

▶▶▶ ABOUT BACKLINK :

Our journey began in 2019. We have managed to achieve outstanding and swift results, building lasting trust with our clients, which contributed to creating an effective work environment that is enhancing our competitive standing in the market. We have a team of marketing experts who work hard to achieve your goals as quickly as possible and with the highest levels of efficiency.

We use our experience in marketing to launch your project from the first step, starting from identity design, passing through website design and development, to search engine optimization and marketing through social media platforms and offline marketing platforms as well. That guarantees to attract customers to you from all marketing platforms.

With "Backlink" - leave the task of fulfilling your marketing ambitions to us and be assured that you are in the ideal place to achieve success.



▶▶▶ WHY CHOOSE US ?

Choosing "Backlink" means choosing a partner dedicated to your success. We offer more than just marketing services; we offer a partnership built on trust, transparency, and tangible results.

Our reputation speaks loudly about us and the value we bring to our clients' businesses. "Backlink" stands out for its transparency and credibility in dealing with its clients. You can easily track and monitor your advertisements through your phone at any time you wish. To ensure maximum benefit for you, we don't take any percentage of the budget allocated for advertising campaigns. This guarantees that the entire budget is spent on advertising campaigns, which maximizes the return on investment.



▶▶▶ OUR MISSION:

- We strive to enhance your brand and achieve a strong digital presence through innovative marketing strategies. Our primary goal is to attract a more targeted audience and boost sales and engagement.

- We achieve this mission by taking a client-centered approach. We take the time to understand each client's unique needs and goals, and we work closely with them to develop customized marketing strategies that are tailored to their specific needs.

- Ultimately, our mission is to be a trusted partner for our clients and to help them achieve long term success through effective marketing strategies. We are passionate about what we do, and we look forward to the opportunity to help your business grow and thrive.

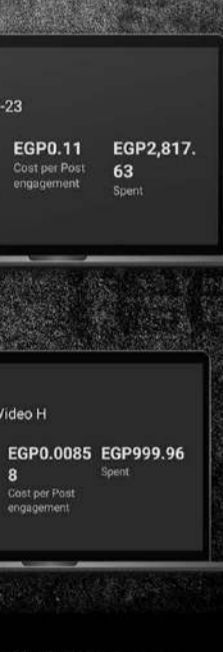


▶▶▶ OUR VISION :

We strive to achieve excellent results to ensure that our clients stand out in a competitive marketplace.

At "Backlink", our vision is to transform the way businesses approach marketing. We believe that the key to success is a deep understanding of what our clients need and what they want to achieve. Then, we adopt integrated strategies that strengthen the presence of our clients across various marketing channels, contributing to increase sales and brand awareness.

We aim to create enduring partnerships, and build a trusted relationship with our clients



Linking Today .. Leading Tomorrow.

OUR SERVICES

- Social Media Management
 - 1-Facebook
 - 2-Instagram
 - 3-Snapchat
 - 4-X
 - 5-LinkedIn
 - 6-TikTok
 - 7-WhatsApp
- Google Ads
 - 1-6SN
 - 2-6DN
 - 3-YouTube
 - 4-SEO
- Media Production
 - 1-Photoshoot
 - 2-Video Shoot
 - 3-Animated Video
- Web design and development
- Public Relations
- OOH Marketing
- Brand Identity

▶▶▶ SOCIAL MEDIA MANAGEMENT

FACEBOOK MANAGEMENT

According to the latest social media platforms report of 2024, the number of Facebook users in Egypt is estimated at 45 million users, in the UAE it is estimated at 9 million users, and in Saudi Arabia it is estimated at 14 million users. That is a huge number of users that surely include your targeted audience.

Backlink's Facebook service offers companies a unique opportunity to expand their reach to the audience through targeted advertising based on precise criteria such as age, geographical location, and interests. These services include the design and implementation of optimized advertising campaigns, as well as analysis and measurement of results to understand audience behaviors. We also manage corporate pages on Facebook, which includes interacting with customers and followers to enhance the brand, and improve the customer experience, which contributes to increasing sales and ROI.

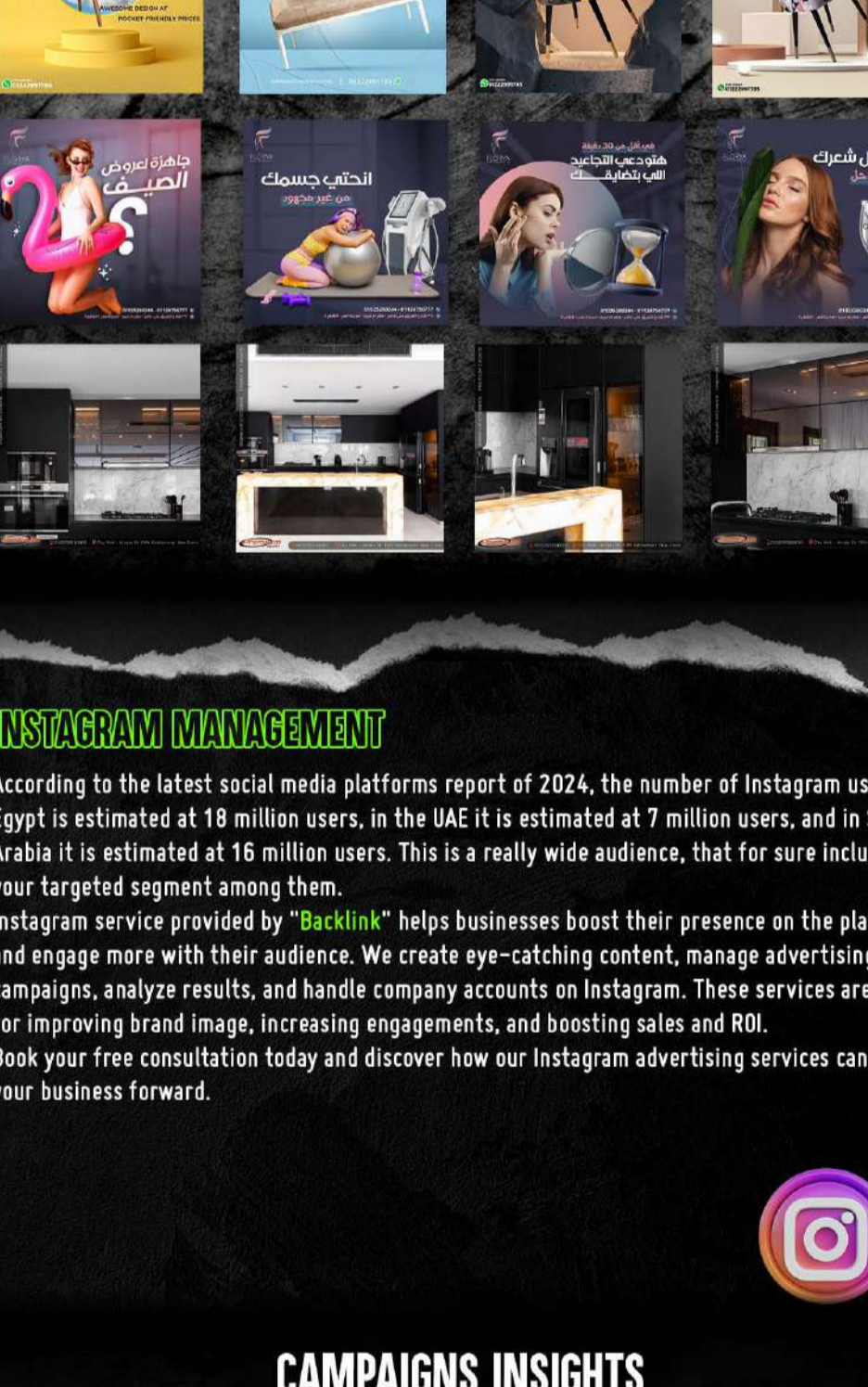
Book your free consultation today and discover how our Facebook advertising services can drive your business forward.



CAMPAIGNS INSIGHTS

Campaign Name	Start Date	Cost per Messaging Conversation Started	Spent
Mesa outdoor 5/10	EGP7.70	78	EGP9,502.
MES- camp 10 PIC #5	EGP13.97	42	EGP6,139.
A-80 P Target 1	EGP7.55	11	EGP6,268.
OFFER 999	EGP9.74	49	EGP6,337.
V-View - Flag19	EGP0.0233	61	EGP2,607.
F Message #Album	EGP5.73	53	EGP6,102.
Engagement #2023	\$0.0523	\$150.00	
Engagement #2023	\$0.0523	\$150.00	

SOME OF OUR DESIGNS



▶▶▶ INSTAGRAM MANAGEMENT

According to the latest social media platforms report of 2024, the number of Instagram users in Egypt is estimated at 18 million users, in the UAE it is estimated at 7 million users, and in Saudi Arabia it is estimated at 16 million users. This is a really wide audience, that for sure includes your targeted segment among them.

