



BRANDERA

We take your business where you want to go..



# OUR STORY

WE ARE THE BRAND ERA GURUS..

Founded in 2016 in Jeddah. 6 years of experience & success.

Initially served as a roof for its own projects, and then further expanded to serve customers all over the MENA

We have an experienced Team of more than 30 experts working in each service field we offer.



# OUR MISSION:

To consistently exceed client expectations in terms of both service levels and outcomes to provide optimal results. .





# OUR APPROACH:

An honest and transparent approach that guarantees the long-term relationships we build with our clients. By taking time to understand business & objectives, we identify best solutions to achieve your goals.

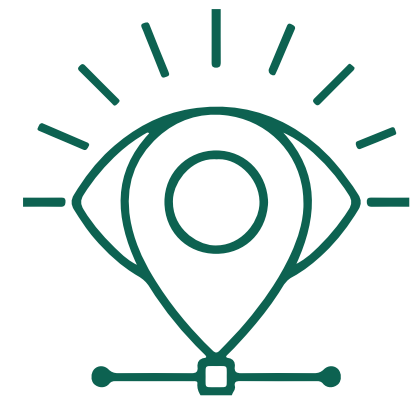
Our expertise in the beauty market, gives us edge in understanding & analysing customers behaviors & needs.

Together, we build a better understanding & truly relevant strategies for projects & services in digital applications, processes, content & marketing.





# BRANDING



From idea to implementation, we give your brand the personality of your vision.

- **Brand Identity**

- Logo Design
- Brand design & Architecture
- Visual guidelines

- **Marketing Materials**



# DIGITAL MARKETING STRATEGY

Without developing strategic routes, companies fall in the trap of speaking to the wrong customers in the wrong place with irrelevant service applications and content - which ends up wasting money & resources.

Working hand in hand, We create full-funnel advertising strategies to accelerate growth.

- Content Creation & Copyrighting
- Social Media Creation
- Motion/video Creation
- Social Media Analysis







# VIDEO PRODUCTION & PHOTOSHOOT

**4K** | 3840 × 2160  
**30FPS** | 70Mbps

Share your brand story in a POWERFUL WAY.  
We craft and deliver creative videos/photos will engage your target audiences across digital channels & support your business needs & maximise ROI. Our media team works in collaboration with our content & social media experts to ensure your video is creative & sharp.

ISO 100 1/80 F4.0





# BLOGGER CAMPAIGNS



We develop &  
campaigns that  
bridge your  
brand reach

execute influencer cam-  
paigns that create genuine connection  
between your brand & influencer that help  
millions.



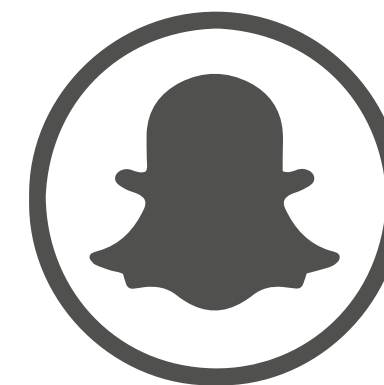
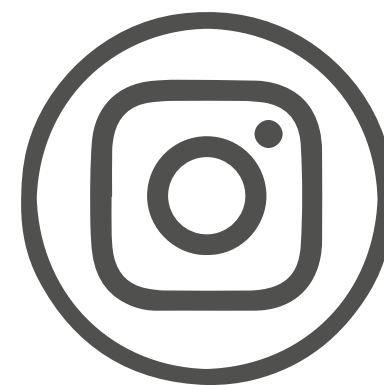


# SOCIAL MEDIA ADS



We create ad copies that drive conversion & improve your brand perception.

We are transparent, so you always know exactly what we're doing with your ad spend.

