

# TheCreative 360°

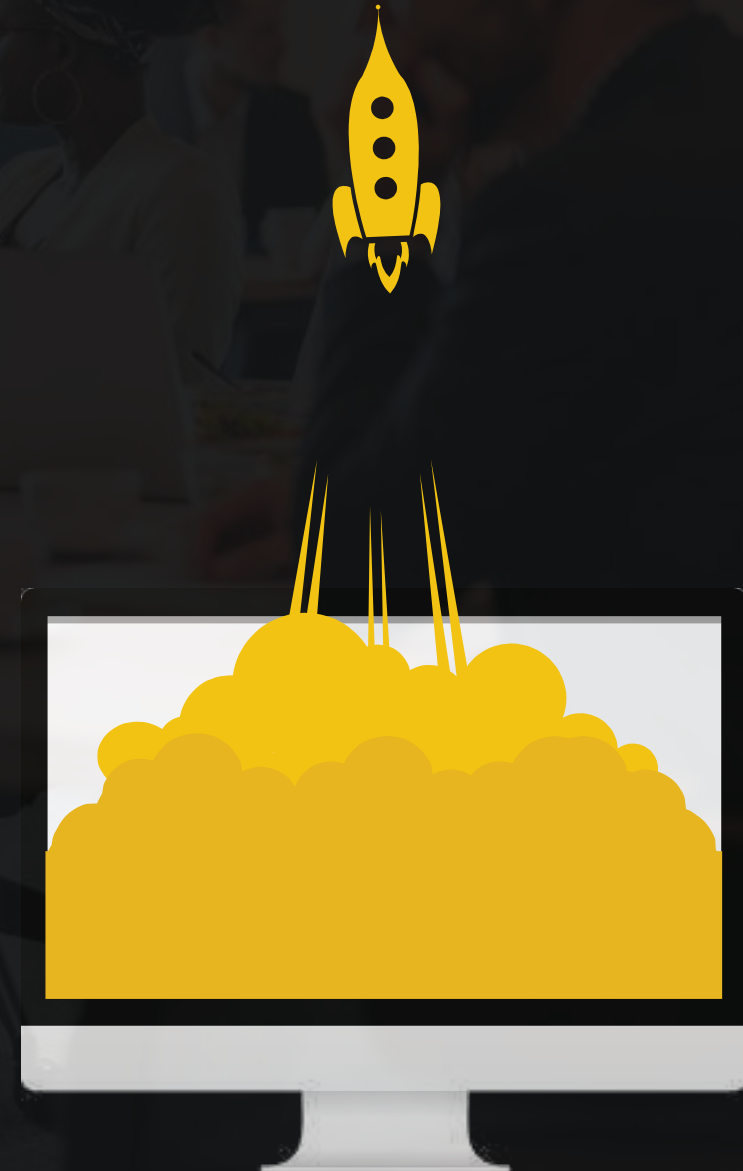
#1 Digital Marketing and SEO Agency

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# About Us

The Creatives 360 is a digital marketing agency based in Dubai, specializing in enhancing digital presence through services like website development, SEO, social media marketing, and e-commerce solutions. They emphasize creativity, adaptability, and analytical skills to deliver tailored strategies for clients across various industries.

The agency boasts a strong track record of successful projects, with a focus on transparent communication and client satisfaction. Their team consists of experts in design, development, and media production, all committed to driving digital success.



# Our Mission

HELPING YOUR BUSINESS GROW



## Innovative Solutions

We pioneer cutting-edge digital marketing and SEO strategies that ensure our clients stand out in a crowded marketplace.



## Client - Centric Approach

Our mission revolves around understanding and fulfilling our clients' unique needs, ensuring personalized and effective marketing solutions.



## Sustainable Growth

We are committed to driving sustainable growth for our clients, enabling them to achieve long-term success and a competitive edge.



## Continuous Improvement

Our agency embraces a culture of continuous improvement, constantly refining our techniques and tools to stay ahead of digital trends.

# Our Services

YOUR BUSINESS IS OUR BUSINESS



## SEO – Search Engine Optimization

Propel your online presence with our cutting-edge SEO techniques.



## Logo & Website Development

We specialize in crafting visually captivating logos that embody your brand identity.



## Mobile App Development

From concept to deployment, we ensure a user centric experience, leveraging the latest technologies.



## Social Media Marketing

Let us be your guide in navigating the dynamic world of social media marketing.



## E-Commerce Marketing

Drive more sales with targeted strategies that turn your online store into a customer magnet.



