

# OUR Portfolio 2026

by Forsa Marketing Agency

Transform Your **Social Game**

# WHO WE ARE

**FORSA MARKETING & ADVERTISING AGENCY** IS PART OF A HOLDING **FORSA** WITH ESTABLISHED EXPERTISE IN REAL ESTATE AND CONSTRUCTION.

OUR JOURNEY BEGAN BY MANAGING THE GROUP'S MARKETING AND BUSINESS DEVELOPMENT OPERATIONS THROUGH A FULLY INTEGRATED IN-HOUSE TEAM. THIS EXPERIENCE GAVE US A DEEP UNDERSTANDING OF HOW BUSINESSES GROW—FROM BUILDING THEIR MARKET POSITION AND DEVELOPING THEIR BRAND IDENTITY TO **GENERATING LEADS** AND SUPPORTING LONG-TERM EXPANSION.

WITH **OVER 7 YEARS OF HANDS-ON EXPERIENCE**, WE HAVE SUCCESSFULLY WORKED ACROSS MULTIPLE INDUSTRIES AND CATEGORIES, SERVING BUSINESSES AND AUDIENCES THROUGHOUT **EGYPT, GCC MARKETS, AND CANADA**.

TODAY, WE BRING THIS EXPERIENCE TO OUR CLIENTS THROUGH **STRATEGIC, CREATIVE, AND PERFORMANCE-DRIVEN MARKETING SOLUTIONS DESIGNED** TO ACHIEVE REAL AND SUSTAINABLE BUSINESS GROWTH.

**WE STARTED AS AN IN-HOUSE GROWTH TEAM. TODAY, WE HELP BRANDS GROW ACROSS MARKETS.**



# What Makes Us Different



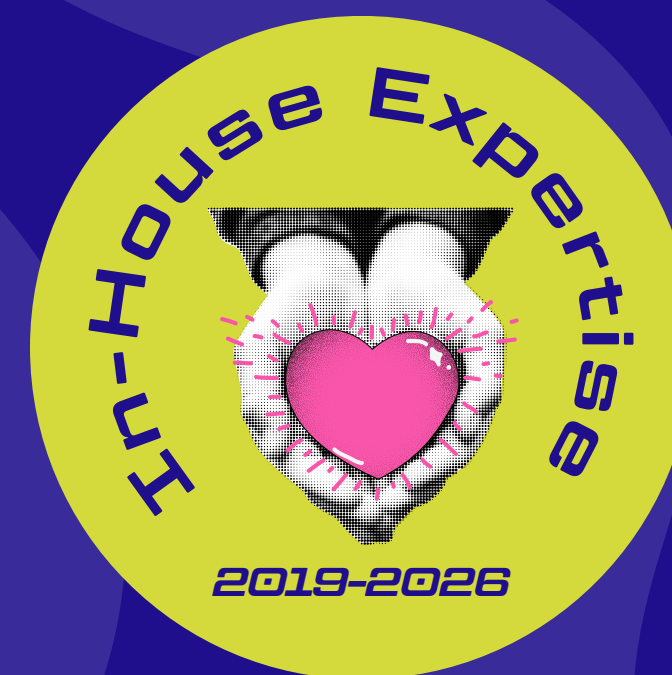
Hands-on Marketing &  
Business Development  
Experience



Experience Across  
Different Business  
Categories



Egypt, GCC  
Markets, & Canada



Built Through Managing  
Real Businesses From  
Within

# Sectors That We're Deal With

- 1 Real Estate
- 2 Hospitality
- 3 Sports Academies
- 4 Automotive
- 5 Medical & Healthcare
- 6 Corporate Brands
- 7 Local Businesses



7+ Years of Marketing Experience

# Our Services



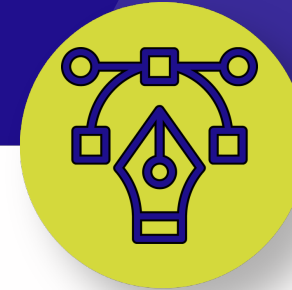
**Full-Funnel  
Marketing  
Strategy**



**Target  
Market  
Research &  
Insights**



**Paid Social  
Media  
Campaigns**



**Graphic  
Design**



**SEO &  
Website  
Content**



**Video  
Production**



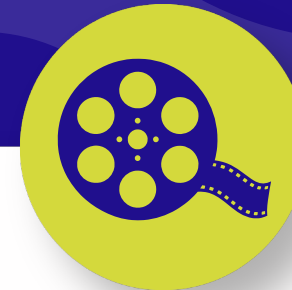
**Branding &  
Visual  
Identity**



**Content  
Creation**



**Lead  
Generation**



**Photography  
& Reels**



**Marketing  
Consultation**



**Analytics  
&  
Reporting**

# How We Work



Every decision starts with **Data** ends with **Measurable Growth**.



# Brands We've Worked With



# *Client 1:* Forsa Real Estate & Finishing Company.



**From zero to EGP 85M in sales . Built from Scratch**

A real estate and finishing company operating across **Hurghada** and **Qena**. We built their social presence from the ground up and managed their full advertising operation on Meta and Google over 3+ years . **and we're still going.**

