mint stalk

A Fresh Way To Grow Digital

OUR *offices*

Mint Stalk has a presence in the UAE, UK and USA, with each servicing clients strictly in their respective countries.

The teams are divided based on industry, and employees are specialized in their roles:

- Creative Designers
- Content Writers
- Community Managers
- Digital Campaign Managers
- Social Media Managers
- Client Servicing Directors
- Photographers
- Videographers

& More!

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ABOUT us

Mint Stalk Digital Marketing Agency is based in the UAE, UK and USA.

Services range from high quality Digital Content Production, E-commerce Development, Photography, Graphics, Video Content, Copy Writing, Campaigns and Social Media Management.

The Agency has 30 staff in total, each specialized in their role; from their Arabic Content Writers to their Animators, each employee has been hand-picked from top global institutions such as Oxford university.

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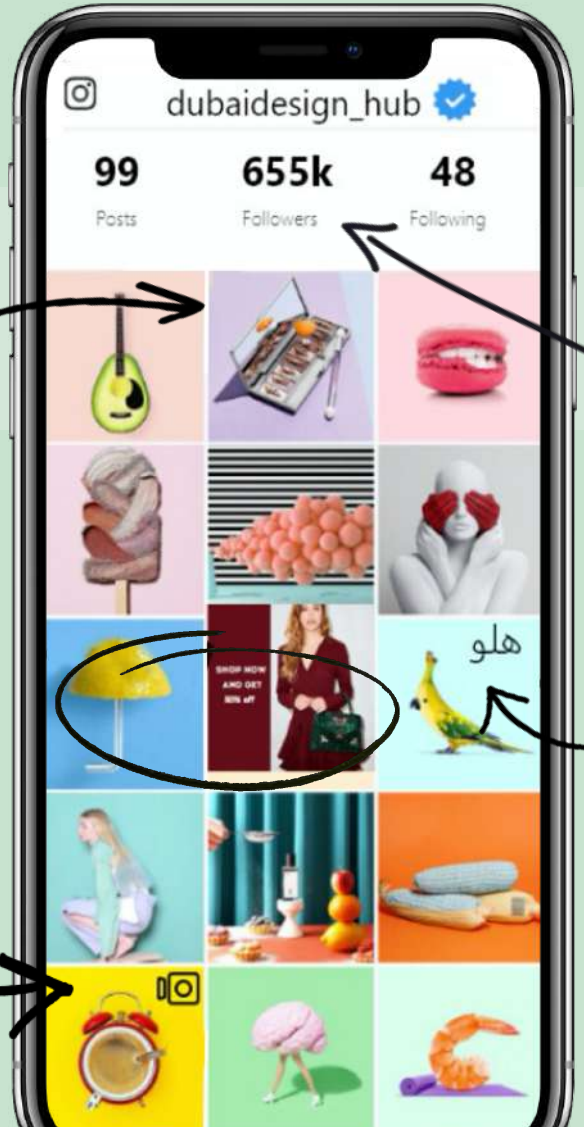

Shopper
Marketing

Targeted
Awareness

Arabic
Content

Sales
Campaigns

Videos

Why Partner With Mint Stalk?

Mint Stalk handles all work in-house. The nature of Digital Marketing and designing creatives is demanding, and the public's expectation of collateral, response rate and up-to- date news is too fast for the Agency to rely on outsourcing.

The major skill-set that Mint Stalk as an Agency offers:

Adaptability
Dependability
Timeliness.

We are not just an agency; we aim to support you as your marketing partner!

