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

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

Turning online stores into profit machines with optimized funnels, conversion-focused strategies, and paid ad campaigns.

Multi-Platform Growth

LinkedIn management, META platforms, E-mail sequence Outreach to generate high-quality leads and drive ROI.

Google Ads & Google Maps Optimization

Ensuring top visibility on Google Search and Maps to attract more local and international customers.

Website Upgrades & Conversion Rate Optimization (CRO)

Improving website design, user experience, and checkout processes for maximum revenue growth.

SEO & Organic Growth

Boosting organic traffic with keyword research, content marketing, and search engine optimiza-tion.

Service-Based Business Scaling

Helping consultants, agencies, and service providers package their offers better and attract high-paying clients.

Business Avatar Scaling

Increasing Businesses leverage via upscaling their products & services for customers buying journey.

Tactical Product Copywriting

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

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

Elite Copywriting & Brand Messaging

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

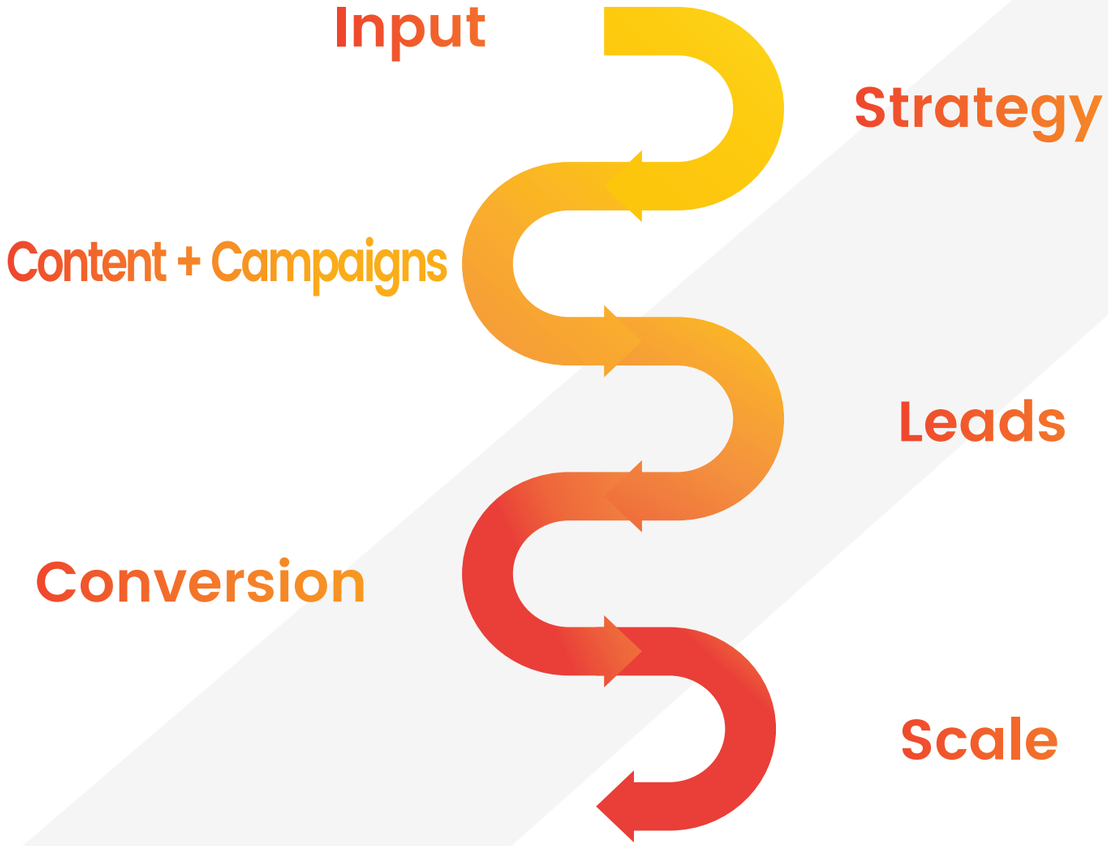
- Website Copy & SEO
- Company Profiles & Brand Decks
- Email Marketing & Product Descriptions
- Funnel Copywriting
- Arabic/English Campaign Copy

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



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. 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 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**

CASE STUDY

ZARX SHOPIFY STORES

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

4

SHOPIFY STORES
built or redesigned in 2025

THE BRANDS

Grounded Labs
Home decor · International

Auvora Apparel
Women's fashion · United States

Digital Plus
Digital products · Saudi Arabia & Gulf

Shopicove
Comfort products · United States

All four stores were built or redesigned by the ZARX team in 2025.

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.

Email	Marketing@zarx-agency.com
WhatsApp	+962 779 194 002
Website	zarx-agency.com

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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