Total sales driven

**EGP 85M**

across all projects

Total ad spend

**EGP 2M**

Meta + Google  
combined

Leads generated

**4062+**

verified Meta leads

Partnership duration

**3+ yrs**

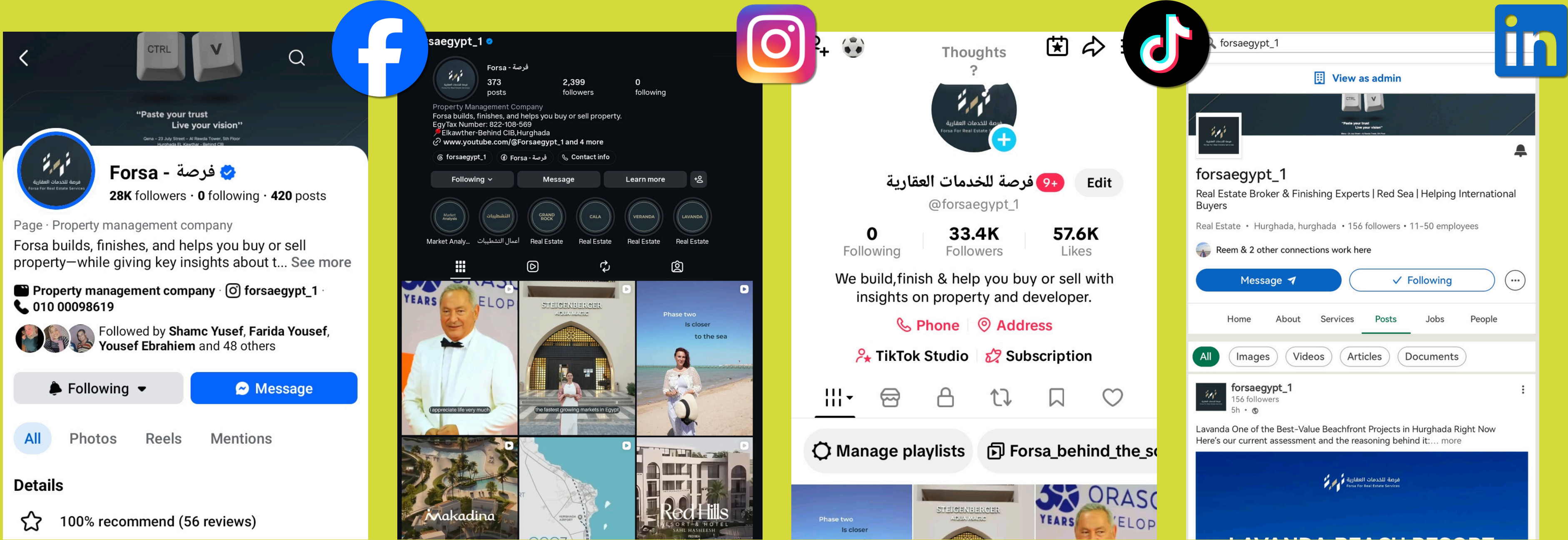
ongoing

**42.5 x**

Return on Ad Spend

**FOR EVERY EGP 1 SPENT ON ADS, EGP 42.5 CAME BACK IN SALES . ONE OF THE HIGHEST ROAS FIGURES IN THE EGYPTIAN REAL ESTATE SECTOR.**





Services  
provided

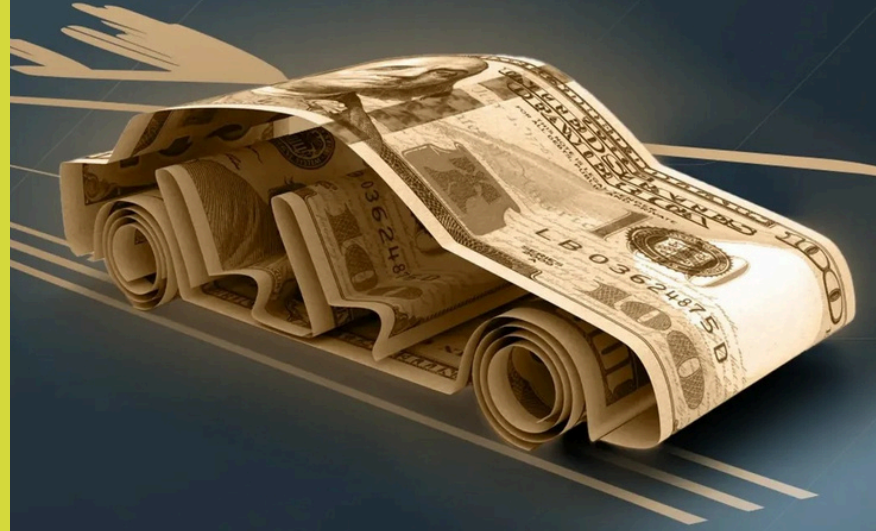
1

Page & Account Setup

Facebook . Instagram . TikTok . YouTube Channel & Linked In page creation from scratch  
Profile & cover design aligned with brand identity  
Meta Business Suite full configuration



DON'T LET  
THE DOLLAR WIN  
**INVEST**  
IN REAL ESTATE  
TODAY!



WE CAN HELP YOU  
FIND THE **PERFECT** PROPERTY



من المالك مباشرة  
وحدتك في مارك ريزورت متاحة مع فرصة بس

**EXCLUSIVE DEEL**

3 Min From Hurghada Airport | 2 Min From Carrefour | 3 Min From Kawthar promenade



Unlock the **NEXT CHAPT**  
of **Seaside Living**  
with **FORSA**

# Services provided

2

## Social Media Design

- Feed design & visual identity per project .
- Ad creatives, stories & reels covers .
- Project branding: logos, color palettes & typography.
- Consistent visual language across all platforms .





# Services provided

3

## Scripts & Ad Copy

- Hook-driven video scripts crafted per project & audience
- Arabic & English copywriting for local & international buyers
- Ad copy optimized for conversion across Meta & Google
- Captions, headlines & CTAs tailored per campaign objective

4

## Videography & Production

- On-location shoots at project sites in Hurghada & Qena
- Professional-grade equipment — cameras, lenses & stabilizers
- Cinematic real estate walkthroughs & property showcases
- Full post-production: editing, color grading & motion graphics



