

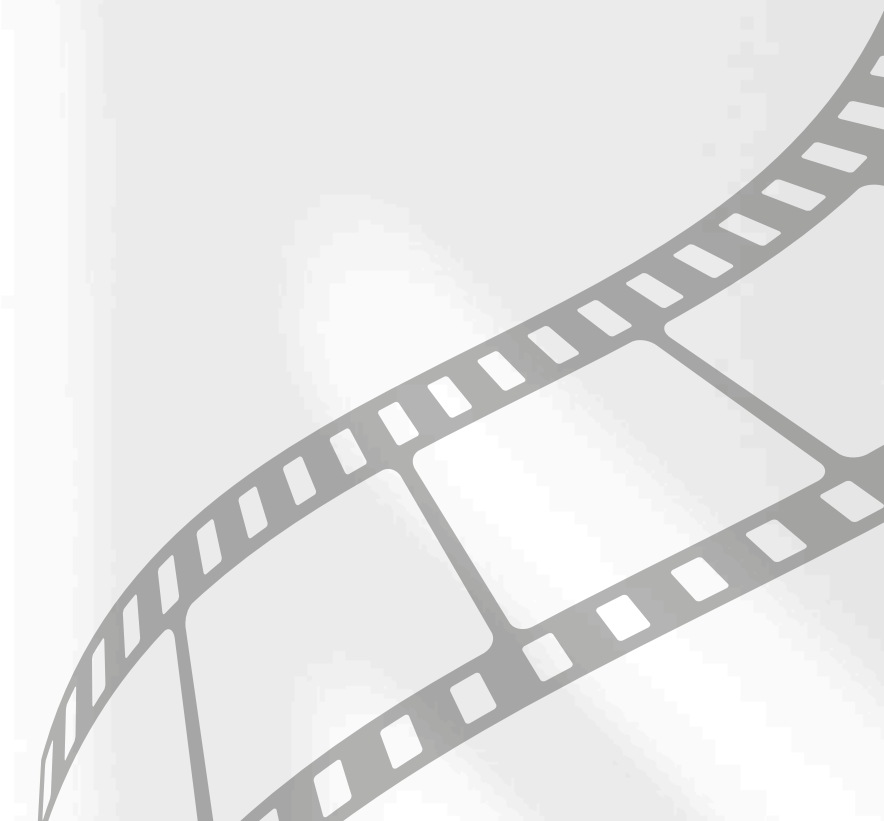


SL

SOFT LINE

MARKETING OPERATIONS MANAGEMENT

MEDIA PRODUCTION



ABOUT US

Since 2015, Empowering Brands with Creative Precision

Our expert photographers and designers use advanced equipment – from high-end cameras to specialized lenses and the latest software – to deliver exceptional visual results.

At Soft Line Agency, we're a team of professionals passionate about driving business growth through impactful media, design, and digital solutions.

We specialize in social media management, creating tailored strategies that boost brand visibility and engagement.

Operating in UAE (Abu Dhabi)

we provide full-service advertising solutions designed to increase sales, enhance brand image, and achieve measurable success.

At Soft Line, your success is our mission. Let us bring your vision to life.

Your Creative Media Partner.



GOOGLE ADS SERVICES

- Create site links at the account level - Adding account-level site links first can help you get to optimal site link coverage.
- Callouts - Adding unique offers to your customers by highlighting your business offerings.
- Call Assets - Adding your phone number to your ads by using call assets. Call assets let you add phone numbers to your ads, which can significantly increase clickthrough rates.
- Structured snippets - highlighting specific aspects of your products and services.
- Structured snippets show beneath your text ad in the form of a header.
- Lead forms assets - We will help you generate leads by letting people submit their information in a form directly in your ad.
- Price assets - By adding more value to your Search Network text ads by giving you a bigger showcase for your services and range of products, and by linking people directly to what interests them on your site. This allows people to find what they want more quickly through your ad.
- Set up conversion tracking - Make sure your conversion tracking is set up correctly to help you understand what's working for your campaign and make better-informed decisions about your ad spend. Ensure sitewide tagging is enabled.
- Set up of Google Analytics - By setting up your analytics and Google ads together, you can learn about what customers do on your site after clicking your ad.
- Use this information to help improve your customers' experience on your website, which in turn can help you increase conversions (such as sales and sign-ups) and your overall return on ad spend (ROAS).



GOOGLE ADS SERVICES

- AI - We use AI SAAS software which enables us to outperform the competitors across

Campaign types

- Search Ads - Where: Search results | Ad type: Text ads.
- Display Ads - Where: Websites, search results, Gmail inboxes | Ad types: Image ads.
- Video - Where: YouTube | Ad types: Video ads.
- Discovery - Where: Feeds on the YouTube homepage and what to watch next, Gmail inboxes and discover | Ad types: Multi-image carousel ads.
- Apps - Where: Search results on mobile devices, Google Play, YouTube, Ad Mob, Discover, and more than three million sites and apps | Ad types: Your auto-created ads combine text, image, video, or HTML assets that you upload, or assets from your app's listing in the relevant application store.
- Shopping | Where: Search results, Shopping tab on search results, websites, Gmail inboxes | Ad types: Product listing ads.
- Local - Where: Google Maps, websites, and YouTube | Ad types: Text and image ads.
- Performance - Where: Search results, websites, YouTube, Feeds on the YouTube homepage and what to watch next, Shopping tab on search results, Gmail inboxes, and Discover | Ad types: Text ads, image ads, video ads, multi-image carousel ads, and product listing ads.



GOOGLE MY BUSINESS

- Optimization of Google My Business
- Trademark protection
- Keyword research & analysis
- Map Location (Google & Apple Maps)
- Optimization of ranking on Geo-Tags
- Creating 20-28 highly valuable business profiles on different directories.
- Product listing on GMB
- Content & category optimization
- SEO- Optimized description text
- Review management
- On-boarding of the system with a Google expert
- Own contact person
- Reporting



SOCIAL MEDIA ADS SERVICES

- Awareness:

Show your ads to people who are most likely to remember them. Good for: Reach, Brand awareness, Video views, and store location awareness.

- Traffic:

Send people to a destination, like your website, app, or Facebook event. Good for: Link clicks, Landing page views, Messenger, WhatsApp and calls.

- Engagement:

Get more messages, video views, post engagement, Page likes, or event responses. Good for: Messenger, Instagram, and WhatsApp, Video views, Post engagement & Conversions.

- Leads:

Collect leads for your business or brand. Good for: Instant forms, Messenger, Conversions & Calls.

- Sales:

Find people likely to purchase your product or service. Good for: Conversions, Catalogue sales Messenger, Instagram, and WhatsApp & Calls.

- RE-TARGETTING CAMPAIGNS:

Set Up the Right Sales Funnel. Show Customers the Items they Love. Re-engage Those Who Didn't Buy. Abandoned Cart Reminders. Social media Ads Seq.