Instagram service provided by "Backlink" helps businesses boost their presence on the platform and engage more with their audience. We create eye-catching content, manage advertising campaigns, analyze results, and handle company accounts on Instagram. These services are vital for improving brand image, increasing engagements, and boosting sales and ROI.

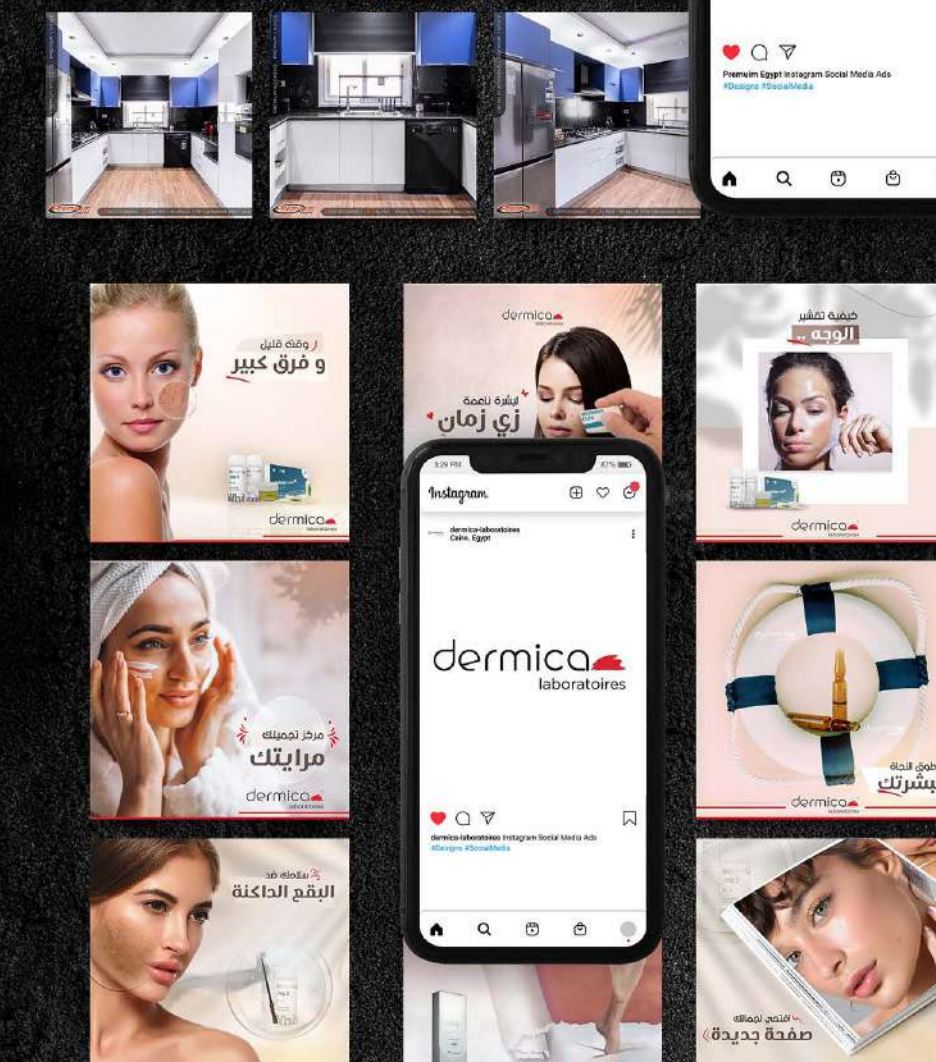
Book your free consultation today and discover how our Instagram advertising services can drive your business forward.



CAMPAIGNS INSIGHTS

Campaign Name	Cost per Messaging Conversation Started	Spent
Insta.MES#5	EGP5.22	EGP6,108.
Insta.MES#5	EGP5.22	EGP6,108.

SOME OF OUR DESIGNS

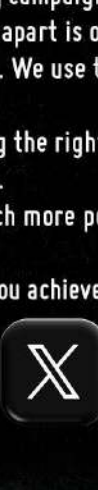


SNAPCHAT MANAGEMENT

According to the latest social media platforms report of 2024, the number of Snapchat users in Egypt is estimated at 17 million users, in the UAE it is estimated at 5 million users, and in Saudi Arabia it is estimated at 26 million users. So, if you are targeting Saudi Arabian youth, you should definitely consider Snapchat as a strong platform in promoting your brand.

Backlink provides advertising services on Snapchat for companies and organizations. These services aim to help clients achieve their digital marketing goals on Snapchat by analyzing the target audience and creating effective advertising strategies to attract them. Our Snapchat advertising services stand out because we have a skilled team that develops and manages advertising campaigns on Snapchat. These campaigns are tailored to meet clients' needs and boost sales and ROI. We use the latest technologies and tools to manage Snapchat advertising campaigns. Our services include campaign management and creating ads suitable for the platform.

Book your free consultation today and discover how our Snapchat advertising services can drive your business forward.



X MANAGEMENT

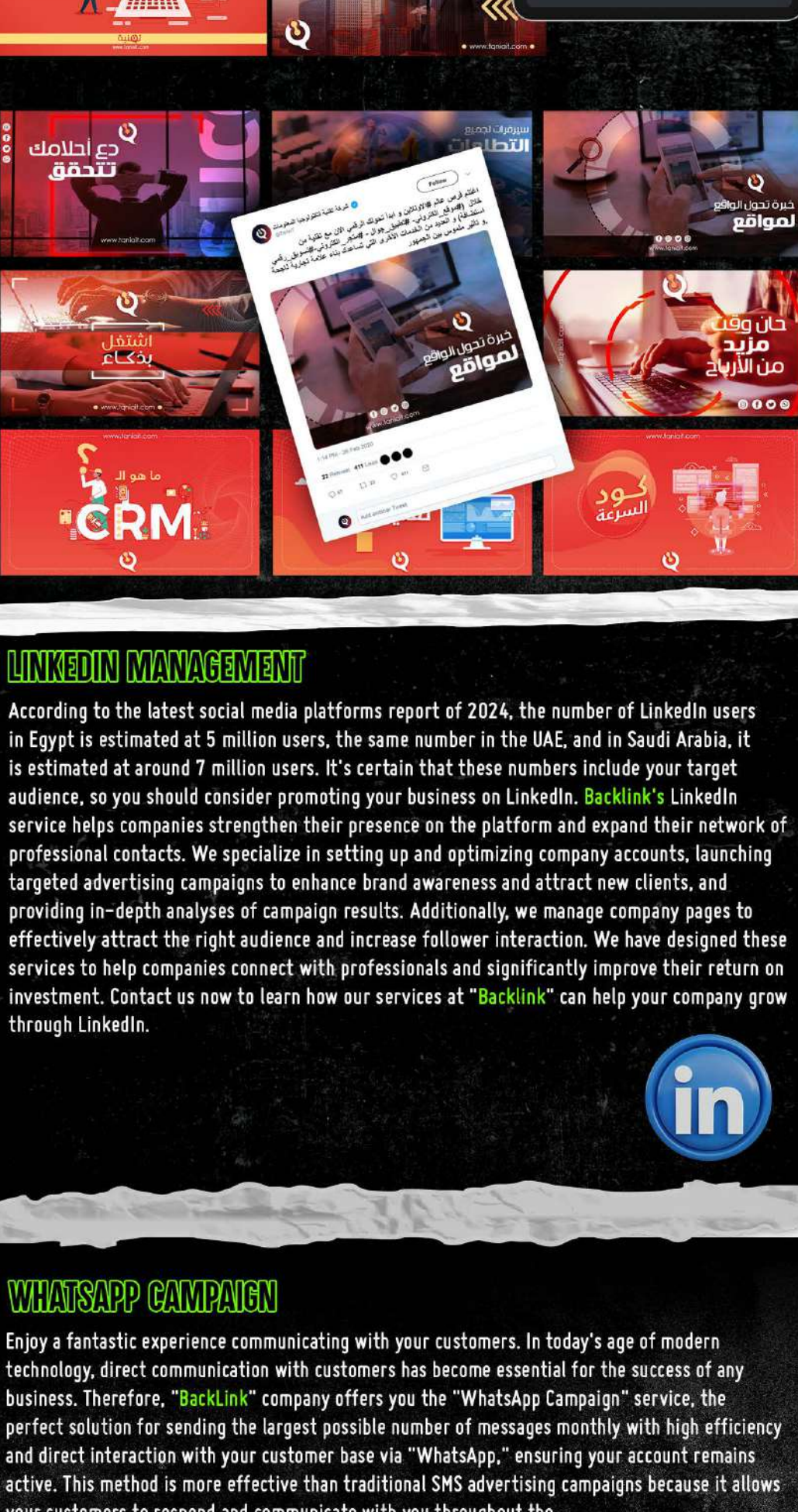
According to the latest social media platforms report of 2024, the number of X users in Egypt is estimated at around 6 million users, in the UAE it is estimated at 4 million users, and in Saudi Arabia it's estimated at around 18 million users. These figures emphasize the importance of using X to promote your brand.

