

# PORTFOLIO

## SILK ROAD X ÉPOPÉE STUDIO



In a world driven by creativity and constant change, a powerful collaboration was born between **Silk Road**, an Emirati agency specializing in marketing and meta campaigns management, and **ÉPOPÉE Studio**, a creative house and content creation studio with deep roots in Lebanon and Syria.



# ABOUT US

**At this collaboration** we don't just market, we tell stories. Our journey started **8 years ago** and now flourished to bring **brands to life** through creative strategies, compelling content, and standout visuals.





# 2 OUR VISION

We envision a world where marketing **isn't noise, but narrative**, where every brand speaks with purpose, looks with elegance, and acts with authenticity. **Our vision** is to redefine digital presence for businesses across borders, creating lasting impressions that move people and markets.

# 3 OUR MISSION

we're on a mission to fuse **creativity with strategy**, offering end-to-end marketing solutions that don't just follow trends, they set them. Through innovative design, data-powered campaigns, and powerful storytelling, **we empower our clients to rise**, resonate, and lead in their industries.

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EXPLORE OUR SERVICES  
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EXPLORE OUR SERVICES





# OUR SERVICES

1. Design
2. Photography
3. Digital Marketing
4. Content Creation
5. Project Development & Support
6. SEO
7. Website Design - Shopify & WordPress
8. Meta Campaign Management
9. Snapchat ADs
10. TikTok Marketing
11. Google ADs

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# 1. DESIGN

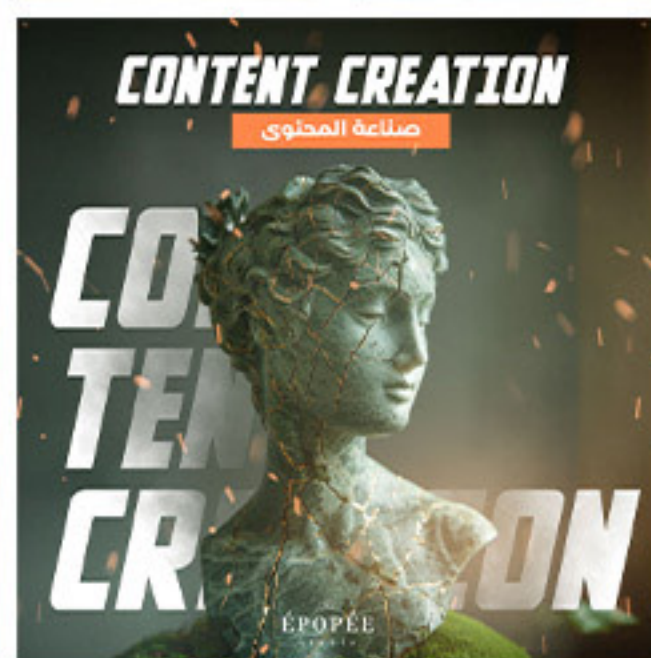
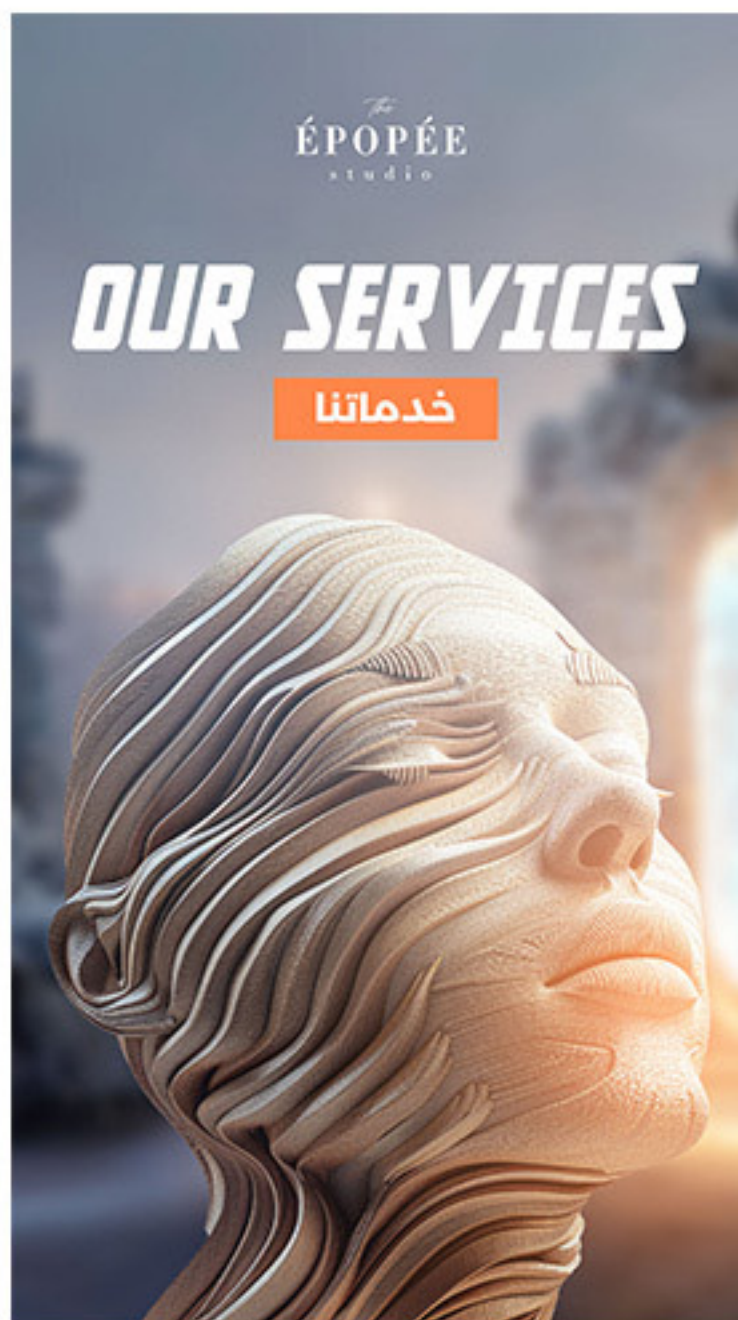
Visual storytelling that captivates. From branding to social media, we create designs that make people **stop scrolling**.

