

[www.thexampro.com](http://www.thexampro.com)

# CREATIVE PORTFOLIO



→ the XAM Internationals  
Dubai, UAE.

# THE XAM INTERNATIONALS



**OUR SERVICES:**



**E-COMMERCE**

**DIGITAL MARKETING  
ONLINE MARKETING**

**SALES PROMOTION**

**ADVERTISING**

**PHOTOGRAPHY PRODUCTION  
PHOTOGRAPHY SERVICES  
FILMING SERVICES**

(Parties & Events / Commercial & Consumer)



# ABOUT US

Dear Client,  
“the XAM Internationals” brings creativity, strategy and visual excellence under one roof to help your brand stand out in a crowded marketplace.

“the XAM Internationals” might be a small Marketing & Advertising agency, but it’s work makes a big impression. We combine strategic, creative and technical expertise to deliver exceptional marketing solutions. No matter where you are (even thousands of miles away) we can be your reliable digital or marketing partner. Our knowledgeable Account Service Executives are here to guide you through our proven process to help you reach your marketing goals.





# TOOLS:



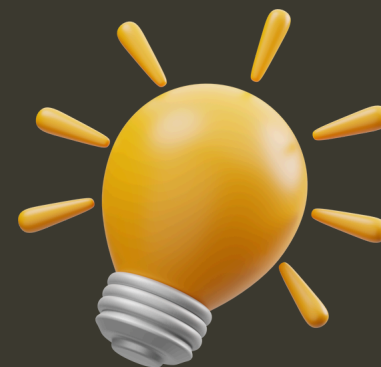
## SEO

ahrefs  
SEMRUSH  
SeoQuake



## ANALYTICS

Google Analytics  
Search Console  
Google Trends



## CREATIVE

AI Creatives  
Adobe Suite  
Capcut  
Canva  
Sony Vegas  
Cubase  
Wordpress



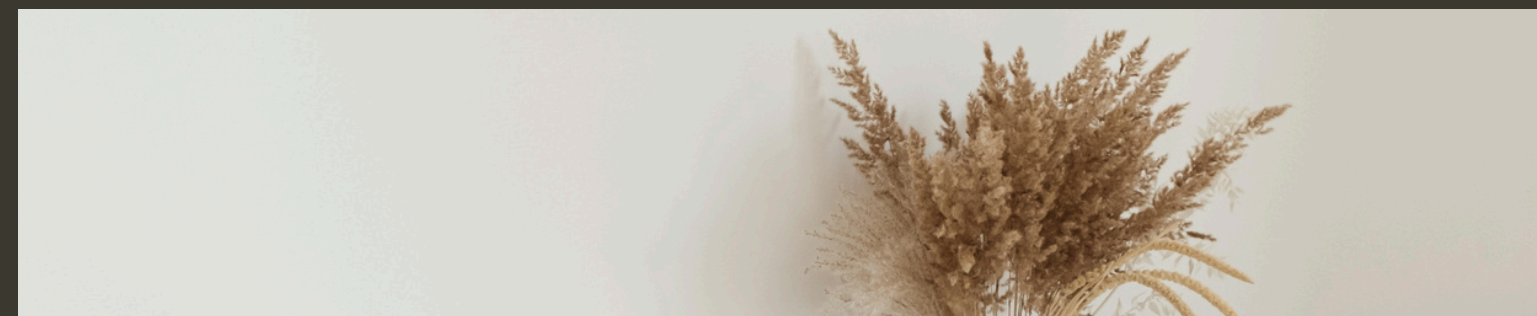
## ADS

Meta  
Google Ads  
LinkedIn



## SOCIAL MEDIA

Rival IQ  
SocialBlade







# MARKETING SERVICES



(Digital / Online):

## STRATEGIC PLANNING

We craft Tailored Plan for every marketing project defining its goals & objectives, production & budget, competitors and market timing.

