

— HAWAS MARKETING —

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COMPANY

PROFILE

Full-Service Marketing Agency



2026

ABOUT US



WHO WE ARE

Hawas Marketing is a full-service marketing agency based in Cairo, helping brands across real estate, tourism, healthcare, fashion, and other industries turn strategy into measurable growth. We combine datadriven advertising, creative production, and hands-on campaign management to deliver results our clients can actually see .

OUR VISION

To become the leading performance-driven marketing partner for ambitious brands across Egypt and the region .

OUR MISSION

To turn every client's marketing budget into predictable, measurable growth — through sharp strategy, highconverting creative, and campaigns built to perform, not just to look good .



OUR STORY

WHY WE WERE FOUNDED

Hawas Marketing was founded by Salah Nabil after more than 8 years of hands-on experience in marketing and advertising across multiple industries. Running and scaling campaigns for real estate developers, tourism companies, healthcare providers, and retail brands, one problem kept repeating itself: most agencies were excellent at producing content, but weak at producing results .

Hawas Marketing was built to close that gap — an agency where every post, every ad, and every campaign is built around one goal: real, measurable business growth for our clients .



THE PROBLEM WE SOLVE

We solve the disconnect between marketing activity and marketing results — helping brands stop paying for likes and impressions, and start paying for leads, bookings, and sales .



OUR VALUES



INNOVATION



Always looking for smarter, more effective ways to reach and convert audiences.

TRANSPARENCY



Clear communication and honest reporting, at every stage.

COMMITMENT



We treat every client's growth as our own responsibility.

GROWTH



Every decision is made with our clients' growth as the measure of success.

CREATIVITY



Ideas that capture attention and drive action — not just aesthetics.

OUR SERVICES

A complete, in-house set of services covering strategy, creative, and performance

- Social Media Management
- SEO
- Email Marketing
- Google Ads
- Meta Ads
- TikTok Ads
- Branding
- Video Production
- Motion Graphics
- Graphic Design
- Photography
- Website Development
- Content Creation
- Marketing Strategy



OUR PROCESS

From the first conversation with a client to measurable results — our process is built for clarity and speed .

01

Research

Understanding the client's market, competitors, and audience.

02

Strategy

Defining goals, channels, and the plan to reach them.

03

Content Plan

Mapping messaging, creative direction, and campaign calendar.

04

Design & Production

Producing ad creative, video, and photography.

05

Campaign Launch

Deploying campaigns across Meta, Google, and TikTok.

06

Optimization

Continuous testing and refinement based on live data.

07

Reporting

Clear, regular performance reports tied to real business goals.



WHY CHOOSE US

SPECIALIZED TEAM

Dedicated strategists, designers, and media buyers for every account.

CREATIVE IDEAS

Campaigns built to stand out, not blend in.

DATA-DRIVEN DECISIONS

Every move backed by numbers, not guesses.



REGULAR REPORTING

Clear, transparent performance updates on a fixed schedule

FAST EXECUTION

Quick turnaround from brief to launch.

ROI-FOCUSED

Every campaign is measured against real business results.

INDUSTRIES WE SERVE

Real Estate

Sports

Fashion

Medical

Beauty

Education

**Restaurants
& Cafes**

Tourism

E-commerce

OUR CLIENTS

Brands and organizations we've partnered with across our core industries .



Plantation



OUR CLIENTS

Brands and organizations we've partnered with across our core industries .



國泰人壽
Cathay Life Insurance



ATKINS



E.SUN BANK



Global Canopy

envu™



CONTACT US



*We'd love to learn
more about **your**
brand and how we
can help you*

GROW



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