ZARX AGENCY



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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.

ZARX builds the system behind predictable sales: Arabic and English copywriting, performance ads, SEO, funnels and CRM. One accountable strategist leads every account, and results are measured against revenue, not clicks.



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

ABOUT ZARX

Most businesses buy marketing in pieces: a designer here, an ads freelancer there, an agency for SEO. ZARX works as one partner across strategy, copy, advertising, search and CRM, so every part of your growth system works towards the same revenue target.

ZARX builds the system behind predictable sales: conversion copywriting in Arabic and English, performance advertising, SEO, funnels and CRM. One accountable strategist leads every account, and every result is measured against revenue, not clicks.

What Sets Us Apart:

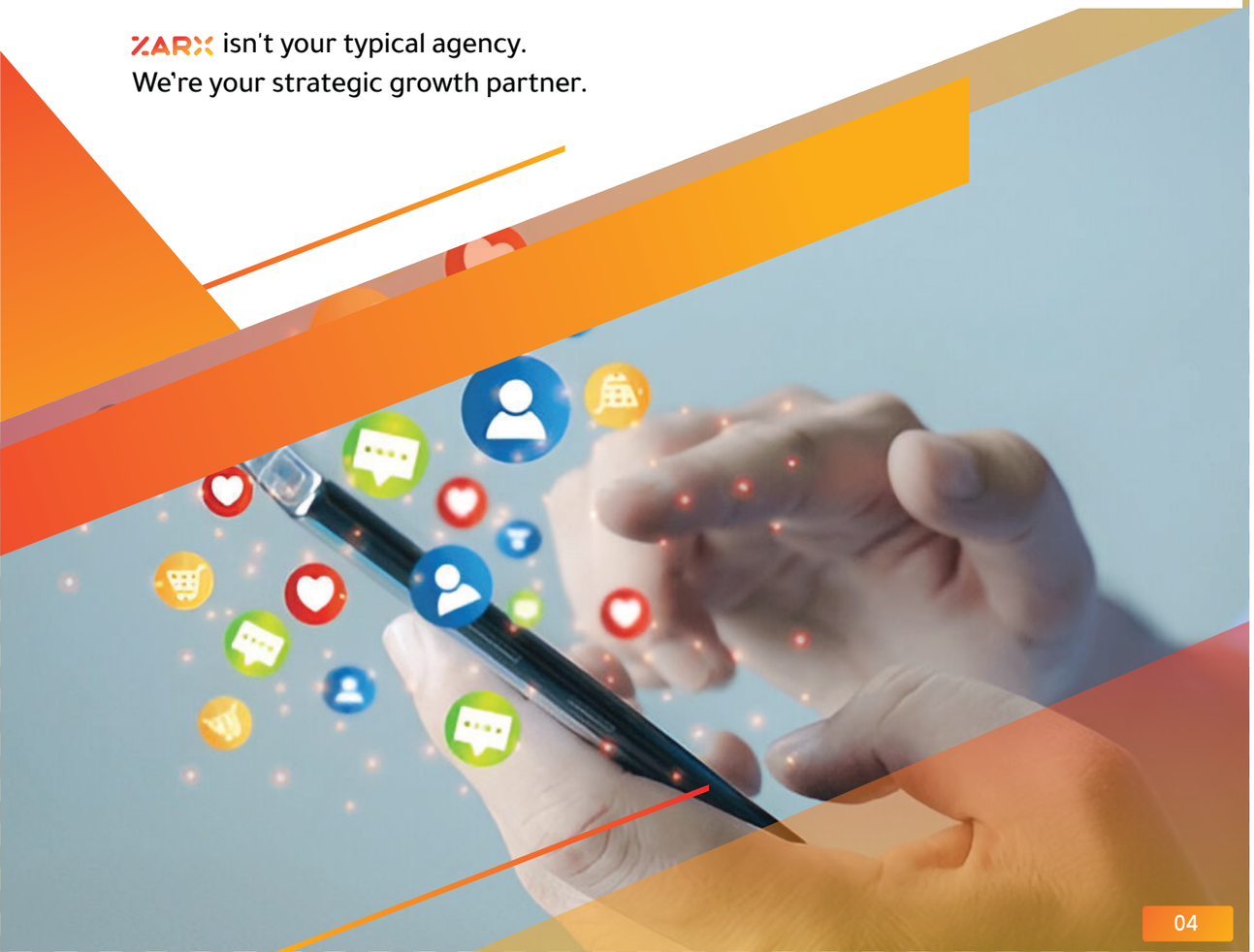
One system: strategy, copy, ads, funnels and CRM, all working together.

