# DYNAMIC AUGMENTS

AI-powered Marketing for growing businesses.

**www.dynamicaugments.com**

# Who We Are

## A lean, ROI-obsessed marketing partner

Dynamic Augments is a small, founder-led AI marketing studio.
We work hands-on with a few businesses at a time, helping them get more qualified leads, improve conversion rates, and build simple systems that don't fall apart after the first campaign.

## Why a small team works in your favour

- You work with the people who plan the strategy and execute it, not a rotating team.
- We test ideas quickly, iterate weekly, and focus on what actually moves revenue.
- Every business we work with gets its own offer, funnel, and measurement setup.

Abdullah Habib - Founder

Ahmed Abdul Muqtadir
Co-Founder & Operations Officer

**Based in India · Working with clients in India & Middle East**

# What we do

We help growing businesses turn their marketing into a predictable system from getting attention, to converting leads, to automating follow-ups.

| Paid Ads & Funnels (AdVantage Accelerator) | Copywriting (The Influential Ink) | Sales Funnels & Systems (The Winning Offer) | Social Media & Content Services |
|---|---|---|---|
| Crafting compelling ad campaigns that turn ad spend into predictable leads. **Includes**: <br>• Meta Ads & Google Ads <br>• Targeted Campaigns <br>• Email Marketing Funnel <br>• Re-Targeted Campaigns <br>• KPI Analysis | Delivering persuasive content that resonates with your audience. **Includes**: <br>• Copywriting <br>• Landing Page <br>• Conversion Rate Optimization <br>• Ad Copies <br>• VSL Scripts | Enhancing your sales processes for increased efficiency and profitability **Includes**: <br>• Lead Magnets <br>• Sales Funnel <br>• Email Marketing Funnel <br>• E-Commerce Strategy | Boosting your online presence and engagement across social media platforms. **Includes**: <br>• Instagram, Facebook, YouTube <br>• Content Strategy <br>• VSL Scripts <br>• Photo Editing <br>• Video Editing |

**\*Analytics & Tracking is included in all services.**

# How we work

**1**

**Discover & Diagnose**
We start by understanding your business, offer, ideal customer, and current marketing. We review your website, funnels, past campaigns, and sales process to find quick wins and critical gaps

**2**

**Plan & Prioritize**
Next, we turn the diagnosis into a practical plan – what to fix first, what to build next, and which channels to focus on in the first 4–8 weeks.

**3**

**Build, Launch & Test**
We set up or improve your ads, landing pages, tracking, and automations. Then we launch, test different angles/creatives, and watch the early numbers closely.

**4**

**Optimize & Report**
We don't "set and forget." We review performance regularly, double down on what works, and cut what doesn't – with simple reports you can actually read.

Our Onboarding & Communication Platform is **Discord**

Step-by-step Walkthrough

# This is what your server will look like!

# Our work

## Efficiency Steps Consulting

**How we helped them:**

Website redesign & email marketing for a Saudi business transformation firm.

Check out their [website](website)!

## Hussein bin Abdullah Al-Ismaeil Law Firm

**How we helped them:**

Website redesign & positioning for a Saudi law office.

Check out their [website](website)!

## Shadab Law Classes

**How we helped them:**

YouTube growth & Instagram system for a law educator.
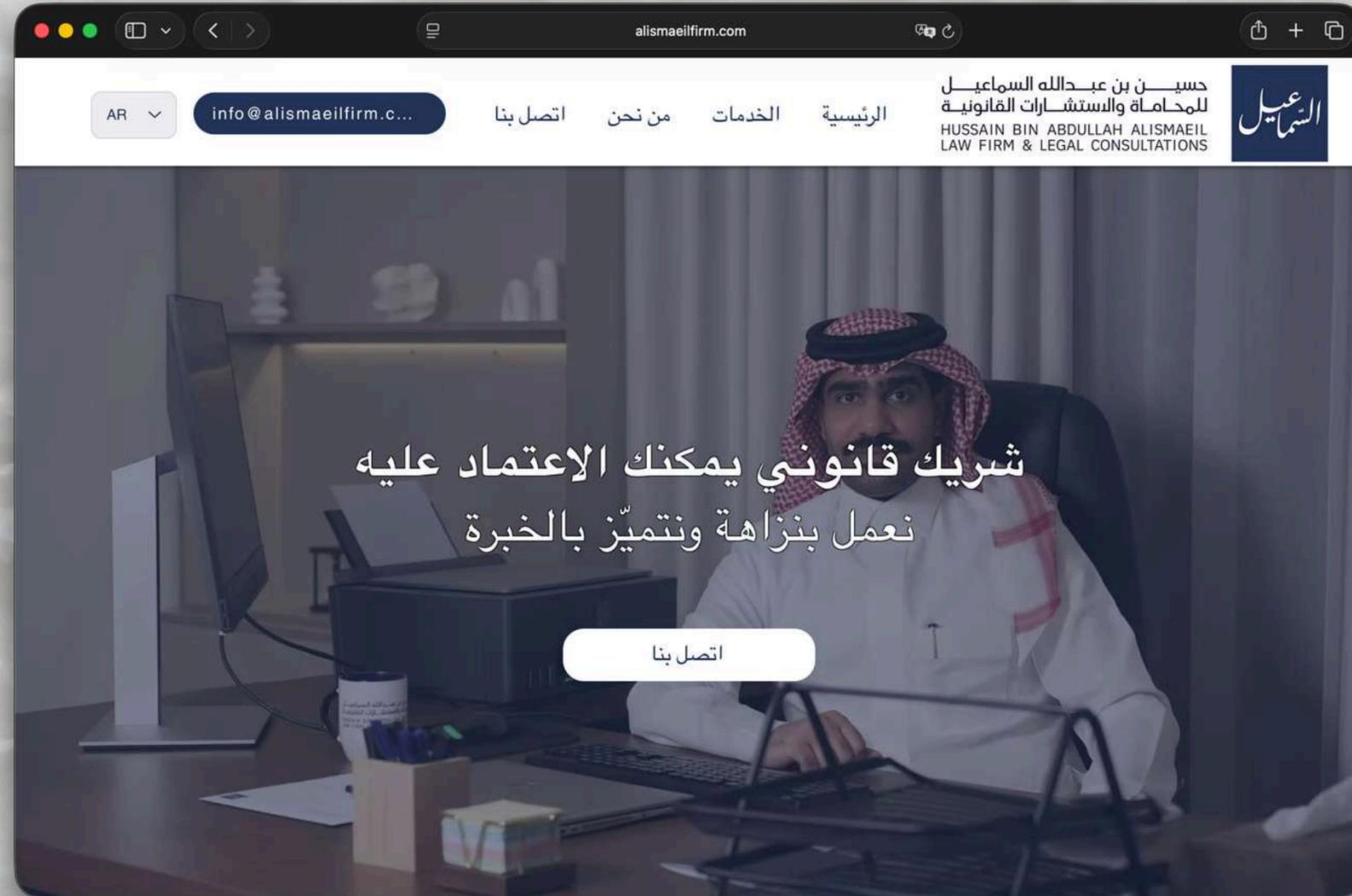
Check out their [YT](YT)!

