RAWAJ ALAAMAL
Marketing & Advertising

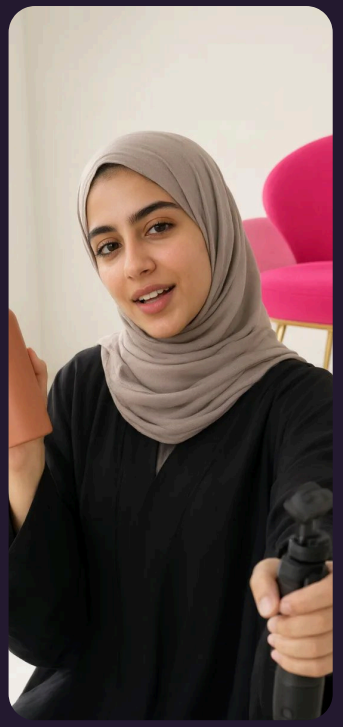
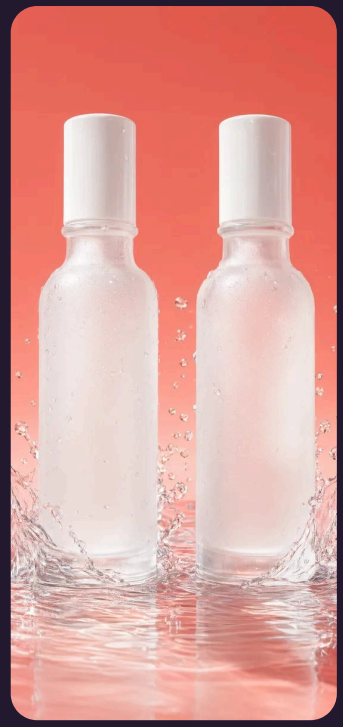
Company Profile

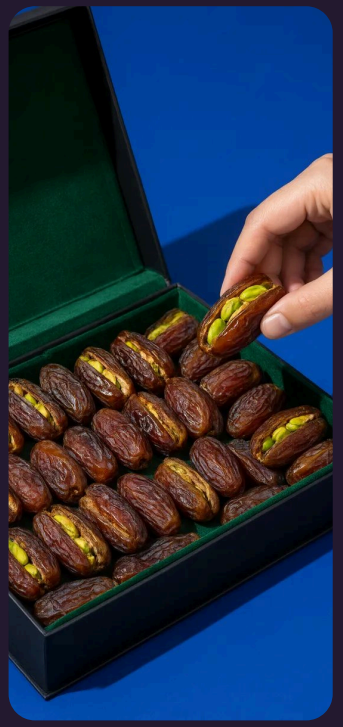
Rawaj Alaamal

Marketing & Advertising

We start with a free audit, fix what needs fixing, then run your accounts and ads.

Kingdom of Saudi Arabia rawajads.com 2026




Illustrative visual samples

About us

A Saudi marketing agency built to grow your sales.

We are Rawaj Alaamal – Marketing & Advertising: a digital agency working with online stores and companies across Saudi Arabia.

Businesses can pour budget into paid ads before fixing what stops visitors from buying: sluggish mobile pages, unverified pixels, or dormant social profiles that erode buyer confidence.

That's why we work through a disciplined three-stage system: diagnose first for free, fix the technical and creative foundation, and then scale revenue with daily-managed social channels and ad campaigns backed by transparent monthly numbers.

A service of Rawaj Alaamal Co. Ltd.

Marketing and advertising is one of the services of Rawaj Alaamal Co. Ltd., a Saudi company registered and documented with the Ministry of Commerce.



How we work

A clear three-stage method, and stage one is free

We never sell you an ad campaign before diagnosing what your business actually needs. The initial audit is always free.



Stage 1

Audit & Diagnose

We inspect your store, website and social channels to uncover conversion bottlenecks — completely free and with zero obligation.



Stage 2

Build & Fix

We prepare everything needed to sell: new stores and websites, their maintenance, pixel tracking, SEO, ad design, product photography, UGC video and copywriting.



Stage 3

Manage & Grow

We run your social channels and paid ad campaigns every day to scale your sales, backed by transparent monthly reporting.

