



W E L C O M E



Know more about us

WHAT WE OFFER



We know our stuff, we're passionate and we have a lot of fun during the creative process. We can help you accomplish every digital marketing goal under the sun.



A personalised approach



Tons of industry experience



Creativity invested in every single campaign



About Us

.....

It's not just about performance, it's about who you are online. We know the digital world and we'll take your online brand to the next level.

Our Process

.....

We have come up with a simple process that helps us get to know you better and deliver the results that your business needs.

Our Services

.....

It's a great day to build your online presence and reach the right crowd! What are you looking for? Let us help you build your online reputation.

We Help You

.....

We know our stuff, we're passionate and we have a lot of fun during the creative process. We can help you accomplish every digital marketing goal under the sun.

Careers

.....

Are you a digital marketing mastermind? Are you looking for new professional opportunities? If so, we'd love to hear from you!

Pricing

.....

The best digital marketing services come with an optimal price to quality ratio. We'll do our best to give you cost-efficient solutions.





WHO



WE



ARE

ESD is The Team when it comes to digital marketing and branding. Your company's web reputation depends on every single thing you upload online. We can help you reflect your values and beliefs in each piece of content and campaign you carry out in the digital realm.

OUR PARTNERS



41 floor, Emirates Towers, Sheikh Zayed Road, Dubai
800 78263 / +971 4 319 7988 - info@esd.me





38 CERTIFICATIONS COMBINED





MESSAGE FROM THE CEO

Christian Farioli - Digital Marketing Lecturer & Strategist



We strongly believe in growing the overall business of our clients!
We confidently choose platforms and strategies based on the overall results, even though we listen to and respect our clients' final decisions.

A handwritten signature in blue ink, reading "Christian Farioli".



ABOUT US



In business since 2010, even though all our employees are Digital Marketing pioneers since 2003. It's not just about performance, it's about who you are online. We know the digital world and we'll take your online brand to the next level. ESD is The Team when it comes to digital marketing and branding. Your company's web reputation depends on every single thing you upload online. We can help you reflect your values and beliefs in each piece of content and campaign you carry out in the digital realm.



2535

CUPS OF ESPRESSO

We're not caffeine addicts. This is simply the amount of tea required to maintain our concentration and do a stellar job each time.



1000+

SATISFIED CLIENTS

Needless to say, the number's growing – we're constantly looking for opportunities to partner up with new brands.



12000+

EXECUTIVES TRAINED

And that's just the beginning! We have a lot under our belts already but we know that new challenges are ahead of us.



136,054,956

PROSPECTS DELIVERED

Outstanding work deserves to be recognized and this is the number of times that our efforts exceeded industry standards.

Our MOTTO

LEARNING BY TEACHING

12000+

Marketing
Executives
Trained

120+

Conferences
as Speaker

12

Awards

“

Learning is a treasure that will
follow its owner everywhere.

Chinese proverb

”



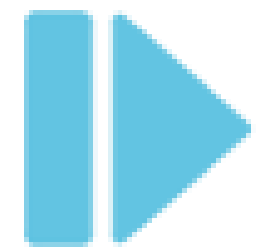


DMI ME
DIGITAL MARKETING INSTITUTE
Middle East

informa
Formerly known as IIR Middle East

**International School
of Communication**
ISOC is the training brand of pinnacle

**Bloomberg
Businessweek** Middle East



Innovation & Digital
Cristal Congress

BMA BUSINESS
MARKETING
ASSOCIATION



etisalat



جامعة عجمان
AJMAN UNIVERSITY



TEACHING BY SPEAKING

“

Nothing great was ever
achieved without enthusiasm.

Ralph Waldo
Emerson

”





OUR SERVICES: WHAT WE DO & HOW WE DO IT

It's a great day to build your online presence and reach the right crowd! What are you looking for? Let us help you build your online reputation.



01

Creative Creative Thinking & Design

What's the first thing that people see about you? Obviously, the word "see" entails something visual. Online design tells the world who you are and what you stand for. Our creative masterminds will do their best to understand your business, find out what you're standing for and provoke the right emotional response from the audience through design. Emotional response from website visitors = high level of engagement – it's a win-win situation for everyone involved.



02

Digital Digital Branding & Marketing

In the past, the term branding referred to a strict set of advertising approaches and persona establishment techniques that delivered foolproof results. Today, things have gotten a bit more challenging. With so many communication channels and messages, companies are competing for the audience's attention. Our digital branding and marketing services will help you stand out from the crowd, delivering the message loud and clear. .