## We Work Green

**How we helped them:**

Lead-gen Google Ads & landing page optimisation.

Check out their [website](website)!
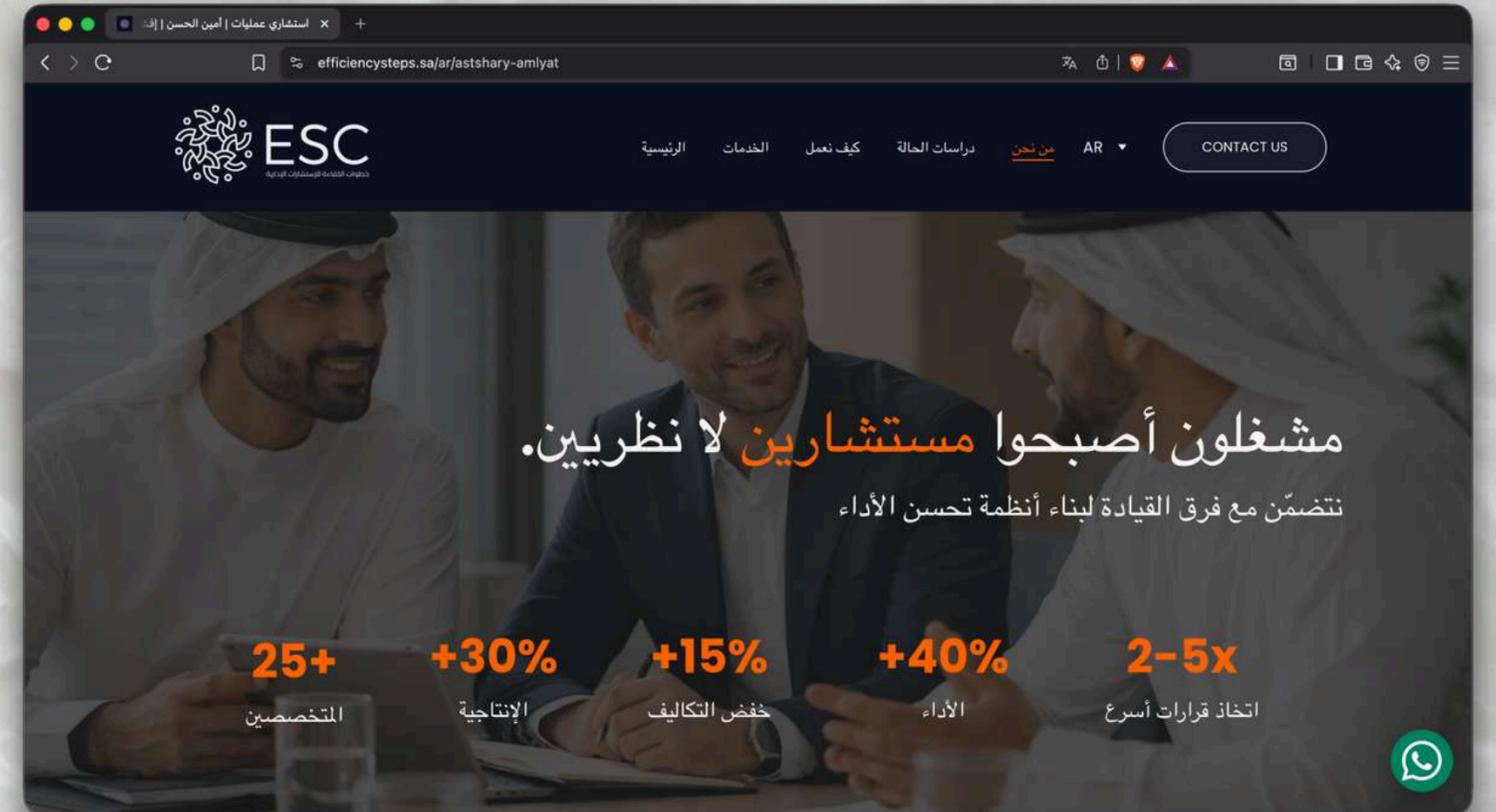
# Some snapshots of our work...



"Dynamic Augments exceeded my expectations. I've never experienced such professional and reliable service before. Their team is not only kind and approachable but also deeply competent they truly know their craft and deliver it with excellence."