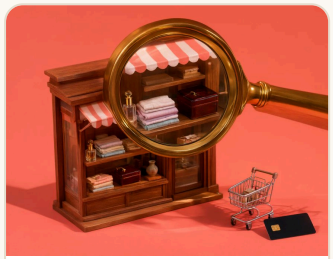
Platforms we scale on **Salla** **Zid** **Snapchat** **TikTok** **Instagram** **Meta** **Google** **X**

Stage one

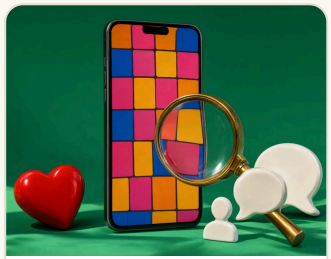
A free audit, before you pay anything

- A score out of 100 for each part of your business, such as speed, trust and Google visibility, so you see the strongest and weakest at once
- A list of the most important fixes, in order of priority
- A general comparison by our team with two competitors you choose
- A review of your social media presence and engagement
- An optional short call to walk you through the findings

What we audit



E-Commerce Store Audit



Social Media Audit



Website Audit

mystore.com Sample Report



Speed & Vitals	48
Trust & Checkout	71
Google SEO	55
Catalog Quality	64
Marketing & Pixels	32
Social Presence	58

How to read the scores: each area gets a score out of 100, like a test. Under 50 is weak, 50 to 69 needs work, and 70 or above is good.

Top Priority Fixes Identified

- We found no TikTok pixel on your store's pages
- We found no link to your returns and exchange policy

Stage two

Build & Fix

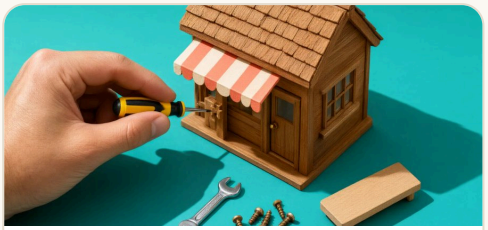
We prepare everything needed to sell: new stores and websites, their maintenance, pixel tracking, SEO, ad design, product photography, UGC video and copywriting.



New Store or Website from Scratch

Don't have a store or website yet? We build one from scratch on Salla, Zid or as a company site, ready to sell from day one.

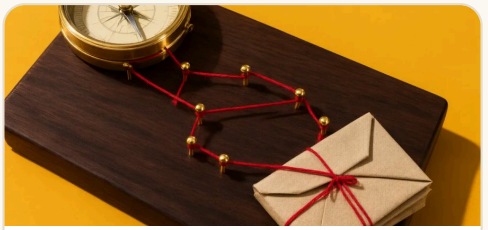
From 3,500 SAR



Store & Website Maintenance and Error Fixing

Have a store or website that isn't selling as it should? We fix its errors, speed it up and improve the buying experience.

From 2,900 SAR



Tracking & Pixel Setup (Pixels & CAPI)

Know exactly which ads generate sales and which burn budget, with server-grade tracking setup across every ad platform.

From 1,500 SAR



Search Engine Optimization (SEO)

We work to improve how your store and website appear in Google search, for visits you don't pay for per click.

From 1,900 SAR



Creative Ad Design

Scroll-stopping ad creatives paired with persuasive local-dialect copy, properly sized for every advertising platform.

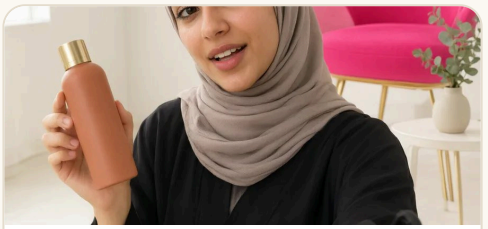
From 900 SAR



Product Photography

Your product photos do the selling online. We shoot and retouch your catalog in a style that elevates perceived value and drives orders.

From 1,500 SAR



UGC Video Production: Saudi Creator or AI Presenter

Short, authentic videos that feel native to the feed — produced with a Saudi creator or an AI presenter tailored to your product.

Custom quote



Conversion & SEO Copywriting

We write website pages, service breakdowns, product descriptions and articles that explain your value clearly.

Custom quote

Stage three

Manage & Grow

We run your social channels and paid ad campaigns every day to scale your sales, backed by transparent monthly reporting.