- **Social Media Design:**

Scroll-stopping content tailored for every platform. We design dynamic, on-brand posts that drive engagement and maintain aesthetic consistency.

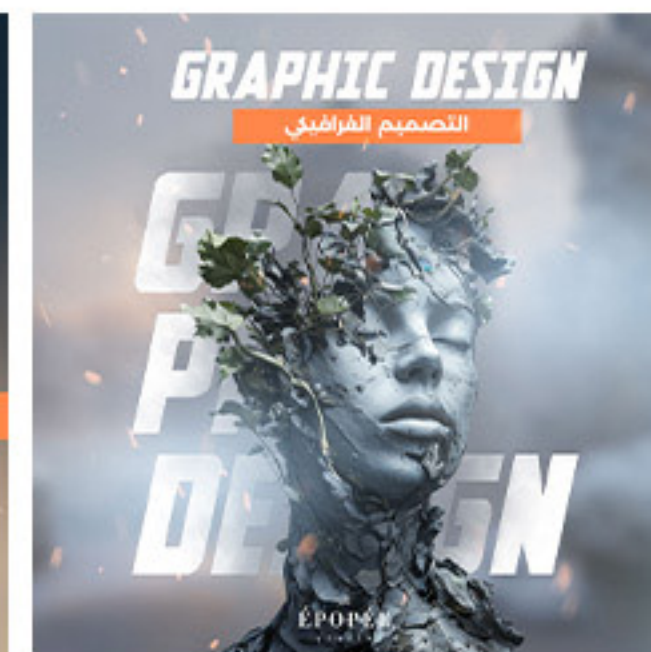






**Reality?** Optional.

We create surreal, high-impact visuals through advanced photo manipulation techniques, turning ordinary into extraordinary.



