

A background image showing a hand holding a white marker, interacting with a digital interface. The interface displays various icons related to digital marketing, including a laptop, a play button, a target, a cloud, and a location pin. The text 'DIGITAL MARKETING' is prominently displayed in the center of the image.

DIGITAL
MARKETING

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Introduction

ZARX is a performance-driven digital growth agency specializing in building revenue systems, Lead Funnels, and content strategies that scale businesses fast and intelligently. From MEGA Infrastructures & E-commerce brands to high-ticket service providers,

ZARX doesn't just help you grow—**WE ENGINEER YOUR SUCCESS.**

Clients under our systems got 3x to 7x their revenue in just 90 days through our powerful execution mix of Algorithmic ads, Automation, AI optimization, SEO Copywriting and Brand



Table of Contents

01	Table of content	. P 02-03
02	About ZARX & Our Expertise	. P 04-05
03	Our Mission & Core Services	. P 06-07
04	How we work	. P 08-09
05	Case Study	. P 10-19
06	Not for Everyone	. P 20-21

“The Best Value comes from The Integrity of **Successful & Working Perfectly.**

ABOUT ZARX

What began as a one-man consultancy has grown into a Full-Stack Growth engine, Elite Copywriting, Algorithm Engineering, Funnel Architecture, and Strategic brand positioning across every digital touchpoint.

By merging AI-powered automation, Deep behavioral insights, and Conversion-optimized ad systems, ZARX engineers high-impact buyer journeys – delivering breakthrough results for both B2B and B2C brands.

Whether you're launching a new offer or pushing for market dominance, we engineer your growth with speed, precision, and clarity.

What Sets Us Apart:

Execution > Theory: We move fast, test relentlessly, and optimize for ROI.

Growth Systems, Not Just Services: Funnels, content, ads, CRM – all aligned.

No Hand-Holding Required: We lead with strategy and deliver with ownership.

Built for MENA & Global Markets: From Amman to London, we scale across borders.

ZARX Isn't your typical agency.
We're your unfair advantage.



Our Expertise

We provide a full-suite of digital marketing and business transformation services, including:

Sales Growth & Scaling	Multi-Platform Growth	Google Ads & Google Maps Optimization	Website Upgrades & Conversion Rate Optimization (CRO)
Turning online stores into profit machines with optimized funnels, conversion-focused strategies, and paid ad campaigns.	LinkedIn management, META platforms, E-mail sequence Outreach to generate high-quality leads and drive ROI.	Ensuring top visibility on Google Search and Maps to attract more local and international customers.	Improving website design, user experience, and checkout processes for maximum revenue growth.
SEO & Organic Growth	Service-Based Business Scaling	Business Avatar Scaling	Tactical Product Copywriting
Boosting organic traffic with keyword research, content marketing, and search engine optimization.	Helping consultants, agencies, and service providers package their offers better and attract high-paying clients.	Increasing Businesses leverage via upscaling their products & services for customers buying journey.	Improving products copywriting as per niche criteria in order to over-sell competitors in the same market

MISSION & VISION

OUR VISION

To become the #1 growth partner for ambitious brands in the MENA region and beyond – combining storytelling, systems, and strategy into measurable wins.



OUR MISSION

To scale impact-driven businesses by building revenue-focused systems that drive sustainable, intelligent, and profitable growth.



CORE SERVICES



Marketing Strategy & Execution

We design, deploy, and scale full-funnel campaigns with data-backed precision.
Deliverables:

- Meta & Google Ads Management
- Campaign Architecture (Sales / Lead / Hybrid)
- Automated Revenue Funnels
- Retargeting & Conversion Acceleration



Elite Copywriting & Brand Messaging

Words that don't just sell – they scale.
Expertise:

- Website Copy & SEO
- Company Profiles & Brand Decks
- Email Marketing & Product Descriptions
- Funnel Copywriting
- Arabic/English Campaign Copy



Sales Architecture & Growth Systems

We don't just advertise – we influence, persuade, and convert.
Includes:

- B2B & B2C Conversion Funnels
- Offer Structuring & Upsell Design
- Trust-Building Email Sequences
- Digital Platforms – Based Outreach Campaigns



Platform Domination & Optimization

ZARX creates omnipresence across key platforms:

- Meta (FB/IG) – Sales Campaigns & WhatsApp Funnels
- Google – Search Ads + Maps Optimization
- LinkedIn – Personal Branding + Outreach
- TikTok/X/Pinterest – Creative Expansion (optional add-on)

HOW WE WORK

Input

Strategy

Content + Campaigns

Leads

Conversion

Scale



- **Onboarding Built for Clarity and Customization**

Starting with a fast, focused onboarding process designed to uncover your market position, growth bottlenecks, and business goals.

