

2021

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# SOCIAL MEDIA MARKETING PROPOSAL

PROPOSED TO:

Your hidden successful brand

ORGANISED BY:

Sam Trabulsi

Phone: +961 71 584 578

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LEBANESE MEMES SOLUTIONS  
BEIRUT - LEBANON

## OUR MISSION

Lebanese Memes Solutions' mission is to create complete social media sales solutions and brand awareness for its clients.

## OUR HISTORY

Launched on the 9th of February 2012, as an entertainment Facebook page for fun among friends, it became a big success in no time.

We are the winners of best Facebook campaign, best NGO community on Lebanese Social Media & Best Social Media Influencer at the Middle East Media festival.

## US TODAY

Today we are the leading digital agency in Lebanon, creating results to hundreds of businesses on daily basis, using the full power of social media and online marketing solutions.

We manage and deliver viral content daily to the most active community on Lebanese Social media with more than half a million real fans on Facebook and Insta with the ages between 18 and 55.

## GOALS & OBJECTIVES

01

Study your brand and analyze its marketing needs to have the right communication strategy.

02

Prepare outstanding and clear visuals for the continuous brand awareness.

03

Engage your customer base with appealing boostable content and sales Call-To-Action.

04

Analyze results and measure the return on investment to optimize strategy.



LET'S  
THINK  
OUTSIDE  
THE BOX



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# شو بهمّك تعرف؟

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## 01

كيف ولمين بنشتغل

We will showcase our general marketing strategy, way of work and the industries we serve.

## 02

شو نتيجة شغلنا سوا

We will present a real case study to one of our customers to show the boosting return on investement.

## 03

شو لازم إدفع

You will get 10 times the value of what you're paying. Your quotation is well studied, flexible and budget friendly to fit your marketing needs to get you the best results.

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# OUR STRATEGY

Consists of working on 4 phases:



Brand Awareness where we get people to know about your brand



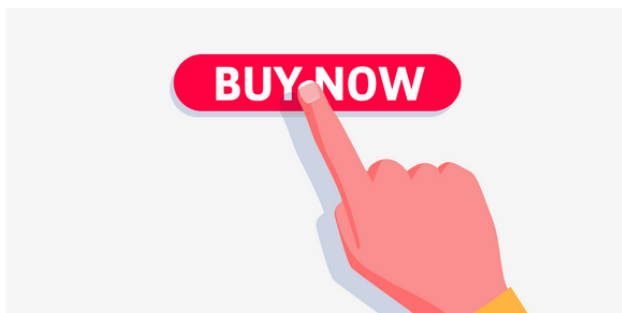
Engagement where we get your fans to interact with your brand

## PEOPLE don't BUY from PEOPLE

**They don't know**

**They don't like**

**They don't trust**



The right call to action will allow you to get direct sales especially with customers who are educated about your brand.

A diagram illustrating the Return on Investment (ROI) formula. It includes icons for a calculator, a bar chart with an upward arrow and a dollar sign, and a money bag with a dollar sign. The formula is presented as follows:
$$\text{Return on Investment Formula} = \left( \frac{\text{Net Profit}}{\text{Cost of Investment}} \right) \times 100$$

Measuring the return on Investment is crucial to keep optimizing our sales results.

# MEET THE TEAM

Our leadership team is made out of seasoned international professionals to help you achieve your targets and even exceed your expectations.

After studying Marketing in France and working in Sales in the Gulf region and USA; Dr. Sam Trabulsi was ranked among the top sales consultants in the US and awarded the best social media influencer award at the Middle East Social Media Festival. He made the crazy decision to come back to Lebanon to help businesses grow while creating jobs.

Chafica teaches social media , customer service and hotel management at the hotel school of Sydney - Australia. After earning her Degrees from the University of Technology Sydney, at a young age she managed international Hotels such as the Sheraton hotel in Sydney and Novotel Sydney where she excelled in team leadership, management and customer service. Today, our CEO is sharing her knowledge and experience with our customers to keep them up to date with state of the art business solutions.



