

OUR SERVICES

At “GEORISE” we take a personalized approach to every project we undertake. We recognize that every business is unique and therefore requires a customized solution.

That's why we take the time to get to know you and your project, as well as your current needs and your market. By understanding your goals and your audience, we can develop a comprehensive strategy that leverages a range of marketing channels and tactics to maximize results.

All of it through the services below :

Logo Branding

Social Media Management & Content Creation

Paid Ads Management (Meta / Google / LinkedIn)

Marketing Strategy & Planning (overall “growth engine”)

Website Maintenance / App Audit & UX / Landing-Page Optimization

CRM / Marketing Automation Setup & Email/SMS Funnels

SEO service

Full Branding «DFS»

UX/UI Proposal (DFS Website)



Creative Direction & Visual Rebranding

« FINWISE »

We will develop a complete brand identity for FINWISE, including the logo, visual language, color palette, typography, iconography, and brand usage guidelines. The branding will reflect trust, innovation, growth, and clarity, ensuring the platform stands out in a crowded financial-tech content market.

This includes creating multiple concepts, refining the selected direction, and delivering final assets ready for digital use.

Deliverables & Responsibilities

1. Visual Identity System

- * Creation of a brand identity that reflects the Brand direction.
- * Development of logo, typography, color palette, and graphic language aligned with the Brand’s sound and personality.
- * Design of moodboards and visual references inspired by Tech, Finance, Self development ... , minimal, modern.
- * Creation of brand guidelines to ensure consistent use across all future projects.

Outcome

A distinctive and memorable image that builds recognition, professionalism, and emotional attachment. The DJ’s audience, collaborators, and event organizers will instantly recognize their style, while all future marketing materials will align under one powerful creative identity.

Timeframe10 Working Days

Payment ModelsTBD



Social Media & Content Creation

Full management of your daily and weekly content output, tailored for both Arabic and English audiences.

This includes:

- Monthly content calendar
- Creative visuals, motion graphics & micro-videos
- Platform-optimized content (short-form TikTok style + educational feed content)
- Engaging captions created in your brand voice
- Posting, scheduling, moderation & community management

Growth-focused strategies (hooks, trends, reels, carousels, value-driven posts)

Goal: build FINWISE into a trusted brand and a daily reference for financial knowledge and more.

P1	P2	P3
8 Videos 12 Static	6 Videos 15 Static	4 Videos 9 Static
• Photos and Videos • Copywriting • Publishing content on FB /IG /LINKEDIN - Including Artworks Covers • Optimizing pages for related keywords and hashtags • Monitoring insights to evaluate performance	• Photos and Videos • Copywriting • Publishing content on FB /IG • Optimizing pages for related keywords and hashtags • Monitoring insights to evaluate performance	• Photos and Videos • Copywriting • Publishing content on FB /IG • Optimizing pages for related keywords and hashtags • Monitoring insights to evaluate performance
Monthly 750.00 \$	Monthly 600.00 \$	Monthly 550.00 \$



Ad Management

Funneling.

We create, manage, and optimize paid advertising campaigns across Meta, Google, and LinkedIn.

This includes:

- Media planning
- Creative production for ads
- A/B testing
- Performance tracking
- Lead generation funnels
- Retargeting systems
- Scaling based on results

Goal: drive qualified users to the platform and generate ongoing traffic, conversions, and community growth.

The ad-spend budget will be determined separately by the client before we proceed with the promotional activities. Once the budget is confirmed, we will provide a detailed monthly promotion plan.

Timeframe	Monthly
Payment Models	Recurring
Price / Facebook / IG /	200.00 \$
Price / Facebook / IG / LinkedIn	350.00 \$



Marketing Strategy

Goal

To build a complete strategic growth engine for FINWISE, ensuring consistent user acquisition, improved retention, and scalable revenue. The marketing strategy aligns all brand, digital, content, performance, and automation activities into one unified roadmap that accelerates platform growth across English and Arabic audiences.

Deliverables

The marketing strategy package will include:

1. Full Brand Positioning Framework

Target audience definition (demographics, psychographics, behaviors)

Market analysis (competition, opportunities, differentiators)

Brand messaging pillars (EN & AR)

Core value proposition & communication angles

2. Multi-Channel Growth Strategy

Meta Ads, Google Ads, LinkedIn Ads

Organic content strategy across IG, FB, TikTok & LinkedIn

CRM strategy (email, SMS, remarketing flows, TBD)

Community, influencer, and partnership acquisition angles



3.360Content Strategy

- Monthly content calendar
- Creative direction
- Reels, posts, motion graphics concepts
- Conversion-focused landing page content outline

4. Paid Ads Funnel Architecture

- Awareness /Consideration /Conversion funnel
- Targeting segments
- Retargeting layers
- Lookalike audiences
- Ad creatives plan & testing methodology

5. KPI Framework & Tracking Setup

- Defined metrics for every stage (CAC, CTR, CPL, ROAS, retention, activation rate, etc.)
- Tools & dashboards to track performance

Timeframe	20/25 Working Days
Payment Models	One Time Payment
Price (Duration 6 Month)	1,200.00 \$
Price (Duration 1 year)	2,400.00 \$



Website

Maintenance / App Audit & UX / Landing-Page Optimization

We audit the platform’s UX, user flow, and conversion journey to ensure maximum efficiency.

