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Mawj 2026

MAWJ MARKETING

Company Profile

MAWJ MARKETING

Mawj Marketing is an independent advisory service and a core component of Mawj Advisory Group. We are more than a marketing arm; we are **"The CATALYSTS of impact"**.

We are focused on solving real market problems across a growing portfolio of diverse sectors, including F&B, Investment, Schooling, Construction, Facility Management.



Movement Is the only *constant*.



It could be disruption you can't even imagine yet.
The real question is: will your brand be moved by the current, or will you be the catalyst that creates the next wave?

Our services stretch from
strategy development to operational planning &
execution, ensuring every marketing solution is
REALISTICALLY OPERATIONAL.



Branding

1.0 BRANDING

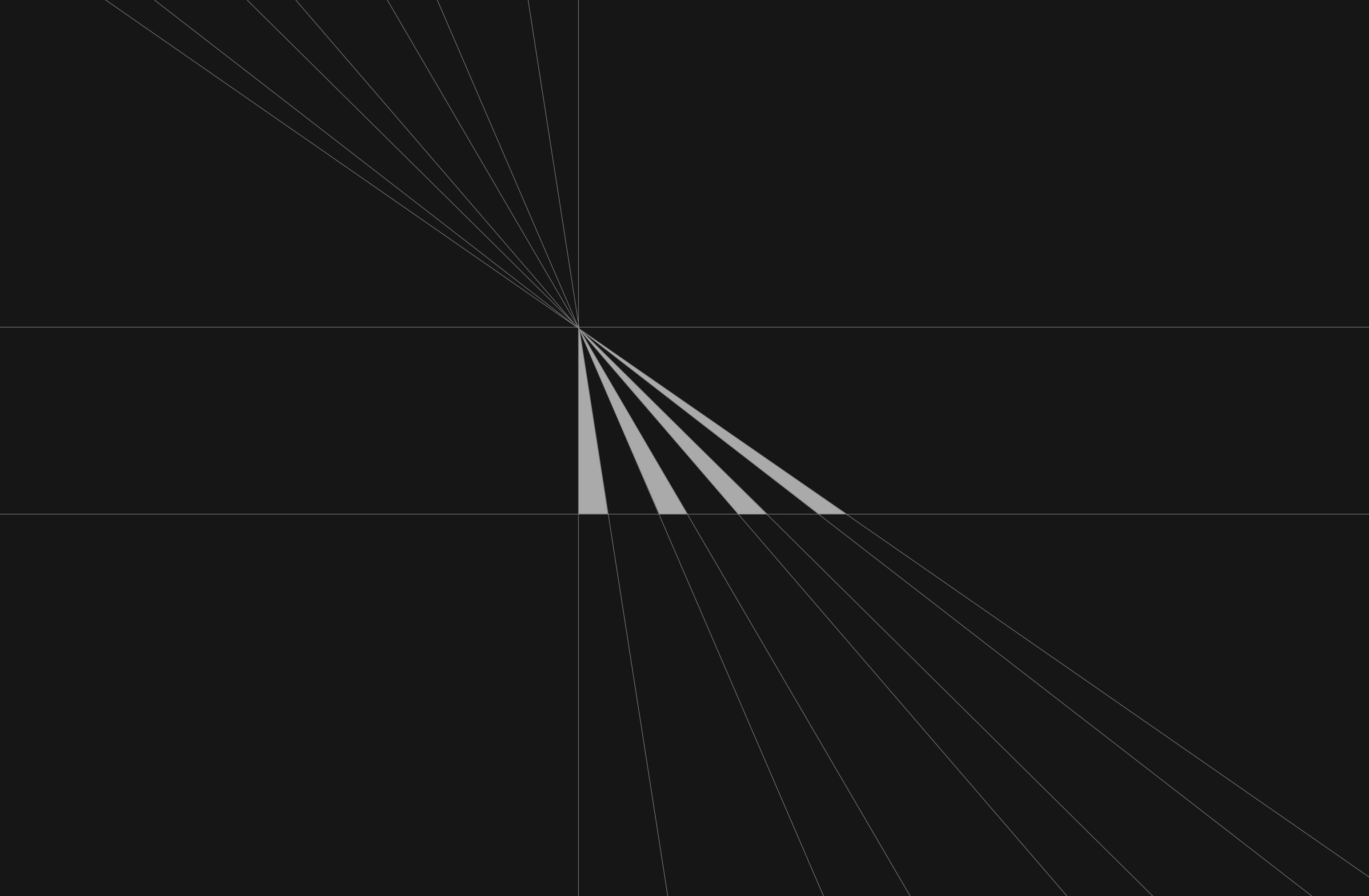
Prisma

Branding

Prisma Laboratories: Redefining Clinical Excellence. Located in Riyadh, Prisma sought to break away from traditional sterile laboratory aesthetics. We delivered a comprehensive visual identity that embodies high-end sophistication. By combining a dynamic color palette with elegant, architectural lines, we created a brand presence that reflects both their advanced technical capabilities and their commitment to a premium client experience.

The field:
Laboratory







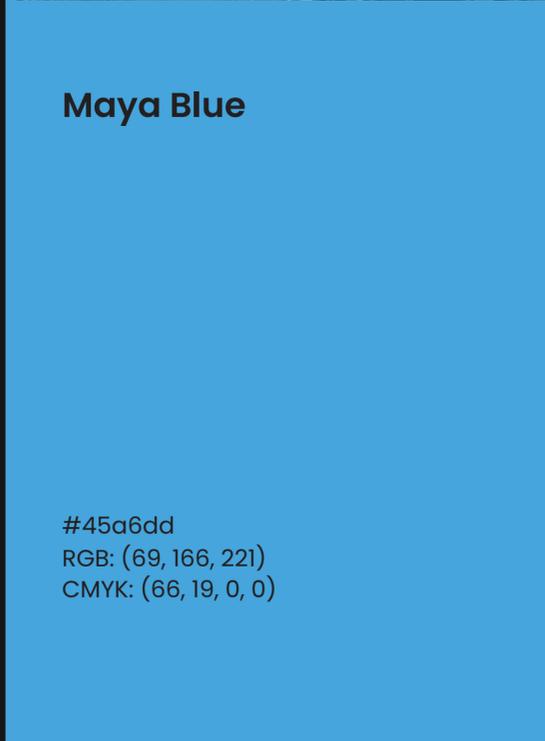
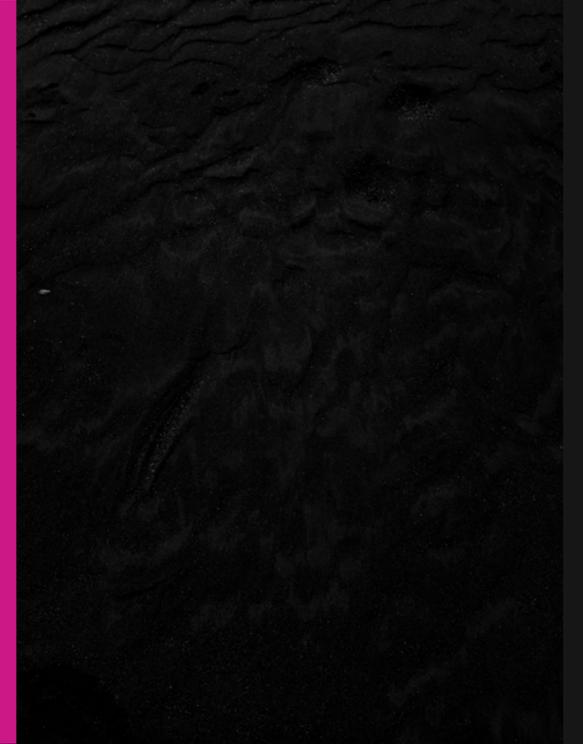
Earth Blue

#2a7abf
RGB: (42, 122, 191)
CMYK: (78%, 36%, 0%, 25%)



Artist \ 's Purple

#cc1787
RGB: (204, 23, 135)
CMYK: (0%, 89%, 34%, 20%)



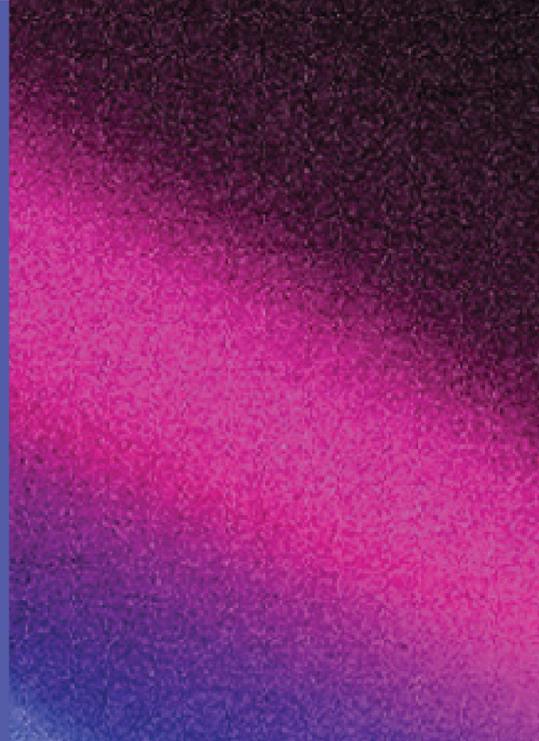
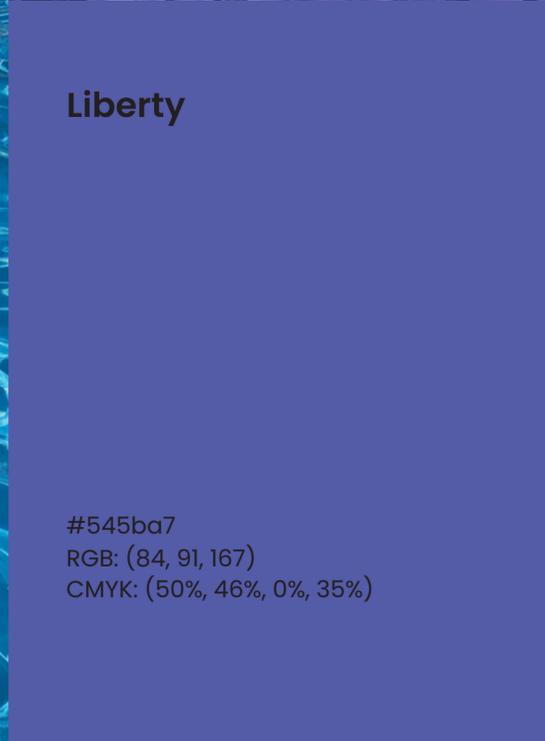
Maya Blue

#45a6dd
RGB: (69, 166, 221)
CMYK: (66, 19, 0, 0)



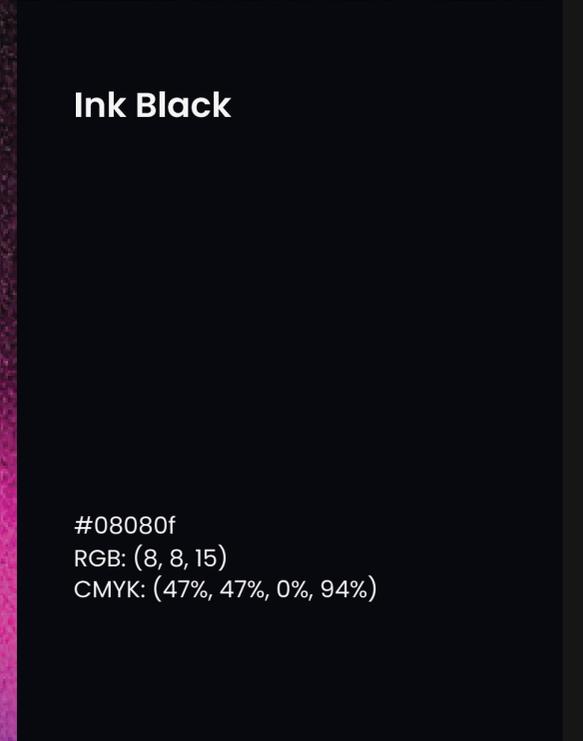
Liberty

#545ba7
RGB: (84, 91, 167)
CMYK: (50%, 46%, 0%, 35%)



Ink Black

#08080f
RGB: (8, 8, 15)
CMYK: (47%, 47%, 0%, 94%)






PRISMA
Laboratory



نتائج مضمونة خلال 24 ساعة

نضمن لكم بريسما نتائج مضمونة وسريعة، فقط في 24 ساعة ستحضر التحاليل التي ترغب فيها بالإضافة إلى التوصيات اللازمة ودراسة التحاليل.