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OUR clients

ZARA COLLECTION 19

BOSS HUGO BOSS

NESPRESSO

GUCCI

JASHANMAL

L'ORÉAL PARIS

SEPHORA

ANANTARA HOTELS • RESORTS • SPAS

جمعية الإتحاد UNION COOP

babyshop

Messe Frankfurt

Boots Since 1849

هيئة أبوظبي الرقمية ABU DHABI DIGITAL AUTHORITY

DP WORLD

RAKBANK Simply Better

شروق SHUROOQ

صيدليات الدواء al dawaa pharmacies Unlimited Care | رعاية بلا حدود

PRESSED JUICERY GET BACK TO YOUR ROOTS

pwc

Canon

LIWA

مجموعة الشارقة SHARJAH COLLECTION by mysk

USRA

THE CHEDI AL BAIT, SHARJAH, UAE

THE RESIDENCE COLLECTION

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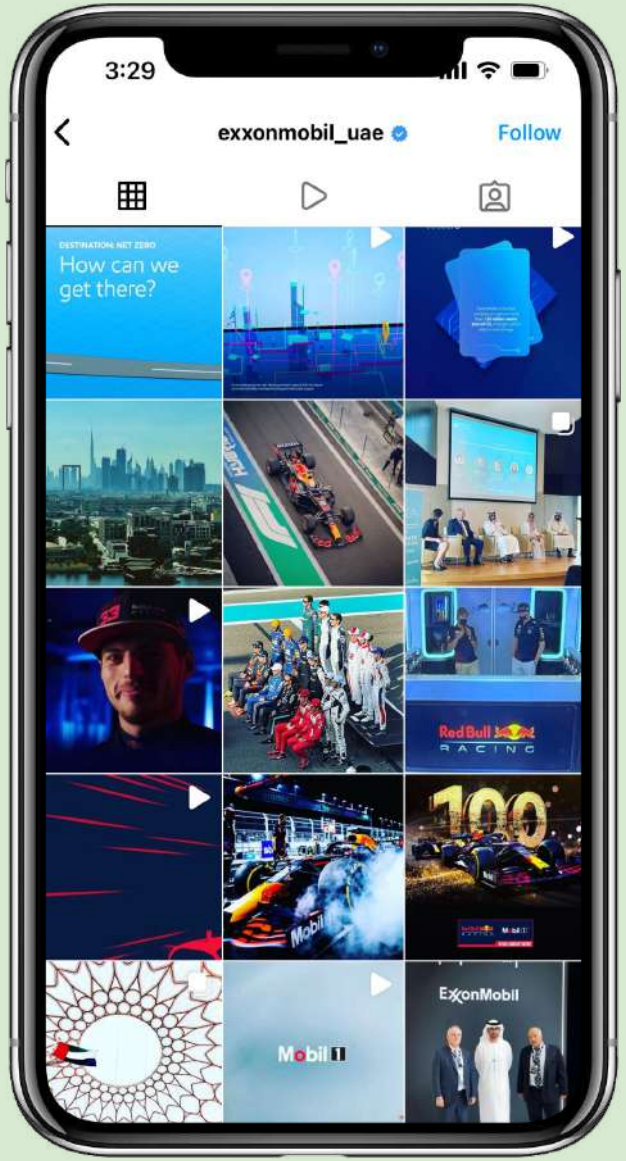
social media CREATION & MANAGEMENT

At Mint Stalk Social Media Agency, we offer full Social Media Management, from quality Social Media Content, to Arabic copywriting, English copywriting, hashtag research, targeted follower growth, social media posts, social media videos, community management and more.

We come up with fun social media competitions, giveaways and engagement activities, to keep your social media followers excited and engaged with your brand. We cover all channels from LinkedIn Page Management, to Instagram Management, Facebook Management and Twitter Management.



ExxonMobil

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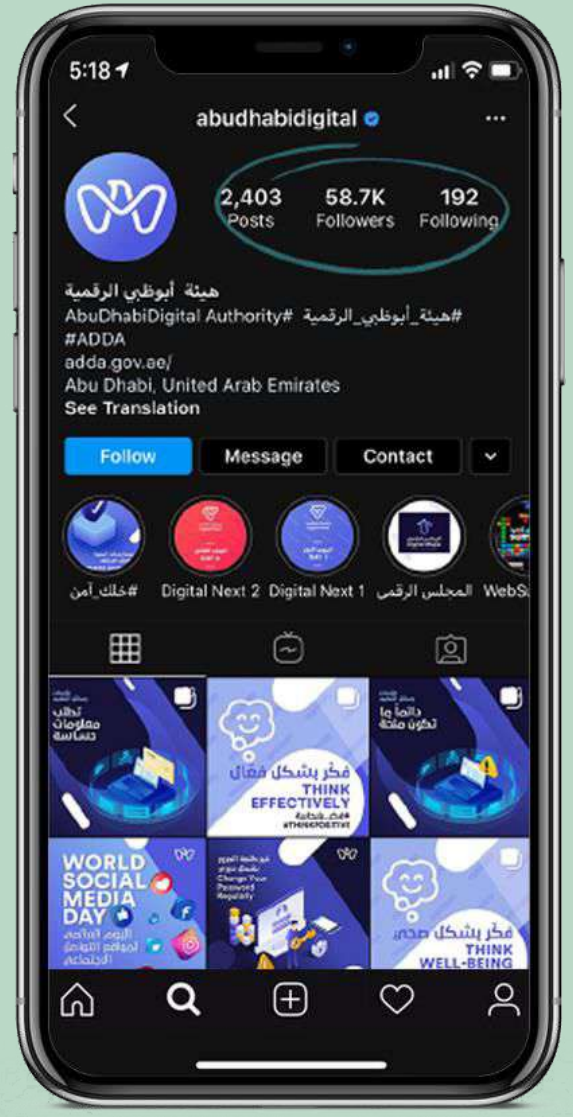
هيئة أبوظبي الرقمية
ABU DHABI DIGITAL AUTHORITY



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شروق
SHUROOQ
هيئة الشارقة للاستثمار والتطوير
SHARJAH INVESTMENT AND DEVELOPMENT AUTHORITY