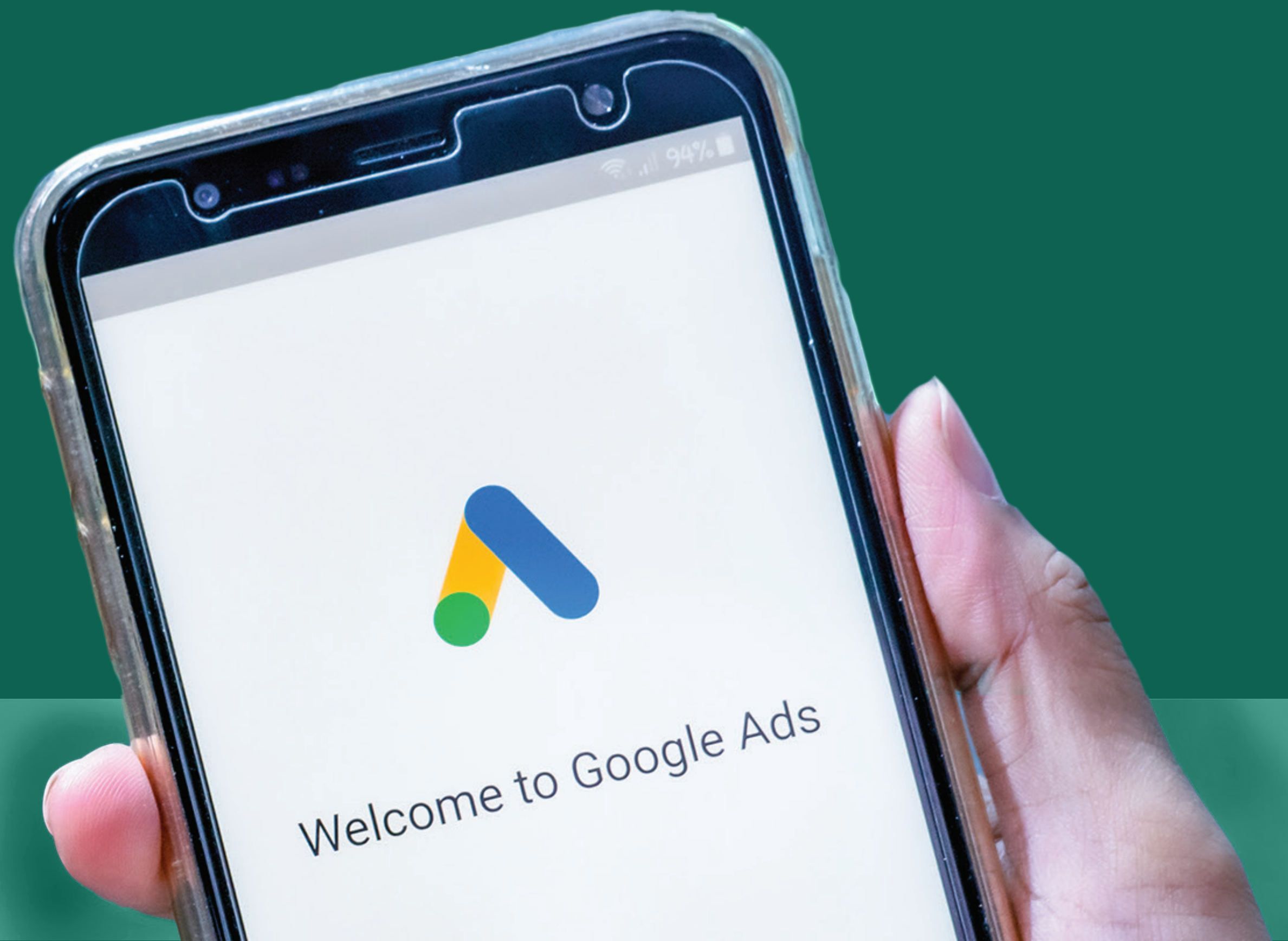


# GOOGLE ADS



Its essential to expand your marketing channels or you will stand still.

We set up & manage google ads campaigns that help you meet & exceed your key performance indicators.







# SEM

## SEARCH ENGINE MARKETING

Is the fastest way to get new customers as it is short termed.

Using paid advertisements on search engines for marketing & bringing your website on top of first search result page.



# SEO



## SEARCH ENGINE OPTIMIZATION



Long term effectiveness that gets you found by the customers you want most. Our SEO solutions build a website's relevance & trust with search engines & improves ranking.

THERE'S NO POINT IN HAVING A WEBSITE IF YOUR CLIENTS CAN'T FIND IT!



# EMAIL MARKETING



Email marketing is an extremely valuable marketing channel for your business.

## WHAT WE DO?

We help established eCommerce brands generate more revenue with retention marketing without spending more on ads or personnel.



# WEBSITE DESIGN & DEVELOPMENT



## CUSTOMIZED SOFTWARE INSTEAD OF STANDARD SOLUTION

Your brand's website is one of their most valuable assets. We advise you on the construction of your website & develop & design it according to the requirements of your corporate identity.

- Website development
- UX Designs
- SEO & Content
- Web analytics





# ECOMMERCE DESIGN & DEVELOPMENT

Our expertise in the design & development of ecommerce businesses ranges from concept to implementation of international online retail stores with powerful searches & complex connections. We help you in:

