

XCAPITAL PORTFOLIO



INTRODUCTION TO XCAPITAL



ENDLESS POSSIBILITIES

One partner for brand, sales, and customer system

XCAPITAL

Who We Are?

XCAPITAL is a growth-focused consultancy dedicated to empowering businesses to achieve sustainable customer acquisition and revenue expansion. Our mission is to be the catalyst for our clients' success in competitive markets, driven by a vision of creating measurable and impactful business outcomes.

Our Expertise

We specialize in the critical pillars of modern business growth:



Digital Marketing

Crafting and executing comprehensive online strategies to reach and engage target audiences.



B2B Sales

Developing and optimizing sales processes to drive qualified leads and close deals.



Strategy Development

Providing insightful market analysis and actionable plans for market entry and expansion.



To empower businesses with effective customer acquisition strategies that deliver demonstrable growth and a strong return on investment.

Our Profile

- **Experience:** 8 years
- **Company size:** 10 people

- **Subject:** Business development, IT
- **Full name:** Vianna Maham Bonyan Gostar known as XCAPITAL

OUR WORK & CASE STUDIES

Explore how **XCAPITAL** helps businesses grow through strategy, technology, branding, and digital marketing. Each project reflects our commitment to measurable results and long-term impact.

XCAPITAL

They trusted us...





And much more

With eight years of experience, we've had the privilege of serving numerous clients, and we're proud to say that we have achieved a strong record of client satisfaction.

Core Specializations



DIGITAL MARKETING

- ✓ Search Engine Optimization (SEO)
- ✓ Search Engine Marketing (SEM)/Paid Advertising
- ✓ Social Media Marketing & Management
- ✓ Content Marketing Strategy & Creation
- ✓ Email Marketing & Automation



B2B SALES

- ✓ Lead Generation & Prospecting
- ✓ Sales funnel Optimization
- ✓ CRM Integration & Best Practices
- ✓ Sales Team Training & Enablement



STRATEGIC DEVELOPMENT

- ✓ In-depth Market Analysis
- ✓ Go-to-Market Strategy Formulation
- ✓ Comprehensive Business Planning
- ✓ Competitive Landscape Assessment



Our Daily Execution System

Our robust system ensures seamless execution from strategy to tangible results:

- 1** Discovery & Analysis: In-depth understanding of your business, goals, and market.
- 2** Strategy Formulation: Developing a data-driven, bespoke growth plan.
- 3** Campaign Development: Creating compelling marketing materials and sales collateral.
- 4** Execution & Optimization: Launching campaigns, monitoring performance, and making data-informed adjustments.
- 5** Reporting & Review: Transparent, regular reporting and strategic review meetings.



Not sure what your business needs?

We analyze your business for free and send you a detailed, easy-to-follow video report. You'll clearly understand your strengths and weaknesses, along with specific recommendations on how we can help you attract more customers and grow your business and more...



To help us **better understand your business**, please fill out this form by clicking below.

[Click to fill up the form...](#)

CASE STUDY:

Lazulite Marble Company



Client Specification:

X

- Industry: Natural stone producer
- Company scale: Multi-branch, global
- Company size: Up to 30
- Company base: United Arab Emirates
- Project started: 2021 Up to now

We are currently **partnering with a multi-branch company** that began as a single location in Ahvaz. Since then, they have successfully expanded across multiple cities and countries. As they specialize in the global **distribution of natural stone**, they required a **comprehensive execution plan** to scale their operations internationally.