صيدليات الدواء
al dawaa pharmacies
Unlimited Care | رعاية بلا حدود

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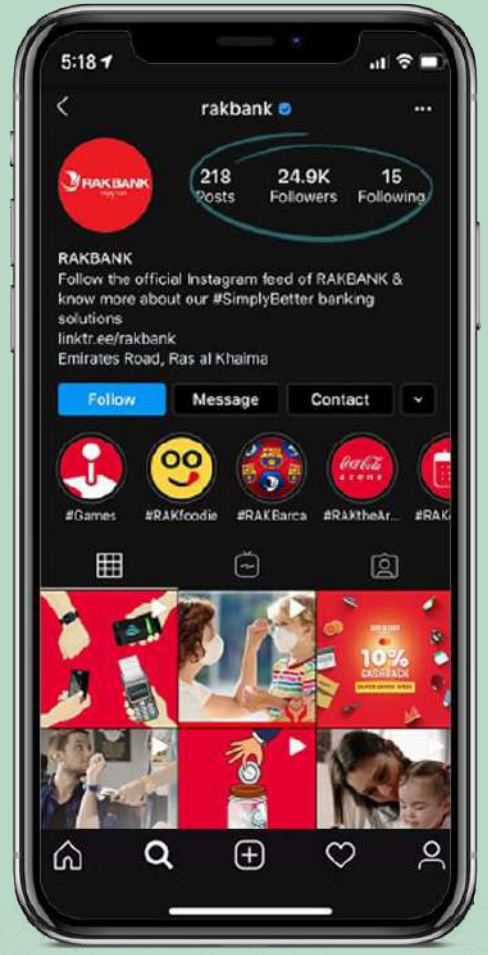
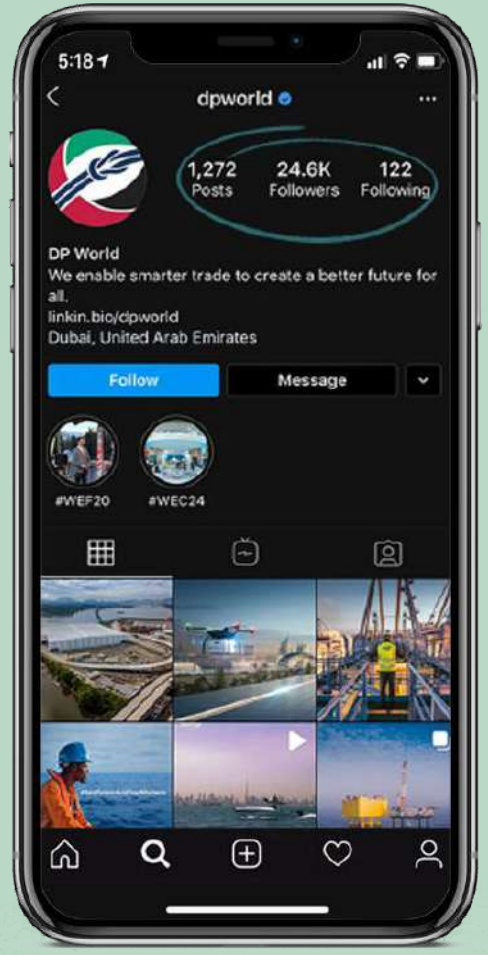
RAKBANK



DP WORLD



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DIGITAL *ads*

At Mint Stalk Digital Marketing Agency, we will put together a full Digital Marketing Strategy which caters to your target market, in order to build your Sales Pipeline and Sales Funnel successfully.

We will advise on which channels are best suited for your end goal, be in Youtube Ads, Google Ads, Facebook Ads and more. Our marketing reports and performance campaign reports are accessible by both you and Mint Stalk, so that the corporate leads, sales conversions, impressions, web traffic and awareness results can transparently be monitored by you. From targeted awareness to boosting sales or generating sign ups, Mint Stalk creates a valuable piece of your Marketing Strategy whether you're a small business or a large corporation.

We run LinkedIn Campaigns and Twitter Campaigns to grow the awareness of the account, and work with key Social Media Influencers to build credibility and trust.

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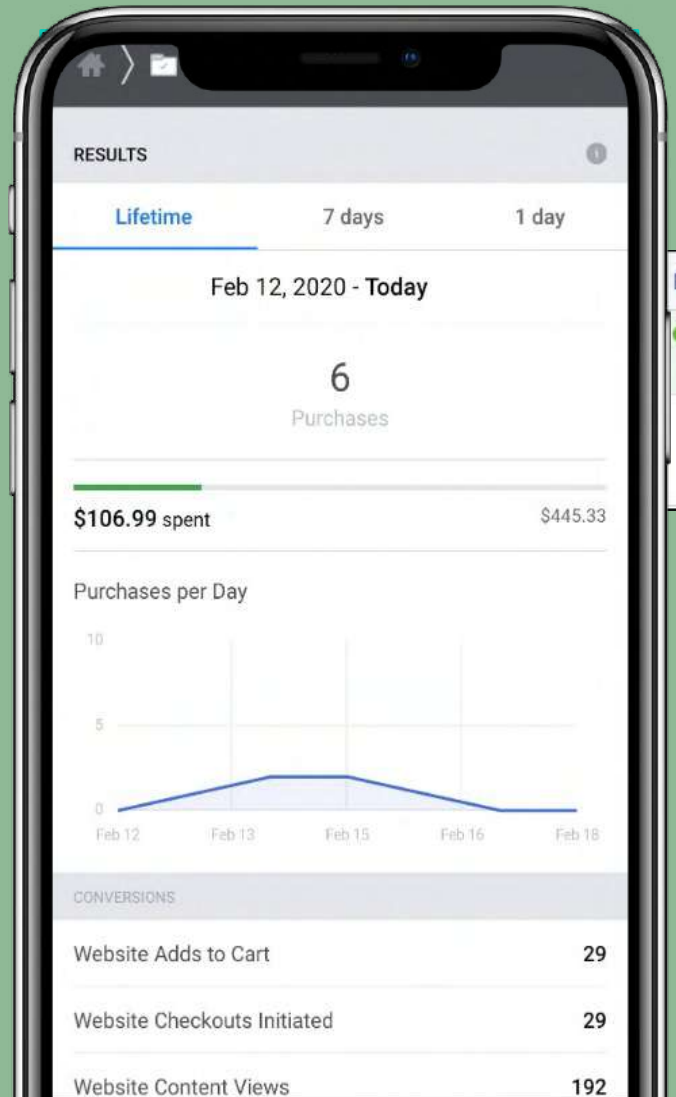

