

**MALAFAT**  
ADVERTISING COMPANY



The background image shows a creative workspace with several people working on projects. One person is using scissors to cut a piece of paper, while another is holding a marker. There are various papers, pens, and a cup on the table. The overall atmosphere is one of active collaboration and creativity.

# About Us

Malafaat is one of energetic and efficient marketing and creativity advertising Company in Egypt & Saudi Arabia – Bahrain. Headquartered in Egypt with a nationwide IT presence, we have been the IT Support and marketing & media solutions provider of choice for big and International businesses all over the Middle East and GCC. We Have our branches / partnership in GCC countries (like Saudi Arabia, Kingdom of Bahrain ). Our capability to serve the client in local and global markets have enhanced, catalyzed or boosted our confidence in expanding our business thoroughly.



## **OUR MISSION**

Malafaat is deeply committed to operate in compliance with time-tested values and principles. We aim at exceeding our customer expectations and offer superior customersupport through intelligent, user-friendly technology and exceptionally high ethical values. We seek healthy growth while continuing to remain responsive to societal and environmental concerns. We work towards preserving the rights of our investors and employees. We aspire to be the best ICT solution provider by delivering cutting-edge IT and management solutions. These are our guideposts. All our people are guided by them.



#### OUR VISION

Malafaat vision is to empower people and enable organizations to enhance and sustain excellence in this tech savvy world through enduring practical solutions to excel and elevate the ICT (Information and Communications Technology) benchmark of the corporate and individual.

OUR AWESOME  
**CLIENT**



# OurServices



## **MEDIA & ADVERTISING**

Design Services - Printing Services - Sign boards



## **MARKETING SOLUTIONS**

Social Media Marketing - Business Marketing On Mobile  
Email Marketing - SMS Marketing



## **WEB DEVELOPMENT**

Web Design - Web Hosting - Mobile Apps



**MEDIA**

Media & Advertising

## DESIGN SERVICES

- Logo Design
- Company Profile
- Corporate Identity
- Business Cards
- Flyers and Tickets
- Banners
- Letterhead
- Envelops
- Gift Vouchers
- Pop up Banners
- Booklets



### DESIGN SERVICES

If you don't already have a logo or brand we provide a professional graphic design service that will create the perfect look and feel for your business, business cards, brochures, leaflets and, ultimately, your website.

We can create a strong, modern, logo and brand that compliments your business and that will give you a professional corporate identity that can be carried into your print and multimedia advertising.



## PRINTING SERVICES

- Books and magazines
- Commercial invoices
- Internal and external posters
- Computer models
- Digital printing up to size (A3)
- Popup and Rollup Stands
- Stickers



## PRINTING SERVICES

Malafaat Advertising Dealing with the Best Printing Presses excels in many kinds of commercial printing such as, Offset Printing, Digital Printing.

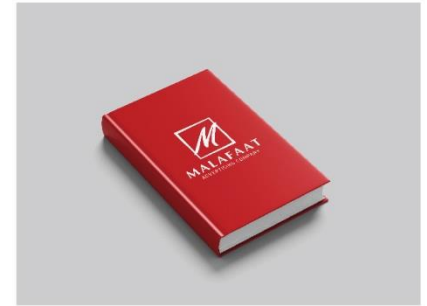
Malafaat Advertising offers high quality products in parallel with the clients' vision to achieve his idea according to his set budget. Malafaat Advertising provides you with a local understanding of your needs and meeting them with international standards under one roof.

## MEDIA & ADVERTISING



### PRINTING SERVICES

We will listen carefully to you and provide you with a service that will meet your budget and have them ready before your time line. There are no minimum quantity orders for all of your digital printing needs. For example, you don't have to print 1000 business cards. You can ask us to print one hundred or two hundreds. In case that you changed your number or address, your wasted cards will be at minimum. We support our clients with Printing Also in Saudi Arabia , Bahrain



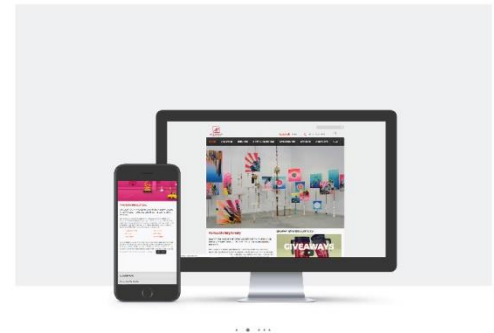
## SIGN BOARDS

- Architectural Signs
- LED signs
- Indoor signs
- Outdoor Signs
- Neon Signs
- Safety & Traffic Signs
- Way Finding Signs
- Pylons, Uni-poles & Totem Signs
- Restaurant & Hotel Signs
- Office Signs



## ADS

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# MARKETING SOLUTIONS

### SOCIAL MEDIA MARKETING

Social media Marketing is the most cost-effective form of Marketing available today.

Our social media Marketing services expedite your results. You can reach people instantly. This means you can generate followers, engagement, and website traffic fast. The more ad dollars you're able to provide, the more people we can reach. As you reach more people, you open up the door for more awareness, traffic and sales.