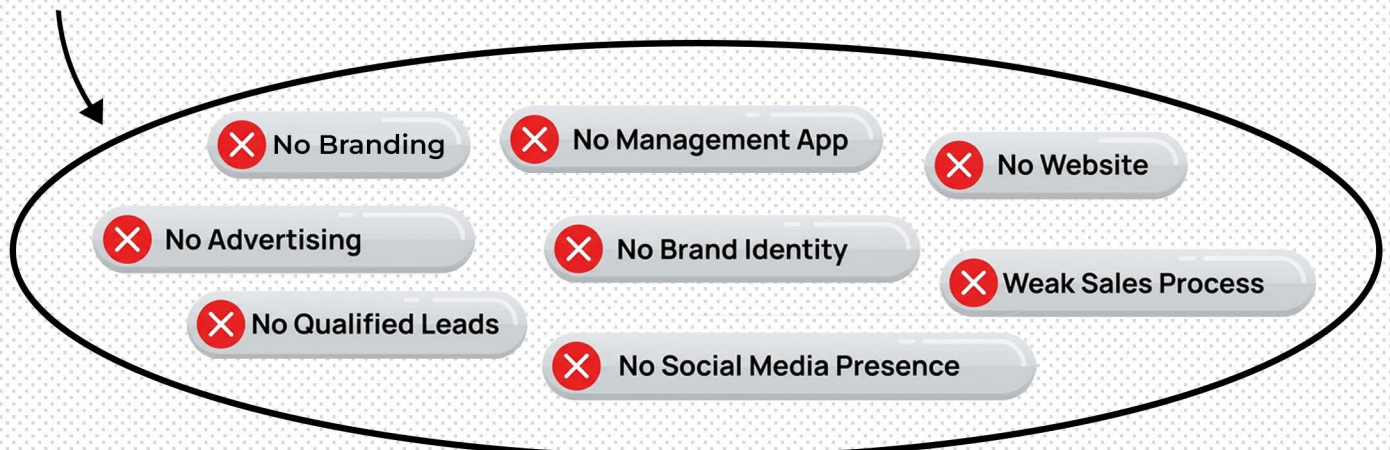
Objectives

- Apply the branding
- Increasing leads
- Optimized brand positioning
- Business development

1 Analyzing

First we analyzed the LMC

After analyzing LMC, we identified several key issues: a lack of brand identity and design, few qualified leads, weak sales processes, limited industry knowledge within the sales team, and no proper website or social media presence.



2 New brand identity & brand design

LMC needed a professional look, so we started designing.

The first step was to create a professional brand identity. We needed something appealing that aligned with the brand name and products, while ensuring it was instantly recognizable. With this identity established, we could move forward with spreading the brand and executing our branding strategy across all desired platforms.

New Logo & brand design



Logo, brand identity & integration

The LMC logo concept draws inspiration from the raw geometric beauty of Lazulite. By blending the organic shape and color of the stone with structured, cubic, and architectural forms, we created a design that feels both grounded and sophisticated. This unique combination of earthy elements and luxury aesthetics ensures that the brand remains striking and memorable.

Brand design, gate of our projects!

Brand design is core to our work. We go beyond identity creation to ensure seamless, consistent application across all touchpoints—from business cards and signage to social media video production. We help you present a unified, powerful brand to your audience.

See our work below:



Now, let's begin with the platforms and contents.

Managing a project of this scale is a complex task. With LMC's multi-branch structure, we cover every detail, from raw materials and production to the final product and brand identity. Curious how we handle it? Keep reading to see our approach.



Objectives

- Increasing leads
- Brand trust
- Market expansion
- Brand awareness
- Product showcasing
- Online presences

Tools we used

- Videography & Editing
- Photography & Editing
- Male & Female Models
- Drone Shots
- Graphic Design
- Motion Graphics
- Motion Design
- AI for Content Creation
- XMS** XCAPITAL management software

Platforms & planning

- ✓ Specify content types
- ✓ Content calendar
- ✓ Allocating human resources to production
- ✓ Arranging locations, products, and models
- ✓ Brand Integration Across Platforms
- ✓ Optimizing advertising platforms
- ✓ Applying branding on platforms



View our work on Lazulite Marble Company's Instagram. Note that content plans are tailored to the company's budget and resources.



