



®

Porttryal

business solutions

Profile Company

ABOUT

Your brand is a story waiting to be told—a masterpiece in the making. At Portrayal, we go beyond surface-level design, diving deep into the heart of your brand to uncover its true essence. Just as a portrait reveals the soul of its subject, we craft digital experiences that authentically reflect your values, vision, and passion.

Our name, "Portrayal", embodies our approach: every brand has a unique narrative, and we bring it to life with precision and creativity. Through strategy, storytelling, and striking design, we create personalized journeys that captivate and resonate.



OUR SERVICES



01 **BRANDING**
Branding and Positioning Guidance

02 **STRATEGY**
Digital Marketing Strategy Development

03 **DIGITAL PRESENCE**
- Content Marketing Planning
- Social Media Management
- Community Management

04 **STORYTELLING**
- Creative Direction
- Art Direction & Design innovation

05 **DIGITAL GROWTH**
- Performance marketing optimization
- SEO and website performance insights
- E-commerce Optimization and Management
- Salla Services Management

06 **MOMENT MAKING**
- Photography
- Videography

07 **TOOLS AND TRENDS**
- AI-Powered Marketing
- Influencers Collaboration Management

01 BRANDING

BRANDING AND POSITIONING GUIDANCE

At Portrayal, we craft authentic brand identities that connect deeply with your audience. From strategy to design, we turn your values into a compelling brand voice, helping startups and established businesses stand out. As a top branding agency in Riyadh, we build brands that thrive in competitive markets.

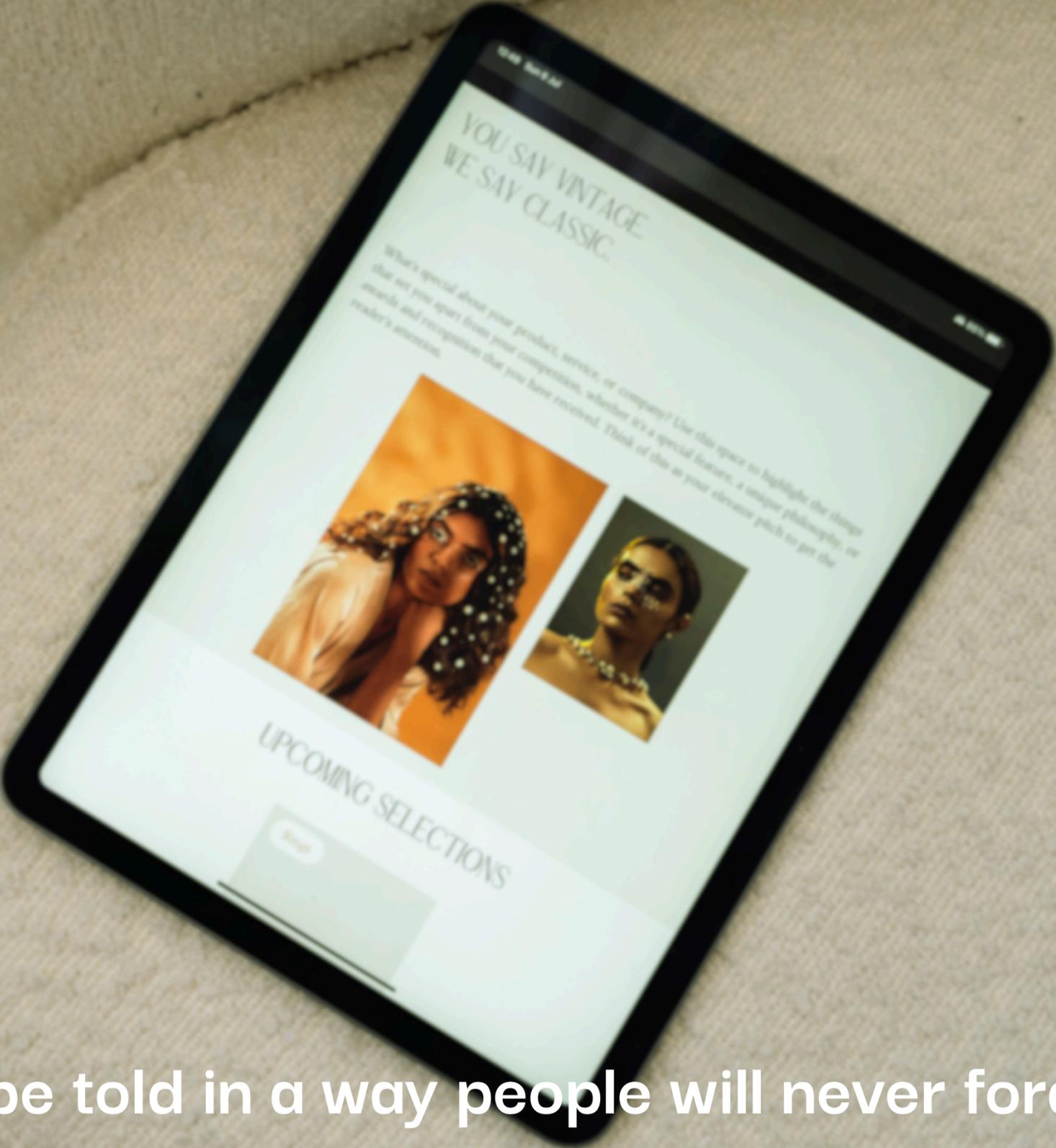
WE BRING YOUR BRAND TO LIFE!