## SOCIAL MEDIA MARKETING

Advertising through social media is powerful because you can target your exact demographic. We can help you reach people based on:

**Demographics:** Run laser-targeted advertisements to people based on their interests and online behaviors. We can target specific ages, locations, income levels, and much more!

**Email Lists:** Send your email list to us and we can run custom ads to your email database. If you have the emails of previous leads or customers, say hello to repeat sales and new referrals.

**Website Visitors:** Add retargeting pixels to your website and advertise to recent website visitors. Only 1-2% of visitors convert on their first visit. We'll use retargeting to increase your rate of conversions.



## BUSINESS MARKETING ON MOBILE

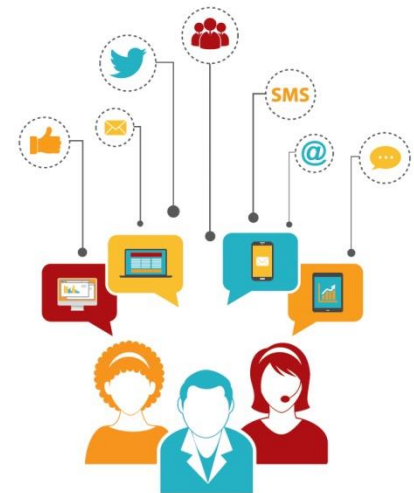
some of the mobile marketing techniques we can help you explore:

### Mobile Website Design:

Don't get caught with a website that functions great with a traditional PC or Mac, but becomes clunky and hard (or impossible) to navigate with a mobile device. We can help develop a mobile-friendly version of your web presence.

### Mobile Marketing Saudi Arabia:

Smaller screens and more limited computer resources mean you need to tailor ad content specifically to the mobile marketplace.



# BUSINESS MARKETING ON MOBILE

### SMS (Text) Messaging Saudi Arabia :

Text messaging is easily consumed, highly convertible, and it represents a direct link to your customers.

### MMS (Multi-media) Marketing:

Smartphones are getting more and more powerful, and this means not just text messages but multimedia messages are possible.

If you want to get ahead of the game you would be advised to consider mobile marketing in Saudi Arabia as an integral part of your overall marketing and advertising strategy. With this in mind, feel free to contact us to discuss your mobile marketing needs.

# EMAIL MARKETING

Mass emailing became an essential component of modern bulk mail marketing strategies. Direct Express Marketers and list managers need fast, reliable and powerful mass email marketing solution. Express Marketer delivers to you perfect mass email service for permission based email marketing campaigns.

Web based mass email sender

Easy to use

Send bulk email from anywhere

No setup and hosting fees

Proven technology for bulk email advertising

Targeted email marketing

Email advertising, email newsletter



## EMAIL MARKETING

Malafaat provides you with hassle-free e-mail marketing services with the best industrial standards and practices as follows:

1. Potential customer list – Instead of bulk sending your email, we only send to targeted list making sure that your readers read your message.
2. Legitimate and ethical email sending practices – All mails sent incorporate valid, legitimate, and ethical business practices so that the customers does not consider it as a spam.

What would be your ROI?

We help you send high quality result-oriented emails to market the products and services you have to offer to your customers. According to the calculations conducted by Direct Marketing Association, there is an estimated Return on Investment (ROI) of 42\$ on every 1\$ spent on email marketing solutions.

S M S

# MARKETING

Malafaat helps you to generate new business leads by sending your message on our profiled, most accurate Middle East business & individuals data. Provide us your required audience group details & leave the rest on us to find best contacts for you. We will determine which people are most likely to respond to your offer. Required target audience can be selected for all GCC countries.

Dataslices offers B2B & B2C targeting with premium & non-premium as below:



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# MARKETING

## BUSINESS TO BUSINESS (B2B) SMS MARKETING SAUDI ARABIA :

Big Businesses

Businesses Professionals

Executive by Ethnic surname

Female business owners & Professionals

Small Business owners

## Business To Consumers (B2C) :

BULK SMS SAUDI ARABIA

Age - Gender

Home Owners - Income Level

Ethnicity - Religion

Country - City - Area

Marital status - Expatriates

S M S

# MARKETING

## NON-PREMIUM DATABASES:

Select from our generalize databases you can reach spread your message to specific country, city or to general public. selecting non-premium will allow you to select people based on:

Country

City

Gender

Religion

Income Level

Expatriates

S M S

# MARKETING

## PREMIUM SMS DATABASES:

Select from our most refined & current Databases to reach most accurate & potential audiences. Selecting from premium databases you will be able to select group of audiences based on:

Country - City - Area

Gender - Age

Ethnicity - Marital status

Income Level - Home owners

Executives - Interests

Religion - Expatriates

## S M S MARKETING

- SMS is Personal. It goes straight to the recipient's mobile phone. The message is literally delivered directly into their hand.
- An SMS message can reach a customer wherever they are.  
Target your clients by Area, Age, Sex.
- If the cellphone is off or out of signal range, the message will arrive at the recipients phone if it is switched on or receives signal within 48 hours of sending.  
SMS can be stored for use at a later stage.
- SMS can be easily tracked using the delivery reports. You are able to see which messages were delivered to which mobile numbers.
- SMS messages can be scheduled to go out at a certain date and time.
- Your message gets across in 160 characters or less. Short and sweet.  
Reliable delivery .



## CONTACT US



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