Orbit platinum  
Off • Leads

28  
Meta leads

EGP174.71  
Cost per Meta lead

EGP4,891.76  
Spent

Gamal Tires  
Off • Engagement

1,352  
Post engagements

EGP0.97  
Cost per Post engagement

EGP1,313.46  
Spent

Al-Ahyaa

New leads

Noor video #1 - last campaign  
8-4-2025  
Off • Leads

184 •  
Meta leads

EGP367.25  
Cost per Meta lead

EGP67,574.7  
5  
Spent

Traffic Instagram

Noor CiTy Units #1  
Off • Leads

0

EGP0.00

EGP722.52

On Hurghada Airport Street

New leads

Grand Gate #1  
Off • Leads

119 •  
Meta leads

EGP303.03  
Cost per Meta lead

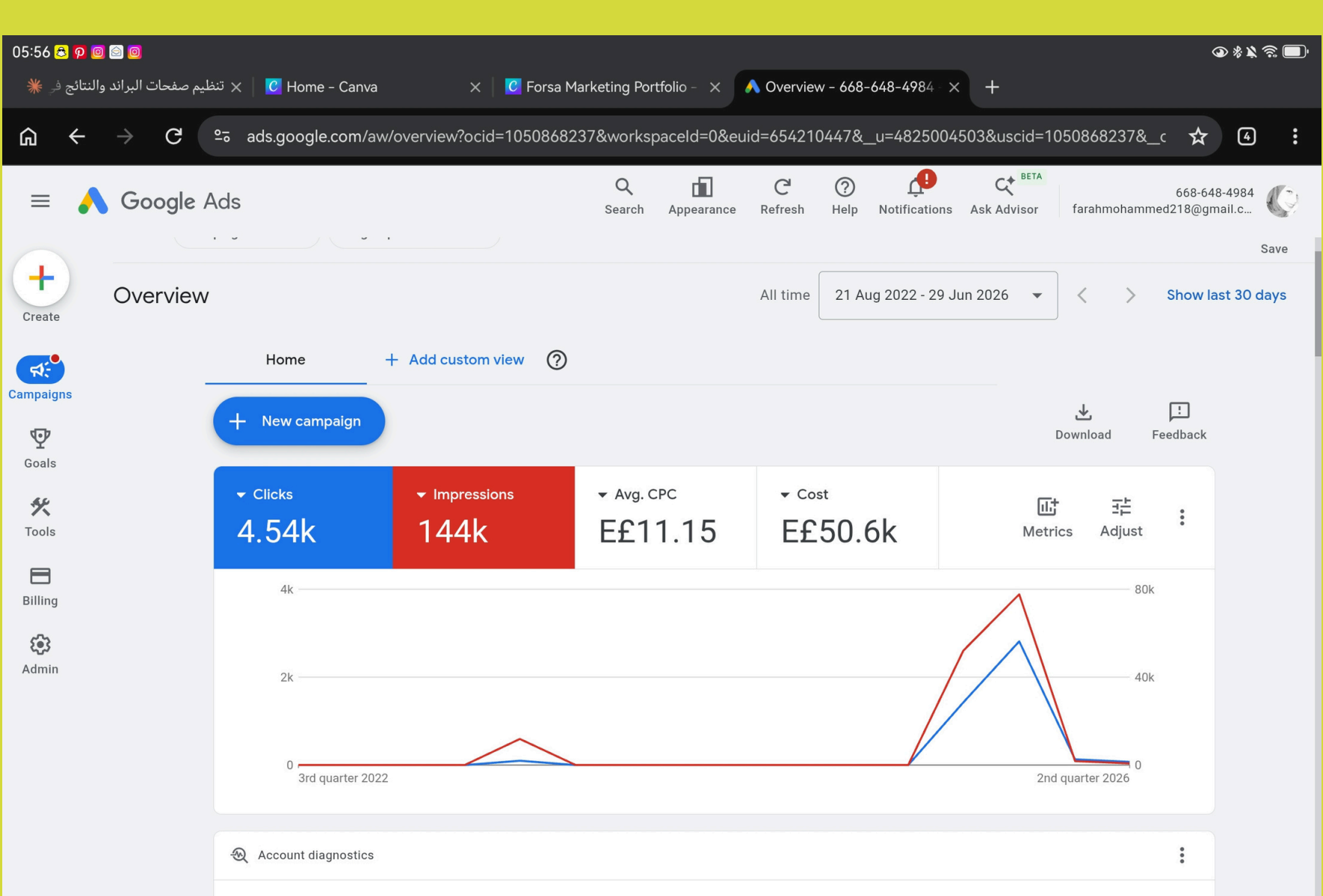
EGP36,060.79  
Spent

LG Hurghada 01/20/2025  
Off • Engagement

0  
Post engagements

EGP0.00  
Cost per Post engagement

EGP0.00  
Spent



# Services provided

## 5 Paid Advertising — Meta

- Lead generation campaigns per project
- Engagement & traffic campaigns for social proof
- Audience segmentation: local, expat & European
- Ongoing A/B testing & campaign optimization

## 6 Paid Advertising — Google

- Search & display campaigns for real estate keywords
- Targeting buyers outside Egypt & in Europe
- Budget management & bid optimization



# Client 2: Flyadeal

## Services Provided

### Animated Campaign Video

We created a short animated social media campaign for Flyadeal to promote travel from Cairo to Jeddah.

The project included concept development, Arabic scriptwriting, storyboard creation and animation direction, using a light character-based story to deliver the offer in an engaging and memorable way.

The video moved from a relatable conversational hook to a clear travel message and direct booking CTA.

## Storyboard Breakdown :



## Final Animated Video :







## Client 3: ONAD - KSA

Services  
provided

Social Media Strategy

Medical Content Writing

Static & Carousel Content

Monthly Content Planning

Creative Campaign Concepts

Seasonal Campaigns  
(Ramadan, Valentine's  
Day, etc.)

Arabic & English Copywriting

Reels Scripts





## Client 4: Dar Batterjee Pharmacy

### Services provided

Social Media Strategy

Medical Content Writing

Static & Carousel Content

Monthly Content Planning

Creative Campaign Concepts

Seasonal Campaigns  
(Ramadan, Valentine's  
Day, etc.)

Arabic & English Copywriting

Reels Scripts



*Client 5:*

# منصة احمد ابو عريب



**From 0 to 464K Subscribers , Built a Channel, Built a Brand**

Ahmed Abu Arab is Egypt's leading high school physics educator on YouTube. We partnered from day one building the channel from scratch, managing YouTube SEO, and running Google Ads campaigns that put his content in front of over 400,000 students.

