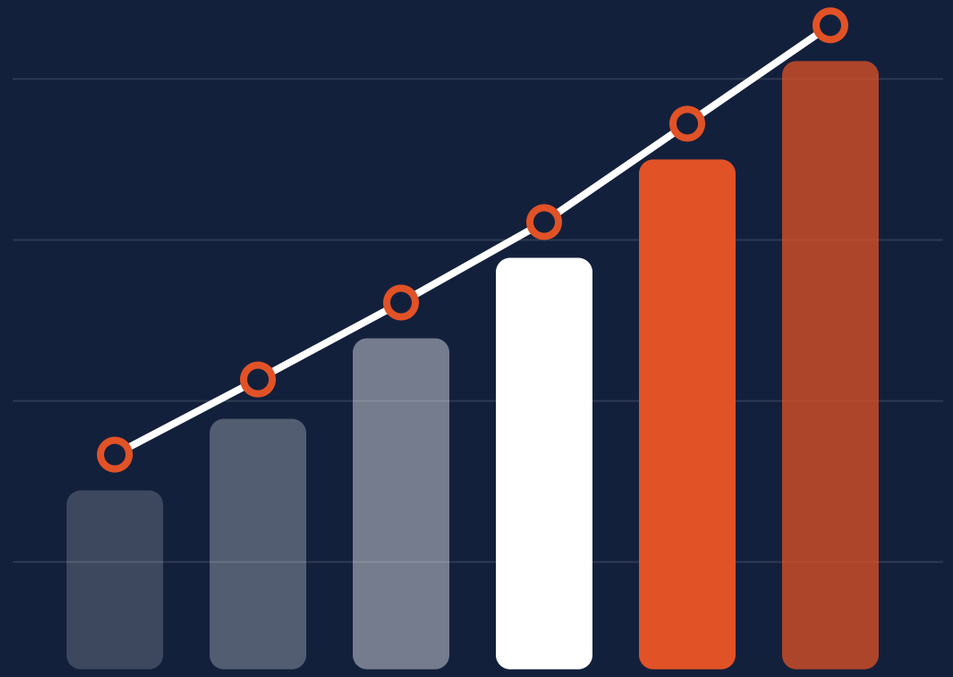
thebuzihub

PERFORMANCE & GROWTH PARTNER · FROM DUBAI TO GCC, MEA & EUROPE

From brand strategy to signed deals.

One partner to grow your leads, sales and revenue. We build your strategy, brand and website, run your ads and organic growth, and set up an AI-powered CRM that answers every lead in seconds and tracks it all the way to revenue.

Company Profile & Case Studies 2026 | Google Partner | 16+ years | 100% in-house



THE FOUNDER'S DILEMMA

Your business grew in pieces. So did your growth.

Most businesses juggle a branding studio, a web developer, an ads agency and a CRM vendor. Each one reports a good-looking number, while the real problem sits somewhere in between.

Marketing grew in pieces

Ads, SEO, social and the website run separately, so no effort reinforces the next.

Traffic does not convert

Visitors come, but leads and sales do not follow.

Leads go cold

Enquiries wait hours for a reply, follow-ups depend on memory, and deals slip away.

No view of what works

Nobody can say which ad, post or channel actually brings paying customers.

An inconsistent brand

The business looks and sounds different on every channel.

Too many vendors

Five suppliers, five reports, and nobody owning the result.

PROOF, NOT PROMISES

Real numbers from campaigns we run.

Totals from our published case studies and Google Search Console data across our clients.

34+
active clients we grow with in 2026

47,000+
leads, sign-ups and registrations generated for our clients

AED 3.9M+
in sales generated directly from our ads in 2025

45%+
average prospect-to-lead conversion on our lead campaigns

12M+
content views across our clients' social channels

5M+
Google search impressions earned for our clients

16+ years of experience • **240+** client projects • **Google** Certified Partner • **100%** in-house team

WITH YOUR BRAND FROM START TO END

One partner for the whole journey.

We take your brand from strategy to sales, with one team and one plan.

01

Strategy & action plan

Audit of your business, market, competitors and setup, then a clear roadmap and step-by-step action plan.

02

Positioning & branding

A clear position and a brand identity that looks and sounds the same on every channel.

03

Website & platform

A fast, conversion-focused website or platform, built to plug into your campaigns and CRM.

04

AI CRM & tracking

Your CRM fully set up, every channel connected and every lead tracked to its source before a single ad goes live.

05

Performance campaigns

Google, Meta, TikTok and Click-to-WhatsApp campaigns planned with the tech team, so spend is never wasted.

06

Organic growth

English and Arabic SEO, AI search visibility, social content and Google reviews that compound over time.

07

Optimise & scale

Sales data feeds back into the campaigns, so we scale what brings paying customers.

WHAT WE DO

We focus on your growth, so you can focus on running your business.

Marketing is delivered through Growth Programs, because everything performs better connected. SEO, branding, Ready Solutions and Technology are also available on their own.

OUR CORE PARTNERSHIP

Growth Programs

Strategy, positioning and branding, website, performance ads, SEO, social content and AI CRM, planned and run as one system by one team. When everything is connected and set up properly, growth becomes predictable.

