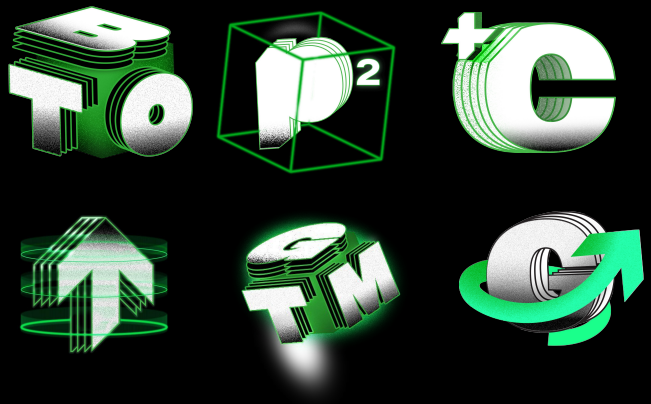
P.maxteam

If it’s not **winning**,
It’s not **working**.




B
TO
P2
+C
T
GTM

What We Do?

Business Performance focused on Brand.

"We help maximize marketing performance in the main 3 fields; **creative**, **acquisition** & **operations** through understanding, analyzing & optimizing efforts in line with the company's commercial vision."

3 Main Service Areas:

Strategy

Communicate what matters, to those who care , with standout design.

Acquisition

Winning new business through diverse, high-impact channels.

Operations

Operational optimisation and seamless management.

Why?

Because we believe that every business has the equal right of seeing the fruit of their marketing Seeds.

Decent Percentage of *CMO's believe that their biggest challenge is convincing C-Suite of Marketing ROI.*

How?

Assessment

Familiarize
Analyze
& Identify

Put a Plan

Strategy
Kpi
Timeline

Grow

Execute
Report
Optimize

HOW CAN WE HELP YOU?

P Square:
Performance elevated,
3 months program.

- Deep dive into the acquisition strategy and operation from both organic and paid pov. (ADS AND CONTENT)
- Suggesting a new acquisition strategy based on what's working and not, and competition.
- Training the team on Implementation based on plan and templates.

Creative Plus
(Brand workshops)

Branding, Digital Direction, and Training

Go to Market (GTM)
Hand-over plan

- Taking a brand's vision from Creation to Thriving
- Communication Plan
- Content Plan
- Branding Visual Direction
- Acquisition Strategy

*Available in 2 models: B.O.T & B.O.H (handle)

Marketing-As-usual

Custom tailored marketing services based on client needs.
The only condition. We only deliver what helps the business .

Social Story Selling

Our innovative product for social media. We don't do posts, we create a story with characters, and messages, and we help you sell it through interactive engaging content done through different chapters.

How We've Done It.