X service provided by "**Backlink**" helps companies and organizations advertise on X to increase brand awareness and engage with their audience. We create targeted advertising campaigns using various strategies to achieve clients' goals. What sets **Backlink's** X service apart is our skilled team, which develops and executes X campaigns tailored to clients' needs. We use the latest technologies to analyze data and achieve the best return on investment.

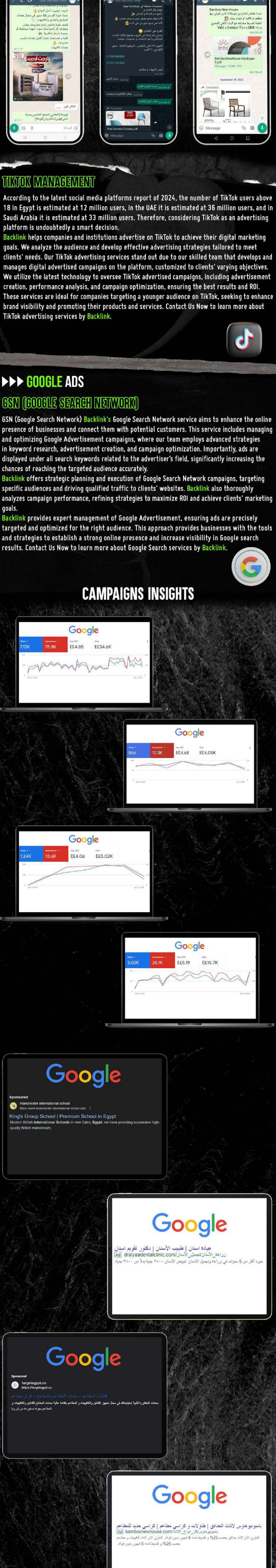
Our advertising services on X include creating and managing campaigns, selecting the right audience, optimizing ads for performance, and providing reports to track results. These services are highly suitable for companies and organizations aiming to reach more people, increase website's traffic, boost sales, and enhance their position in the market. Contact us today for a free consultation and discover how our X services can help you achieve your marketing goals!



CAMPAIGNS INSIGHTS

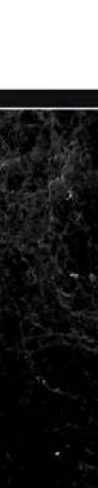


SOME OF OUR DESIGNS



LINKEDIN MANAGEMENT

According to the latest social media platforms report of 2024, the number of LinkedIn users in Egypt is estimated at 5 million users, the same number in the UAE, and in Saudi Arabia, it is estimated at around 7 million users. It's certain that these numbers include your target audience, so you should consider promoting your business on LinkedIn. **Backlink's** LinkedIn service helps companies strengthen their presence on the platform and expand their network of professional contacts. We specialize in setting up and optimizing company accounts, launching targeted advertising campaigns to enhance brand awareness and attract new clients, and providing in-depth analysis of campaign results. Additionally, we manage company pages to effectively attract the right audience and increase follower interaction. We have designed these services to help companies connect with professionals and significantly improve their return on investment. Contact us now to learn how our services at "**Backlink**" can help your company grow through LinkedIn.



WHATSAPP CAMPAIGN

Enjoy a fantastic experience communicating with your customers. In today's age of modern technology, direct communication with customers has become essential for the success of any business. Therefore, "**Backlink**" company offers you the "WhatsApp Campaign" service, the perfect solution for sending the largest possible number of messages monthly with high efficiency and direct interaction with your customer base via "WhatsApp," ensuring your account remains active. This method is more effective than traditional SMS advertising campaigns because it allows your customers to respond and communicate with you throughout the "WhatsApp" application. Don't miss out on enhancing your customer engagement. Start your "WhatsApp Campaign" today!



TIKTOK MANAGEMENT

According to the latest social media platforms report of 2024, the number of TikTok users above 18 in Egypt is estimated at 12 million users, in the UAE it is estimated at 36 million users, and in Saudi Arabia it is estimated at 33 million users. Therefore, considering TikTok as an advertising platform is undoubtedly a smart decision.

Backlink helps companies and institutions advertise on TikTok to achieve their digital marketing goals. We analyze the audience and develop effective advertising strategies tailored to meet clients' needs. Our TikTok advertising services stand out due to our skilled team that develops and manages digital advertised campaigns on the platform, customized to clients' varying objectives. We utilize the latest technology to oversee TikTok advertised campaigns, including advertisement creation, performance analysis, and campaign optimization, ensuring the best results and ROI. These services are ideal for companies targeting a younger audience on TikTok, seeking to enhance brand visibility and promoting their products and services. Contact Us Now to learn more about TikTok advertising services by **Backlink**.



GOOGLE ADS

GSN (GOOGLE SEARCH NETWORK)

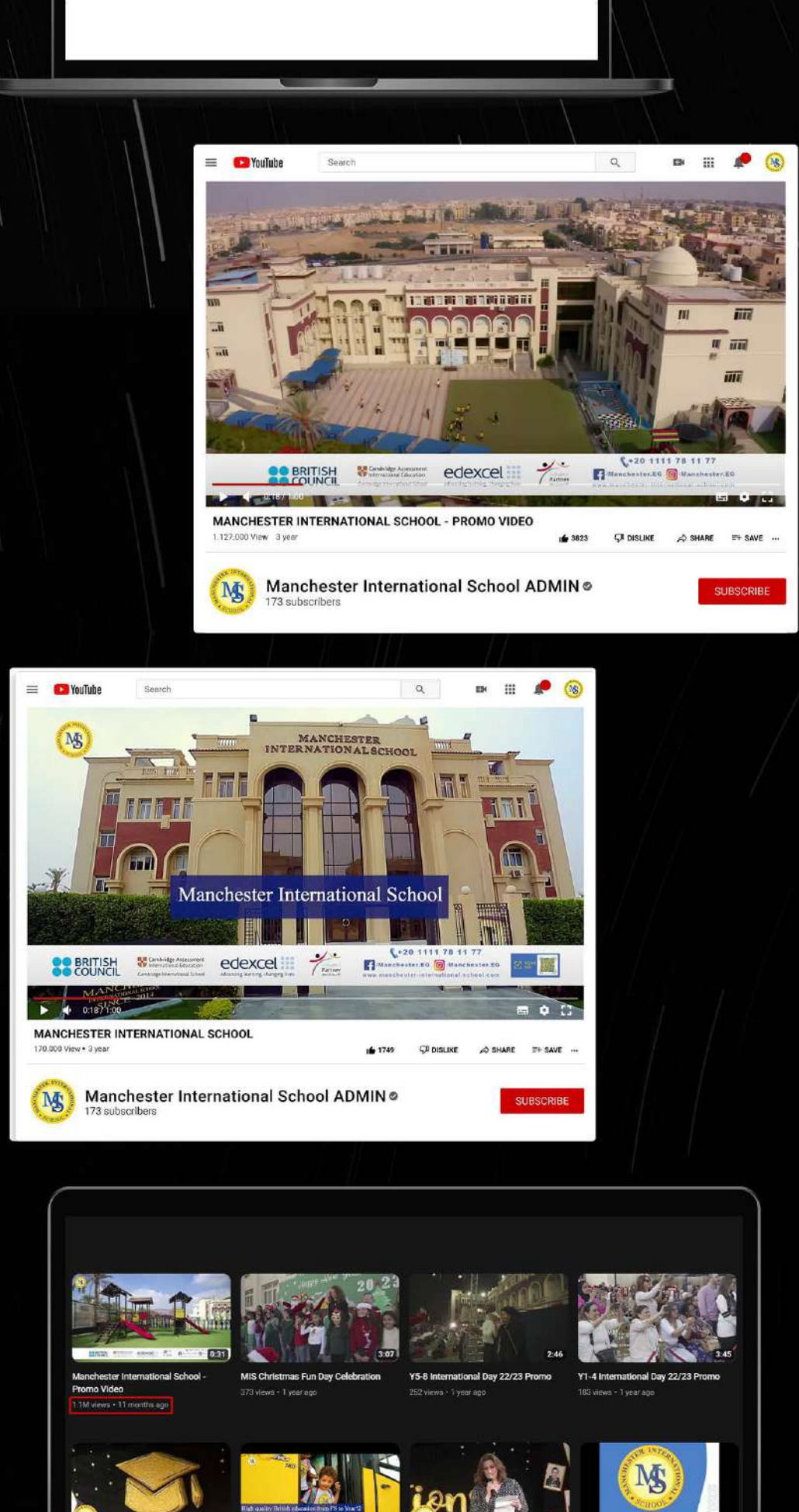
GSN (Google Search Network) **Backlink's** Google Search Network service aims to enhance the online presence of businesses and connect them with potential customers. This service includes managing and optimizing Google Advertisement campaigns, where our team employs advanced strategies in keyword research, advertisement creation, and campaign optimization. Importantly, ads are displayed under all search keywords related to the advertiser's field, significantly increasing the chances of reaching the targeted audience accurately.

