

RUDIQ

COMPANY PROFILE
2025

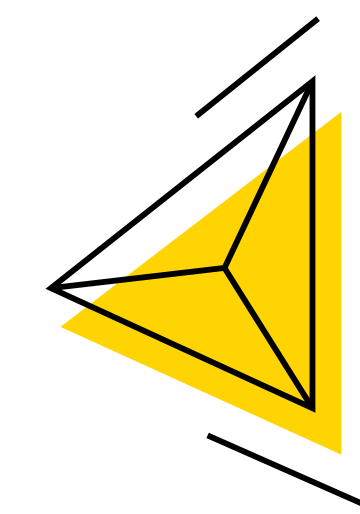
We make noise
You make history



At Rudiq, we don't just market, we create moments. Fueled by memes, midnight strategy sessions and a rebellious love for bold ideas, Rudiq is a next generation marketing agency turning brands into cultural phenomena.

Based in Egypt and expanding across the GCC, we are the glitch in the system. The plot twist your brand didn't see coming but will never forget. We live where attention thrives: at the intersection of culture, strategy and conversion. Our team is built from marketers, designers, creators, developers and analysts but above all, we are brand believers.

For the past 7 years, we've been shaking up digital spaces, helping brands move from background noise to main character energy.

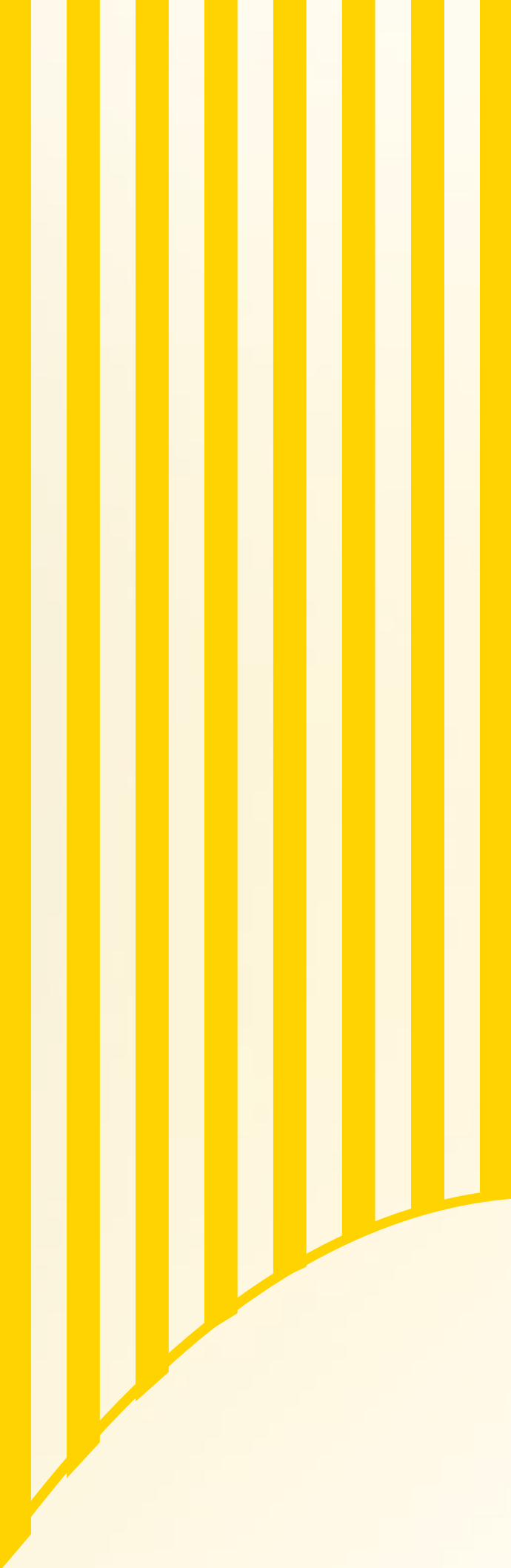


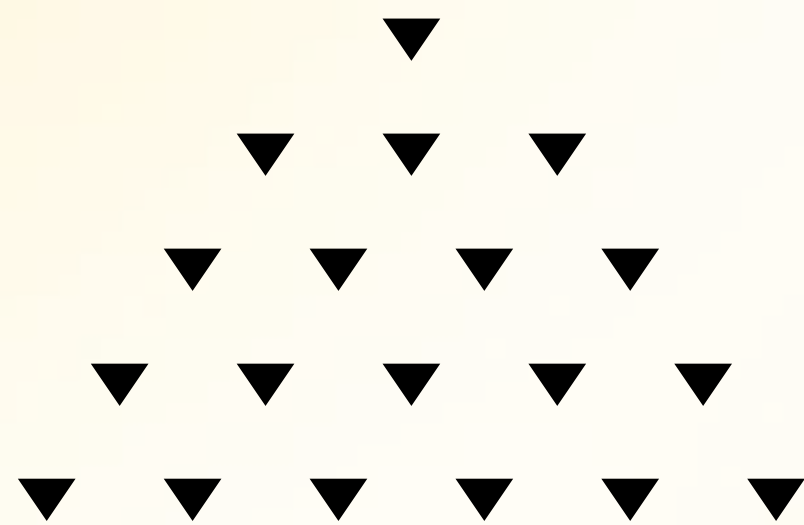
Zero Boring. 100% Bold.

The internet doesn't reward the safe. It rewards the daring, the wild, the scroll stoppers. At Rudiq, we believe:

- **Creativity is Currency:** If it doesn't spark emotion or earn attention, it doesn't belong. Likes, shares, saves these are the new gold.
- **Virality is a Science:** Trends aren't luck. They're engineered through algorithms, hooks and cultural relevance.