YouTube subscribers

**464K**

from 0 built  
together

Students reached

**400K+**

Enrolled via the  
platform

Total video views

**5M+**

via Google Ads  
campaigns

Partnership duration

**4+ yrs**

ongoing

**200K+**

**Total ad engagements**

**OVER 200,000 DIRECT INTERACTIONS WITH PROMOTED CONTENT  
ACROSS GOOGLE ADS CAMPAIGNS — AT AN AVERAGE COST OF EGP 0.10–  
0.22 PER ENGAGEMENT.**



# CLIENT LOVE

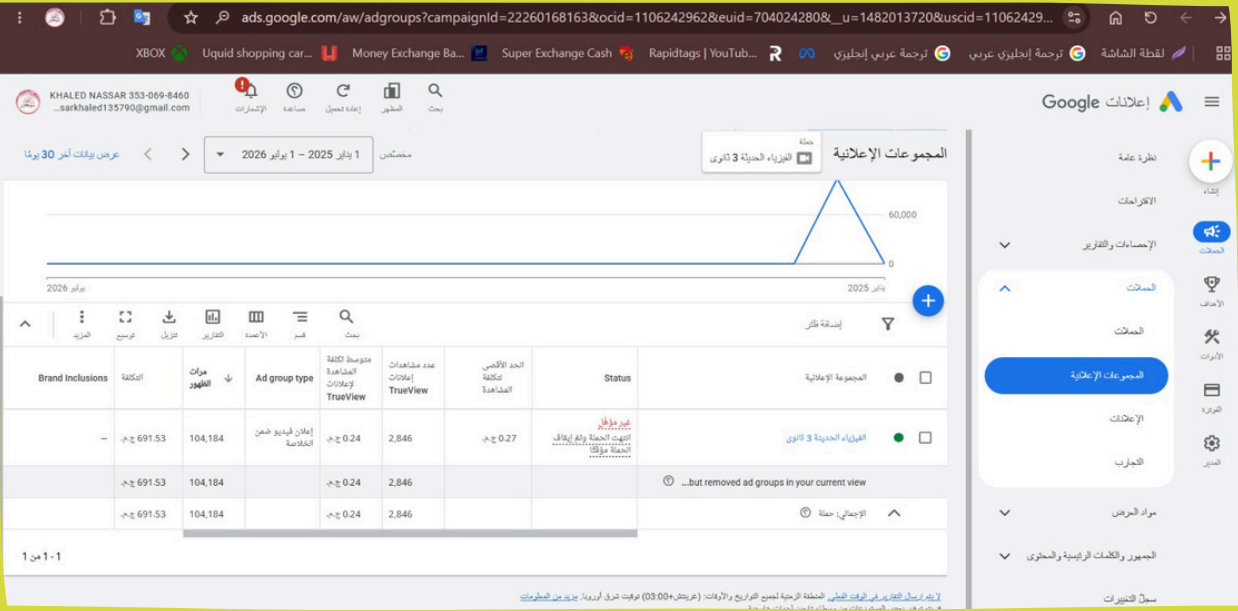
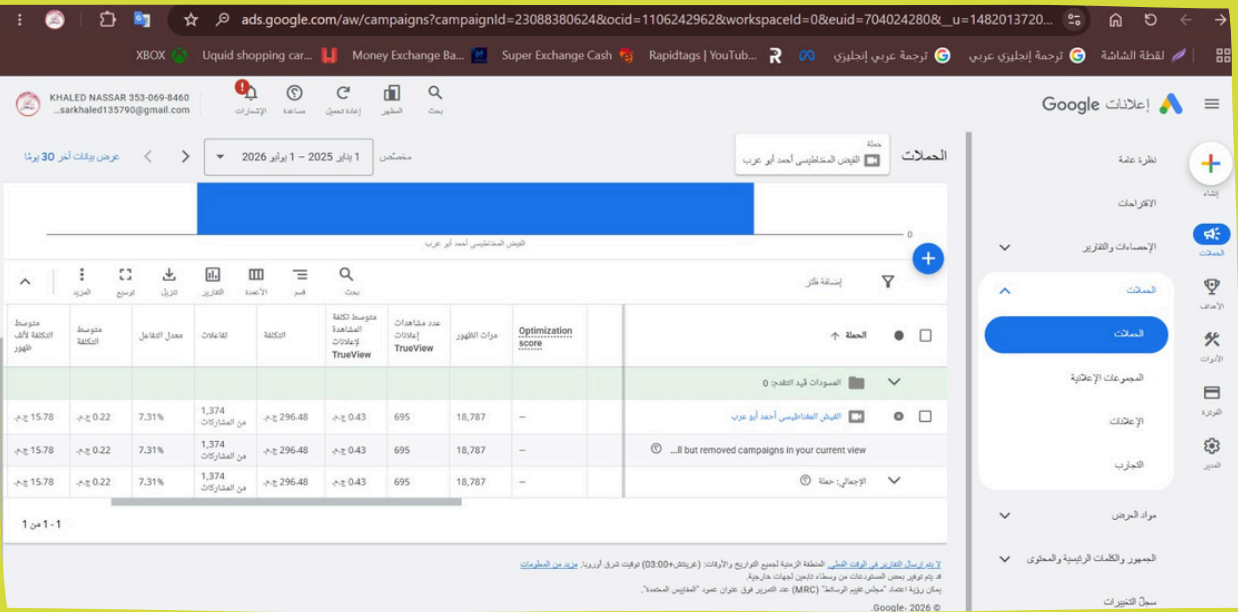
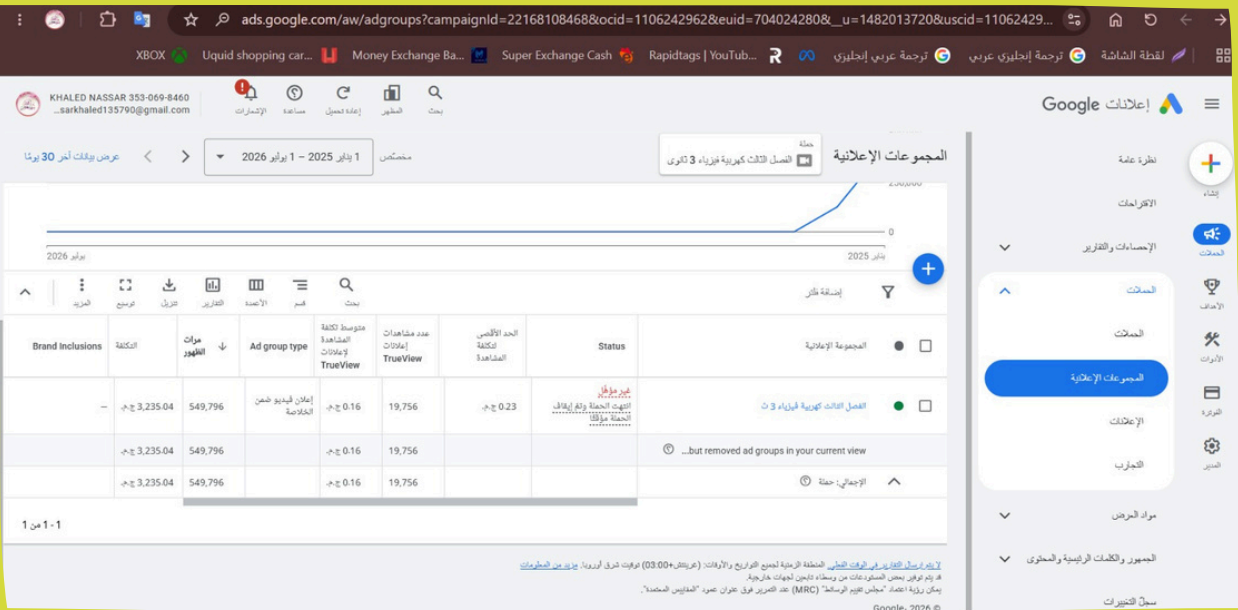
- Grew the YouTube channel from 0 to 464,000 subscribers over 4 years entirely built and managed by our team.
- Over 400,000 students enrolled in the platform making Ahmed Abu Arab one of Egypt's top physics educators online.
- 4.5M+ views generated through Google Ads campaigns alone, at an average cost of just EGP 0.11 per engagement
- Client provided a video testimonial endorsing the partnership a testament to the trust and results built over 4 years.