- Audit, strategy & action plan
- Positioning & brand identity
- Website & landing pages
- Google, Meta & TikTok ads
- SEO & social content
- AI CRM, automations & dashboards

AVAILABLE ON ITS OWN

SEO & AI Search

English and Arabic SEO, local SEO, backlinking and visibility in AI answers.

SAAS PRODUCTS

Ready Solutions

Our own AI CRM and Website Subscription, ready to use and set up for you.

CUSTOM BUILDS

Technology

Custom websites, mobile apps, e-commerce, software and SaaS platforms, built in-house with React, Next.js, WordPress and Flutter.

THE GROWTH ENGINE

Three engines. One connected system.

Paid campaigns bring demand now, organic compounds it over time, and your AI CRM turns both into sales you can measure.

ENGINE 01 · ACQUIRE

Performance Marketing

Google, Meta, TikTok, Click-to-WhatsApp, retargeting and creative testing.

+

ENGINE 02 · GROW ORGANICALLY

SEO, Social & Reputation

English and Arabic SEO, AI answer visibility, social content and Google reviews.

→

ENGINE 03 · CONVERT & TRACK

AI-Powered CRM

AI assistant, follow-ups, booking, pipelines and attribution, connected to every campaign.

Sales data feeds back into campaigns, so every dirham is tracked from the first click to revenue.

THEBUZIHUB AI CRM

Your CRM, fully built around how you sell.

No tech skills needed. We build it around how you sell, connect it to your campaigns and channels, and train your team.

AI assistant & unified inbox

WhatsApp, Instagram, Messenger, SMS, email, website chat, Google Business and calls in one place.

Pipelines & follow-ups

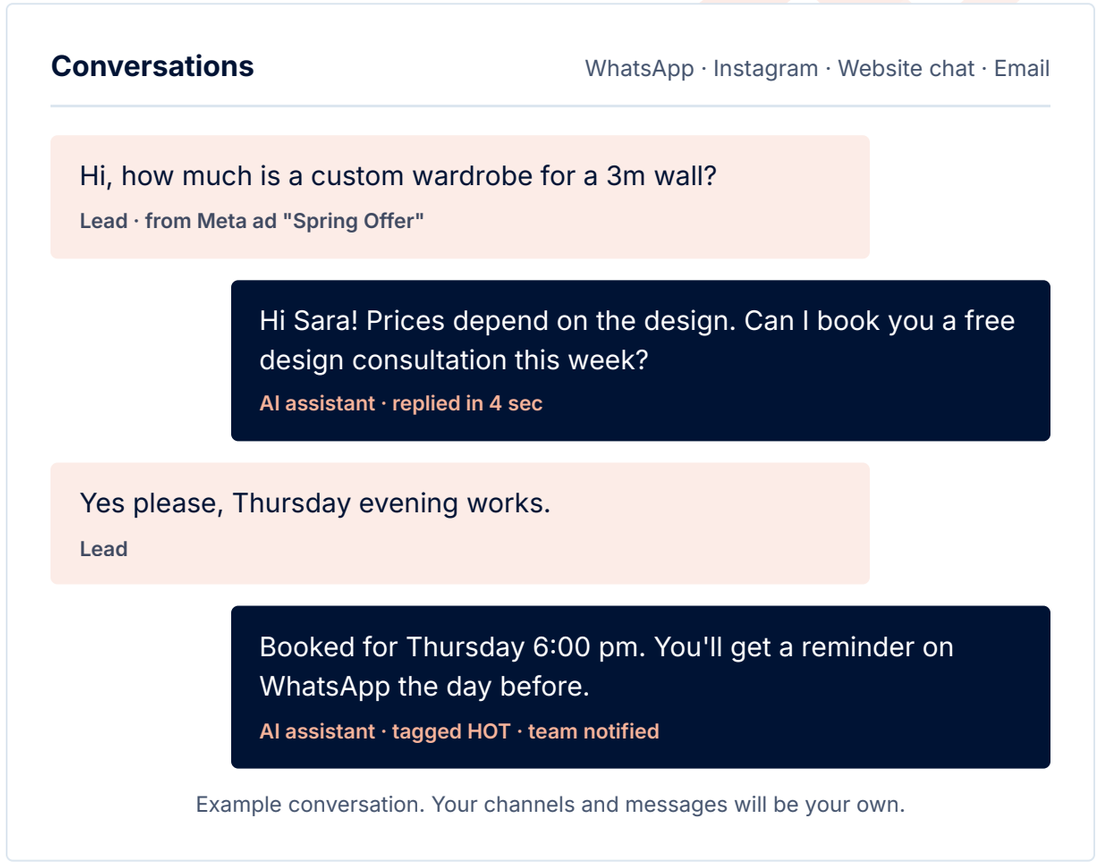
Every deal by stage, with follow-ups that send themselves.

Automations

Speed-to-lead, booking reminders, quote chasing and reviews.

Revenue reporting

See which ad, post or channel brings paying customers.



Example conversation. Your channels and messages will be your own.

WEBSITE SUBSCRIPTION

Launch your website. Pay monthly.

Get a professionally built, hosted and maintained website for one simple monthly payment, and plug it straight into your campaigns and CRM.

- **Design & build**
- **Maintenance & updates**
- **Hosting included**
- **Domain name**

From idea to live website **3–5 days**

Day 1 — **Brief & content**
We collect your content, goals and brand assets.

