

We reach the person who signs the PO — not the crowd.

Digital marketing for B2B. We sell you qualified enquiries, not impressions.

EXPERIENCE

14+ years

CLIENTS

500+

PRESENCE

3 countries

FOUNDED

Riyadh · 2012

An integrated production house — not an ad agency

Founded in Riyadh, 2012. Four departments under one roof — so what your campaign needs is produced in-house, not across four vendors.

01 · MARKETING

Marketing Solutions

Lead generation, search optimisation, and visibility inside AI search engines.

02 · MANUFACTURING

Print & Manufacturing

Stands, trophies and awards, packaging, and print at every size.

03 · EVENTS

Corporate Events

Event production, stand and exhibition build, and on-ground operations.

04 · MEDIA

Media Production

Corporate and documentary film, advertising, podcasts, and photography.

Why integration matters. The exhibition stand, the technical print, the product photography — one accountable party for all of them, one consistent identity, no vendor-to-vendor emails.

Energy, industry, finance and government

A selection from a base of more than 500 clients across Saudi Arabia, the UAE and the region.



Industrial cities, ports, transport and trade

From factories and ports to banks and government bodies — a breadth that reflects the depth of experience.



SECTION ONE

The Diagnosis

Where opportunities are lost in B2B marketing — and why consumer marketing tools don't work here.



THE DIAGNOSIS

Where the enquiry is lost today

93%

of B2B purchase decisions begin with a search

40%

of buyers now search through AI assistants

8x

LinkedIn's B2B conversion vs other channels

WHAT THIS MEANS

Every requirement your buyer has begins as a search. If you're not there, you lose the deal before price is ever discussed.

THE NEWER RISK

AI assistants produce a short supplier list. Whoever is absent from their sources is absent from the answer — with no trace.

THE OPPORTUNITY

Industrial categories are thinly covered, especially in Arabic. Competition is low, and the window closes as competitors fill it.

The figures above are published market benchmarks, not your results. Your real baseline is measured in month one — and it is the only number we are held to.

The deal is decided before the RFQ arrives

B2B marketing is not about reaching a wide audience. It is about reaching specific people at two precise moments.

MOMENT ONE

Specification

When the consultant writes the technical schedule, the brands allowed to quote are set. Absent here means lost before the RFQ.

MOMENT TWO

Sourcing

When a buyer needs a supplier now, they search and send their enquiry to three or five names. A short, high-intent moment.

THE CONSEQUENCE

What the budget buys

Presence at specification, and capture at sourcing. The unit of value is a qualified enquiry, not a click.

And a third factor: the buying committee. The engineer asks about compliance, procurement about price, finance about creditworthiness — address only one and you stall the decision for the others.

SECTION TWO

Our Method

Five layers built in order, the channels that serve them — and what we advise against.



Five layers, built in order

Each layer rests on the one before it. Spending on reach before proof is the most common way a budget is wasted.

1

Proof

Months 1–2

A bilingual technical website that answers the buyer's questions: specifications, agencies, certifications, and project references.

2

Capture

Primary enquiry source

Paid and organic search on the terms a buyer uses at the moment of need — in Arabic and English.

3

Reach

Influences specification

Targeting consultants and procurement managers by job title on LinkedIn — before the need arises.

4

Authority

Compounds, lowers cost

Technical content that makes you the reference, not just a supplier: selection guides, compliance notes, project stories.

5

Convert & measure

Makes every layer accountable

Corporate-email-gated forms, full tracking, and a monthly reconciliation with your sales team.

The buyer map

Each audience has a channel that reaches it, content that speaks to it, and an action we expect from it.

Audience	How we reach them	The action we want
Consultants & spec writers	LinkedIn by job title, and technical content	Add your brands to the specification
Procurement managers	High-intent paid search, and category pages	Send an RFQ
Project & site engineers	Search by part number, and WhatsApp	Immediate enquiry or call
Contractor & operator management	LinkedIn company targeting, and PR	Register you as an approved vendor
Distributors & channel partners	Search in target markets, and trade directories	Open a distribution conversation

The first row is the most valuable. Consultants are the smallest audience and the most influential — their decision precedes every other one, and generic marketing never reaches them; role and technical content do.

The primary channels that carry the load

Five channels produce most of the enquiries. Each has its layer and its unit of measure.

