



Your Partner in Growth, Business Development and Digital Transformation

We connect strategy, marketing, sales and technology to build growth systems that help companies increase revenue, create new opportunities and expand more sustainably.

A Growth Partner Connecting Marketing, Sales and Technology

AdVance was founded in January 2017 with a vision that goes beyond the traditional marketing agency: to be a partner that helps companies uncover growth opportunities and turn them into plans they can execute and measure.

We connect strategy, marketing, sales and technology within one integrated system—from building a digital presence and acquiring customers to improving the sales journey, developing systems and creating new opportunities for growth and expansion.

A Complete Business Perspective

We Understand Your Business Before We Market It

We begin by understanding the market, customers, business model and company goals, then build the right marketing strategy to deliver results that support real business growth.

Integrated, Measurable Execution

From Strategy to Results

We bring content, advertising, technology, automation and customer experience together in a clear execution plan, with performance indicators that help us measure and continually improve.



Moamen El Nawsany

Founder & CEO

With more than 20 years of practical experience across sales, trade, entrepreneurship and marketing, Moamen El Nawsany brings a business perspective to customer acquisition, partnerships and market expansion. Through AdVance, he connects strategy, marketing, sales, technology and business development to build growth systems that help companies increase revenue and expand more sustainably.

“Real growth takes more than a successful campaign; it means knowing where the opportunity is and how to turn it into revenue and sustainable growth.”

An Integrated Growth System Built Around Your Company's Needs

From strategy and presence to customer acquisition and digital infrastructure.

Strategy & Presence

01 Growth & Marketing Strategy

We analyse the market and opportunities, then set a clear direction that connects marketing to business goals.

02 Content & Platform Management

We build a structured presence with messages and content that strengthen trust and support purchase decisions.

03 Visual Identity & Design

We create a cohesive identity that reflects the company's value and gives it a more professional presence.

04 Photography & Video Production

Visual and advertising content designed for each platform and aligned with campaign and brand goals.

Customer Reach & Acquisition

05 Digital Advertising

Campaigns built on strategy, testing and continuous improvement to achieve clear goals.

06 Search Engine Optimisation (SEO)

We improve your visibility to customers searching for your products or services.

07 Influencer Marketing

Carefully planned collaborations with influencers suited to the audience and marketing objective.

Digital Infrastructure & Enablement

08 Websites & Online Stores

Websites and digital experiences designed to build trust and turn visitors into customers.

09 Automation & CRM

Systems that organise leads and follow-up, reduce wasted effort and improve the customer experience.

10 Corporate Profiles & Business Presentations

Professional materials that support sales, partnerships and presentations to customers and decision-makers.

Before Execution, We Define the Goal, Message and Direction

Growth & Marketing Strategy

The challenge we address

Scattered marketing activity without a clear direction or priorities linked to business goals.

What you receive

- A review of the business, market and competitors
- Customer and sales journey review and improvement priorities
- Defined audience, message and positioning
- Prioritised growth, partnership and expansion opportunities
- A channel plan and priorities for the next stage
- Performance indicators linked to the goals

Content & Platform Management

The challenge we address

An unstructured digital presence and content that fails to reflect the company's value or support its marketing and sales goals.

What you receive

- A clear content strategy and content pillars
- An organised monthly publishing calendar
- Post copy, scripts and visual direction
- Publishing management on the agreed platforms
- Performance monitoring and content development based on results
- A periodic report and recommendations for the next stage



A Visual Identity That Builds Trust at First Glance

The challenge we address

An inconsistent identity creates a fragmented company presence and weakens its clarity and professionalism in customers' eyes.

What you receive

- A logo system and its core applications
- A colour palette, typefaces and image style
- Visual identity usage guidelines
- Templates for platforms, presentations and marketing materials
- Corporate materials such as business cards and letterheads
- Visual direction that ensures a consistent brand presence across touchpoints

Visual Content That Communicates Your Message and Serves Your Marketing Goals

The challenge we address

Video without a clear idea or strong message that does not reflect the company's identity or make effective use of the platform.

What you receive

- Ideas, scripts and a clear content plan
- Scene and shot planning before production
- Professional photography and filming suited to the project
- Editing and visual pacing suited to each platform
- Reels and short videos ready to publish
- Supporting video copy and titles



Advertising That Starts With a Clear Goal and Improves With Data

01

The Goal

What do we want to achieve?

