



Ajnihat Alnajah
Solutions simplified

Digital Marketing Profile

Your partner for growth in Saudi Arabia



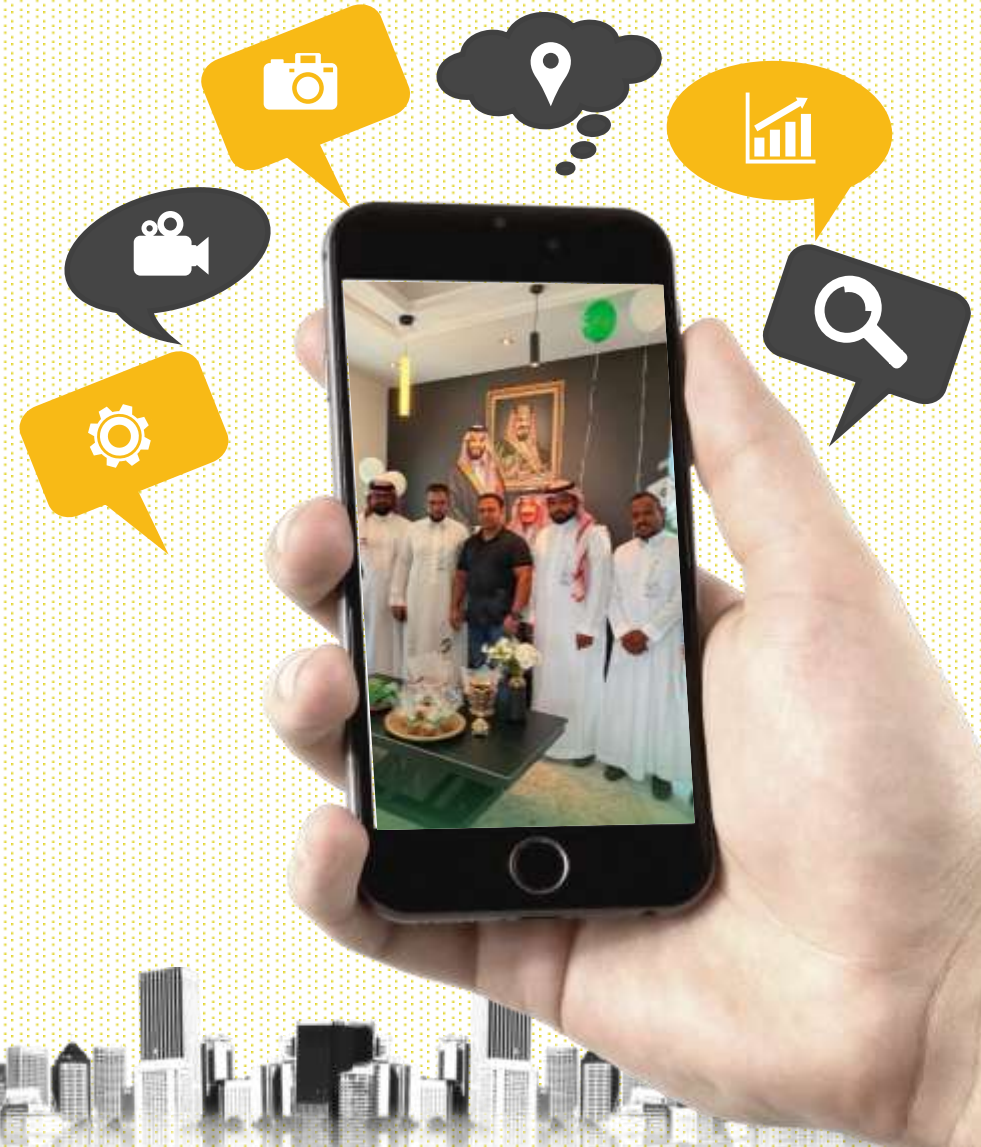
ABOUT US

Who we are?