03

Digital Transformation Performance Marketing

You have a good website but you're not so popular online? There's no reason to worry, we have numerous tools at our disposal to help you accomplish a digital transformation. Website optimisation, a carefully-crafted social media campaign, digital reputation establishment or a pay per click campaign – these are just some of the options. Needless to say, we'll recommend the marketing approach that's in line with your goal and that will help you get the results you're hoping for.



OUR SERVICES: WHAT WE DO & HOW WE DO IT

It's a great day to build your online presence and reach the right crowd! What are you looking for? Let us help you build your online reputation.



Training Digital Marketing Training

The world of digital marketing evolves all the time. If you have some knowledge dating back a few years, chances are that many new approaches have come under the spotlight in the meantime. Luckily, we offer extensive digital marketing training that will fill in the gaps or establish solid online promo/reputation establishment foundations.



Full Digital Outsourcing

You don't have the time to handle your online presence or you're simply looking for the best possible service? We have a full digital outsourcing package that's just right for you. The elements included in the plan will depend entirely on your brand and your goals. Let us know a bit more about you and we'll come up with a digital transformation strategy.

How we do it

OUR PROCESS

1

RESEARCH & IDEAS

It all starts with a simple idea but a good idea is not that easy to come up with. This is one of the most important phases of our cooperation. We'll get to know you and your business better. We'll get to know the competition and the types of people you're trying to reach. Based on this extensive research, we'll finally reach that "eureka" moment letting us move on to the next step of the process.

2

CONCEPT & PROPOSAL

We'll flesh out the idea in words, giving you a detailed concept & proposal. This proposal will highlight all aspects of working together – both the creative and the practical components of carrying out the campaign. As a reputable digital marketing agency, we're committed to having nothing concealed. If you're satisfied with the proposal, we'll immediately get started with implementation.

3

DIGITAL IMPLEMENTATION

Digital implementation is a fancy term that refers to the project execution itself. The team will handle all aspects of the campaign that we've agreed upon. Whether you're looking for website design, a marketing campaign or for comprehensive digital branding/advertising outsourcing, we'll dedicate lots of effort and the necessary resources to give you results within the specified timeframe.

4

ANALYSIS & TWEAK

Implementation isn't the last thing we're going to do. Once we're done, we'll analyse the results of the campaign and the manner in which people are perceiving your brand. If necessary, we'll suggest tweaks and improvements leading to a higher level of engagement and a more genuine connection with the audience. That's the beauty of digital reputation establishment – it allows for real-time tweaks and an exceptionally high level of targeting.

We have come up with a simple process that helps us get to know you better and deliver the results that your business needs.



WHY CHOOSE US

We know our stuff, we're passionate and we have a lot of fun during the creative process. We can help you with your goals.

PASSION

EXPERIENCE

PEOPLE





BEHIND THE IDEAS

ES
•
D



GROUP DIVISIONS



STRATEGY



SOCIAL MEDIA



DIGITAL
MARKETING



VIDEO



DIGITAL
TRANSFORMATION



ARTIFICIAL
INTELLIGENCE



PR & CONTENT
WRITING



EXHIBITION
STAND



TRAINING



ROBOTIC
PROCESS
AUTOMATION



DIGITAL
CREATIVE



BRANDING



CORPORATE
EVENTS

Our Management Team

BEHIND THE CREATIVE IDEAS



Christian

CEO, Digital Marketing
Lecturer and Strategist

Digital Marketing pioneer since 2003,
Spoken at 80+ International conferences
including NASA,
Trained 10000+ marketing managers, 11
Marketing Certifications from Google,
Hubspot, Microsoft, former Oracle



Raffaele

Head of Digital
Transformation

10 years of digital transformation
experience, 5 Years head of
transformation for mobile operator in
Middle East
Former Accenture



Precilla

Digital Engagement Director

20+ Years of Corporate Background, 8
years of Project Management, Client
Engagement, Process Automation & Re-
engineering, 13 years of MENA
Experience with large project planning
and execution,
worked with over 15+ nationalities
Former Citibank



Ameed

Digital Marketing Strategist

Digital Marketing & Digital Sales pioneer
since 2007, trainer of 6000+
professionals, designed more than 200
digital strategies for businesses in
MENA, brand building and sales
activation to their services domestic and
internationally

Our Management Team

BEHIND THE CREATIVE IDEAS



Gianna

*Managing Partner and Head
of Stand Division*

9 years directing exhibition stand
division, 6 years Real Estate
international sales experience, Former
Dubai Properties