SOCIAL MEDIA ADS SERVICES

- 12 Posts
- 3 Story Board Dealy
- 8 Reels Monthly
- Responding to Customer Messages
- Following up on official events and covering them with tailored posts and custom designs for each occasion
- The paid ADS on Instagram will be related to the client's budget
- Audience Engagement
- Editing



-
- Regular daily monitoring of social media accounts and responding to public inquiries.
 - Full compliance with TikTok publishing policies to protect the intellectual property of client content.
 - Linking TikTok and Instagram accounts to maximize reach and target audience engagement.
 - Crafting suitable captions and selecting optimal hashtags for each post.
 - Choosing appropriate music for every video.
 - Posting 8 TikTok videos monthly



INFLUENCER MARKETING

- Influencer Management
- Content Direction
- Learnings & Insights
- Collaboration



MEDIA PRODUCTION SERVICES

PREMIUM PHOTOGRAPHY & VIDEOGRAPHY PACKAGE

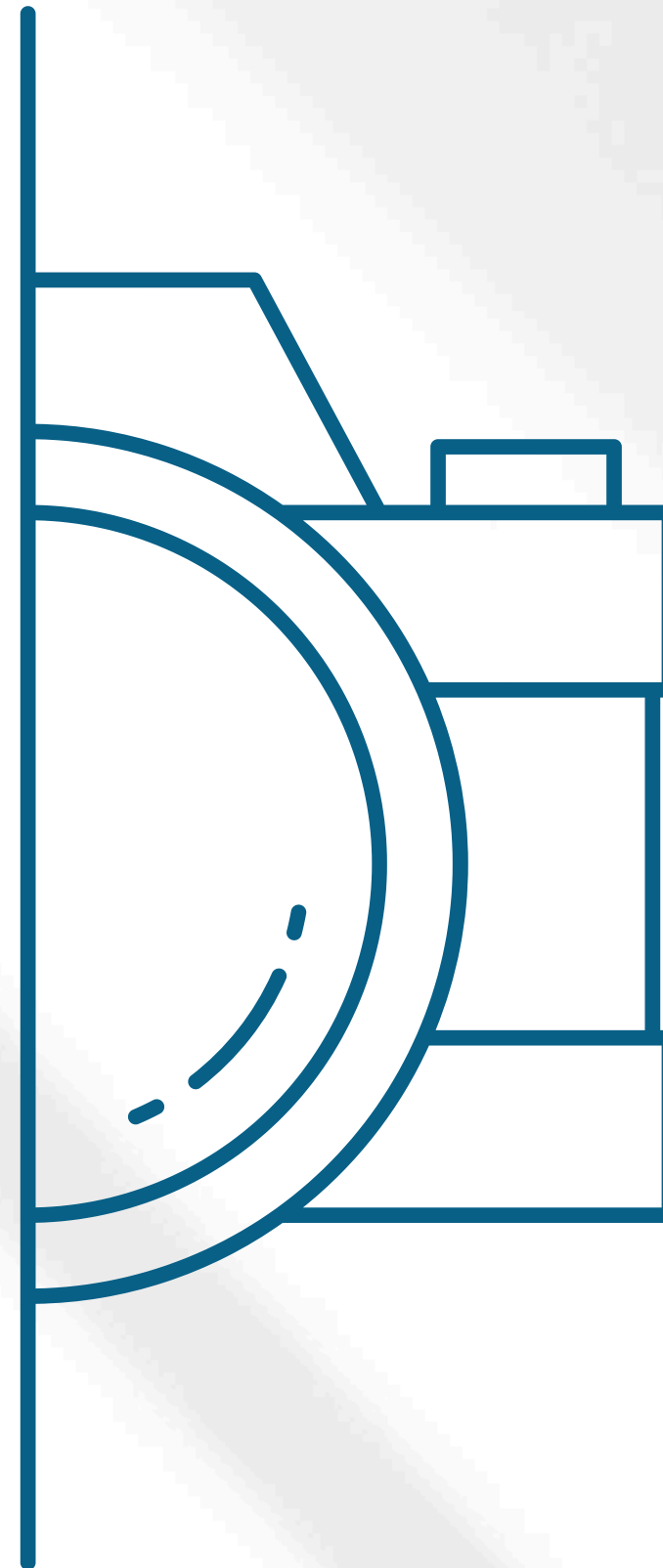
- Diagnosis, planning, connection, and advertising.
 - Two sessions per month, 3 hours per session.
 - High-end photography and videography using the latest equipment and expert team.
 - Delivering images in various formats for Instagram (posts & stories) and promotional designs.
-


PHOTOGRAPHY STYLES

- Close-up shots to showcase details.
 - Wide-angle shots for campaign visuals.
 - Lifestyle photography.
-

VIDEOGRAPHY STYLES

- Documentary-style.
- B-roll shots.
- Cinematic-style.
- Short videos for Instagram & TikTok (posts, reels, stories).



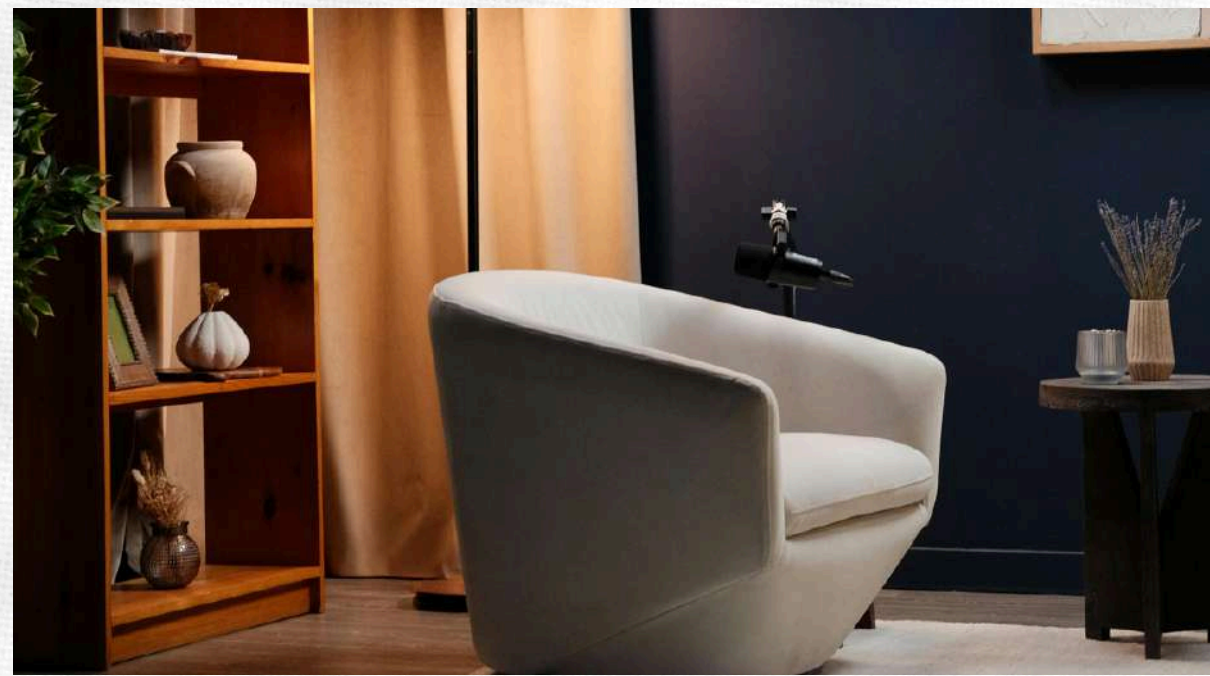
A professional studio microphone on a stand and a pair of brown leather headphones on a wooden surface. The microphone is a classic ribbon-style mic with a silver mesh grille and a black body, mounted on a black stand. The headphones are large, over-ear, with brown leather padding and silver accents. The scene is set on a light-colored wooden surface against a dark, textured background.

PODCAST SERVICES

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PODCAST STYLE

Podcast services provide end-to-end professional support for creating high-quality audio content, covering recording, editing, production, and distribution to ensure a polished podcast that effectively reaches and engages its target audience.



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REAL ESTATE

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REAL ESTATE

Professional real estate services covering marketing, listings, visuals, and promotion to showcase properties professionally and connect them with the right buyers.



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CARS & SHOWROOMS STYLE

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CARS STYLE

Car photography style captures visually stunning images of automobiles, showcasing their design, features, and power in dynamic compositions that evoke excitement and admiration.





F A S I O N & I N F L U E N C E R S S T Y L E

W W W . S O F T L I N E A G E N C Y . C O M

F A S I O N & I N F L U E N C E R S S T Y L E

Influencer's photography style captures visually appealing and engaging images of social media influencers, showcasing their brand and promoting products or services in an authentic and relatable way.