## RESEARCH & DISCOVERY

Gathering, Analyzing and Applying Insights for Effective Website Design; whether creating a new or enhancing an existing one. With a collaborative team of designers, developers and strategists, project success and sustainability is ensured.

## MESSAGE & VOICE

Building Your Brand with a Consistent Voice and Clear Message; via strongly and consistently establishing your brand's identity across all marketing channels, ensuring your message resonates with your target audience.

## COPYWRITING

We deliver the Right Message to the Right Audience. We do content tailored to your platform, from print materials and blogs to social media and websites.

## INTERNET MARKETING

Driving Results Through Strategic Digital Campaigns, inconsistent digital marketing can undermine your brand. We deliver customized, results-driven online marketing strategies that align with your business goals.

## SALES PROMOTIONS

Engaging campaigns that drive revenue and promotions are key to attracting customers and boosting sales. We design creative campaigns—coupons, giveaways, contests and more—that deliver measurable results.

## TV COMMERCIALS

We create memorable visual campaigns, TV advertising commercials and offer cost-effective production.

## RADIO ADVERTISING

Amplifying your message through the Airwaves; Radio ads remain a compelling way to engage audiences with memorable jingles .

## BENEFITS OF HIRING US:

Hiring a social media marketing agency ensures that your business has a consistent, professional and impactful presence online. We offer professional expertise, effective cost, creative content, advanced tools, data-driven results according to trends.

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## PRESENTATIONS

We make professional presentations to elevate your ideas with visually engaging PowerPoint templates or dynamic virtual presentations.

## SOCIAL MEDIA MARKETING

You're a business owner, not a social media expert; that's where we come in. As social media is a low-cost, high-return form of advertising .

# WEBSITES:

## DEVELOPMENT

Behind every successful website lies expert technical work. We guide you and your team through a complete creative process to transform your vision into reality.

## DESIGN

our developers know how to design engaging, SEO-friendly and professional websites tailored to businesses of all sizes, i.e. affordable blog, website maintenance, social media integration, email marketing, analytics and consultations.

## RESPONSIVENESS

Your website should look and function seamlessly on all devices, whether a desktop, laptop, tablet, or smartphone.

## CONTENT MANAGEMENT

A robust CMS allows you to securely update content like blogs, services, products, and events in real time.

## E-COMMERCE

We can build secure, user-friendly e-commerce websites to help you sell products online efficiently. Designs combine professional aesthetics with robust backend tools for order management, reporting, and customer insights.

## BENEFITS OF HIRING US:

A well-designed website can be a game-changer and we specialize in creating stunning, user-friendly and conversion-driven websites that help businesses establish a strong online presence.

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# DESIGN:



## PRINT DESIGN

Brochures, Sales Collateral and More: We designing the right print ad, brochure, sell sheet, packaging, postcard, newsletter, catalog, and sales collateral are more.

## PRINT ADS

We have extensive experience in the creation of both newspaper and magazine ad design.

## MARKETING COLLATERALS

### BROCHURES

The brochure is a critical part of a marketing plan and its information is as important as the look. Our experienced copywriters can make this content the best .

### CATALOGS

Full color catalogs complete with detailed descriptions are a great way to get all of your products in front of your customers.

### MENUS

Full color menus filled with photos will motivate your customers to order a product or service.

### NEWSLETTER

A newsletter allows the specialists to sell new services while adding additional information that builds their brand and relationship as an expert.

### PACKAGES

Package labeling: We provide creative product packaging design services. We will come up with a creative solution for your package design whether it is a simple label; to bottles, jars boxes or cartons to a custom package to fit your unique product.

## BENEFITS OF HIRING US:

In a world where visuals speak louder than words, having the right design can set your brand apart. We specialize in creating stunning, innovative and impactful designs that leave a lasting impression for your branding, web design, social media graphics and marketing materials. We are your go-to creative partner.

