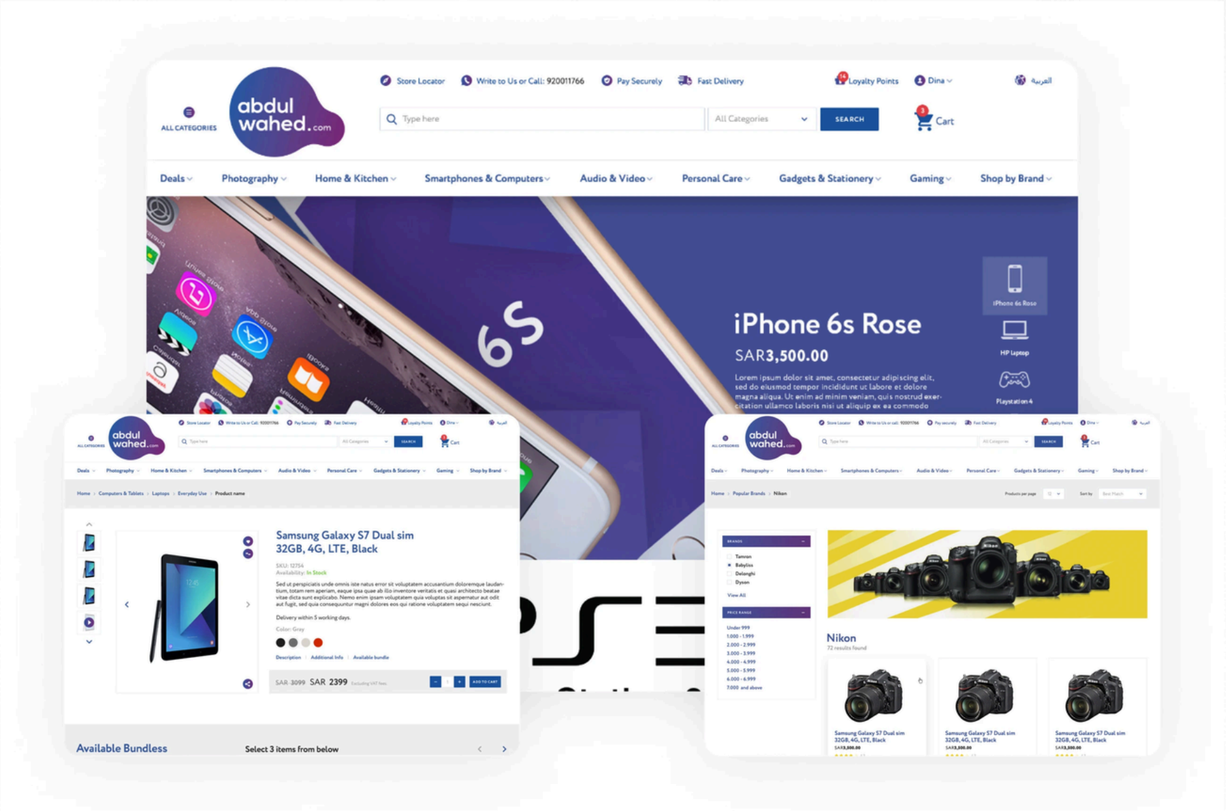


Followers **Growth for SMM**



Website **Design**





Creative **Design**

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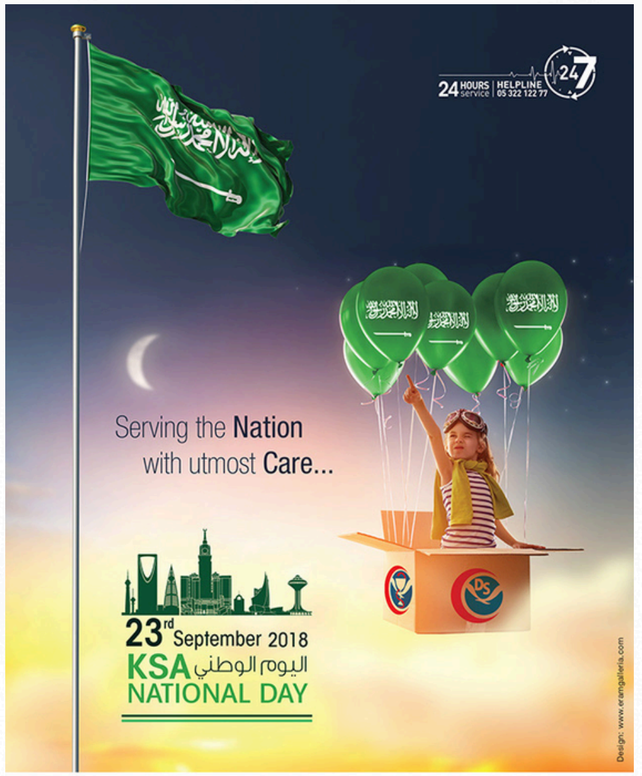