Lmc.uae

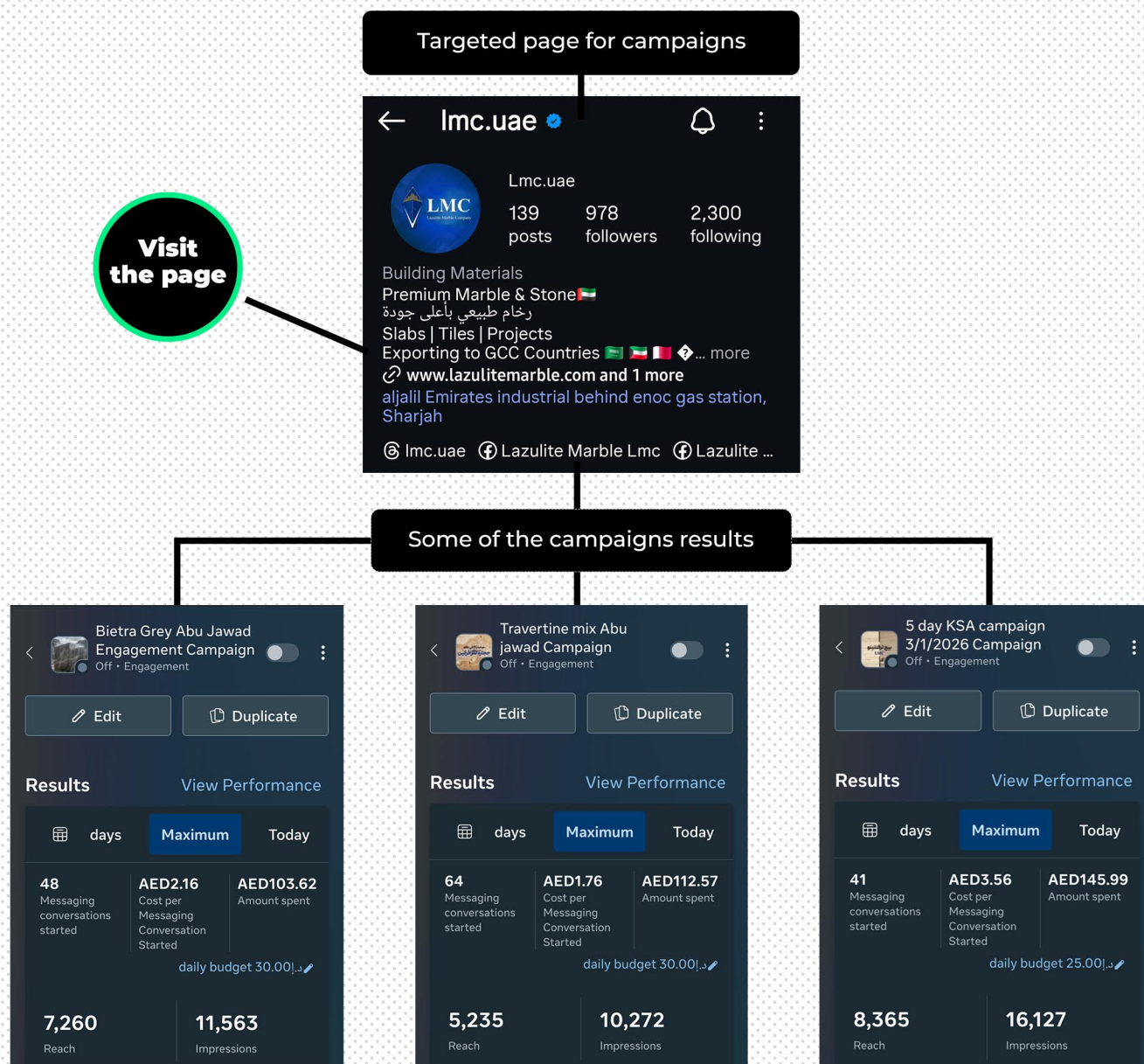


Please review the advertising campaign results on the next page



Advertising campaigns(Meta ads)

These data include only Meta ads, and all amounts are in United Arab Emirates Dirhams (AED). The mentioned campaigns are focused on product sales and generating direct messages from Instagram and Facebook through WhatsApp. The most important metric for us is the number of people who send messages to the sales team's WhatsApp.



Total spent:
362.19 AED

Total Leads:
153 Messages

Cost per lead:
2.36 AED



Attention

These data are limited to three campaigns and do not include any periodic campaign data. Due to our policy, we cannot disclose customer information or financial investments related to campaigns or projects.

The Power of a Great Website for LMC

A good website can elevate a company in many ways. For LMC, our website helps showcase our branding, products, and company information. It also directly drives sales by highlighting products and offering better product categorization.