Channel	Why we recommend it	Measured by
Google paid search	Reaches a buyer with a live need at that exact moment. Produces enquiries from week three	Enquiries
Search engine optimisation	Compounds and displaces paid spend. Arabic is under-contested in industrial categories	Organic enquiries
Visibility in AI search engines	Ensures you appear when a buyer asks an assistant for a supplier list	Citations
LinkedIn, account-based	The only platform where the consultant is selected by title and employer	Account coverage
WhatsApp Business	Where engineers and buyers transact. A tracked, catalogue-enabled account converts far better	Conversations

The supporting channels that multiply the effect

They don't create demand, but they hold presence across a purchase cycle measured in months.

Channel	Its role	Measured by
Programmatic display & retargeting	Holds presence across a long cycle at a low cost per impression	Assisted enquiries
Technical content & search assets	Makes you a reference, and is the fuel for organic and AI search alike	Terms & downloads
Trade & industry PR	Third-party coverage carries weight with vendor-approval committees	Placements & tier
Exhibitions & technical print	Where decision-makers gather. Build, photography and print in-house	Stand enquiries
Email nurture to enquirers	A follow-up sequence recovers what would otherwise be lost	Reactivated enquiries

Appearing inside AI search answers

When a procurement engineer asks an assistant "**who supplies this?**"
— the answer names four companies. You should be one of them.

CHATGPT

The most used assistant, and a buyer's first stop for a shortlist.

CLAUDE

Widely used for research and technical shortlisting.

PERPLEXITY

Answers with direct sources — being one is the goal.

COPILOT

Embedded in Office 365, where procurement teams work.

GEMINI

Powers Google's AI overviews above the results.

Consumer categories are saturated; industrial ones are not. The position is open today and won't stay open. We build it with schema markup and Q&A structure, and measure it monthly with fixed buyer questions on every assistant.

What we don't recommend — and why

A proposal that recommends every service hasn't been thought through. These are things we decline to sell in the first year.

WHERE THE BUDGET GOES

- + High-intent search, Arabic & English**
Buyers with a live need, at the moment of need.
- + Targeting spec writers**
A small audience that decides who may quote.
- + Technical content worth ranking**
An asset that produces enquiries after the campaign ends.
- + Conversion & tracking infrastructure**
The cheapest line — without it, no spend can be judged.

AND WHERE IT SHOULDN'T

- Awareness campaigns on Instagram & TikTok**
A consumer audience that can't buy from you.
- Influencer campaigns**
No weight in procurement governed by specification.
- Follower-growth campaigns**
A follower count is not a commercial asset here.
- Large-scale video too early**
A multiplier, not a foundation — after the enquiries come.

If a competing proposal leads with reach and follower growth for your company, ask: what share of that audience is authorised to issue a purchase order?

SECTION THREE

Case Work

Delivered projects with measured results — across marketing, lead generation, SEO and digital platforms.



On-demand print shop · B2B

180%+

Enterprise inquiries

Store

Custom-order website

B2B

Corporate segment

THE CHALLENGE

An on-demand print shop wanting to grow inside the corporate segment, against seasonal sales and price competition.

WHAT WE DID

- Digital marketing on the platforms that fit a corporate audience
- Targeted paid ad campaigns
- Sourcing support from China to cut cost
- A full custom-order website built
- Customer service across platforms

THE RESULT

Enterprise inquiries up 180%+, entirely within the corporate segment — store, ads and sourcing run as one system.

Shipping company · B2B

15K

Landing-page users

P1

First-page SEO

B2B

Corporate segment

THE CHALLENGE

A shipping company wanting to reach new corporate clients, not individuals.

WHAT WE DID

- Custom landing pages built to the client's requirements
- SEO work to rank on the first page
- Cold Email campaigns aimed at the corporate segment
- Paid Instagram ad campaigns

THE RESULT

A steady corporate lead channel, with measured reach past **15,000 users**.

Corporate events venue · B2B

47+

MICE clients / quarter

Lead Gen

Company database

B2B

Decision-makers

THE CHALLENGE

An events venue wanting corporate bookings, not individuals — turning awareness into real bookings.

WHAT WE DID

- A professional website + venue shoot in high-quality video and photos
- Content highlighting the edges: location, fit-out, technical support, flexibility
- LinkedIn + Email to reach decision-makers
- A database of prospective companies (Lead Gen)
- Free intro tours and CRM follow-up

THE RESULT

A tracked path from first contact to booking — **47+ qualified MICE clients a quarter**, turning awareness into real corporate bookings.