CAMPAIGNS

Delivery	Budget	Results	Reach	Impressions	Cost per Result
Active	Using ad set bud...	325 Link Clicks	35,775	63,395	$1.11 Per Link Click
		325 Link Clicks	35,775 People	63,395 Total	$1.11 Per Link Click

Current Live (On-going) Campaign:
Current cost per conversion is $1.11 and the revenue is anywhere from $150 - $300 per conversion.
ROI is currently sitting at 140% - 300%.

Ongoing Campaign:
$106.99 spent so far with an Influencer.
It's a 30-day test campaign that is now running on its 6th day, spending only $20/day.
There are 6 purchases so far which equates $17.85 ad spend per purchase.

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Social Media Report

Date : June 6th - June 17th

Campaign Type : **Conversion**

Campaign Name : **SS20 Collection**

Ad Name	Engagement Rate Ranking Ad Relevance...	Conversion Rate Ranking Ad Relevance...	Amount Spent	Ends
SS20- Conversio...	Above average	Average	1,000.00	Jun 18, 2020

Link Clicks	Website Purchases	On-Facebook Purchases	Website Purchases Conversion
1,590	19	–	8,070.00

Purchases Summary

ALL CONVERSIONS	
Website Purchases	19
Website Adds of Payment Info	15
Website Adds to Cart	541
Website Checkouts Initiated	61
Website Searches	678
Website Content Views	4524

Report Summary

8070 AED conversion rate with an ad spend of 1000 AED in 11 days

Our Suggestion

Higher conversion and ROI can be achieved by running the campaign for at least 3 weeks and more ad spend. Campaign optimization takes about 3-5 days, so the longer the campaign runs the better the results.

Social Media Report

Date : June 17th - June 22th

Campaign Type : **Conversion**

Campaign Name : **Father's Day**

Ad Name	Quality Ranking Ad Relevanc...	Engagement Rate Ranking Ad Relevanc...	Conversion Rate Ranking Ad Relevanc...	Amount Spent	Starts	Ends
father's day ad	Above average	Average	Average	521.24	Jun 17, 2020	Jun 22, 2020

Link Clicks	Website Purchases	On-Facebook Purchases	Website Purchases Conversion
645	16	—	8,870.00

Purchases Summary

ALL CONVERSIONS	
Website Purchases	16
Website Adds of Payment Info	13
Website Adds to Cart	324
Website Checkouts Initiated	68
Website Searches	543
Website Content Views	2154

Report Summary

8870 AED conversion rate with an ad spend of 521.24 AED

Our Suggestion

Higher conversion and ROI can be achieved by more ad spend and longer duration. Ideally, a minimum 1000 AED for a period of 2 weeks is required to achieved double this current conversion rate.

Social Media Campaign Results with ROI

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Campaign Name 1'	Reach	Cost per Result	Budget	Amount Spent	Ends	Impressions	Link Clicks	CPC (Cost per Link Click)i	CTR (Link Click .. Through ...	Clicks (AIll)
Mint Stalk - Awareness	429,575	0.08.}..: Per Estimat...	3,000.00.j..: Lifetime	3,000.00.).	Aug 10, 2021	1,164,914	536	5.60.|.د	0.05%	1,691

Campaign Name	Impressions	CPM (Cost per 1,000 Impriessions)	Linlk Clicks	CPC (Cost per Link Click)	CTR (Link Click ..Through Rate)	Clicks (All)
Soulfull Conversion - Mintstalk	20,198	24.27.J.د	54	9.08.|.د	0.27%	138

Campaign N!am1e	Impress,ions	CPM (Cost per 1,DOO Impressions)	Linlk Clicks	CPC (Cost per Link Cli'ck)	CTR (Link Click-Through Rate)	Clicks (All)
Conversion Campaign - Mint S1alk	32,975	30.33.}.د	433	2.31.J.د	1.31%	922

CPC (All)	Unique Liink Clicks	Landing Page Views	Adds to Cart	Website Adds to, Cart	Qn ..Facebook Add to Cart	Adds ,to Cart Cjonvers p. n Value
1.08.|.د	351	40.1. (2)	.1.6.l [2]	.1'd.l. [2]	—	4,957.00.|.د [2]

