

DIGITAL GROWTH PROPOSAL

KB Architects

Social media, website, SEO and qualified
lead generation

Prepared September 2026



WHAT KB ASKED FOR

A marketing partner to strengthen KB's digital presence and create qualified project inquiries consistently.

- 01** Social media management and content production
- 02** Website development and search visibility
- 03** Digital advertising and lead generation



THE OPPORTUNITY

**KB already has the work.
The digital experience must make the
value obvious.**

The firm combines design, construction and turnkey delivery.
Marketing should turn that capability into clear proof for developers,
corporate clients and property owners.

PORTFOLIO

Case studies that explain scope
and outcomes

AUTHORITY

Content that demonstrates
expertise and delivery control

PIPELINE

Campaigns that connect attention to
qualified contact

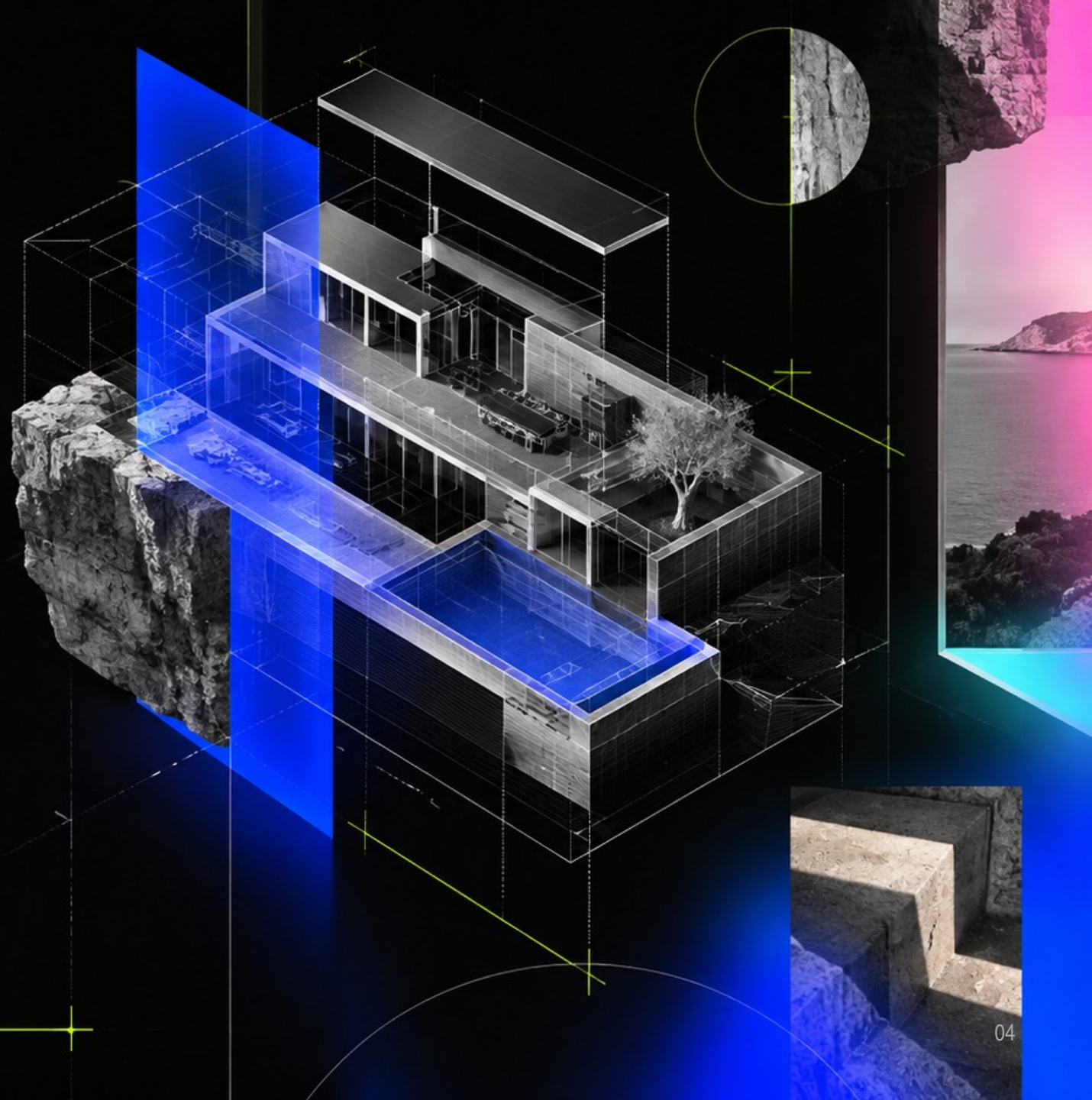


GAMEEL

THE GROWTH SYSTEM

One system connects the
portfolio, content, search and
advertising.