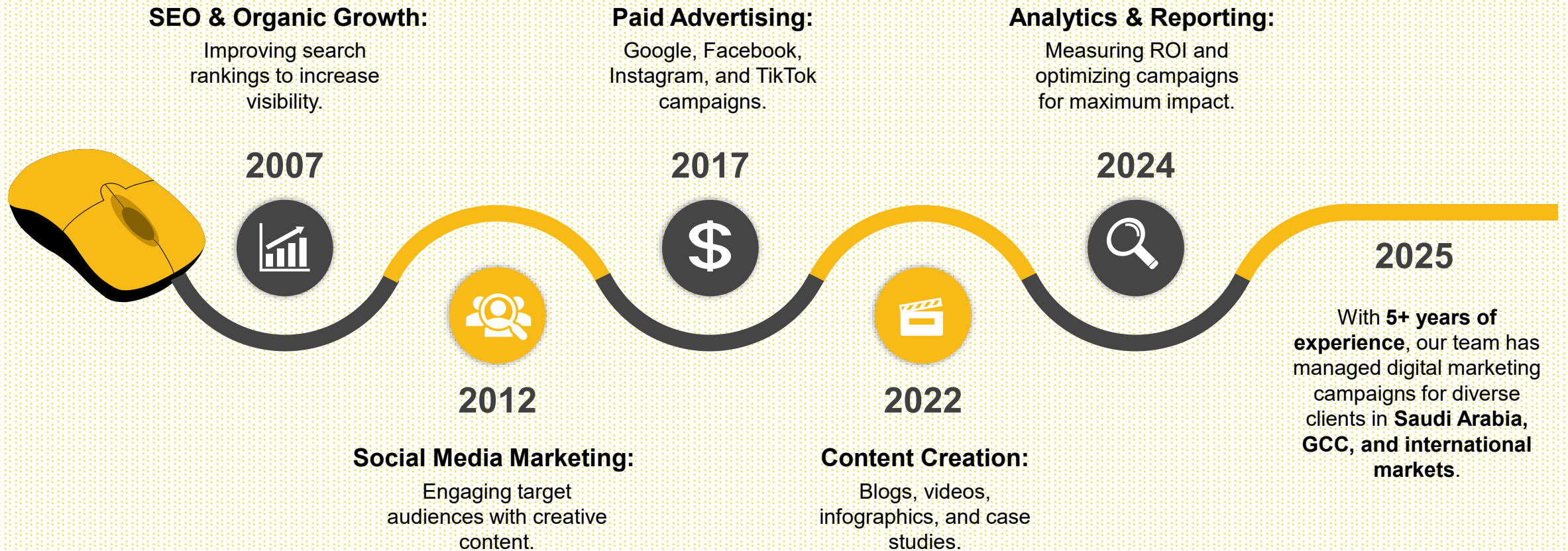
We are a results-driven digital marketing agency committed to helping brands achieve their growth potential online. Our approach combines creativity, data, and strategy to deliver measurable outcomes.

What Sets Us Apart:

- 1 We create **customized marketing strategies** for every client.
- 2 We focus on **measurable results**: increasing leads, engagement, and brand visibility.
- 3 We operate with **transparency and accountability**, ensuring clients always know their campaign performance.