Native bilingual: Arabic and English written for each reader, not translated.

Senior-led: one accountable strategist and a team of vetted specialists.

Built for MENA & the GCC: UK-registered, working across Jordan and the Gulf.

ZARX isn't your typical agency.
We're your strategic growth partner.





Our Expertise

One partner across strategy, copy, advertising, search and CRM, working towards the same revenue target:

Websites & Funnels	Meta & Google Ads	SEO & Visibility	CRM & Automation
Conversion-focused websites, landing pages and funnels.	Campaigns managed on cost per customer and return on spend, not clicks.	Arabic and English content and SEO that build traffic you don't pay for per click.	Pipelines, automations and dashboards that show every lead and deal in one place.

Conversion Optimisation	B2B Copywriting	Shopify Stores	Bilingual Copy
We find what stops visitors from enquiring or buying on your pages, and fix it.	Company profiles, proposals and emails written for technical and procurement buyers.	Store builds and redesigns for brands in the Gulf, the US and worldwide.	Ads, pages and emails written natively in both languages, not translated.

MISSION & VISION

OUR VISION

To be the growth partner ambitious companies in MENA and the GCC trust to turn marketing into measurable revenue.

OUR MISSION

To build the systems behind predictable sales: clear positioning, native Arabic and English copy, performance ads, SEO, funnels and CRM.

CORE SERVICES

Growth Strategy & Advertising

Campaigns planned, launched and measured on cost per customer, not clicks.

- Growth Diagnosis and market research
- Meta and Google Ads management
- Tracking and transparent reporting
- Retargeting and conversion funnels

Funnels, CRM & Automation

Every lead captured, followed up and tracked to revenue.

- B2B and B2C conversion funnels
- WhatsApp and email follow-up
- CRM pipelines and dashboards
- Offer and upsell structure

Copywriting & Brand Messaging

Words written for the buyer, in native Arabic and English.

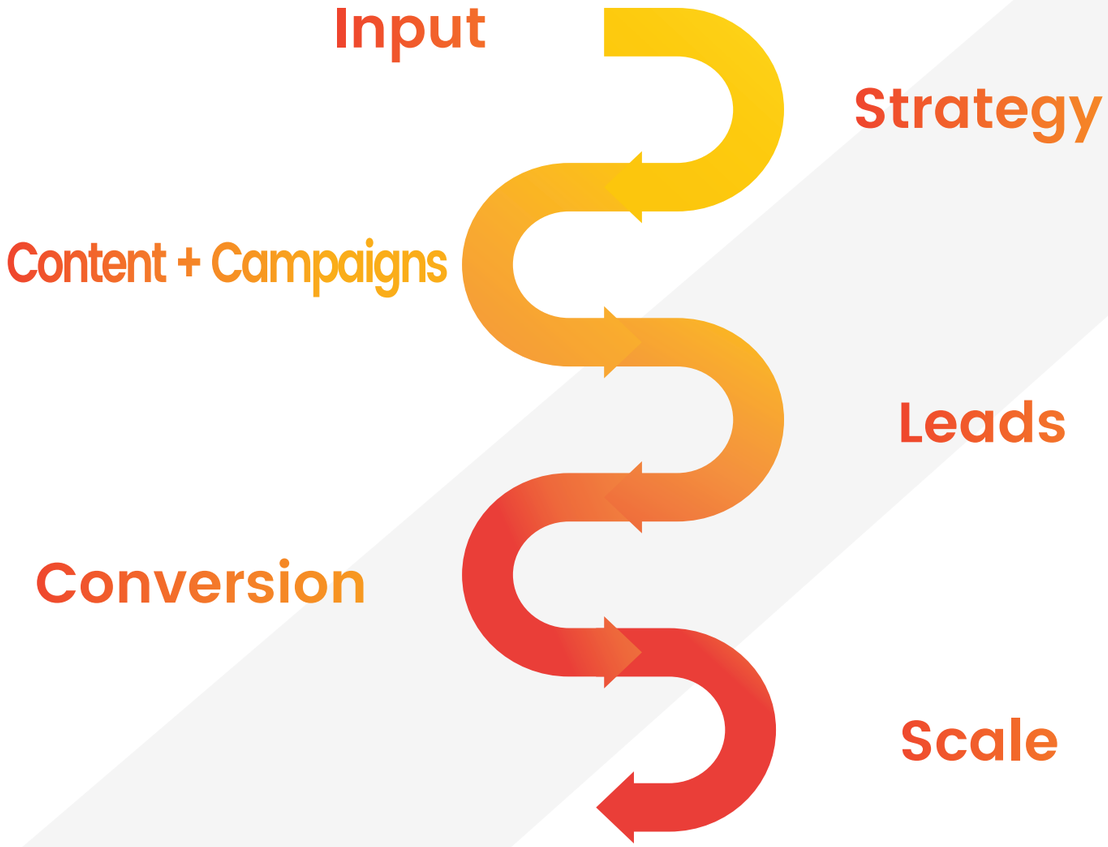
- Website copy and SEO content
- Company profiles and proposals
- Email sequences and sales pages
- Arabic and English campaign copy