Discovery & Strategy defines your brand foundation, **Creative Development** crafts your unique identity, **Implementation & Launch** brings it to life, and **Ongoing Support** ensures lasting market impact.

OUR BRANDING TOOLKIT

- Brand Strategy Development
- Brand Identity Design
- Brand Messaging
- Storytelling Development
- Brand Experience Design
- Rebranding & Refresh





Your story deserves to be told in a way people will never forget....

02 STRATEGY

DIGITAL MARKETING STRATEGY DEVELOPMENT

We build real connections between your brand and audience through strategic digital marketing. From platform selection to engaging campaigns, we craft content that reflects your voice, turning followers into loyal fans. With data-driven creativity, we make your brand unforgettable. Let's elevate your digital presence with a meaningful, lasting impact.

CRAFTING YOUR BRAND'S NEXT CHAPTER

Discovery & Goal Setting aligns strategy with your vision, **Platform Selection & Planning** chooses optimal channels, **Content Creation & Campaign Design** crafts authentic messaging, **Execution & Optimization** refines performance, and **Analysis & Growth** drives long-term success.

OUR BRANDING TOOLKIT

- Setting Brand Objectives
- Content Strategies
- Paid Campaigns Planning
- Social Media Management Planning
- Visuals and Design Planning
- Branded Video Production





Let strategy be your compass; opportunity awaits just beyond the horizon

03 DIGITAL PRESENCE

CONTENT MARKETING PLANNING

At Portrayal, we go beyond basic content creation, we architect meaningful brand experiences that resonate. We transform your essence into compelling narratives for B2B and B2C audiences.

We turn your brand voice into powerful stories that captivate and deliver impact. In today's market, content shouldn't just exist—it should inspire action.

CRAFTING YOUR BRAND'S NEXT CHAPTER

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OUR BRANDING TOOLKIT

- Content Creation Tools
- Visual & Design Resources
- Platform-Specific Templates
- Analytics & Performance Tracking
- Content Distribution Channels



03 DIGITAL PRESENCE

SOCIAL MEDIA & COMMUNITY MANAGEMENT

We build vibrant online communities where your brand thrives. We turn social media campaigns into community-building engines—creating spaces where your brand and audience thrive together. Our team of skilled digital community managers actively engages with your audience, builds authentic relationships, and proactively addresses concerns to ensure your brand’s reputation remains impeccable.

BUILDING YOUR SOCIAL PRESENCE, STEP BY STEP

Discovery & Strategy Development crafts your roadmap, **Platform Management & Optimization** keeps your presence strong, **Community Management** builds authentic engagement, and **Analytics & Performance Tracking** ensures continuous growth through data-driven insights.