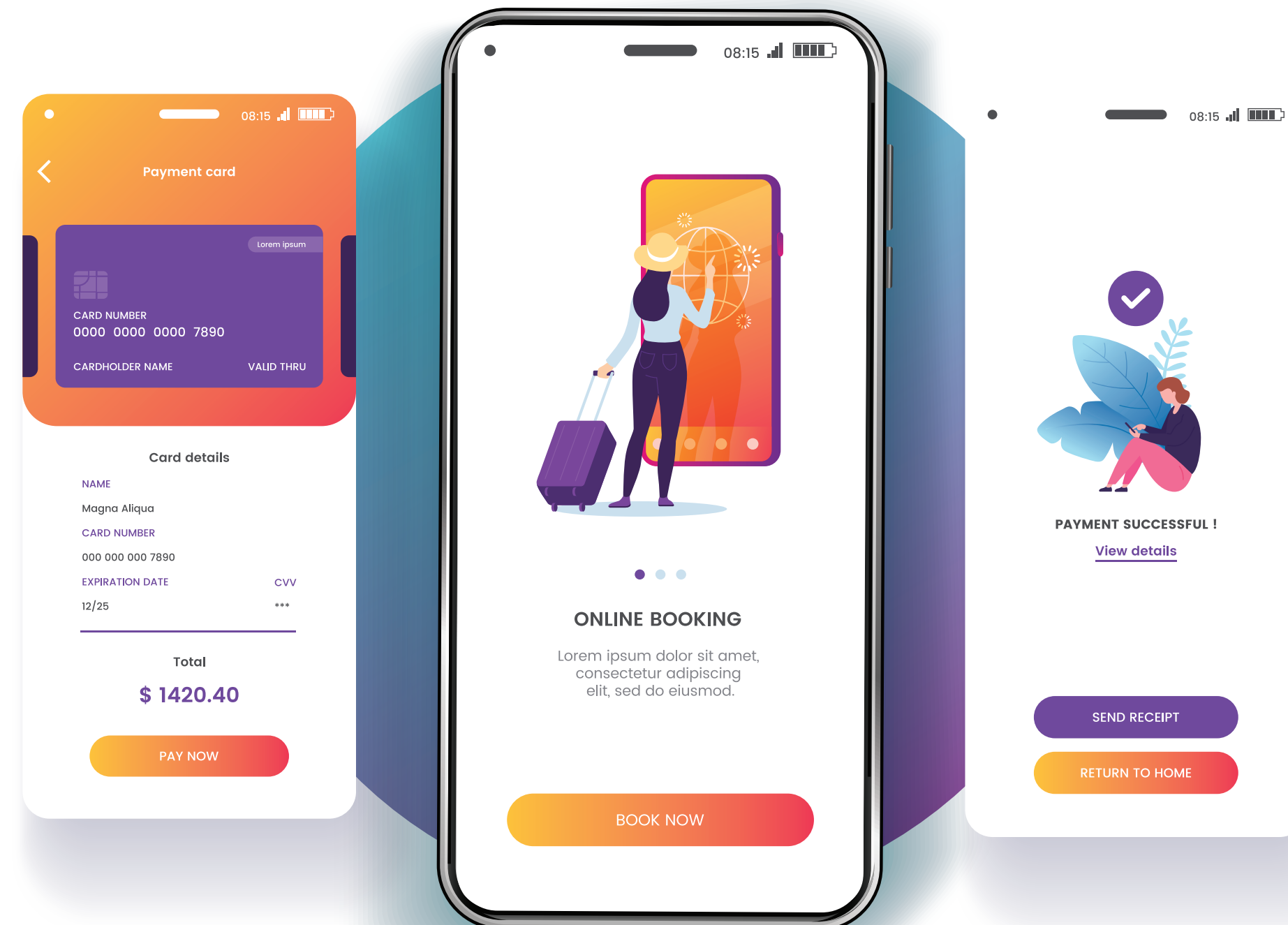
- E-COMMERCE CONSULTING
- USER EXPERIENCE & INTERFACE
- CONTENT MARKETING & STRATEGY



# MOBILE APP DESIGN & DEVELOPMENT



From the idea to the rollout in the app stores – we have all the experts for the successful implementation of your enterprise app project for a digital business model in-house. We develop your App for native iOS and Android development!





# E-COMMERCE



## E-COMMERCE CONSULTING

Our marketing strategists give comprehensive advice on the subject of ecomm platforms & discuss all the important factors as the basis for your future successful project.

## ECOMMERCE INTEGRATED OPERATIONAL SYSTEMS/INTERFACE CONNECTIONS

- Warehouse Management
- Inventory Management
- Shipment Management
- Ecommerce ERP
- CRM
- Payment



# USER EXPERIENCE & INTERFACE



## USER EXPERIENCE & INTERFACE

You will receive an individual concept with initial drafts that describe the system structure & all functions of your e-commerce solution. Our UX experts pay attention to the optimal user experience in order to guarantee excellent user experience for your customers & to meet expectations.





# CONTENT MARKETING



Whether B2C or B2B content marketing – we bring products & services to the point! Content suitable for your target group is not only a Google ranking factor, it also increases your conversion rate.



# OUR CLIENTS





**THANK YOU**