This includes:

- UX research & usability audit
- Landing-page optimization
- SEO + speed performance check
- Technical fixes or recommendations

Continuous improvements based on monthly analytics

Goal: increase user engagement, retention, and conversion from the landing page to the full platform experience.

Why it is IMportant :

This service ensures that FinWise’s digital platform is fully optimized, technically stable, and designed to convert visitors efficiently before any marketing campaigns go live. It includes a complete audit of speed performance, navigation flow, mobile responsiveness, functionality checks, content clarity, and conversion-path optimization.

Conducting this audit before launching paid promotions is crucial because it prevents the loss of valuable ad spend on a platform that might have technical errors, slow load times, unclear user journeys, or broken conversion points. If these issues are discovered after campaigns start, the brand risks wasting time, losing potential leads, and significantly reducing conversion volume. By fixing everything in advance, we ensure getting experience that maximizes sign-ups, inquiries, and overall ROI.

Timeframe	Per Task
Payment Models	Per Task or Monthly or One Time
Price	TBD



CRM / EMAIL Marketing

Automation Setup & Email/SMS Funnels

GOAL:

This service focuses on building a complete automated communication system that nurtures users from the moment they discover FinWise until they become loyal, long-term clients.

The setup includes integrating a CRM platform, creating segmented user lists, designing automated email and SMS sequences, and building personalized flows that guide every user through the platform’s journey such as onboarding, activation, reminders, upsells, re-engagement, and long-term retention.

EMAIL MARKETING plays a crucial role in FinWise’s growth strategy because it is one of the highest-converting communication channels, especially in financial and educational products.

Through carefully crafted newsletters, behavior-triggered emails, and personalized recommendations, we ensure that users receive the right message at the right time, increasing trust, engagement, and conversion rates.

These email and SMS automations reduce manual work, eliminate communication gaps, and create a predictable flow of leads and returning users. By implementing intelligent segmentation and real-time behavior tracking, the system ensures that each user receives tailored content improving onboarding completion, boosting course sign-ups, increasing retention, and maximizing overall revenue.

If Finwise will be providing the CRM integration and full system setup, then we can support by managing the email marketing campaigns only. We can further discuss how to collaborate on this process to ensure smooth execution and optimal results.

Timeframe	Per Day
Payment Models	Monthly
Price	450.00 \$



Creative Direction & Visual Rebranding « DFS »

PROJECT OVERVIEW

We will design and deliver a comprehensive brand identity ecosystem for « DFS »Holding, structured to support the holding company, its sister companies, and all current and future business units under one coherent and scalable brand architecture.

The objective is to establish a strong, credible, and future-proof corporate identity that communicates trust, innovation, clarity, and growth, while allowing flexibility for individual sub-brands to express their own positioning without losing alignment with the parent brand.

This brand system will ensure DFS operates with consistency, authority, and recognition across all digital, corporate, and marketing touchpoints.

SCOPE OF WORK

Definition of the core brand pillars, values, vision, and positioning of «DFS» Holding

Alignment of the brand strategy with the holding structure and long-term business goals

Establishment of a brand architecture framework (parent brand, sister companies, sub-brands)

Clear guidelines on how each business entity relates visually and strategically to the holding brand

OUTCOME:

A clear strategic foundation that ensures all brands under FINWISE communicate with one voice while maintaining flexibility for expansion.

2. Visual Identity System

We will develop a complete and cohesive visual identity system that reflects the brand's direction and corporate stature.



THIS INCLUDES:

- Logo system (primary logo, secondary versions, symbol/icon where applicable)
- Typography system (primary and secondary fonts)
- Color palette (core, secondary, and functional colors)
- Iconography and graphic elements

The visual direction will be inspired by Finance, Technology, Innovation, and Self-Development, expressed through a minimal, modern, and premium aesthetic.

OUTCOME:

A strong, recognizable corporate identity that positions FINWISE as a credible, forward-thinking holding company.

3. CONCEPT DEVELOPMENT & REFINEMENT

- Creation of multiple initial brand concepts and visual directions (3 Options)
- Presentation and strategic explanation of each concept
- Collaborative refinement of the selected direction based on feedback
- Finalization of the chosen concept into a polished brand system

OUTCOME:

A carefully considered brand identity, refined through a structured and professional process.

