

CASE STUDY



Digital Marketing

Redefin 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:



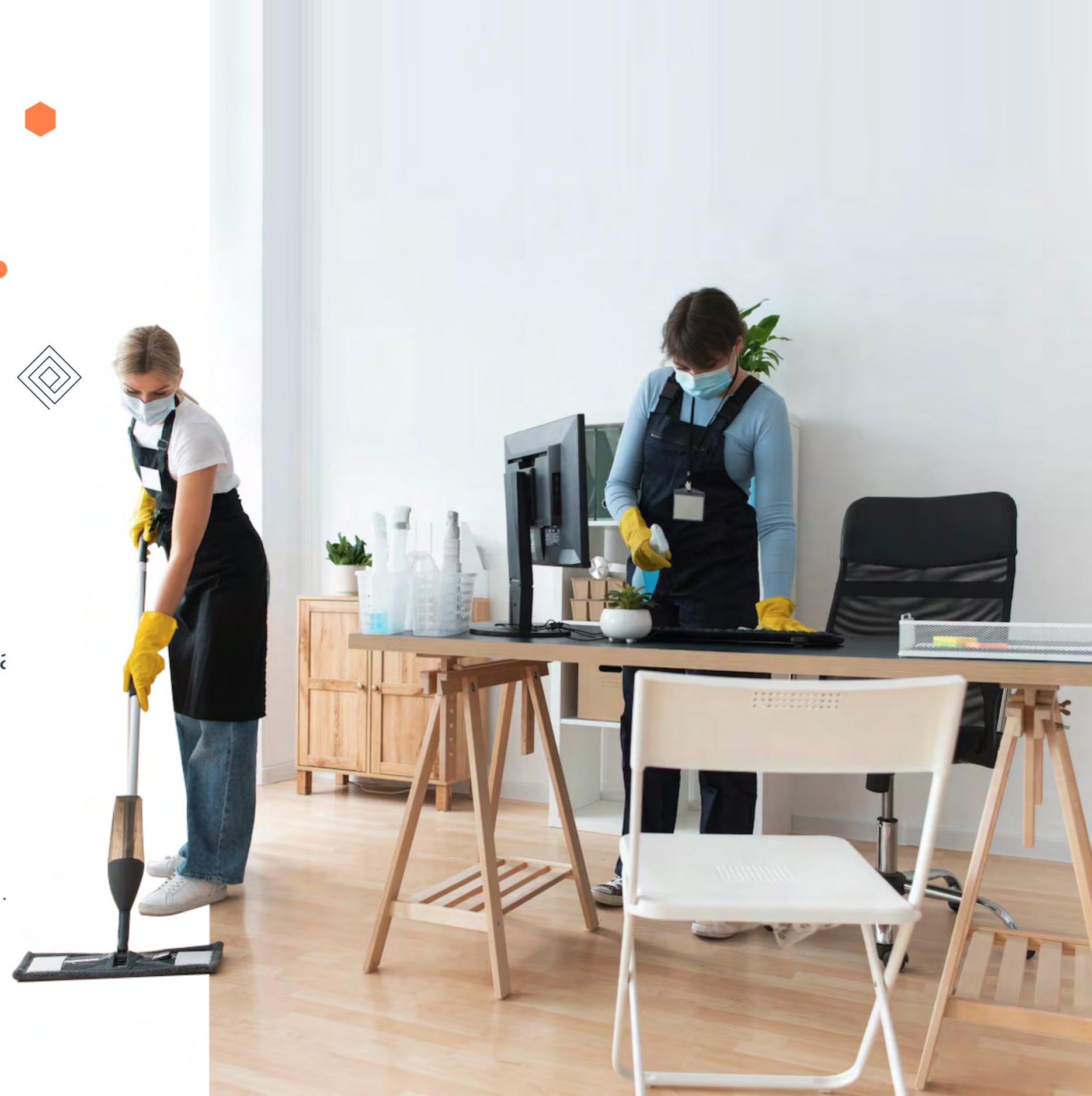
The goal of this project is to enhance online visibility and optimize the digital marketing strategy to boost sales by utilizing SEO, effective audience engagement, and targeted paid advertising.



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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