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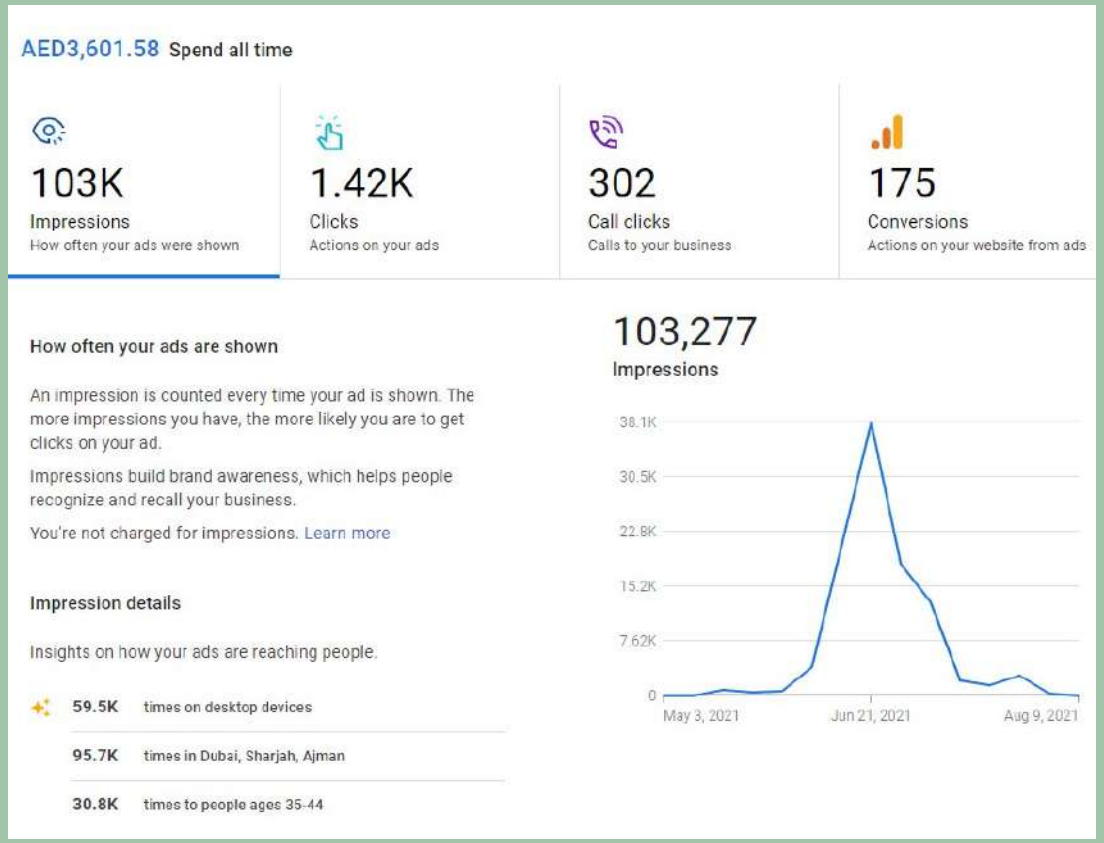
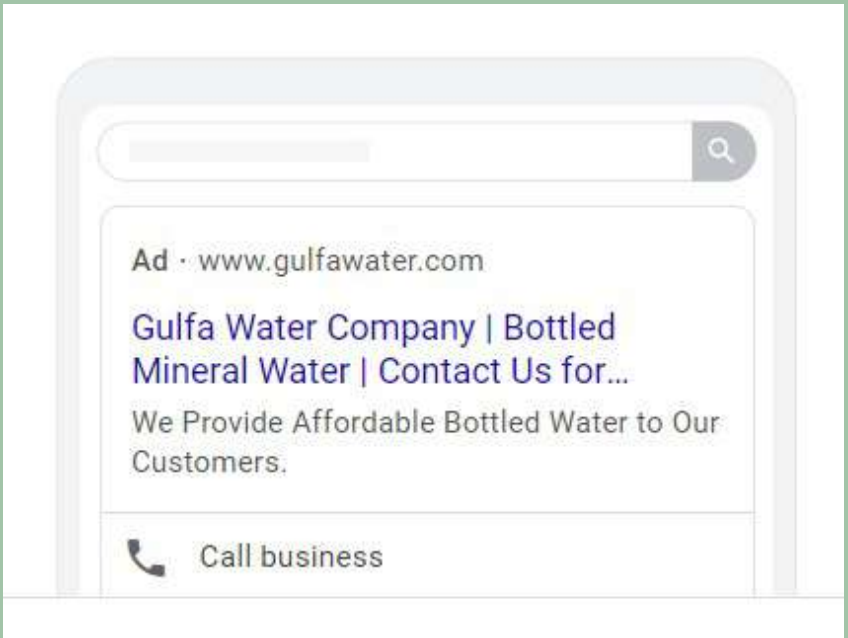