OUR BRANDING TOOLKIT

- Action Planning & Publishing
- Analytics & Reporting
- Ad Campaign Management
- Community Building Strategies
- Crisis Management Framework





Create spaces where your brand and audience truly connect...

04 TRENDS & TOOLS

INFLUENCERS COLLABORATION MANAGEMENT

At Portrayal, we match your brand with the perfect influencers—storytellers who bring your message to life. From discovery to campaign execution, we handle it all, ensuring authentic collaborations that resonate. Let's turn partnerships into powerful connections that elevate your brand

WANT TO TURN INFLUENCER COLLABORATIONS INTO POWERFUL BRAND STORIES? DISCOVER HOW OUR SEAMLESS PROCESS:

- **Discovery & Strategy**
- **Influencer Research & Selection**
- **Outreach & Negotiation**
- **Campaign Planning & Creative Briefing**
- **Content Review & Approval**
- **Campaign Execution & Monitoring**
- **Performance Analysis & Reporting**
- **Relationship Building**



04 TRENDS & TOOLS

AI-POWERED MARKETING

AI Marketing That Works: We leverage AI to craft hyper-personalized campaigns, predict customer behavior, and automate engagement. Our AI solutions—from chatbots to predictive analytics—deliver smarter targeting, higher conversions, and measurable growth. Transform your marketing with intelligence that learns and adapts.

CURIOUS ABOUT HOW AI CAN REVOLUTIONIZE YOUR MARKETING!

- **Personalized Marketing Campaigns**
- **Predictive Analytics**
- **Intelligent Chatbots**
- **Customer Segmentation**
- **Dynamic Content Optimization**
- **Marketing Automation**
- **Sentiment Analysis**
- **AI-Driven Ad Targeting**
- **ROI Tracking and Reporting**





Imagine knowing your audience so well, it feels like a conversation, not a campaign

05 STORYTELLING

CREATIVE & ART DIRECTION

We transform your brand's essence into striking visuals and compelling narratives. From logos to campaigns, our strategic art direction blends design and storytelling to spark emotion and engagement. Whether through photography, video, or digital experiences, we craft cohesive brand expressions that resonate deeply—because great design isn't just seen, it's felt. Let's make your story unforgettable.

OUR CREATIVE JOURNEY: FROM VISION TO EXECUTION

Discovery & Research defines your brand foundation, **Concept & Mood Boards** shape the visual direction, **Feedback & Refinement** perfects the vision, and **Execution & Delivery** brings it to life with impactful results.

OUR TOOLKITS FOR CREATIVE AND ART DIRECTION

- **Design Tools:** Create/edit visuals
- **Mood Board Platforms:** Share inspiration
- **Project Management:** Organize tasks & timelines
- **Prototyping & Mockups:** Visualize concepts





Every brand has a story—crafted with visuals that inspire and connect...

06 MOMENT MAKING

PHOTOGRAPHY & VIDEOGRAPHY

We craft stunning, emotion-driven photos and videos that bring your brand to life. From product shoots to corporate films and scroll-stopping reels, we turn moments into powerful stories. Using professional techniques, we create visuals that connect and elevate your brand—frame by frame

WHERE EVERY SHOT TELLS YOUR BRAND'S UNIQUE STORY

Creative & Lifestyle

- Fashion/Conceptual Shoots
- Lifestyle/Travel Photography
- Social Media Content (Reels/TikToks)

Corporate Services

- Event Coverage (conferences/seminars)
- Professional Business Photography (headshots/office culture)
- Brand Story Films (mission/vision videos)

PRODUCTS SERVICES

- High-quality videos for e-commerce and social media.
- Studio shots for catalogs, websites, and advertising campaigns.

Real Estate

- Property Visuals (homes/commercial spaces)
- Aerial Drone Footage

Tourism & Hospitality

- Destination Marketing (heritage sites/resorts)
- Hospitality Content (hotels/restaurants)





Turn stories into visuals that move, inspire, and stick...

