

Brandera's Social Media Presence

Content by: Salma Omar

Designs: Hamada El-Znaty

BrandEra's story

Brandera is the spark of the desire to create something different. The goal has always been to create a world with endless possibilities for Brands and companies to carry their identities to perfection.

BrandEra was made to be the window for all the creative ways and ideas the world hasn't seen yet to shine through. We strive to perfect the birth of a creative vision and bring it to life. We view marketing as a way to reach people's hearts, minds, and souls. At BrandEra; it's all about marketing to and through humans, not screens.



What we do

Creativity is the soul of advertising and branding. It is what gives life to messages about products and services that may otherwise be boring or insignificant in the hearts and minds of target customers. We lead our work by persuasive communication that involves getting attention, generating interest, creating a need for change, and encouraging action.

Our creative team's main aim is to create a desire among the public for products and services by building a creative concept that forms the core foundation or theme for an advertising campaign. BrandEra's team of content creators, copywriters, designers, and social media specialists will take your brand step by step towards its desired goal; starting with building your vision to formulating a creative strategy, campaign planning, producing content, designing, and all the way to launching and keeping up with the public's reactions and requirements.



Why us?

For your brand to stand out, your marketing has to be bold and authentic. And most of all, it has to be creative.

You need to give people a reason to stop reading, to take that couple of extra seconds and say, "Huh ... maybe I should take a look at that."

At BrandEra we don't just slap a fresh coat of paint on the same old content and call it a day! nor do we retread the same tired old social media strategies that everyone's done a thousand times.

We focus on developing your customer persona to create content that your target audience is more likely to consume regularly.

We study them starting with understanding the roles and responsibilities of their daily workday to where and how they spend their time on social media.

BrandEra aims to win your audience's hearts and minds by also looking into their frustrations. In this way, you can position your service or product as a solution to their problems.

Our team will optimize your brand profiles by filling out the account information as well as using the right keywords and imagery.



Introducing Our team

1-Content Creator

"The only way to win at content marketing is for the reader to say, 'This was written specifically for me.'"
~Jamie Turner

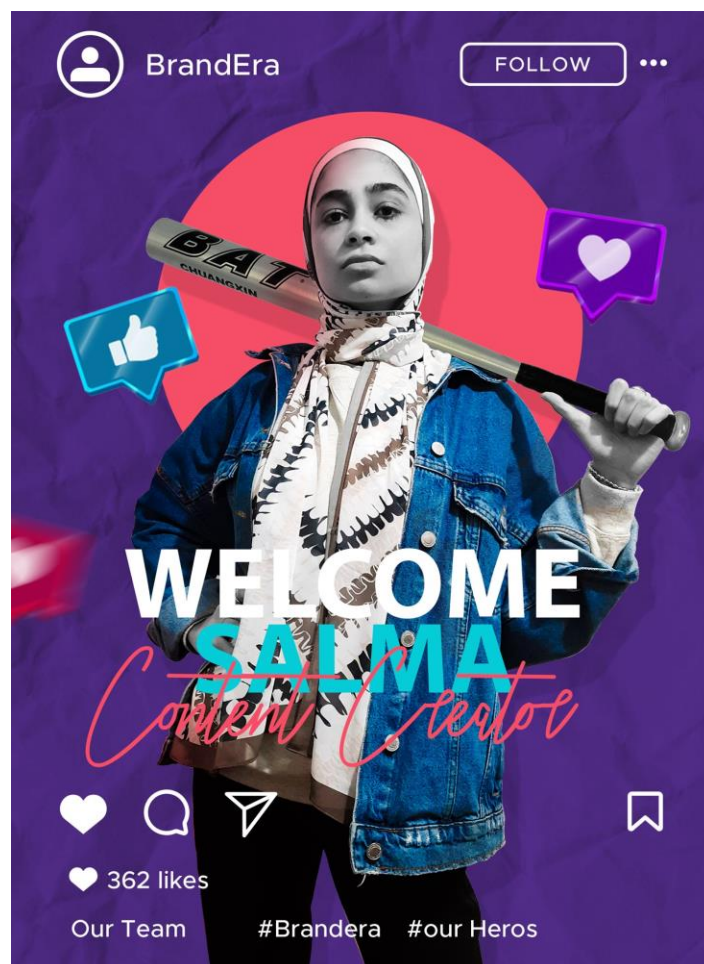
Introducing Salma Omar; BrandEra's Content Creator.

