

Digital Strategy Proposal – 2026

Magnet * Digital Marketing



Driving Growth Through Data, Creativity & Performance



Proposal
Overview

Strategy Overview



About Magnet



Understanding Magnet's Vision

- Magnet is a forward-thinking company focused on delivering impactful solutions in a competitive market.
- We combine strategy, creativity, and data to help brands grow, connect with their audience, and achieve measurable results.
- Our approach is built on performance, innovation, and a deep understanding of digital behavior.

+120% *Increase in Engagement*

Our Services & Capabilities

Integrated Digital Solutions for Scalable Growth

Magnet provides a full suite of digital marketing services designed to help brands grow and scale effectively.

We combine strategy, creativity, and performance to deliver measurable and consistent results.

- SEO & Content Marketing
- Paid Advertising (Meta & Google Ads)
- Social Media Management
- Branding & Visual Identity
- Web Design & UX
- Audio & Podcast Production

+10 Markets Served

+120 Projects Delivered



Our Objectives



Increase Brand Awareness

Reach the right audience through targeted campaigns across social media and search platforms.

+200%

Growth in Reach



Generate Qualified Leads

Attract high-intent users and convert them into quality leads through optimized campaigns.

3X

Lead Generation

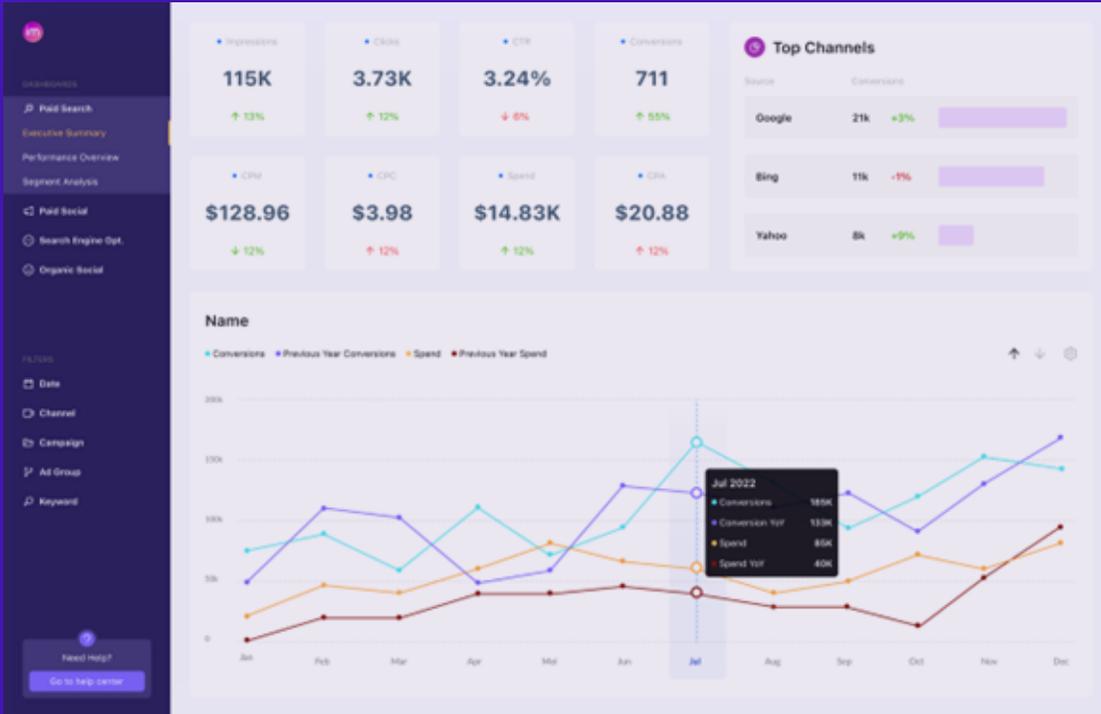


Improve Conversion Rate

Enhance user journey and optimize funnels to turn leads into paying customers.

+40%

Conversion Increase



Market Insights



Understanding the Market Landscape

- The digital landscape is becoming increasingly competitive, with brands investing more in performance-driven marketing.
- Audiences today expect personalized, fast, and engaging experiences across all digital channels.
- To stay ahead, businesses must rely on data, targeted strategies, and continuous optimization.

43%

Increase in Digital Ad Spend



+2M

Monthly Audience Reach

➔ Target Audience

+45.2%

Digitally active users are more likely to engage, interact, and convert across digital channels.



We Define Your Audience As Digitally Active Professionals

We target digitally active professionals who engage with brands across social media, search, and digital platforms.