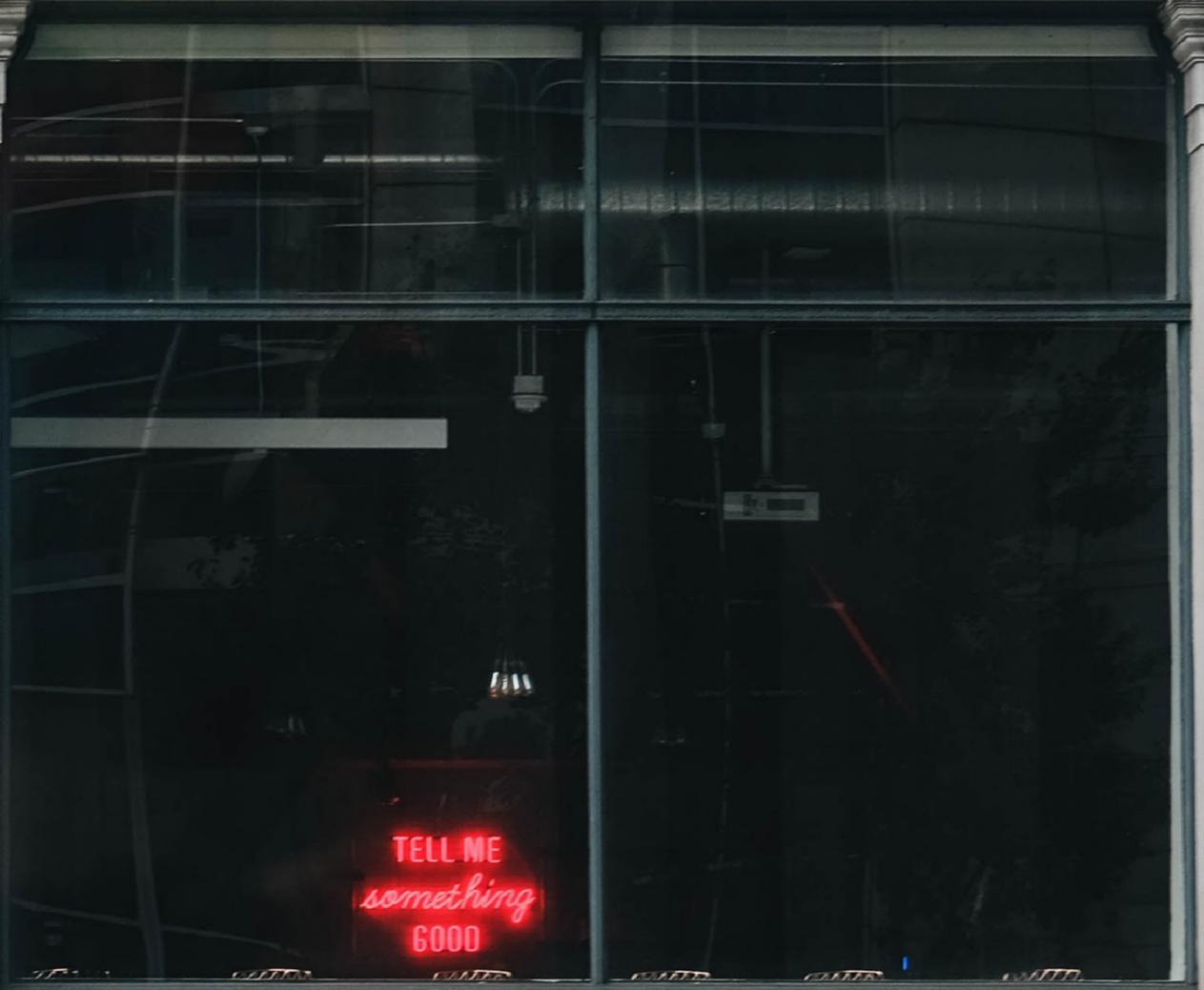
PRISMA 







PRISMA
Laboratory



TELL ME
something
GOOD



PRISM Laboratory



PRISM Laboratory



Ever Care

Branding

Evercare: Professional Care, Right at Home. Evercare is a dedicated home health service provider committed to bringing medical excellence into the comfort of your home. We designed the Evercare identity to symbolize continuous, unending support. The logo features an infinity loop construction, representing a seamless connection between patient and provider.

The field:
Laboratory



SS



Laser Blue

#5166ff
RGB: (81, 102, 255)
CMYK: (68%, 60%, 0%, 0%)



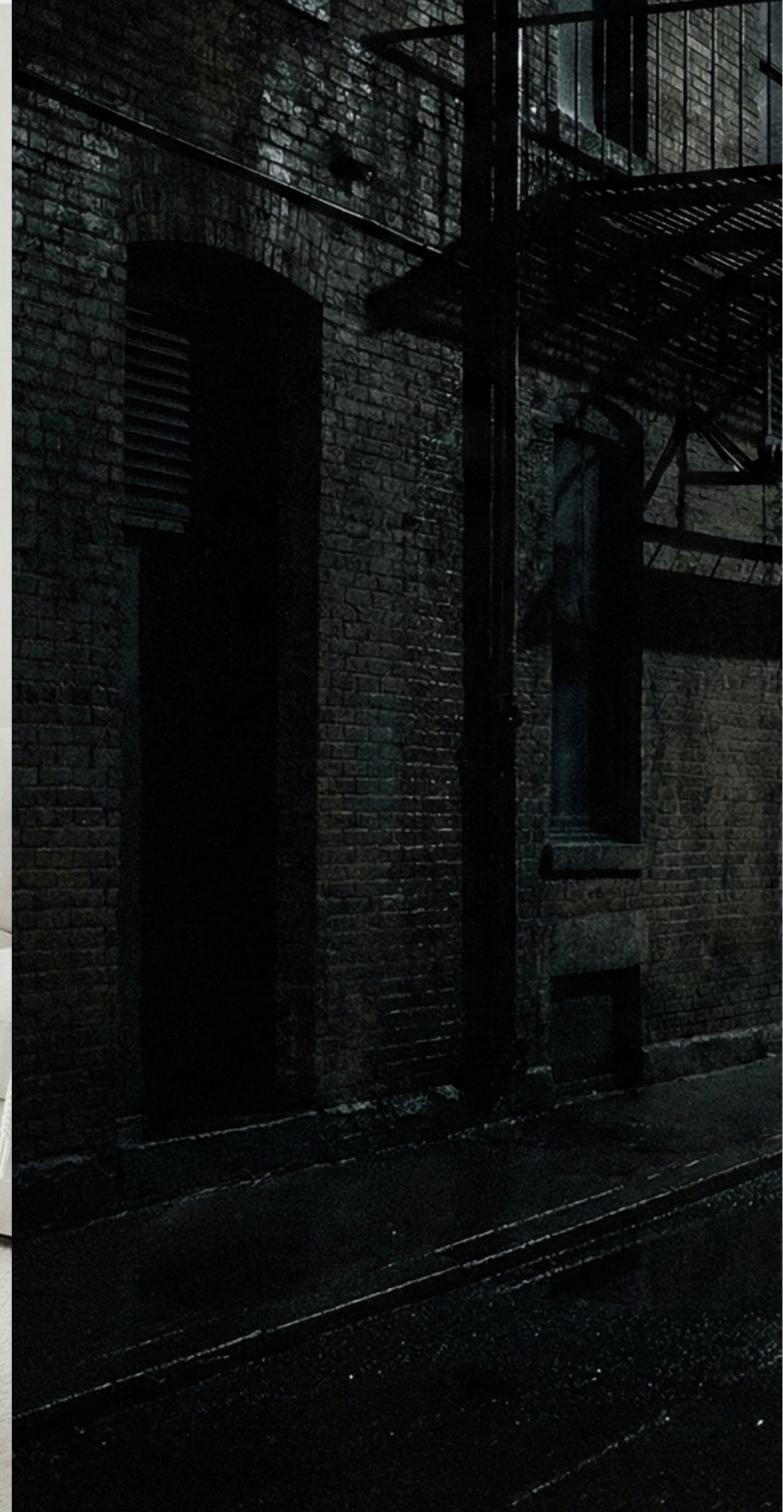
Trendy Pastel Green

#ccffcc
RGB: (212, 251, 206)
CMYK: (16%, 0%, 18%, 2%)



Tech White

#f5f5f5
RGB: (245, 245, 245)
CMYK: (0%, 0%, 0%, 4%)



