

# SMART TARGET 2023 COMPANY PROFILE



Smart Target  
FOR MANAGEMENT CONSULTANCIES



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## SMART TARGET

Welcome to our consulting company, where we offer a comprehensive range of services that extend beyond conventional Digital and advertising solutions



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## ABOUT US

Smart Target is a leading digital marketing agency in Kuwait with over 15 years of experience. We provide customized marketing solutions for businesses of all sizes. Our goal is to meet the needs of our clients professionally and flawlessly, as we do not consider our clients as just clients, but as partners in our success.



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## OUR MISSION

At Smart Target, our mission is to empower businesses with strategic marketing solutions that drive growth and foster lasting success. We are committed to delivering exceptional value, personalized attention, and innovative strategies to help our clients achieve their goals.



## OUR VISION

To be the driving force behind the growth and expansion of companies in the Middle East and North Africa, by providing innovative and effective marketing solutions that help our customers achieve their marketing goals through increasing income, sales, and achieve reach. We aspire to be the preferred destination for companies of all sizes for exceptional marketing solutions, leveraging our over 15 years of experience.



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## 05 MILESTONES

In 2008, Smart Target's journey began with a vision to launch a digital marketing agency that offers seamlessly integrated services tailored to the unique needs of businesses.

Over the past 14 years, we have worked with over 100 brands and have earned our position through a dedication to work and a focus on meeting your business needs and achieving the highest percentage of spread and sales.

Guided by our experts, we provide a comprehensive range of services, from Brand Awareness to Social Media Management, SEO to Content Marketing, Media Services to Web Design & Development. With over 100 satisfied clients across Kuwait, GCC, and MENA, we're proud to be entrusted with their business goals.



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# SERVICES OFFERED





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## MEDIA PRODUCTION

ELEVATING BRANDS THROUGH  
CAPTIVATING VISUAL STORIES

### Videography Services:

- Brand Storytelling
- Event Videography
- Product Showcase Videos
- Testimonial Videos
- Animation and Motion Graphics
- Social Media Shorts
- Client Collaboration

### Photography Services:

- Product Photography
- Corporate Headshots



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## WEB DESIGN & DEVELOPMENT

CREATE CAPTIVATING ONLINE  
EXPERIENCES!

- Custom Website Design
- User Experience (UX)
- Front-End Development
- Back-End Development
- User-Centric Interface Development
- Performance Optimization
- E-Commerce Solutions
- CMS Integration



# CREATIVE IDENTITY & BRANDING

EMPOWERING BRANDS  
WITH DISTINCTIVE IDENTITY SERVICES

- Brand Strategy and Positioning
- Visual Identity Design
- Branded Collateral
- Digital Branding
- Brand Experience Design
- Brand Communication Strategy



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## CONTENT CREATION & STRATEGY

ELEVATING BRANDS WITH SEO  
& CONTENT EXCELLENCE

- **Keyword Research and Optimization**
- **SEO Strategies**
- **Content Strategy Development**
- **Blog Posts and Articles**
- **Website Content**
- **Social Media Content**



# SOCIAL MEDIA MANAGEMENT

SMART TARGET | CONNECTING  
BRANDS IN THE SOCIAL SPHER

## Our Social Media Management Services

- Comprehensive Social Media Services
- Social Media Strategy Development
- Content Creation and Management
- Audience Engagement and Community Building
- Performance Analytics and Reporting



# CALL CENTER & IVR SOLUTIONS

CRAFTING SEAMLESS CALL CENTER  
& IVR SOLUTIONS

- Inbound and Outbound Call Management
- Upselling and Cross-Selling
- Customized IVR Solutions
- Call Scenarios and Script Creation
- Multichannel Support
- Bilingual Support (Arabic & English)
- Tailored Call Flows
- Call Monitoring



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## SEM/GOOGLE ADS

CRAFTING EFFECTIVE GOOGLE ADS  
STRATEGIES FOR RESULTS

- Strategic Google Ads campaigns
- Conversion Optimization
- Keyword Research and Optimization
- Ad Performance Analysis
- Pay-Per-Click (PPC) Advertising
- Ad Copywriting and Design
- Landing Page Optimization
- A/B Testing and Performance Analysis



## OUR APPROACH

### ■ CONSULTATIVE APPROACH

We act as your trusted consultant, understanding your unique needs and tailoring strategies accordingly.

### ■ BUSINESS GROWTH FOCUS

Our main goal is to help clients increase their awareness and drive sales.

### ■ ONLINE CHANNEL EXPERTISE

We excel at building and nurturing effective online channels to reach your target audience.





## OUR PROCESS

### ■ DISCOVERY AND CONSULTATION

Understand client objectives and brand essence

### ■ STRATEGY DEVELOPMENT

Craft innovative, data-driven marketing strategies.

### ■ EXECUTION

Implement campaigns across various channels.

### ■ PERFORMANCE TRACKING

Continuously monitor and optimize campaigns.



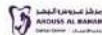
## WHY CHOOSE SMART TARGET

- When you choose Smart Target, you're choosing a partner committed to your success. With 14 years of experience and professionalism, we're uniquely equipped to guide you through today's competitive marketplace. Our dedication to excellence and sales growth sets us apart.



# CLIENTS & PARTNERS

A partnership for  
**SUCCESS**



VOLVO



MELT SHOP



عناية  
ZINAYA  
مركز العناية بالمرضى  
ZINAYA Medical Center



WOKDOJO

vivënza

QQA  
شركة التوزيع التجارية للسيارات  
Al Qunna Automotive Trading Co.



SSANGYONG



AYAN REAL ESTATE



EASYBuy  
BUY NOW  
PAY LATER

Paaly

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## LET'S TALK!

Get in Touch to Explore How  
Smart Target Transforms Digital  
Marketing for Your Brand



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