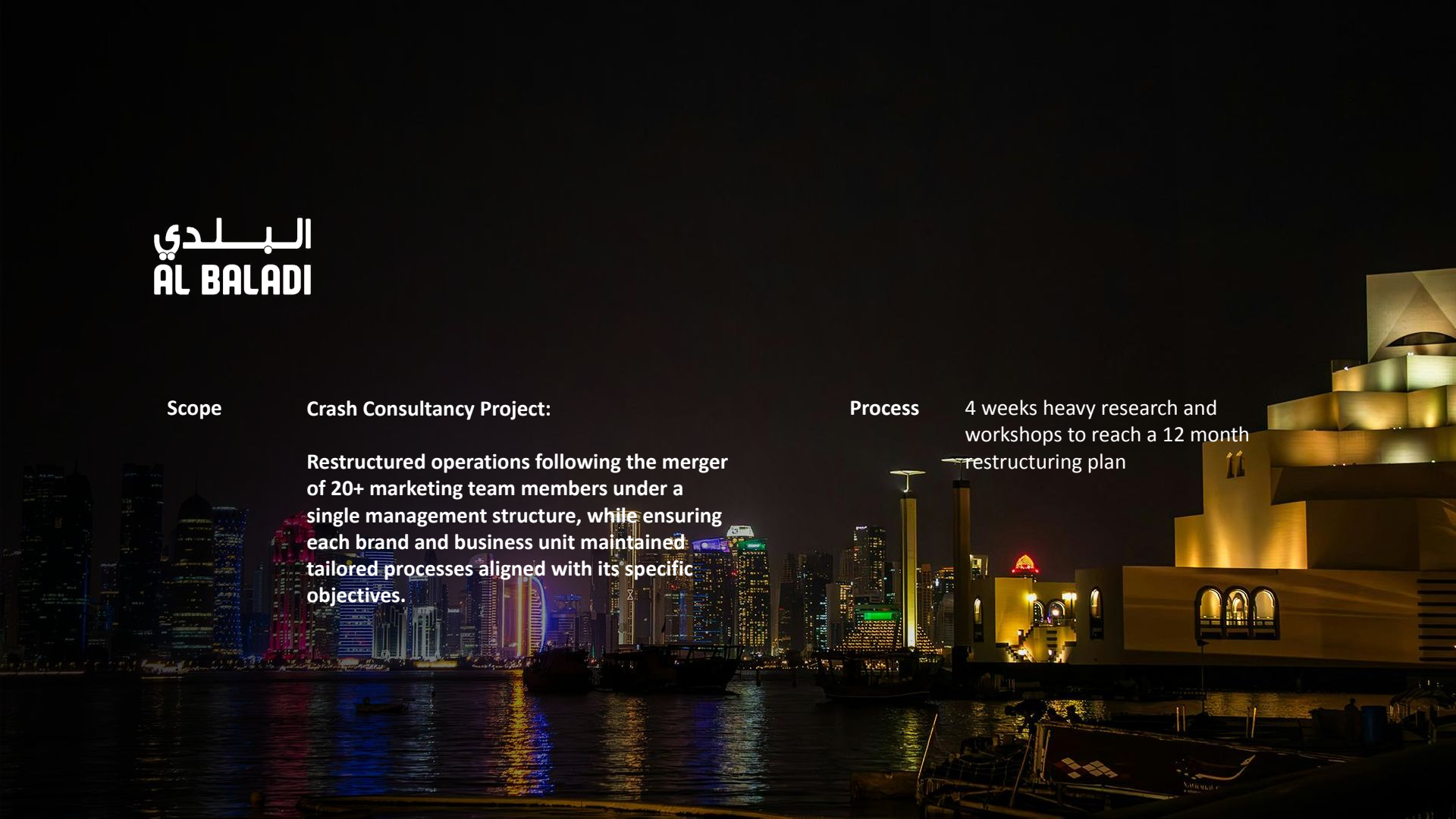
AMERICAN
ACCREDITATION
ASSOCIATION

Scope

- **We built and scaled the marketing function from the ground up, shaping the team and operations.**
- **Developed and executed a full marketing plan spanning content, webinars, paid ads, and website strategy.**
- **Led and managed the team for a six-month engagement.**

Results

We Helped reach $500,000 in sales in 3 years (from a new operation)



البلدي
AL BALADI

Scope

Crash Consultancy Project:

Restructured operations following the merger of 20+ marketing team members under a single management structure, while ensuring each brand and business unit maintained tailored processes aligned with its specific objectives.