Backlink offers strategic planning and execution of Google Search Network campaigns, targeting specific audiences and driving qualified traffic to clients' websites. **Backlink** also thoroughly analyzes campaign performance, refining strategies to maximize ROI and achieve clients' marketing goals.

Backlink provides expert management of Google Advertisement, ensuring ads are precisely targeted and optimized for the right audience. This approach provides businesses with the tools and strategies to establish a strong online presence and increase visibility in Google search results. Contact Us Now to learn more about Google Search services by **Backlink**.



CAMPAIGNS INSIGHTS

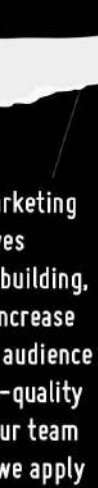


GDN (GOOGLE DISPLAY NETWORK)

Backlink's Google Display Network (GDN) service helps businesses boost their online presence and reach potential customers. This service includes creating and optimizing visually appealing ads shown across websites in the Google Display Network.

Backlink's team uses advanced strategies to ensure ads capture the target audience's attention effectively.

Moreover, **Backlink** offers strategic planning and careful management of GDN campaigns to attract specific audiences and drive relevant traffic to clients' websites. **Backlink** analyzes campaign performance thoroughly to increase sales and ROI. Additionally, **Backlink** provides expert management of GDN campaigns, ensuring precise targeting and optimization for maximum impact.



CAMPAIGNS INSIGHTS



YOUTUBE MANAGEMENT

According to the latest social media platforms report of 2024, The number of YouTube users in Egypt is estimated at 44.7 million users, in the UAE it is estimated at 8.82 million users, and in Saudi Arabia it is estimated at 28.30 million users. That's why you need to consider the YouTube service by **Backlink**.

Backlink's YouTube service helps businesses look professional on YouTube and connect with viewers. We create and improve YouTube channels, manage ads, and check how they're doing. We make ads that get seen and get people interested. Then we track the ads performance to make them better if we need. We also handle clients' YouTube channels to get more views and interactions.

Basically, **Backlink's** YouTube service gives businesses what they need to be noticed, connected with potential customers, and get more interaction and sales.

CAMPAIGNS INSIGHTS

SEARCH ENGINE OPTIMIZATION

At **Backlink**, we specialize in SEO (Search Engine Optimization), a crucial digital marketing strategy that enhances website visibility on search engines like Google. SEO involves optimizing various aspects of your website, including content, keywords, and link building, to improve your rankings and attract more visitors. Our services are designed to increase your online presence significantly. We begin by analyzing your website and target audience to identify the most effective keywords. Furthermore, we focus on acquiring high-quality backlinks and ensuring your website's usability and performance are top-notch. Our team is dedicated to staying abreast of the latest SEO trends and techniques, ensuring we apply the most effective strategies. We keep our clients updated with regular progress reports, allowing them to see the tangible benefits of our work. Ready to enhance your website's performance? Contact us today to start your SEO journey!

▶▶ MEDIA PRODUCTION

Investing in media production services at **Backlink** goes beyond mere content creation. We are committed to crafting profound experiences that engage your audience and elevate your business to new heights. By choosing **Backlink**, we ensure that our creative team delivers exceptional quality in the following areas:

- **Video Production:** From conceptual development to final editing, we produce captivating videos that perfectly align with your brand objectives.
- **Graphic Design and Animated Videos:** Our team excels in creating visually stunning graphics and animations for websites, print media, and social platforms.
- **Photography:** Whether capturing the essence of your products or corporate portraits, our photographers excel in creating images that tell your brand's story.
- **Audio Production:** From podcasts to voiceovers, we harness the power of sound to establish a deeper connection with your audience.
- **Compelling Storytelling:** Expertly crafted scripts are the cornerstone of any engaging media content, whether for video ads, podcast episodes, or social media campaigns.

Let **Backlink** be your partner in fully leveraging media potential to captivate your audience.