Rupa

*Head of PPC and
Former Googler*

10+ Years of Corporate Experience with
Google,
Adwords Expert, with conversion
targeted Campaigns, Expert in portfolio
level goal setting and tracking through
internal tools



Lalitha

Digital Account Director

15 Years of Corporate Experience
10 years of Brand Marketing Experience
with FMCG Sector in Middle East region
5 years of Digital Marketing Experience
in Client and Key Accounts
Management,
former Nestle



Ala

Events Creative Director

15 years Professional skilled in Event
Management, Art Direction and
Marketing.
Run events for Samsung, Ferrari and many
successful companies



P O R T F O L I O



Some of Our Proud Customers

PORTFOLIOS



عبد اللطيف جميل
Abdul Latif Jameel



Hotels & Resorts



تحت رعاية كريمة من
صاحب السمو الشيخ محمد بن راشد آل مكتوم
نائب رئيس الدولة رئيس مجلس الوزراء حاكم دبي
Under the Patronage of
H.H. Sheikh Mohammed Bin Rashid Al Maktoum
UAE Vice President, Prime Minister and Ruler of Dubai



what next?





CASE STUDIES





CASE STUDY

INDUSTRY

Hospitality

CLIENT

Owned by Wakira Investments since 2010, Kulcha King an Indian restaurant is the Champion of Kulchas, serving the World's best Kulcha in addition to many other delicious dishes such as pot biryani, butter chicken, rotis, etc.



CLIENT

- Create awareness, Increase sales & customer loyalty,
- Grow sales during Covid-19 pandemic



CHALLENGES FOR CLIENT

They had an established brand since 2010 serving best Kulcha in town but their competition was high and loyalty was not enough. They needed a targeted strategy to upscale their existing menu items to be shown to their clients as the go to place when it comes to Indian cuisine. The strategy was to be implemented during Covid-19 pandemic.



ESD'S SOLUTION

ESD's research indicated in a potential target of 41,700 individuals monthly looking for websites related to Indian food offered by Kulcha King. We discover an untapped potential and we carefully designed a personalized Digital Marketing Plan to direct these leads to Kulcha King.



RESULTS ACHIEVED

- Record of 17,000 impressions & 729 clicks in 1st campaign.; Increased to 4,079,138 impressions & 57,489 clicks in a record of 6 months.
- CTR of 14% for 354 keywords for Google.
- The website had an average of 28,946 sessions in a month.

The results are driven by ESD's customized plan that is designed using their years of expertise, span of industry knowledge backed by scientific data of various contributing factors.

ESD • D CASE STUDY

INDUSTRY

Hospitality

CLIENT

Owned by Wakira Investments El Greco Restaurant serves unique Greek Street Food concept, present in Dubai



CLIENT

- Create awareness, Increase sales & customer loyalty,
- Grow sales during Covid-19 pandemic



CHALLENGES FOR CLIENT

Dubai's first Greek restaurant serving delicious Greek food based out of Lamer and delivering food to several parts of Dubai.. They do not have enough customers though this is a international cuisine so they needed a targeted strategy to create awareness and grow sales & loyalty. The strategy was to be implemented during Covid-19 pandemic.



ESD'S SOLUTION

ESD's research indicated in a potential target of 31,550 individuals monthly looking for websites related to Greek food offered by El Greco. We discovered an untapped potential and we carefully designed a personalized Digital Marketing Plan to direct these leads to El Greco



RESULTS ACHIEVED

- Record of 17,,192 impressions & 237 clicks in 1st campaign.; Increased to 2,718,762 impressions & 45,191 clicks in a record of 6 months.
- The website had an average of 14,318 sessions in a month.
- Within the 1st month of campaign rollout, there were 3898 sessions which in six month went upto 65,581 sessions

The results are driven by ESD's customized plan that is designed using their years of expertise, span of industry knowledge backed by scientific data of various contributing factors.



CASE STUDY

INDUSTRY

Technology

CLIENT

ESET is a pioneer of antivirus protection, who created award-winning threat detection software.



CLIENT

- Increase sales & customer loyalty,
- Become the No: 1 in Online presence in the GCC market, with a tough competition from other players like Kaspersky..



CHALLENGES FOR CLIENT

They had a B2B platform and a B2C Online Store, which needed a two strategies approach. The B2B customers needed to be aware of ESET's strong features like its lightness on the system, speed, and its banking and payment protection features..



ESD'S SOLUTION

ESD's research indicated in a potential target of 140,000 individuals monthly looking for websites related to antivirus and services offered by ESET. We discover an untapped potential for B2B business and we carefully designed a personalized Digital Marketing Plan to direct these leads to ESET Sales Team.