Experience & Expertise



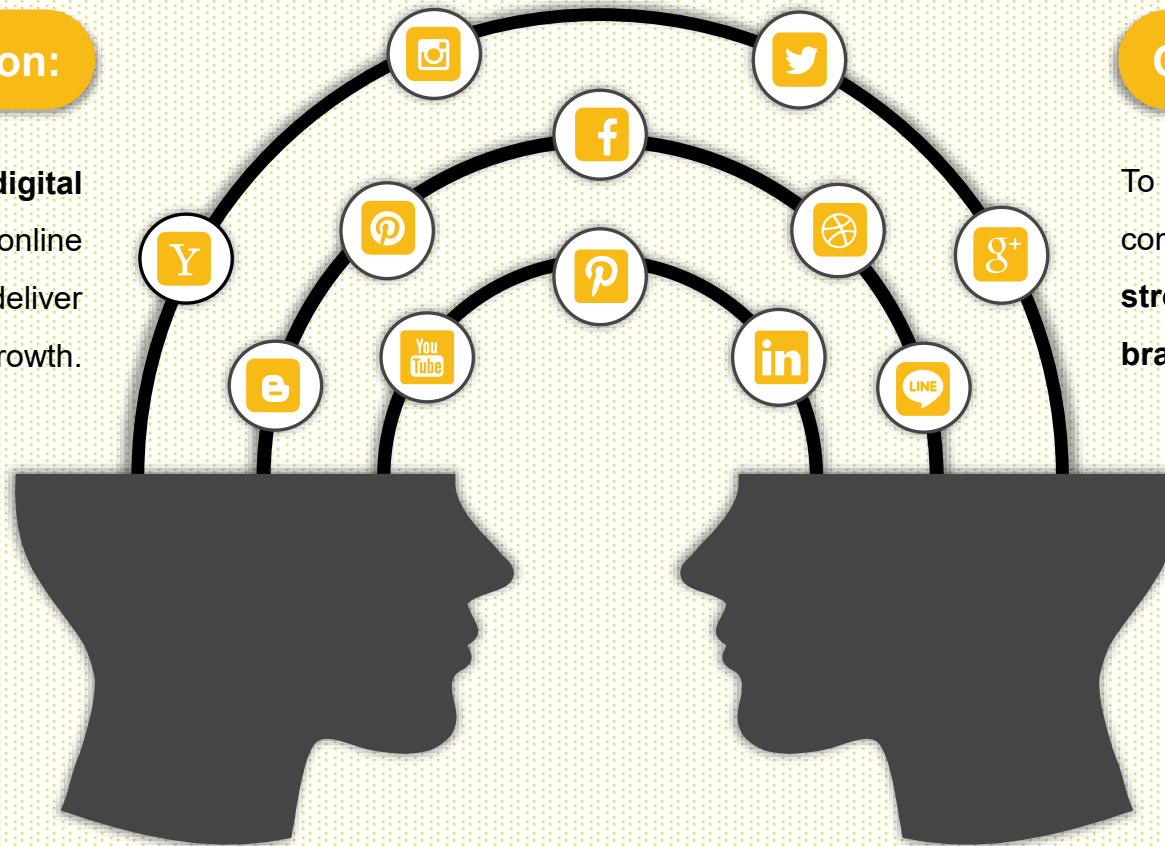
Mission & Vision

Our Mission:

To empower businesses with **strategic digital marketing solutions** that enhance their online presence, engage their audience, and deliver measurable business growth.

Our Vision:

To be a **trusted digital marketing partner** for companies in the GCC, helping them build **strong, innovative, and sustainable brands**.



Key Services

Social Media Management

Content creation, engagement, scheduling, and campaign management.



SEO & Organic Growth

Improve search rankings, increase organic traffic, and enhance online visibility.

Paid Advertising

Targeted Google Ads, Meta Ads, and social media campaigns to generate leads.



Email Marketing & CRM Automation

Nurture leads, automate campaigns, and maintain customer relationships.



Analytics & Performance Reporting

Track KPIs, measure ROI, and optimize campaigns for continuous improvement.



Additional Value:

Multilingual campaign support (English & Arabic).

Customized strategies for each client vertical.

Continuous optimization for measurable results.

Understanding Alnajah





Alnajah Company

is a leading Saudi-based organization providing a range of professional services across multiple sectors.

Their mission is to deliver **innovative solutions** to businesses, governments, and communities in Saudi Arabia.

About Ajnihat Alnajah Solutions Simplified Company

Key Highlights

- ✓ A **trusted provider** of Digital Marketing & Advertisement, IT, manpower, and event management services.
- ✓ Committed to **quality, efficiency, and client satisfaction**.
- ✓ Focused on building **long-term partnerships** with corporate and government clients.

DIGITAL MARKETING

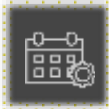


Core Services



Digital Marketing & Advertising

Offers branding, advertising, and digital marketing solutions. Supports businesses to increase visibility and engagement in Saudi markets.



Events & Exhibition Management

Organizes corporate events, exhibitions, and celebrity appearances. Ensures professional execution from planning to post-event reporting.