PHOTOSHOOT

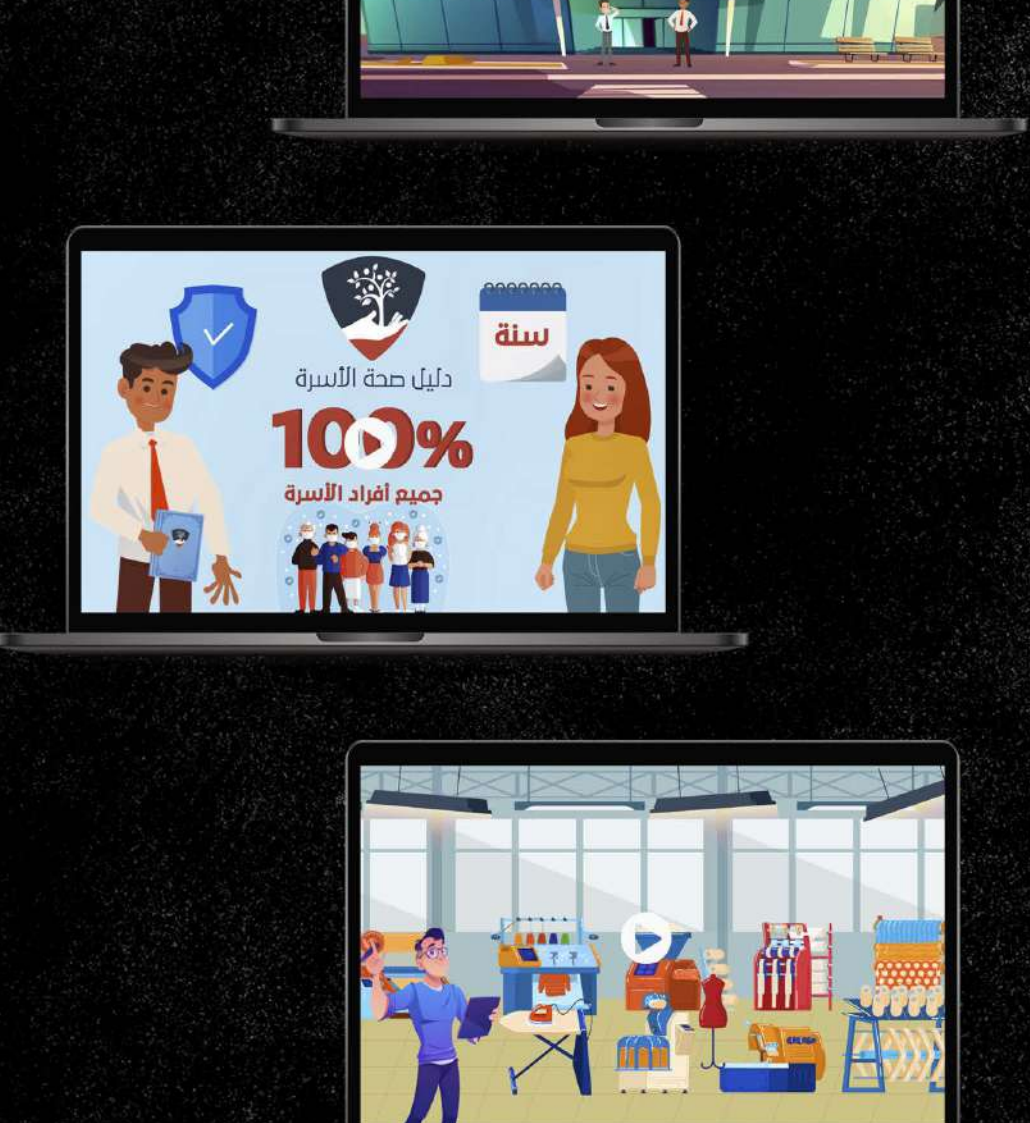
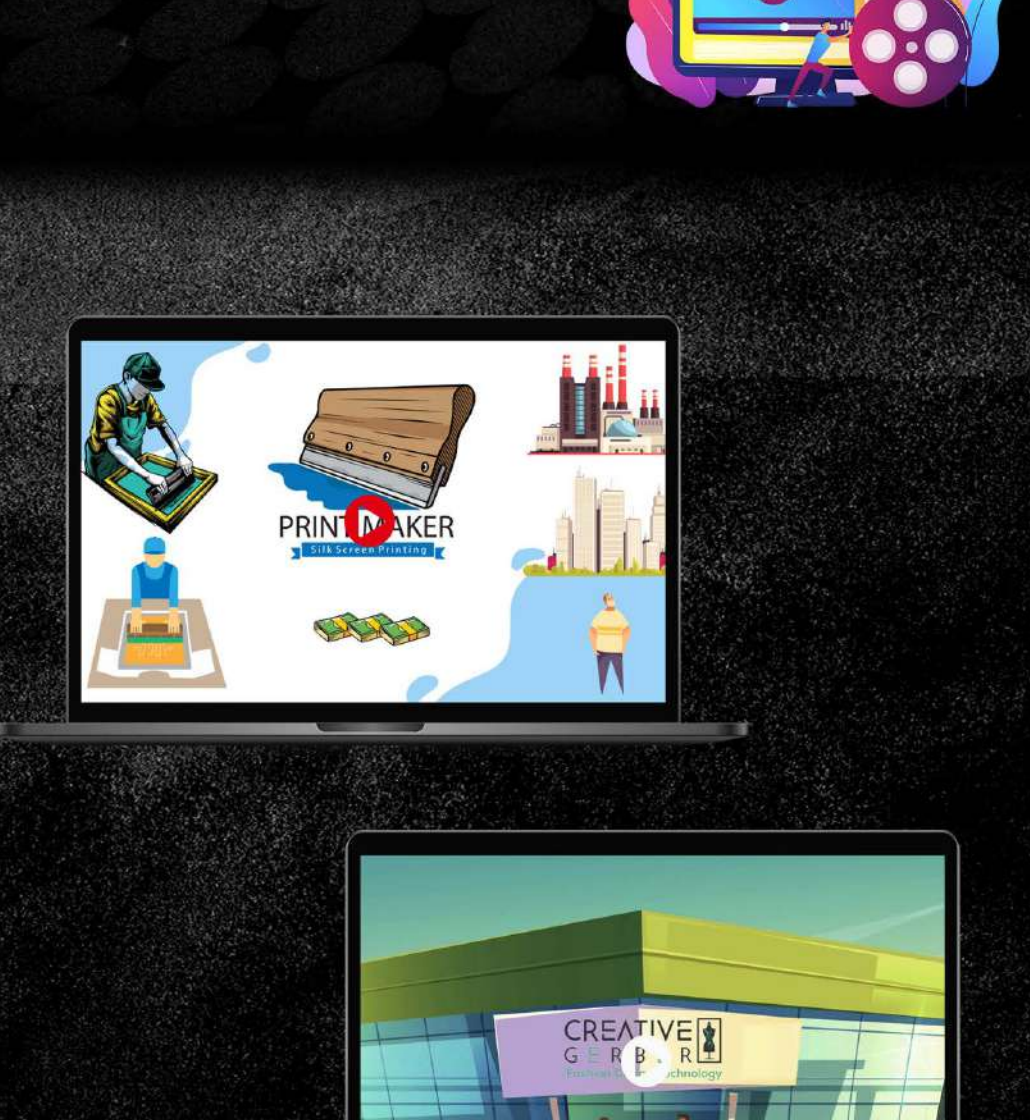
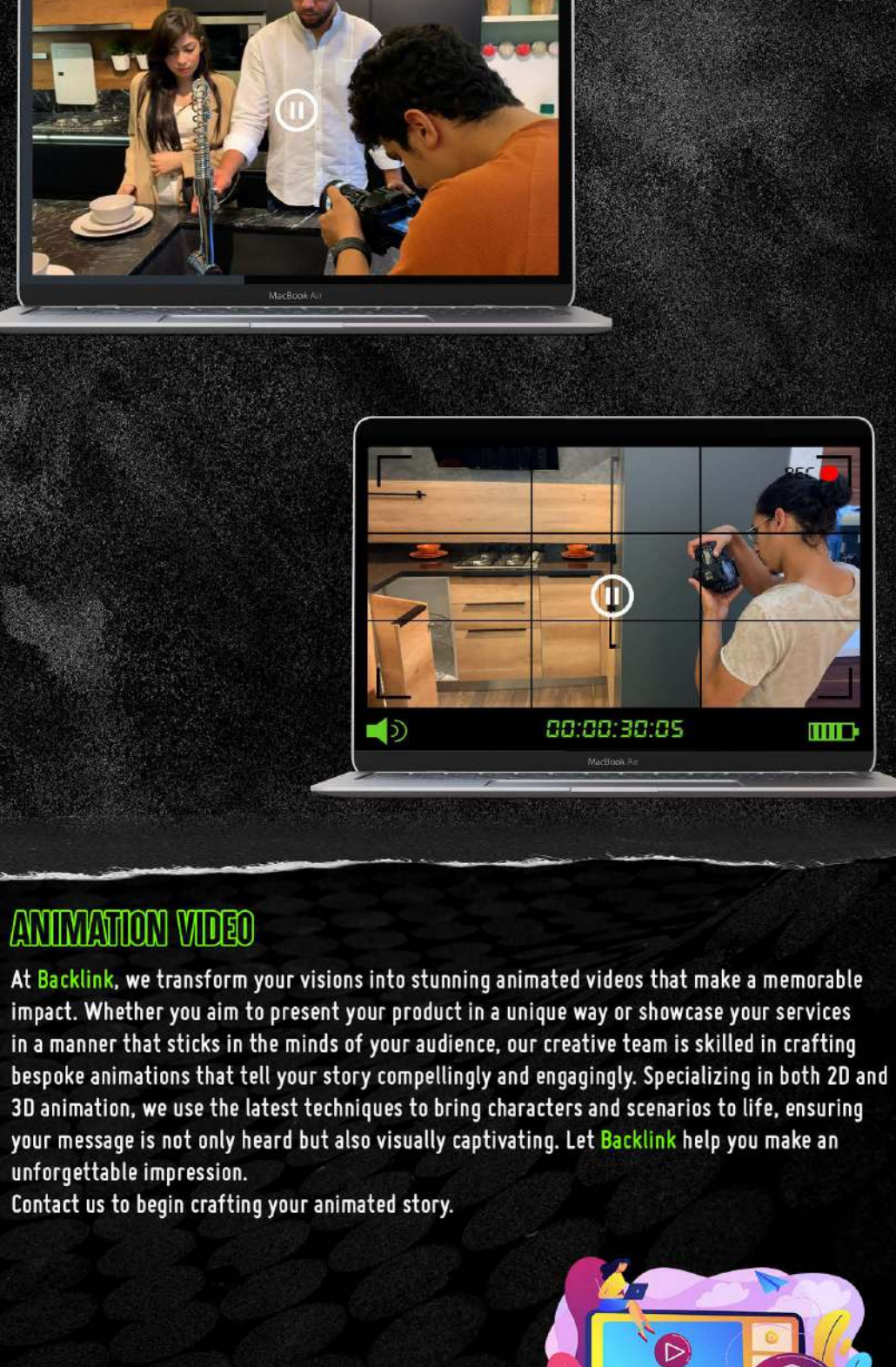
Backlink provides a photo shoot service to help businesses improve their visual presence. The photoshoot service involves capturing still images using professional photography equipment. Our team sets up cameras, lighting, and props to achieve your desired results.

We work closely with clients to align with their branding goals. Whether it's for promotions or websites, our aim is to create high-quality images that connect with the target audience. With attention to detail and creativity, we help businesses leave a lasting impression.