Days 2–4 — **Design & build**
Your site is designed, built and connected to your channels.

Day 5 — **Live, hosted & maintained**
Your website goes live, and we keep it hosted and updated.

INDUSTRIES WE SERVE

We know how your industry sells.

Each market is planned on its own terms. If your industry is not listed, we build a strategy around your sector and audience.

Real Estate

Project launches, buyer and investor leads, and a CRM that answers every enquiry in seconds.

Interior Design

High-ticket leads, showroom visits and long sales cycles, tracked from first click to signed contract.

Malls & Shopping Centres

Footfall, tenant promotion, leasing and connected digital experiences.

Wholesale

B2B visibility, trust with international buyers and qualified trade enquiries.

Flowers

Wholesale and retail stores with fast WhatsApp enquiries.

Jewelry

Luxury e-commerce and showroom traffic, with live metal pricing.

Automotive

Rental, repair and dealership sites built to turn visits into calls and bookings.

Fashion E-commerce

Multi-country stores, currencies and campaigns that sell.

WHO WE WORK WITH

Built for established businesses ready to grow as one system.

You are a strong fit if

- **You have real traction**
  A working product or service and real revenue.
- **Your marketing grew in pieces**
  Efforts that do not reinforce each other.
- **Traffic does not convert**
  Visitors come, but leads and sales do not follow.
- **Your brand is inconsistent**
  It looks different on every channel.

Why connected channels compound

- **Search matches the ad**
  SEO content continues the promise your ad made.
- **Traffic lands on a site built to convert**
  Campaigns are planned with the tech team.
- **Dependencies mapped before launch**
  Not discovered halfway through a campaign.
- **Reporting that shows the whole picture**
  Channel by channel, plus one blended view.

Markets & languages

- **Market by market**
  Search behaviour, platforms, ad rules, payments and delivery differ across the GCC.
- **English and Arabic, both native**
  Two native executions, never one translated copy.
- **Same working day**
  A Dubai team on regional hours, so approvals and fixes happen the same day.
- **Audit first, always**
  Sometimes the answer is one focused service, and that is fine.

RESULTS

What happens when it all runs as one system.

A selection of our work. These are some of the 34+ clients we grow with. Many more projects are under NDA, so the full picture is bigger than what you see here.

GROWTH PROGRAM
Interior Design

Creative Closets & Closets World

UAE, KSA, Oman, Bahrain

KEY RESULT

252+ contracts · 10,800+ prospects

GROWTH PROGRAM
Malls & Retail

Sahara Centre

UAE

KEY RESULT

+23% footfall year over year

GROWTH PROGRAM
Real Estate

Tunis Sports City

Tunisia

KEY RESULT

Landmark launch, from brand to event

WEBSITE, SEO & SOCIAL
Wholesale B2B

Fair Trading International

UAE

KEY RESULT

606 organic clicks from zero in 7 months

WEBSITE & AI CRM
Real Estate

Luxury Falcon Properties

UAE

KEY RESULT

Luxury website + AI CRM on every channel

CASE STUDY

Creative Closets & Closets World

Building a data-driven growth engine across four countries and two brands.

DURATION	MARKETS	INDUSTRY
2022 – 2026 (ongoing)	UAE · KSA · Oman · Bahrain	Interior design

SERVICES DELIVERED

Growth Strategy · Digital Transformation · Performance Marketing · SEO · Marketing Automation · CRM & Reporting · Customer Experience · Business Intelligence · Partnership Development · Brand Expansion · Social Media · Content Strategy · Lead Management · E-commerce · Analytics

Some figures are intentionally withheld for confidentiality. These details can be shared during a discovery call.

252+
contracts generated

10,800+
prospects generated in 2025

11.05M
social media views in 2025

45%+
prospect-to-lead rate

Overview

Creative Closets and Closets World are among the GCC's leading custom storage and interior solutions brands, operating across the UAE, KSA, Oman and Bahrain with multiple showrooms and serving thousands of homeowners every year.

Our engagement extended far beyond managing digital marketing. Over a multi-year partnership, we designed and implemented a complete growth ecosystem connecting advertising, customer acquisition, SEO, automation, reporting, customer service, partnerships, analytics and sales intelligence into one integrated business infrastructure.

The objective was not simply to generate more leads, but to create a scalable system capable of continuously improving marketing efficiency, operational visibility and commercial performance.

The challenge

Managing multiple brands across several countries introduced significant operational complexity. Key challenges included:

- New ad accounts
- Limited attribution across marketing channels
- Manual customer follow-up
- Weak SEO performance
- Disconnected customer care and marketing teams
- No clear visibility into marketing ROI
- Fragmented customer data
- Lack of centralized reporting
- Limited automation
- Inconsistent customer experience
- Limited partnership ecosystem

> **The business required a complete transformation rather than incremental improvements.**

Growth strategy & performance marketing

We rebuilt the entire acquisition strategy across multiple channels for the custom home storage solutions part of the business and their e-commerce ready products.