**- Founder Attorney Hussein bin Abdullah Al-Ismaeil**
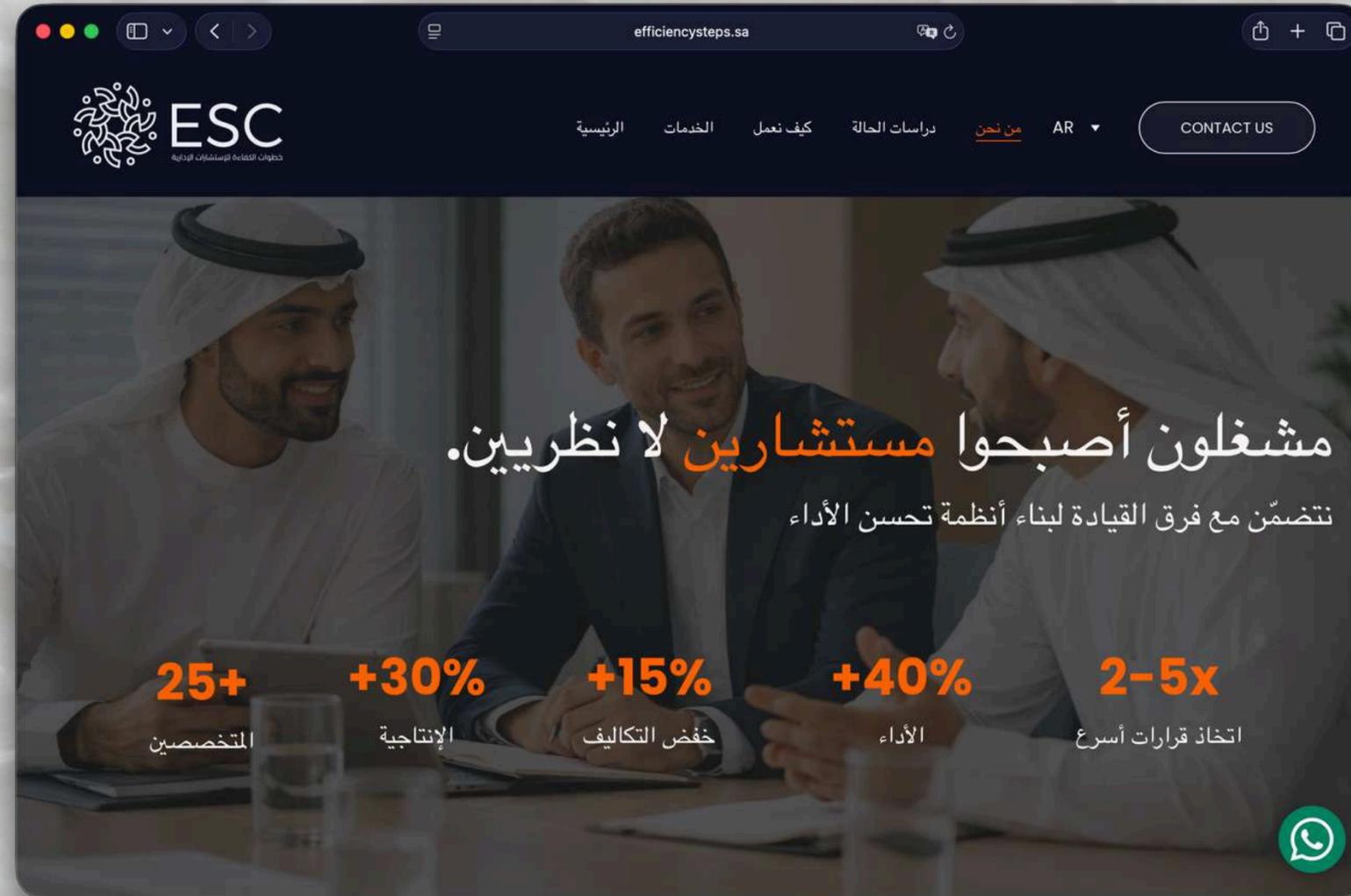