Eerie Black

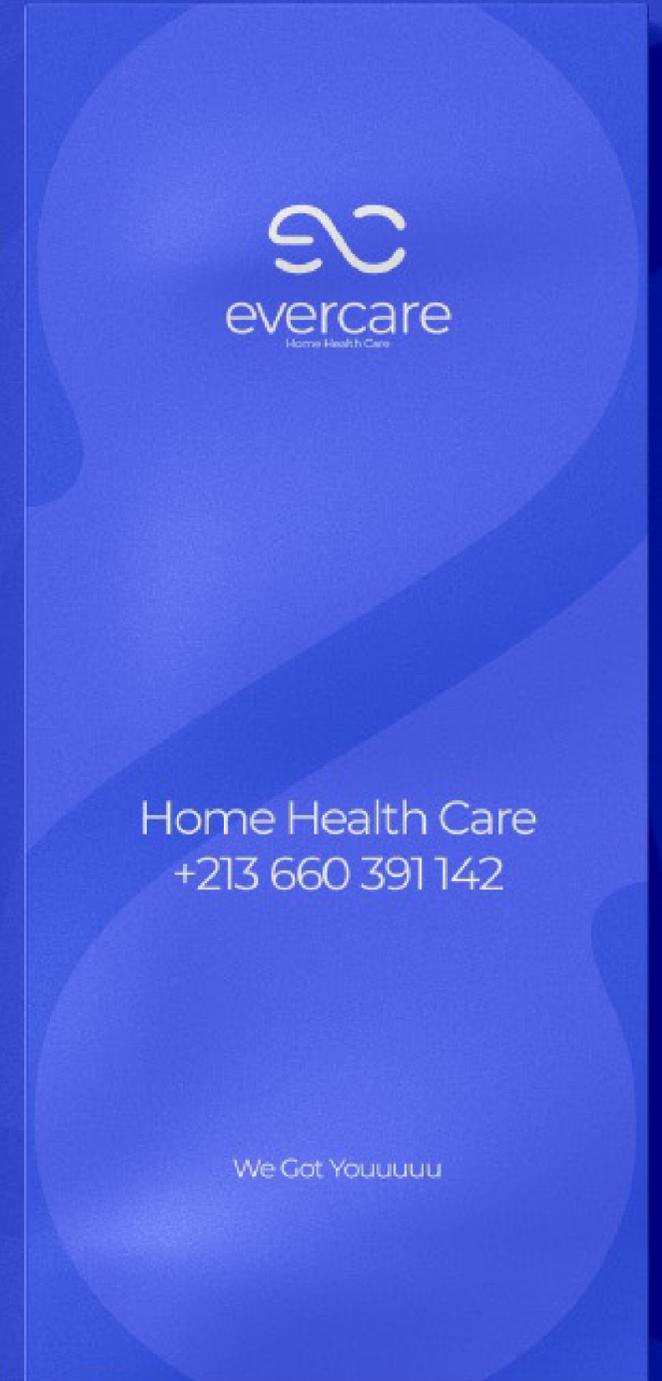
#1a1a1a
RGB: (26, 26, 26)
CMYK: (0%, 0%, 0%, 90%)



We Got You
Home Health Care
Ever Care where you feel great
Great With You

evercare.sa





evercare
Guaranteed Every Visit

Ever Care, Homa, Health Care
Meddour Taki Eddine

+223 660 398 NQ
evercare@ri161.cas

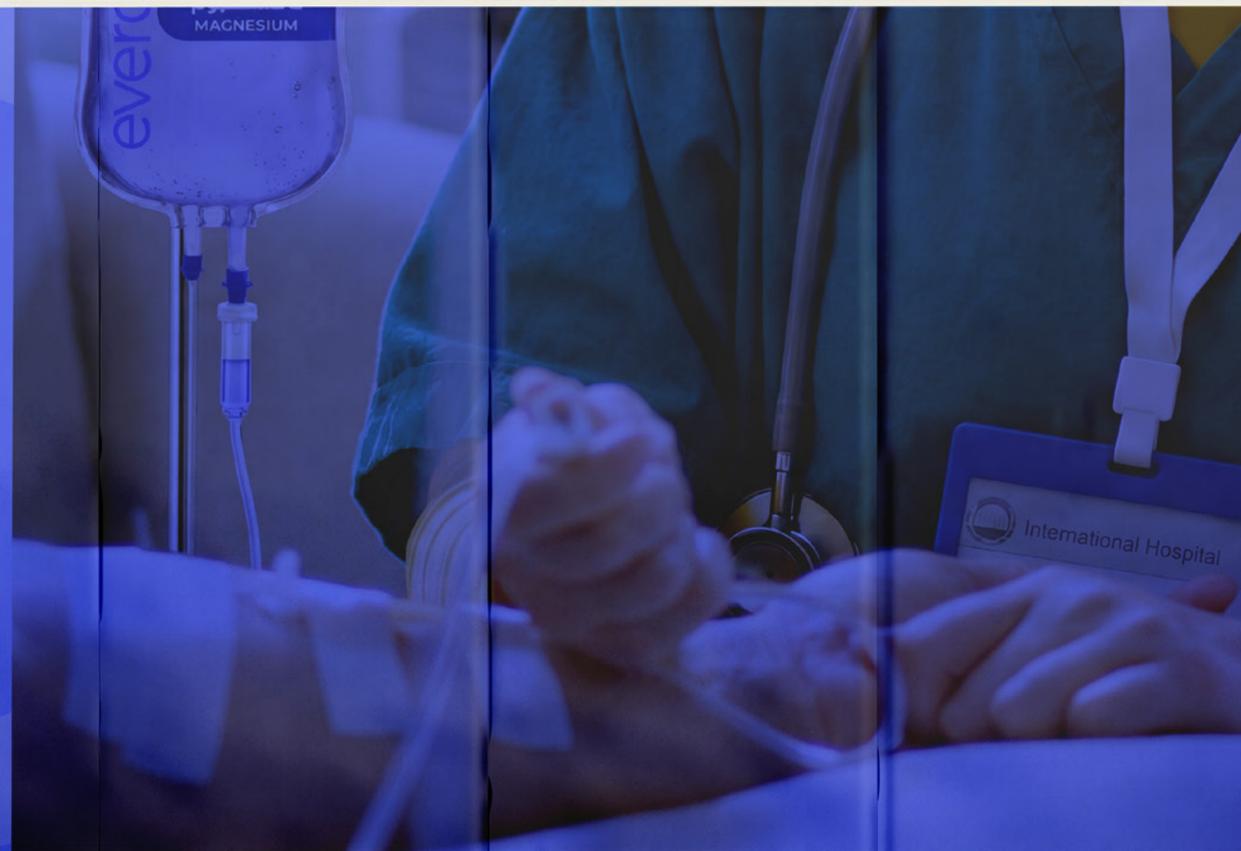


evercare
Theory Design





We Got You
Home Health Care
Ever Care Where You Feel Great
Great With You



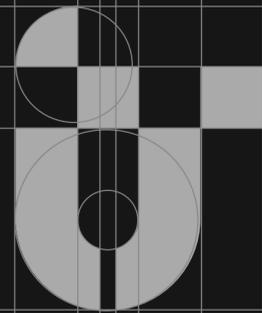
Thiqatech

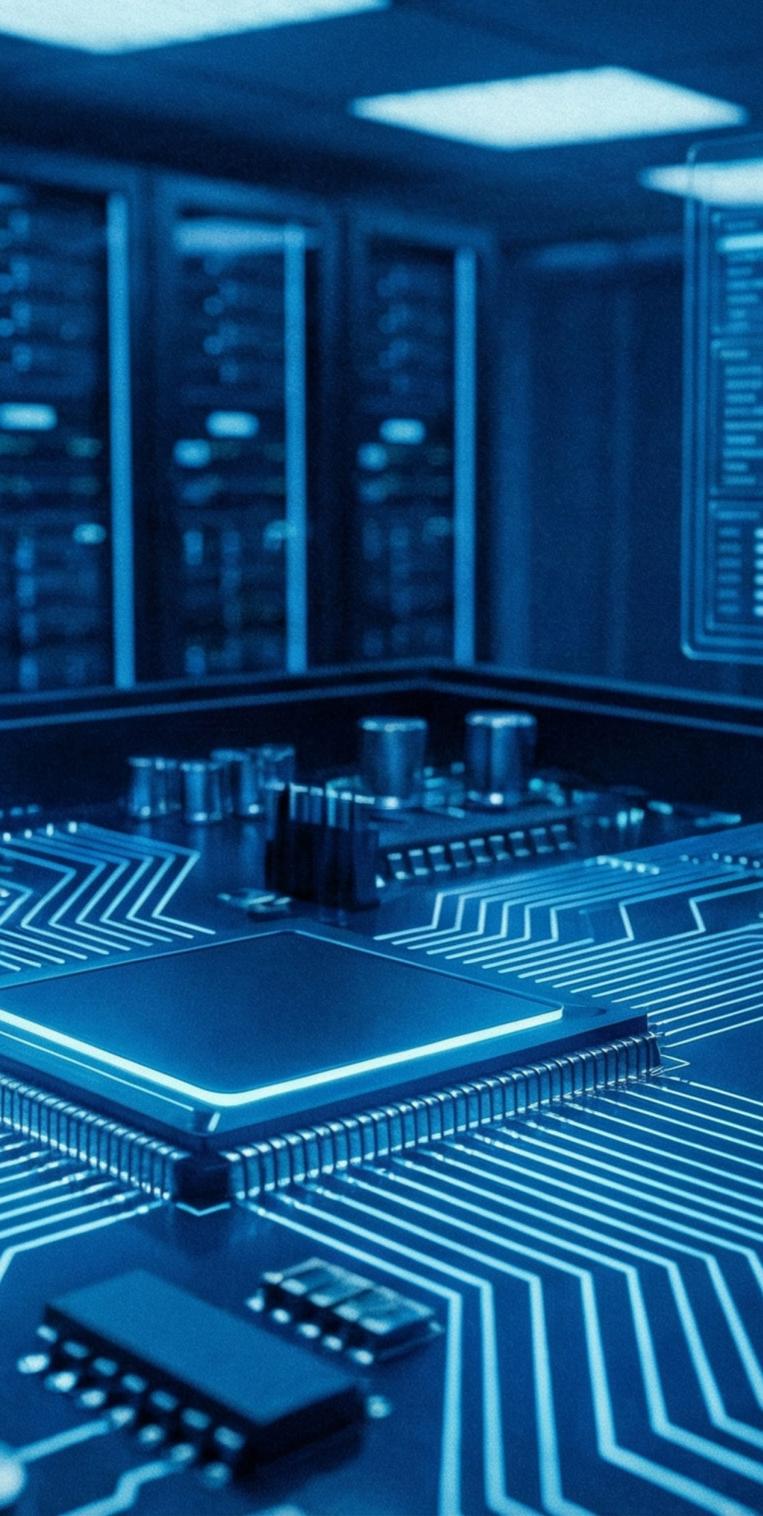
Branding

The project aims to create a professional visual identity for Evercare, a home healthcare institution. Embodying distinct values trust, safety, and precision The company assures enduring guarantees through its sustained and focused care, leveraging advanced mechanisms and methodologies.

