

CASE STUDY



# Digital Marketing

Redefine Your Marketing  
Strategy.

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# SMM & META Ads CASE STUDY: 3

Category: **Facilities Services**

Location: **UAE**

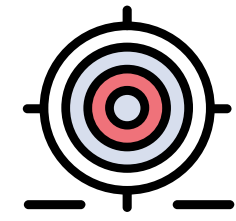
## Business Background:

A trusted expert in commercial cleaning and janitorial services, dedicated to ensuring that customers' buildings are maintained in a clean, compliant, and sustainable manner. Their wide range of hard and soft services includes:

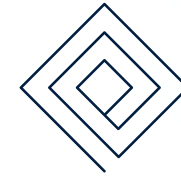
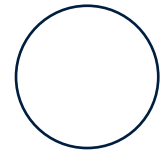
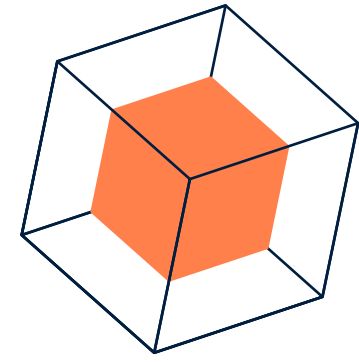
- Power Services
- Pest control services
- General Cleaning
- Housekeeping services and much more.

## Market Competitors:

Competitors consist of several well-established websites in Dubai and Sharjah, boasting many years of site age and an extensive network of inbound links.



## Project Goal:



The goal of this project is to enhance online visibility and optimize the digital marketing strategy to boost sales by utilizing SEO, effective audience engagement, and targeted paid advertising.



## Strategy:



- Create a comprehensive SEO ad campaign to generate leads via social media
- Enhance local on-page optimization
- Build high-quality mentions and backlinks
- Focus on attracting the most valuable audiences
- Audit and optimize their existing AdWords account for better campaign performance



## Results:

After 10 days of implementing the SMM strategy, the client reported the following outcomes from their organic campaign.

### Before



**3,719** followers



**1,177** post reach this week

### After



**3,821** followers



**5,380** post reach this week

## Learnings:

A business should leverage social media platforms to reach the right customers and highlight its unique features, making it easy for them to find all the information they need.



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THANK YOU

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