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## **BENEFITS OF HIRING US:**

Creativity that stands out

Customized solutions for every business

Expertise in Multiple Design Areas

Trend-Driven & Timeless Designs

User-Centered Approach

Fast Turnaround & Reliability

Premium Quality

Long-Term Collaboration & Support

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## **SIGN & BILLBOARDS**

### **IN-STORE & OUT DOOR SIGNAGE**

### **IN-STORE CONVENTIONAL & DIGITAL SIGNS**

### **OUTDOOR STORE FRONT SIGNAGE & DISPLAYS**

### **ROADSIDE & MOBILE BILLBOARDS**

### **BRANDING:**

Whether you want to improve customer shopping experience with internal signs or notify consumers of special promotions with billboards design our team can grow your business with proper signage and advertising strategies,

Signage can be an affordable way to support brand awareness with your prime customers. Indoor signs include: POP displays (point of purchase), digital monitors, posters, banners, door hangers, table tents, suspended ceiling signs, window and door signs.

These signs include: exterior building signs, snipe signs, bandits, lot signs, building signs, custom banners, sidewalk signs, hand-held signs, feather flags, and more.

Billboard advertising is one of the most cost-effective means of advertising based on a cost per reach basis, however there are also many mobile billboard options, taxi and bus signs or vehicle wraps.

Trustworthy Brand: Your brand communicates a narrative about your products and company, i.e. name, logo, slogan, marketing materials and advertising. We can help you with your branding needs through proper brand strategy and uniting all of your marketing and advertising materials into one cohesive plan.





# PHOTOGRAPHY SERVICES:



## BENEFITS OF HIRING US:

**Professional Quality** – We use top-tier cameras, lighting, and editing techniques to deliver visually stunning results.

**Creative Direction** – Our team works closely with you to develop a unique and engaging visual narrative.

**Brand Consistency** – We ensure that every photo and video aligns with your brand's identity, enhancing your marketing efforts.

**End-to-End Service** – From pre-production planning to post-production editing, we handle every detail.

## PHOTOGRAPHY SERVICES

PRODUCT PHOTOGRAPHY

CORPORATE PHOTOGRAPHY

EVENT PHOTOGRAPHY

LIFESTYLE PHOTOGRAPHY

E-COMMERCE PHOTOGRAPHY

In today's digital landscape, high-quality photography is essential for building a strong brand presence. Capturing more than just images, professional photography tells a story, highlights details, and evokes emotions that connect with your audience. Whether you need product photography, corporate headshots, or lifestyle imagery, our team ensures that every shot aligns with your brand's identity, enhancing its visual appeal and credibility.

Our professional photography services help bring your brand's vision to life with precision and creativity. **the XAM Internationals** specializes in following:

Showcase your products with high-resolution images that highlight details and aesthetics.

From executive headshots to office culture shots, we help portray your company's professionalism.

Capture the energy, emotion, and key moments of your events with stunning imagery.

Tell your brand's story through natural, relatable, and engaging lifestyle images.

Increase conversions with clean, high-quality images optimized for online platforms.



# VIDEOGRAPHY SERVICES:



## BENEFITS OF HIRING US:

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## VIDEOGRAPHY SERVICES

BRAND STORY VIDEOS

Videography takes storytelling to the next level, creating dynamic and engaging content that resonates with your audience. From compelling corporate videos to attention-grabbing social media clips, every frame is crafted to reflect your brand’s message and vision. Whether you’re showcasing a product, covering an event, or sharing your brand’s journey, our expert team delivers high-quality video content that leaves a lasting impression.

Videos are the most effective way to capture attention and engage audiences. We offer:

Brand Story Videos – Communicate your brand’s mission, values, and uniqueness with a compelling story.

PRODUCT VIDEOS

Product Videos – Highlight product features, usage, and benefits through high-quality video production.

CORPORATE VIDEOS

Corporate Videos – Create powerful company profiles, training videos, and client testimonials.

SOCIAL MEDIA CONTENT

Social Media Content – Short, engaging videos tailored for Instagram, TikTok, Facebook, and YouTube.