Websites, Stores & Search

Fast bilingual websites, Shopify stores and search visibility.

- WordPress websites and landing pages
- Shopify store builds and redesigns
- Arabic and English SEO
- Conversion optimisation

HOW WE WORK



- **Clear, tailored onboarding**

  We start by understanding your market position, growth bottlenecks and revenue targets. Then we build a plan around them, not a template.

- **Data-informed insight, senior-led strategy**

  We map your customer's buying journey using AI-assisted analysis of audience and behaviour data, then build the targeting by hand.

- **Smarter spend, stronger results**

  We find the targeting gaps others miss, so more of every dollar reaches the right buyer.

We don't just market your brand. We engineer your revenue.



CASE STUDY

ZARX AGENCY X DBICP

Industrial Construction Projects Positioning & Expansion (MENA & Jordan)

“

ZARX brought game-changing growth. They pointed out the key points we were missing and gave our services the visual representation they needed. It has taken us to a new level.

Hamzeh Ismail
Founder & CEO, 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

WHAT WE DELIVERED

- A complete company profile in Arabic and English, written for procurement teams
- A positioning statement and keyword set used across every asset
- Cold outreach templates for new clients and tenders
- Email sequences for follow-up with developers and EPC firms

CASE STUDY

ZARX AITS (MENA REGION)

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

Incredible and reliable, with an uncanny level of professionalism. The design, copywriting, and constant creativity helped us set foot in a highly competitive 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**

THE OUTCOME

- **Supported AFAQ in competing for larger projects with government and private entities in Jordan and the region**
- **Gave the sales team a clearer, solution-led story and a visual tool for proposals**
- **Created a consistent, professional brand across sales materials and digital channels**

CASE STUDY

ZARX KIDS WAY SUMMER CAMP (JORDAN)

Meta-to-WhatsApp Booking Funnel & Content System



The way they represented us and the hard work they put in increased our value in the market, and we tripled our sales within 20 days.

Manal Amr
Owner, 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**
- **Campaigns built in 7 days from the camp's own data, then run for 7 to 10 days**

RESULTS DELIVERED

- **650+ reservations reported by the camp, which was fully booked**
- **2.5x the campaign's target KPI, reached in 30% of the planned time**
- **About 40% of the planned marketing budget used to get there**
- **483 conversations with parents on WhatsApp and Messenger in the first 7 days of ads**
- **USD 0.57 average cost per conversation with a parent**
- **256,700 Facebook views in 28 days, more than 170 times the previous period**

Sources: Meta Ads Manager and Meta Business Suite. Reservations as reported by Kids Way.

CASE STUDY

ZARX SPACE IMMIGRATION SERVICES

Space Immigration Services (MENA Region)
Lead Generation, Regional Outreach & Conversion Optimization

Space
Immigration Services

Truly outstanding work. I asked them to manage only a few ads, but they gave me a full plan for future sales and opened up opportunities in the Gulf for us. I can't wait to work with them at full scale.

Haneen Asa'ad
Founder & CEO, 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

- 600% increase in traffic, using 20% of the previous ad budget
- 34+ consultation calls in the first 10 days after the relaunch
- Consultation calls rose from 4 to 6 a day to more than 100 a day
- New Zealand contracts rose from 2 to 3 a month to more than 20
- New leads from Saudi Arabia, the UAE, Egypt and Oman, in a segmented database
- Supported a new income stream through a pre-arrival training programme

Figures as reported by Space Immigration Services.