## Lead Generation

Turn prospects into loyal customers with strategies that bring you quality leads, ready to convert.

# Our Planning Process

UNDERSTAND OBJECTIVES, SURPASS EXPECTATIONS

**Thorough Research**  
Our team delves into comprehensive research, exploring market trends, audience preferences, and industry insights to inform our strategy.

2

**Implementation Excellence**  
Putting the plan into action, we leverage our expertise to create and develop, bringing your vision to life with precision and creativity.

4

1

## Discovery Session

We initiate the process by engaging in insightful conversations with you and understanding your vision, goals, and unique requirements.

3

## Strategic Planning

With a deep understanding in hand, we meticulously craft a tailored plan, ensuring every detail aligns seamlessly with your objectives.

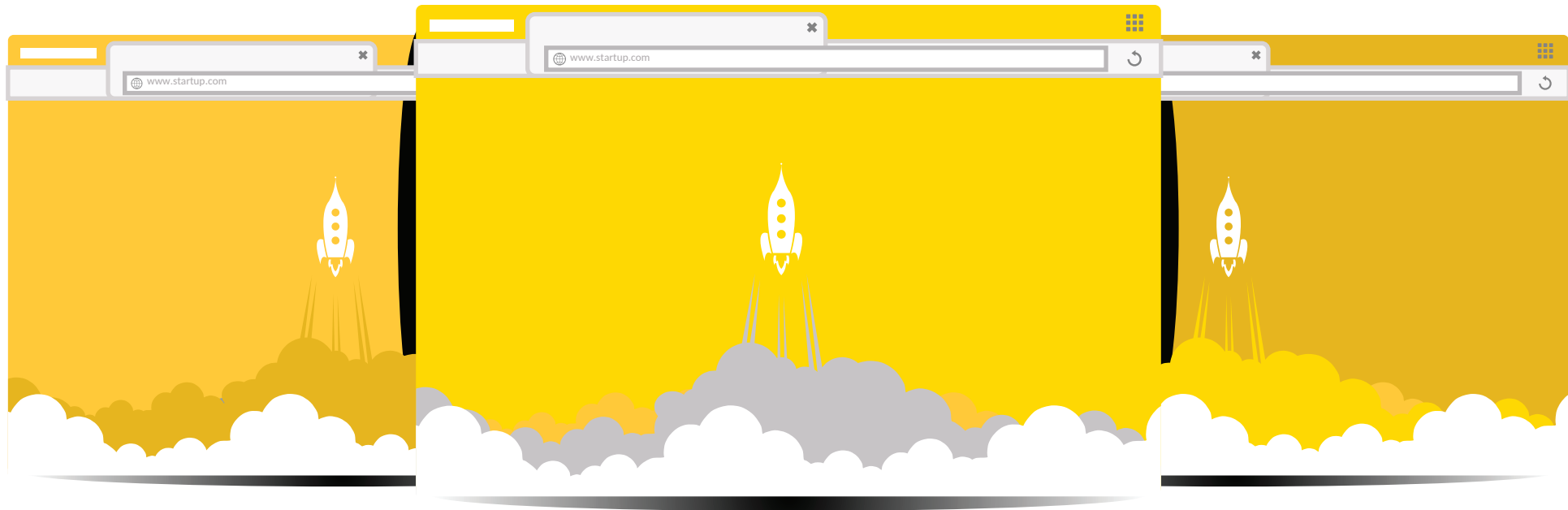
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## Continuous Follow-Up

Our commitment doesn't end with implementation. We follow up consistently, ensuring your satisfaction, addressing any concerns, and making adjustments as needed for continued success.

# Branding & Website Development

BUILDING YOUR ONLINE IDENTITY



## Design

Website design and development involve creating the visual layout, structure, and functionality of a website. Logo design focuses on creating a visual representation of a brand or company.



## Cost Effective

We pride ourselves in delivering high quality, creative solutions that won't break the bank.



## Brand Identity

We specialize in tailoring logos and websites to reflect your brand identity, regardless of your business size be it small, medium, or corporate/enterprise.