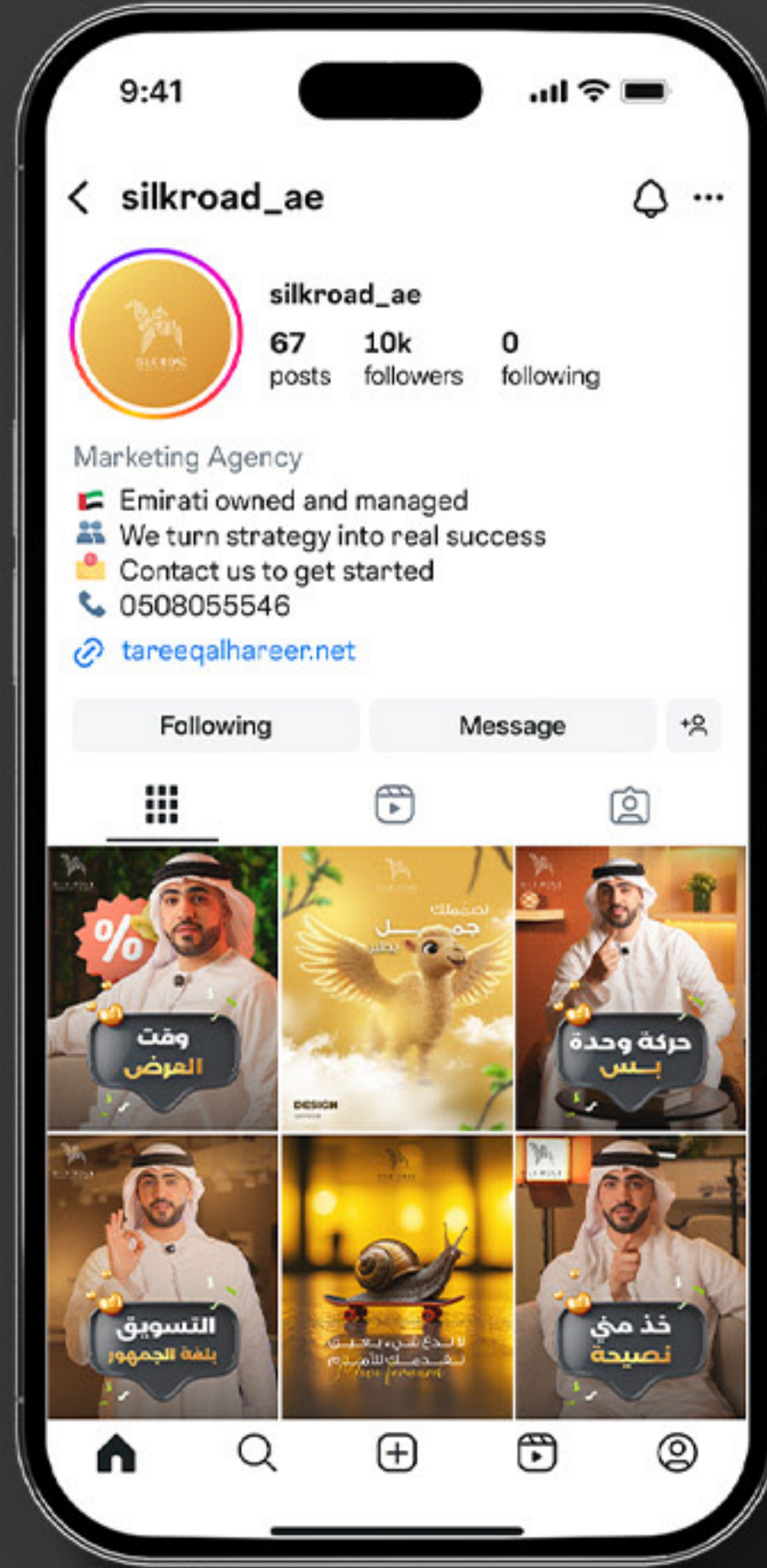
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Through photo manipulation, we transform raw images into striking, emotion-filled visuals.





