

Business Offer Letter

To:

Client Name:

Company Name:

Address:

Subject: Monthly Digital Marketing Services Proposal

Dear Sir,

We are pleased to present this offer for monthly digital marketing services from Awlad Alzyr Digital Marketing Company, a UAE-based digital solutions provider. Our goal is to help your business grow its online presence, reach new audiences, and increase conversions through result-driven digital strategies.

Company Overview

At Awlad Alzyr, we bring together creativity, strategy, and technology to deliver powerful marketing solutions. With deep market knowledge and a client-first approach, we specialize in building online brands that stand out.

Monthly Digital Marketing Package Includes:

Service	Details	Frequency
Social Media Management	Content creation, posting, and engagement on 2 platforms (FB, Instagram)	3–5 posts/week
Paid Ads Campaigns	Facebook/Instagram Ad setup, targeting, optimization & performance tracking	Continuous
Basic SEO	On-page SEO, keyword optimization, and monthly blog/article	1 article/month
Email Marketing	Newsletter design and campaign management	2 emails/month
Monthly Report	PDF report with campaign insights and performance summary	1 report/month

Customization available based on your business goals.



Phone:
+(971) 0521-92-0395



Email:
sales@awladalzyr.com



Address:
101. Al Zahra Tecno Center.
Dubai

Pricing & Payment Terms

- Monthly Fee: AED
- Payment Terms: 50% upfront before service begins, 50% at mid-month
- Contract Term: Month-to-month (cancel anytime with 15 days' notice)

Project Timeline

- Start Date:
- Initial Strategy Call: Within 48 hours of signing
- Monthly Review Meeting: Scheduled every 30 days

Terms & Conditions

- All content and assets created remain the property of the client.
- We agree to maintain confidentiality and protect your data.
- Cancellation must be made in writing 15 days in advance.

Acceptance

To begin our collaboration, please confirm your acceptance by signing below or replying via email.

Signature:

Signature :

Md. Rahman

Manager (Business Development)

101, Al Zahra Tecno Center. Dubai.

Email: sales@awladalzyr.com

Phone/WhatsApp: + (971) 0521-92-0395

Website: <https://awladalzyr.com>

Awlad Alzyr Digital Marketing Company

Client Name:

Signature:

Date:



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Memorandum of Understanding (MoU)

Dear Sir,

We are pleased to introduce Awlad Alzyr Digital Marketing Company, a UAE-based full-service digital agency committed to helping businesses grow and succeed online. As a trusted partner in digital transformation, we offer tailored marketing solutions built on strategy, creativity, and measurable results.

Our Core Services

At Awlad Alzyr, we specialize in the following areas:

Digital Marketing & Advertising

- **Search Engine Optimization (SEO)** – Enhance your website’s visibility and Google rankings.
 - **Pay-Per-Click Advertising (PPC)** – Generate leads and conversions with high-ROI campaigns.
 - **Social Media Marketing & Boosting** – Grow your presence on platforms like Facebook, Instagram, TikTok, and LinkedIn.
 - **WhatsApp & Email Marketing** – Reach your audience directly with personalized messaging.
 - **Influencer & Affiliate Marketing** – Expand your reach through strategic collaborations.
 - **Sponsored Post Boosting** – Maximize visibility and engagement for top-performing content.
- #### Targeting & Campaign Management
- **Audience Targeting & Retargeting** – Engage new and returning customers with precision.
 - **Ad Campaign Creation & Management** – From creative design to performance tracking.
 - **Lead Generation Ads** – Drive qualified leads via social and search platforms.
 - **Platform Coverage** – Facebook, Instagram, LinkedIn, TikTok, and more.



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Creative & Branding Solutions

- Banner & Video Creation
- Logo Design & Visual Branding
- Content Marketing
- UI/UX Design

Strategic Business Consulting

- Business Strategy & Planning
- Brand & Market Positioning
- Business Diagnostics & Analytics
- Startup & SME Support
- Industry-Specific Guidance

Technology & Development

- Website & App Development
- Cloud Solutions
- Google Ads & Analytics
- UI/UX & System Integration

Operational & Performance Optimization

- Business Management Consulting
- Automation & Workflow Efficiency
- Conversion Rate Optimization (CRO)
- Performance Reporting & Insights

Industries We Serve

Our solutions are customized for a variety of sectors including:

- Restaurants & F&B
- Retail & E-commerce
- Healthcare & Wellness
- Real Estate
- Events & Hospitality
- Technology Startups

Our Objective

To empower your business with a strong digital presence that drives visibility, attracts customers, and delivers measurable growth – both online and at your physical locations.

Let's Grow Together

We are excited about the opportunity to collaborate and support your growth goals. Kindly let us know a convenient time to discuss your needs and how we can craft a digital marketing package tailored to your objectives and budget.



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Additional Offerings Overview

Business Consulting Services Include:

1. Brand & Market Positioning
 - o Evaluate brand identity and competitive advantage.
 - o Define your USP and develop differentiation strategies.
2. Business Strategy & Planning
 - o Launch plans, feasibility studies, SWOT analysis, and more.
3. Marketing & Sales Strategy
 - o Full-funnel campaigns aligned with sales targets.
4. Operational Efficiency & Automation
 - o CRM tools, analytics platforms, and workflow optimization.
5. Startup & SME Support
 - o UAE-specific company formation, launch strategy, and digital setup.
6. Industry-Focused Support
 - o Tailored solutions for F&B, retail, health, real estate, and events.
7. Business Diagnostics & Reporting
 - o Monthly or quarterly reviews with actionable recommendations.

Who This Is For:

- Entrepreneurs launching a business
- SMEs scaling up digitally
- Established brands realigning their marketing strategy



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Social Media Boosting Services

Our Offering:

1. Sponsored Post Boosting – Optimize for reach, engagement, or conversions.
2. Ad Campaign Creation & Management – Creative production, targeting, and budget control.
3. Audience Targeting & Retargeting – Engage new prospects and past visitors.
4. Performance Analytics & Reporting – Regular insights and reporting.
5. Lead Generation Ads – Seamless integration with CRM or WhatsApp.
6. Platform Coverage – Facebook, Instagram, TikTok, LinkedIn, and Snapchat (optional).

Pricing Plans:

- Starter Plan: AED 750/month (ad spend not included)
- Growth Plan: AED 1,500/month (includes strategy, design & management)
- Custom Plan: Based on business goals and budget

What to Include in a Monthly Offer Letter

1. Header
 - o Your logo, client's name/business, and date
2. Introduction
 - o Brief agency overview and service summary
3. Scope of Monthly Services
4. Timeline
 - o Start date, milestones, and review dates
5. Pricing & Payment
 - o Monthly fee, terms, and payment methods
6. Terms & Conditions
 - o Confidentiality, cancellation, and ownership
7. Signature & Call to Action
 - o Contact details, space for client signature, and optional meeting link

We look forward to partnering with you and achieving exceptional digital success together.

Sincerely,

Md. Rahman
Manager (Business Development)
101, Al Zahra Tecno Center. Dubai.
Awlad Alzyr Digital Marketing Company



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