From there, we build a custom growth engine aligned with your revenue targets – **no cookie-cutter solutions, ever.**

- **AI-Powered Insights, Human-Engineered Strategy**

At **ZARX**, we map your customers' buying journey using advanced AI tools to analyze behavioral data and extract hidden trends. Then manually engineer niche targeting strategies – combining SEO-driven keywords, fascination-based segmentation, and performance marketing tactics – to create high-converting campaigns across platforms that **Outperform your Competitors.**

- **Smart Optimization = Serious Savings**

By identifying overlooked targeting gaps and aligning your content with platform algorithms, we optimize every ad dollar. The result? **Up to 70% reduction in wasted marketing spend – and more impact with less cost.**

“

Building revenue systems that don't just grow, they dominate.



CASE STUDY

ZARX AGENCY X DBICP

Industrial Construction Projects Positioning & Expansion (MENA & Jordan)



“

ZARX brought game changing growth, the visual representation of our services & KEY points that we were missing they pointed them out, has created a game-changing level for us.

Hamzeh Ismail
Founder & CEO of DBICP

ZARX STRATEGIC ACTIONS FOR DBICP

- ▶ Revamped DBICP's company profile to align with industry-specific positioning and global procurement standards
- ▶ Designed a visual gallery of completed mega projects, highlighting DBICP's specialized services and engineering expertise
- ▶ Used niche-targeted SEO copywriting frameworks (fascination, urgency, consistency) to reinforce authority in the industrial construction sector
- ▶ Created a detailed project showcase section featuring key deliverables, timelines, and verified partner testimonials
- ▶ Integrated all provided DBICP data into a structured cold outreach system, including Notion-based decks, tailored email campaigns, and follow-up content

RESULTS DELIVERED

- ▶ DBICP now on the radar of mega firms like Ma'aden (KSA) and JPMC (Jordan)
- ▶ Secured 20+ high-value industrial projects via optimized company profile, Notion assets, and email marketing campaigns
- ▶ Successfully established 3 regional offices in Jordan, Saudi Arabia, and Egypt
- ▶ Achieved positioning as a trusted contractor for MENA mega-projects through digital credibility, precision communication, and visual trust assets

CASE STUDY

ZARX AITS (MENA REGION)

Afaq for informatics technology and systems - AITS (MENA Region)



“

Incredible & Reliable , Uncanny level of professionalism, the designing, copywriting, Constant creativity made us set a foot in a high competition arena.

Ahmad AL-Shawawrah
Founder & CEO AFAQ-AITS

ZARX STRATEGIC ACTIONS FOR AFAQ AITS

- ▶ Created a fully tailored company profile to highlight AFAQ's unique IT solutions and service structure
- ▶ Designed a visual gallery of completed mega projects, highlighting AFAQ specialized services and engineering expertise
- ▶ Implemented niche-relevant SEO to optimize visibility across the MENA region
- ▶ Built and optimized AFAQ's Meta platforms presence to align with high-performance branding and content outreach
- ▶ Developed 100+ custom-designed digital product visuals and post creatives to showcase AFAQ's capabilities

RESULTS DELIVERED

- ▶ Secured 10+ major projects across the MENA region with governmental and private entities*
- ▶ Delivered over 100 branded visuals for consistent and professional marketing on digital platforms
- ▶ Won 8 large-scale IT projects in Jordan, converting outreach into signed deals
- ▶ Solidified AFAQ's presence as a rising IT solutions provider in both B2B and government sectors

CASE STUDY

ZARX KIDS WAY SUMMER CAMP (JORDAN) Full-Funnel Growth & Organic Domination



“

I believe they are on the road to become #1 marketing agency in the world, the way they represented us & the hard work they managed easily has AMAZINGLY increased our value in the market, and we tripled our sales within 20 days, i mean, it is unfair for other marketers.

Manal Amr
Owner of Kids Way Summer Camp

ZARX STRATEGIC ACTIONS FOR KIDS WAY

- ▶ Built a full Click-to-WhatsApp sales funnel, optimized for speed and parent engagement
- ▶ Launched content-first paid ads guided by audience learning algorithms on Meta platforms
- ▶ Created and deployed a platform-specific posting strategy across Instagram & Facebook
- ▶ Developed a daily posting schedule based on niche-specific seasonal content trends
- ▶ Constructed a long-term algorithmic content database to boost organic outreach and weekly visibility
- ▶ Managed, Classified, Profiled, Audited & Rearranged 1000+ videos & photos for easy access & modifying for future posts
- ▶ Revamped data visually for presenting on META Platforms boosting organic interaction & outreach
- ▶ Rebranding their name & logo using Algorithms based reading tools optimizing organic outreach
- ▶ Crafted full activities schedule representing their service standout among competitors
- ▶ Achieved all results while optimizing and reducing 40% of the previous ad budget