# UI/UX Design

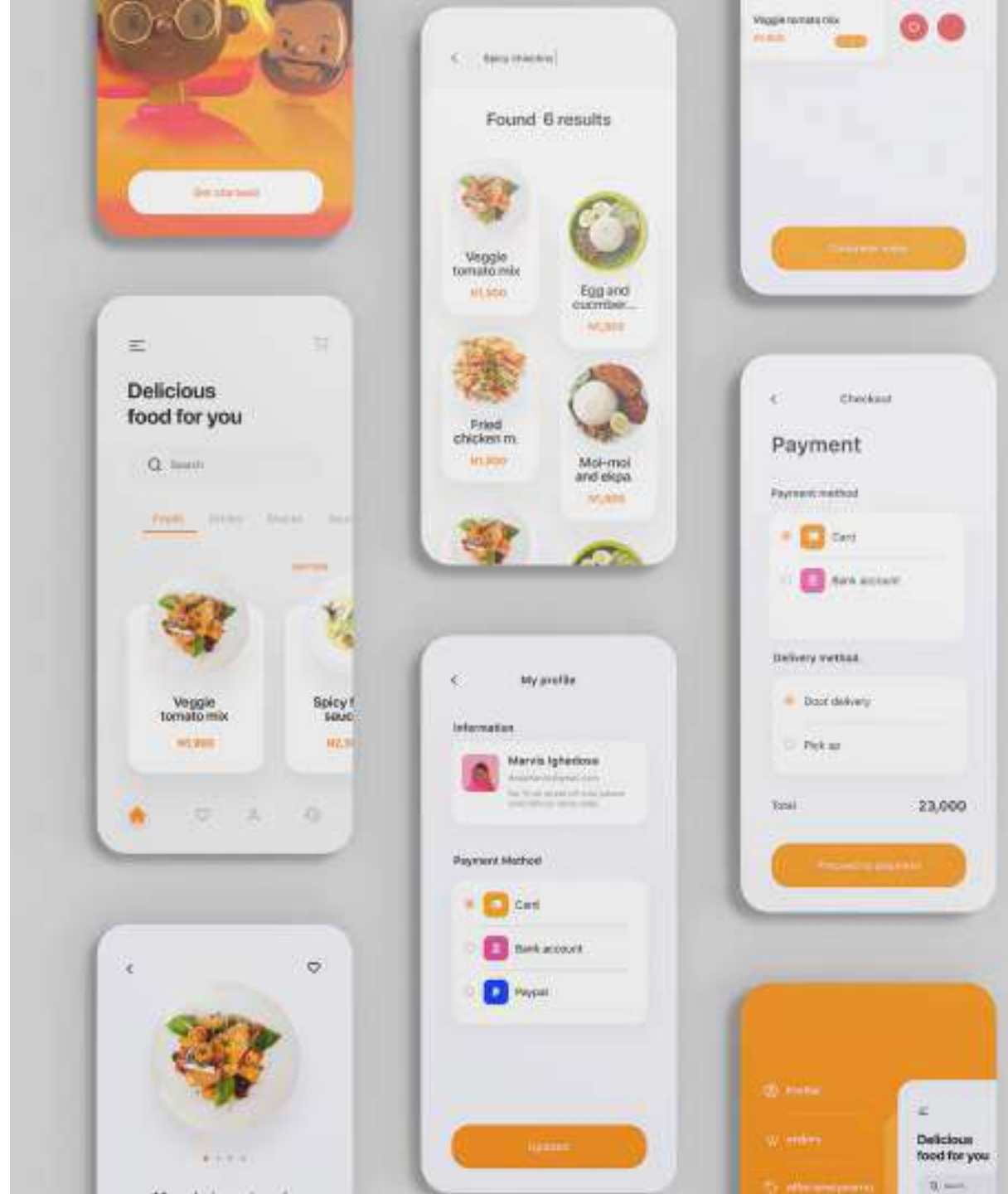
CREATE UNFORGETTABLE DIGITAL EXPERIENCES

## Exceptional UI/UX

In the digital realm, UI (User Interface) and UX (User Experience) Design are the heartbeats of any online platform. UI focuses on the visual elements: how your website or app looks, from colors and typography to buttons and sliders.

Our approach combines innovative design techniques with user-centered strategies, ensuring that every digital solution we craft not only looks exceptional but feels intuitive and accessible to your audience.

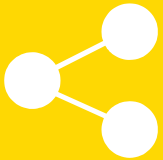
- Custom Interface Design
- User Experience Optimization
- Interactive Prototyping
- Usability Testing
- Conversion Rate Optimization
- Continuous Improvement





# Mobile App Development

TRANSFORM YOUR IDEAS



The transition from concept to a fully operational mobile application may appear intricate and time-consuming. At Lea Digital Solutions, we eliminate the complexity with a fluid execution. Our dev team excels at turning concepts into robust and visually compelling mobile experiences.