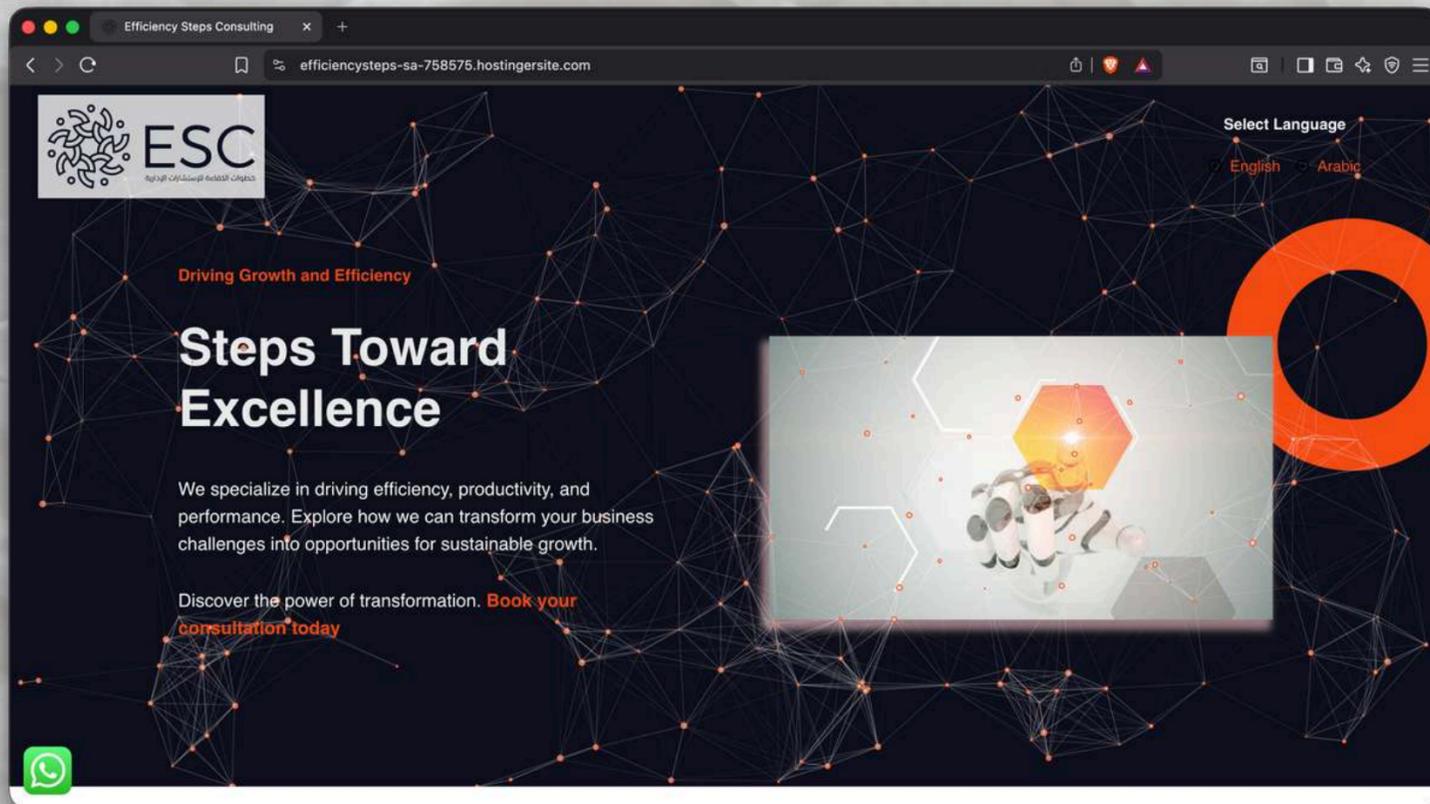# Some snapshots of our work...
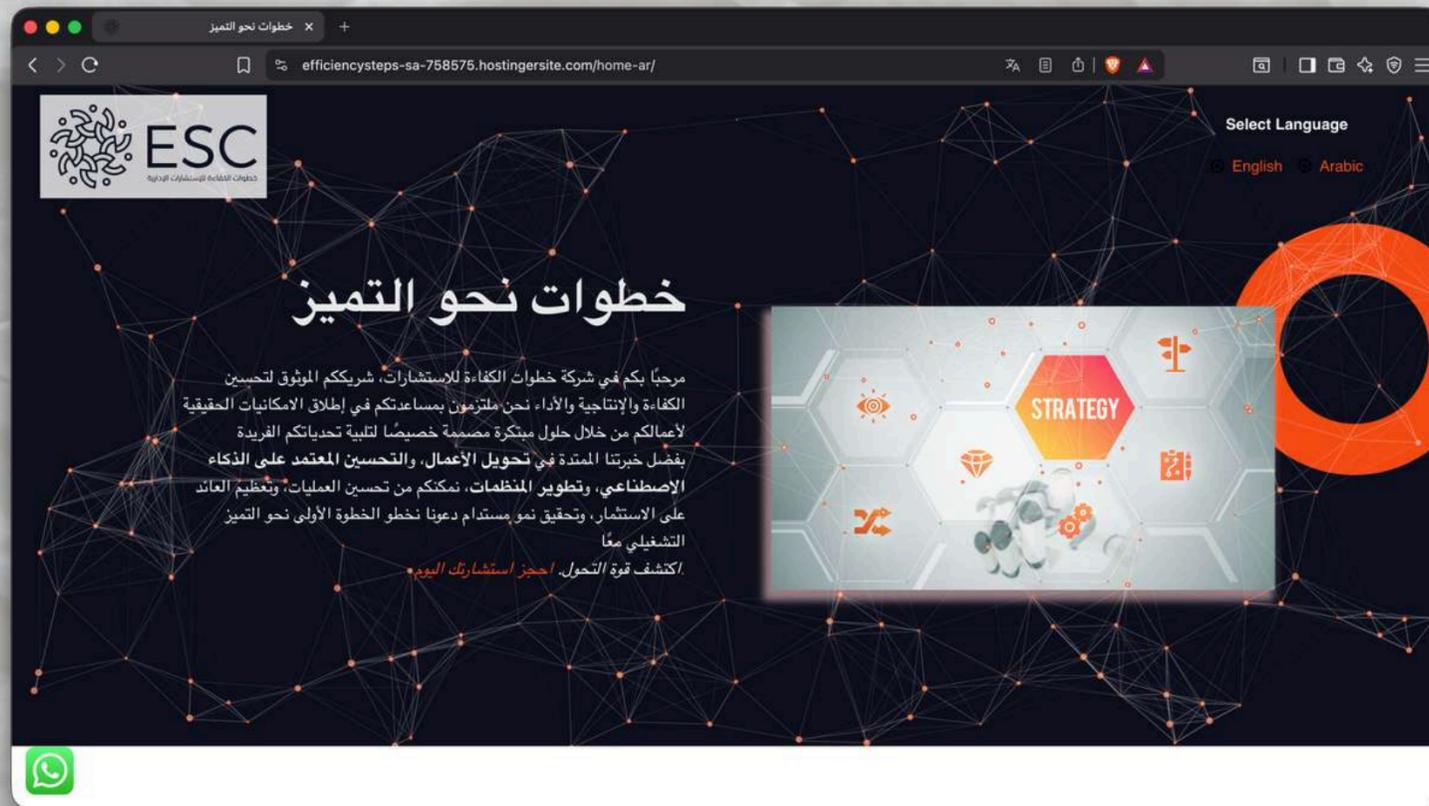