**DR SAM TRABULSI**

Business Owner



**CHAFICA LABBAN**

Chief Executive Officer



# **WE DELIVER RESULTS**

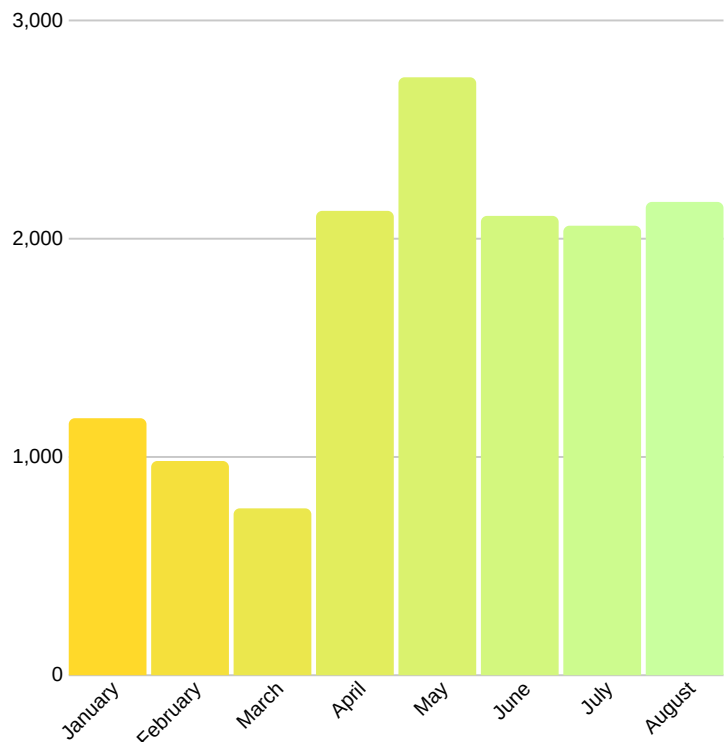
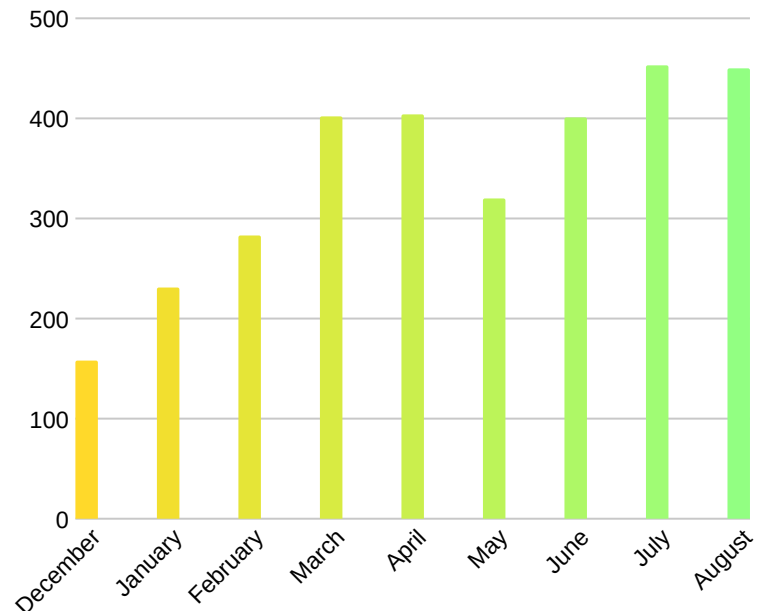
**CHECK OUT WHAT WE DID TO OUR CUSTOMERS FROM  
VARIOUS INDUSTRIES**

# GYM SALES REPORT

## MEMBERS



## BOOSTING BUDGET



### GYM IN BEIRUT

This is a real case study for one of our customers. This gym in Beirut turned to us so that we help it via online and social media sales. The sales tripled using the right boosting and sales strategy.

# MONTHLY REACH

"Our Gym Customer  
enjoyed a 50% increase on  
audience reach in both  
organic and paid posts."