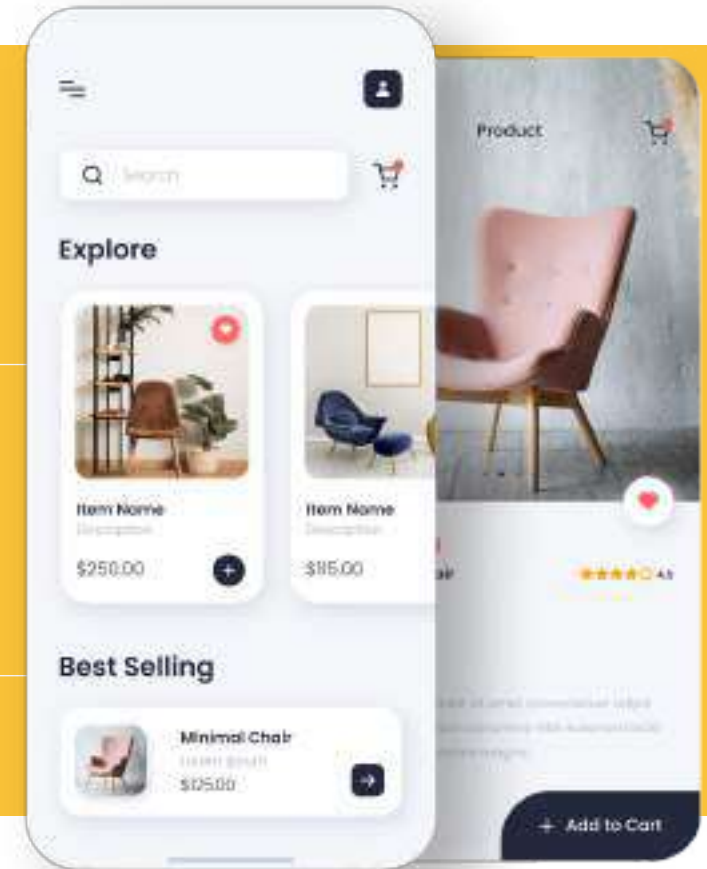
## iOS

Specializing in iOS, we create applications that seamlessly blend outstanding design with top-notch performance.



## Android

Navigating the diverse landscape of Android, our experts design applications that not only excel in functionality but also thrive in the competitive Google Play Store, giving your brand a strong foothold.





# Search Engine Optimization

RANK HIGHER, BECOME MORE VISIBLE



## Increased Visibility

Being at the top means your website is one of the first things users see when searching for relevant keywords.



## Credibility & Trust

Achieving a high ranking can boost your brand's reputation and instill confidence in potential customers.



## More Clicks

A top ranking increases the likelihood that users will click on your website, driving more traffic.



## Greater Traffic Quality

Users who find your website at the top of search results are more likely to be genuinely interested in your products or services.



## Competitive Advantage

Users are more likely to choose a business that appears at the top of the search results, potentially diverting traffic from competitors.

# Our SEO Process

SIX STEPS TO SUCCESS

## Step 1

TAM (Total Addressable Market) and ICP (Ideal Customer Profile) analysis



## Step 3

Optimize and oversee your website



## Step 5

Off-Page, On-Page, and Technical SEO



## Step 2

Crafting a digital narrative using SEO rich Keywords



## Step 4

Delivering high-quality ranking content



## Step 6

Monthly progress reports and follow ups



# 2D & 3D Animation

ANIMATE YOUR VISION



## Shape Your Story With Us

In the UAE market, 2D and 3D animation services are crucial for brands to create engaging, standout content. We meet this need by delivering high-end animations that elevate brand identity, set businesses apart from competitors, and enhance marketing efforts, product launches, and corporate communication through visually impactful storytelling.

- Concept Creation and Development
- Storyboard Design and Creation
- 2D & 3D Animation Modeling and Production
- Bilingual: English and Arabic Versions
- Script Writing and Development
- Background Music and Sound Design
- Professional Voice Over Recording
- Subtitles and On-Screen Text
- Thumbnail Creation for Video
- Client Feedback and Revisions
- Character Design and Animation
- Final Video Export and Delivery

# Photography & Videography

ANIMATE YOUR VISION

**High-End  
Equipment**

**Fast Turnaround  
Rates**

**Highly Experienced  
Team**

**Attention to  
Detail**

## Photography Services

- Headshots and Portraits
- Event Photography
- Office and Workspace Photography
- Product Photography
- Team Photography
- Behind-the-Scenes Photography
- Client and Partner Meetings

## Videography Services

- Company Overview Videos
- Testimonial Videos
- Event Videography
- Promotional Videos
- Product Demo Videos
- Behind-the-Scenes Videos
- CEO and Executive Interviews
- Training and Educational Videos



# Social Media Marketing

SPARK MEANINGFUL CONNECTIONS



## Our Dynamic Social Media Marketing Strategies

In a world where connections matter, we craft compelling narratives that resonate across platforms. From strategic content creation to targeted campaigns, we leverage the power of social media to not just boost your brand's visibility but to foster genuine engagements.