**Before**
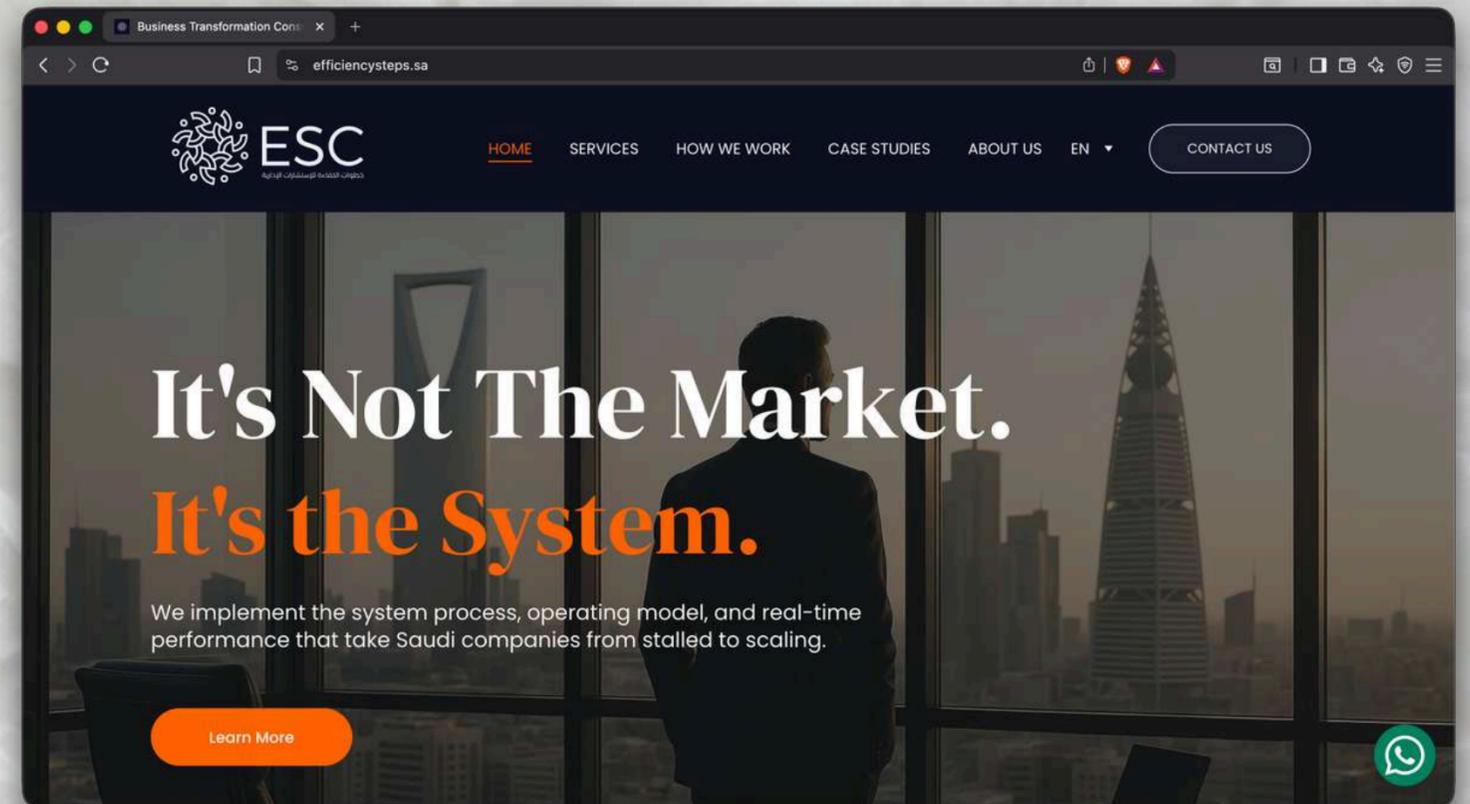
**After**

# Some snapshots of our work...



"Excellent presentation work. The team understands my feedback very well and also understands the work culture in Saudi Arabia."