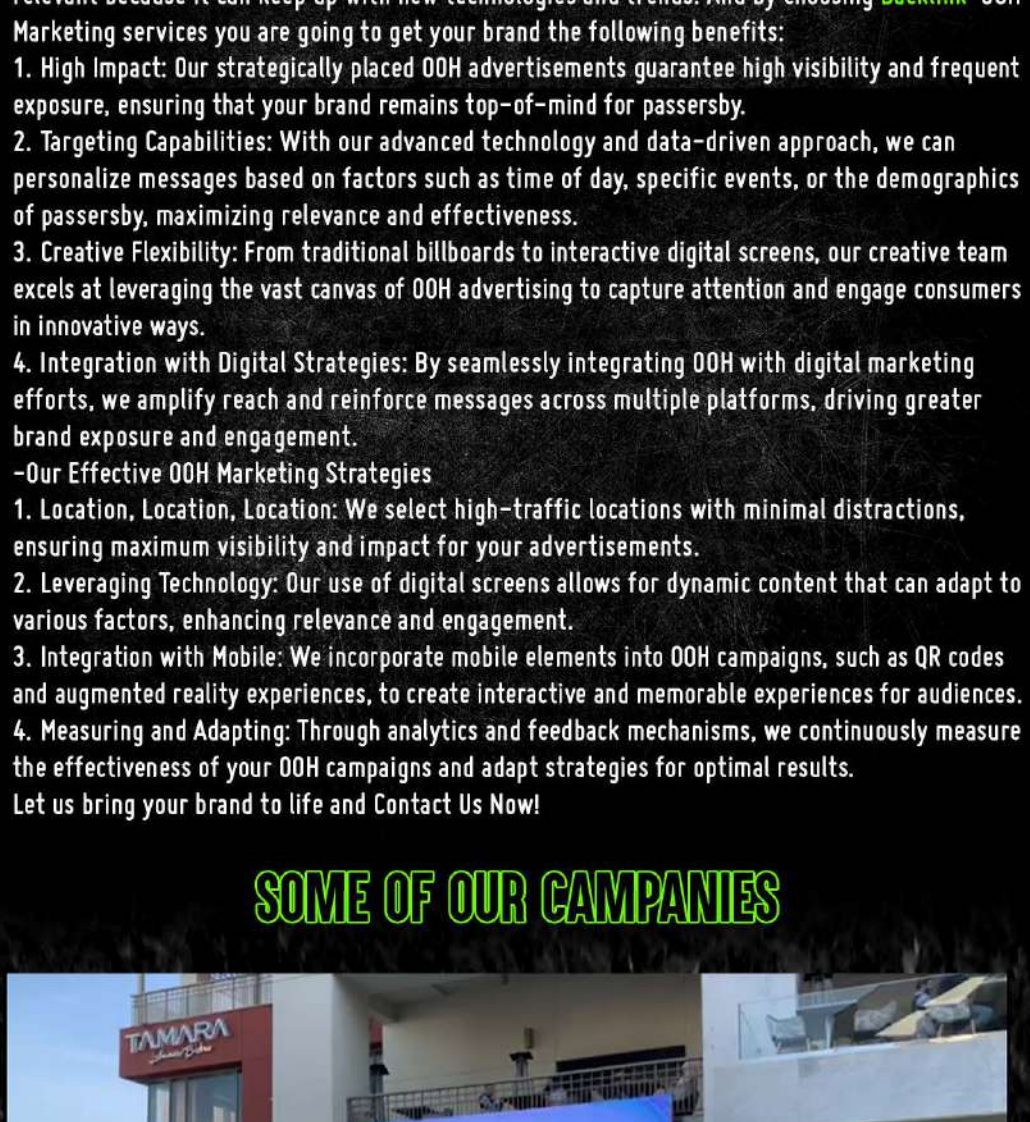
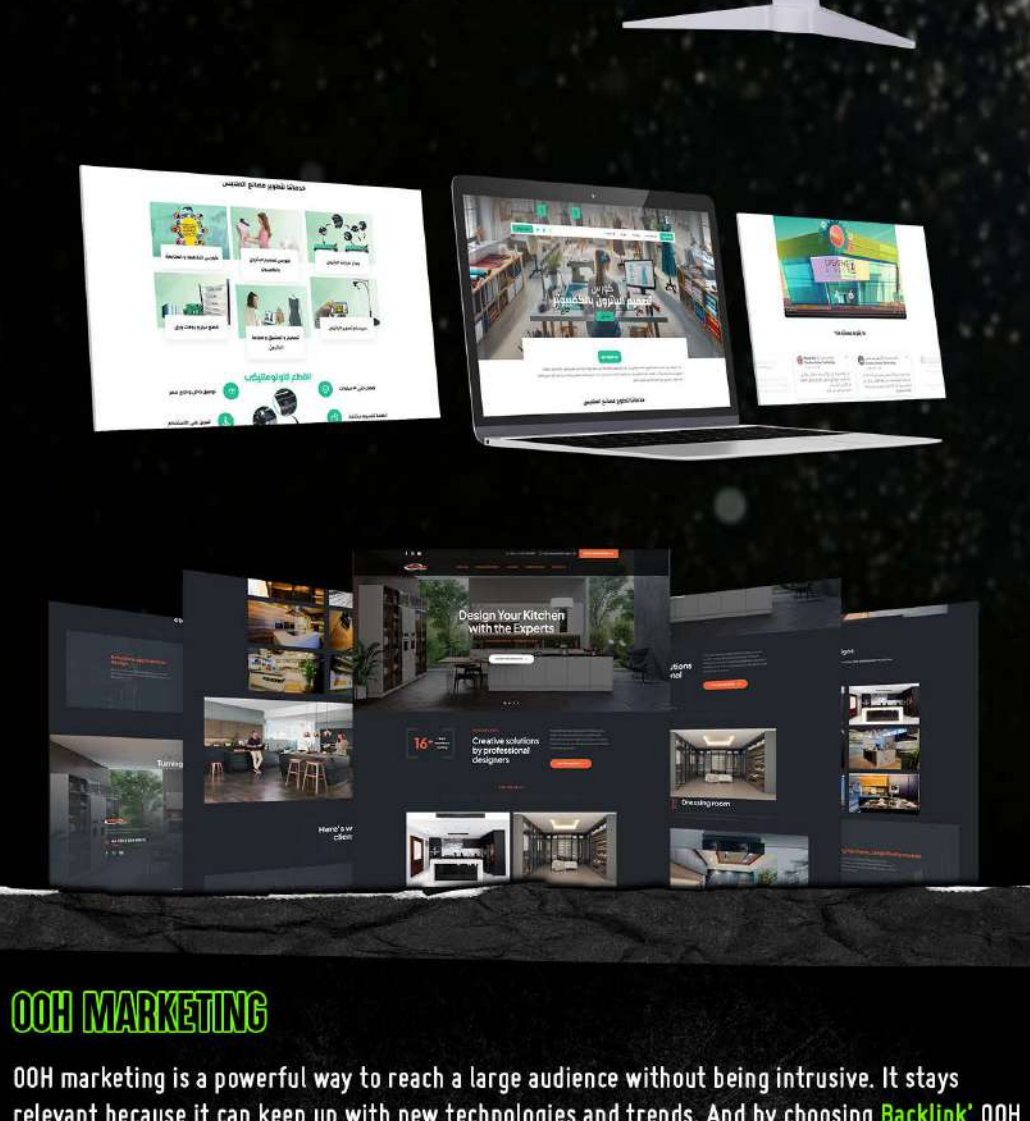
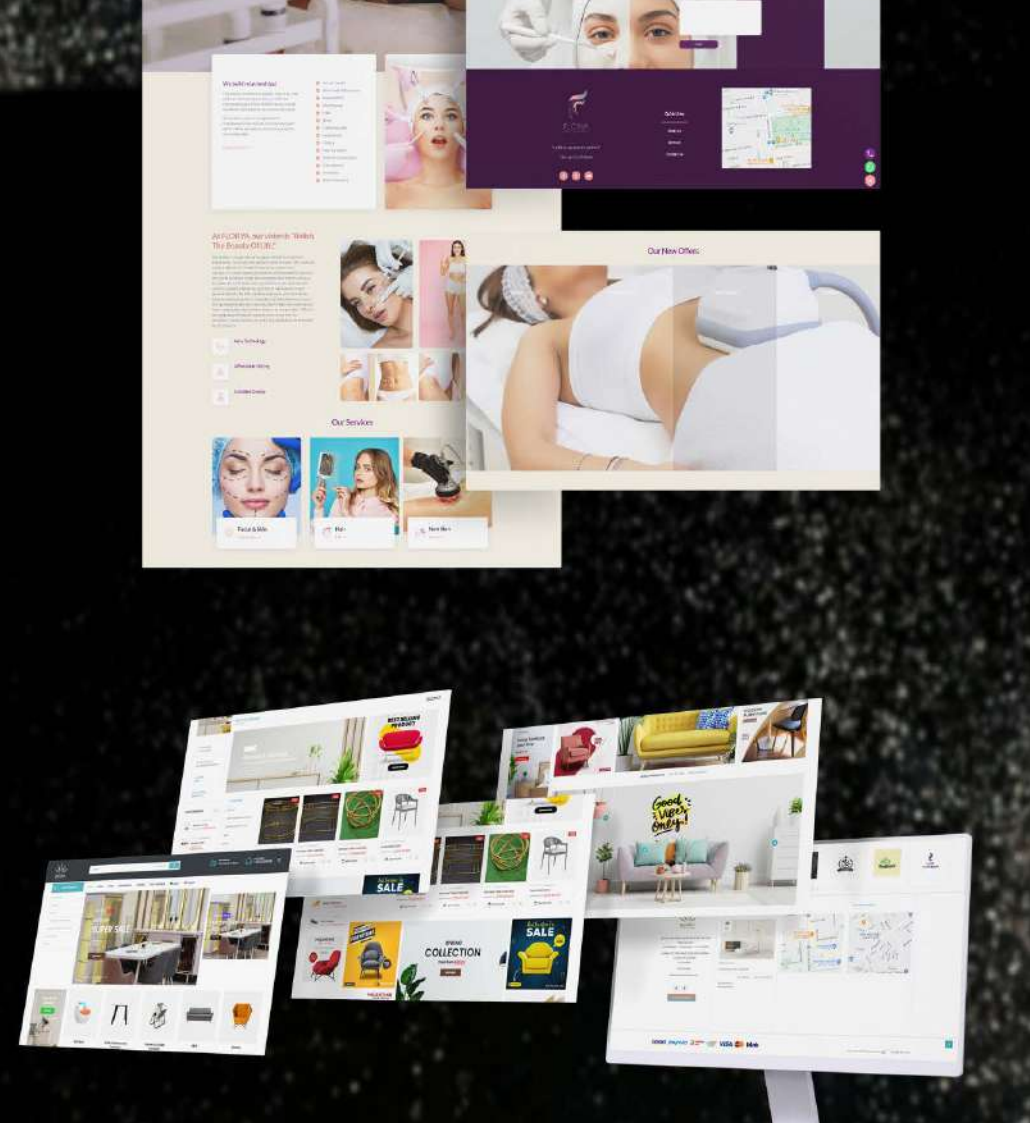
VIDEO SHOOT