RESULTS ACHIEVED

- Record of 36,000 impressions and 3,971 clicks in 1st campaign.
- 1st position for 512 keywords in SEO for Google.
- 1st page for 918 keywords for Google.
- The website had an average of 339,000 sessions in a month.
- CTR increased to 318% from the 1st month.

The results are driven by ESD's customized plan that is designed using their years of expertise, span of industry knowledge backed by scientific data of various contributing factors.



CASE STUDY



INDUSTRY

Healthcare

CLIENT

Clinic of the founding fathers of IVF, Robert Edwards a Nobel Prize awardee and Patrick Steptoe with over 38 years of expertise in IVF treatment.



CLIENT

- Create brand awareness.
- Bring more patients.
- Seeking infertility treatment.



CHALLENGES FOR CLIENT

Despite the infertility ratio in the society & Bourn Hall being the pioneer in the infertility treatment, the number of patients' visiting the world-class Dubai Bourn Hall Clinic was not proportionate. Hence Bourn Hall reached out to ESD to provide Digital Marketing support to create awareness and bring in more patients who were seeking professional advice & treatment.



ESD'S SOLUTION

ESD's research indicated in UAE a potential target of 15,000 to 25,000 individuals monthly looking for websites related to IVF and services offered by Bourn Hall. ESD carefully designed a personalized Digital Marketing Plan to direct these leads to Bourn Hall.



RESULTS ACHIEVED

- Attracted 13,253 website visitors from the very first month.
- Generated 284% increase in patient leads monthly.
- Over 70,000 viewed ads within the first month.
- SEO ranking 1st position for 90 keywords, 1st page for 456 keywords.
- 1,900+ babies born so far thanks to ESD.

The results are driven by ESD's customized plan that is designed using their years of expertise, span of industry knowledge backed by scientific data of various contributing factors.



CASE STUDY

INDUSTRY

Manufacturing

CLIENT

Leading Paint & Thermal solutions provider from Germany since 1895. Specialized in thermal insulation composite systems (ETICS), in addition to all other building material.



CLIENT

- Strong online presence.
- Brand awareness.
- Increase sales & customer loyalty.



CHALLENGES FOR CLIENT

Despite being the best in the industry, with leading manufacturing technology solution from Germany & long years in the industry, Caparol did not have enough brand awareness in the market or a strong online presence & not enough customers or sales.



ESD'S SOLUTION

ESD's research indicated that an average of 50,000 searches per month were happening online for the products that Caparol was offering. ESD carefully designed a personalized Digital Marketing Plan to direct these leads to Caparol.



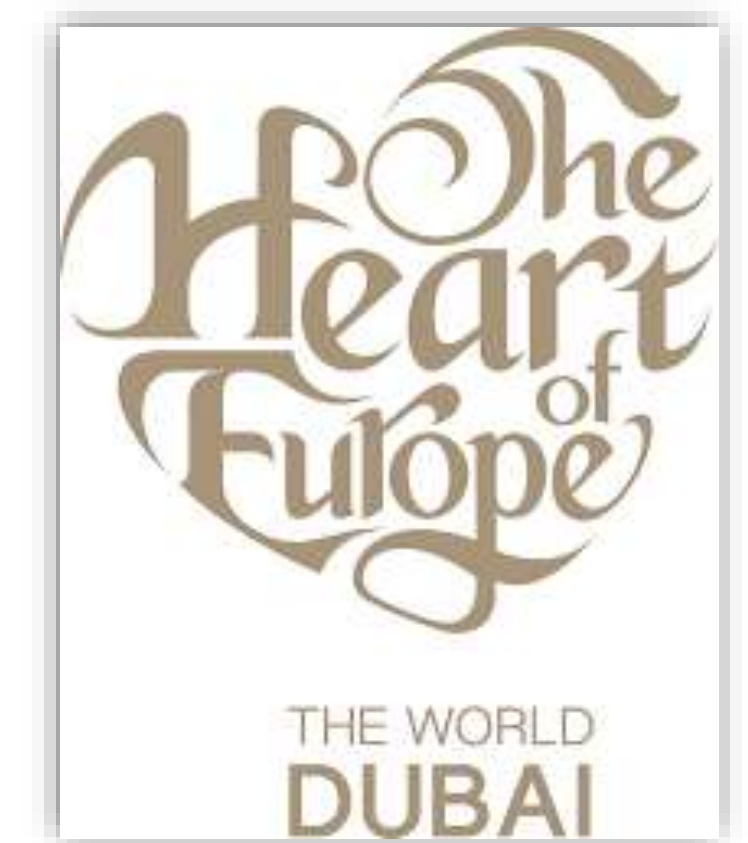
RESULTS ACHIEVED

- Record of 562,472 impressions and 5,668 clicks in 1st campaign.
- In 6 months increased by 297%.
- Reached 1st position for very competitive keyword.
- CTR increased to 251%.
- Conversions up by 1,007%.
- Increase of 960.82% in successful actions (goals) completed by clients.