## AI-Enhanced Design:

Futuristic meets functional, we harness AI tools to ideate, visualize, and prototype at the speed of creativity.

Delivering next-gen concepts with stunning precision.



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Designs that sell dreams, not just spaces.



In real estate, visuals are everything and we know how to make a property speak before a single word is said.



Refined, scroll-worthy posts designed to build desire and **drive inquiries.**







First impressions, framed perfectly.  
Your content might be amazing, but  
if your reel cover doesn't pop, it might  
never get seen.



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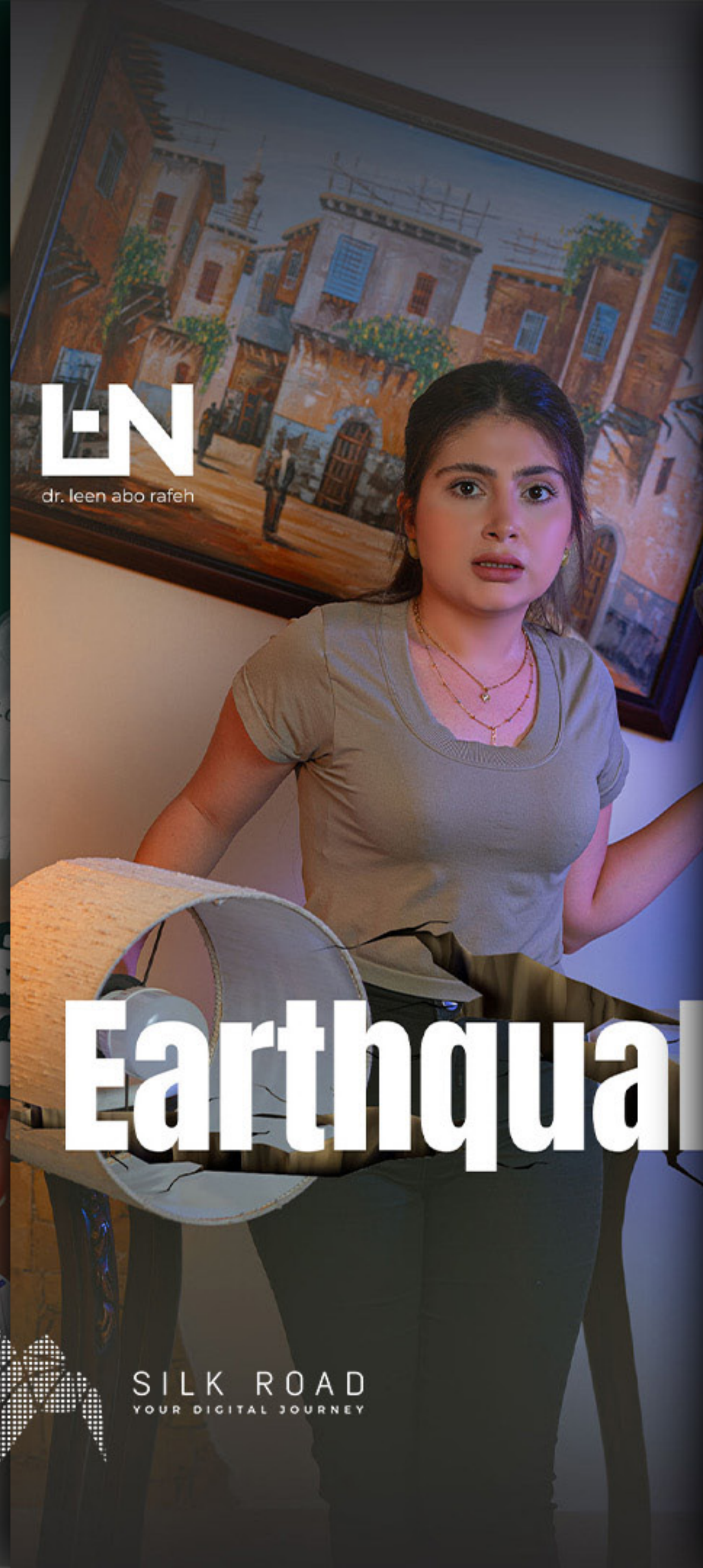