The field:
Information Technology

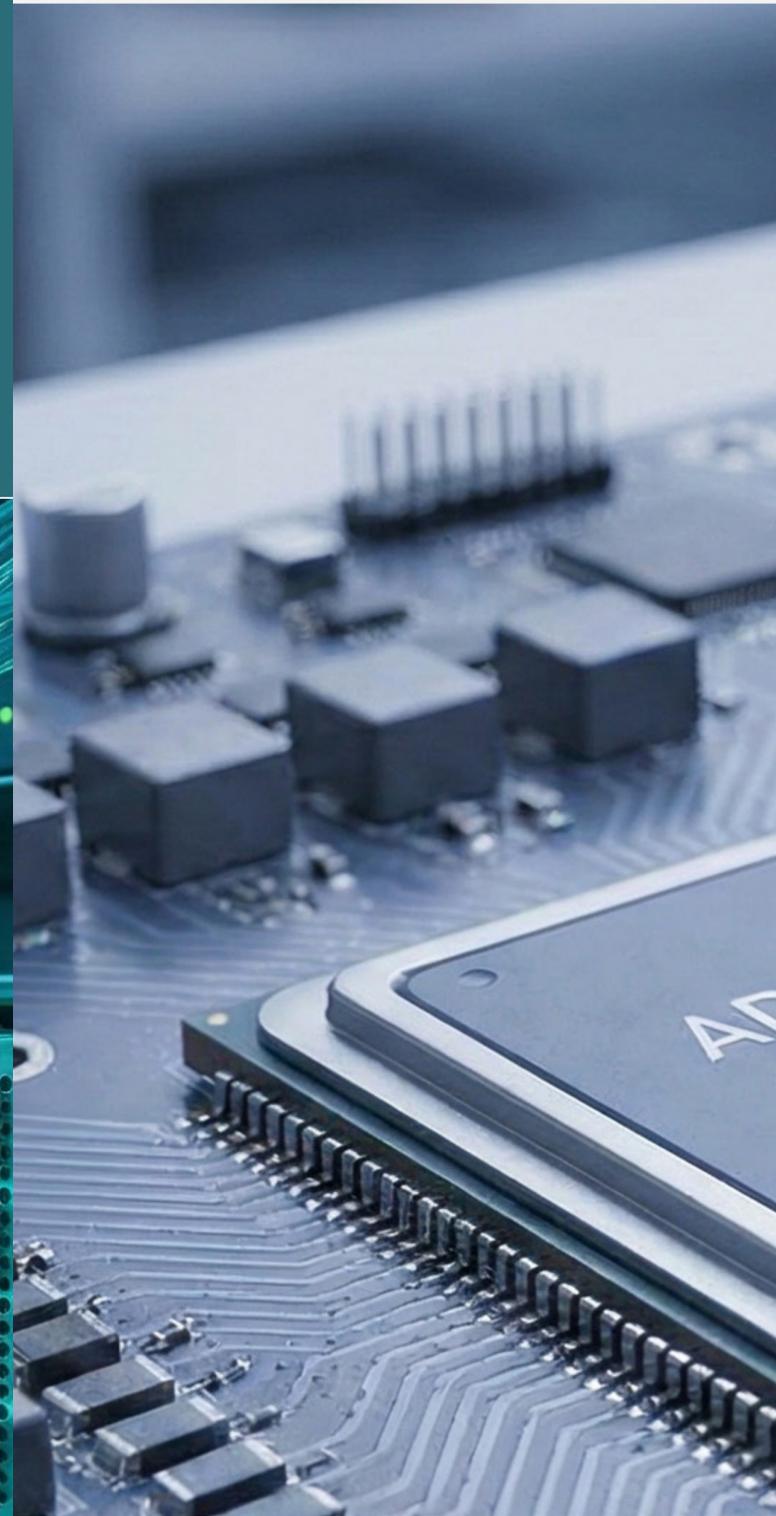
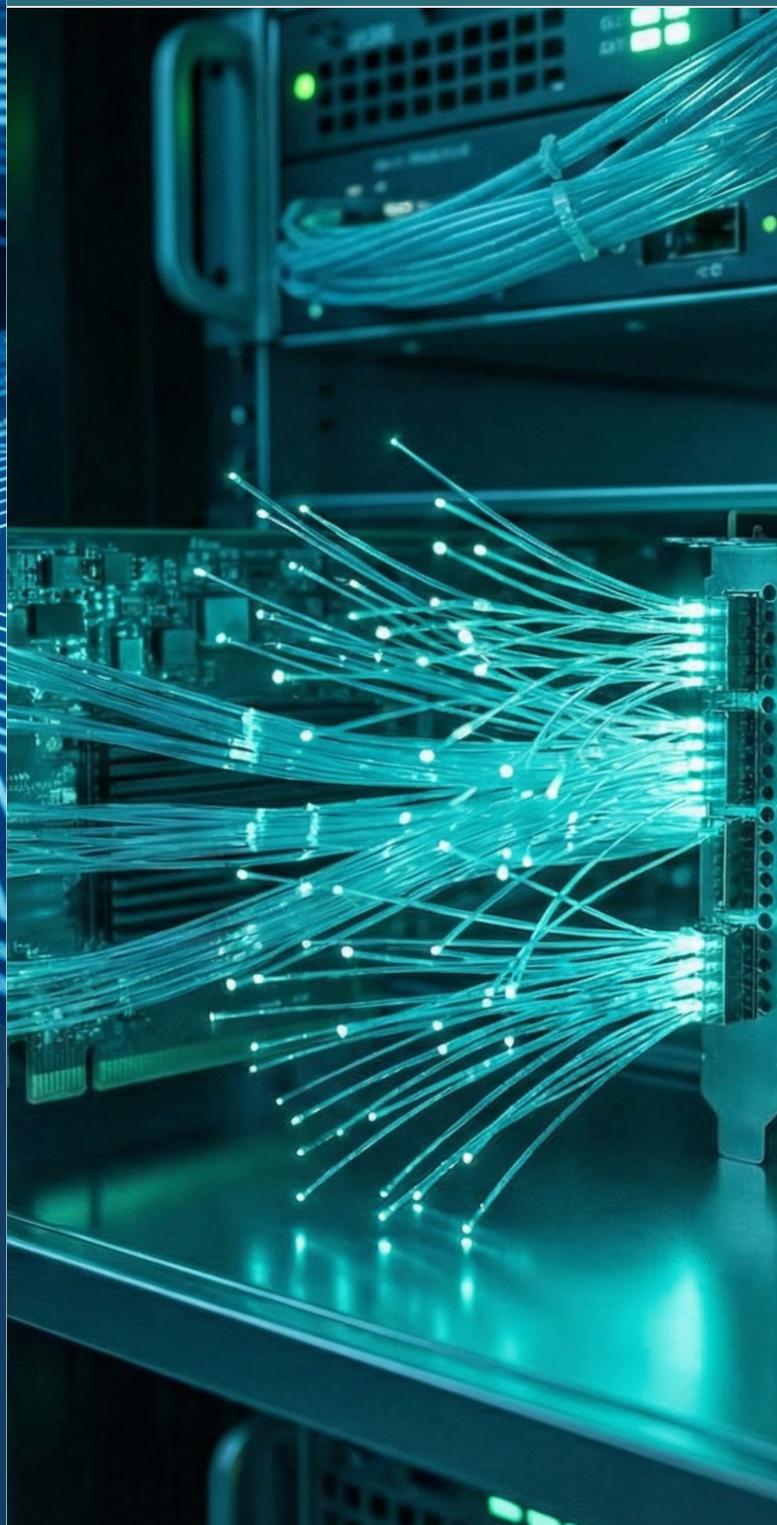






Attractive Teal

#2a6d78
RGB: (42, 109, 120)
CMYK: (65%, 9%, 0%, 53%)



Concrete

#f2f2f2
RGB: (242, 242, 242)
CMYK: (0%, 0%, 0%, 5%)



Tsunami

#133c63

Pastel Indigo

#818eb1
RGB: (129, 142, 177)
CMYK: (27%, 20%, 0%, 31%)



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas

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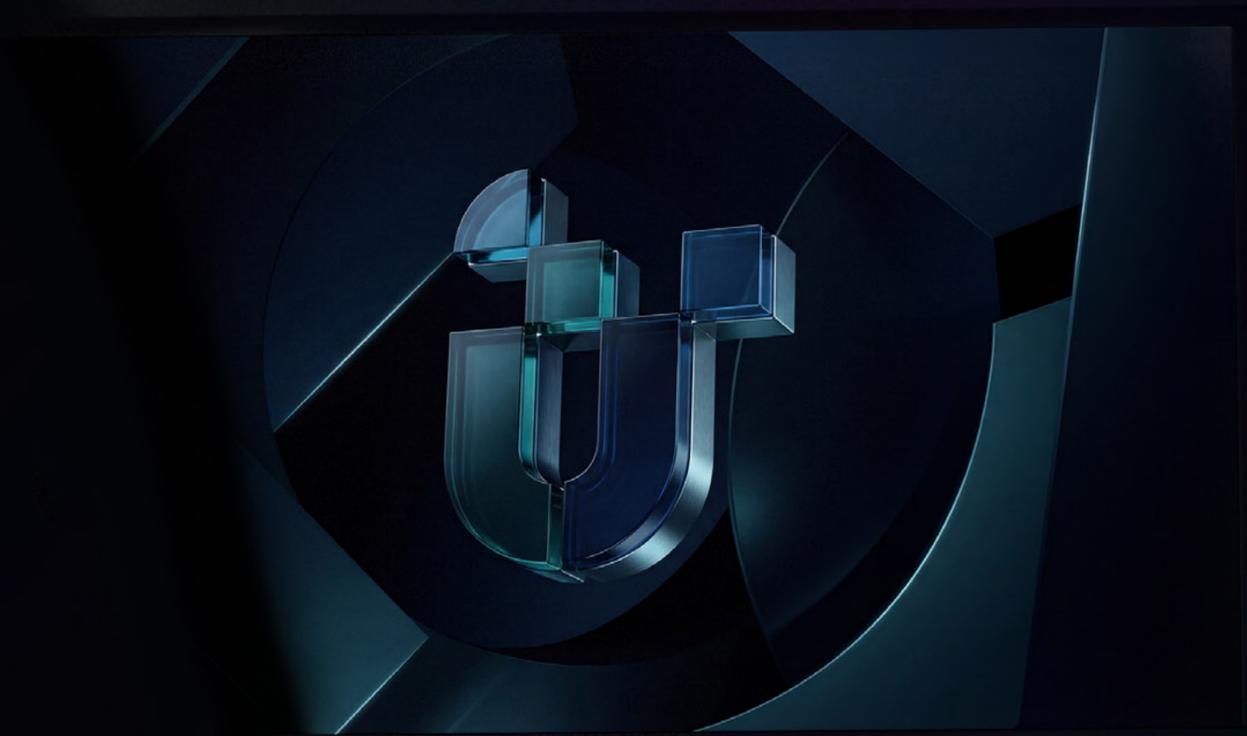




تقنی
THEQA TECH







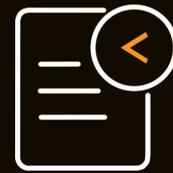


At Mawj Marketing, we are
" The **CATALYSTS** of impact "
We don't just prepare you for
Transformation; we drive it.