# Google Ads Campaign Breakdown

| Campaign                  | Views     | Engagements | Avg. CPE     | Spent       |
|---------------------------|-----------|-------------|--------------|-------------|
| Physics Feb – Wave 1      | 520,497   | 24,997      | EGP 0.10     | EGP 2,488   |
| Physics Feb – Wave 2      | 641,028   | 16,486      | EGP 0.15     | EGP 2,497   |
| Physics Feb – Wave 3      | 699,710   | 34,561      | EGP 0.07     | EGP 2,510   |
| Physics Revision – Wave 3 | 647,771   | 24,643      | EGP 0.10     | EGP 2,501   |
| Top Review – 54 Days      | 729,646   | 48,788      | EGP 0.09     | EGP 4,300   |
| Modern Physics – Grade 3  | 438,412   | 15,643      | EGP 0.16     | EGP 2,550   |
| Al-Daliri File            | 628,643   | 36,735      | EGP 0.09     | EGP 3,341   |
| Your Chance in Physics    | 221,955   | 15,739      | EGP 0.14     | EGP 2,201   |
| Abu Arab – Tailored       | 18,787    | 1,374       | EGP 0.22     | EGP 296     |
| Total                     | 4,546,449 | 218,966     | EGP 0.11 avg | ~EGP 22,684 |





# Client 6: UMS

## Services Provided

### Brand News & Corporate Content Writing

We supported UMS by creating professional news articles and brand-focused editorial content for the company's official website. Our role was to transform company updates, achievements, partnerships and business developments into clear, structured and engaging news stories that reflect the brand's position and corporate identity.

#### Scope of Work

- Corporate news writing
- Brand-focused article writing
- Website editorial content
- News headline development
- Research and information structuring
- Professional English copywriting
- Brand tone of voice alignment
- Editing and proofreading
- SEO-friendly article formatting

#### Our Approach

Each article was written to communicate the news clearly while reinforcing the company's credibility and professional image. We focused on developing strong headlines, clear introductions and well-structured stories that presented the most important information first, while maintaining a consistent corporate tone across the website.

#### Objective

To maintain an active and professional news section that communicates the company's latest developments, strengthens brand authority and keeps clients, partners and stakeholders informed.



## “Abtal Plus”... the first digital program presented by a special needs broadcaster on the Kora Plus website

22 May 2023

The “Kora Plus” website and TV presents the “Abtal Plus” program, which is the first digital program presented by a special needs broadcaster, a victor for advanced civil society and indivisible human rights, the swimming hero Mohamed El Hussein, who presented an ideal model of will and success by crossing the English Channel in 2022.

The “Abtal Plus” program, which comes in line with the directives of President Abdel Fattah El-Sisi to support and care for people of determination and integrate them into society, includes exclusive dialogues with many stars, who were able to raise the name of Egypt with immortal successes in various sports and games.

The program “Abtal Plus”, presented by the world-class swimmer Mohamed El Hussein, also includes highlighting the Egyptian achievements and championships in various sports, which confirm Egypt's sporting success, and the continuation of its leadership in general.



## “Al-Hayat Al-Youm” presents the map of the series of United Media Services in Ramadan

The journalist, Muhammad Mustafa Shardi, showed through his program “Al-Hayat Al-Youm” broadcast on Al-Hayat channel...

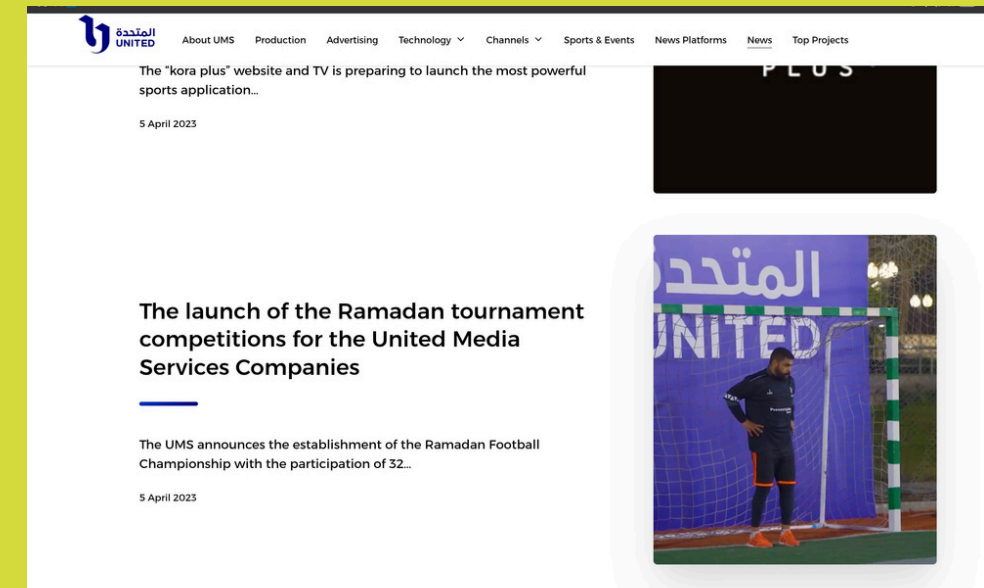
21 February 2023



## “El Classico”.. Siham Saleh presents the sports program on DMC next Friday

DMC channel is preparing to launch a new sports program on its screen, under the...