- **Main Character Energy Only:** Your brand doesn't play background roles. We turn it into a lead.



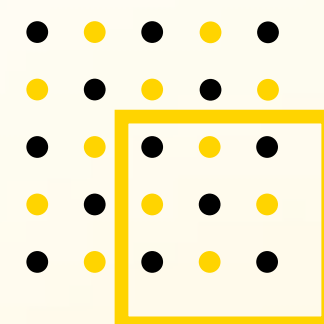
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- **Disruption is Strategy.** The internet loves unpredictability. We shape bold, disruptive energy into campaigns that go viral.
 - **Community over Clout.** Followers are just numbers. Fans are true currency. We build loyal fanbases not just passive audiences.
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Our

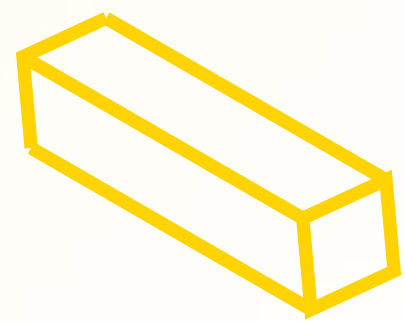
Mission

To fuel clarity, creativity and cultural relevance in every brand we touch turning ideas into ecosystems and clicks into lasting impact. We blend art with analytics, storytelling with performance and culture with precision.



Our Vision

To lead the creative marketing scene across Egypt and the GCC by setting trends instead of following them. We aim to become the heartbeat of daring brands, the agency that reshapes how brands connect, convert, and stay unforgettable.





Core Services

● **Social Media Marketing**

We don't just schedule posts. We build scroll stopping stories, digital buzz and viral momentum. From paid campaigns to community building, your brand becomes the talk of every timeline.