# Performance Marketing

BOOST YOUR BRAND



## Have An Instant Impact With a Wider Reach

Get ready to amplify your online visibility and achieve tangible results with our tailored and data-driven PPC solutions. Our strategic Pay-Per-Click (PPC) campaigns ensure maximum impact, driving relevant traffic, and propelling your brand to new heights.



Google Ads



META Ads



Snapchat Ads



Linkedin Ads



Twitter Ads



TikTok Ads

# Public Relations

AMPLIFYING YOUR BRAND'S VOICE



**Strategic Communication Planning:** Development and implementation of a tailored communication strategy, including key messaging, public relations analysis, and strategic recommendations to align with the company's mission and objectives.

**Comprehensive Media Relations:** Building and maintaining strong relationships with media outlets, including strategic pitching, follow-ups, and on-ground support for interviews and press conferences. Regular media insights and targeted distribution ensure optimal coverage.

**Crisis Management & Monitoring:** Proactive monitoring of media coverage to prevent and address potential crises, with an effective crisis response plan ready to manage any negative publicity or emerging issues.

- Develop a communication strategy aligned with client objectives.
- Execute proactive account management in UAE.
- Provide strategic public relations recommendations.
- Establish and manage media relations.
- Conduct industry research and offer media insights.
- Provide on-ground media support and press conference management.
- Monitor press and provide daily/weekly reports.
- Implement crisis management and response planning.
- Build and maintain robust relationships with local and global media
- Facilitate interviews and features



# Some Of Our Clients

SERVED MORE THAN 100 CLIENTS ACROSS THE GLOBE





# Case Study #1

CLIENT: Microsoft, KAMK University



## Objective

The joint venture between Kajaani University and Microsoft Learn required extensive branding and website development for over 50 global partners. The goal was to deliver cohesive brand collateral and functional websites that catered to partners in diverse regions, enhancing their global digital presence.

## Services Provided

1. Branding Collateral Design
  - Certificates
  - Brochures
  - Trifolds
  - Standee
  - Rollups
2. Website Development
3. Email and Domain Setup
4. QR Code Design

## Implementation

- Created certificates, brochures, trifolds, standees, roll-ups, banners, and QR codes for over 50 partners globally.
- Developed unique websites from scratch for each partner, tailored to regional needs and preferences.
- Set up professional email addresses and secured domains for all partners, ensuring seamless digital operations.
- Customized designs and websites for partners across Africa, the subcontinent, Southeast Asia, and Western countries.
- Managed and structured the creation of 1000+ web pages and 400+ marketing collaterals to meet partners' branding and operational needs.
- Ensured that the designs and websites were scalable for future collaborations with new partners across multiple regions.

## Results

50+ partners collaborated across 15+ countries around the world.



**50+**

1000+ pages created for partner websites, tailored to diverse global needs.



**1K+**

400+ marketing collaterals designed, including banners, brochures, and QR codes.



**400+**

countries spanned with websites and branding for partners across Africa, Asia, and Western regions.



**15+**

# Case Study #2

CLIENT: MANTHENA AMERICAN SCHOOL



## Objective

Elevate the school's online presence, increase enrollments, and enhance brand visibility through comprehensive digital marketing, website optimization, and engaging visual content.

## Services Provided

1. Website Design and Development
2. Search Engine Optimization
3. Lead Generation
  - PPC Ads
  - Facebook Paid Ads
  - TikTok
  - Ads
4. Photography & Videography
5. Social Media Marketing
6. Graphic Designing

## Implementation

- Built a responsive, user-friendly website to boost engagement and serve as the foundation for marketing efforts.
- Enhanced search rankings with keyword optimization, on-page improvements, and backlink building, driving organic traffic.
- Managed 90,000 AED in Google, Facebook, and TikTok ads to drive traffic and boost visibility.
- Produced engaging photography and videography to captivate the target audience on social media and the website.
- Used analytics to optimize ad spend, achieving 60,000 Google ad impressions and 250k GA4 events.
- Designed appealing posts to maintain a strong brand presence, leading to 69.5k organic impressions.