Campaign Results



Actual Ad Copy with Call-To-Action

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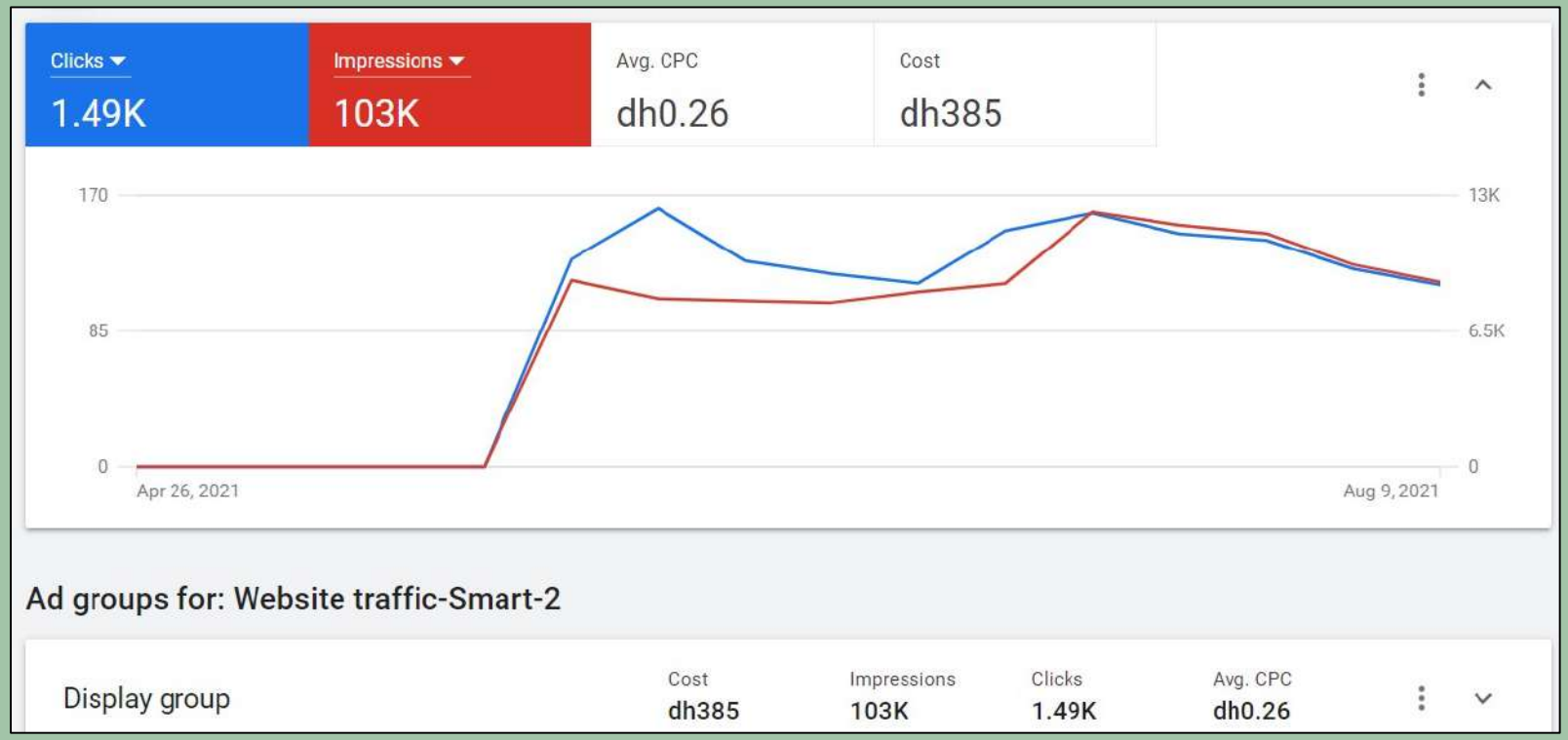

Display Ads Results

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website & E-COMMERCE

We design websites & build e-commerce platforms from scratch, including online payment gateway integrations & global delivery set-up.

At Mint Stalk Marketing Agency, we understand that web design is more than just designing a lovely looking website! At Mint Stalk, we not only prioritize the aesthetics of your website, but also the functionality and user experience. We have trusted in-house UI/UX Developers who consider your customers journey when building your website; they work alongside our creative team and content writers, to find a perfect way of marrying functionality with content and appearance.

We build both full fledged e-commerce platforms, integrating online payment, shipping and delivery, to static websites. We will always write content that's SEO optimized to support your organic ranking online, be it English copywriting or Arabic copywriting.

