

COMPANY PROFILE 2026

Direction you can **measure.**

Strategic marketing consultation for businesses in Bahrain
and Saudi Arabia.

— Strategy first. Growth follows.



**Wafa Dridi**

Founder & Lead Strategist

14,075participants in her 2026 Guinness World Records™
AI video lesson**ABOUT THE FOUNDER**

- 6+ years in GCC real estate, marketing and paid media
- Former Senior Marketing & Brokerage Manager, Bahrain real estate sector
- Former CEO of a digital marketing agency (2023–2025)
- Works in Arabic, English and French

A LETTER FROM THE FOUNDER

From scattered activity to planned progress.

Most businesses I work with in Bahrain and Saudi Arabia are not short of marketing activity. They are short of direction.

They post daily, boost content when sales slow, and hire suppliers for one-off campaigns. At quarter end the reports are long, the spend is higher, and no one can say which dinar or riyal produced a customer.

I founded Vexora Media to close that gap. Over more than six years in GCC real estate and marketing — leading marketing and brokerage teams, running a digital agency and managing paid media — I saw the same pattern: companies measuring activity instead of outcomes.

We start from the outcome and work backwards. We agree the commercial goal, build the smallest plan that reaches it, produce the content in-house, and report on the numbers that matter to your business.

No promises of overnight results. A clear plan, a budget justified line by line, and a monthly report that shows what moved, what we stopped and what comes next.

Strategy first. Growth follows.**Wafa Dridi**

Founder & Lead Strategist



HOW WE WORK

The Vexora Approach

Three stages in a fixed order. We don't spend before we diagnose, and we don't scale before we measure.

01

STRATEGY

Diagnose before we spend

Most growth problems come from broken tracking, unclear offers or leads that go cold — not from too little budget.

- Audit of ad accounts, tracking and landing pages
- Funnel review from click to sale, including CRM and WhatsApp
- Competitor and market scan
- 3–5 agreed target numbers

OUTPUT

A 90-day plan with KPIs, channel mix and a line-by-line budget.

02

EXECUTION

Minimum spend, maximum signal

We launch with controlled test budgets and several creative and audience variations, so data shows what works — quickly and cheaply.

- In-house creative built for testing
- Budget moves to what beats the target cost per lead
- Weekly optimisation; fixed scale-up reviews

OUTPUT

Campaigns that earn their budget before they receive more of it.

03

MEASUREMENT

Numbers you can act on

Tracking is set up before we report on it: Meta Pixel and Conversions API, GA4, Google Tag Manager, UTM links and call/WhatsApp attribution.

- Dashboards built around your targets
- Monthly review against the 90-day plan

OUTPUT

A plain-language monthly report: what worked, what we stopped, what's next.

WHAT WE
MEASURE

CPL

Cost per lead
How efficiently each channel produces enquiries

CPQL

Cost per qualified lead
Whether enquiries are worth sales time

L→S

Lead-to-sale rate
Where the funnel leaks

ROAS

Return on ad spend
Revenue for every BHD 1 of media

CAC

Acquisition cost
Full cost to win one customer



WHAT WE DO · 1 OF 2

Our Core Services

Six services, one objective: more qualified business for every unit of budget.



Social Media Strategy

A content system, not a posting schedule — positioning, pillars and monthly calendars tied to enquiries and bookings, not follower counts.

- Instagram, TikTok, LinkedIn, Facebook and Snapchat strategy
- Content pillars and bilingual copy direction
- Community management playbooks



Search Engine Optimisation

Visibility for the searches your customers already make.

- Technical audit, site speed and mobile performance
- Arabic and English keyword research; on-page optimisation
- Structured data and content planning
- Google Business Profile and Maps visibility



NEW SEARCH CHANNEL

AI Search Optimisation (GEO)

Customers now ask ChatGPT, Gemini, Perplexity and Google AI Overviews which company to choose. We make sure you are visible, described accurately and recommended.

