



MARKETING THAT CONNECTS BUSINESSES WITH GROWTH

COMPANY PROFILE & SERVICE GUIDE

Digital Marketing • SEO • Websites • Paid Advertising
Branding • Content • Graphic Design • Digital & Offset Printing

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WHO WE ARE

A single marketing partner for strategy, digital execution, creative work and print.

One Partner. Connected Marketing. Clear Execution.

ADS Malik Marketing Services FZE L.L.C supports businesses with digital marketing, website development, full SEO services, social media, paid advertising, branding, graphic design, content marketing and digital & offset printing. Our approach connects strategy and execution so every channel supports the same business objective.

Our Working Framework

01

DISCOVER

Business, audience, competitors, goals and current marketing.

02

PLAN

Priorities, channels, content direction, conversion path and KPIs.

03

CREATE

Websites, campaigns, content, designs, ads and print-ready assets.

04

LAUNCH

Publish, deploy, test tracking and make the customer journey live.

05

OPTIMIZE

Review data, improve performance and scale the strongest opportunities.

Built for Business Networking

A clear service structure makes it easy for partners, clients and referral networks to understand where ADS Malik can add value - from a first website or brand identity to ongoing lead generation and marketing support.

OUR SERVICE PORTFOLIO

Eight connected capabilities designed to support visibility, credibility and lead generation.

Digital Marketing Strategy

A coordinated roadmap connecting your goals with the right digital channels.

KEY WORKFLOW

Business & competitor discovery • Channel and audience planning
Campaign messaging & tracking • Performance review and scaling

Website Development

Professional, responsive websites designed around credibility and conversion.

KEY WORKFLOW

Requirements & page planning • UI/UX and conversion structure
WordPress / Shopify / custom build • Testing, launch and search readiness

Full SEO Service

Structured SEO work to strengthen search visibility and qualified organic traffic.

KEY WORKFLOW

Technical & on-page audit • Keyword and search-intent mapping
Content and page optimization • Authority building, tracking & reporting

Social Media Marketing

Consistent branded content that helps businesses stay visible and generate interest.

KEY WORKFLOW

Profile and brand review • Monthly content direction
Posts, reels and campaign creatives • Engagement review and improvement

PPC Advertising

Lead-focused Google and Meta advertising built around measurable business actions.

KEY WORKFLOW

Lead / sales goal definition • Audience, keyword and exclusion research
Campaign, creative and landing setup • Cost-per-lead and conversion optimization

Branding & Graphic Design

A professional visual system for digital campaigns and business communication.

KEY WORKFLOW

Brand direction and positioning • Logo, color and typography system
Social, brochure, flyer and banner assets • Cross-channel consistency review

Content Marketing

Useful, conversion-aware content for search, social and campaign communication.

KEY WORKFLOW

Topic and customer-question research • Content calendar and funnel planning
Copy and creative production • Distribution, engagement and lead review

Digital & Offset Printing

From artwork preparation to professional printed marketing materials.

KEY WORKFLOW

Material and format selection • Print-ready artwork preparation
Proofing and final approval • Digital / offset production coordination

STEP-BY-STEP SERVICE DELIVERY

Digital Marketing Strategy | Website Development

Digital Marketing Strategy

A coordinated roadmap connecting your goals with the right digital channels.

1

Business & competitor discovery

We understand the offer, market position, audience and existing activity before recommending channels.

2

Channel and audience planning

We choose the most relevant channels and define who the campaign needs to reach.

3

Campaign messaging & tracking

We prepare the offer, creative direction, calls-to-action and measurement setup.

4

Performance review and scaling

We identify what is working, improve weak areas and prioritize stronger opportunities.

Website Development

Professional, responsive websites designed around credibility and conversion.

1

Requirements & page planning

We define pages, functions, audience needs, content requirements and conversion goals.

2

UI/UX and conversion structure

We organize navigation, page hierarchy and calls-to-action for an easier customer journey.

3

WordPress / Shopify / custom build

Development is selected according to the project, store and integration requirements.

4

Testing, launch and search readiness

Mobile display, forms, speed, tracking and basic search readiness are checked before launch.

STEP-BY-STEP SERVICE DELIVERY

Full SEO Service | Social Media Marketing

Full SEO Service

Structured SEO work to strengthen search visibility and qualified organic traffic.