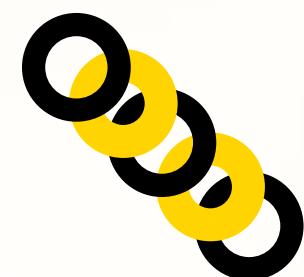
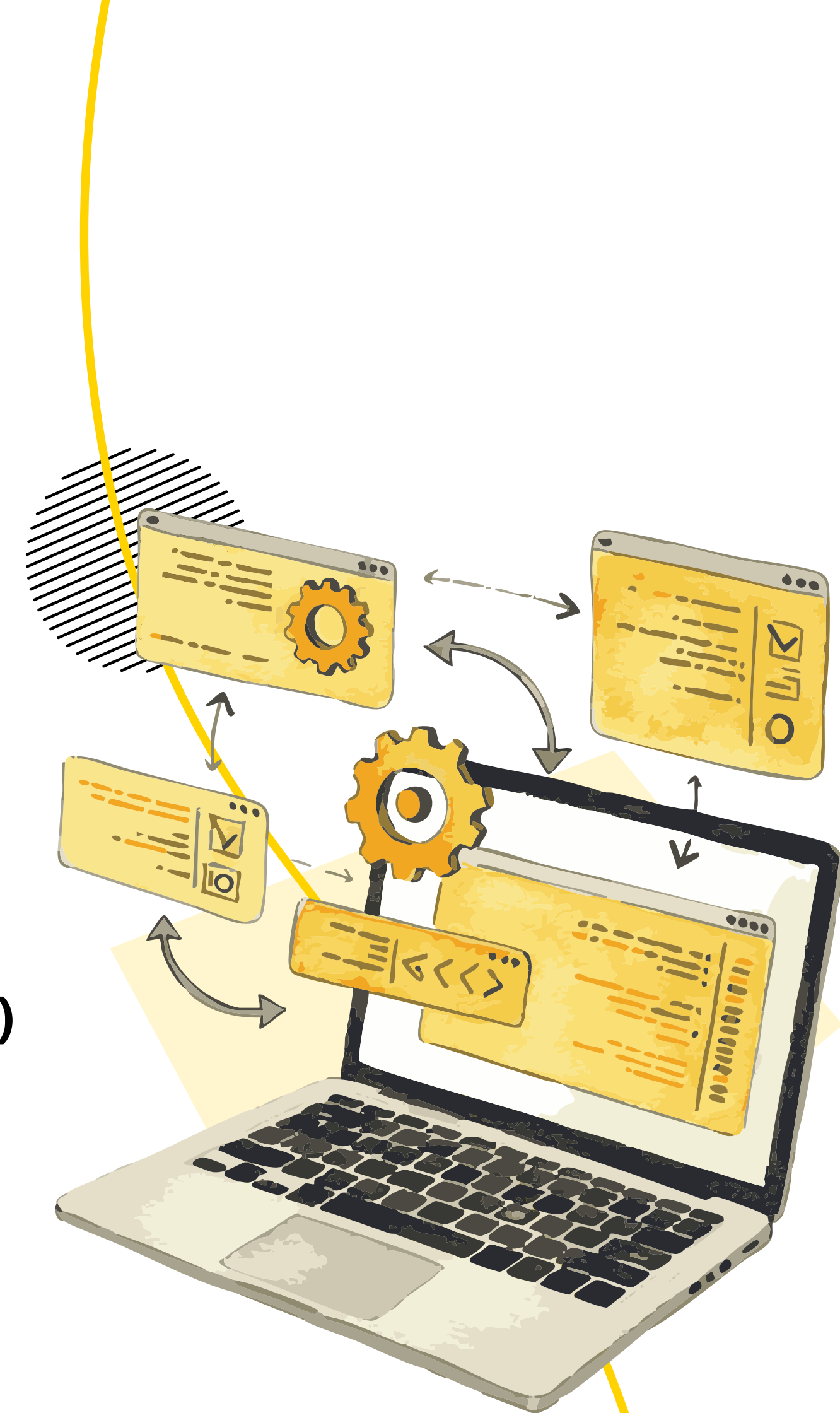
- **Paid campaigns (Meta, TikTok, Snapchat)**
- **Strategy, content calendars & creative concepts**
- **Reels, carousels, stories, shorts**
- **Engagement, growth and community management**



● Web Development

Your website isn't just your digital home, it's your most powerful asset. We build responsive, high performing, beautiful digital spaces designed to convert.

- E-commerce platforms (Shopify, WooCommerce)
- Custom landing pages & sales funnels
- Corporate websites with seamless UX/UI
- Fully optimized, scalable architecture



● Performance Marketing

We don't throw ads in the void. We buy attention that converts. With razor sharp targeting, cultural insight and relentless testing, your campaigns hit where they matter most.

- Full funnel paid media strategy
- ROAS focused execution (Meta, Google, TikTok)
- A/B Testing & real-time optimization
- Lead generation & e-commerce scaling



● Creative Design

Design that cuts through the noise. We craft visuals that tell your story, punch through the scroll and stay in people's minds.

- Visual identity & brand systems
- Social media graphics & ad creatives
- Campaign visuals with narrative impact
- Packaging & digital product design



● **Media Production**

Content worth pausing for. We produce cinematic ads, social first videos and visual stories that stick. Every frame is built to convert.