- Ameen Al-Hassan, Managing Partner,
Efficiency Steps Consulting

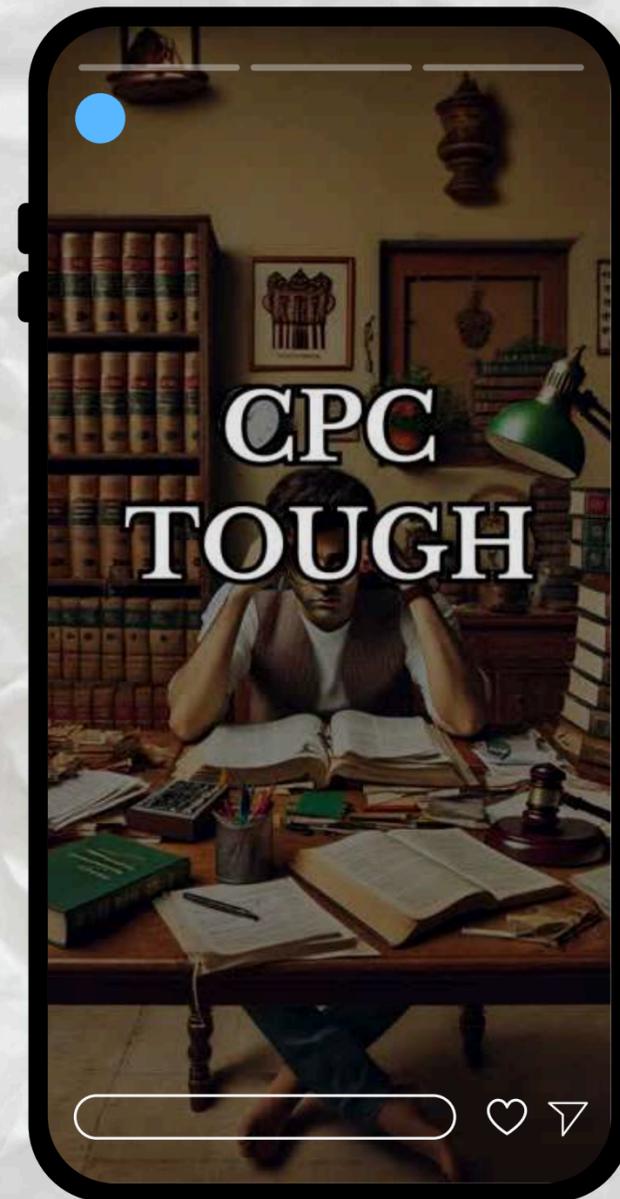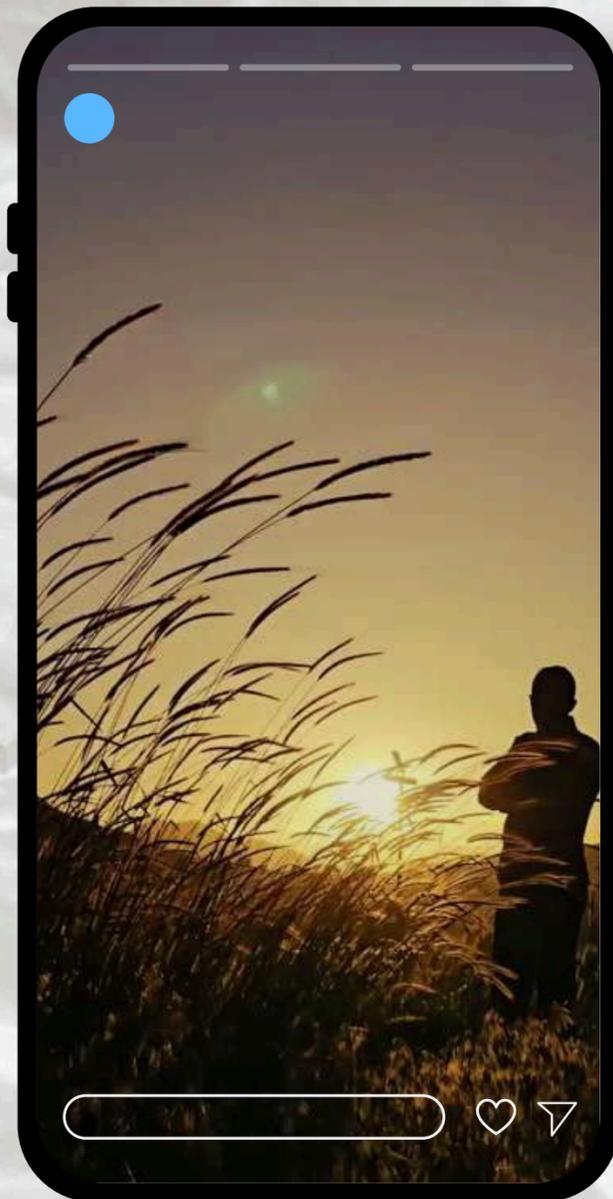