- Audit of how AI tools describe you and your competitors
- Citable service pages, FAQs and articles in Arabic and English
- Consistent business data across web, directories and reviews
- Tracking of brand mentions in AI answers



WHAT WE DO · 2 OF 2

Our Core Services

Six services, one objective: more qualified business for every unit of budget.



Performance Advertising

Campaigns planned around cost per qualified lead, with spend focused by city, district or radius.

Meta	Lead generation, retargeting, qualifying forms
TikTok	Reach and short-form video offers
LinkedIn	B2B, corporate and investor audiences
Google	High-intent search, Maps and YouTube

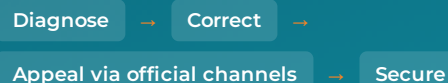


SPECIALIST SERVICE

Meta Account Recovery & Troubleshooting

When a Meta account stops, campaigns stop. We find the cause, fix it and secure the account.

- Disabled ad accounts and Business Portfolios
- Rejected ads and repeated policy flags
- Payment and billing holds
- Lost admin access and compromised pages
- Pixel and Conversions API errors



Final decisions rest with Meta. We tell you upfront what is realistically recoverable.



IN-PERSON & ONLINE

Corporate Marketing Training

Practical training that leaves your team able to run and read their own marketing — in Bahrain, Saudi Arabia or online.

- Meta Ads Manager
- Content and short-form video
- AI tools for marketing
- Reading reports and budget decisions
- Personal branding for real estate agents

Workshops · Multi-session programmes · One-to-one coaching



WHO WE SERVE

Industry Focus

Three sectors where customers must see, trust and compare before they commit.

Real Estate

THE CHALLENGE

High-value decisions, long buying cycles, and ads that bring volume but few serious buyers.

OUR APPROACH

Project-level campaigns, qualifying lead forms, retargeting, property video and photography, and a fast CRM/WhatsApp handoff — planned with RERA (Bahrain) and REGA (Saudi Arabia) advertising rules in mind.

WHAT WE TRACK

Cost per qualified lead

Viewings booked

Lead-to-deal rate

Health Centers

THE CHALLENGE

Patients choose on trust, and health advertising faces stricter platform and regulatory rules.

OUR APPROACH

Education-led and practitioner-led video, copy aligned with Meta health policies and local regulators (NHRA in Bahrain and the relevant Saudi authorities), booking tracking and local search.

WHAT WE TRACK

Cost per booked appointment

Enquiry-to-booking rate

Review volume and rating

Fitness Centers

THE CHALLENGE

Demand peaks at New Year, before summer and after Ramadan — the real test is turning trials into members.

OUR APPROACH

Facility, coach and member-story content shot in-house, short-form video, radius-targeted ads, seasonal trial offers and retention content.

WHAT WE TRACK

Cost per trial

Trial-to-member rate

Member retention

Why visual + data

Strong visuals earn the click. Data decides which visuals, audiences and offers deserve more budget.



OUR TEAM

Strategy and production under one roof.

The strategist and the creative team work side by side — no brief lost between consultant, agency and production house.

WHAT THIS MEANS FOR YOU

One brief, one team	The strategist directs the shoot.
Built to be tested	Every shoot delivers multiple ad variations.
A shorter loop	New creative is produced in-house as soon as data shows what works.
Controlled cost	Production is planned against the campaign budget.

WD

FOUNDER & LEAD STRATEGIST

Wafa Dridi

Diagnosis, planning, budgets, performance analysis and reporting

SD

DESIGN

Senior Designer

Brand identity, campaign visuals and ad variations

VE

VIDEO

Videographer & Editor

Short-form video, property and facility tours, testimonials

PH

PHOTOGRAPHY

Photographer

Property, interior, facility, team and product photography

NEXT STEP

Let's measure where you stand.

Start with a Marketing Diagnostic — a paid, fixed-scope review of your ad accounts, tracking, website and content.

- 1 30-minute discovery call
- 2 Review of accounts and performance data
- 3 Written summary with prioritised fixes

Fee confirmed before work begins.

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