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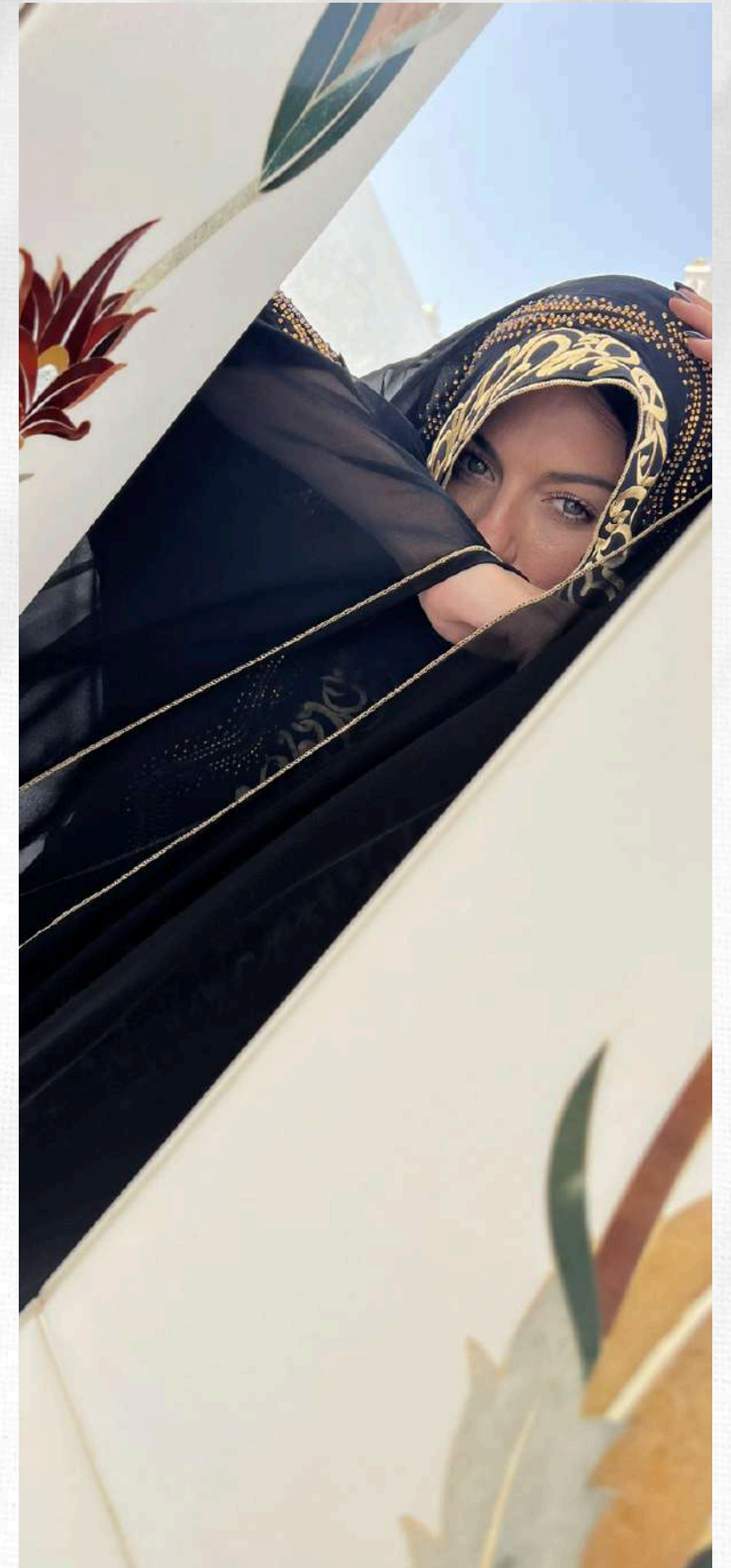
F A S I O N & I N F L U E N C E R S S T Y L E

Influencers' photography style captures visually appealing and engaging images of social media influencers, showcasing their brand and promoting products or services in an authentic and relatable way.



F A S I O N & I N F L U E N C E R S S T Y L E

Influencers' photography style captures visually appealing and engaging images of social media influencers, showcasing their brand and promoting products or services in an authentic and relatable way.



F A S I O N & I N F L U E N C E R S S T Y L E

Influencers photography style captures visually appealing and engaging images of social media influencers, showcasing their personal brand and promoting products or services in an authentic and relatable way.



W W W . S O F T L I N E A G E N C Y . C O M

A woman in a white long-sleeved crop top and pink leggings is performing a split leap in a gym. She is in a dynamic pose, with one leg extended forward and the other back, and her right arm raised high. The background features a rack of dumbbells, kettlebells, and a red wall with a boxing ring graphic. The text "ACTIVITIES STYLE" is overlaid in the center.

ACTIVITIES STYLE

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ACTIVITIES STYLE

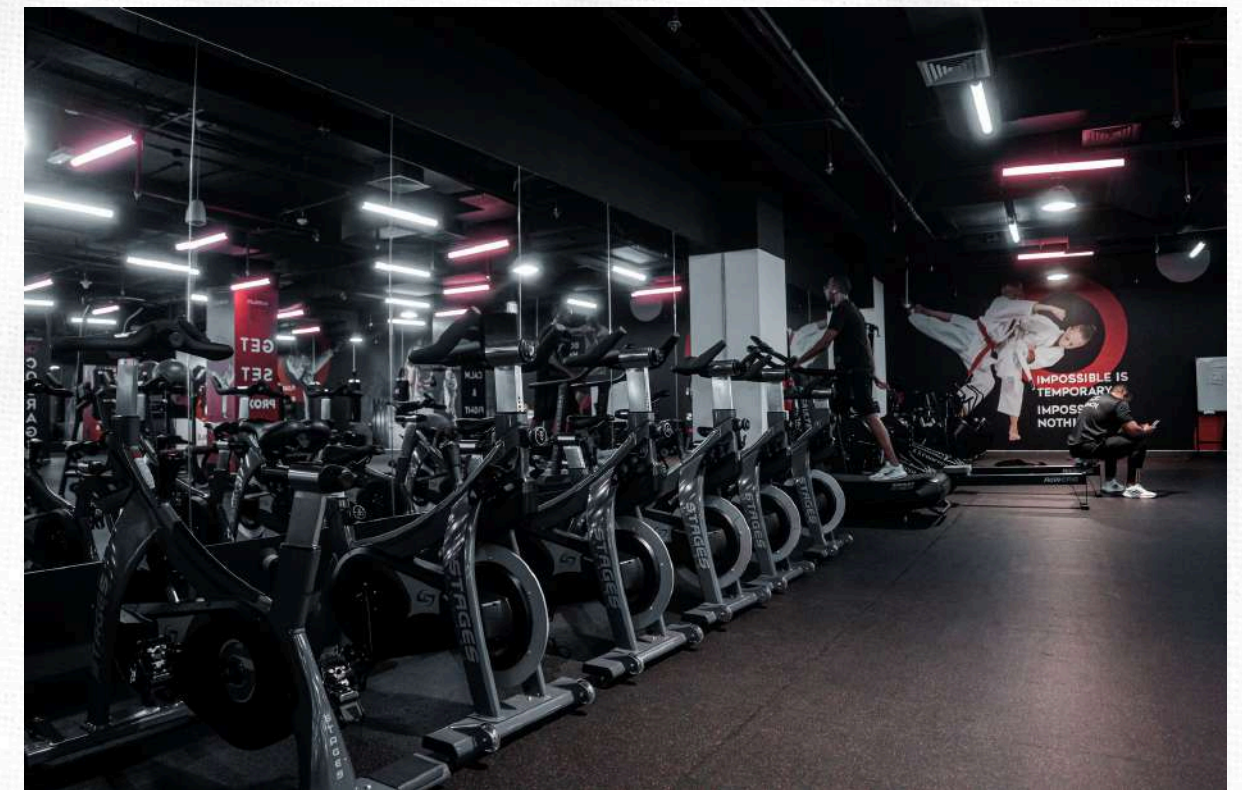
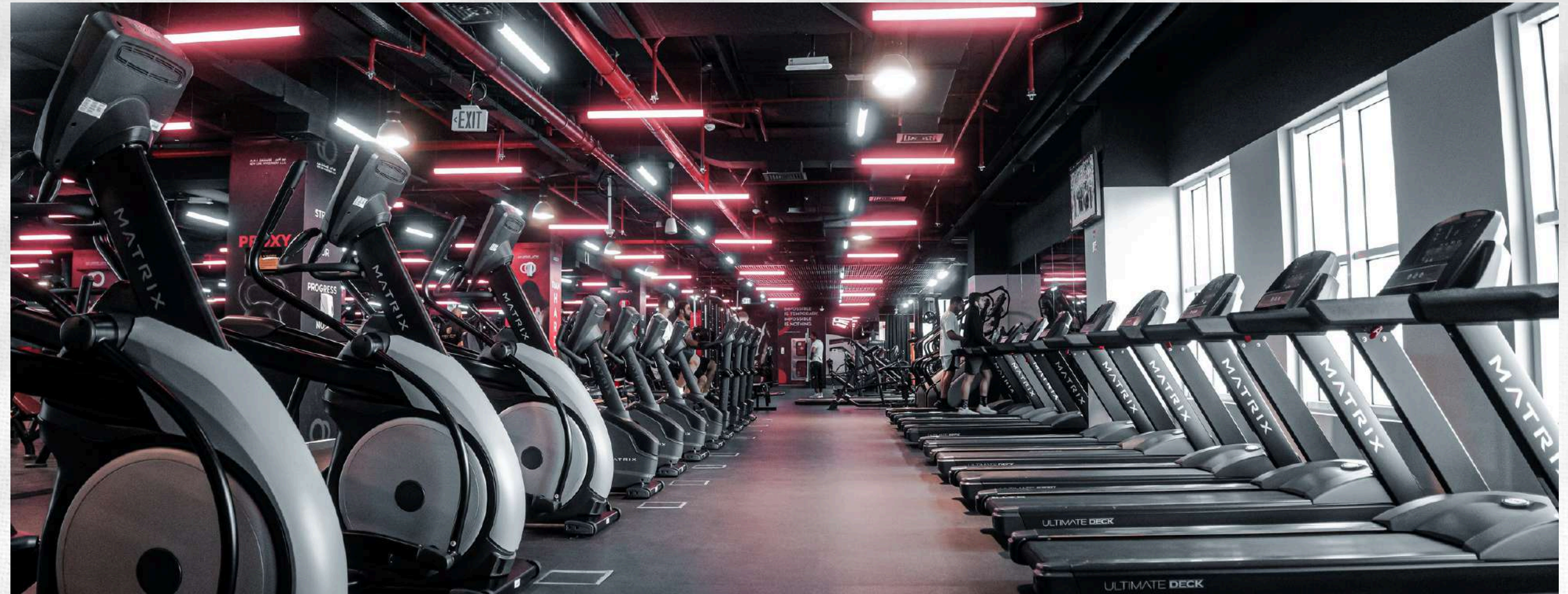
Activities photography style captures dynamic and engaging images of people participating in various activities, showcasing their energy, skill, and passion.