Process

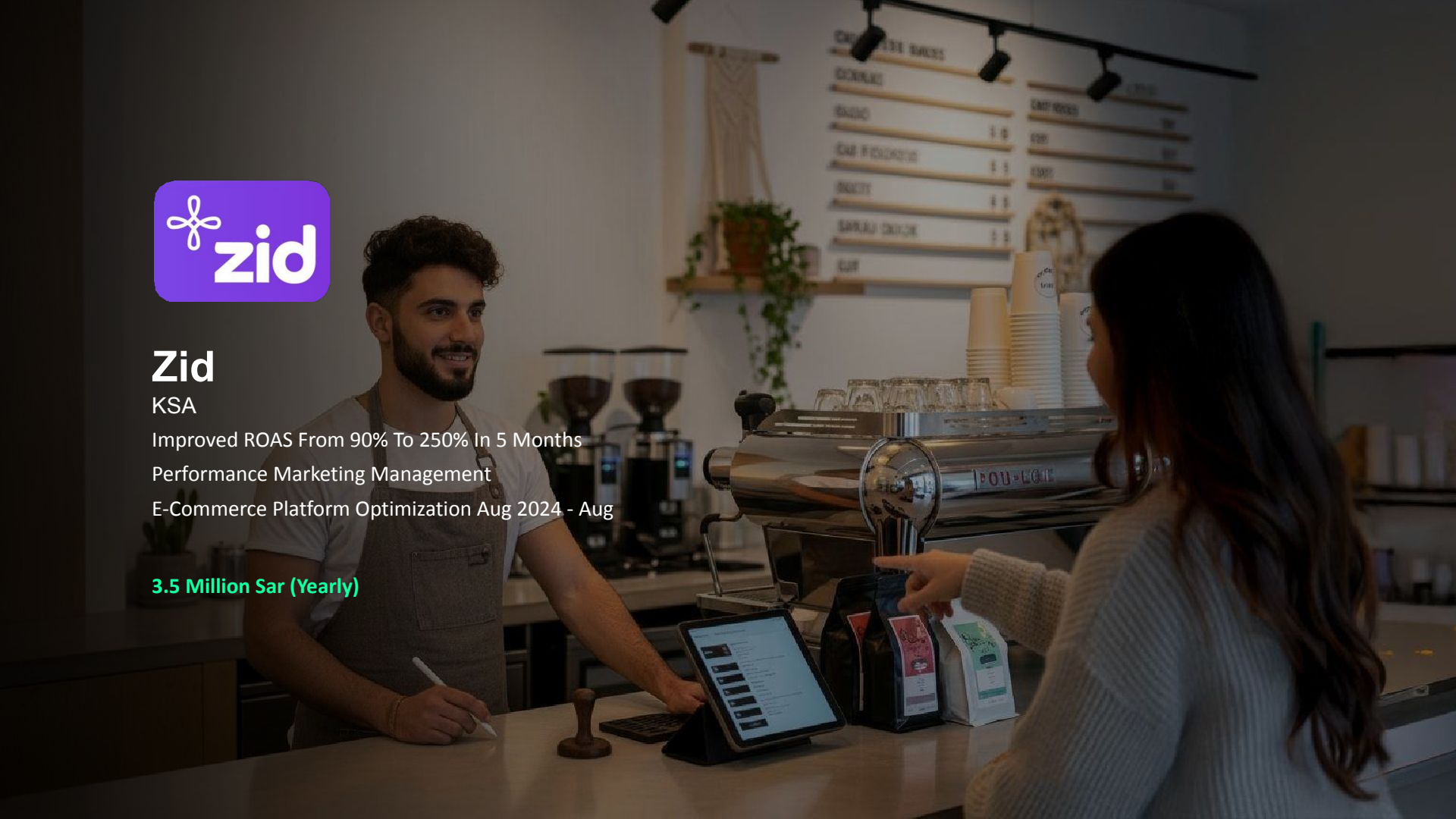
4 weeks heavy research and workshops to reach a 12 month restructuring plan

Wall Street English - KSA

15-20% YoY increase in sales
20% improvement in Cost Per Lead 30%
improvement in Conversion Rate Started
2022 - Ongoing







Zid

KSA

Improved ROAS From 90% To 250% In 5 Months

Performance Marketing Management

E-Commerce Platform Optimization Aug 2024 - Aug

3.5 Million Sar (Yearly)


PROCLIPSE
Change is good
UAE
B2B Go-To-Market Strategy Content Workshop Performance Training for Team

Sadq

- ✔ **Started brand strategy from scratch:**
- ✔ Unique value proposition
- ✔ Website content structure
- ✔ Organic Go-to-Market
- ✔ Paid Ads Strategy
- ✔ Touchpoints & Nurturing