Objectives

Company presentation

Product presentation

Branding

Market trust

Live products

Better purchase experience

Website futures



Categorized products



Live inventory list



Online catalog



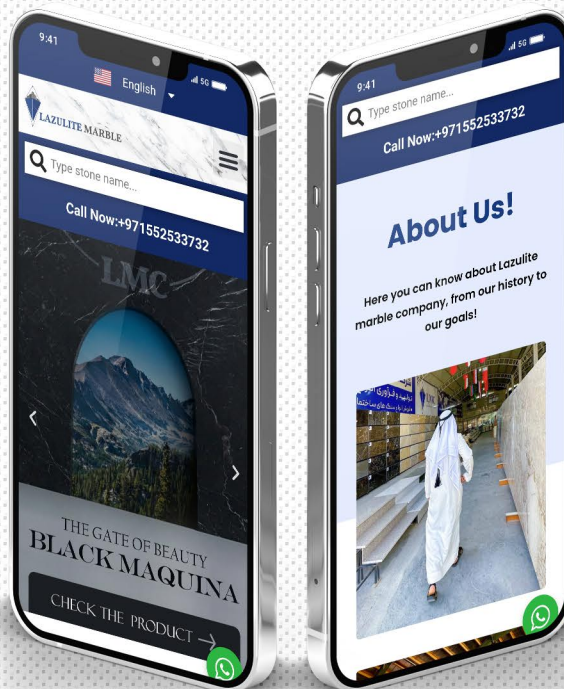
Variable products



Live gallery



Multi-language



You can check the website at:

WWW.LAZULITEMARBLE.COM

XMS, a modern solution for your business!

Managing a multi-branch company presents many challenges, especially when balancing employees, customers, products, online assets, and shipping processes. We have tailored a version of **XCAPITAL Management Software (XMS)** specifically for LMC; let's discuss how it can help.

XMS

XCAPITAL Management Software(XMS)

- %100 cloud-based web application (PWA)
- Responsive and compatible with all devices.
- Fully customizable to suit your business requirements.
- Can be integrated with websites.
- Scalable and adaptable to evolving requirements.



Objectives

- Customer management
- Invoice management
- Sales team management
- Job report
- Data management
- Data circulation
- Inventory management
- AI & Data analytics

5

Training and education

Taking individuals from zero experience to industry-ready experts

As the LMC project scales rapidly, the demand for skilled employees is increasing. To maintain consistency across the company, XCAPITAL is committed to resolving this talent gap. We have successfully managed to upskill existing staff and train new employees from the ground up for various positions at LMC. We invite you to review our progress and methodology in this matter:



Objectives



Trained & Educated



Comprehensive LMC Manual



Digital Marketing Fundamentals



Marketing Communications & Digital Strategy



Recruitment Management



Branding & Brand Teaching



Sales Techniques



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FEEL FREE TO CONTACT US

We are here to help!

Not sure where to start with your business? We have several ways to get in touch. Whether you need a quick chat or full analytics, we're here for you!

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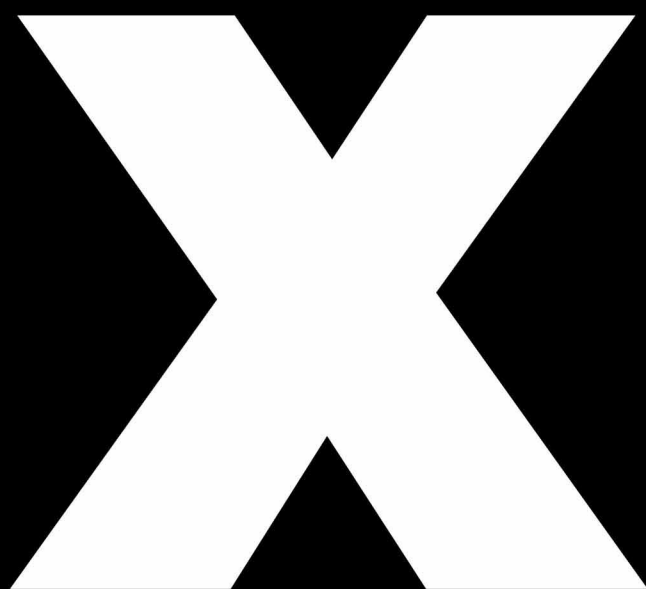
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