Google Ads

- Search campaigns
- Performance Max
- Display advertising
- Remarketing
- Dynamic campaigns
- Geographic segmentation
- Product campaigns
- Landing page optimization
- Conversion tracking

Meta Advertising

- Lead generation
- Conversion campaigns
- Dynamic remarketing
- Lookalike audiences
- Audience segmentation
- Creative testing
- Funnel optimization

New digital channels

- Pinterest
- Reddit
- TikTok
- WhatsApp broadcasts
- YouTube
- Snapchat
- Yandex
- Email marketing

This significantly increased reach while reducing dependence on a limited number of acquisition channels.

Marketing automation & customer data

We designed a structured first-party data ecosystem capable of collecting, organizing and activating customer information.

- Newsletter integrations & email flows
- CRM synchronization
- WhatsApp broadcast automation
- Marketing database management
- Customer lifecycle campaigns
- Website lead collection
- Customer segmentation
- Audience categorization
- Retargeting audiences

> **Collected data became reusable across Google Ads, Meta Ads, newsletters and WhatsApp campaigns, significantly improving marketing efficiency.**

Business intelligence & reporting

One of the largest transformations involved building custom reporting systems that connected marketing and sales performance. We designed and implemented custom dashboards including:

- Marketing source reporting
- Customer rating dashboard
- Lead performance analytics
- ROAS & ROI reporting
- Lead generation dashboard
- Quotations & contracts trends
- Campaign attribution reports
- Weekly & monthly executive dashboards

> **Management gained real-time visibility into the complete customer journey, from first click through signed contract.**

CREATIVE CLOSETS & CLOSETS WORLD

SEO transformation

We completely restructured the brands' organic search strategy. Within five months, the websites saw significant improvements in SEO performance, page speed, organic traffic and keyword rankings.

Technical SEO

- Schema implementation across 220+ pages
- Technical performance optimization
- Image optimization
- Lazy loading
- Browser prefetching
- JavaScript optimization
- Core Web Vitals improvements

Content optimization

- Arabic localization
- Hreflang implementation
- Meta title optimization
- Meta description optimization
- Internal linking
- Content restructuring

Website quality improvements

220
pages optimized

213
images updated with ALT attributes

147
duplicate H1/title issues resolved

48
duplicate title issues corrected

28
missing H1 tags added

59 → 0
toxic backlink score

Customer experience & operational alignment

Marketing effectiveness depended on operational excellence. We introduced standardized workflows connecting:

Customer care → **Marketing** → **Sales** → **After-sales**

- Shared operational processes
- Unified communication guidelines
- Review management
- Complaint handling
- Internal collaboration systems
- Customer feedback tracking
- Online reputation management
- Google review management

The result was faster response times, improved consistency and a stronger customer experience.

Strategic partnerships

We expanded the commercial ecosystem surrounding both brands. Achievements included:

15+
banking institutions for installment plans and employee offers

30+
government and loyalty programme partners

35+
corporate organizations, incl. architects, interior designers, home service providers and referral partners

Major
online directory listings

These initiatives increased brand visibility while creating new referral and acquisition channels.

Industry engagement & partnership development

Recurring business development experiences for interior designers, architects and consultants, one of the brands' most valuable referral channels, combining education, relationship building and commercial collaboration.

Our responsibilities

- Concept development
- Catering and hospitality
- Audio-visual setup
- Event branding & print
- Digital advertising & social media campaigns
- Identifying high-value interior designers and architects
- Registration management & attendance tracking
- Reminder campaigns & follow-up communications
- Guest experience & on-site coordination
- Presentation preparation & product showcases

Partnership & nurture journey

- Post-event follow-up
- Relationship nurturing
- Partnership programme development & negotiation
- Exclusive collaboration offers
- Referral programme discussions & agreements
- CRM data collection & audience segmentation
- Email nurture & WhatsApp communications
- Google Ads remarketing & Meta custom audiences
- Exclusive promotions & partnership newsletters
- Future event invitations

One-day networking events became long-term business development channels.

Every attendee joined an integrated engagement journey that keeps generating referrals and strengthening relationships with key industry stakeholders.

Business impact

- Expanded the professional referral network across the UAE
- Increased collaboration with architects and interior designers
- Strengthened relationships with key decision-makers
- Generated qualified B2B opportunities
- Raised awareness of both brands among specification professionals
- Created a repeatable partnership acquisition model supported by digital marketing and automation

Social media & content strategy

Beyond advertising, we redefined the brands' digital communication. Our work included:

- Social media strategy
- Content planning
- Reels production
- Customer engagement
- Unified response templates & guidelines
- Reputation management
- Campaign content
- Seasonal promotions

> **The increased focus on engaging video content contributed to stronger engagement across social platforms, reaching 11.05M views in 2025.**

Results (2024–2026)

COMMERCIAL GROWTH

- H1 2026: the strongest start in three years, despite negative external factors affecting the region
- Overall sales up 26% compared with the same period in 2025
- 252+ contracts generated and 10,800+ prospects in 2025, at a 45%+ prospect-to-lead rate and around AED 1 per click

SEO PERFORMANCE

- Organic traffic up nearly 350% between 2024 and 2026 (year to date)
- Page speed and technical health score of 99/100
- Top 3 rankings for 25+ high-value keywords
- Toxicity score reduced from 59 to 0, with ongoing monitoring

BUSINESS PERFORMANCE INSIGHTS

- Higher average revenue per lead and lower cost per acquisition
- Seasonal sales and lead patterns identified for better campaign planning

From scattered marketing to a measurable growth engine.