At **Backlink**, we offer tailored video production services that go beyond traditional visual presentation. Our expert team uses the latest technology to capture vibrant and dynamic footage that truly represents your brand. From precise camera setups and optimal lighting to creative prop placement, we ensure every detail aligns with your specific branding objectives. Collaborating closely with our clients, we create videos that not only resonate with audiences but also reinforce your brand identity. Whether your aim is to boost your promotional efforts or enhance your digital presence, our videos are designed to make a lasting impression. Trust **Backlink** to deliver videos that engage, inspire, and transform your audience's perception.



ANIMATION VIDEO

At **Backlink**, we transform your visions into stunning animated videos that make a memorable impact. Whether you aim to present your product in a unique way or showcase your services in a manner that sticks in the minds of your audience, our creative team is skilled in crafting bespoke animations that tell your story compellingly and engagingly. Specializing in both 2D and 3D animation, we use the latest techniques to bring characters and scenarios to life, ensuring your message is not only heard but also visually captivating. Let **Backlink** help you make an unforgettable impression. Contact us to begin crafting your animated story.



WEB DESIGN AND DEVELOPMENT

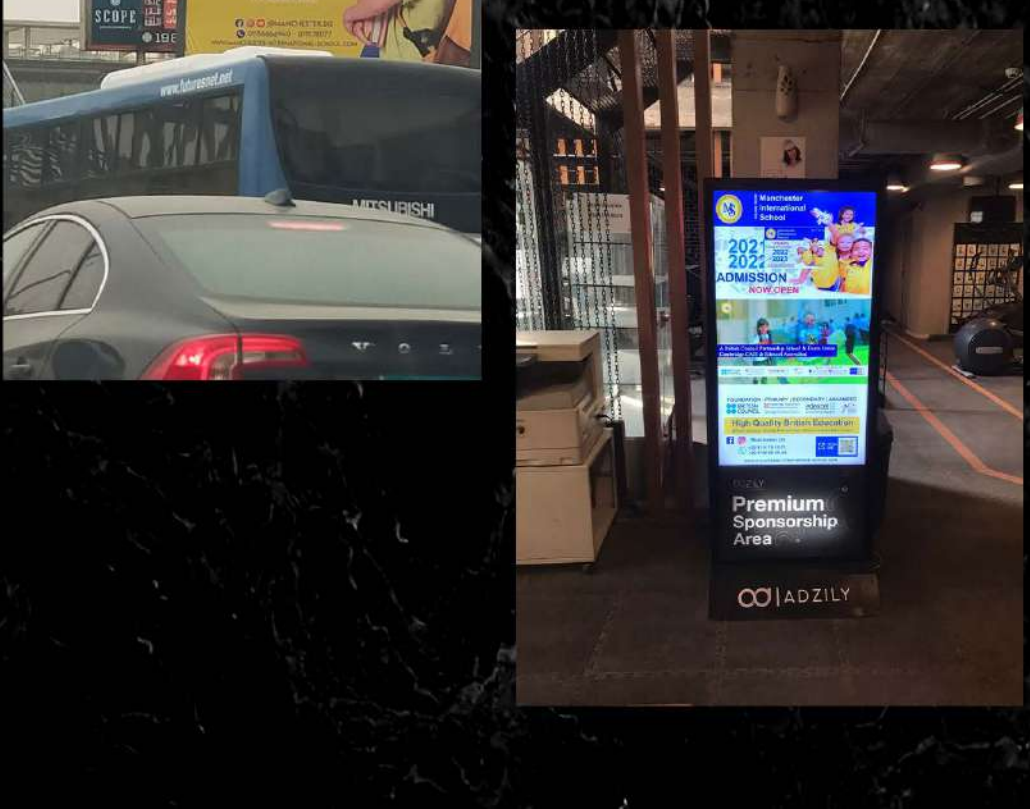
Design and development services. With a wealth of experience, our team crafts websites that are not only visually striking but also optimized for user engagement and functionality. Our process begins with a deep understanding of your needs, followed by the strategic implementation of design and development principles that ensure a seamless user experience.

Our services include comprehensive wireframing, advanced prototyping, and thorough usability testing, all designed to refine and perfect the user journey. Whether you need a sophisticated e-commerce platform, a dynamic service portal, or an engaging informational site, our skilled developers and designers are equipped to deliver customized solutions using the latest technologies in both front-end and back-end development.

Reach out to us today to learn how **Backlink** can elevate your online presence and drive your business forward with cutting-edge web design and development solutions.



SOME OF OUR DESIGNS



OOH MARKETING

OOH Marketing is a powerful way to reach a large audience without being intrusive. It stays relevant because it can keep up with new technologies and trends. And by choosing **Backlink**' OOH Marketing services you are going to get your brand the following benefits:

1. **High Impact:** Our strategically placed OOH advertisements guarantee high visibility and frequent exposure, ensuring that your brand remains top-of-mind for passersby.
2. **Targeting Capabilities:** With our advanced technology and data-driven approach, we can personalize messages based on factors such as time of day, specific events, or the demographics of passersby, maximizing relevance and effectiveness.
3. **Creative Flexibility:** From traditional billboards to interactive digital screens, our creative team excels at leveraging the vast canvas of OOH advertising to capture attention and engage consumers in innovative ways.
4. **Integration with Digital Strategies:** By seamlessly integrating OOH with digital marketing efforts, we amplify reach and reinforce messages across multiple platforms, driving greater brand exposure and engagement.

Our Effective OOH Marketing Strategies

1. **Location, Location, Location:** We select high-traffic locations with minimal distractions, ensuring maximum visibility and impact for your advertisements.
2. **Leveraging Technology:** Our use of digital screens allows for dynamic content that can adapt to various factors, enhancing relevance and engagement.
3. **Integration with Mobile:** We incorporate mobile elements into OOH campaigns, such as QR codes and augmented reality experiences, to create interactive and memorable experiences for audiences.
4. **Measuring and Adapting:** Through analytics and feedback mechanisms, we continuously measure the effectiveness of your OOH campaigns and adapt strategies for optimal results.