EVENT COVERAGE

Event Coverage – Professionally shot and edited videos that preserve the energy and excitement of your events.



# SALES PROMOTION:



## BENEFITS OF HIRING US:

We understand what works and how to deliver.

We craft content that captures attention, from promotional videos to campaigns.

We deliver results quickly, helping you capitalize on market trends and seasonal opportunities without delays,.

Whether it's video marketing, influencer collaborations, POS promotions, or loyalty programs, we use the best channels to maximize your reach.

VIDEO MARKETING –  
ADS

SOCIAL MEDIA  
CAMPAIGNS

DISCOUNT &  
COUPON PROMOTIONS

EVENT MARKETING  
& COVERAGE

POINT-OF-SALE  
PROMOTIONS

LOYALTY &  
REFERRAL PROGRAMS

Sales promotion services are strategic marketing efforts designed to boost customer interest, increase sales, and enhance brand awareness. These services focus on short-term incentives and engaging content to drive consumer action. Businesses use sales promotion services to attract new customers, retain existing ones, and create urgency around their products or services.

High-quality promotional videos that showcase your brand, products, and offers to captivate your target audience.

Engaging content, influencer collaborations, and ad strategies to drive traffic and increase conversions.

Special offers, flash sales, and digital coupons to encourage immediate purchases.

Professionally shot and edited event videos, live streaming, and promotional materials to maximize engagement.

Eye-catching displays, product demos, and in-store promotions to drive impulse purchases.

Reward-based programs that encourage repeat purchases and word-of-mouth marketing.



# ADVERTISING:



## BENEFITS OF HIRING US:

We offer full advertising agency and marketing services.

We focus on innovative  
ad designs and creative  
content.

We specialize in online marketing, including SEO, PPC, and social media advertising.

We also focus on purchasing ad space across different platforms, primarily.

# CREATIVE DEVELOPMENT

MARKET RESEARCH  
& STRATEGY

## BRANDING & IDENTITY

# MEDIA PLANNING & BUYING

# SOCIAL MEDIA & DIGITAL MARKETING

PUBLIC RELATIONS  
(PR)

## INFLUENCER & AFFILIATE MARKETING

An advertising agency is a business that specializes in creating, planning, and managing advertising and marketing campaigns for brands, businesses, and organizations. These agencies help clients promote their products, services, or brand identity by using creative strategies and various media channels, such as social media, TV, radio, print, and digital platforms.

Creative Development – Designing compelling advertisements, including graphics, videos, and written content.

Market Research & Strategy – Analyzing target audiences and market trends to develop effective campaigns.

Branding & Identity – Creating logos, taglines, and brand messaging to establish a strong brand presence.

Media Planning & Buying – Selecting the best platforms (TV, digital, print, etc.) and negotiating ad placements.

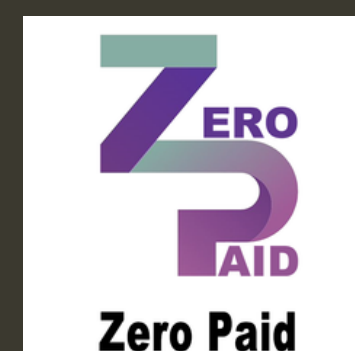
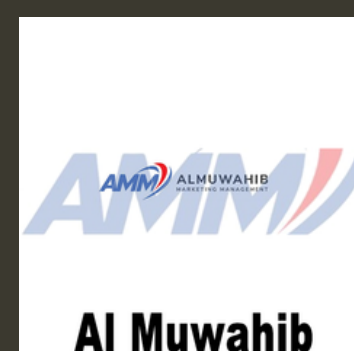
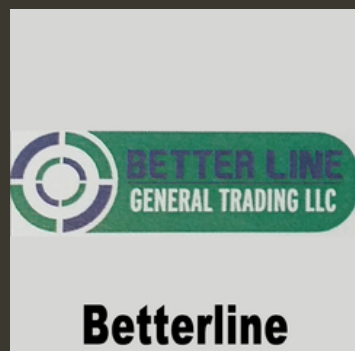
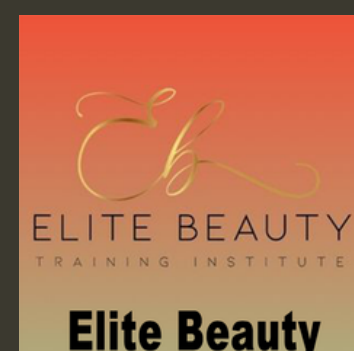
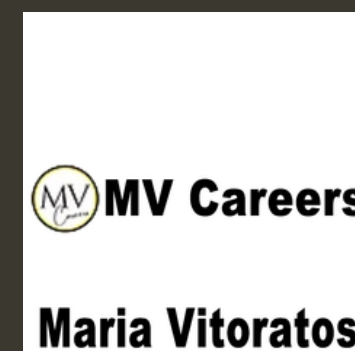
Social Media & Digital Marketing – Managing online presence, running paid campaigns, and optimizing content.