3.0 COMMUNITY MANAGEMENT

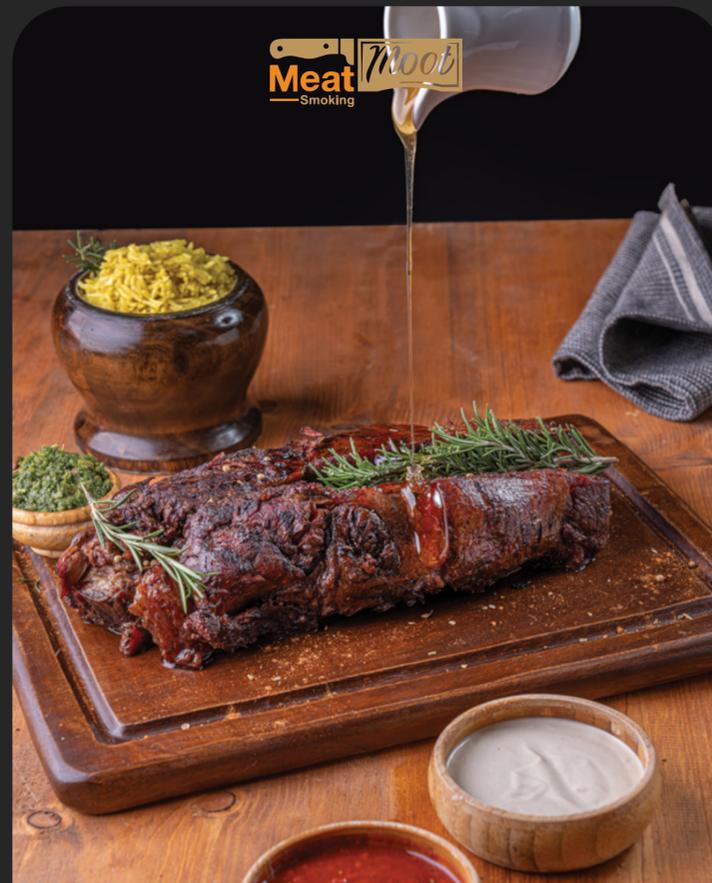
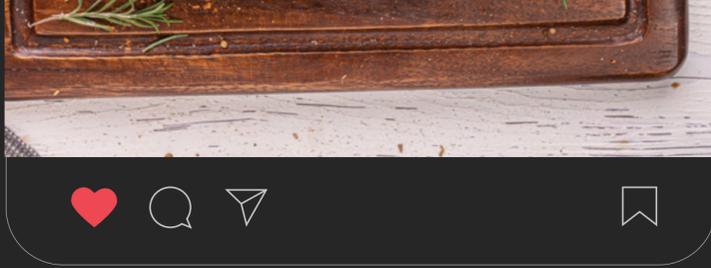


Social Media
Management



Community
Management
Strategy







STM

Where Vision Meets Opportunity



STM STM4KSA

STM سوق السفر السعودي
Saudi Travel Market
25 - 27 FEB 2024

نراكم في آخر يوم
في معرض سوق السفر السعودي



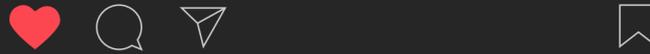
STM STM4KSA

STM 2nd Edition



**SAUDI
TRAVEL
MARKET
2025**

Sponsor Award



STM STM4KSA

STM سوق السفر السعودي
Saudi Travel Market
25 - 27 FEB 2024

WELCOMING
ALBANIA

At STM Between 25 - 27 February

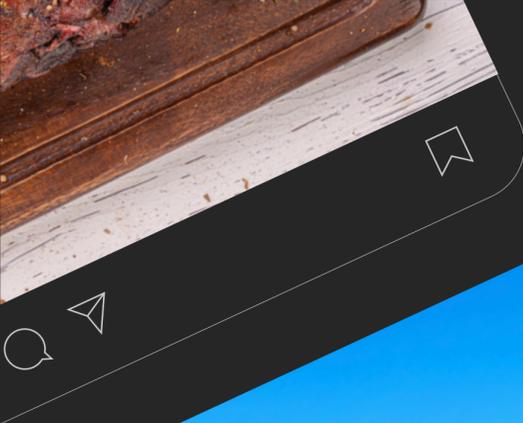




مرفيلا
MARVELA

Choosing Luxury





مرفق MARVELA

مسااحتك الخاصة
برؤية عصرية
A modern vision for your personal space

مرفق MARVELA

ابحث عن التوازن المثالي
بين المرح والهدوء
Find your perfect balance of fun and tranquility

مرفق MARVELA

...تترحب بكم...
Marvela welcomes you

مرفق MARVELA

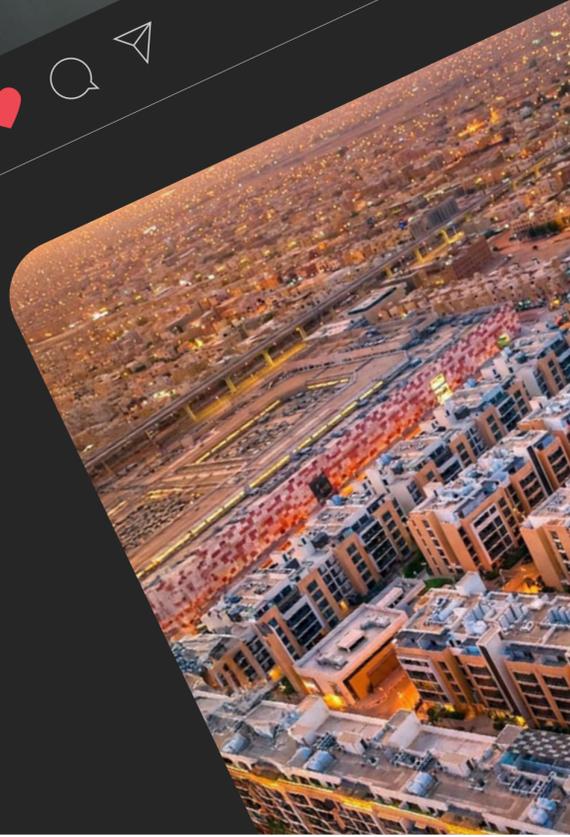
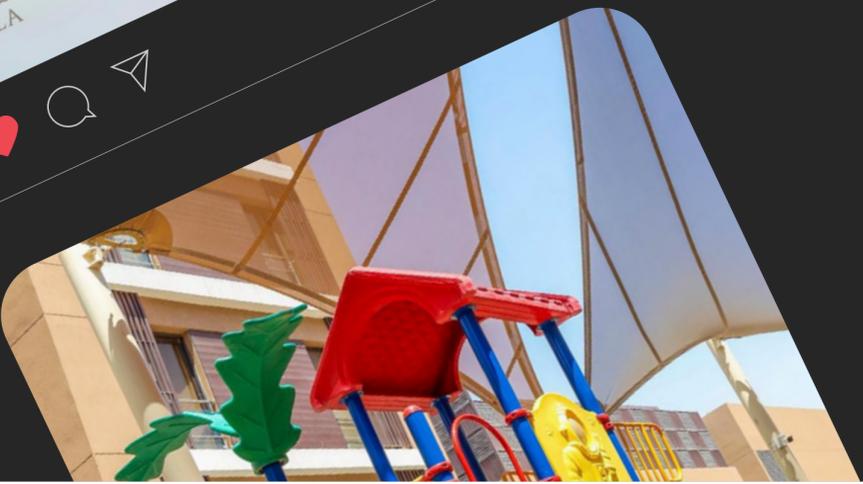
مرفق...
اختيار الرفاهية
MARVELA...Choosing luxury

مرفق MARVELA

شقق مصممة
لراحتك اليومية
Apartments designed for everyday comfort

مرفق MARVELA

سعادة لك
ولو أنك
Your family







RGS RIYADH

PERSONALISED LEARNING POWERED BY AI NOW AT RGS RIYADH!

CAMBRIDGE International Examinations edexcel COBIS BSME | Member BSG

RGS RIYADH

WHERE EVERY PARENT BELONGS

STRONG PARTNERSHIPS, REAL-TIME COMMUNICATION, AND ACTIVE INVOLVEMENT – BECAUSE YOUR VOICE MATTERS.

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Ramin Senior Prefect

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قسم التميز باللغة العربية يقدم لكم أمسية شعرية

ARABIC CENTER OF EXCELLENCE PRESENTS TO YOU ARABIC POETRY EVENING

PREP AND SENIOR STUDENTS مدرسة الابتدائي والثانوي

DECEMBER 2 ديسمبر 2 عصر 5 PM

GHIRNATAH CAMPUS فرع عرنطة

REIGATE GRAMMAR SCHOOL RGS RIYADH

RGS RIYADH INTERNATIONAL TRIPS 2025-2026

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NURTURING PASSION & POTENTIAL

ENRICHING EXTRA-CURRICULAR ACTIVITIES TO INSPIRE CURIOSITY, CREATIVITY, AND GROWTH AT EVERY STAGE

REIGATE GRAMMAR SCHOOL RGS RIYADH

UPCOMING WEBINAR: EXPLORE OUR INTERNATIONAL

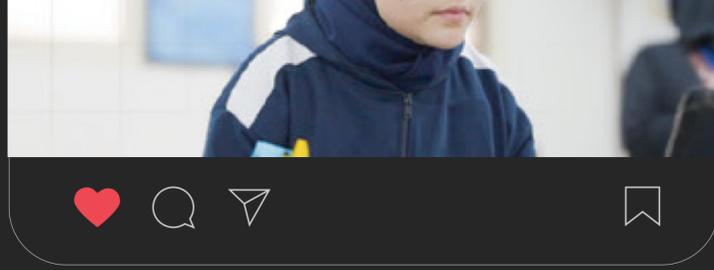


Adhwaa
Al-Hedaya
Schools

طالب
وطالبة **3500**

في برامجنا الأهلية والعالمية
المعتمدة من **cognia**





فلنستعد لعام دراسي رائع في
أضواء الهداية!