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ACTIVITIES STYLE

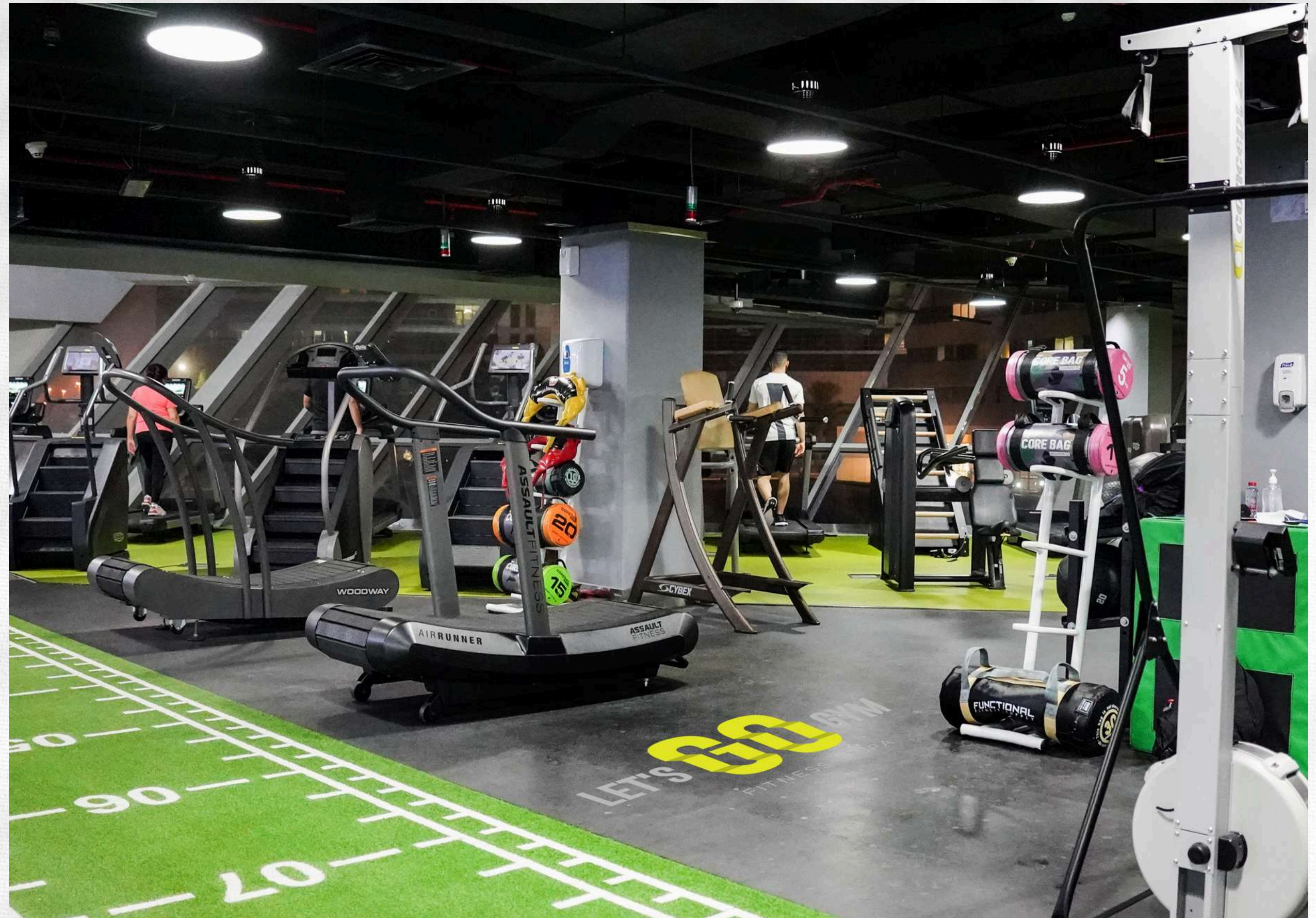
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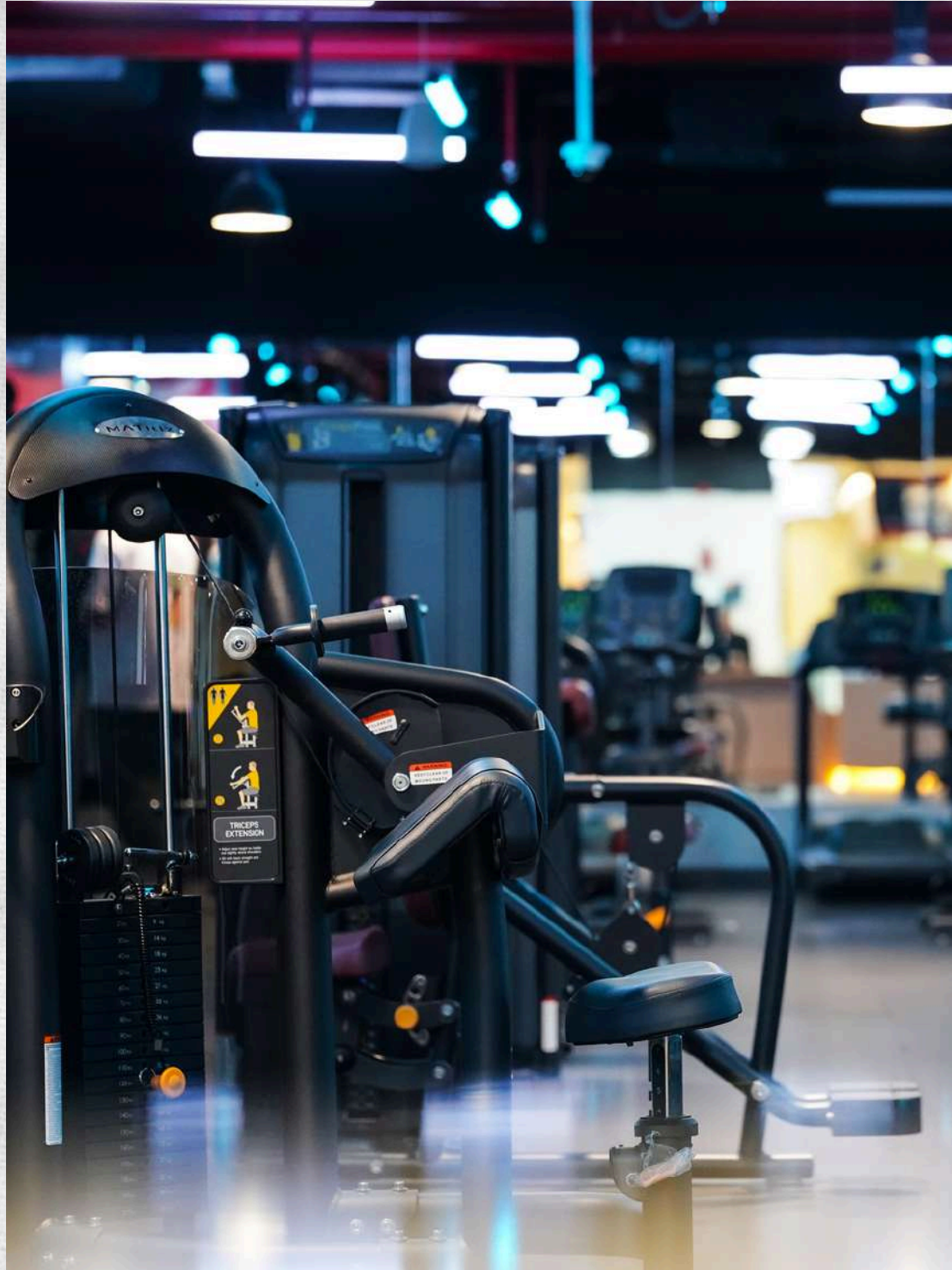