RESULTS DELIVERED

- ▶ Achieved a 17,000% increase in traffic within the first 21 days
- ▶ Reached 300% over-capacity booking, with massive weekly sign-ups
- ▶ Drove high-volume reach with CPC below \$0.08
- ▶ Established a scalable organic growth engine using smart data-backed posting systems
- ▶ Gained over 7x ROI using 40% of their standard Ads budget

CASE STUDY

ZARX SPACE IMMIGRATION SERVICES

Space Immigration Services (MENA Region)

Lead Generation, Regional Outreach & Conversion Optimization



“

Truly outstanding work , i asked them to manage only few ads, but they give me full plan for future sales based on Algorithms, and opened the Gulf area opportunities for us, i can't wait to work on full scale with them , i believe no one else can be as brilliant as ZARX.

Haneen Asa'ad

Founder & CEO of Space Immigration Services

ZARX STRATEGIC ACTIONS FOR SPACE IMMIGRATION

- ▶ Led a full revamp of Meta campaigns and audience targeting across Jordan and the MENA region
- ▶ Designed and implemented content rebranding and visual storytelling strategy
- ▶ Built algorithm-based ads targeting expat-focused markets in UAE, KSA, Egypt & Oman
- ▶ Reduced and restructured campaign spending, achieving 600% traffic increase with only 20% of previous ad budget
- ▶ Launched strategic partnerships with influential Arab diaspora pages to reach verified targeted expat audiences
- ▶ Initiated warm outreach to previous clients to generate testimonials and build authority
- ▶ Developed a pre-arrival training program introducing new clients to New Zealand culture, systems, and expectations

RESULTS DELIVERED

- ▶ Generated 34+ consultation calls in just 10 days through refined campaign targeting
- ▶ Increased traffic by over 600%, capturing new leads in KSA, UAE, Egypt, and Oman
- ▶ Created and segmented a new traffic database for regional lead nurturing
- ▶ Elevated consultation calls from 4-6 daily to 100+ daily (20x ROI)
- ▶ Elevated NZ contracts from 2-3/month to over 20/month (10x ROI), transforming lead flow into active conversions
- ▶ Created new income via pre-arrival training program

CASE STUDY

ZARX ISHQ HOTEL AQABA Pre-Opening Strategy & Demand Building



“

**Exceeded my expectations,
Astonishing.**

Ramadan Al-Fayoumi
Owner & Partner Of Al-Daaira Investment
Ishq Hotel Aqaba

SOLUTIONS BY ZARX FOR ISHQ HOTEL

- ▶ Developed bilingual Fact Sheet, email outreach campaigns, and launch messaging to trigger early demand.
- ▶ Collaborated with top-tier local and international travel agencies to boost pre-opening interest.

BRANDING & ASSET DEVELOPMENT:

Designed and wrote all branded materials, including:

- ▶ Bilingual trifold Fact Sheets
- ▶ Custom Key Holders, Laundry Instructions, Emergency Plans
- ▶ In-Room Information Book (professionally structured in both Arabic & English)

ORGANIC GROWTH VIA REVERSE-ENGINEERED MARKETING:

- ▶ Built an organic outreach funnel to target both individuals and travel agencies.
- ▶ Generated a strong base of direct bookings, scaling consistently week over week.
- ▶ Increased weekday booking rates by 30%, and holiday/event pricing by 45%, backed by stellar feedback.

RESULTS DELIVERED

- ▶ #1 Rated Hotel in Aqaba on Google for 3 consecutive months post-launch
- ▶ Achieved 200%+ of projected revenue before opening day
- ▶ Reverse-engineered content and customer trust-building led to sustained high demand
- ▶ Built lasting partnerships with incoming tour operators and domestic travel agencies



is not for Everyone

ZARX isn't for brands chasing likes, trends, or "just okay" results.

We work with founders who move fast, value execution, and treat growth like war.

If you're ready
To:



Scale revenue, not just visibility



Build a lead machine, not just a prettier page



Partner with strategists, not freelancers
– Then you're in the right place.



Then you're in the right place.

**Let's Build the System
That Scales You**

DM us. Email us. Or hit the button.
But only if you're serious about growing — fast.

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**WHY
CHOOSE US?**

Business PARTNERS

XADDO 

HSTUDIO®

Space
Immigration Services



WHY ZARX

- Strategic Copy + Ads + Funnel = Results
- Arabic + English native writing
- Fast turnarounds (visible ROI in 21–45 days)
- Partnership mindset – we grow with you
- Transparent reporting + CRM dashboards