# THIS BEAUTIFUL HOME COULD BE YOURS

Qalamoun, Tripoli

FOR MORE INFORMATION, CONTACT  
DREAM VILLAGE AT (961) 70 339 990

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# LOGO CREATION

OUR TEAM IS READY TO CREATE THE PERFECT LOGO FOR  
YOUR BUSINESS





*Logo, brand and concept creation*



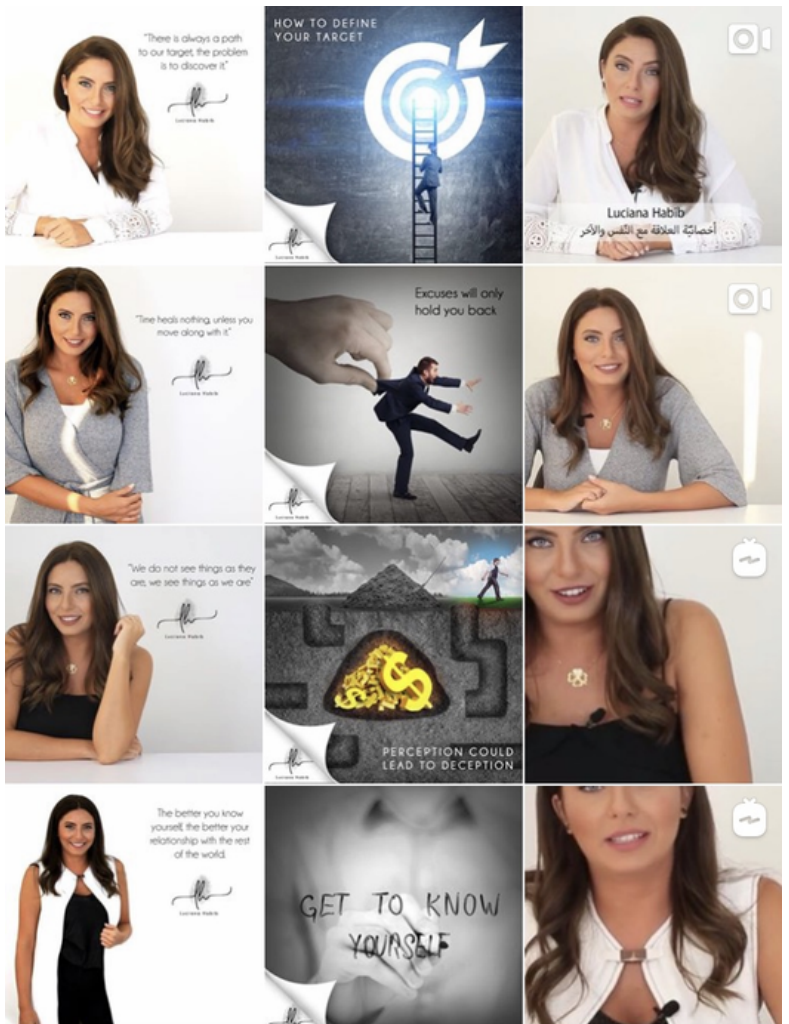
*Execution*



## NAIL STYLE

Our customer came to us with a business concept for home nails spa service. We worked together to come up with the name, logo and complete branding. Now Nail Style is the first Lebanese home nail professional spa services where we bring the nail spa to your home!





## LUCIANA HABIB

A beautiful success story! Within one month of creating the personal brand and positioning the right message, Luciana was contacted through social media and invited on TV to share her expertise and recommendations about couples relationship.



## THE FASHION INDUSTRY

Whithout professional photography and the right equipments to translate your line of fashion, your social media posts won't sell. We make sure that you get the best return on investement.







طريق صيدا القديمة  
ستر دالاس

03/126782  
01/387767  
01/387768

الرونتنة

Restaurant Industry

DANYZ DINER

All The Energy You Need.

BROUMANA 04 86 55 43 KASLIK 76 36 77 99

LITTLE BANGKOK

LITTLE BANGKOK  
spicy chocolate

HAMRA

0134 54 54/64  
03 57 58 57

EVERY DAY!

DANYZ DINER

\$20 OPEN WINGS AND BEER!

KASLIK 76 36 77 99  
BROUMANA 04 86 55 43

WHAT DO YOU NEED FOR LUNCH?

FRESH BUN

GOLD FRENCH FRIES

PREMIUM MEAT

CHEDDAR CHEESE

urban burger

01/28 83 77

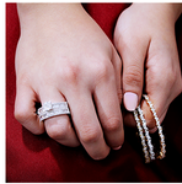


Maya

SARA'S



Accessories  
Industry



ريمن





## Leads Generation Example

34,594 Reach ▾ 263 Results: Leads (Form) ▾ \$222.69 Amount Spent



### MONEY LOANS INDUSTRY

Money is a sensitive topic to discuss on social media. But using the right message with attractive visual will get the job done. We have managed to help generate leads through well targeted boosting. Our customers have seen a steady increase in conversions and sales.



زراعة الشعر



## نحت الجسم

نحت 4 أنحاء من الجسم: € 2750  
تقطيع المعدة: € 2900  
المجموع: € 5650

عرض خاص

€ 3700

نحت الجسم وتقطيع المعدة  
في عملية واحدة

estethica  
healthy beauty

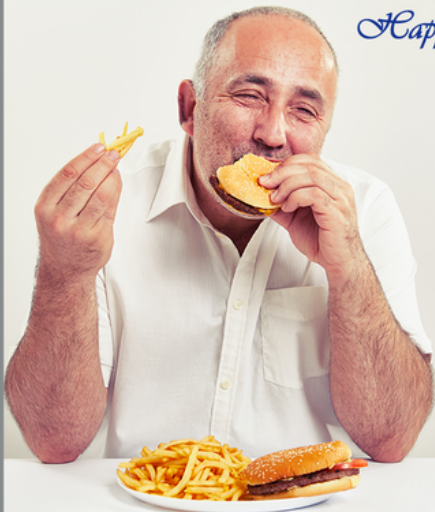


## أبيض إبتسامة بـ 20 دقيقة



هيدا نهارك... ما تحرم حالك

Happy Father's Day



HERBMED  
HEALTH IS WEALTH

## FIGHT DISEASES



HERBMED  
HEALTH IS WEALTH





Retail  
Industry



## THE RETAIL INDUSTRY

Retail is Detail! Knowing the in's and outs of the retail industry in Lebanon has allowed us to help our customer using the right pull and push marketing strategies while taking advantage of trendy events and experience.