## Results

Increased website traffic through optimized design and targeted marketing efforts.



**5.79K**

Achieved a high conversion rate by refining lead generation tactics.



**60%**

Successfully generated over 800 qualified leads through strategic ad campaigns.



**800+**

Boosted organic reach with effective SEO and engaging content strategy.



**69.5K**



# Case Study #3

CLIENT: Middle East and North Africa Leisure & Attractions Council (MENALAC)



## Objective

To elevate MENALAC's industry influence by revamping their newsletter design for enhanced engagement and launching the "Member Musing" video podcast series, aimed at spotlighting council members and fostering greater visibility across the Middle East and North Africa leisure and attractions market.

## Services Provided

1. Social Media Marketing
  - LinkedIn
  - Instagram
  - Facebook
  - Twitter
  - Youtube
2. Newsletter Design and Publishing
3. Podcast Production

## Implementation

- Developed and executed tailored content strategies across LinkedIn, Instagram, Facebook, Twitter, and YouTube.
- Executed strategic public relations recommendations that enhanced the client's media presence and effectively communicated their brand message.
- Optimized Facebook content with a mix of informative posts and visual content.
- Utilized Instagram stories, posts, and reels to enhance visibility and engagement.
- Redesigned the MENALAC newsletter for improved readability and visual appeal.
- Launched and promoted the "Member Musing" video podcast series to highlight council members.

## Results

75+ Media Coverage - Well established and high domain video platform.



75+

Reached 291k users on LinkedIn through strategic content and engagement.



291k

Increased Facebook reach by 1.2k% compared to the previous year.



1.2k%

Achieved a 942% growth in total Instagram reach over the year.



942%



# Case Study #4

CLIENT: Little Wonders Early Childhood Center



## Objective

To enhance brand awareness and increase admissions for the newly established nursery by implementing a comprehensive digital strategy, including Google Ads, SEO optimization, and a redesigned website to effectively attract and engage prospective parents.

## Services Provided

1. Website Designing
2. Google Ads
3. SEO

## Implementation

- Created a user-friendly and visually appealing website to enhance user experience and facilitate easier navigation for prospective parents.
- Launched targeted Google Ads campaigns to drive traffic, focusing on high-intent keywords related to nursery admissions.
- Implemented on-page and off-page SEO strategies to improve organic search visibility and attract relevant traffic to the nursery's website.
- Developed and optimized content on the website to engage visitors and provide valuable information about the nursery's offerings.
- Continuously monitored and analyzed campaign performance and website traffic to refine strategies and improve outcomes.
- Optimized landing pages and calls-to-action to enhance user engagement and increase the conversion rate for admissions.

## Results

Achieved 7.09k organic website clicks through enhanced SEO efforts.



**7.09k**

Attained a 64% conversion rate by optimizing user engagement.



**64%**

Generated 7.95 million impressions through strategic Google Ads campaigns.



**7.95M**

Increased website users by 706% with targeted digital strategies.



**706%**



# Case Study #5

CLIENT: BIG Academy



## Objective

BIG Academy sought to boost brand awareness, increase leads, and drive conversions. We provided SEO, social media, and graphic design services to enhance their online presence and sales performance.

## Services Provided

1. SEO
2. Social Media Marketing
3. Graphic Designing
4. Lead Generation
  - Google Ads
  - Facebook Ads
  - LinkedIn Ads

## Implementation

- Applied targeted local SEO strategies to improve search engine visibility and attract more local students to their courses.
- Optimized website content, meta tags, and internal linking structure to enhance the site's relevance and user experience.
- Executed a comprehensive link-building strategy to boost domain authority, resulting in multiple pages ranking on Google's first page.
- Developed engaging animation and voiceover videos for social media, increasing brand authority and encouraging shares and saves.
- Designed brochures, website banners, and other print collateral, ensuring consistent branding and professional visual appeal across all platforms.
- Created and promoted interactive, shareable content to build a strong social media presence, driving higher engagement and conversions.

## Results

Achieved a 706% increase in website users, significantly boosting site traffic and engagement.



**706%**

Generated 9.8k backlinks, enhancing domain authority and improving search engine rankings.



**9.8k**

Grew LinkedIn followers by 255%, expanding professional network and increasing brand visibility.