4. BRAND GUIDELINES & GOVERNANCE

- Development of a comprehensive Brand Guidelines Document covering:
 - Logo usage rules and clear space
 - Color and typography usage
 - Visual hierarchy and layout rules
 - Do’s and Don’ts
- Application examples across digital and corporate materials
- Guidelines designed to be easily applied by internal teams and external partners

OUTCOME:

Long-term brand consistency across all departments, partners, and future projects.

5. Asset Delivery & Readiness

- Delivery of all final brand assets in professional, editable, and web-ready formats



Delivery of all final brand assets in professional, editable, and web-ready formatsall available formats.

- Assets optimized for digital platforms and future expansion
- Structured handover for seamless internal use

Outcome:
«DFS» receives a complete, ready-to-use brand system that can be immediately deployed and scaled.

Final Outcome & Value

At the end of this engagement, «DFS» Holding will possess:

- A strong and unified corporate identity
- A scalable branding system suitable for multiple sister companies
- Increased brand credibility, trust, and recognition
- Clear internal and external brand alignment
- A future-proof foundation for growth, partnerships, and investment

This branding system will not only define how «DFS» looks, but also how it is perceived as a professional, innovative, and authoritative holding company in its market.

We offer two branding options:
Logo Branding and Full Branding.

Logo Branding focuses on logo ideation and its application across essential touchpoints such as print materials and mockups, similar to the scope delivered for FINWISE.

Full Branding provides a more comprehensive and finalized brand identity, including detailed visual systems and full adaptation across all provided materials and content, ensuring all assets are execution-ready and consistent across every platform.

Logo Branding	Timeframe	10 Working Days
Payment		600.00 \$
Full Branding	Timeframe	15 Working Days
Payment		1200.00 \$



SEOservices

SEO: Search Engine Optimization, or SEO, is one of the best tools that companies have in terms of gaining visibility online because it allows them to bring in more visitors through free, organic search results.

Note that you only need this service for the first 3 to 5 month untill the page on Google will be ready and rank good.

Consultancy (SEO, Google Analytics, Google Maps, Customer Engagement, Business listing)

- * On page (Only) we don t recomend off page.
- * 4 Pages optimisation
- * website recomendation UX UI
- * Google Setup
- * Submission to Google Webmaster (target audience - Site Map Submission - Page Meta Data)

(We suggest 3 TO 4 MONTH for a good result)

Timeframe	Monthly
Payment Models	Recurring
Price	550.00 \$



UX/UI (DFS WEBSITE)

A. PROJECT OVERVIEW

Scope: UX/UI design only (no development)

Platform: Website (Desktop-first, responsive-ready)

Design base: DFS Branding Guidelines

Tool: Figma

DELIVERABLES:

Brand & guideline alignment review

Business goals & user intent definition

Sitemap & website architecture

User flow planning

Content hierarchy for each page

UI design based on:

Brand colors

Typography system

Component-based design (scalable system)

OUTPUT:

UI components & styles

Color styles / Typography styles

Buttons & UI components

Clickable prototype

Interaction logic (hover, transitions)

Final refinements (based on feedback rounds) Fully structured Figma file

Organized pages (UX / UI / Components / Prototype)

Design system included

Developer-ready layouts

Responsive logic defined (desktop mobile guidance)

Ownership of design files



UX/UI (DFS WEBSITE)

UX/UI PRICING – 2 CLEAR TIERS

OPTION 1 :

- Includes:
- UX & sitemap
- Wireframes
- UI design for main pages (e.g. Home, About, Services, Contact...)
- Desktop / Mobile
- Basic design system
- Visual prototype only
- 1 revision round
- Figma delivery

Timeframe: 13 Working Days650.00 \$

OPTION 2 :

- Includes:
- UX & sitemap
- Wireframes
- UI design for main pages and sub pages.
- Desktop / Mobile
- Advanced Design system (Interactive)
- 1 revision round
- Ongoing design support
- Figma delivery

OPTIONAL ADD-ONS

- Landing pages for campaigns
- Dashboard UI (if applicable later)
- Animation Assets (price per animation)
- UX copy guidance
- 2 revision rounds
- Ongoing design support

Timeframe1200.00 \$



Let's Work Together!

This Agreement, together with the following Attachments, constitute the entire Agreement between the parties with respect to the subject matter hereof, and as of the date this Agreement is executed by both Parties, shall supersede any previous agreements or understandings, written or oral, between the Parties. All modifications to the applicable Compensation arrangement shall be in writing and signed by both Parties and shall not supersede the terms of this Agreement.

The 6 / 1year month agreement shall commence on:.....

The total cost of the Proposal is :

Cancellation Terms -

This agreement may be terminated immediately by both parties, at any time without cause, complying with a thirty (30) days prior written notice.

Material and equipment furnished under this proposal shall remain the property of the seller until final payment has been received.

Business :



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