Social Media Management

From 2,950 SAR

- A monthly content calendar aligned with your promotions and seasonal moments
- Reels, Snapchat and TikTok concepts tailored to Saudi audience preferences
- Post and story design paired with natural, audience-ready copywriting
- Consistent publishing at peak engagement times — without you having to chase us
- Active comment replies to keep your community engaged



Paid Ads Management

From 1,500 SAR

Or 10% of monthly ad spend, whichever is higher

- Verifying pixel and conversion tracking accuracy before a single riyal is spent
- Structuring campaign architecture around your products, seasons and buyer segments
- Launching, monitoring and optimizing campaigns on a daily basis
- A/B testing creatives and audiences while cutting underperforming ads fast
- Transparent monthly reporting focused on revenue and return on ad spend (ROAS)

Monthly packages

Three packages that differ by content and ad volume

Start

For businesses starting their presence and ads on the right foundation

2,950 SAR a month · excl. VAT

- 4 accounts managed: Instagram, TikTok, Snapchat and X
- 12 pieces of content a month across your accounts, plus weekly stories and comment replies
- Paid ads management on 1 platform
- 8 custom ad designs a month for your business
- Full tracking and pixel setup
- Monthly performance report in numbers

Each extra account: 300 SAR a month

Grow

For growing brands wanting a stronger presence and ads on more platforms

5,500 SAR a month · excl. VAT

- 4 accounts managed: Instagram, TikTok, Snapchat and X
- 20 pieces of content a month across your accounts, including 4 short videos, plus weekly stories and comment replies
- Paid ads management on 2 platforms
- 12 custom ad designs a month for your business
- Full tracking and pixel setup
- Monthly report and strategy review call

Each extra account: 500 SAR a month

Scale

For established brands scaling aggressively across every major channel

8,900 SAR a month · excl. VAT

- 4 accounts managed: Instagram, TikTok, Snapchat and X
- 32 pieces of content a month across your accounts, including 8 short videos, plus weekly stories and comment replies
- Paid ads management on 4 platforms
- Full tracking and pixel setup
- 20 custom ad designs a month for your business
- Foundational on-page SEO optimization
- Monthly report plus bi-weekly review calls

Each extra account: 800 SAR a month

- All prices are in SAR and exclude 15% VAT
- Ad spend is paid directly to the platforms from your own ad account
- UGC video production and product photography are ordered separately
- 3-month minimum commitment to allow proper testing and measurable growth
- Every package includes 4 accounts; any further account is added at your package's listed cost
- Prices may change; current prices are on rawajads.com

Clear reporting

The campaign report you receive every month

When you hand us your accounts and ads, you get one clear report showing what was achieved in numbers, what worked, and what we will do next month.

- New followers, follower growth rate and engagement, per platform
- What you spent on ads, and the orders and sales it brought back
- The month's best content and next month's plan

Monthly performance report

Sample report

Your four accounts

+1,240	8.6%	5.2%	186,000
New followers	Follower growth	Engagement rate	People reached

Platform	New followers	Follower growth	Engagement rate
Instagram	+520	9.1%	4.8%
TikTok	+410	12.4%	7.2%
Snapchat	+220	5.3%	4.1%
X	+90	2.6%	2.2%

Your ad campaigns

Budget spent	**6,000 SAR**	Orders from ads	**148**
Sales from ads	**27,400 SAR**	Cost per order	**41 SAR**
Return per ad riyal	**4.6 SAR**		

Best content this month

- New product video on TikTok
- Customer reviews post on Instagram
- Weekend offer stories on Snapchat

Next month's plan

- More short product videos
- Shift budget to the highest-return ad
- Launch a campaign for the coming sale season

All figures are illustrative only. They are not a real client's results or a promise of any specific outcome.

Our strengths

Why choose Rawaj Alaamal?

Audit before selling

We start with a free audit showing where your store, website or accounts stand, before you pay anything.

- ✓ Free audit of your store, website and accounts
- ✓ A written Arabic report sent to your email
- ✓ No password and no commitment

Content quality

We make content worthy of your brand that speaks to your Saudi customer in their language, and nothing goes live before you approve it.

- ✓ A monthly plan you approve before publishing
- ✓ Designs and short videos sized for each platform
- ✓ Arabic copy written specifically for your brand

Service quality

You always know what is happening in your accounts and campaigns, what the result is, and what we will do next.

- ✓ A clear monthly report in numbers
- ✓ A clear plan for next month
- ✓ Daily campaign monitoring and direct contact with our team

What we commit to

Evidence before spend
Every recommendation is grounded in a real audit of your store and accounts, and every outcome is tracked in numbers.

Upfront, transparent pricing
Our packages and core services have published rates, and custom scopes are itemized before work begins.

Your accounts remain yours
Ad accounts, audience data and source files always stay in your name.

Native Saudi market fluency
Creative and copy crafted in authentic Arabic tailored to how Saudi customers browse, trust and buy.

Contact us

Start with a free audit of your store, website or accounts

Website
rawajads.com

Call and WhatsApp
+966 53 148 1933

Email
info@rawajads.com

RAWAJ ALAAMAL
Marketing & Advertising

Commercial registration
Scan to verify the company's commercial registration