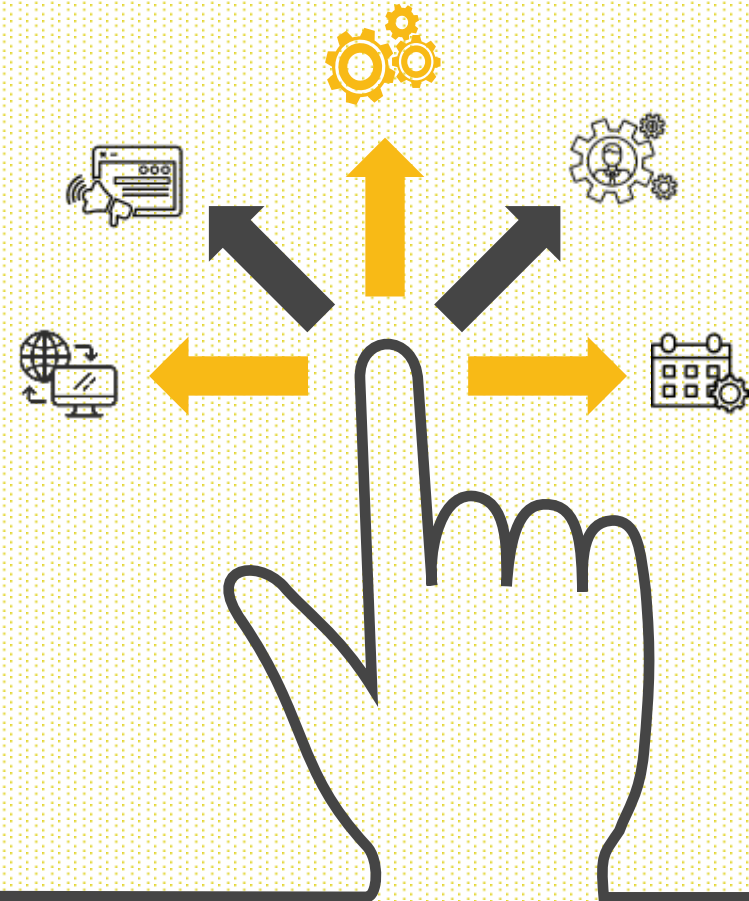
IT & Web Solutions

Provides IT management, software solutions, and web development services. Helps businesses modernize their operations with technology.



Manpower & Consulting

Provides staffing solutions, HR support, and consultancy services. Aligns human resources with client organizational goals.

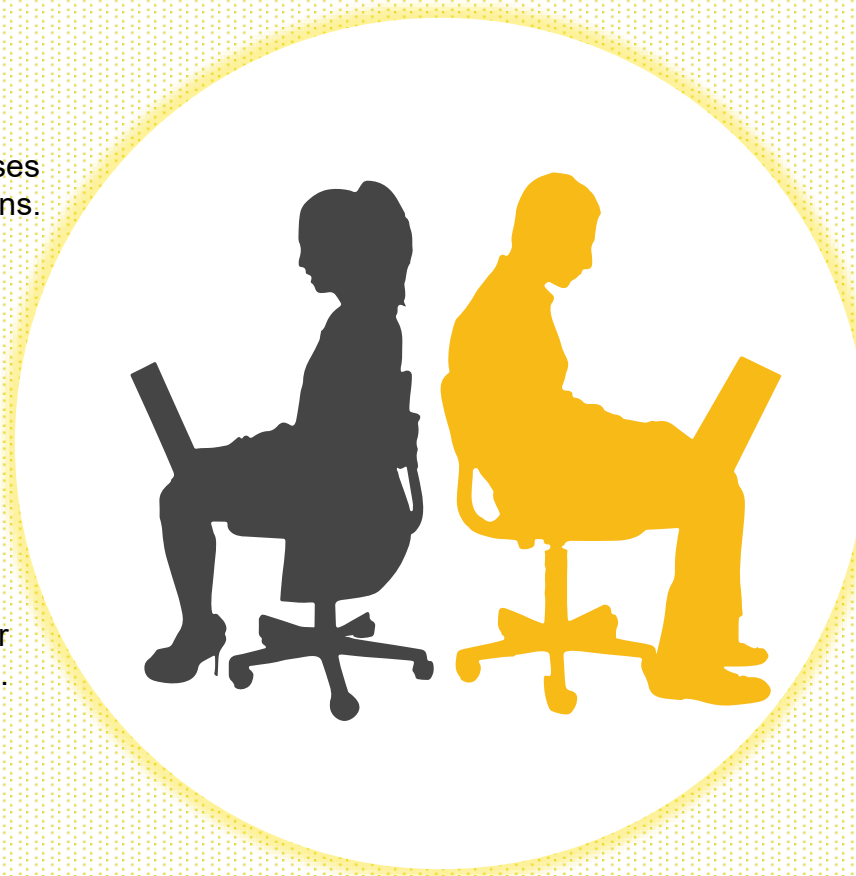


Target Audience

Small, medium, and large enterprises seeking professional solutions.