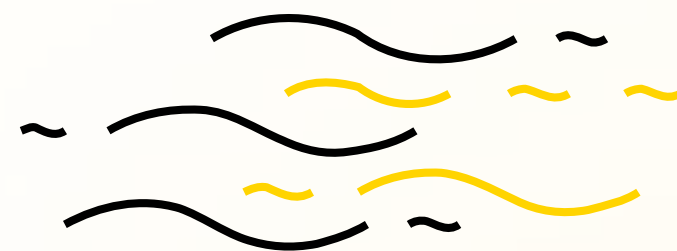
- **Commercials for TV & digital**
- **TikTok & YouTube ad production**
- **Product shoots & motion graphics**
- **Editing & animation with creative direction**



● **Content Marketing**

We write to spark, to sell, to stay. Our content nurtures leads, educates users and converts browsers into believers.

- **SEO content for websites & blogs**
- **High-converting ad copy**
- **Landing page copy & e-books**
- **Email marketing sequences & newsletters**



● **SEO**

Ranking isn't luck. It's architecture + strategy + keywords that matter. We ensure your brand climbs to the top organically.

- **Technical SEO audits & fixes**
- **Keyword strategy & content optimization**
- **Link building & authority growth**
- **Monthly performance tracking**



● Email Marketing

The inbox isn't dead. It's where real loyalty lives. We craft flows that feel human, engaging and impossible not to click.

- **Segmented, data-driven campaigns**
- **Automated flows & personalized sequences**
- **Conversion-focused design & copywriting**
- **Performance analytics & iteration**



● Influencer Marketing

We connect your brand with real voices that drive real impact. We don't chase celebrity. We chase credibility.

- Influencer identification & outreach
- Campaign management & execution
- Product seeding & creative briefing
- ROI reporting & engagement tracking



● Branding

Your brand isn't just what you say. It's what people feel. We build unforgettable identities that spark connection, loyalty, and long-term equity.

- Influencer identification & outreach
- Campaign management & execution
- Product seeding & creative briefing
- ROI reporting & engagement tracking