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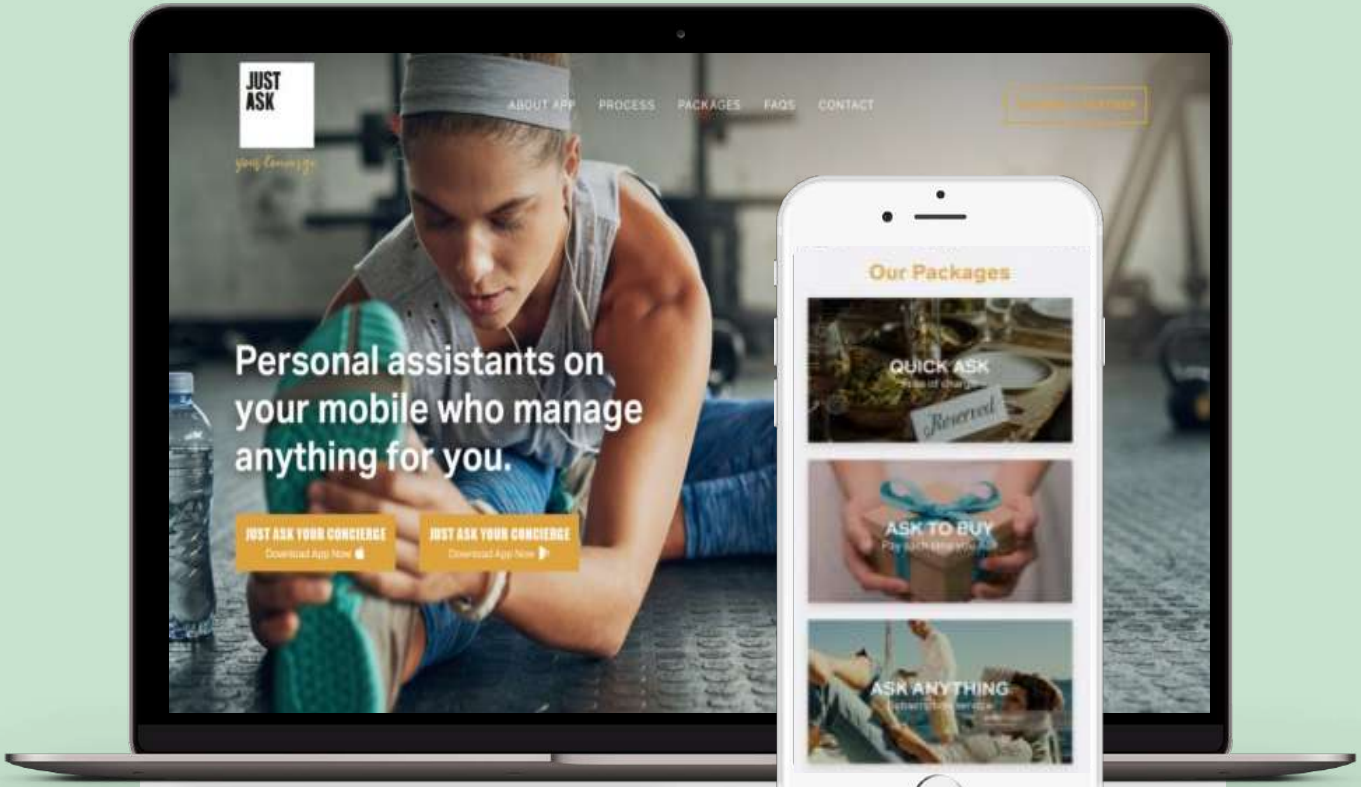
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Personal assistants on your mobile who manage anything for you.
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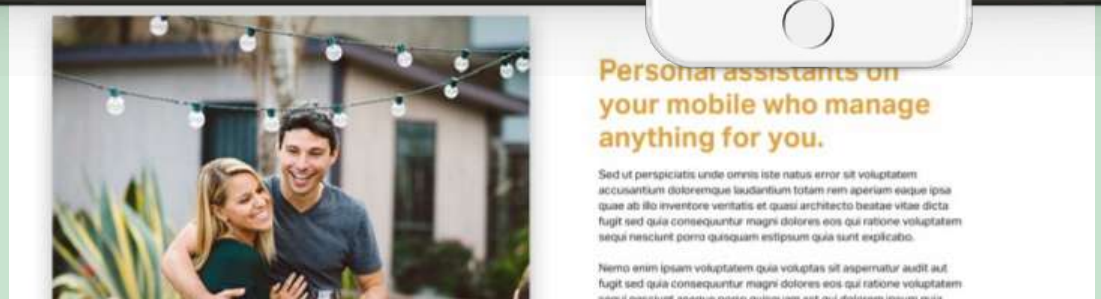
Our Packages
QUICK ASK
ASK TO BUY
ASK ANYTHING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Personal assistants on your mobile who manage anything for you.
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We Answer
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ASK TO BUY
AED 55