Corporate law firm · B2B

320+

Qualified consultations

P1

First-page rankings

B2B

Corporate clients

THE CHALLENGE

A corporate law firm after retainer clients, not individual walk-ins — in a market where firms compete on reputation, not ads.

WHAT WE DID

- LinkedIn thought-leadership for the partners, aimed at legal decision-makers
- SEO around corporate legal-service intent — contracts, compliance, disputes
- Gated insight content — guides and briefings — to capture qualified enquiries
- Cold Email and retargeting aimed at in-house legal and procurement
- A tracked intake funnel with CRM follow-up to the signed retainer

THE RESULT

A steady pipeline of corporate enquiries — **320+ qualified consultations** in year one — with acquisition measured on signed retainers, not clicks.

A major industrial city in a Gulf ports group

317M+

Impressions

6.8M+

Reach

2.95K+

Qualified leads

THE CHALLENGE

A major industrial city wanting to turn its broad awareness into genuinely qualified leads for setting up business inside it.

WHAT WE DID

Cross-channel targeting, bottom-funnel metrics as the goal, and LinkedIn to reach decision-makers by name.

THE RESULT

2,950 qualified leads — the campaign was judged on real leads, not on 317M impressions.

Lead-generation campaigns

A regional sustainability prize

Renewable energy · sovereign body

3.05%

CONVERSION

4.2K+

ENTRIES

A four-phase campaign, messaging aligned with the award pillars and data-driven optimisation.

A private academies group

Education · Abu Dhabi

788

CONVERSIONS

50%+

COST CUT

Targeting tailored to each branch and programme, daily optimisation, creative refreshed every two weeks.

An international schools operator

Education · UAE

25K+

LEADS

36%

ENROLMENT

A partnership since 2017, measured on actual enrolment rather than the lead alone.

An electric vehicle brand

Saudi market entry

2K

LEADS

35%

QUALIFIED

Daily Google search optimisation, dynamic creative, and lookalike audiences to raise the qualification rate.

A luxury car brand

Automotive · UAE

59%

QUALITY

17%

MONTHLY CUT

Targeting tied directly to the CRM so that the close feeds back into optimisation.

Where the cost curve bends down

Paid search rents attention while you pay. Organic keeps producing enquiries after the spend stops.

Client	Sector	Traffic	Commercial outcome
A government transport body	Transport	10K+ monthly	Top three organic positions within 6 months
A large trading group	Trade	45K+ visits	First and second positions, no paid support
A vehicle rental company	Fleet	45K+ visits	Paid search cut 20% month on month
A higher-education institution	Education	45K+ visits	Savings of 20% monthly from paid clicks
A digital logistics marketplace	B2B	10K+ monthly	30 keywords ranked EN & AR in one quarter

Read the last column, not the first. What matters to a finance director is falling ad spend, month on month, while enquiries hold.

Technical sites and platforms

An oil & gas technology conference

International industry event

150

PAPERS

100+

EXHIBITORS

A full digital platform: website, custom CMS, mobile app, and payment-integrated booking.

A car dealer · Abu Dhabi

E-commerce

Tracking

REAL-TIME

Payments

SECURE

A browse-and-buy platform with real-time order tracking and secure down-payment checkout.

A digital logistics marketplace

UAE

Integrated

SHIPPING

Dashboard

FULL

An aggregator with live updates via carrier integrations and a complete management system.

A regional humanitarian initiative

UAE

1B

MEALS

Endowment

PERMANENT

Moving donations online with two options and secured payments — from 10M meals to a permanent endowment.

An Asian automotive brand

Regional expansion

Site

ARABIC

Content

LOCALISED

Market entry with a fully Arabic site — not translated — built for the Saudi market.

High-sensitivity corporate accounts

A NATIONAL ENERGY GROUP

Digital partner · 24 hours

Managing social and web presence with a dedicated team and a documented crisis protocol.

A PROPERTY DEVELOPER · DUBAI

Embedded team

The social team as an extension of the client's own — present at every brief and launch.

A GOVERNMENT HOUSING PROGRAMME

Built from zero

Establishing the digital presence from scratch, in a voice that speaks to technical and public audiences alike.

A GOVERNMENT CULTURAL BODY

Six accounts · team of 21

25M monthly reach and 300+ content pieces, with a team of specialist Arabic writers.

A GOVERNMENT MEDIA GROUP

26M+ views · 51% growth

A Ramadan campaign that delivered 21% engagement and 51% traffic growth over the prior season.

SECTION FOUR

How We Work

The engagement models, deliverables, performance indicators, the return model, and how the account is run.