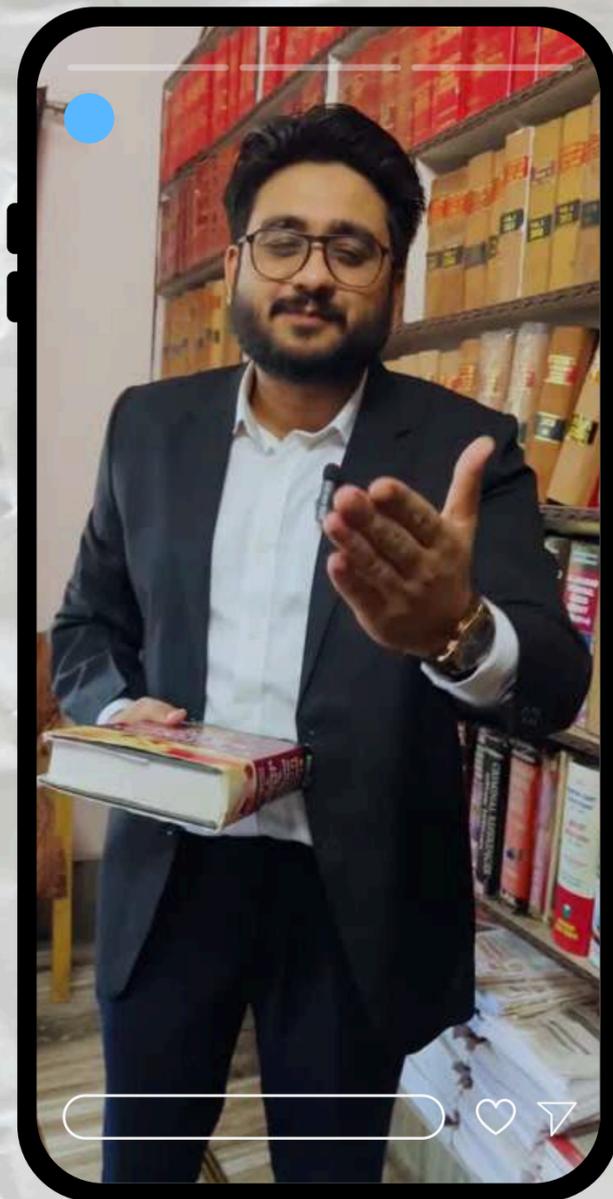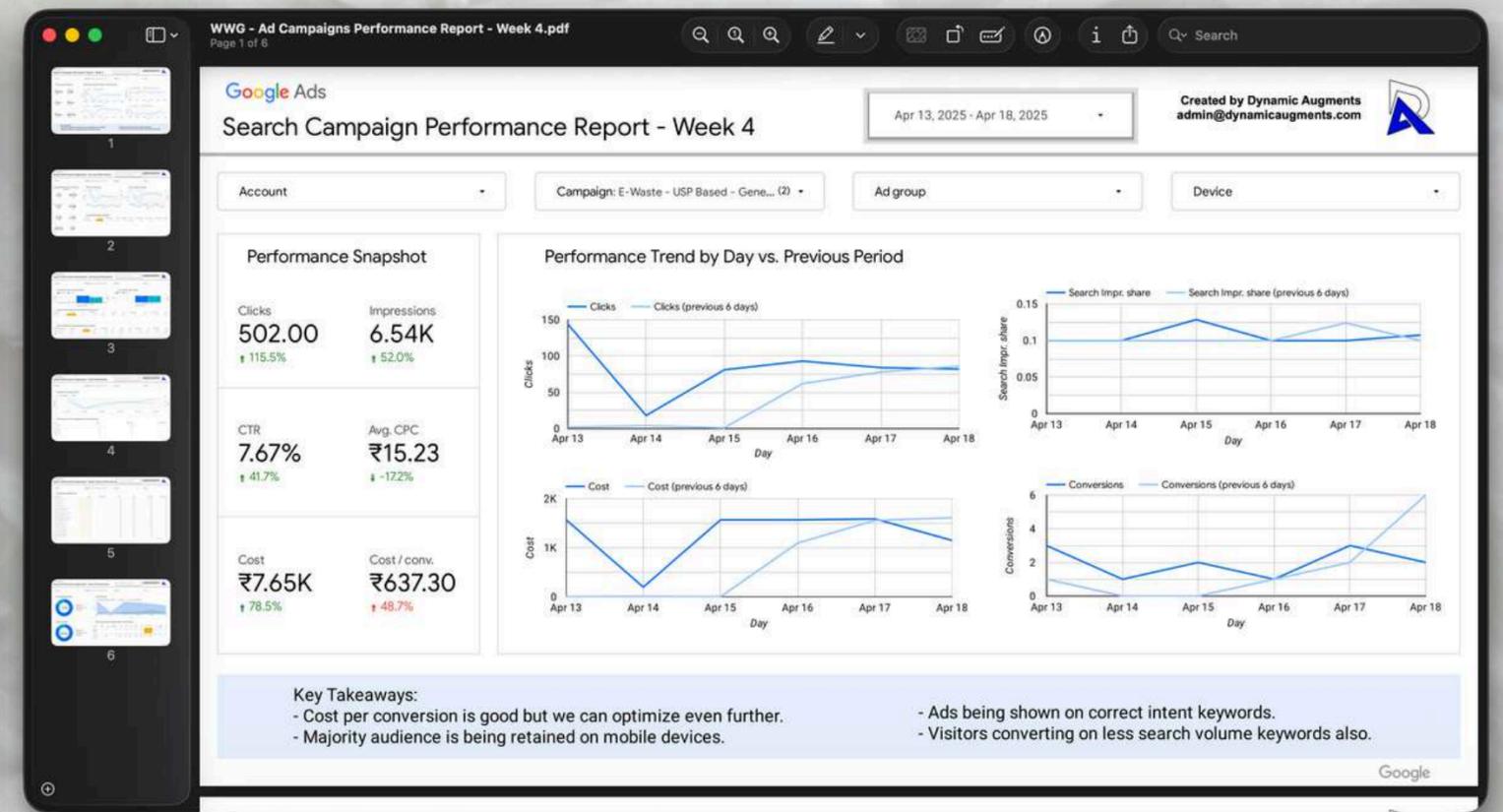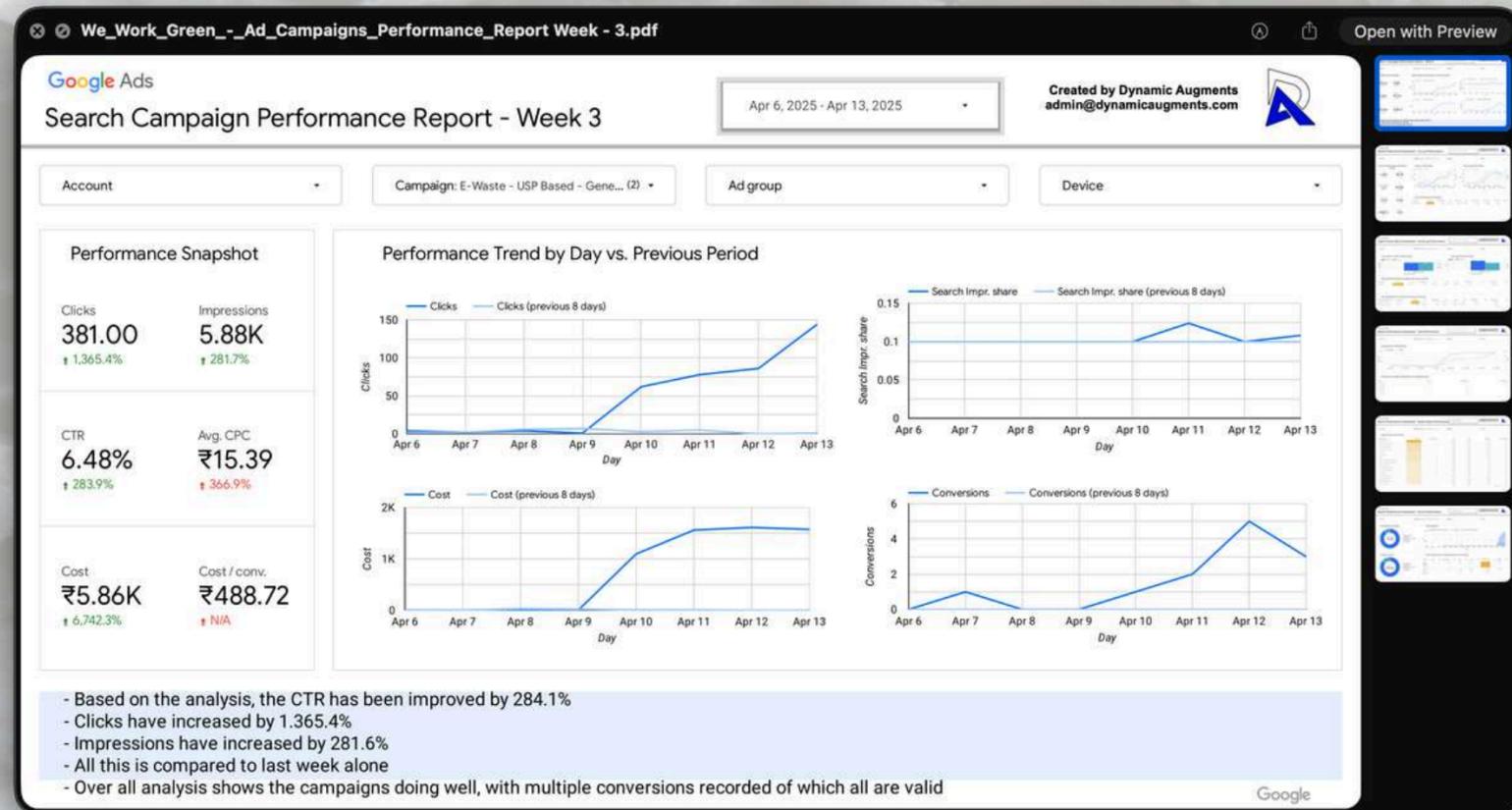# Some snapshots of our work...