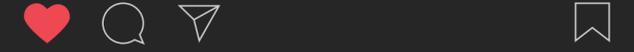


يوماً فقط
تبقى لحجز
مقعد طفلك **15**



3500 طالب وطالبة

في برامج الأهلية والعالمية
المعتمدة من **cognia**



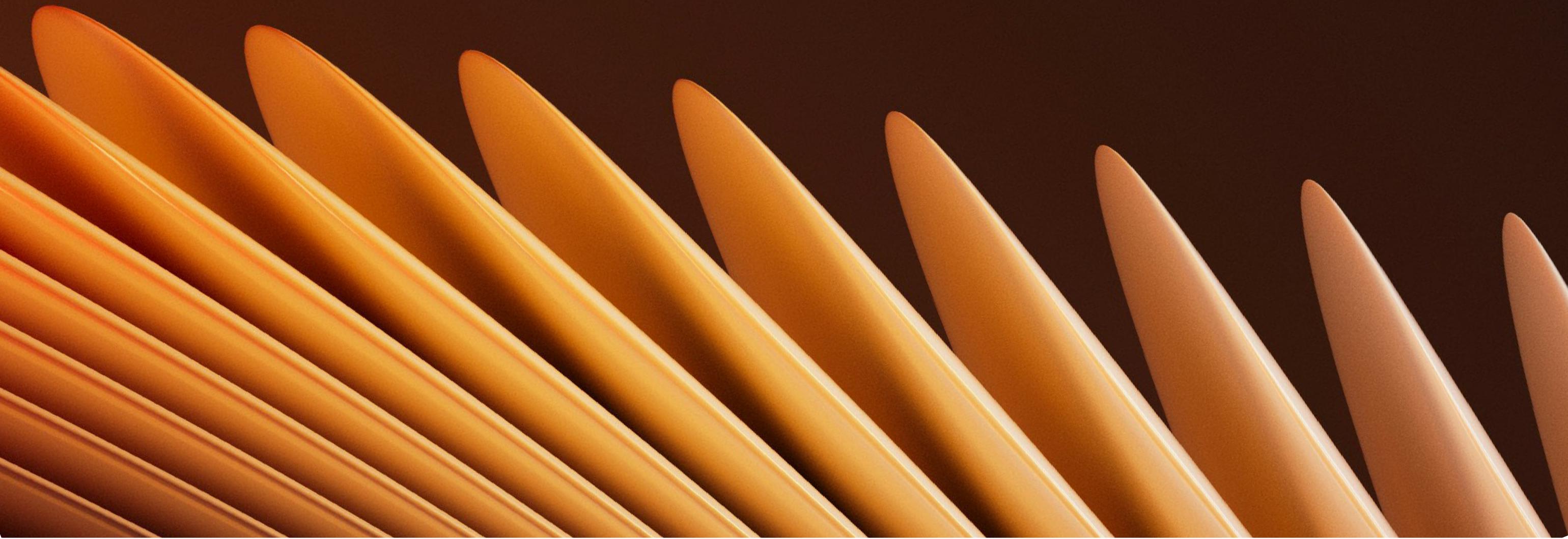
برامجنا التعليمية

تزود الطلاب بمهارات
حياتية وعملية للمستقبل



في مدارسنا نقود
التحول الرقمي
في البيئة التعليمية

LET'S CREATE
THE NEXT WAVE.
TOGETHER

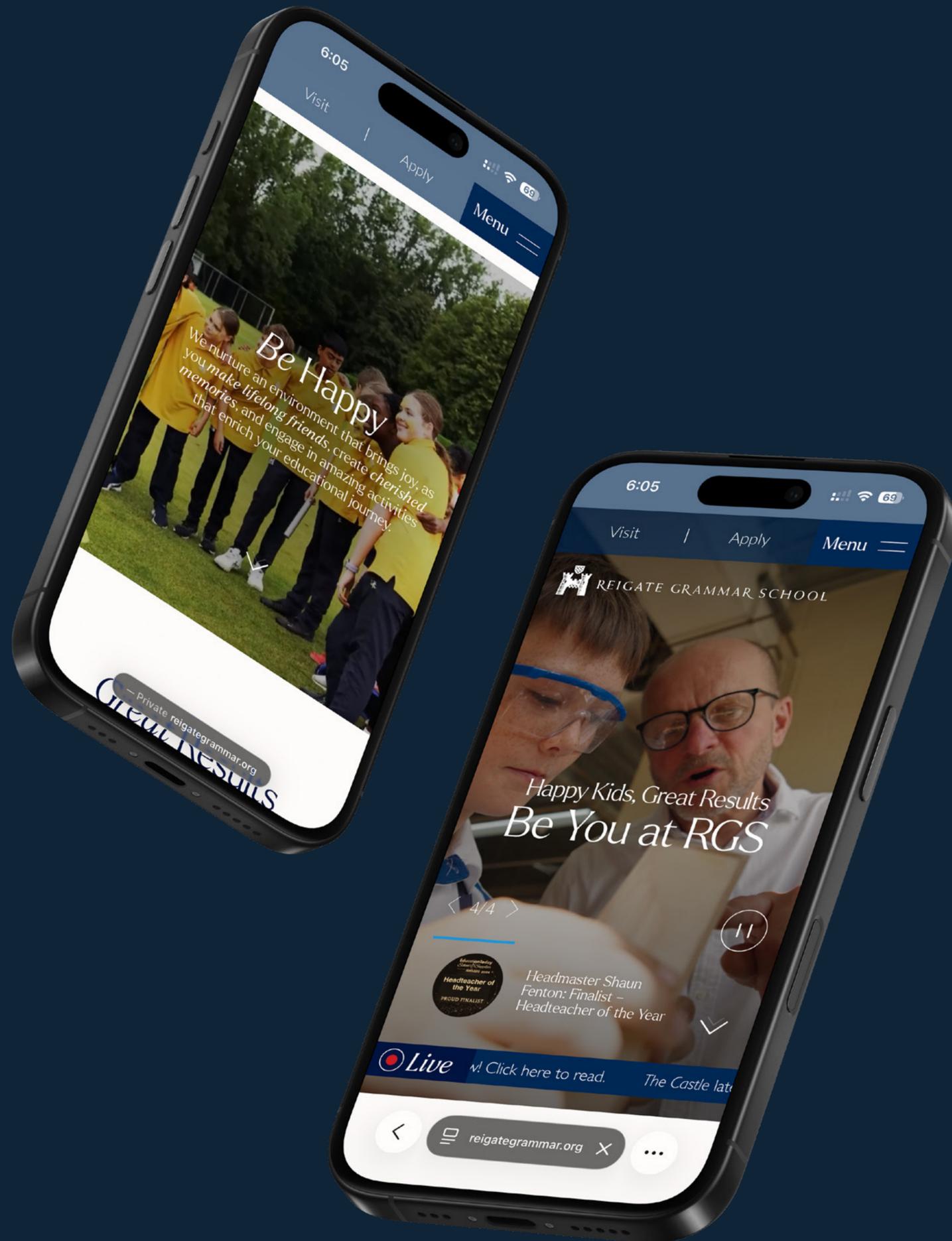


4.0

WEBSITE DEVELOPMENT







The leading private school in the Kingdom Of Saudi Arabia

[Visit Our Website](#)



إثراء القابضة
ETHRAA HOLDING

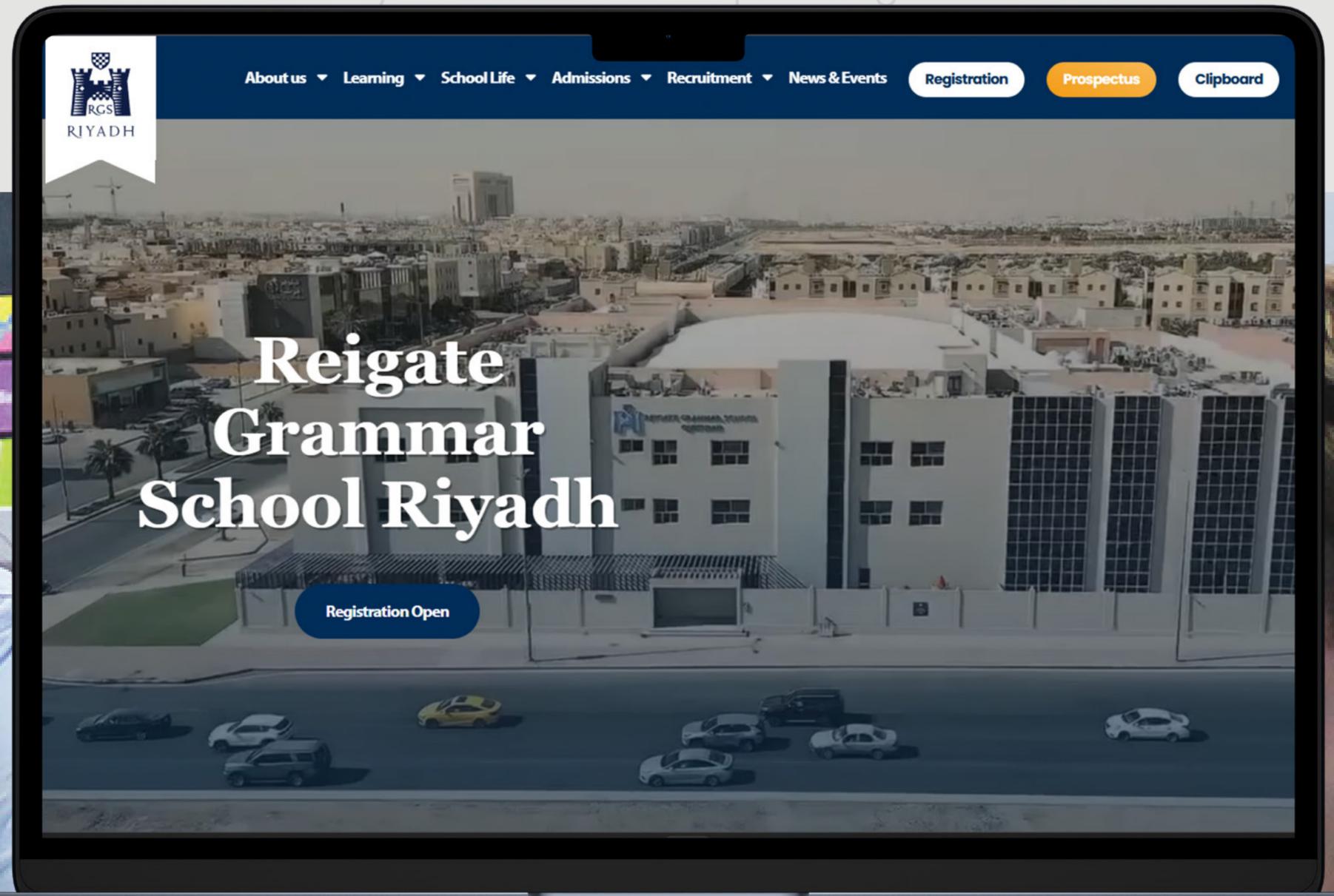
CAMBRIDGE International Education
Cambridge International School





Welcome To Reigate Grammar School Riyadh

Reigate Grammar School Riyadh (RGSR) is one of the leading private schools in the Kingdom of Saudi Arabia and the only K-12 school operating under the