What you receive

- Defined campaign goals and the right audience
- Campaign structure built around the goal and platform
- Messages, copy and advertising angles developed for testing
- Tracking and measurement set up according to platform and website capabilities
- Campaign management and continuous performance monitoring
- Testing and optimisation of audiences, ads and offers
- Periodic reports and recommendations based on results

02

Setup & Launch

A clear message, audience and campaign structure.

03

Testing & Measurement

We test and measure performance indicators.

04

Optimisation

Ongoing decisions based on results.

The challenge we address

Advertising spend without a clear strategy or accurate measurement makes it difficult to know what works and what needs improvement.

Platforms We Work With



Meta Ads



Google Ads



TikTok Ads



Snapchat Ads



X Ads



YouTube Ads

We Build Your Digital Presence and Help Customers Find You

Websites & Online Stores

The challenge we address

A website that does not communicate the company's value, or a digital experience that does not help visitors understand the offer and take the next step.

What you receive

- Page structure and user experience planning
- Website or online store design and development
- Writing and guiding the core page content
- Contact forms and service or purchase requests
- Tracking and measurement tool integration suited to the project
- Pages prepared to support campaigns and conversions

Some development projects are delivered with specialist partners according to the project scope and requirements.

Search Engine Optimisation (SEO)

The challenge we address

A digital presence that is not visible enough when customers search for the products or services you offer.

What you receive

- A technical and content review of the current website
- Keyword research and visibility opportunities
- Improvements to page structure, titles and descriptions
- Content optimisation to support search intent
- A page and content plan for organic growth
- Performance monitoring and identification of improvement opportunities

SEO results depend on factors such as competition, website age, content and technical aspects. We focus on continuous improvement and gradual growth, without promising a specific ranking.

Solutions for Growth and Efficient Execution

01 — Automation & CRM

The challenge we address

Manual processes and repetitive follow-up consume time, delay responses and increase the risk of missed opportunities.

What you receive

- Processes selected for automation
- Response and follow-up scenarios
- Lead journeys and follow-up stages
- Tool, CRM and WhatsApp integrations
- Operating documentation and workflow handover
- System review and improvement after launch

Tools, integrations and scope depend on project needs and available technical infrastructure.

02 — Influencer Marketing

The challenge we address

Influencers chosen without clear criteria, or collaborations that miss the audience and campaign goal.

What you receive

- Influencer types suited to the campaign
- Influencer shortlists aligned with audience and goals
- A clear content and messaging brief
- Coordination and content review before publishing
- Collaboration and published content monitoring
- Available campaign metrics and a results summary

Influencers, budgets and agreements are defined by the campaign scope.

03 — Corporate Profiles & Business Presentations

The challenge we address

Materials that fail to reflect the company's value to customers, partners and decision-makers.

What you receive

- Profile structure and key message
- Corporate content writing and refinement
- Company profile design
- Sales and partnership presentations
- Business proposals and service presentations
- Arabic and English versions as needed

Page count, language, content and design scope are defined for each project.

Our Clients

We have had the privilege of working with companies and brands across a range of sectors and markets in Egypt and the Gulf.



A selection of organisations we have worked with.

From Understanding Your Challenge to Delivering Measurable Results

01

Discovery & Understanding

We understand your business, market, audience, challenges and the goals you want to achieve.

02

Defining the Scope

We define priorities, scope, deliverables, timeline and appropriate performance indicators.

03

Planning & Execution

We turn goals into a clear action plan, then begin execution according to the agreed priorities.

04

Review & Improvement

We continually review deliverables and performance, refining our approach based on feedback and data.

05

Measurement & Development

We measure results against the goals and identify improvements and the next steps for growth.

Engagement Models

Ongoing Monthly Partnership

For companies that need continuous management and development of marketing, content, campaigns, performance and reporting.

Project-Based Collaboration

For projects with a defined scope, such as visual identity, websites, corporate profiles and business presentations, or content production.

How Do We Measure Performance?

We define performance indicators according to each project's goals and channels, using available data such as lead quality, conversions, acquisition cost, campaign performance, reach, engagement and other indicators relevant to the goal.

Let's Build Your Next Stage of Growth

Start a conversation with the AdVance team to identify your company's needs and the growth opportunities suited to its next stage.

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Cairo Branch

New Nozha — Joseph Tito Axis — Behind Qabbani Furniture

Giza Branch

6th of October — District 11 — Gamal Abdel Nasser Axis