

Frequently asked questions

Short answers to the questions clients ask us most.

This guide's term, from Qamoos Tasweeq

What does **A/B** **Test** mean?

A/B test

الاختبار المقارن

Two images for the same offer; the numbers decide.

■ A joint release

Two brands, one guide

Growth

Growth for Marketing

A Saudi marketing agency

We run business accounts end to end: content, ads, and monthly reports. In this guide we show how we work in practice.

growthksa.com**قاموس التسويق****One marketing term at a time, in plain words**

An Arabic channel on Instagram and TikTok that explains marketing terms simply. In this guide it explains the terms you will meet.

@qamoos_altswееq

Growth shows how the work is done. **Qamoos Tasweeq** explains what the words mean.

■ Ask us

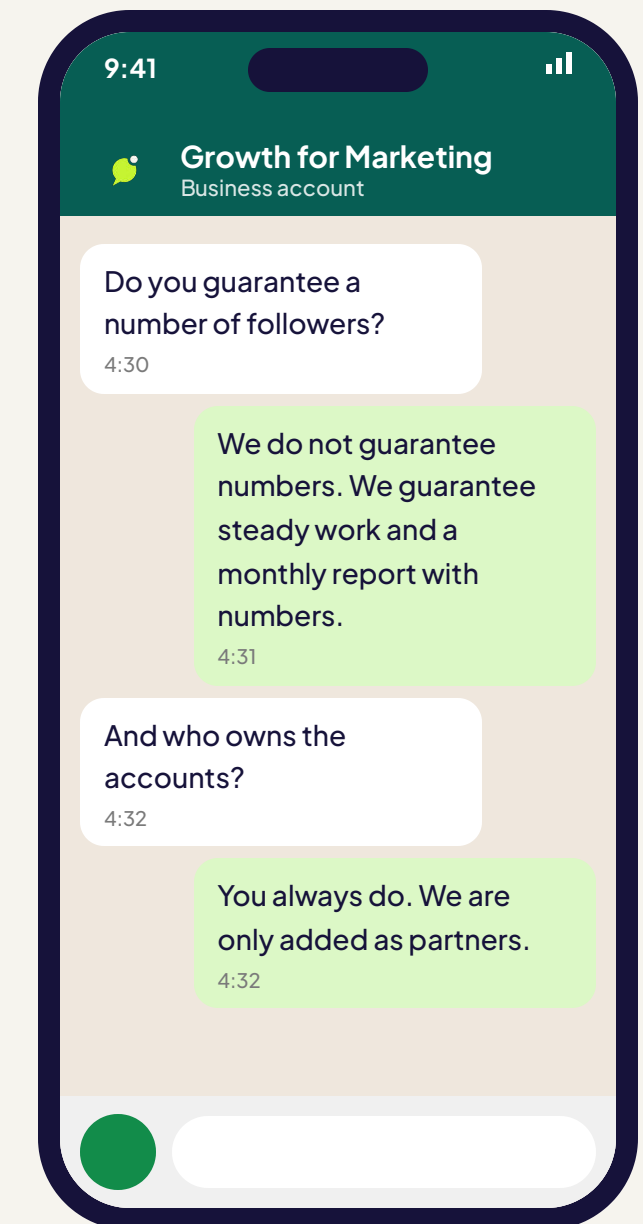
The two questions we hear most

The short answer

This guide collects the questions we receive most.

A question not listed here

Message us on WhatsApp and we reply the same day.



■ Prices and contract

About prices and the contract

01 How much do the packages cost?

It depends on the platforms, the number of posts, video, and ads. We send a quote within 24 hours of the kickoff meeting.

02 Is the ad budget included?

No. The ad budget is paid to the platform directly from your account, and we set it with you based on the goal.

03 How long is the contract?

We start with three months, the minimum for a fair judgement, then it renews monthly.

04 Are there extra fees?

Extra shoots or services outside the package are agreed in writing before we do them.

■ Results

About results and guarantees

05 Do you guarantee followers or sales?

We do not guarantee numbers. We guarantee steady work, transparency, and a monthly report with numbers.

06 When will we see results?

Consistency from month one, engagement in month two, and clearer results in month three.

07 Do you buy followers or engagement?

Never. Bought followers do not buy, and they hurt your account's reach.

08 What if a campaign does not work?

We stop it quickly, find the reason, and try the alternative. It is a normal part of testing.

■ Accounts and content

About accounts and content

09 Who owns the accounts?

You always do. We are added as partners, and you can remove our access at any time.

10 Do you shoot content?

Depending on the package. Or we send your team a clear script to shoot on a phone, and we edit it.

11 Do you work with influencers?

Yes, with influencers who hold a Mawthooq licence, after you approve each name.

12 What if I do not like a post?

We edit it before posting. Nothing goes live without your approval.

■ From Qamoos Tasweeq

Three terms from this guide

What does **A/B Test** mean?

A/B test | الاختبار المقارن

Running two versions of the same ad to a similar audience to see which works better.

In plain words: Two images for the same offer; the numbers decide.

What does **Landing Page** mean?

Landing page | صفحة الهبوط

The page people reach after tapping the ad.

In plain words: It should continue exactly what the ad promised.

What does **Daily Budget** mean?

Daily budget | الميزانية اليومية

The amount you set for the platform to spend on the ad per day, on average.

In plain words: Start small, then add more to the post that works.



Have another question?

We will explain it with numbers, in plain words.



info@growthksa.com +966 50 903 9026 growthksa.com

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