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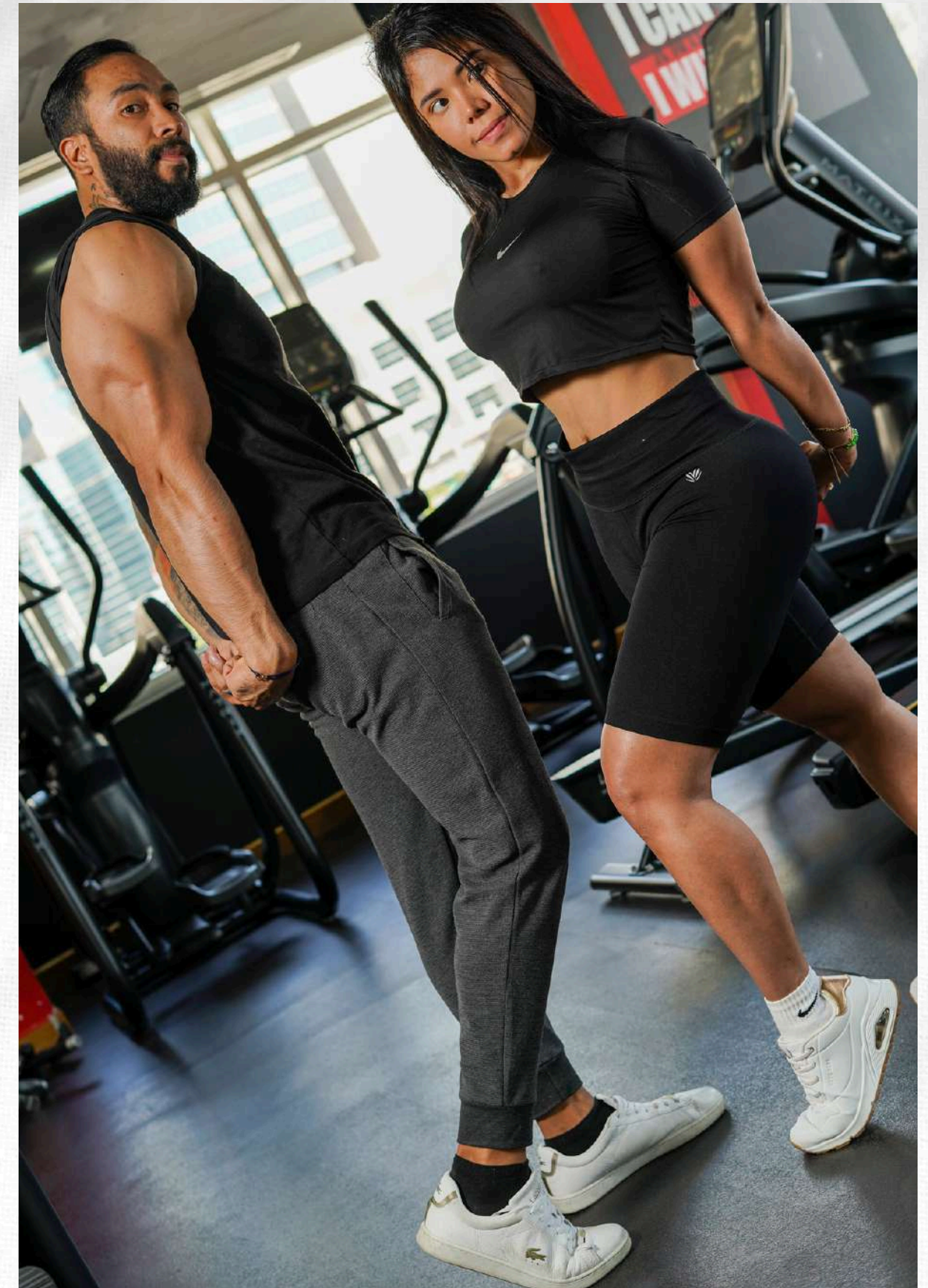
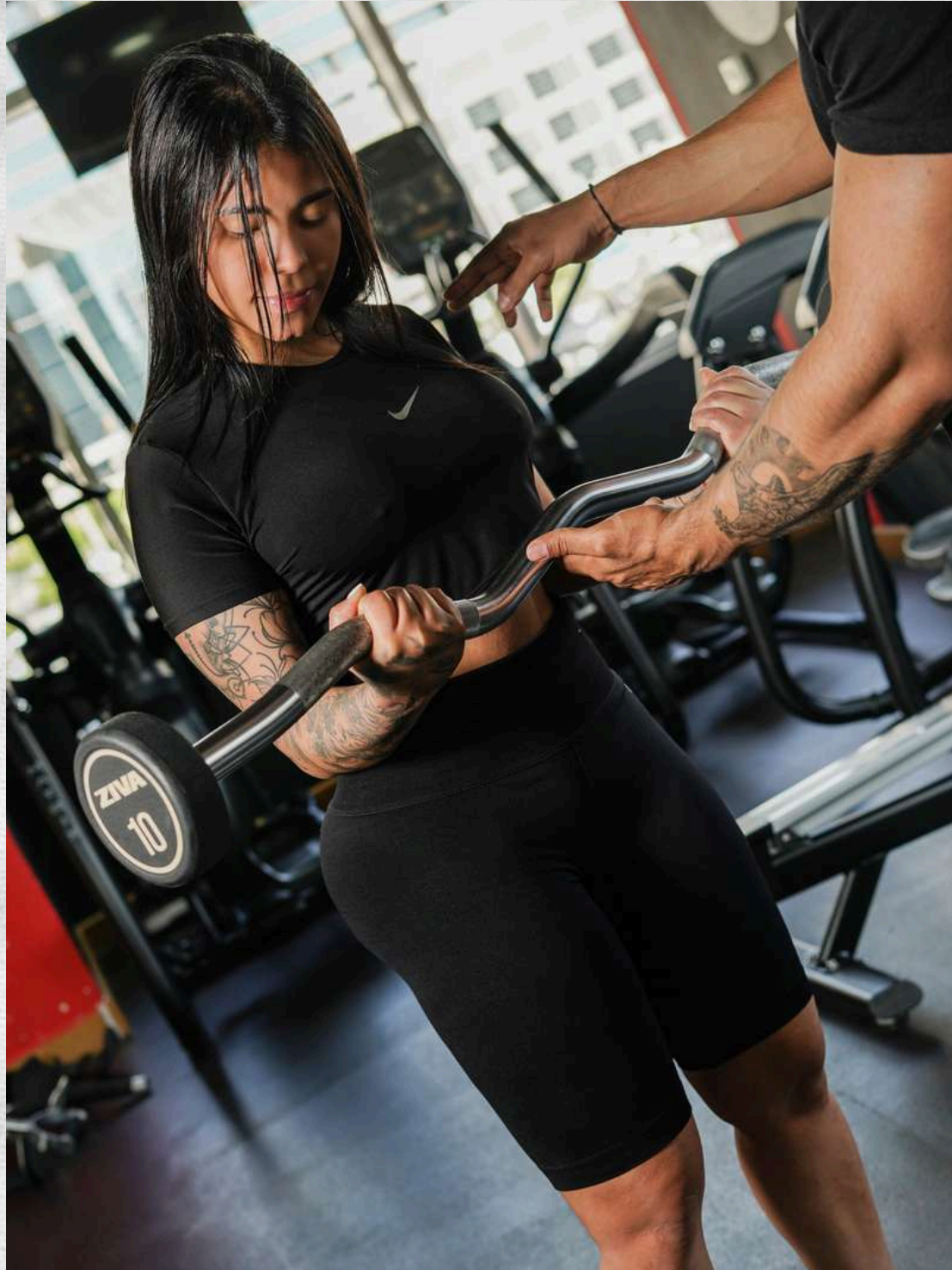
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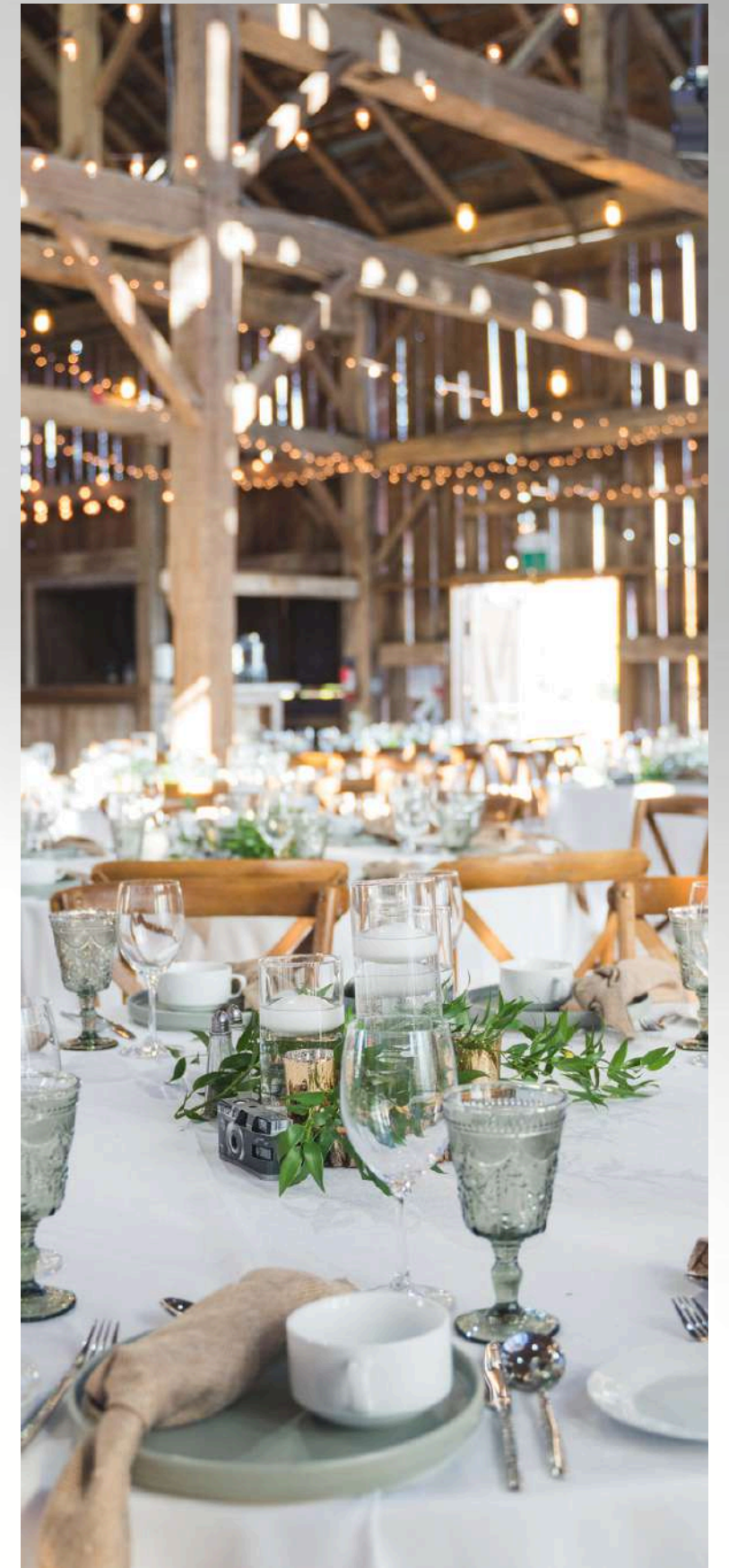
ACTIVITIES STYLE