**255%**

Reached 38k people on Facebook in the last year, amplifying brand presence and engagement.



**38k**

# Case Study #6

CLIENT: Knowledge Point Institute



## Objective

Knowledge Point Institute aimed to boost medical-related admissions inquiries through enhanced digital presence. We revamped their website, optimized social media and ads, and improved lead generation and website traffic.

## Services Provided

1. Website Design and Development
2. Search Engine Optimization
3. Meta Paid Ads
4. Social Media Marketing
5. Graphic Designing

## Implementation

- Designed and implemented a high-quality, responsive website theme to improve user experience and better showcase medical courses.
- Transitioned from static images to engaging videos and high-quality graphics to enhance social media presence and attract more inquiries.
- Refined meta-ad campaigns to lower cost per lead and increase the quality and quantity of leads generated.
- Developed targeted Google Ads campaigns to drive relevant traffic to the website and increase medical admissions inquiries.
- Created visually appealing banners, flyers, and handouts for social media and digital marketing to enhance brand visibility and engagement.
- Implemented a comprehensive social media marketing plan with a focus on high-quality content and targeted advertising to drive more inquiries.

## Results

Achieved significant visibility on Instagram, reaching 624k users and boosting engagement.



**624k**

Attracted 1,420 clicks to the website via Google, driving traffic and potential leads.



**1.42k**

Secured 2,400 backlinks, enhancing website authority and improving search engine rankings.



**2.4k**

Increased website users by 125%, significantly enhancing online traffic and potential conversions.



**125%**





# Case Study #7

CLIENT: NR GREEN WOODS



## Objective

Increase online visibility, engagement, and lead generation for NR Green Woods through a comprehensive digital marketing strategy.

## Services Provided

1. Search Engine Optimization (SEO)
2. Social Media Marketing (SMM)
3. Content Marketing
4. Paid Advertising (PPC)
5. Website Optimization

## Implementation

- Conducted a thorough website audit to identify areas for improvement.
- Developed and implemented a targeted SEO strategy to enhance organic search visibility.
- Launched engaging social media campaigns across relevant platforms.
- Created high-quality content to boost brand authority and engage the target audience.
- Executed targeted PPC campaigns to drive immediate traffic and conversions.
- Optimized the website for a seamless user experience.

## Results

Increased organic search traffic by 35% within the first three months.



**35%**

Achieved a 20% increase in social media engagement through strategic content and promotions



**20%**

Generated 80% more leads through the website, contributing to the client's sales pipeline.



**80%**

Demonstrated a 25% positive return on investment (ROI) through targeted PPC campaigns.



**25%**



# Case Study #8

CLIENT: NOEL PROPERTIES



## Objective

Enhance online visibility, lead generation, and sales for Noel Properties through a targeted digital marketing strategy.

## Services Provided

1. Search Engine Optimization (SEO)
2. Social Media Marketing (SMM)
3. Content Marketing
4. Paid Advertising (PPC)
5. Email Marketing
6. Website Optimization

## Implementation

- Conducted a thorough SEO analysis and implemented on-page and off-page optimizations for key property pages.
- Developed and executed targeted social media campaigns showcasing apartments and villas.
- Created high-quality blog content highlighting the unique features and benefits of Noel Properties.
- Launched strategic PPC campaigns to drive traffic for specific property types.
- Implemented email marketing campaigns to nurture leads and promote special offers.
- Optimized the website for a seamless user experience, focusing on property listings and contact forms.

## Results

Increased organic search traffic by 40% within the first quarter, resulting in higher visibility on search engine results pages.



40%

Achieved a 25% increase in social media engagement through visually appealing content and targeted promotions.



25%

Generated a significant 60% increase in leads through the website, contributing to a robust sales pipeline.



60%

Demonstrated a 50% positive return on investment (ROI) through carefully optimized PPC campaigns.



50%

Increased open rates by 20% and click-through rates by 15% through personalized and segmented email campaigns.



20%



# Case Study #9

CLIENT: Quad Financial Management



## Objective

Rebuild and improve overall aesthetic and user experience and align with the updated branding.