Attention
Proof
Inquiry
Follow-up



FOUR CONNECTED WORKSTREAMS

- | | | |
|----|-----------|---|
| 01 | CONTENT | A consistent editorial presence built around projects, expertise and people. |
| 02 | WEBSITE | A bilingual portfolio experience that helps buyers understand KB and contact the team. |
| 03 | SEARCH | Technical SEO and service pages designed around how clients look for architecture partners. |
| 04 | CAMPAIGNS | Paid search and social campaigns connected to focused landing pages and tracking. |



GAMEEL

SOCIAL MEDIA MANAGEMENT

Monthly production

16 designed posts or carousels

8 short videos or reels

Arabic and English copy

Publishing and community management

Every post should prove how KB thinks, builds and solves problems.



CONTENT BUILT AROUND KB'S WORK

The project archive becomes a repeatable editorial system.



PROJECT STORIES

Scope, challenge, solution and result



COMMERCIAL CAPABILITY

Complexity, coordination and delivery



DESIGN THINKING

Materials, space and client decisions



SITE PROGRESS

Quality control and construction updates

Supporting series

Team expertise
Client education

Material choices
Before and after

Construction insights
Frequently asked questions

WEBSITE AND SEO

A bilingual website that presents KB's work clearly and gives every visitor a direct route to contact.

Core pages

- Home
- Capabilities
- Sectors
- Projects and case studies
- About and team
- Contact and qualification

WEBSITE SCOPE

The build focuses on credibility, discoverability and conversion.

01

Information architecture

Clear paths by service, sector and project type.

02

Case study system

Structured pages with scope, process, photography and outcomes.

03

Bilingual experience

English and Arabic interfaces with consistent content hierarchy.

04

SEO foundation

Technical setup, metadata, local search and service keyword mapping.

05

Lead capture

Qualification forms, calls, WhatsApp actions and campaign landing pages.

06

Measurement

Analytics events, campaign attribution and monthly conversion review.

PAID ACQUISITION

Search captures active demand.
Social campaigns build familiarity
and retarget interested visitors.

Campaign setup

- Search campaigns
- Meta campaigns
- Dedicated landing pages
- Lead qualification
- Weekly optimisation



LEAD JOURNEY AND MEASUREMENT

We will judge marketing by the quality of project conversations it creates.

01

DISCOVERY

Search, paid social and organic content

02

PROOF

Case studies, expertise and project detail

03

CONTACT

Form, phone or WhatsApp inquiry

04

QUALIFICATION

Service, budget, location and timing

Core indicators

Qualified inquiries

Cost per qualified lead

Website conversion rate

Pipeline source quality

90-DAY ROLLOUT

The sequence establishes the foundation before increasing campaign pressure.

01

DAYS 1–30

FOUNDATION

- Audit
- Positioning
- Analytics
- Content direction
- Website architecture

02

DAYS 31–60

BUILD AND LAUNCH

- Content production
- Website design and build
- SEO setup
- Landing pages
- Initial campaigns

03

DAYS 61–90

OPTIMISE

- Creative testing
- Conversion improvements
- Retargeting
- Pipeline review
- Next quarter plan

MONTHLY DELIVERABLES

Growth package

CONTENT

16 posts or carousels, 8 reels, bilingual copy, publishing and community management

SEO

On-page optimisation, technical review, keyword tracking and one focused content article

CAMPAIGNS

Search and Meta management, creative testing, landing pages and weekly optimisation

REPORTING

Monthly performance dashboard, lead quality review and the next month's priorities

Media spend, travel, hosting and third-party software are billed separately.

INVESTMENT OPTIONS

USD pricing. Initial engagement: three months.

FOUNDATION

\$1,250 / month

12 posts
4 reels
Bilingual copy
Publishing and community
Monthly report

Website from \$3,800

GROWTH

\$2,400 / month

16 posts
8 reels
SEO management
Paid campaign management
Landing pages
Pipeline review

Website \$5,800

RECOMMENDED

MARKET AUTHORITY

\$3,750 / month

20 posts
12 reels
Monthly production day
Advanced SEO
Two lead funnels
CRM automation

Website from \$8,500

RECOMMENDED

GROWTH PARTNERSHIP

\$13,000

First 90 days

WEBSITE

\$5,800 one-time

Design, development, bilingual setup, SEO foundation, analytics and lead capture.

MONTHLY PARTNERSHIP

3 × \$2,400

Social content \$1,250 / month
SEO \$550 / month
Campaign management \$600 / month

PAYMENT

Website: 50% / 30% / 20%
Retainer billed monthly in advance
Seven-day invoice term

Advertising media spend is separate. Taxes apply where required.

SOCIAL MEDIA AND CONTENT

\$1,250 / month

Detailed monthly scope

16 designed posts or carousels
8 edited reels or short videos
Arabic and English copywriting
Monthly content strategy and calendar
Publishing across agreed channels
Comment and inbox monitoring
Two revision rounds per content batch

MONTHLY WORKFLOW

WEEK 1

Strategy and project priorities

KB shares active projects, milestones and commercial priorities.