Activities photography style captures dynamic and engaging images of people participating in various activities, showcasing their energy, skill, and passion.




EVENTS STYLE

Events photography style captures the key moments, emotions, and atmosphere of various events, telling a visual story through a combination of candid and posed shots that allow viewers to relive the experience.



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MEDICAL CENTER STYLE

DUE TO THE CENTER AND CLIENTS' PRIVACY, WE CANNOT DISPLAY
COMPLETED WORKS. THANK YOU FOR UNDERSTANDING

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RESTAURANT & CAFE STYLE

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WIDE ANGLE STYLE

captures a broad view of the scene, emphasizing the expanse and depth. It allows for expansive landscapes or interiors, making spaces appear larger and more immersive.



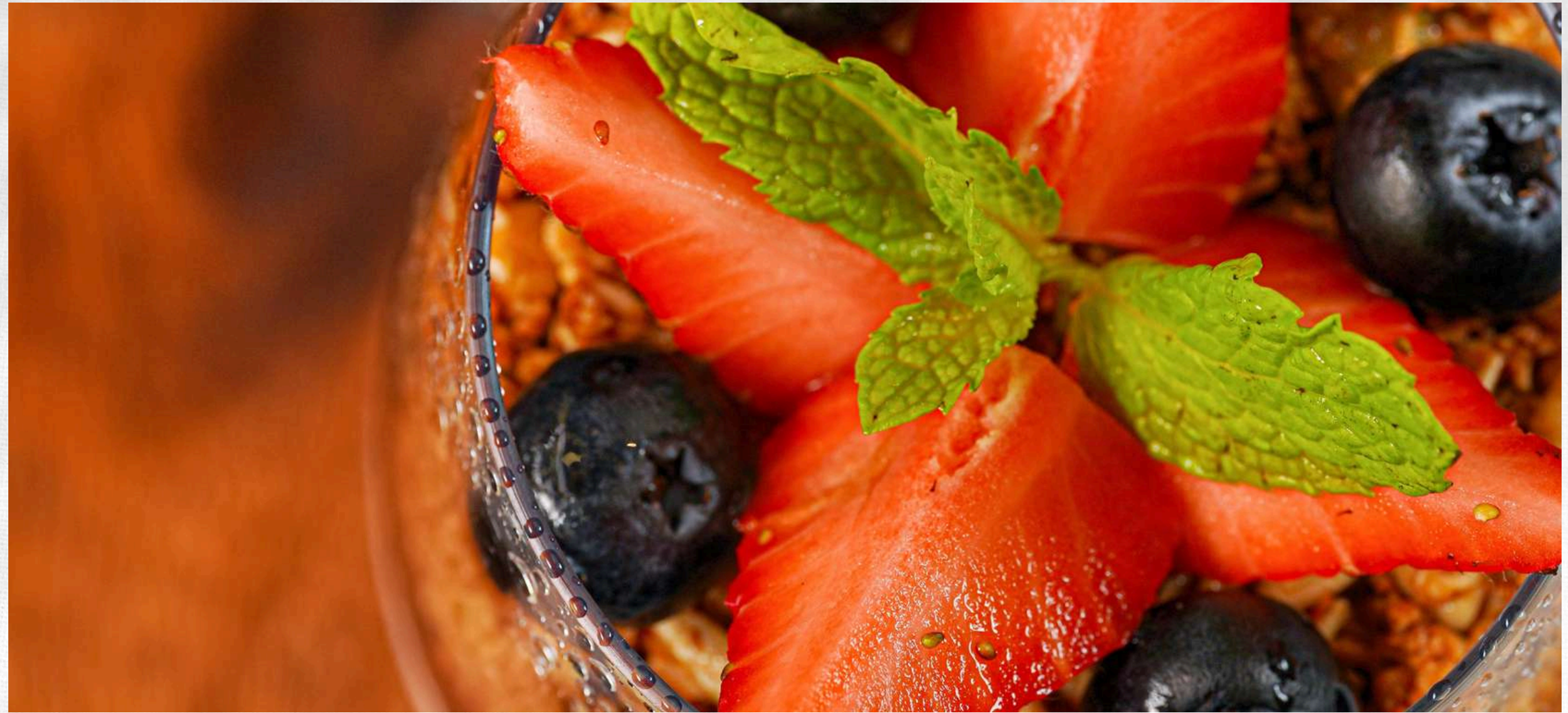
BUFFET STYLE