Our Process

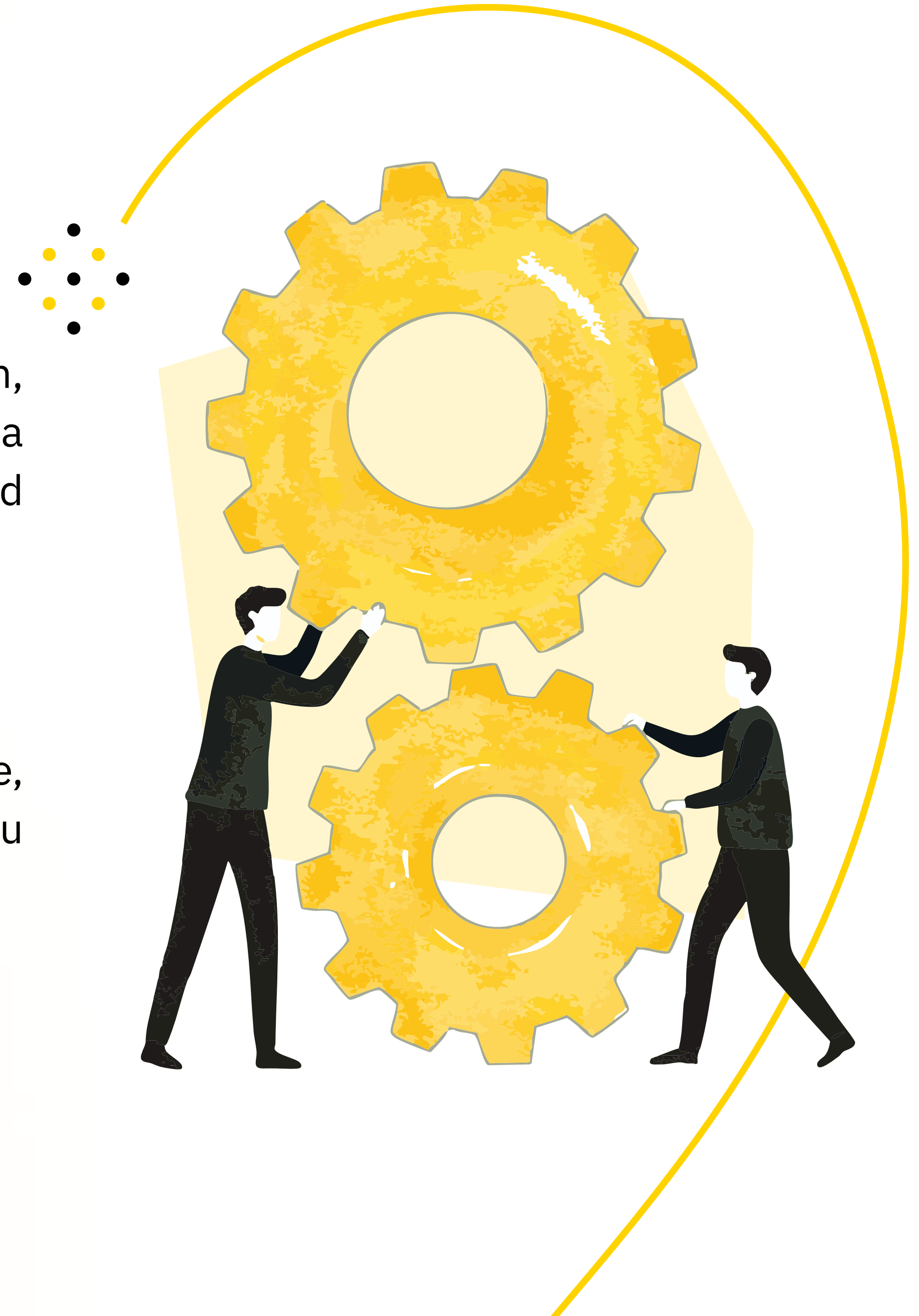
How We Turn Brands into Main Characters

At Rudiq, we don't "wing it." Every bold campaign, viral video, or high converting funnel starts with a system that blends creativity, research and results. Here's how we roll:

■ Discover

We deep-dive into your brand, audience, competitors, and market learning what makes you tick and what makes your audience scroll.

- Market Research
- Audience Profiling
- Brand Voice Exploration



■ **Strategize**

We architect campaigns that don't just look good, they work. Strategy is where bold meets brain.

- Content Calendar Planning
- Funnel Design & Touchpoint Mapping
- KPI & ROAS Setup

■ **Create**

This is where the magic happens. Visuals, copy, campaigns, videos all tailored to hit hard and stay remembered.

- Design + Copy + Video
- Scroll stopping creative assets
- Brand-viral concepts & angles

■ **Launch**

We launch, track and optimize in real time across platforms from Meta to TikTok and beyond.

- Platform Specific Activation
- Ad Spend Distribution
- Location & Interest-Based Targeting

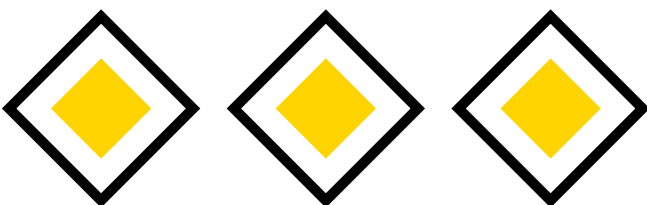
■ **Scale & Optimize**

Once we find what works, we double down. Testing, tweaking, scaling all driven by data, powered by culture.

- A/B Testing
- Weekly Performance Reports
- Scaling strategies built for ROI



& Technologies We Use



We speak digital fluently and we use the industry’s best tech stack to deliver excellence across every campaign

Category	Tools & Platforms
Social Ads	Meta Ads Manager, TikTok Ads, Snapchat Business, LinkedIn Ads
Analytics	Google Analytics, Meta Pixel, Hotjar, GA4

Web & E-comm

Shopify, WordPress, Webflow,
WooCommerce

Design & Motion

Adobe Creative Suite, After Effects,
Premiere Pro, Canva Pro

Project Flow

Notion, Trello, Slack, Figma, Loom

SEO & Content

Ahrefs, SEMrush, Surfer SEO,
Grammarly, Jasper AI

Email Marketing

Mailchimp, Klaviyo, Omnisend,
HubSpot



We've helped brands across various sectors make digital noise that turns into real world results. From beauty to real estate to tech we understand the language of your audience.

- **Beauty & Cosmetics Content that glows and sells**
- **Real Estate Trust building strategies & lead funnels**
- **Automotive Premium visuals for premium vehicles**
- **Tech & E-learning Positioning for credibility and conversion**
- **E-commerce & Retail ROAS focused strategies that move products**
- **Startups & Apps Full funnel digital launches**
- **Lifestyle & Fashion Trendy, viral, culture led communication**



Clients & Work

■ Fiori Cosmetics

Full-service digital management: social media, creative design, website, paid ads
we transformed Fiori into an iconic, elegant brand voice across beauty markets.