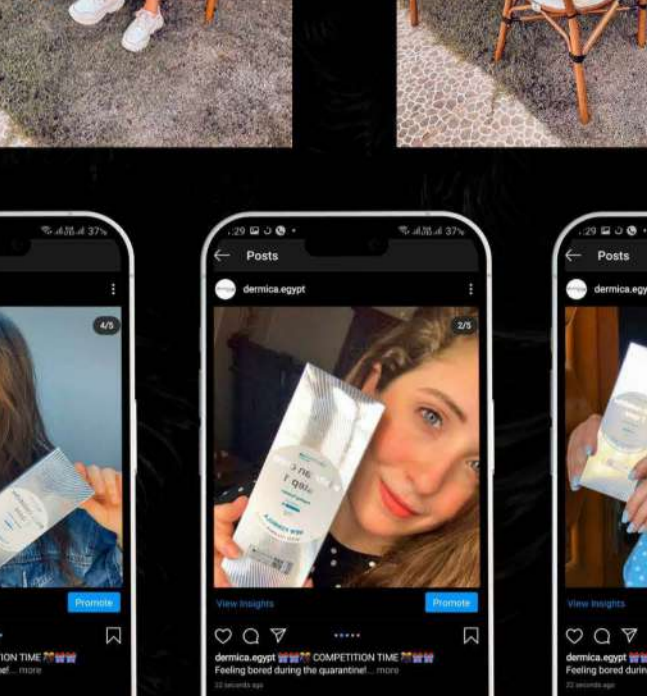
Let us bring your brand to life and Contact Us Now!

SOME OF OUR CAMPAIGNS

PUBLIC RELATIONS

In the modern marketing world, building a brand and enhancing its market presence are among the top objectives for any business. At "Backlink," we offer public relations services that strengthen your brand's presence and increase trust in your products or services. We collaborate with celebrities from the entertainment industry and social media influencers to ensure effective reach to a broad audience. We create attractive and impactful marketing campaigns that highlight your product or service, and we professionally manage your brand's reputation. Contact us today to achieve your marketing goals through our expertise in public relations and influencer marketing.

CELEBRITIES & INFLUENCER MARKETING



TV MARKETING



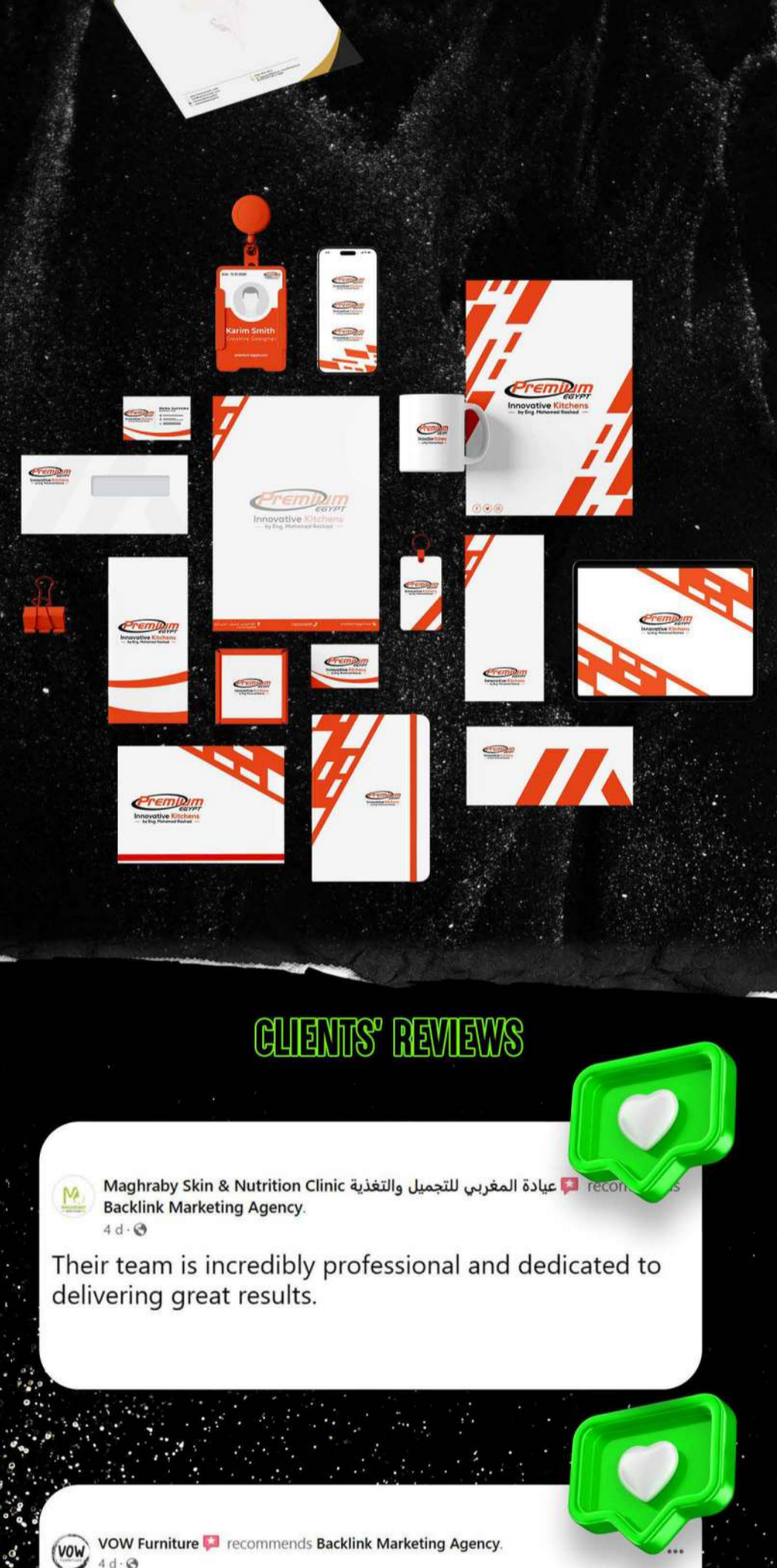
BRAND IDENTITY

Backlink specializes in improving brand image for companies and institutions through our comprehensive brand identity services. This creative process involves a thorough market analysis, understanding the audience, and creating a visual identity that aligns with our clients' objectives. Our team at Backlink is proficient in designing compelling brand identities. We create logos, print materials, advertisements, and marketing collateral that are tailored to meet the specific needs of our clients.

Our services are not just about creating a look; they involve a deep dive into the brand's essence to ensure that every visual element reflects the unique values and aspirations of our clients. Whether you're looking to refresh an existing brand or establish a new one, Backlink is your go-to partner for impactful branding solutions.

Connect with us to see how we can transform your brand identity and make a lasting impression in the marketplace.

SOME OF OUR DESIGNS



CLIENTS' REVIEWS

Maghraby Skin & Nutrition recommends Backlink Marketing Agency.
 Their team is incredibly professional and dedicated to delivering great results.

VOW Furniture recommends Backlink Marketing Agency.
 جانب اشركتم جدا على مجهودكم وخصوصاً الفريق بالإعلانات كل حاجه اتفقنا عليها حصلت و النتائج حلوه جدا

Manchester International School recommends Backlink Marketing Agency.
 Our school has experienced remarkable success with you. Their expertise in digital marketing, particularly on Google, Facebook, and Instagram, has greatly boosted our online presence. Their strategic approach and innovative ideas have led to significant growth and engagement with our audience. We highly recommend "Backlink marketing agency" to any school seeking effective digital marketing solutions.

Bamboo New House recommends Backlink Marketing Agency.
 بعد 3 سنين من النجاح و زيادة انتشار الشركة و زيادة المبيعات بشكل كبير جانب اوجه كل الشكر و التقدير للشباب المحترم القائم على تقديم افضل خدمة

Premium Egypt recommends Backlink Marketing Agency.
 Amazing experience highly recommend it to anyone looking for exceptional marketing services

Print Maker recommends Backlink Marketing Agency.
 تمنى لكم التوفيق والنجاح الدائم وشركا ليكم جدا على المصداقية و الأمانة في صرف الإعلانات

HiWood recommends Backlink Marketing Agency.
 ما اعتزنا يا شباب موهوبين وبفهموا السلفه و مساعدتهم اتطور عملي اونلاين بشكل رهيب

Creative Gerber Technology recommends Backlink Marketing Agency.
 أفضل شركة تسويق تعاملت معها بشركم على مجهودكم خلال 3 سنين نجاح وان شاء الله مستمرين مع بعض

Target Egypt Agency recommends Backlink Marketing Agency.
 شركة ذات مصداقية واحترافية في التعامل شركرا على مجهودكم في زيادة مبيعات الشركة من خلال اعلانات جوجل و فيسبوك

SUCCESS PARTNERS



THANK YOU