30 April 2023



*Client 7:*

## Abaya Stores Marketplace

Industry :

E-commerce | Fashion Marketplace | Multi-Vendor Platform

Location :

Saudi Arabia



## About the Project :

منصة سعودية متخصصة في العبايات تجمع البوتيكات والمصممات المستقلات داخل Marketplace واحد مع تجربة شراء موحدة، سلة واحدة، وشحن لجميع أنحاء المملكة.

## The Challenge :

- إطلاق Marketplace جديد يواجه تحديًا أساسيًا:
- جذب البائعين والمشتريين في نفس الوقت.
- بناء الثقة في شراء العبايات أونلاين.
- وضع خطة نمو قابلة للتوسع منذ اليوم الأول.



# Our Solution

بدلاً من إطلاق حملات بيع مباشرة، قمنا ببناء استراتيجية متكاملة تعتمد على:

Marketplace Growth Strategy

Buyer & Seller Journey

KPI & Analytics Framework

Content System

Supply-First Go-To-Market

Brand Positioning

Performance Marketing Framework

## See Full Strategy Designed To Achieve

### Situation Analysis

#### Value proposition

Curated abaya marketplace, premium audience, trust signals, unified checkout, and transparent payouts every 14 days with no minimum withdrawal.

#### Two main buyer funnels

- **Conversation first:** user discovers via Instagram or TikTok, DMs, gets assisted on size and length, then checks out on website.
- **Website first:** user lands on collection or product page, uses trust layer (badges, reviews, size guide, fabric content, ready vs made to order label), then adds to cart across sellers and

#### Email marketing role

retention and conversion lift, recover abandoned carts, push AOV toward free shipping threshold, and onboard sellers after approval. Suggested flows: welcome, browse abandon, cart abandon, post purchase review, back in stock, new drops, free shipping reminder. Seller flows: approved to upload checklist to go live to first sale

#### Competitor landscape

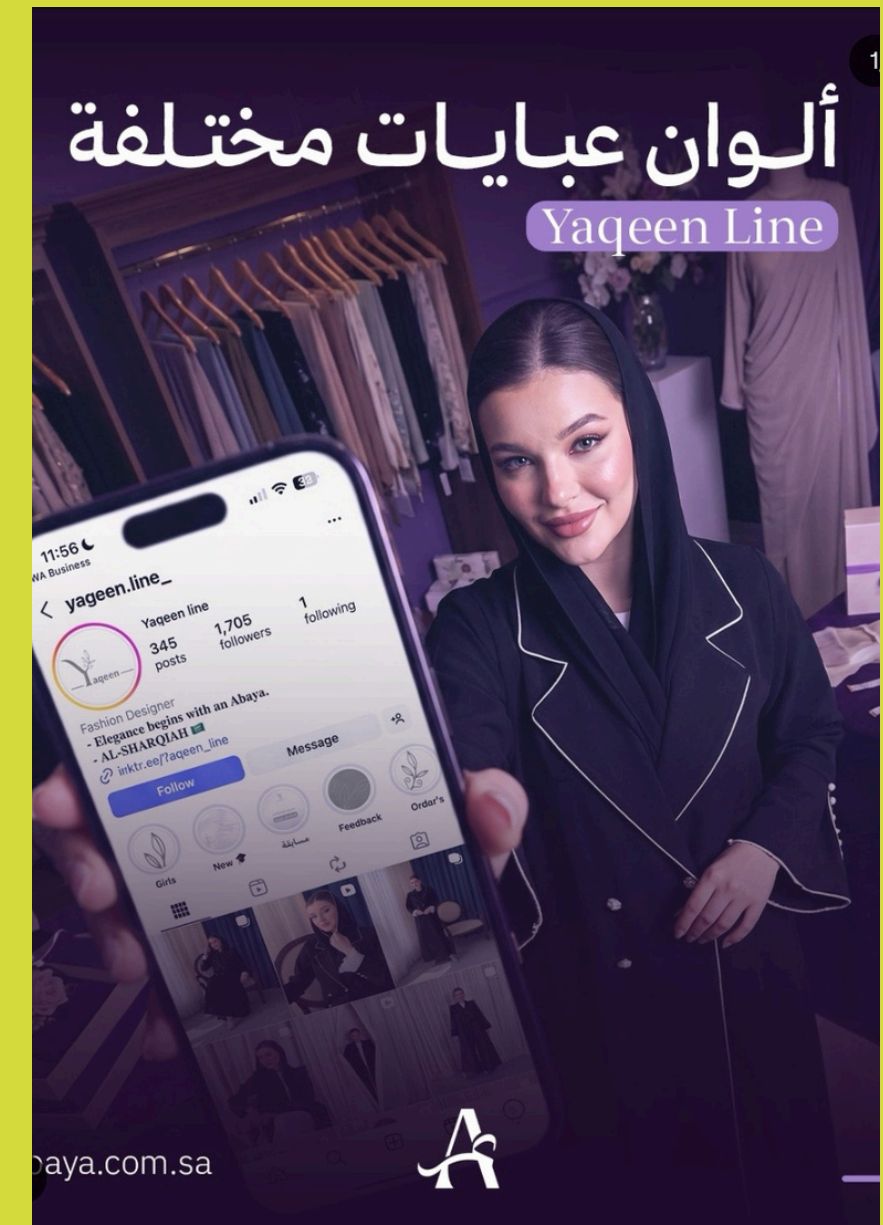
Aya, Abayti, Namshi, Ounass, Noon, with positioning differences (trend led abaya niche, multi seller authenticity messaging, large scale promo engines, premium service).