WEEK 2

Content production and approval

Gameel delivers the first content batch for consolidated feedback.

WEEKS 3-4

Publishing and engagement

Approved content goes live while the team monitors audience response.

MONTH END

Performance review

The monthly report identifies strong topics and next-month actions.

Start: 10 business days after receiving brand files, project material and approvals.

WEBSITE DEVELOPMENT

\$5,800 one-time

Included in the build

- Discovery and content architecture
- Custom responsive UI design
- English and Arabic page system
- Home, capabilities, sectors and about
- Project portfolio and reusable case studies
- Contact, WhatsApp and qualification forms
- CMS training and launch support
- Analytics, conversion events and basic security

8-WEEK DELIVERY

01	WEEK 1	Discovery, sitemap and content inventory
02	WEEK 2	Wireframes and conversion paths
03	WEEKS 3-4	Visual design and responsive screens
04	WEEKS 5-7	Development, CMS and bilingual content
05	WEEK 8	Quality checks, training and launch

Payment milestones: 50% at kickoff, 30% after design approval, 20% before launch.

SEO AND ORGANIC VISIBILITY

\$550 / month

The monthly SEO program starts after the technical foundation is implemented.

TECHNICAL

- Crawl and index review
- Core Web Vitals checks
- Redirect and broken-link control
- Metadata and schema setup
- Analytics and Search Console

CONTENT

- Keyword map by service and sector
- On-page optimisation
- One focused article each month
- Case-study search optimisation
- Internal linking improvements

LOCAL AND REPORTING

- Google Business Profile support
- Location and service relevance
- Rank and traffic monitoring
- Conversion reporting
- Quarterly keyword priorities

FIRST 90 DAYS

Days 1-14: audit and keyword plan Days 15-30: technical fixes Month 2: on-page and local SEO Month 3: content, measurement and refinement

DIGITAL ADVERTISING AND LEADS

\$600 / month

Management investment

- | | | |
|----|--------------|---|
| 01 | SETUP | Google Search and Meta account structure, tracking, audiences and negative keyword controls. |
| 02 | CREATIVE | Campaign concepts, ad copy, static variations and short-form adaptations from approved content. |
| 03 | CONVERSION | Focused landing pages, qualification questions, WhatsApp actions and call tracking. |
| 04 | OPTIMISATION | Weekly budget shifts, search-term review, creative testing and lead-quality feedback. |
| 05 | REPORTING | Spend, inquiries, qualified leads, cost per qualified lead and pipeline-source review. |

Recommended media budget: \$1,500-\$3,000 per month, paid directly to Google and Meta. Final budget follows geography, service priorities and lead targets.

COMMUNICATION AND APPROVALS

One accountable Gameel lead keeps decisions, files and feedback organised.

MONDAY	Priority note	Active deliverables, decisions needed and deadlines for the week.
TWICE MONTHLY	Content approval	Content arrives in batches so KB can provide one consolidated response.
WEEKLY	Campaign update	Short note on spend, lead quality, tests and any immediate change.
MONTHLY	Performance review	A 45-minute meeting covers results, pipeline feedback and next priorities.

CHANNELS

WhatsApp for quick coordination Email for formal approvals Shared workspace for files and calendars Video call for monthly reviews

Response standard: one business day. Urgent campaign issues receive same-day acknowledgement during working hours.

PAYMENT TERMS AND CONDITIONS

ENGAGEMENT

The recommended partnership starts with a three-month minimum term.

RETAINER

Monthly service fees are invoiced in advance and due within seven calendar days.

WEBSITE

50% at kickoff, 30% after design approval and 20% before launch.

MEDIA

KB pays advertising spend directly to the platforms. Management fees exclude media.

APPROVALS

KB provides one consolidated response within two business days to protect the timeline.

REVISIONS

The scope includes two revision rounds per deliverable or content batch.

EXCLUSIONS

Taxes, hosting, domains, stock licences, travel and major production costs remain separate.

RIGHTS AND EXIT

Final rights transfer after full payment. Either party may give 30 days' notice after the initial term.

Out-of-scope work requires written approval and a separate estimate. Timelines move when required access, content or approvals arrive late.

Contact Us

Conversion - First Web

Build high-converting immersive digital experiences that turn interest into qualified sales inquiries.

Elastic Creative Teams

Scale dedicated production teams up or down seamlessly across every project phase.



GAMEEL

BUILT FOR REAL ESTATE

Gameel specialises in real estate branding, social content, web experiences, 3D visualisation and property marketing.

One creative system

Strategy, content, website and campaigns share one visual direction and one commercial goal.

Portfolio: gameel.studio

NEXT STEP

Discovery workshop and 30-day launch plan

Confirm the package, appoint one KB contact and schedule the kickoff session.

APPROVE AND START