■ AU Garage

For premium car protection, we built sleek social presences and targeted lead generation funnels that positioned AU Garage as a go to in the automotive space.



■ H for Homes & Vira

From branding to lead generation in real estate, we built online personas that generated qualified leads and built authority with high value buyers.



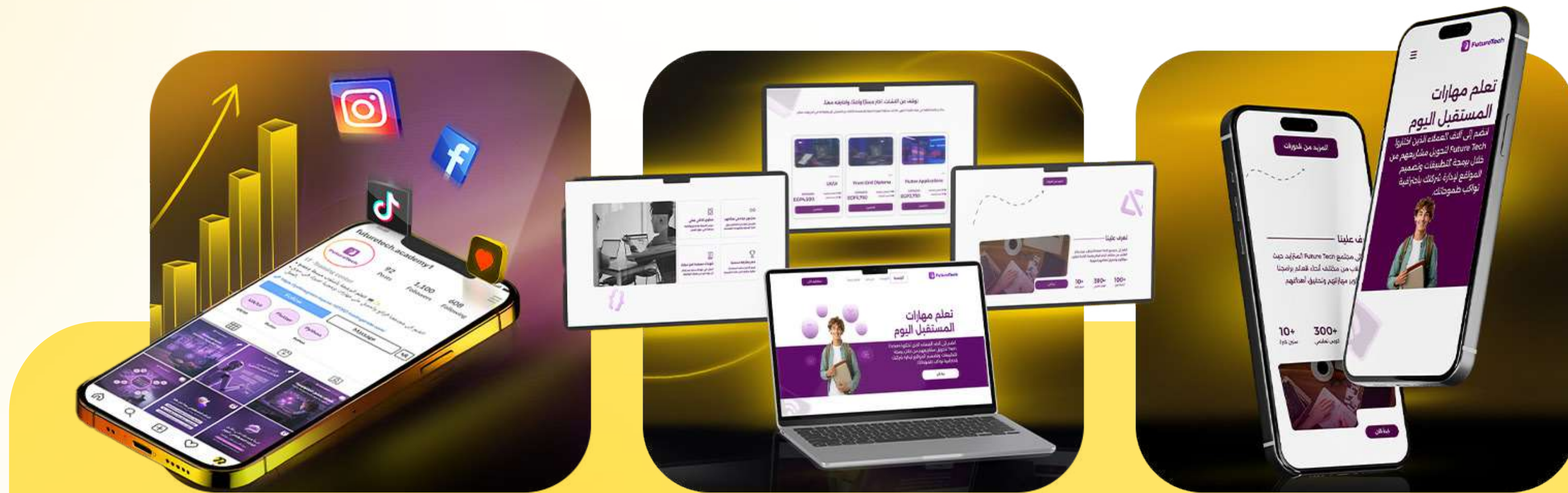
■ Go Offer

We elevated a deal discovery app with dynamic visual branding, creative content and user focused storytelling that made scrolling irresistible.



■ Future Tech Academy

A complete digital transformation website, social media, and paid media positioning the brand as a leader in tech education.



■ Profilm

We highlighted the sleek, high end nature of vehicle protection with storytelling visuals, modern content and elevated digital strategy.



Achievements

& Milestones

We don't believe in bragging but the results speak.

- 7+ years in digital domination
- 150+ campaigns launched across Egypt & GCC
- Average 3x ROAS across performance campaigns
- Over 100M+ ad impressions delivered
- 500+ videos produced for social, ads & brands
- Trusted by 25+ regional brands across 6 industries





We're not just another agency.

We're the vibe architects of your brand.

We don't just push pixels and numbers. We shape moments that travel through feeds, hearts and conversations.

We mix:

- **Strategy that hits deep**
- **Creativity that grabs fast**
- **Data that guides smart**
- **Energy that doesn't quit**





Let's Make Some Noise

Your brand deserves more than “seen.” It deserves to be remembered.
Ready to turn your digital presence into a force?
Partner with Rudiq where we make noise and you make history.

Contact us now for a free consultation.

Contact Us



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Just Click

Thank
YOU

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