Creative Closets and Closets World first engaged us to enhance their marketing performance, but the transformation went far beyond advertising. Over three years, we built a unified growth engine that aligned marketing, sales, customer care, technology, analytics and automation into one operating model across two brands in four countries.

The result is a scalable, data-driven business model that strengthened commercial performance, improved marketing accountability and enhanced customer engagement. Every customer interaction, from the first ad to after-sales communication, is now measurable, connected and continuously optimized.

> **“They built our systems, manage everything from SEO and website maintenance to campaigns, offline ads and events, and operate as a true extension of our team.”**
>
> CEO, CREATIVE CLOSETS

CASE STUDY

Sahara Centre

Transforming one of the UAE's leading shopping destinations into a connected digital retail experience.

PERIOD	MARKET	INDUSTRY
2020 – 2021	UAE	Malls & retail

SERVICES DELIVERED

- Digital Transformation
- Website Development
- Mobile Applications
- SEO
- Branding
- Performance Marketing
- CRM & Marketing Automation
- ERP Implementation
- Retail Marketing
- Event Marketing
- PR
- Omnichannel Strategy

+23%
footfall year over year

iOS & Android
mall apps launched

Oracle ERP
implementation support

Omnichannel
website, apps and in-mall screens connected

Overview

Sahara Centre is one of the UAE's most established shopping and lifestyle destinations, attracting millions of visitors every year. As consumer expectations evolved, the mall wanted a seamless digital ecosystem to enhance the visitor experience, strengthen tenant marketing, increase footfall and provide measurable value to retailers.

The objective went beyond building digital platforms: it was to connect every customer touchpoint, from online discovery to the in-mall experience.

We designed and implemented a digital transformation strategy that connected marketing, operations, customer engagement, tenant promotion and internal systems into one integrated ecosystem.

The challenge

Despite its strong market presence, Sahara Centre faced challenges common to large retail destinations:

- Limited digital engagement with visitors
- No unified shopping directory across digital channels
- Fragmented marketing initiatives
- Limited customer data for personalization and remarketing
- Disconnected online and offline experiences
- Inconsistent tenant promotion
- Manual marketing processes
- Limited visibility into customer journeys
- Retail and healthcare leasing to support
- Complex workflows across multiple departments

> **The vision: a digitally connected retail destination where technology supports every stage of the customer journey.**

Website & mobile experience

A modern digital ecosystem focused on usability, discoverability and convenience, and the central hub for visitors before, during and after their visit.

WEBSITE

- Complete shopping directory
- Interactive store search
- Category-based navigation
- Category & brand listings
- Event pages
- Campaign landing pages
- Tenant promotion pages
- Leasing information
- Responsive, SEO-ready build

MOBILE APPLICATIONS

- iOS & Android apps
- Interactive mall directory
- Push notifications
- Store locator
- Event updates
- Promotions
- Loyalty engagement
- Campaign integration

Creating a connected mall experience

One of the most impactful innovations was connecting the digital ecosystem with the physical shopping environment.

Visitors could search for stores online, get navigation help in the app, find stores on in-mall directory screens and keep engaging with promotions long after leaving the mall.

WE INTEGRATED

- Website
- Mobile applications
- Interactive mall directory screens
- Campaign landing pages
- Events & promotions

> **The result was a seamless omnichannel customer journey.**

Branding & content strategy

An integrated content strategy supporting both the mall and its tenants, creating consistent engagement while increasing visibility for individual retailers.

- Brand messaging
- Editorial planning
- Tenant-focused promotions
- Seasonal campaigns
- Social media strategy
- Campaign creative
- Lifestyle content
- Event storytelling

Performance marketing & SEO

Paid and organic acquisition across multiple channels to increase visibility for the mall and its tenants, with every campaign designed to drive measurable visits.

GOOGLE ADS

- Search
- Display
- Remarketing
- Seasonal promotions
- Event campaigns
- Leasing campaigns

META

- Awareness
- Traffic
- Event promotions
- Store campaigns
- Tenant promotions
- Healthcare campaigns

SEO

- Technical SEO
- Site architecture
- Local SEO
- Store landing pages
- Structured data
- Content & internal linking
- Performance

Data, automation & operations

CUSTOMER DATA ECOSYSTEM

- Visitor data collection
- Audience segmentation
- Newsletter subscriptions
- Customer databases
- Google remarketing & Meta custom audiences
- Email & push notification automation
- Campaign personalization

ENTERPRISE OPERATIONS

We supported the internal digital transformation with a custom Oracle ERP implementation, improving collaboration, workflow management, reporting and efficiency across departments.

Events & experiential marketing

Sahara Centre hosts campaigns, seasonal activations, raffles and community events all year. We connected physical experiences with digital marketing.

- Event promotion
- Digital advertising
- Landing pages
- Registration campaigns
- Social media coverage
- Press releases
- Post-event engagement
- Remarketing campaigns

> **Every event generated digital engagement, and every digital campaign encouraged in-person visits.**

Retail leasing

Digital marketing also supported business development. We developed campaigns promoting available retail spaces to prospective tenants through targeted advertising, landing pages and lead generation.