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# BOLD TYPOGRAPHY

Clear, powerful  
titles that grab  
attention even at a  
glance

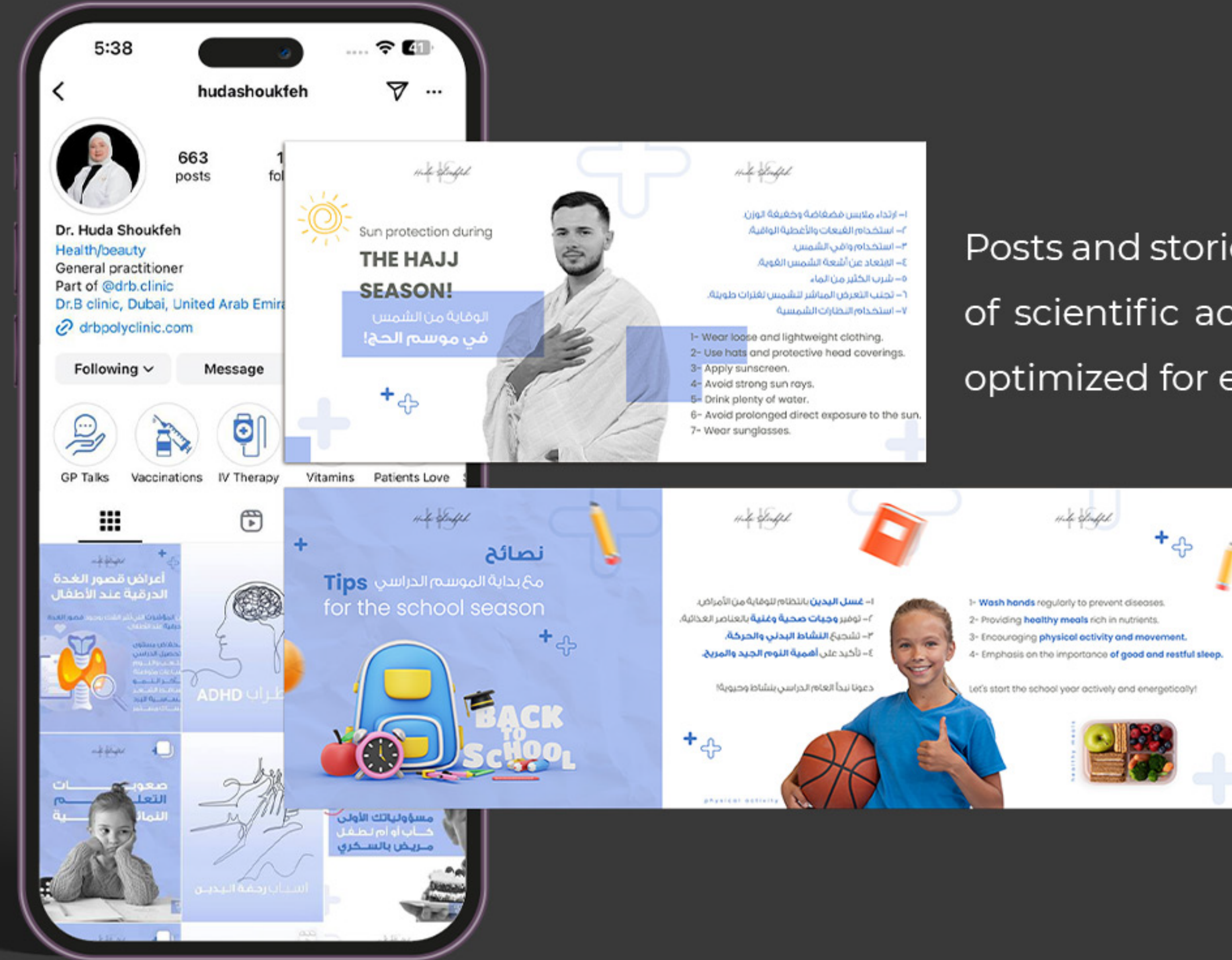






Visual identities for clinics, wellness centers, and health-focused brands that build trust and reflect care.