## THE GAMING INDUSTRY

The gaming industry in Lebanon is huge! There is no better partner than Lebanese Memes Solutions with its entertaining community to benefit from the best exposure and value. We will help you translate your gaming experience to new fans and get more sales.

# What our customers are saying?



## Mr Muhieddine. B. - Owner Badr & co

"Lebanese Memes Solutions Team are doing a fantastic job managing the social media pages of Loacker in Lebanon. They have done so well bringing the brand closer to the lebanese people. The team are highly professional, attentive and work directly with our head office in Italy. the team in Italy are very happy with the ideas generated from Lebanon and have been using them internationally".



## Ms Luciana H. - Personality

"I came to Lebanese Memes Solution Offices with an idea and walked out with an international brand and identity. Sam the business owner has personally assisted in creating my brand from logo, brand and video content. They are supportive, i am now planning to leave my full-time job at the bank to pursue my dream and owning my business Thank you Sam and Lebanese Memes!" .



## Mr Walid. S.- Business owner of Automated Home Solutions

"Lebanese Memes Solutions created my brand and took my products to a whole other level. I now have a reliable brand and loyal customers. Every-time they feature my products on Lebanese Memes I get many Calls/messages and sell my products."



## Mr Jad. F. - Brand Manager

"Lebanese Memes Solutions are Life savers! We were stuck using un-reliable freelancers when i met the team at Lebanese Memes now i receive my designs and content exactly how i want it and in such a short turn around. They reply instantly and every time we feature our product on Lebanese Memes Instagram we hit the peak of our sales in one day!. Thank you lebanese Memes Solutions.



## Mr Mohammad. D. - Business Owner NRB Fashion

"Lebanese Memes Solutions are the social Media Experts in Lebanon. They know how to get you traffic and customers. After only 1 week of working with Lebanese Memes Solutions they provided me with a list of over 80 potential customers. I had to ask them to stop as i could not handle the load alone, until i recruited more team members to continue our marketing campaign. I have now started a new business and Lebanese Memes will definitely be my partners in success" .

# Workshops At Our Digital Academy



## WORKSHOPS AT OUR ACADEMY

Teaching is the best way to learn! At Lebanese Memes Solutions continuous learning is a MUST. This is why the leadership team and every teammate are encouraged to give one workshop a month in a specific topic. (Online sales, Graphic design, SEO, Insta for business, Web development, customer service and many other demanded topics)



# Lebanese Memes Instagram Statistics

*Our Very own social media Platforms are of huge added value to our clients.*

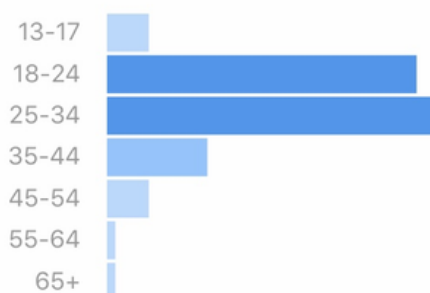
## 15%

TOTAL SALES INCREASE

Our customers have seen 15% total increase in sales using our platform's organic reach.

Age Range ⓘ

All Men Women



19.5K Posts 589K Followers 470 Following

**Lebanese Memes Solutions**  
Community


- Facebook Marketing Partner
- Award Winning Digital Marketing Agency
- مين مستملكن السوشيال ميديا ؟

lebanese-memes-solutions.com/contact-us  
Jal El Dib - Sea Side Road - Lebanese Memes Solutions, Beirut, Lebanon  
[See Translation](#)

Edit Profile Promotions Contact

+ Highlight Promote فش خلقك

< Insights



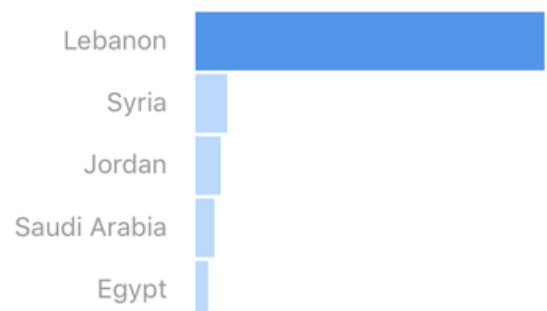
lebanesememes

Content Activity Audience

589009 followers  
+884 vs. 11 Sep - 18 Sep

Top Locations ⓘ

Cities Countries



LEBANESE  
MEMES  
SOLUTIONS

لتلاقي النتيجة الصح  
لازم تشتغل مع  
الشركه الصح

Thank You!