Corporate
Clients

Companies requiring IT, marketing, or HR expertise.



Ministries and government organizations in Saudi Arabia.

Government
Clients

Clients looking for event management, consulting, or manpower solutions.

Ajinihat Alnajah's services are **tailored to meet the needs of both the private and public sector**, ensuring maximum value and strategic alignment.

Vision 2030 Alignment



Ajnihat Alnajah Company aligns its services with the **goals of Saudi Vision 2030**, focusing on:



Economic Diversification:

Supporting businesses and government entities with innovative IT, marketing, and consultancy solutions.



Innovation & Digital Transformation:

Driving digital adoption through IT solutions, marketing strategies, and events that promote technological growth.



Employment & Workforce Development:

Providing manpower and consulting services that empower the workforce in Saudi Arabia.



High-Quality Service Standards:

Ensuring professional execution and excellence across all divisions to meet Vision 2030 benchmarks.

Challenges & Opportunity



Market Challenges We Can Solve

Despite strong services, your brand might not be fully visible to your target audience online — a key area where digital marketing can create impact.

Low Digital Visibility in a Competitive Market

The market is expanding rapidly, but your digital reach hasn't yet captured potential customers who are actively searching for your services.

Limited Brand Awareness Among New Audiences

Social media presence exists but lacks consistency and storytelling that connects emotionally with users.

Inconsistent Engagement Across Platforms

Traffic comes in from different sources, but there's no single structured path to convert visitors into inquiries or customers.

No Unified Digital Funnel

Many businesses in KSA still rely on English messaging — strong Arabic content can instantly boost relevance and local trust.

Underutilized Arabic Digital Content

Opportunities for Growth & Expansion

Saudi Arabia's rapidly growing digital ecosystem and Vision 2030 initiatives create an **ideal environment** for Alnajah to expand its online footprint and lead in multiple verticals

A

B

C

D

E

Expanding Digital Audience in KSA

Over 30 million active internet users and rising social media engagement.

Strong appetite for online brand discovery and service comparison.

Alignment with Vision 2030

National push toward digital transformation and innovation.

Opportunities to position Alnajah as a forward-thinking, tech-driven partner.

Untapped B2B Market Potential

Corporate and government sectors increasingly rely on digital platforms for vendor sourcing and communication.

LinkedIn and targeted Google Ads can attract qualified leads.

Influencer & Video Marketing Boom

Local audiences respond strongly to influencer collaborations and short video formats.

Perfect fit for Alnajah's Events and Marketing divisions.

Localized SEO & Multilingual Content

Arabic-focused SEO can bring high visibility in KSA search markets.

Combining Arabic and English builds trust with both corporate and international clients.

Market Overview



Digital Growth & Mobile Usage



Internet Penetration

~33.9 million individuals in Saudi Arabia use the internet ($\approx 99\%$ of the population).

99%



Social Media Users

~34.1 million active social media user accounts in early 2025 ($\sim 99.6\%$ of population).

99.6%



Mobile Connections

48.1 million active cellular mobile connections, which is $\sim 140\%$ of the population (due to multiple SIMs per person).

140%



Daily Internet Usage

On average, Saudis spend over 3 hours per day on social media platforms.

3 hrs

Platform Popularity in KSA

~70-72 %

TikTok

Very strong among younger audiences; ideal for short-form & trending content.

~84-88 %

WhatsApp

Used heavily for communication & customer support; good channel for messages/updates.

~66-67 %

X (Twitter)

Good for real-time updates, conversation, announcements, trending topics.



~70.5 %

Snapchat

Stories, informal content, behind the scenes, casual engagement.

~25-28 %

LinkedIn

Strong channel for B2B, professional positioning, corporate services.

~72-78 %

Instagram

Strong for visual content, influencer marketing, ads.

Content Trends & Influencer

Videos of 10–20 seconds dominate, with a strong visual hook in the first 2-3 seconds to capture attention.