Public Relations (PR) – Managing brand reputation, press releases, and media relations.

Influencer & Affiliate Marketing – Collaborating with influencers and partners to increase brand visibility.

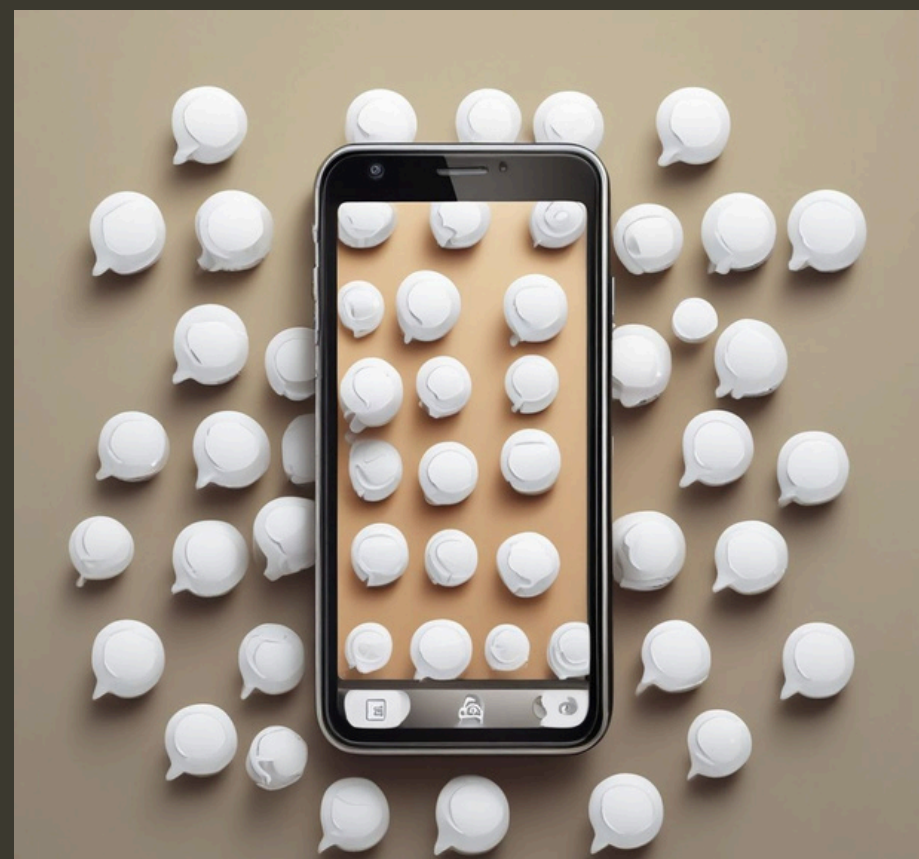


# OUR PORTFOLIO









# CONTACT US

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THANK YOU