Buffet Style photography highlights the diversity and abundance of food in a buffet, focusing on the overall spread and arrangement. It emphasizes richness and variety, making each dish look appetizing and inviting.



CLOSE-UP STYLE

Highlighting Fine Details: They reveal small details that may not be visible in standard shots.



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CLOSE-UP STYLE

Close-Up Style captures intricate details, highlighting textures and features with clarity and intimacy.



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LIFE STYLE

Lifestyle Food Photography Style captures food in real-life settings, emphasizing natural presentation and emotions to create a joyful and relatable connection with viewers.



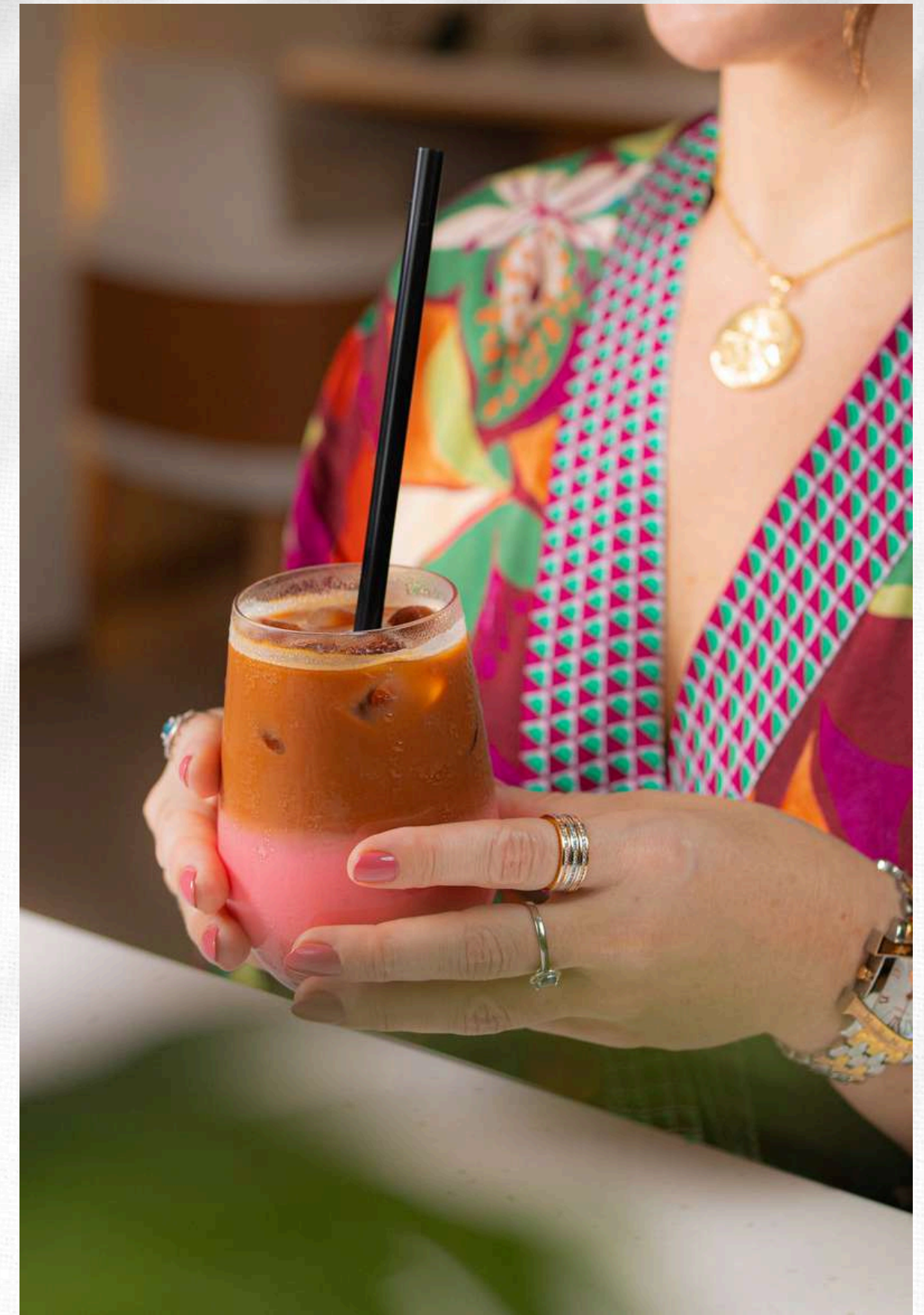
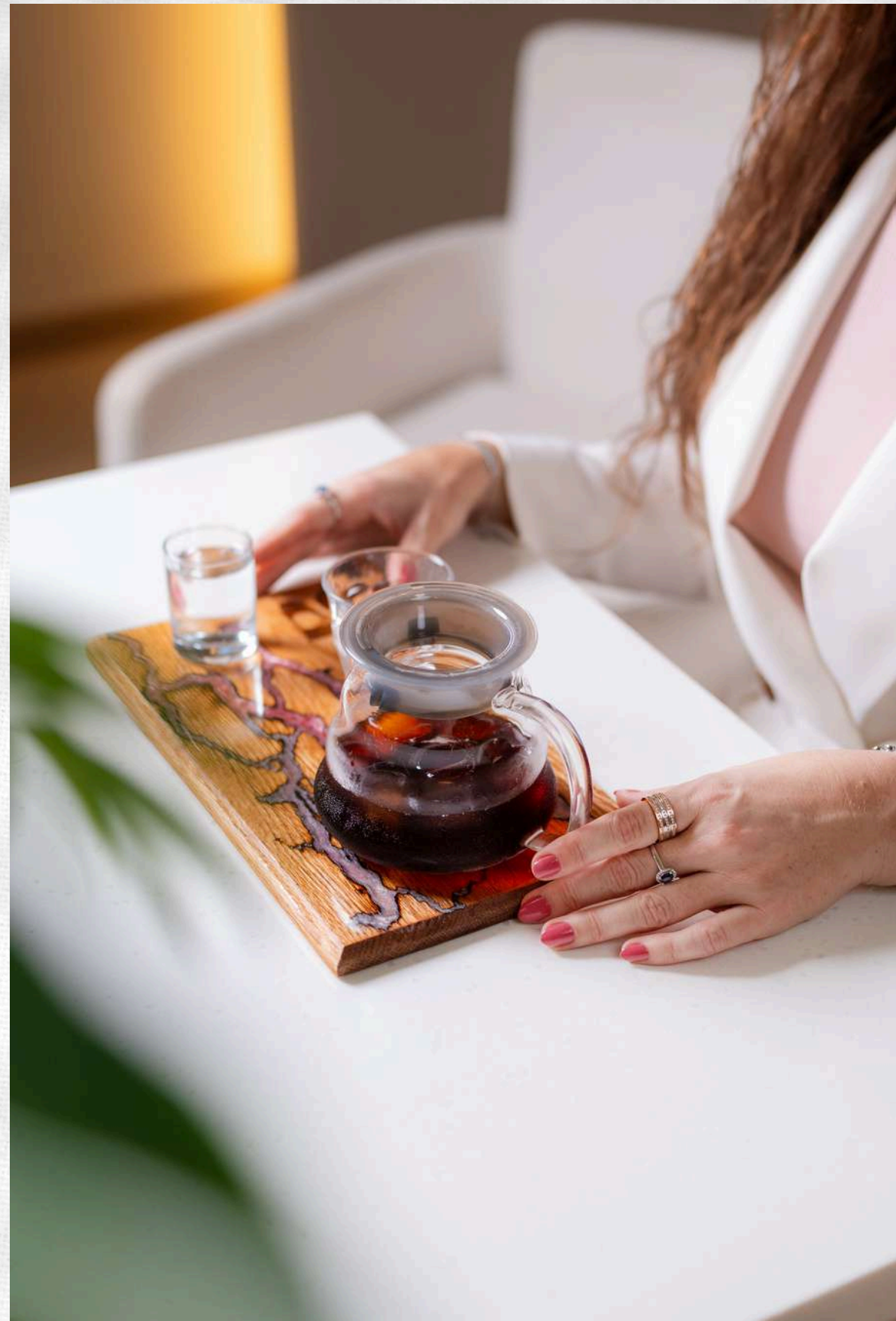
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Lifestyle Food Photography Style captures food in real-life settings, emphasizing natural presentation and emotions to create a joyful and relatable connection with viewers.