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 OUTREACH:

- **Built an organic outreach funnel to reach both individual travellers and travel agencies.**
- **Ran pre-opening messaging and email campaigns to create early demand.**

THE OUTCOME

- **Contributed to early demand and a strong base of direct bookings before and after opening**
- **Built lasting partnerships with incoming tour operators and domestic travel agencies**
- **Gave guests a professional, bilingual experience from day one**

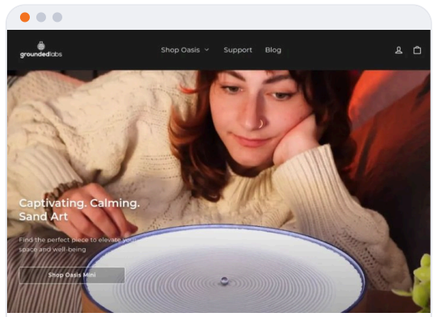
CASE STUDY

ZARX SHOPIFY STORES

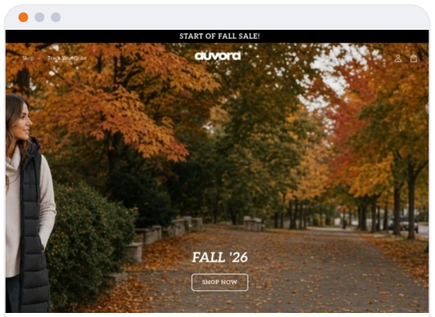
E-commerce Store Builds & Redesigns
Saudi Arabia & the Gulf, the US and International

THE STORES

4 Shopify stores
built or redesigned in 2025



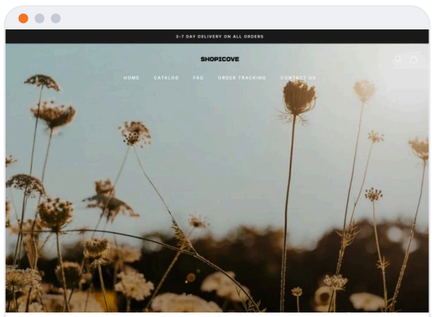
Grounded Labs
Home decor · International



Auvora Apparel
Women's fashion · United States



Digital Plus
Digital products · Saudi Arabia & Gulf



Shopicove
Comfort products · United States

Homepages of the four live stores.

ZARX STRATEGIC ACTIONS FOR SHOPIFY BRANDS

- **Grounded Labs:** built the full store, then redesigned it, for kinetic sand art tables sold online in several currencies
- **Auvora Apparel:** built the store from the ground up for a US women's fashion brand with free US shipping and worldwide delivery
- **Digital Plus:** redesigned an Arabic store for digital subscriptions and gaming products, with theme customisation, speed and conversion work, and SEO
- **Shopicove:** redesigned the store and customised the theme for a US brand of pain relief and posture products

HOW EVERY STORE IS BUILT

- Collections and product pages built around the questions buyers ask before paying
- Mobile first: every page designed and checked on a phone
- Right-to-left Arabic layouts for Gulf stores, English for international ones
- Themes customised, not overloaded, with only the apps each store needs
- Product and page copy written by the same team that writes the ads

WHAT WE DELIVERED

- Four live Shopify stores across Saudi Arabia and the Gulf, the United States and international markets
- Two full store builds and three redesigns, all delivered in 2025

grounded.so · auvora.co · digital-plus3.com · shopicove.com

ZARX is not for everyone

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

We work with owners and teams who move fast, value execution and want growth they can measure in leads, meetings and revenue.



IF YOU'RE READY TO

01 **Scale revenue, not just visibility**

02 **Build a lead system, not just a prettier page**

03 **Work with a senior-led team of vetted specialists**

Then you're in the right place.

Let's Build the System That Scales You

Start with a free Growth Diagnosis

30 minutes with a senior strategist. You leave with 3 to 5 clear priorities for your market.

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WhatsApp	+962 779 194 002
Website	zarx-agency.com
LinkedIn	linkedin.com/company/zarx-agency

Scan to book your Growth Diagnosis



WHY ZARX

- Strategy, copy, ads and funnels run as one system
- Native Arabic and English writing
- A senior-led team of vetted specialists
- Clear milestones and transparent reporting
- A partnership mindset: we grow with you

Clients & PARTNERS

Businesses in Jordan, the GCC, the US and worldwide that trusted ZARX with their growth.

DBICP

AFAQ-AITS

Ishq Hotel Aqaba

Kids Way Summer Camp

Space Immigration

Grounded Labs

Auvora Apparel

Digital Plus

Shopicove

ALSO WORKED WITH

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