Content creation is arguably the most important part of your digital marketing efforts.

A great content not only helps you build trust and connect with your target audience, but also acts as fuel for your other marketing techniques.

Salma offers the content that will insure to establish your credibility, build your trust, and strengthen your reputation as she successfully knows just how to identify and study the behavior of an industry's audience and ensure her content reflects their wants.

Welcome @ Salma Omar to BrandEra's team.



2-CopyWriter

“Make it simple. Make it memorable. Make it inviting to look at. Make it fun to read.” – Leo Burnett.

A good archer is known not by his arrows, but by his aim.

Introducing Ghada Ihab; Brandra's Copywriter.

Responsible for one of the most critical elements of any and all forms of marketing and advertising.

Ghada excels in getting people to feel, think, and respond.

Welcome **Ghada Ihab** to BrandEra's team.



3-Social Media Specialist

“Your brand is a story unfolding across all customer touchpoints.” — Jonah Sachs.

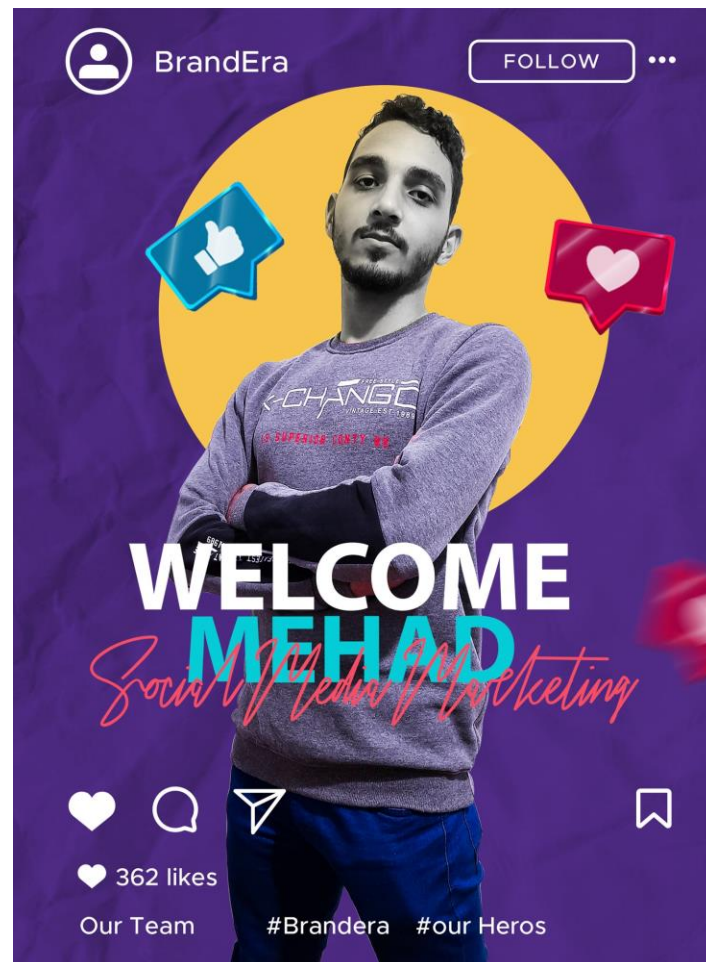
Social media is an essential piece of your business marketing strategy.

Social platforms help you connect with your customers, increase awareness about your brand, and boost your leads and sales.

Introducing Mehad Hamdy; BrandEra's Social Media Marketer.

Mehad has the ability to come up with out-of-the-box approaches to achieve growth goals and come up with creative and unique ways to understand and communicate with a brand's target audience.

Welcome, **Mehad Hamdy** to BrandEra's team!



4- Designer

“Design can be art. Design can be aesthetics. Design is so simple, that's why it is so complicated.” - Paul Rand.

Introducing Amy El Sayed ; BrandEra's newest member of the designer's team.

Design can be interpreted as many different things. It can be viewed as complex and artistic or as simple and functional.

The simplicity of design allows it to take on so many different forms and this versatility also allows it to be complex.

Great designers are not bound by the rules. They consider the social norms, standards and limitations of production, marketing and other aspects of design implementation.

Menna perfects conveying the story, the brand and the ideas of the client through her outstanding communication skills that present, charm and negotiate her work.

Welcome, Menna El-Sayed to BrandEra's team!