07 DIGITAL GROWTH

SEO & WEBSITE PERFORMANCE INSIGHTS

We transform your website into a powerful growth engine through strategic SEO services. Our tailored approach boosts your search rankings, attracts the right audience, and creates engaging experiences that drive results. As your dedicated SEO partner, we combine expertise with your vision to make your site work smarter—and shine brighter.

WANT YOUR WEBSITE TO STAND OUT AND CLIMB THE RANKS?

CHECK OUR SERVICES

- **On-Page SEO:** Optimize content, tags, and structure
- **Technical SEO:** Audit and fix site performance issues
- **Keyword Strategy:** Research and target high-value terms
- **Content Services:** Create and optimize engaging, search-friendly content
- **Reporting:** Track performance and provide actionable insights



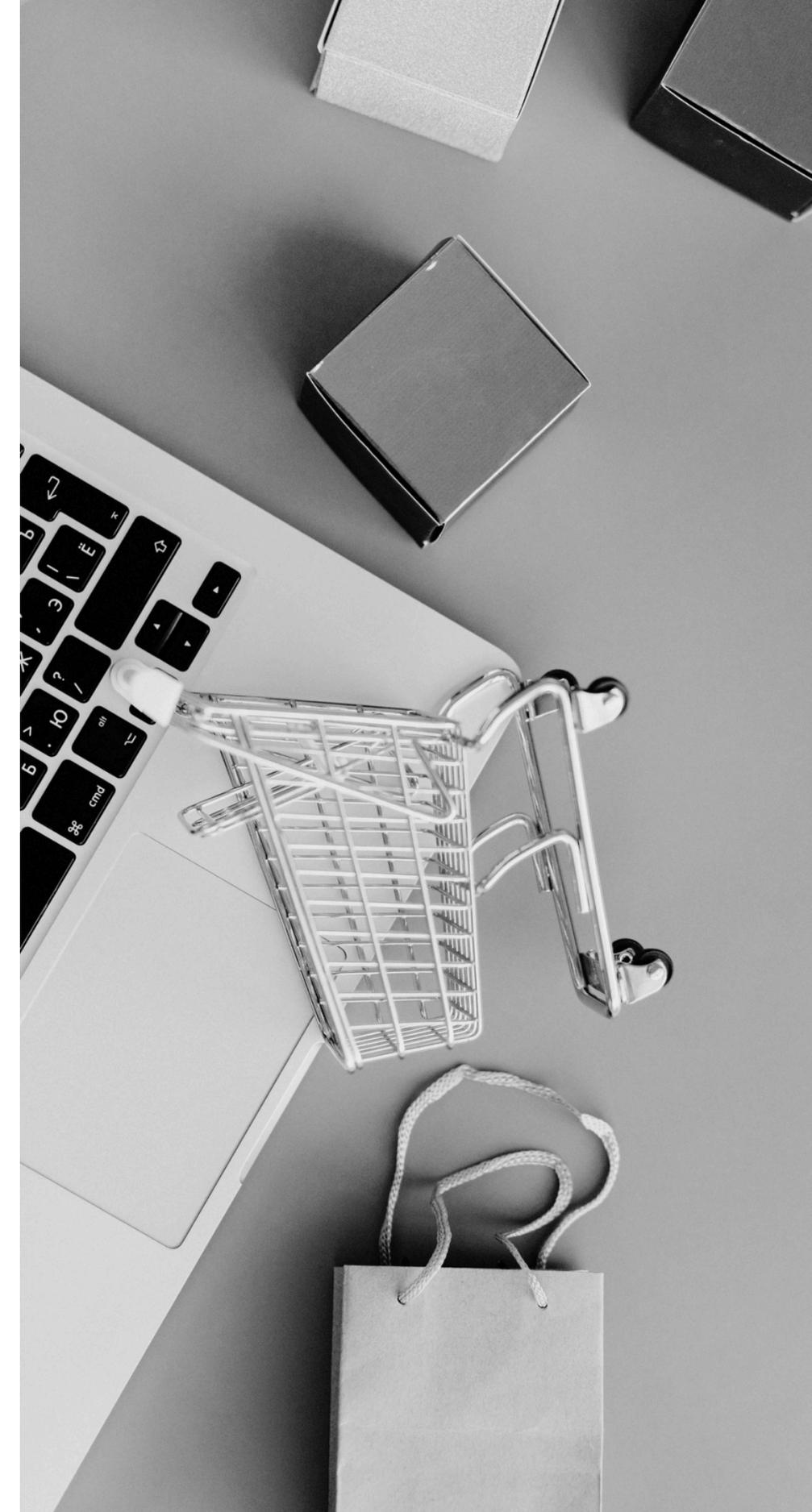
07 DIGITAL GROWTH

E-COMMERCE OPTIMIZATION & MANAGEMENT

We build high-converting online stores that blend strategic design, local market expertise, and seamless functionality. From development to digital marketing, we create tailored e-commerce experiences that capture your brand's story—driving growth and customer loyalty in the Saudi market. Let's turn your vision into a thriving digital storefront

READY TO ELEVATE YOUR E-COMMERCE? CHECK OUR SERVICES

- **E-Commerce Website Development:** Build custom, mobile-optimized online stores
- **E-Commerce Optimization:** Enhance listings and streamline checkout
- **Digital Marketing:** Drive traffic with targeted ads and campaigns
- **Performance Analytics:** Track metrics and refine strategies
- **Inventory & Order Management:** Automate stock tracking and order processing
- **Customer Experience:** Personalize shopping and support
- **Saudi Localization:** Adapt to local language, payments, and culture
- **Technical Support:** Provide ongoing maintenance and updates
- **Content Creation:** Craft engaging product and brand stories
- **E-Commerce Automation:** Simplify repetitive tasks and workflows



07 DIGITAL GROWTH

PERFORMANCE MARKETING OPTIMIZATION