- Targeted leasing campaigns
- Leasing landing pages
- Lead generation for prospective tenants

Sahara Healthcare

We supported the launch and promotion of the healthcare division, attracting clinics, medical practices and healthcare professionals interested in leasing within the centre.

> **This diversified the mall's commercial offering and raised awareness of new leasing opportunities.**

SAHARA CENTRE · RESULTS

After a year of continuous optimization, measurable business impact.

+23%

year-over-year increase in footfall

Key outcomes

- Higher tenant satisfaction through increased customer traffic
- Increased overall tenant sales
- Stronger engagement across digital channels
- Greater visibility for retailers and restaurants
- Improved promotion of seasonal campaigns and events
- Enhanced customer experience through connected digital touchpoints
- More effective audience targeting using first-party customer data
- Streamlined operations through the Oracle ERP implementation
- A fully integrated digital ecosystem supporting visitors, tenants and internal teams

CASE STUDY

Tunis Sports City

Launching Tunisia's landmark mixed-use development through an integrated marketing and project launch strategy.

PERIOD	MARKET	INDUSTRY
2020	Tunisia	Real estate

SERVICES DELIVERED

- Project Launch Strategy
- Branding
- Digital Marketing
- Event Management
- Public Relations
- Investor Relations
- Performance Marketing
- Media Planning
- VIP Engagement
- Email Marketing
- Lead Generation

Landmark
launch, from brand to event

360°
PR, events and digital in one plan

VIP
government and investor engagement

Overview

Tunis Sports City was envisioned as one of Tunisia's most ambitious mixed-use developments, combining residential communities, commercial spaces, sports facilities, hospitality and lifestyle amenities into a world-class destination.

Launching a project of this scale needed more than advertising. It needed a coordinated strategy to generate awareness, attract investors, engage government stakeholders and position the development as a national investment opportunity.

Our mission was to design and run the complete launch ecosystem, from digital infrastructure and communications to the official launch event and ongoing lead generation, combining branding, technology, communications, events, media relations and awareness campaigns.

The challenge

Large-scale developments rely on credibility, visibility and investor confidence long before construction is complete. The project required:

- Building market awareness from the ground up
- Establishing a strong digital presence
- Creating a premium brand image
- Coordinating a high-profile launch event
- Attracting investors and strategic partners
- Engaging government officials and decision-makers
- Generating qualified sales enquiries
- Managing communication across multiple channels
- Consistent messaging before, during and after launch

> **One seamless campaign connecting PR, digital marketing, event execution and investor engagement.**

Brand positioning & marketing strategy

We developed the overall launch strategy, defining how the project would be introduced to investors, stakeholders, media and the public. Every communication reinforced the project's vision and investment potential.

- Market positioning
- Brand messaging
- Communication framework
- Launch roadmap
- Audience segmentation
- Marketing calendar
- Campaign planning
- Investment-focused storytelling
- Sales support materials (project profile, flyers and more)

Awareness & performance marketing

Integrated advertising across digital channels, continuously optimized to drive qualified enquiries while supporting the launch strategy.

GOOGLE ADS

- Search campaigns
- Display campaigns
- Geographic targeting
- Investor-focused keywords
- Remarketing campaigns

SOCIAL MEDIA ADVERTISING

- Brand awareness campaigns
- Lead generation campaigns
- Event promotion
- Video campaigns
- Audience segmentation
- Remarketing audiences

Project launch management

We planned and managed the official launch event from concept through execution, securing extensive media exposure and positioning the development as nationally significant.

- Event planning & branding
- Press release development & distribution
- Digital & print media kits
- Media coordination & journalist engagement
- Supplier sourcing, management & negotiations
- Budget coordination
- Executive messaging
- Registration management
- VIP protocol
- Interview coordination
- On-site operations & guest experience
- Post-event media coverage

Investor & VIP engagement

We researched, qualified and managed invitation lists so the event attracted the most relevant decision-makers and stakeholders, including:

- Government officials
- Ministers
- Municipal representatives
- Investment authorities
- Business leaders
- Financial institutions
- Prominent entrepreneurs
- Real estate investors
- International partners
- Diplomatic representatives
- Industry associations
- Influential media figures

Integrated communications

A communication programme kept momentum before and after the launch, with consistent engagement at every stage of the customer and investor journey.

- Email marketing campaigns
- Newsletter campaigns
- Follow-up communications
- Corporate presentations
- Direct VIP invitations
- Event reminders
- Investor updates
- Sales support communications

Business impact

The integrated launch positioned Tunis Sports City as one of Tunisia's landmark real estate developments.

- Established a premium digital presence for the development
- Launched the project through a high-profile public event
- Attracted government officials, investors, business leaders and media
- Generated qualified investor and buyer enquiries through integrated digital campaigns
- Delivered extensive media coverage and public awareness
- Created a scalable digital infrastructure for ongoing sales and marketing
- Strengthened investor confidence through professional communications
- Unified branding and messaging across every touchpoint
- Bridged traditional PR, live events and digital marketing into one launch ecosystem

CASE STUDY

Fair Trading International

Building a global B2B wholesale brand from zero digital presence.