Age: 25–45
Location: MENA & Europe
Income: Mid to High





Competitor Landscape

How Magnet Stands Out

- The digital marketing space is highly competitive, with agencies offering similar services across multiple channels. However, few agencies combine strategy, creativity, and performance under one integrated system like Magnet.

Features	Competitors	Magnet
Strategy-First Approach	✗	✓
Performance Marketing	⚠ Limited	✓
Creative Production	⚠ Basic	✓
Audio & Podcast	✗	✓
Full-Funnel System	✗	✓



Where You Stand Today

Current Digital Performance Overview

Strong potential, with clear opportunities to improve performance.

+2M
Monthly Reach

| **2.1%**
Average Engagement Rate

| **30%**
Conversion Gap



Key Insight

Current performance indicates untapped potential that can be transformed into measurable growth.

Digital Marketing Strategy



Our Approach To Growth

A data-driven approach to scale performance and drive measurable growth.

Multi-Channel Strategy

- Social Media Marketing
- Google Ads
- SEO & Content
- Retargeting Campaigns

Growth Approach

- Audience targeting & segmentation
- Continuous campaign optimization
- Performance tracking & analytics
- Conversion-focused funnel strategy



Search Engine Optimization

A data-driven SEO strategy to increase visibility, drive organic traffic, and generate qualified leads.

+130%

Increase in Organic Traffic

+120K

Monthly Search Impressions

+11M

Potential Audience Reach



Content Strategy Framework

Strategic Content Direction

- A strategic content approach to attract, engage, and convert your target audience.



Educational Content

- Industry insights & tips
- How-to posts
- Value-driven content



Engagement Content

- Interactive posts (polls, questions)
- Short-form videos (Reels)
- Community-driven content



Promotional Content

- Offers & campaigns
- Product/service highlights
- Lead generation ads



Brand Content

- Brand storytelling
- Behind-the-scenes
- Testimonials & case studies



Social Media Engagement

Social Media Strategy for Magnet

- We focus on building an engaged audience, increasing interaction, and strengthening brand presence across key social platforms.

+65%

Increase in Engagement Rate
(Likes, Comments, Shares)



34K+
Monthly Interactions

Engagement driven by optimized content, targeting, and consistent posting strategy.

+3X Return on Ad Spend (ROAS)

Performance Ads



A performance-driven advertising strategy focused on maximizing ROI, generating qualified leads, and scaling growth across key platforms.

- Optimized across Meta & Google Ads
- Precision targeting & segmentation
- High-converting landing pages
- Continuous A/B testing & optimization

Email Marketing Strategy

 **+32%**

Email Open Rate

 **+18%**

Conversion Rate from Email



Lead Nurturing Emails

- Welcome sequences
- Educational content
- Value-driven messaging



Promotional Campaigns

- Offers & discounts
- Product updates
- Limited-time campaigns



Retention & Automation

- Follow-ups
- Re-engagement emails
- Cart abandonment flows



Influencer
Collaboration
Approach



Micro & mid-tier influencers targeting niche audiences
Authentic content aligned with brand identity
Performance-based collaborations & tracking

Influencer Marketing Strategy



Strategic Influencer Approach

We partner with carefully selected influencers to expand reach, build trust, and drive authentic engagement with your target audience.

Key Performance Indicators

Projected Growth

+120%

Increase in Organic Traffic

+65%

Social Media Engagement

+3X

Return on Ad Spend (ROAS)



Lead Generation



Traffic Growth



Conversion Rate

2026



Expected Performance

- Strong growth across all channels
- Increased brand visibility
- Higher conversion rates

+85%

Overall Performance Growth

Trusted By Leading Brands



→ 01

Targeting & Funnel Optimization

We optimize targeting and funnels to attract high-intent leads and improve ROI.

→ 02

Content & Performance Strategy

We create engaging content and run data-driven campaigns to increase visibility and audience interaction.

Challenges & Our Solutions



+45%

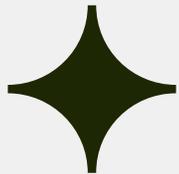
Conversion
Growth

Within the first 90 days



Execution Plan

From setup to scaling — a data-driven execution process



A clear execution roadmap designed to drive, measure, and scale performance across all digital channels.

Technology Integration



- Tracking setup (Meta Pixel, Google Tag)
- Analytics & conversion tracking
- CRM & lead management integration
- Data dashboard for performance monitoring

Customer-Centric Approach



Continuous Optimization



Let's * Grow Together

Start Your Growth Journey Today

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We're ready to start building and scaling your digital presence with a data-driven strategy tailored to your goals.