We drive measurable growth by blending data and creativity. Our data-driven strategies optimize campaigns, track key metrics, and connect you with the right audience—ensuring every dollar spent delivers meaningful returns. Let's turn insights into impact.

READY TO TURN CLICKS INTO CUSTOMERS AND DATA INTO GROWTH? OUR SERVICES ARE DESIGNED TO DELIVER MEASURABLE RESULTS.

- **Paid Ads:** Manage and optimize PPC for max ROI
- **CRO:** Boost conversions via A/B testing and data
- **Analytics:** Track KPIs and provide actionable insights
- **Retargeting:** Re-engage interested users with personalized ads
- **Social Ads:** Run and optimize targeted campaigns across platforms
- **Email Automation:** Nurture leads with personalized sequences
- **Affiliate Marketing:** Manage partnerships to expand reach
- **SEM:** Increase visibility with paid search strategies
- **Strategy:** Create data-driven plans and refine based on results
- **CLV Optimization:** Increase retention and lifetime value



07 DIGITAL GROWTH

SALLA SERVICES MANAGEMENT

Your Premier Salla E-Commerce Partner in Saudi Arabia

At Portrayal, we specialize in transforming your online store into a thriving online e-commerce store that stands out in the competitive Saudi market. Whether you're building a new platform or optimizing an existing one, our expertise with **Salla** platform ensures your business is set up for success.

Crafting the Kingdom's Leading Online Shopping Experiences

As the go-to experts for creating the best online store in KSA, we combine cutting-edge technology with tailored strategies to deliver seamless shopping experiences. From designing user-friendly interfaces to implementing advanced features, we help your online store in KSA attract, engage, and retain customers.

Scale with Salla: Build, Grow, and Dominate the Local Market

With **Salla**, the leading e-commerce platform in Saudi Arabia, we empower your brand to scale effortlessly while maintaining a strong local presence. Let Portrayal be your partner in crafting an online store that meets and exceeds customer expectations





Your e-commerce store isn't just a website—it's your brand's handshake with the world...

thank you!

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