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1

CAMPAIGN OBJECTIVE

2

TARGET AUDIENCE ANALYSIS

3

STRATEGY DEVELOPMENT

4

CONTENT CREATION

5

PAID ADVERTISING PLAN

Our DIGITAL MARKETING PLAN

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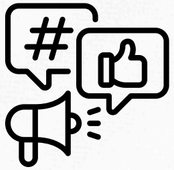
1

SEO AND WEBSITE OPTIMIZATION



2

SOCIAL MEDIA STRATEGY

3

ANALYTICS AND REPORTING

4

INFLUENCER & PARTNERSHIP MARKETING

5

EMAIL AND CRM MARKETING

Our DIGITAL MARKETING PLAN

Our MEDIA BUYING PLAN

CAMPAIGN OBJECTIVE

- **Maximizing ROI- The goal is to optimize ad spend by targeting the right audience through strategic media placements. This ensures that every dollar spent contributes to measurable results, ultimately driving higher returns on investment while minimizing wasted budget.**
- **Building Brand Awareness and Engagement- A key objective is to increase brand visibility and foster engagement with the target audience. By consistently reaching the right people, we aim to create a lasting impression, build trust, and nurture long-term relationships with potential customers, driving them toward conversion.**

TARGET AUDIENCE ANALYSIS

- **Demographics: Age, gender, income level, education, and location.**
- **Psychographics: Interests, behaviors, lifestyle choices, and purchasing habits.**
- **Technology Usage: Platforms and devices most frequently used by the audience.**
- **Buyer Journey: Identifying where the audience is in their decision-making process.**

STRATEGY DEVELOPMENT

- **Platform Selection: Based on audience insights, we will choose platforms that offer the best reach and engagement. These may include social media channels, search engines, programmatic buying platforms, and display networks.**
- **Ad Formats & Creative: Selecting the most effective ad formats and tailoring creatives to align with the audience's preferences and expectations.**
- **Budget Allocation: Allocating the budget across different channels, keeping in mind the performance metrics and potential for engagement and conversions.**
- **Optimization & Testing: Constantly optimizing campaigns by A/B testing ads, reviewing performance data, and adjusting the strategy based on results.**

PLATFORM SELECTION

- **Audience Presence- Select platforms where your target audience is most active. For example, if your audience is younger, social media platforms like Instagram, TikTok, and Snapchat might be ideal. For a more professional audience, LinkedIn or Google Ads may be more effective.**
- **Engagement Potential- Choose platforms that offer high engagement rates with your content. Social media platforms typically offer interactive ad formats like polls, comments, and shares, while search engines target users with intent-driven queries, increasing the likelihood of conversions.**
- **Cost-Effectiveness- Consider the cost-per-click (CPC) and cost-per-impression (CPM) on various platforms. Evaluate the platforms that provide the best ROI based on the nature of your business and your advertising budget. For instance, programmatic ads might be cost-efficient for broad targeting, while search engine ads can be highly effective for immediate leads with a higher intent.**

AD CREATIVE DEVELOPMENT

- **Tailored Visuals- Design visuals that resonate with your target audience's preferences, lifestyle, and values. Use colors, imagery, and design elements that align with their interests and capture attention quickly. For instance, use vibrant, energetic visuals for a youthful audience, or sleek, professional designs for a corporate demographic.**
- **Compelling Messaging- Craft a message that speaks directly to the audience's pain points or desires. Keep it concise, clear, and persuasive, ensuring it highlights the benefits of your product or service. Use language that is relatable and resonates emotionally with the target audience.**
- **Call to Action (CTA)- Incorporate a strong and direct CTA that guides the audience toward taking the next step. Whether it's "Shop Now," "Learn More," or "Sign Up," the CTA should be visible, actionable, and aligned with the goal of the campaign to drive conversions.**