PERIOD	MARKET	INDUSTRY
2023 – 2026 (ongoing)	UAE	Wholesale B2B

SERVICES DELIVERED

- Digital Transformation
- Website Development
- Brand Positioning
- SEO
- Social Media Strategy
- Content Creation
- Brand Awareness
- Lead Generation
- Data & Analytics

606
organic clicks from zero in 7 months

8,980
Google impressions

+640%
TikTok engagement in 3 months

+198%
TikTok post views

Overview

Fair Trading International (FTI) is a Dubai-based wholesale trading company specializing in branded stocklots, surplus inventory, overproduction, cancelled orders and liquidation merchandise for wholesalers and off-price retailers worldwide. Operating from Jebel Ali Free Zone, it serves global B2B buyers across many product categories and markets.

When the engagement began, the business had virtually no digital footprint: no professional website, no search visibility, no social media presence and no structured digital marketing strategy.

Our objective was to build a complete digital ecosystem positioning FTI as a trusted international wholesale partner, while generating qualified B2B enquiries through multiple channels.

The challenge

Launching a B2B wholesale company online presents unique challenges:

- No existing digital presence
- No search engine authority
- No brand recognition online
- Highly competitive wholesale market
- Complex products and services requiring clear communication
- Global target audience
- Limited channels for lead generation
- Trust to build with international buyers

> **The business needed far more than a website: it needed a complete digital foundation.**

Website development

We designed and developed the company's first corporate website, clearly communicating its wholesale capabilities and global reach, and simplifying a complex business model for retailers, wholesalers and inventory partners.

KEY DELIVERABLES

- Website strategy and information architecture
- Responsive website development
- Wholesale solutions pages
- Contact and quotation enquiries
- Technical SEO foundation
- UI/UX design
- Product categorization
- Lead generation forms
- Mobile optimization

Search engine optimization

SEO from day one, to rank for wholesale stocklot, branded surplus, liquidation and location-based searches while building long-term domain authority.

TECHNICAL SEO

- Complete SEO audit
- Website architecture
- Technical optimization
- Internal linking
- Schema implementation
- Performance improvements
- Indexation optimization

CONTENT STRATEGY

- Commercial keyword research
- Location-based optimization
- Service page optimization
- Category page optimization
- Branded keyword strategy
- High-intent B2B content

Social media & brand awareness

With no established social presence, we created and launched FTI's digital identity across Facebook, Instagram, TikTok and LinkedIn. For each platform we developed:

- Profile setup and optimization
- Content strategy
- Visual identity
- Corporate storytelling
- Industry insights
- Brand consistency
- Editorial calendar
- Educational content
- Product showcases

ADVERTISING

- Search campaigns
- Geographic targeting
- Audience targeting
- Brand awareness campaigns
- Conversion optimization
- Profile growth campaigns
- LinkedIn outreach
- High-intent commercial keywords
- Remarketing strategy

Results

SEO PERFORMANCE (IN JUST 7 MONTHS)

606	8,980	6.7%
organic clicks	Google impressions	organic CTR

- Average keyword position of 11.2
- Sustained organic traffic growth to 20–25 daily visits
- Ranking for branded and high-intent non-branded wholesale keywords

SOCIAL MEDIA GROWTH (IN JUST 3 MONTHS)

- Instagram reach +57% and followers +40%
- TikTok profile views +65% and post views +198%
- TikTok engagement up more than 640%
- TikTok followers +59% through targeted awareness campaigns

FAIR TRADING INTERNATIONAL · BUSINESS OUTCOMES

From no online presence to a credible international B2B brand.

We combined website development, SEO, content strategy, social media and performance marketing into one growth platform, giving FTI sustainable visibility, measurable lead generation and a scalable foundation for expansion into global B2B markets.

Business outcomes

- Established a professional international digital presence
- Positioned the company as a credible B2B wholesale supplier
- Created multiple digital acquisition channels
- Increased brand awareness across search and social platforms
- Generated qualified B2B enquiries through integrated marketing
- Built a scalable digital infrastructure supporting future growth

CASE STUDY

Luxury Falcon Properties

A luxury real estate website and an AI-powered CRM that answers, filters and routes every enquiry.

MARKET	INDUSTRY	SCOPE
Dubai, UAE	Real estate brokerage	Website & AI CRM

SERVICES DELIVERED

- Website Design & Development
- Full Backend
- AI Chat Assistant
- AI CRM Setup
- WhatsApp & Social Inbox
- Lead Routing
- Pipelines & Automations
- Ads-to-CRM Connection
- Reporting & Dashboards