LIFE STYLE

Lifestyle Food Photography Style presents food in natural settings, focusing on authentic presentation and emotions to create a warm and engaging connection with viewers.



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LIFE STYLE

Lifestyle Food Photography Style captures food in real-life settings, emphasizing natural presentation and emotions to create a joyful and relatable connection with viewers.



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L I F E S T Y L E

Lifestyle Food Photography Style captures food in real-life settings, emphasizing natural presentation and emotions to create a joyful and relatable connection with viewers.



L I F E S T Y L E

Lifestyle Food Photography Style captures food in everyday settings, highlighting its natural presentation and evoking emotions to create an authentic and engaging viewer experience.



DRINKS STYLE

Drinks Style photography highlights beverages with a focus on their colors, textures, and presentation. It often emphasizes the refreshment and appeal of the drink, showcasing it in a way that enhances its visual allure.



DRINKS STYLE

Drinks Style photography focuses on showcasing beverages by emphasizing their colors, textures, and presentation, highlighting their refreshing and appealing qualities.



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ROYAL STYLE

Royal-style food photography presents dishes with an emphasis on elegance and luxury. It showcases ornate presentation, rich colors, and refined details to convey a sense of grandeur and sophistication.



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SOCIAL MEDIA STYLE

Social media photography style creates attention-grabbing and visually appealing images optimized for social media platforms. It emphasizes vibrant colors, creative compositions, and engaging elements to drive audience interaction and brand engagement.



DESSERT STYLE

captures the beauty and deliciousness of desserts, showcasing their intricate details, textures, and vibrant colors in visually enticing images.



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MENU STYLE

Menu Style food photography presents dishes in a clear and appealing way, often styled to resemble how they would appear on a menu. It focuses on showcasing the food's key features and making it look appetizing and informative for potential diners.



MENU STYLE

Menu style photography captures visually appealing images of food items, showcasing their presentation, colors, and textures to entice viewers and stimulate their appetite.



MEAT BUTCHERY

Meat butchery photography captures the art and details of meat cuts, showcasing their textures and colors in visually appealing images.





SOFT LINE
MARKETING OPERATIONS MANAGEMENT

VISUAL IDENTITY

VISUAL IDENTITY

Visual identity is a comprehensive concept that encompasses a set of design elements that represent and communicate the brand's identity and personality. The goal of visual identity is to create strong brand recognition and enhance audience engagement. Key components of visual identity include:

1. **Logo:** The logo is the primary symbol of the brand, representing it in a distinctive way. It should be simple, easily recognizable, and aligned with the brand's nature and message.
2. **Colors:** The colors used in the visual identity play a crucial role in shaping the brand's impact and appeal. Choosing colors that align with the brand's philosophy and effectively reflect its message is essential.
3. **Typography and Fonts:** Using appropriate typography and fonts adds an extra touch of personality and distinctiveness to the visual identity. Selecting fonts that are legible and match the brand's character is important.
4. **Symbols and Icons:** Unique symbols and icons can be used to enhance the visual identity and reinforce brand recognition. These symbols and icons should be relevant and clearly reflect the brand's message.

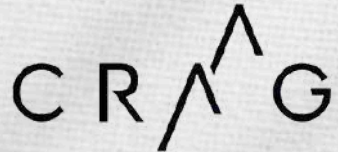
DESIGN SERVICES

- Logo Design: Memorable and representative logos that align with your brand.
- Branding and Identity: Comprehensive visual identities that showcase your brand's personality.
- Print Design: Eye-catching designs for brochures, flyers, and packaging.
- Digital Design: Engaging designs for websites, and social media.
- Marketing Collateral: Impactful designs for banners, posters, and signage.
- Menu Design : Electronic Menu , Digital Menu and Menu Platform.

VISUAL IDENTITY



SOME OF OUR BEST CLIENTS



Dear valued clients and audience,

.....

We would like to express our sincere gratitude for your continuous support & trust in our work. It is your belief in us that has enabled us to deliver exceptional results and grow as a team.

We are truly privileged to have had the opportunity to serve you and bring your visions to life. Your feedback, collaboration, and enthusiasm have been instrumental in our success. We appreciate your commitment to excellence and your willingness to embark on creative journeys with us.

We remain dedicated to providing you with the highest level of service and innovative solutions. Your satisfaction is our utmost priority, and we will continue to go above and beyond to exceed your expectations.

Thank you for being an essential part of our journey. We look forward to continuing our partnership and creating more remarkable experiences together.

Warmest regards,

Soft Line MARKETING OPERATIONS MANAGEMENT





With Full Services

We Will Drive Your Business To Reach Your Goals, Increase
Your Sales, And Enhance Your Company Profile

We Are a Full-Service Advertising Company Currently
Based In UAE - Abu Dhabi

For further details and inquiries, please don't hesitate to contact us

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