1

Technical & on-page audit

We review indexing, page structure, technical issues, content and search performance.

2

Keyword and search-intent mapping

Relevant search terms are mapped to the pages most likely to satisfy customer intent.

3

Content and page optimization

Titles, copy, internal links, local signals and page relevance are improved.

4

Authority building, tracking & reporting

Visibility, rankings, traffic and leads are monitored while authority is developed.

Social Media Marketing

Consistent branded content that helps businesses stay visible and generate interest.

1

Profile and brand review

We check bios, links, visual consistency, contact paths and current content gaps.

2

Monthly content direction

Themes, offers, reels, posts and campaign priorities are organized into a practical plan.

3

Posts, reels and campaign creatives

Branded content is created around clear messages and calls-to-action.

4

Engagement review and improvement

Performance signals are reviewed to improve future content and campaign decisions.

STEP-BY-STEP SERVICE DELIVERY

PPC Advertising | Branding & Graphic Design

PPC Advertising

Lead-focused Google and Meta advertising built around measurable business actions.

1

Lead / sales goal definition

We define the desired action: lead, sale, phone call, form or WhatsApp inquiry.

2

Audience, keyword and exclusion research

High-intent prospects are identified while irrelevant traffic is reduced.

3

Campaign, creative and landing setup

Ads, budgets, targeting, creative assets and landing experiences are prepared together.

4

Cost-per-lead and conversion optimization

Campaigns are refined using lead quality, conversion rate and cost performance.

Branding & Graphic Design

A professional visual system for digital campaigns and business communication.

1

Brand direction and positioning

We clarify how the business should look, feel and communicate in its market.

2

Logo, color and typography system

Core visual elements are organized into a consistent, reusable identity.

3

Social, brochure, flyer and banner assets

Marketing collateral is designed for both digital and physical business promotion.

4

Cross-channel consistency review

The brand is checked across websites, social channels, advertising and print.

STEP-BY-STEP SERVICE DELIVERY

Content Marketing | Digital & Offset Printing

Content Marketing

Useful, conversion-aware content for search, social and campaign communication.

1

Topic and customer-question research

We identify useful subjects based on customer needs, search demand and campaign objectives.

2

Content calendar and funnel planning

Content is organized around awareness, consideration and conversion opportunities.

3

Copy and creative production

Clear brand-aligned copy and visual assets are produced for the selected channels.

4

Distribution, engagement and lead review

Published content is evaluated using engagement, traffic and lead response.

Digital & Offset Printing

From artwork preparation to professional printed marketing materials.

1

Material and format selection

We define the required item, dimensions, quantity and suitable production method.

2

Print-ready artwork preparation

Artwork is prepared with correct dimensions, margins, resolution and production settings.

3

Proofing and final approval

Spelling, contact details, layout, colors and quantities are checked before production.

4

Digital / offset production coordination

The suitable print process is selected based on the project requirement and quantity.

WHY PARTNER WITH ADS MALIK

A practical marketing partner for businesses, referrals and long-term network relationships.

What We Help Businesses Achieve



Stronger Digital Presence

A professional website, consistent brand and active online channels.



More Qualified Enquiries

SEO, paid campaigns and conversion-focused customer journeys.



Clearer Brand Communication

Consistent visual identity, messaging and marketing materials.



Connected Online & Offline Marketing

Digital campaigns supported by brochures, flyers and printed collateral.



Ongoing Improvement

Performance review and optimization rather than one-time execution only.

Ideal Referral Opportunities

Businesses needing a new or redesigned website

Companies looking for SEO or lead generation

Brands requiring social media and creative support

Startups needing branding and marketing materials

Businesses requiring flyers, brochures, cards or other print work

LET'S BUILD YOUR NEXT GROWTH PROJECT

Start with a conversation. We will organize the right service mix around your business goal.

YOUR BUSINESS. YOUR GOALS. ONE COORDINATED MARKETING PARTNER.

Whether you need a stronger website, better Google visibility, more leads, professional social media, a new brand identity or printed marketing materials, ADS Malik can structure the work into clear stages from planning to delivery and optimization.

CALL / WHATSAPP

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ADS MALIK MARKETING SERVICES FZE L.L.C

Work Together • Build Visibility • Generate Opportunities • Grow Together