BUDGET ALLOCATION

- **Platform Performance Potential- Allocate more of the budget to platforms that have historically shown better performance for similar campaigns. If social media platforms like Instagram or Facebook generate more engagement or conversions, consider increasing the budget for those platforms to maximize results.**
- **Audience Reach and Engagement- Balance the budget based on the reach and engagement of each platform. For platforms with larger audiences (like Google or Facebook), allocate a portion of the budget for awareness and broad reach. For more niche platforms, allocate budget based on their ability to generate high-quality leads or conversions.**
- **Campaign Goals and Objectives- Adjust the budget based on the specific goals of the campaign. If the objective is brand awareness, a larger portion of the budget may go towards display ads or social media. If the goal is direct conversions, focus more on high-intent platforms like search engine ads, where the audience is more likely to make a purchase or take action.**

AD PLACEMENT & TIMING

- **Optimal Time for Audience Engagement- Identify the times when your target audience is most active and likely to engage with ads. For example, if your audience consists of working professionals, running ads during lunch breaks or evenings might be more effective. For younger audiences, late evenings or weekends may yield better results.**
- **Platform-Specific Ad Placement- Tailor ad placements according to the platform's strengths. On social media, use feed placements, stories, and reels for higher engagement. For search ads, target keywords based on user intent at specific moments, such as when they're actively searching for products or services related to your offering.**

PERFORMANCE MONITORING & ANALYTICS

- **Track Key Metrics- Monitor important performance metrics such as Click-Through Rate (CTR), Conversion Rate, Impressions, and Return on Investment (ROI). These metrics will provide insights into how well your ads are performing, whether they are reaching the right audience, and if they are driving the desired actions.**
- **Real-Time Optimization- Use the data gathered to make real-time adjustments to the campaign. If certain ads or platforms are underperforming, optimize by reallocating the budget to high-performing areas, tweaking ad creatives, or refining audience targeting to improve overall campaign effectiveness.**

TESTING & OPTIMIZATION

- **A/B Testing for Creative and Targeting- Conduct A/B tests on various elements such as ad creatives, headlines, formats, and audience segments. By testing different versions of your ads, you can determine which combinations drive the best results in terms of engagement, conversions, and overall campaign effectiveness.**
- **Data-Driven Adjustments- Analyze the test results to identify which variations perform best. Use this data to make informed, data-driven adjustments throughout the campaign. This could involve refining ad creatives, tweaking targeting parameters, or reallocating budget to high-performing strategies to maximize ROI.**

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Our VALUABLE CLIENTS

تمكين Tamkeen
المنيع Almanea
مجموعة العبير الطبية Abeer Medical Group
Johnson & Johnson
AL NAZAWY GROUP
KARAM EDDA BY AL NAZAWY
EMPIRE CINEMAS
LANDMARK GROUP
ASSILA HOTEL JEDDAH
بن داود BIN DAWOOD
الدكان dukan
غرفة جدة JEDDAH CHAMBER 1946
MEED

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Our VALUABLE CLIENTS

Why CHOOSE US

EXPERIENCED TEAM OF 50+ PROFESSIONALS

With a team of 50+ skilled members in KSA and proven expertise in executing 350+ diverse projects, we ensure excellence in every project.

10+ Yrs in Event Management

Strategically located in Riyadh and Jeddah, BGC Arabia boasts a dedicated and experienced team with a proven track record of 10 Yrs in managing diverse projects.

CLIENT-FOCUSED APPROACH WITH 350+ PROJECTS

We prioritize client satisfaction by providing a dedicated account manager for personalized support, ensuring flawless project execution from start to finish.

Connect
WITH US

JEDDAH

Al-Aqsa Business park ,
Prince Mutaib bin Abdulaziz
Road , Jeddah , KSA.

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RIYADH

Opposite Habib
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