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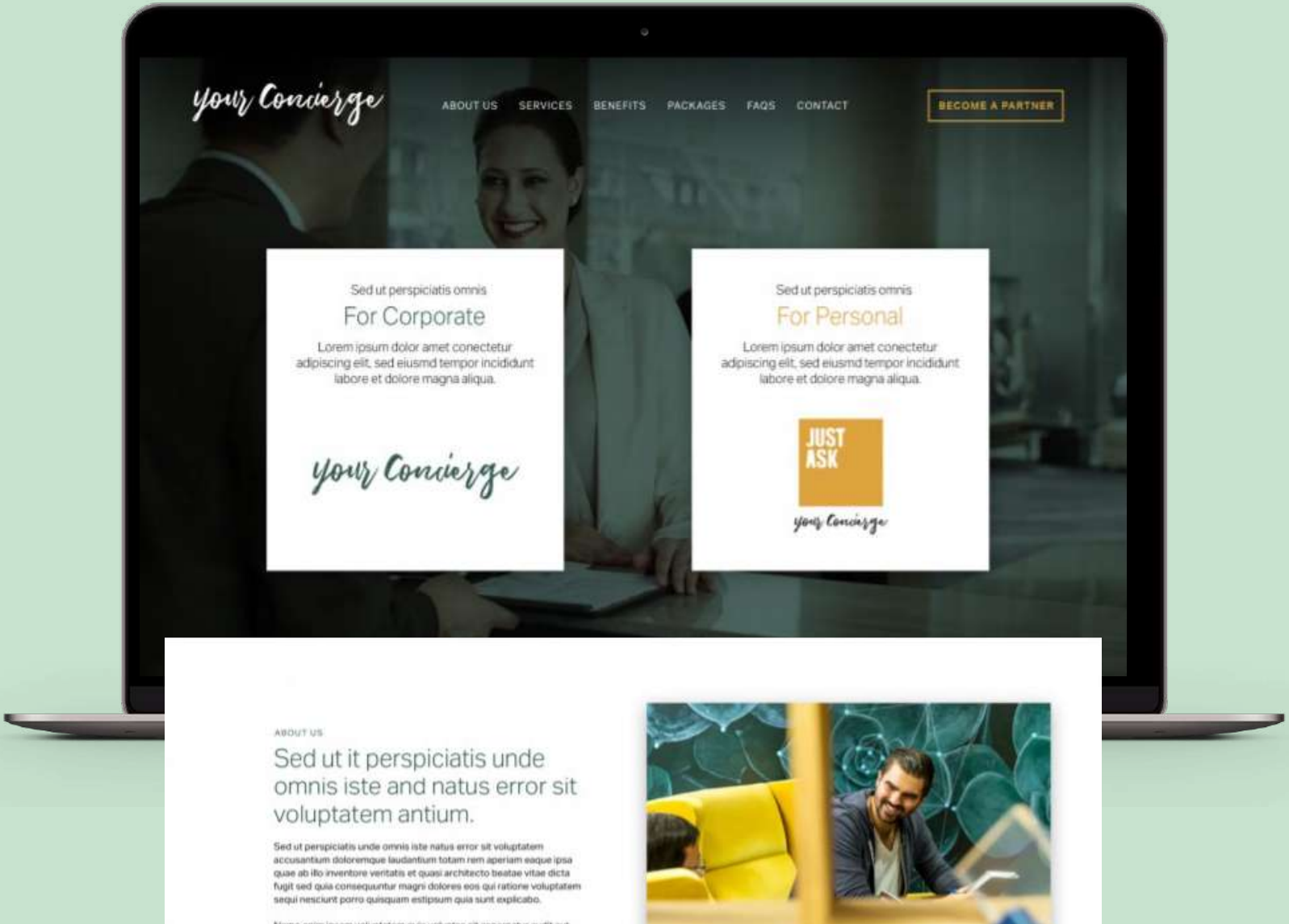
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CREATIVE *outputs*

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Emailer Samples

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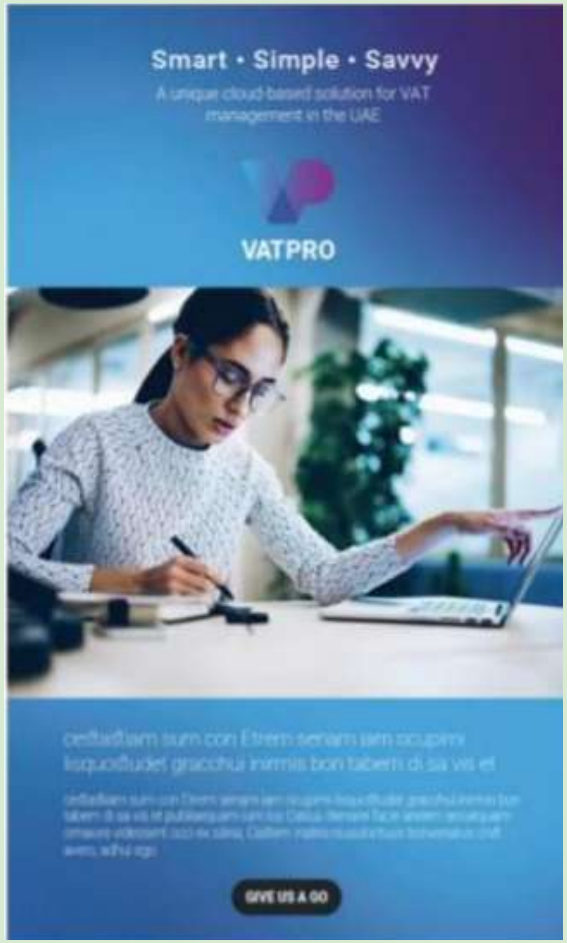
Emailer Samples



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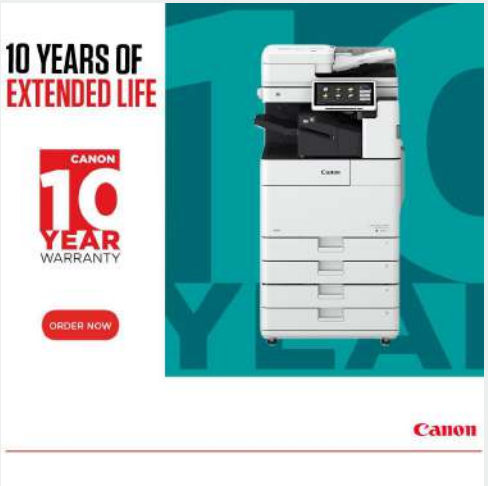
Canon

Visual Posts Samples



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Emailer Samples

Emailer Samples

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Campaigns

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Social **Campaigns**

Dubai Investment

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TESTIMONIALS

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DP World

"Mint Stalk have produced quality Arabic and English content for us through detailed market research, choice of language and branded visuals on Twitter and LinkedIn. Their designs are very professional, yet creative, and their reports are transparent and clear"

Shell Oil and Gas Company

"Our online corporate profiles are handled with confidence and care. The team are very responsive, reliable and knowledgeable about how to utilize LinkedIn for both content and qualified leads."

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www.mintstalk.com info@mintstalk.com