1
AI assistant on Instagram, Messenger, website and WhatsApp

Any
language: the assistant replies in the contact's own language

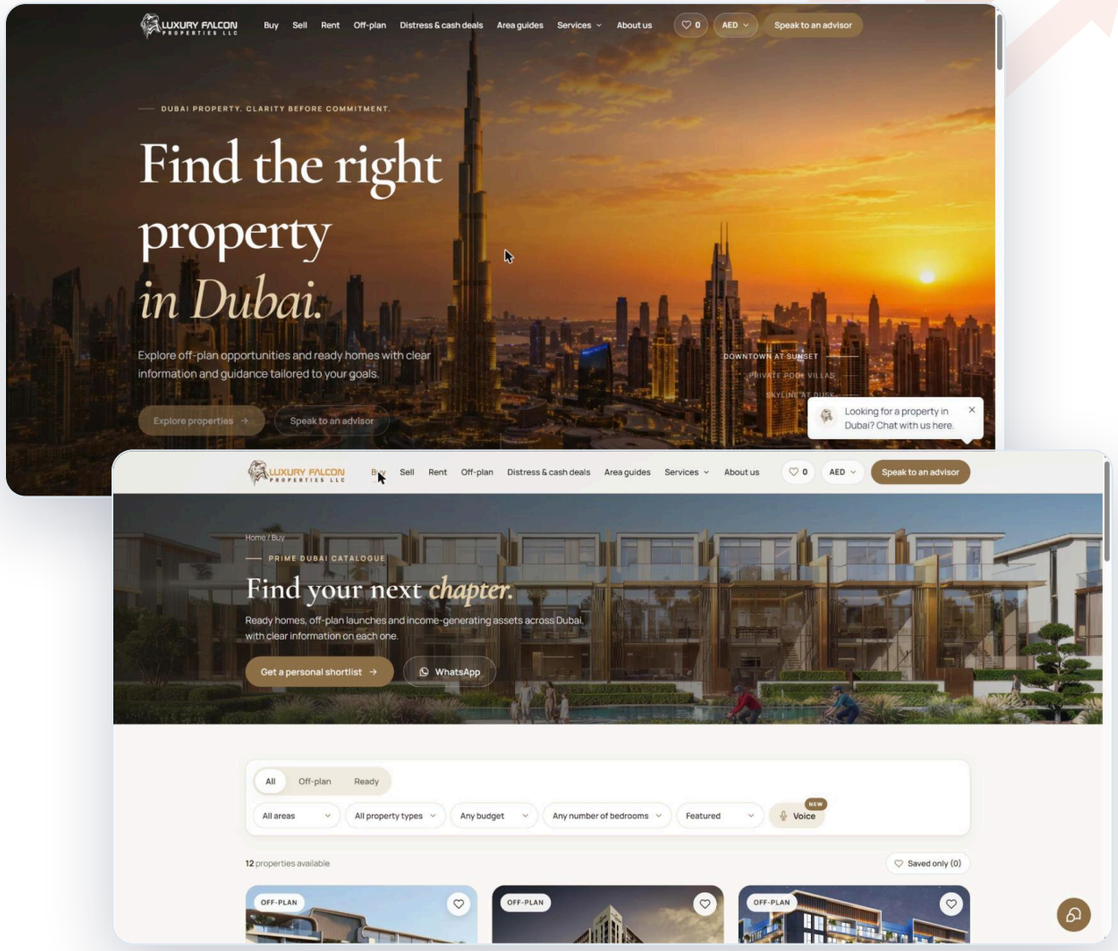
3
pipelines: online ads, organic & direct, listings

LUXURY FALCON PROPERTIES · WEBSITE

An elevated luxury website the team runs on its own.

Luxury Falcon Properties is a Dubai luxury brokerage serving buyers and investors in the city's prime communities. We rebuilt its website with an elevated luxury design and a full backend.

- **Buy, sell, rent and off-plan:** every way to work with the brokerage, each with its own journey
- **Property search** by area, type, budget and bedrooms, including voice search
- **Listings** for ready and off-plan properties, with an assigned advisor on each
- **Distress and cash deals** section for time-sensitive opportunities
- **Area guides** to Dubai's prime communities
- **Currency switcher** for international buyers
- **AI chat assistant** that answers visitors and collects their details
- **Full backend:** the team edits properties, images, team and contacts
- **Every enquiry lands in the CRM,** ready to assign



Every enquiry answered and routed to the right agent.

We set up TheBuzihub AI CRM around how the brokerage sells, connected its ads, socials, WhatsApp and website, and trained the team to run it.

One AI assistant, every channel

- Answers on Instagram, Messenger, website chat and WhatsApp
- Replies in whatever language the contact writes in
- Collects name, phone and email naturally, then hands over to the team
- Sends the office location on request
- Steps back as soon as a team member joins the chat

Pipelines & lead routing

- Meta lead forms and Click-to-WhatsApp ads open opportunities automatically
- Separate pipelines for online ads, organic & direct, and listings (sell, rent out, manage)
- Opportunity cards show the request, chat and key details at a glance
- The sales manager receives new leads and assigns agents
- Each agent sees only the contacts assigned to them

Clean data, clear reporting.

Rules that keep the sales team focused on real buyers, and reports that show exactly where every lead came from.

Clean data

- Brokers, suppliers, job seekers and spam filtered out automatically
- Non-buyers excluded from ad audiences, past buyers kept
- Wrong-number and non-qualified leads closed with a clear lost reason
- Branded thank-you emails for every website enquiry

Clear reporting

- Weekly ads report emailed to the sales manager
- Leads by campaign, ad set, ad and source
- Spend and opportunity progress in one dashboard
- Simple and straight to the point for a non-technical reader

The outcome: a luxury website the team manages on its own, and a CRM where every enquiry from ads, socials, WhatsApp and the website lands qualified, routed and tracked.

thebuzihub

LET'S BUILD YOUR GROWTH ENGINE

Find out where your business is leaking.

Book a free growth call. We'll review your brand, website, campaigns and follow-up, and show you what we'd fix first.

Book a call

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