Formats like before/after, tutorials/miniseries, “day in my life” stories are trending.



Short-Form & Fast Storytelling



Localized & Arabic Content

Arabic subtitles, local slang, regional references help content feel relevant.

Use of local influencers (macro & micro) to build trust.

Consumers expect to discover, evaluate, and buy products within social platforms.

Influencer-led promotions & product placements are more effective than generic ads.



Social Commerce Growth



Visual & Interactive Content

Instagram Reels, YouTube Shorts used more.

Behind-the-scenes content, storytelling, brand authenticity get higher engagement.

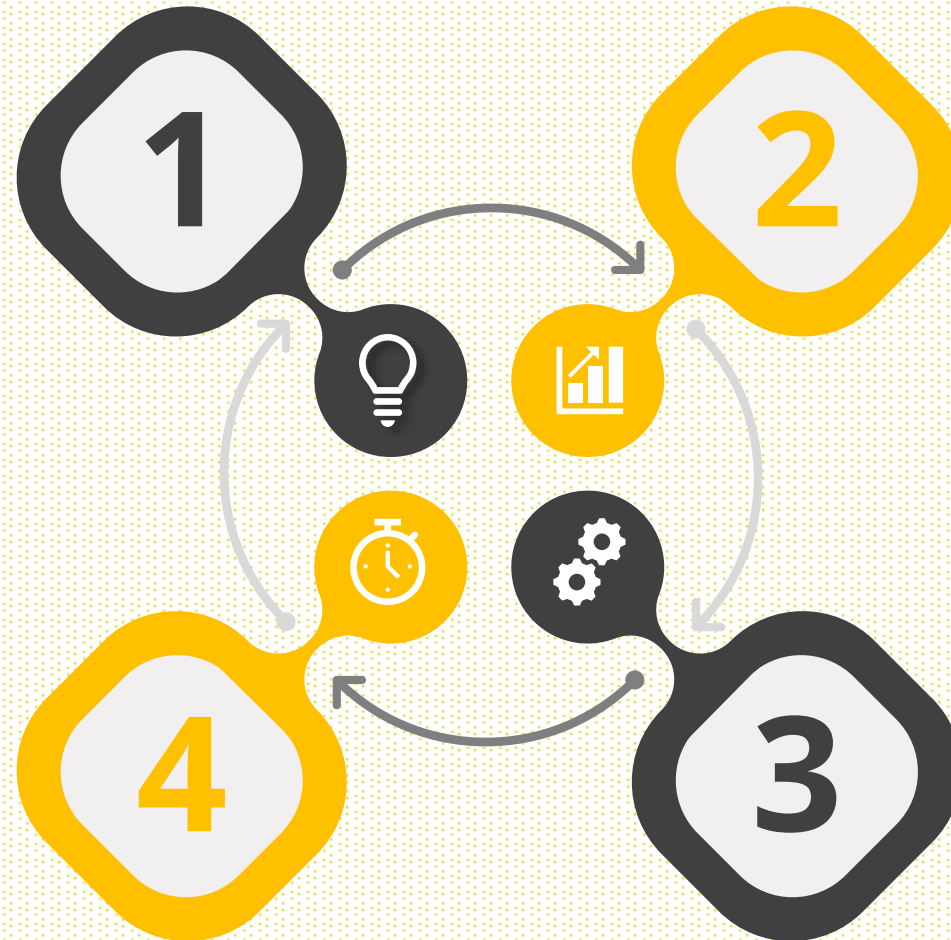
Why Choose US

Local Understanding of the Saudi Market

With deep insights into Saudi consumer behavior, trends, and business culture, Alnajah crafts strategies that truly resonate with local audiences and align with Vision 2030 goals.

Experienced Creative + Technical Team

From skilled designers and content creators to SEO specialists and ad strategists — our integrated team brings creativity and performance together for measurable success.



Transparent Performance Reporting

We believe in clarity and accountability. Every campaign includes detailed performance dashboards and monthly reports so you can see exactly where your investment goes.

Bilingual Expertise (Arabic & English)

Our team ensures seamless communication and culturally relevant messaging — delivering content that connects across both languages while maintaining brand tone and consistency.

Contact Us Today

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Thank You !