## Services Provided

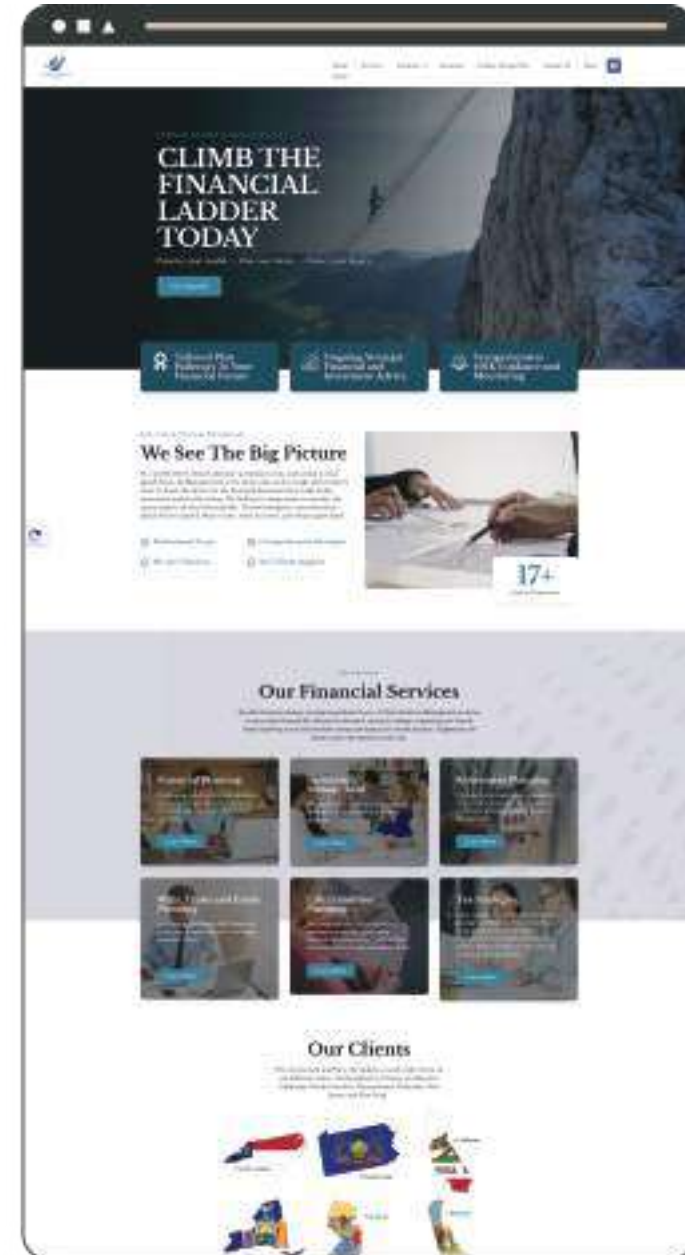
1. Prototype
2. Design/Style
3. Content Creation
4. Website Optimization
5. Search Engine Optimization

## Implementation

- Improved site architecture and navigation to enable easier browsing and a more frictionless experience.
- Built on SEO foundations to increase search engine traffic and drive future growth
- Created new, unique, keyword-rich content for the website.
- Implemented a fully responsive solution backed by WordPress CMS



## Results





# Case Study #10

CLIENT: AL JAIDHA



## Objective

Increase brand visibility, drive leads, and boost sales for Al Jaidha's automotive brands in the META region through a strategic paid marketing campaign.

## Services Provided

1. Google Ads Campaign Management
2. Snapchat Advertising
3. TikTok Marketing
4. Paid Marketing Strategy for META

## Implementation

- Developed and executed targeted Google Ads campaigns to capture potential customers actively searching for automotive brands in the META region.
- Launched engaging Snapchat advertising campaigns to reach a younger audience interested in automotive trends and innovations.
- Utilized TikTok marketing to create dynamic and entertaining content showcasing Al Jaidha's automotive lineup.
- Designed and implemented a comprehensive paid marketing strategy tailored for the specific market dynamics of the META region.

## Results

Achieved a 40% increase in clicks and conversions through strategic Google Ads campaigns, effectively capturing high-intent users.



40%

Generated a 30% boost in brand awareness and engagement among the younger demographic through creative Snapchat ads.



30%

Experienced a 50% growth in follower engagement on TikTok, with viral campaigns showcasing the latest automotive models.



50%

Achieved a 75% increase in overall leads and sales for Al Jaidha's automotive brands in the META region.



75%

LET'S  
GET YOU  
STARTED

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#### locations

- G191, SPC Business Center, Al Zahia, Sharjah
- 540, Regus, Sahara Healthcare City, Al Nahda, Dubai

#### Branches

- Wadi Al Bhaiyas Street, Above HSBC Bank. Al Seeb, Muscat, Oman
- HIG, No 195, 7th Cross St, Mogappair, Chennai, Tamil Nadu, India