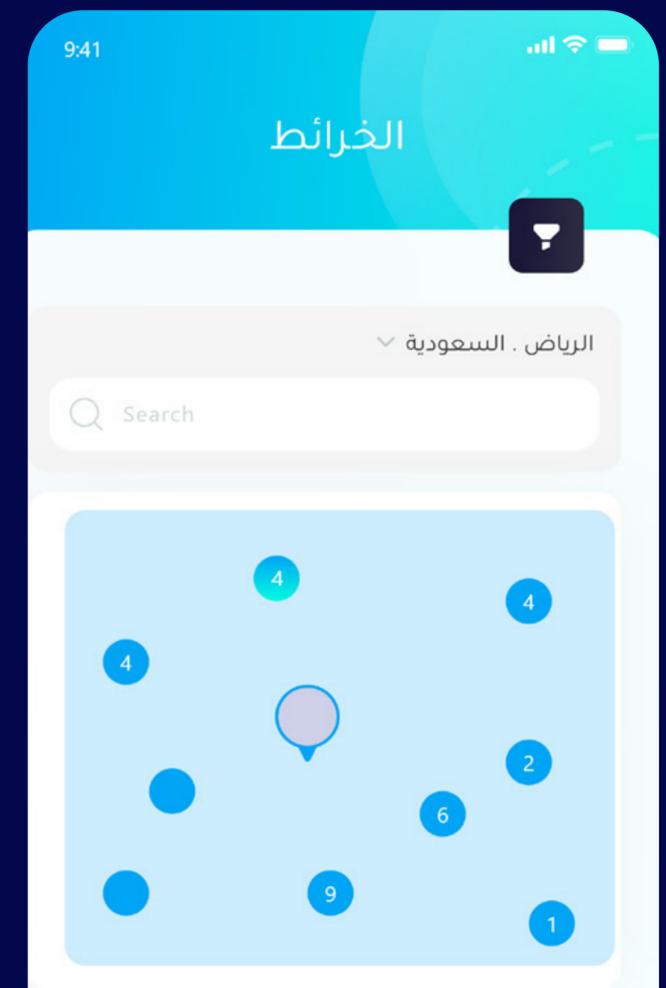
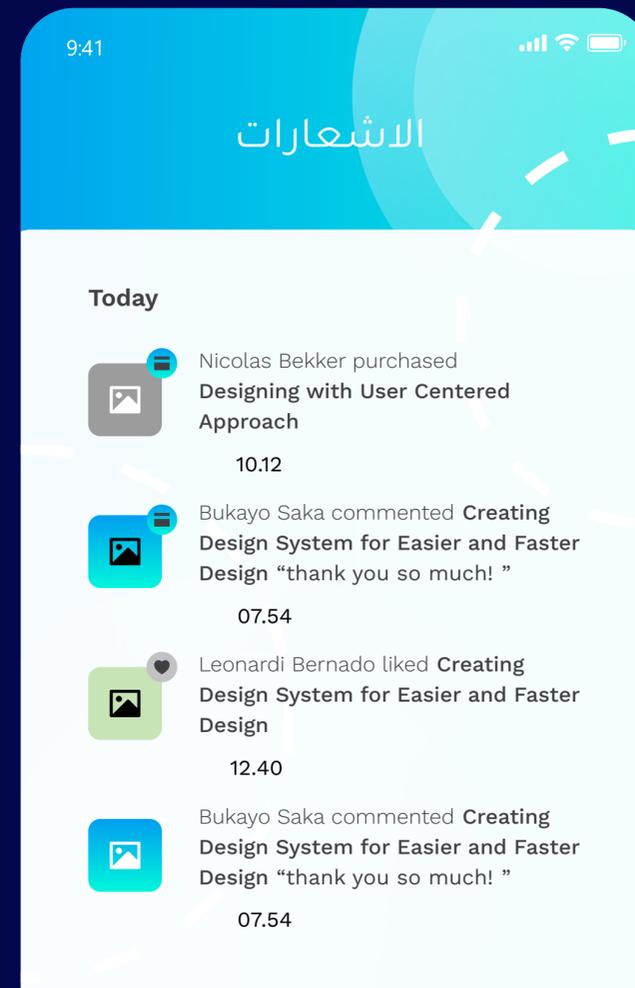
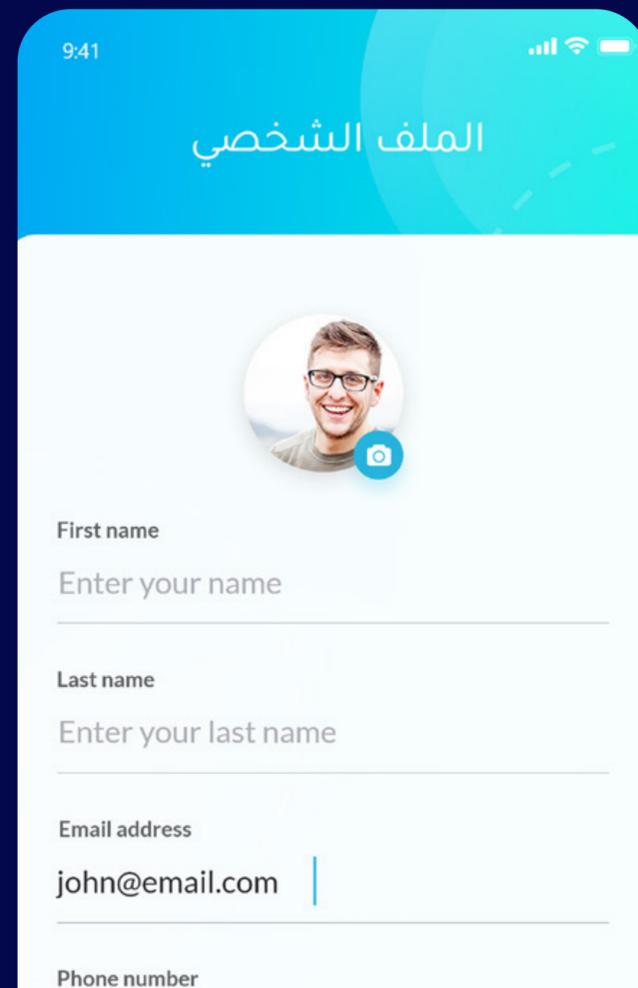
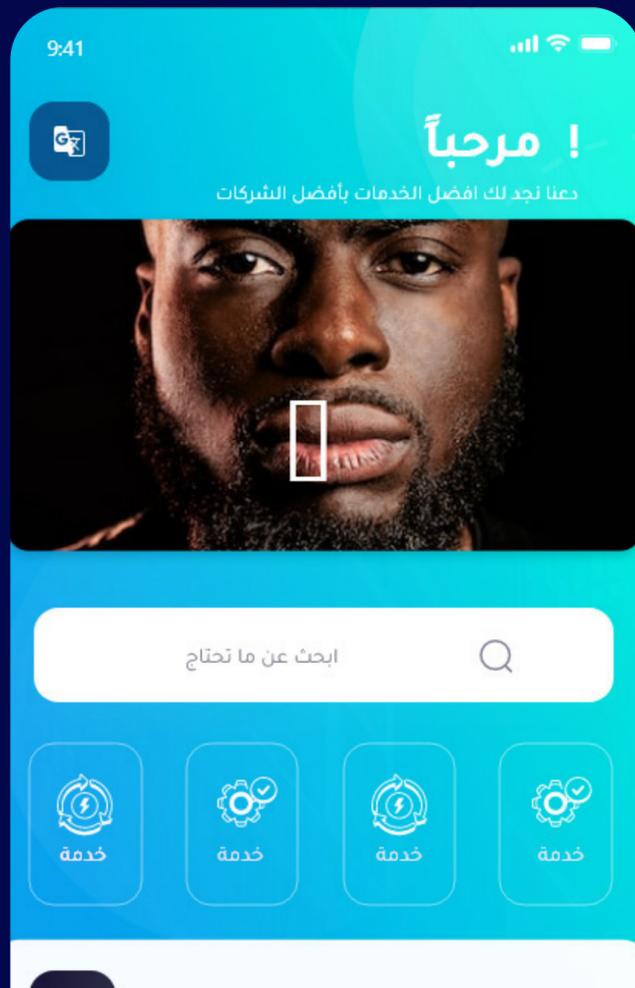
Companies Index Mobile App Design