From a short sprint to a long-term partnership

We shape the engagement around your objective and your timeline — not a one-size commitment. Every model is measured on qualified enquiries and shown on a live dashboard; the length changes, the accountability doesn't.

SPRINT

A short, focused sprint. A single objective — or a validation phase that builds your tracking and a real cost-per-enquiry from your own market before any larger commitment.

ENGINE

Quarterly cycles. Continuous demand generation, reviewed and re-optimised each cycle — scale up, hold, or shift channels as the numbers dictate.

PARTNER

A long-term partnership. Full pipeline ownership across categories and markets, where SEO and authority compound and the cost per enquiry keeps falling.

THE TIMELINE

The Partner track, phase by phase

M1 M2 M3 M4 M5 M6 M7 M8 M9 M10 M11 M12

PHASE

1 — Foundation & capture

2 — Scale & authority

3 — Leadership & regional

CAPTURE

Setup

Paid search · SEO · AI visibility · gradual shift to organic

REACH & AUTHORITY

Account list

LinkedIn ABM · technical content · PR · exhibitions

MEASUREMENT & REGIONAL

Tracking

Monthly reports · quarterly reviews

Second-market readiness, then entry

A Sprint is Phase 1 in full — not a reduced version, so a short engagement scales into Engine or Partner with no rework.

Conversion & capture indicators

The two indicators in bold are what we contract on. Everything else explains their movement.

Indicator	Type	Phase 2	Phase 3
Qualified enquiries / month	Lagging · primary	Steady growth	Stable at target
Cost per qualified enquiry	Lagging · primary	Quarterly decline	At or below target
Enquiry-to-quote rate	Quality control	Improving	Stable, reported monthly
Ranked keywords	Leading	30+ on page one	Category terms held
Organic share of enquiries	Efficiency	Rising	Majority of enquiries
Citation in AI assistants	Leading	Core categories	Top three

Why no absolute number for the two primary indicators? They depend on your category, average deal and close rate — and we won't invent them to win a pitch. They're set at the end of month one from real data.

Reach, authority and proof indicators

Leading indicators that foretell the result before it shows in enquiry numbers.

Indicator	Type	Phase 2	Phase 3
Coverage within target accounts	Leading	Priority accounts	Sustained presence
Decision-maker engagement	Leading	Growth	Tracked by account
Technical assets & trade placements	Output	Monthly cadence	Sustained
Approved-vendor registrations	Lagging	Tracked	Quarterly report

All of these are committed as stated. We show them on a live dashboard, review them with you each quarter, and reset targets accordingly.

The return model — method, not forecast

The return is closed by your team offline, weeks later. It can only be computed by joining our enquiry data to your commercial data.

Step	Source	Illustrative
Qualified enquiries	Darb	100
What your team quotes	Client	40%
Quote-to-order	Client	20%
Orders won	Joined	8
Average order value	Client	Later
Attributed profit	Joined	Calculated

WHAT WE COMMIT TO — AND DON'T

We won't put a return multiple here. Two of seven inputs are yours and unseen; a number without them is a sales device, not a measure.

What we commit to: building the measurement chain in month one, so every report shows enquiries, quotes, orders and attributed profit.

Break-even is usually reached on a small number of orders — sometimes a single project order — and we calculate it precisely in the commercial proposal.

How the account is run

TEAM MODEL

A named team, not a rotating pool. Account director, search specialist, technical content lead, and designer — with the wider studio for production, print and events.

CADENCE

Live dashboard · always on
Optimisation · weekly
Written report · monthly
Enquiry-quality review · monthly
Business review · quarterly

OWNERSHIP & ACCESS

All accounts, domains and content are created in the client's ownership; we're granted access — never the reverse. If the relationship ends, nothing is withheld.

The monthly enquiry-quality review is the one meeting we'd ask you never to cancel. It is where marketing output is judged by the people who sell against it. Everything customer-facing is produced in both Arabic and English.

Four steps to your first qualified enquiry.

01	Diagnosis session · 45 minutes	A written definition of your ideal client, and a review of your portfolio and references.
02	Demand scan in your categories	Real demand research in Arabic and English, shared before any commitment.
03	A tailored technical scope	This document rebuilt around your situation, with real data.
04	The commercial proposal	Quotes for different terms, with a full breakdown of services and payment.

SAUDI ARABIA

+966 59 662 0665

UAE

+971 56 749 1508

EMAIL

Hello@darbproductions.com

WEB

www.darbproductions.com