The results are driven by ESD's customized plan that is designed using their years of expertise, span of industry knowledge backed by scientific data of various contributing factors.

SOME OF OUR PROUD CLIENTS IN REAL ESTATE INDUSTRY

We're proud and grateful to work with such amazing people of the most prestigious Clinics in UAE bringing about great results



41 floor, Emirates Towers, Sheikh Zayed Road, Dubai
800 78263 / +971 4 319 7988 - info@esd.me



SOME OF OUR PROUD CLIENTS IN THE HEALTH CARE INDUSTRY

We're proud and grateful to work with such amazing people of the most prestigious Clinics in UAE bringing about great results



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SOME OF OUR PROUD CLIENTS IN GOVERNMENT SECTOR

We're proud and grateful to work with such amazing people of the most prestigious organizations in Middle East



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SOME OF OUR PROUD CLIENTS IN THE TRAVEL, TOURISM & HOSPITALITY

We're proud and grateful to work with such amazing people of the most prestigious organizations in Middle East bringing about great results



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SOME OF OUR MOST PROUD CLIENTS

We're proud and grateful to work with such amazing people of the most prestigious organizations in Middle East bringing about great results



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800 78263 / +971 4 319 7988 - info@esd.me





TRUST



New design offers

CLIENTS TESTIMONIALS



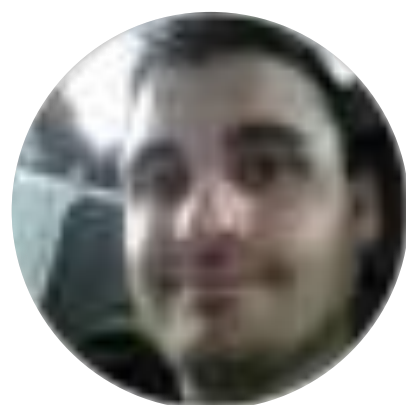
Christian is a passionate professional with a strong business background in digital marketing. A lot to learn from him and his long experience and even more to be inspired.

Elena Spei / Head of Advertising at Majid Al Futtaim Retail Carrefour



Christian is a very knowledgeable person with wide span of experiences covering the Digital space as well as Marketing.

Ahmed Moharram / Digital Marketing Manager at Huawei - KSA



“

Christian is simply a brilliant expert in his field.

”

Mohammad Banat / Technology Manager at Paris Gallery LLC



“

Christian was very informative and inspiring.

”

Raghda Al Tamimi / E-Marketing Specialist at Dubai Trade





“Christian is a brilliant lecturer and experienced consultant, he has vast knowledge in digital marketing and has a unique ability to deliver state of the art pre-packaged set of techniques in an entertaining way, I highly recommend him”

Mohamed AlQassab / Head of Digital Services at Gulf International Bank



“His knowledge and presentations into the Digital Marketing world were extremely impressive and were easy to grasp because of his vast knowledge into the subjects”

Amith Horra / Senior Marketing at DP World



About our philosophy

FOLLOW THE LEADERS

Every day we learn, we apply, we work, we teach, so others can learn, apply and improve ROI.

<https://linkedin.com/in/christianfarioli>



CHRISTIAN FARIOLI



Know more about us

CONTACT US

Let's Collaborate And Do Something Great!

We, at ESD would like to hear from you. Your comments and questions are important to us! Just fill up the form and we will get back to you shortly.

“

I believe every company needs to be literate in Digital Marketing to succeed nowadays.

Prof.Christian Farioli

”



<http://esd.me>

Address:

41 floor, Emirates Towers
Sheikh Zayed Road, Dubai

Email:

info@esd.me

Phone:

800 78263
+971 4 319 7988
+971 50 7555 419





“

I Believe Every Organization needs a
Great Digital Marketing Strategy to
Succeed Nowadays

PROF. CHRISTIAN FARIOLI

DIGITAL MARKETING LECTURER, STRATEGIST
WORLDCLASS SPEAKER & BEST-SELLING AUTHOR



Thank You