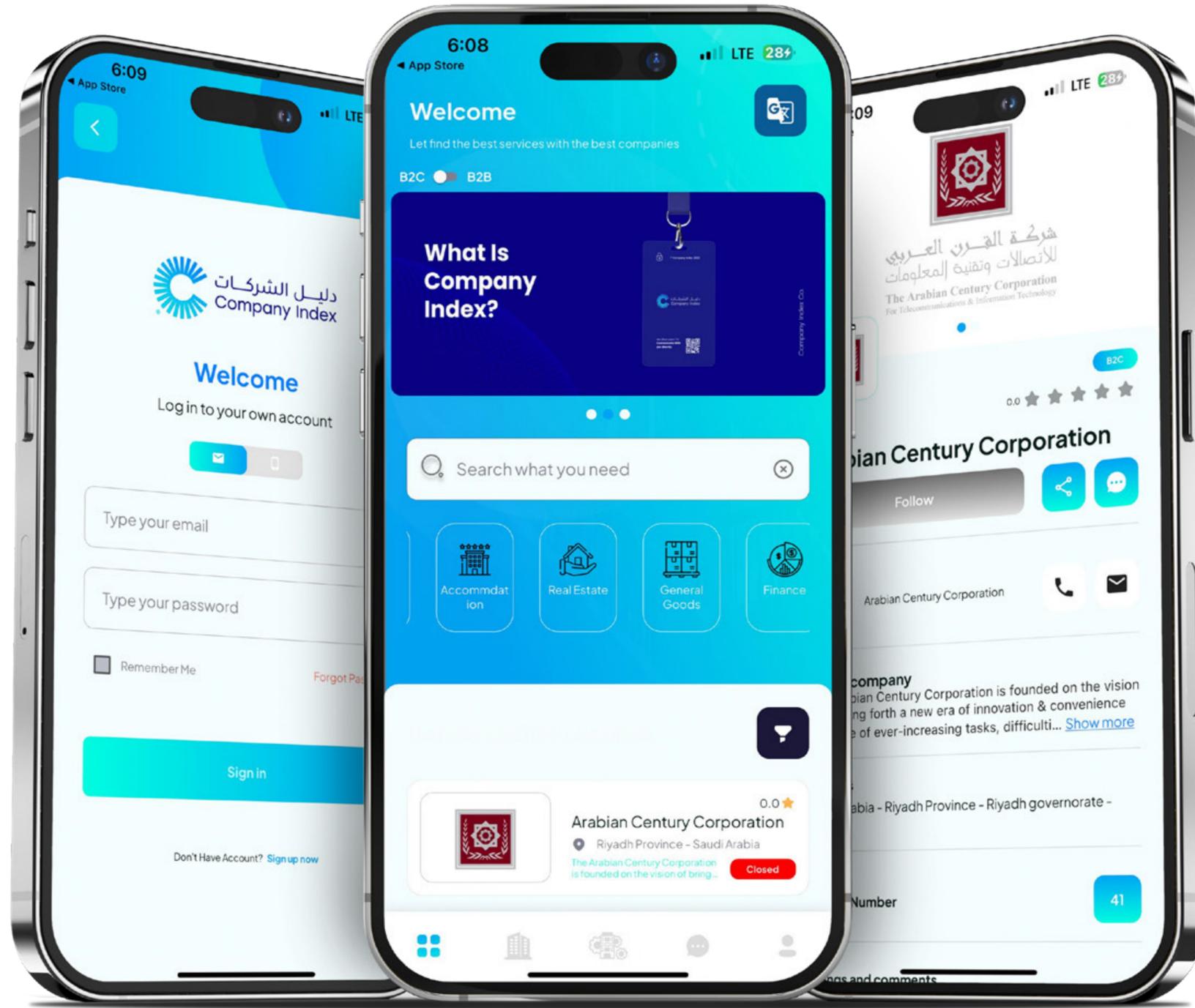


Light Mode

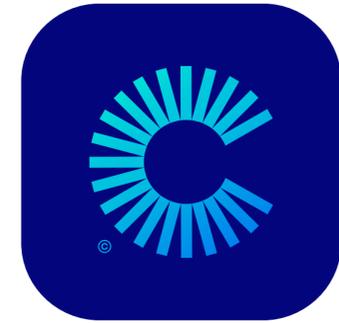


Dark Mode



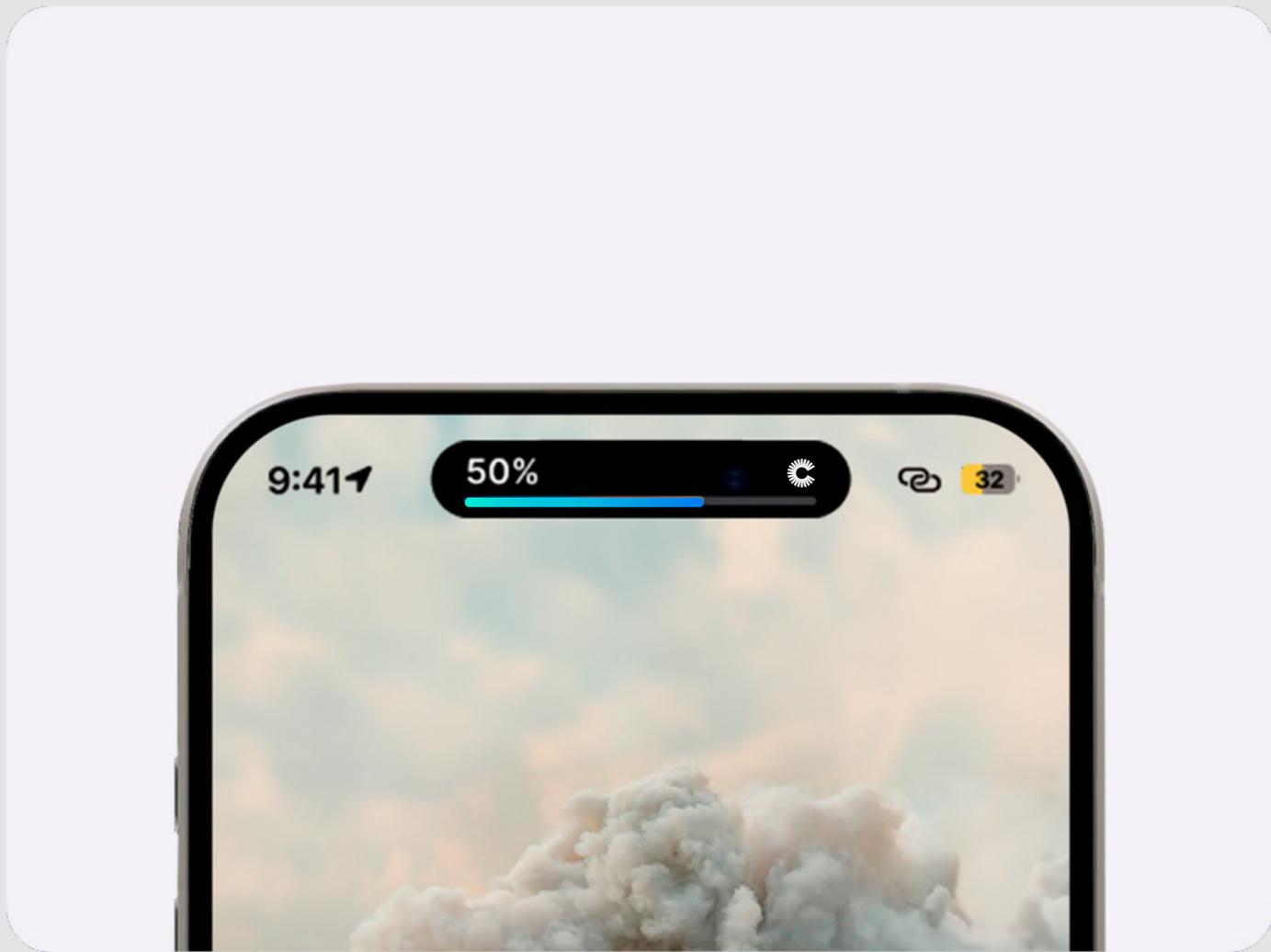


Light Mode

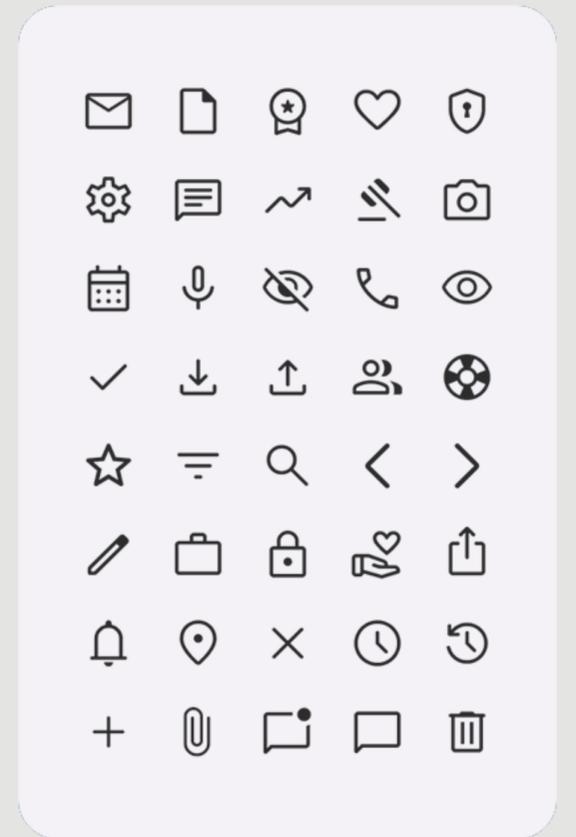


Dark Mode





#00135d	#2c2c2c
#007ee8	#8d8d8d
#ff684e	#d7d7d7
#ffbe24	#f4f2f7
	#ffffff



5.0 GROWTH MARKETING





Project:
Digital Transformation
& Lead Acquisition for
Fayzia Real Estate

Client:
Fayzia Real Estate
Development (Subsidiary
of Ithraa Holding Group)

Focus:
Brand Positioning,
Lead Generation, Market
Intelligence

”

The Challenge:

As a Saudi national company with a vision to become the Kingdom's most trusted developer, Fayzia Real Estate needed to align its digital footprint with its high corporate standards. The goal was to translate "trust" into a digital reality while generating qualified leads for the sales team.

”

The Growth Strategy:

Brand Elevation:

Overhauled social media presence and upgraded marketing collateral to reflect premium quality and build brand equity.

Data-Driven Location Scouting:

Executed market research and consumer surveys to validate location quality, ensuring developments met market demand.

Performance Marketing:

Launched targeted campaigns to drive high-intent traffic, focusing on quality over quantity to streamline sales efforts.

The Impact:

Established a consistent,
high-trust digital brand
identity.

Delivered a stream of
pre-qualified leads directly to
the sales pipeline.

Enhanced decision-making
for development locations
based on real user data.

During The Month:



Qualified leads

716



Reach

97.611



Project:
Project: Full-Funnel
Growth for Nobles
Restaurant & Catering

Client:
Brand Revitalization,
Local SEO, and Catering
Lead Gen

”

The Challenge:

Nobles needed to drive immediate foot traffic to their dine-in location while simultaneously building a pipeline for their high-margin catering service. They required a dual strategy to capture local diners and reach event planners.

”

The Growth Strategy:

Dine-In Acceleration (Local & Social):

Implemented a Local SEO & Paid Search strategy (Google Ads) optimized for high-intent actions like "Get Directions" and "Call to Reserve."

Launched Influencer Activations to maximize brand reach and social proof, creating a "must-visit" appeal.

Catering Growth Engine:

Deployed specific lead-generation campaigns targeted at maximizing reach for event services.

Optimized ad objectives to prioritize phone calls and qualified leads for the catering sales team.

Brand Lift:

Enhanced the visual quality and consistency of the digital brand presence across all platforms.

The Impact:

Increased physical footfall through optimized Google Maps direction requests.

Boosted table reservations via direct-call campaigns.

Expanded the catering client base by generating high-quality inbound inquiries.

During The Month:



Directions

6.626



Calls

1.386



Reach

4,097,534



Leads

215

ROYAL DIAGNOSTICS
مختبرات رويال التشخيصية

Project:
Project: Patient Acquisition
& Funnel Optimization for Royal
Diagnostics

Focus:
Lead Generation,
Conversion Rate Optimization
(CRO), and Data-Driven Sales

”

The Challenge:

Royal Diagnostics needed to cut through the noise to promote seasonal packages and complex lab services. The goal was to not just generate leads, but to generate high-quality inquiries that would actually convert into appointments, while streamlining the sales process.

”

The Growth Strategy:

Precision Targeting:

Leveraged Meta Ads and detailed audience segmentation to drive traffic to high-converting channels, specifically WhatsApp and the website.

Offer Visualization:

Redesigned the presentation of services and packages, making complex medical offers easy to understand and visually appealing.

Conversational Marketing:

Utilized direct messaging (WhatsApp & Calls) to capture leads at the moment of interest, significantly shortening the sales cycle.

Data-Driven Optimization:

Analyzed lead data to identify bottlenecks in the sales funnel, refining targeting and messaging to uplift total conversion rates.

The Impact:

Increased physical footfall through optimized Google Maps direction requests.

Boosted table reservations via direct-call campaigns.

Expanded the catering client base by generating high-quality inbound inquiries.

During The Month:



Calls

535



Directions

376



Leads

2847



Project:
Reigate Grammar
School Riyadh
(RGSR)

Focus:
Premium International
Education Growth
& Heritage Positioning

”

The Challenge:

Despite a strong reputation, the school faced "mixed" lead quality and inconsistent content cadence. There were critical gaps in data tracking (GA4/Pixel), making it difficult to separate brand searches from generic traffic. Additionally, they needed to convert immediate "in-year" transfers while simultaneously building a pipeline for the next academic year.

”

The Growth Strategy:

"Always-On" Conversion Engine:

Transitioned from sporadic awareness bursts to an "always-on" model for conversion and retargeting to sustain year-round acquisition.

Heritage-Led Differentiation:

Launched the "350 Years of British Excellence" campaign to anchor the brand in its unique history, distinguishing it from newer

Segmented Campus Funnels:

Created distinct messaging strategies for the Qurtubah campus (focusing on "nurture and care") versus the Ghirnatah campus (focusing on "IGCSE/A-Level outcomes") to address specific parent needs.

Data Integrity:

Implemented strict tracking protocols to fix attribution gaps and focus on "Qualified CPL" (Cost Per Lead) rather than just volume.

The Impact:

Strategic Transformation:
Successfully shifted the marketing operation to an efficient, always-on machine that captures demand the moment it appears.

Audience Precision: Achieved clearer segmentation between "Value-driven parents" and "Secondary outcome seekers," ensuring higher relevance in ad delivery.

Brand Authority: Cemented the school's status as a category leader by leveraging the 350-year legacy narrative to validate high tuition value.

During The Month:



Reach

112,009



Leads

371

Project:
Adhwa'a
Al-Hedaya
Schools

Focus:
National Curriculum
Enrollment Drive
& Digital Infrastructure

”

The Challenge:

The school was suffering from an unclear customer journey with no dedicated landing pages and low social media engagement. Marketing efforts were not effectively showcasing the school's achievements, leading to low-quality leads and a lack of trust among prospective parents.

”

The Growth Strategy:

"We Are The First" Campaign: Robotics.

Rebranded the enrollment drive to focus on hard evidence, highlighting #1 rankings in Qudrat/Tahsil and international awards like FLL

Digital Infrastructure Build:

Digital Infrastructure Build: Built the lead generation engine from scratch, including the creation of two dedicated landing pages for

Internal Activation:

Internal Activation: Launched an "Ambassador Program" to mobilize teachers and current students to generate high-trust referrals.

Sales Funnel Optimization:

Defined a clear 13-week activation schedule (Awareness → Conversion → Closing) and integrated automated WhatsApp tools to improve response times.

The Impact:

Digital Transformation:
Established a fully functional digital ecosystem where none existed before, enabling direct lead capture and tracking.

Positioning Dominance:
Successfully differentiated the brand from competitors by moving away from generic ads to "evidence-based" marketing that proved academic superiority.

Lead Quality Improvement:
Filtered out low-intent traffic by targeting "value-driven" parents with specific academic proof points rather than generic appeals.

During The Month:



Reach

748,289



Leads

46



NOBLES



XION™



STM



PRISM



Get in touch

 Riyadh

Al Izdihar,
12487 Riyadh

+966 595 87 4152

info@mawjag.com.sa