Before

After

# Some snapshots of our work...

# Some snapshots of our work...

# Some snapshots of our work...

# Some snapshots of our work...

# Miscellaneous work...
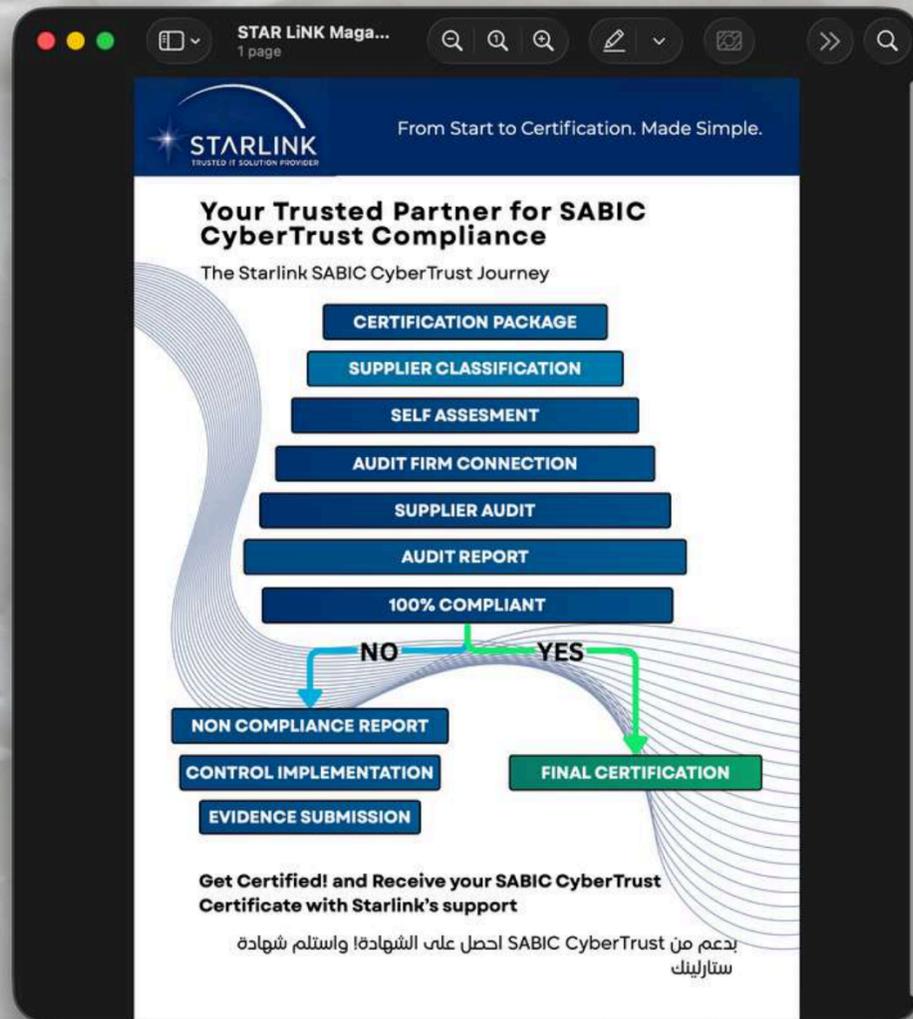


Starlink KSA's CyberTrust
Program Promotional Brochure
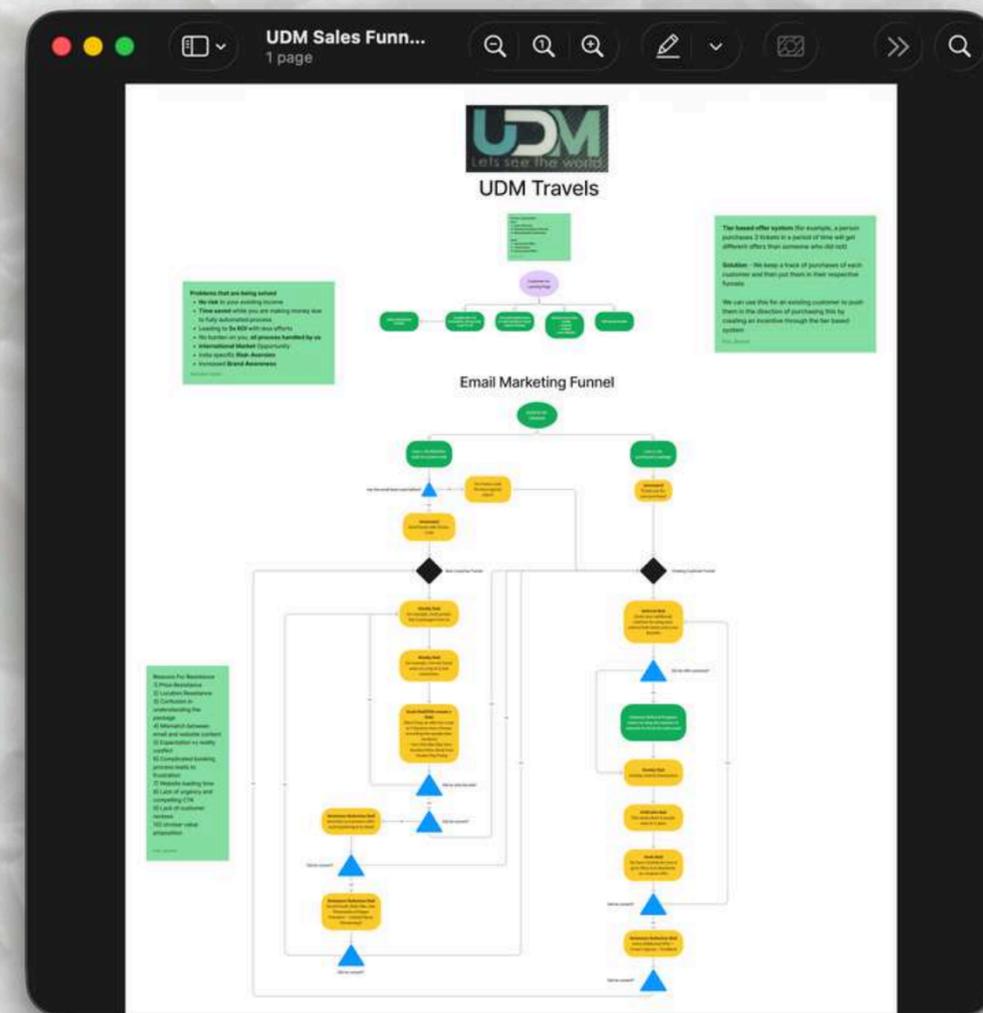


Email Marketing & Sales Funnel for an
Indian Travel Agency UDM Travels

# Performance-First Pilot

**1** In few weeks, we identify what's leaking conversions, install clean execution funnels, and optimize until your numbers move - Most agencies sell "strategy." **We sell measurable improvement.**

**2** **What This Pilot Is** - A performance-first engagement where we take one growth lever (ads, funnel, copy, or social-to-leads) and make it work measurably. No bloated retainers. No vague deliverables. No "trust the process" with nothing to show.

**3** **The Guarantee** *Measurable Movement — or We Work Free.* Before we start, we agree on one Primary KPI (and one secondary) based on your baseline. Examples: Cost per Conversion, Booked Calls.

**4** If we don't hit the agreed minimum improvement in the Primary KPI, we continue working for up to 15 more days at no service fee (certain charges excluded). If results don't move after the extension, we refund your pilot fee - no questions asked. That's the deal! **You don't pay for promises — you pay for progress.**

**5** Start the pilot - **Book a quick call and we'll confirm fit, baseline KPIs, and the fastest track to measurable movement for you**

# How we solved our own problem

**Problem Statement:** Founder time was getting eaten by repetitive ops + outreach execution—creating context switching, manual follow-ups, and inconsistent handoffs..

**Challenge:** Build a reliable automation system that stays flexible (agency work changes weekly), avoids automation chaos (bad data → bad execution), and doesn't depend on one person's memory—without sacrificing quality

**What we did:**
- Identified high-frequency "time-leak loops" and organized them into Capture → Transform → Deliver
- Automated 80-90% with human-in-the-loop checkpoints (approvals + confidence scoring) to move fast without getting reckless.
- Implemented "ops engineering" principles: one source of truth, modular templates, and observability (clear trace of what happened and why).

**Outcome:**
- 21 hours saved/week (90 hours/month) + fewer misses + faster turnarounds.
- Faster execution cycles and less follow-up chasing.
- Less context switching, lower operational stress, more consistent output quality—effectively "hired" an ops assistant without payroll.

# Case Study

**Problem Statement:** Law Professor wants to grow his YouTube & Instagram. He wants to generate money through his teaching skills.

- **Client Type:** Online law educator
- **Audience:** Judiciary aspirants & college law students
- **Services:** Content strategy, YouTube thumbnails/hooks, Instagram reels, promotional creatives

**Challenge:** The educator has a YouTube channel but no structured content plan, underused Instagram, and no clear pathway from content to paid classes.

**What we did:**
- Clarified content pillars (concept clarity, exam tips, judiciary-focused updates).
- Designed a repeatable reel structure in Hinglish: hooks, teaching clips, and soft CTAs.
- Created promotional reels for upcoming batches with simple "DM/WhatsApp to join" flows.
- Generated ideas on thumbnails, titles, and hooks for YouTube videos and type of content.

**Outcome:**
- Grew a new YouTube channel from zero to full monetisation within 8 months, entirely organically.
- Increased online coaching enrolments by 2× through consistent content-to-class journeys.
- Built a recognisable personal brand on Instagram with high engagement via funny, relatable student content—leading to collaboration requests from other coaching institutes and educators.

# Hear from the Client himself...

# Get in touch

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# Thank You