Success Metrics

- ✔ Helped acquire 50+ clients including 3 Key Accounts
- ✔ Successful 1 Million Dollar seeding (by the 2nd year)

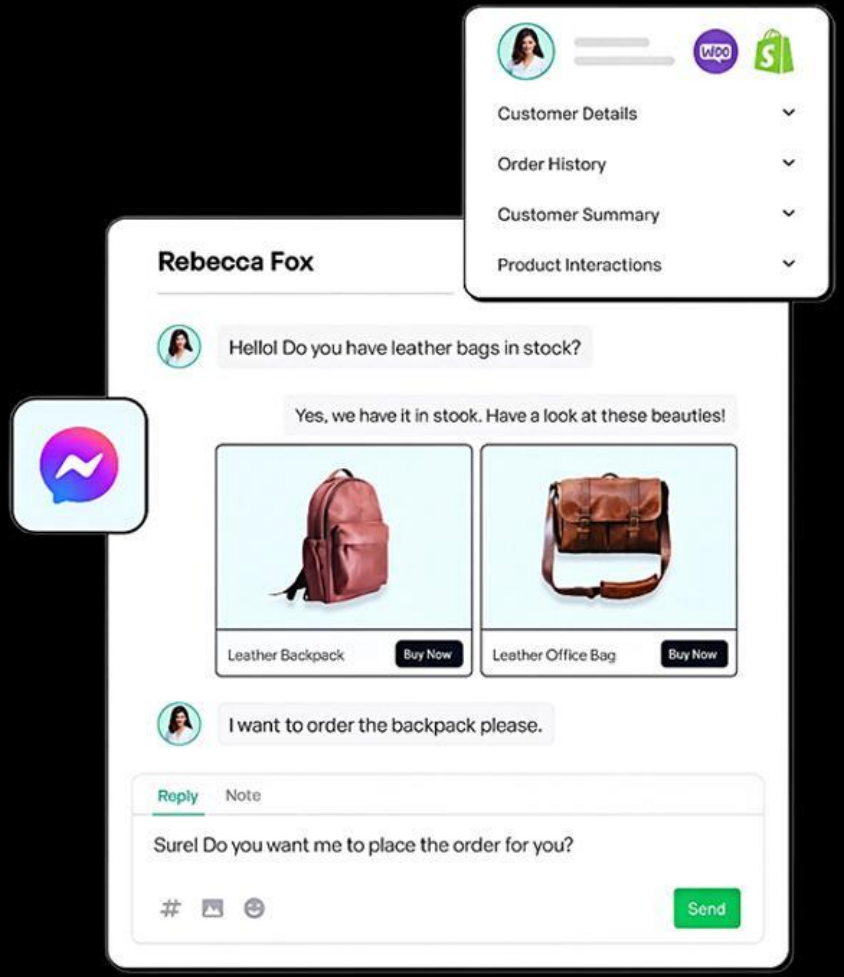
myalice

Myalie

- Optimized content strategy for ads
- Helped in creating UGC content
- Adjusted ad approach (channels, bidding & strategy)

Success Metrics

- Decreased Cost/Lead from $67 to $27
- Increased conversion rate from lead to demo by 47%



BUREAU360
CONSULTANCY

Bureau360 Consultancy

- Launched and ad-hoc campaign for a training event in Dubai
  6 weeks before training schedule

Success Metrics

- Secured 50 qualified leads through LinkedIn ads with less than $2000 budget
- Closed 5 attendees ($2,899 fee/participant)



Meet The Team



Saleh
Ghalayini

Founder Acquisition Strategist



Dania
Hatahet

Project Manager
Arabic Copywriter



Rasha
Fathallah

Social Media Strategist
Quality Controller



Bilal
Hanoun

Business Performance Specialist



Siham
Al Kahwaji

Account Manager



Mohamed Ali
Amkieh

Marketing Account & Growth Manager



Nur
Hirbi

Community Manager
Account Management



Dana
Fakih

Senior Graphic Designer



Rim
Alawieh

Senior Graphic Designer



Diana
Hamdan

Marketing Specialist

Join the winning brands.















































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