**CLICK HERE**



"abaya", "work abaya", "daily abaya", "premium abaya", "ready ship", city modifiers, plus trend category terms like work, daily, black, event, instant delivery.





# Services provided

Marketing Strategy

Brand Strategy

Go-To-Market

Marketplace Marketing

Social Media Strategy

Content Marketing

Performance Marketing

Customer Journey

Social Media Design



*Client 8:*

# Al Rafidain Medical Center — UAE

Industry:

Healthcare | Dental | Dermatology | Aesthetic Medicine



## Scope of Work

- Content Strategy
- Social Media Management
- Medical Copywriting
- Creative Campaigns
- Reels Scripts
- Arabic & English Content
- Design Brief Development

## Deliverables

- 25+ Monthly Content Pieces
- Educational & Promotional Campaigns
- Reels & Video Scripts
- Before & After Content
- Seasonal Marketing Campaigns



مركز الرافدين الطبي  
Al Rafidain Medical Center

# HIFU

لتحسين تماسك البشرة  
وتحفيز إنتاج الكولاجين

07-2335500  
971501171182

دوران الخران - مبنى الانصاري للصرافة - رأس الخيمة

مركز الرافدين الطبي  
Al Rafidain Medical Center

## لجمال الحقيقي تو في التضحية لأجل الوطن

### 30 NOVEMBER

### يوم الشهيد COMMEMORATION DAY

07-2335500  
971501171182

دوران الخران - مبنى الانصاري للصرافة - رأس الخيمة

مركز الرافدين الطبي ش.م.م.  
Al Rafidain Medical Center LLC

## إبرة صغيرة وبشرة أكثر حياة

07-2335500\_971501171182  
00-٧٥٠٠\_٩٧١٥٠١١٧١١٨٢

دوران الخران - مبنى الانصاري للصرافة - رأس الخيمة  
AL KHARRAN ROUNDABOUT AL ANSARI EXCHANGE  
BUILDING-RAS AL KHAIMAH

مركز الرافدين الطبي  
Al Rafidain Medical Center

## رأس الخيمة تستقبل أحد أبرز الأسماء في الطب التجميلي د. رائد فرحات

أستاذ جامعي ومتحدث دولي ومدرّب للأطباء حول العالم  
يحمل مؤهلات أكاديمية متقدمة من إيطاليا، بريطانيا، كندا ومصر

|                      |                          |                       |
|----------------------|--------------------------|-----------------------|
| فن الحقن<br>التجميلي | الجراحات<br>الترميمية    | الجراحات<br>التجميلية |
| علاج<br>الندبات      | علاج الجروح<br>المستعصية | الطب<br>التجديدي      |

انضم الآن إلى فريق مركز الرافدين الطبي

حين تجتمع الخبرة العالمية مع أحدث التقنيات  
تكون النتائج مختلفة

# Services provided

Social Media Strategy

Monthly Content Planning

Arabic & English Copywriting

Medical Content Writing

Creative Campaign Concepts

Reels Scripts

Static & Carousel Content

Seasonal Campaigns  
(Ramadan, Valentine's  
Day, etc.)



Client 9:

## Divan Flower Boutique

### Services Provided

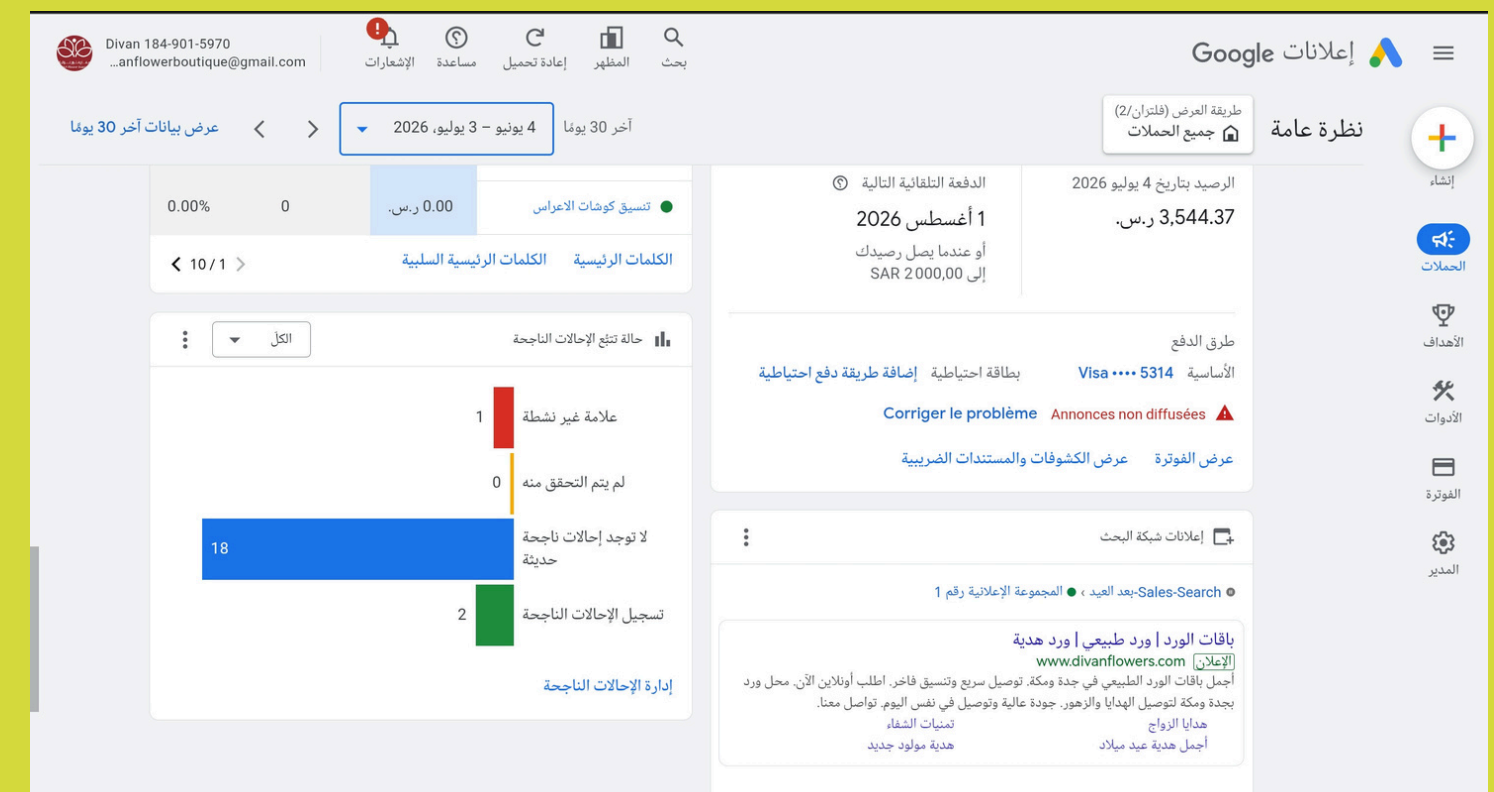
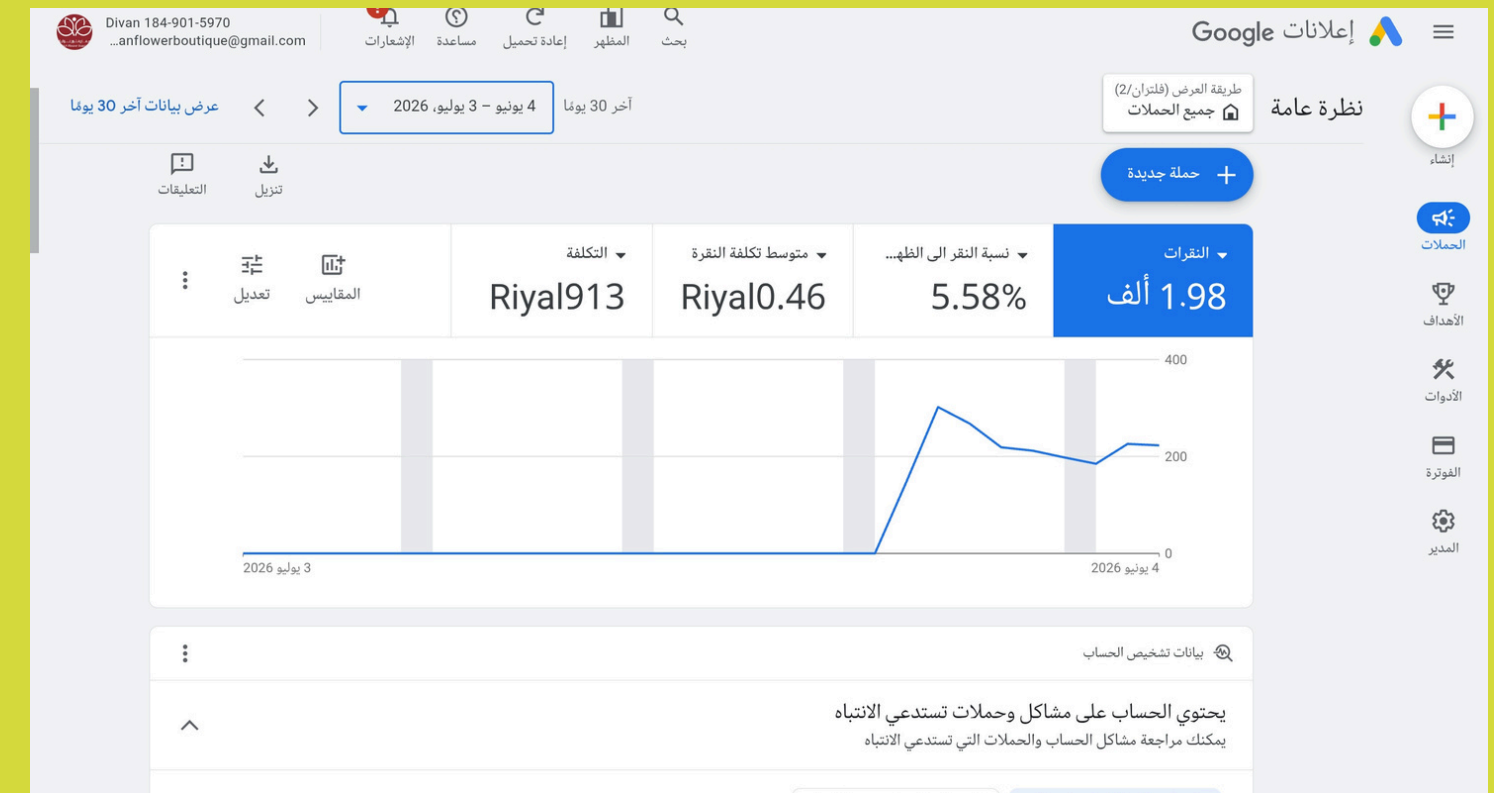
Google Ads Audit, Search Campaign Strategy, Keyword Optimization, Conversion Tracking Recommendations

We helped Divan Flower Boutique improve its Google Ads performance by auditing the existing campaign, identifying wasted spend opportunities, restructuring the keyword strategy, and creating a more conversion-focused search campaign. The project focused on attracting high-intent customers searching for flower delivery, bouquets, and gifts in Saudi Arabia while improving campaign clarity, tracking, and optimization potential.

[See Audit File Here](#)



## Google Ads Results :







## Client 10: Dar Batterjee Coffee

### Services provided

Social Media Strategy

Monthly Content Planning

Arabic & English Copywriting

Creative Design Briefs

Creative Campaign Concepts

Reels Scripts

Static & Carousel Content

Seasonal Campaigns  
(Ramadan, Valentine's  
Day, etc.)





*Client 11:*

## Alkhayal Archiecture

**Services  
provided**

Social Media Strategy

Engineering Content Writing

Static & Carousel Content

Monthly Content Planning

Creative Campaign Concepts

Seasonal Campaigns  
(Ramadan, Valentine's  
Day, etc.)

Arabic & English Copywriting

Reels Scripts



# Let's WORK

Ready to grow your brand with strategy, creativity, and performance?

Whether you need content, social media management, paid ads, branding, or full marketing support .. we're here to help your business move forward.

Let's build something that gets noticed.

+201020 200 828



forsamarketing1@gmail.com



Cairo, Egypt - Qesm awl



@forsamarketingagency





thank  
you