Posts and stories that maintain a balance of scientific accuracy and visual appeal, optimized for engagement.



- **Branding:**

We shape cohesive visual identities that reflect your values, captivate your audience, and build trust.



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we build brands that speak in one **clear voice** across every platform, every touchpoint, **every detail**.





## 2. PHOTOGRAPHY



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**Style.** Attitude. Story, all in  
one frame.

V E L V E T L E A F   B R A N D

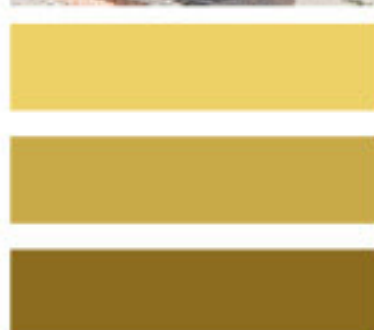


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VELVETLEAF BRAND



Our mission is to make  
kids' fashion  
fun, accessible, and fabulous.

velvet  
kids

kids wears store  
photography.

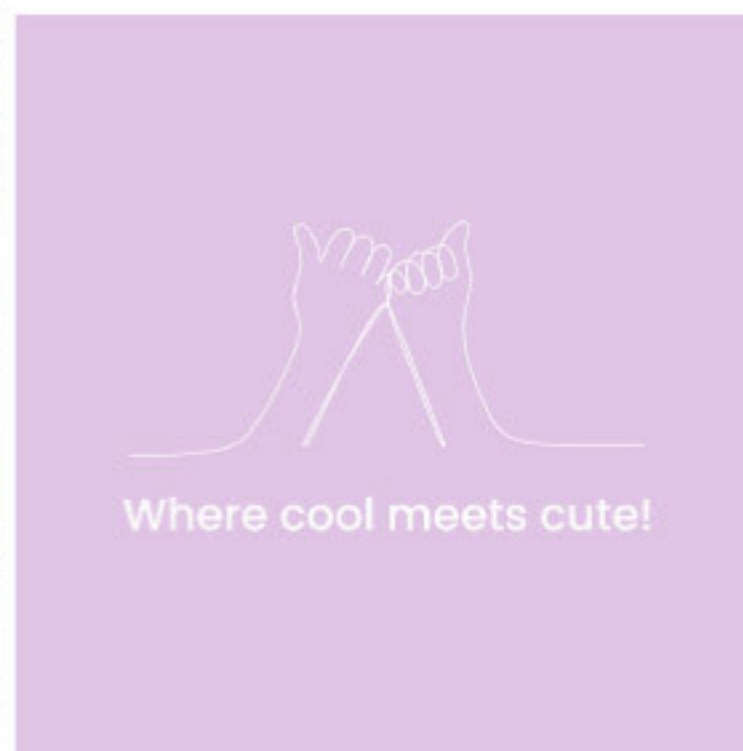
From playtime  
to party time,  
we've got you covered



Perfect for adding  
a splash of joy  
to your child's wardrobe



velvet  
kids



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# F&B

we believe that **every dish has a story**, and we tell it with light, texture, and a whole lot of appetite appeal.

**Hex:** #000000  
**RGB:** 0 0 0  
**CMYK:** 75 68 67 90

**Hex:** #c49157  
**RGB:** 196 145 87  
**CMYK:** 22 43 75 3

**Hex:** #404040  
**RGB:** 64 64 64  
**CMYK:** 68 61 60 47

**Hex:** #d7ae68  
**RGB:** 215 174 104  
**CMYK:** 16 31 69 0

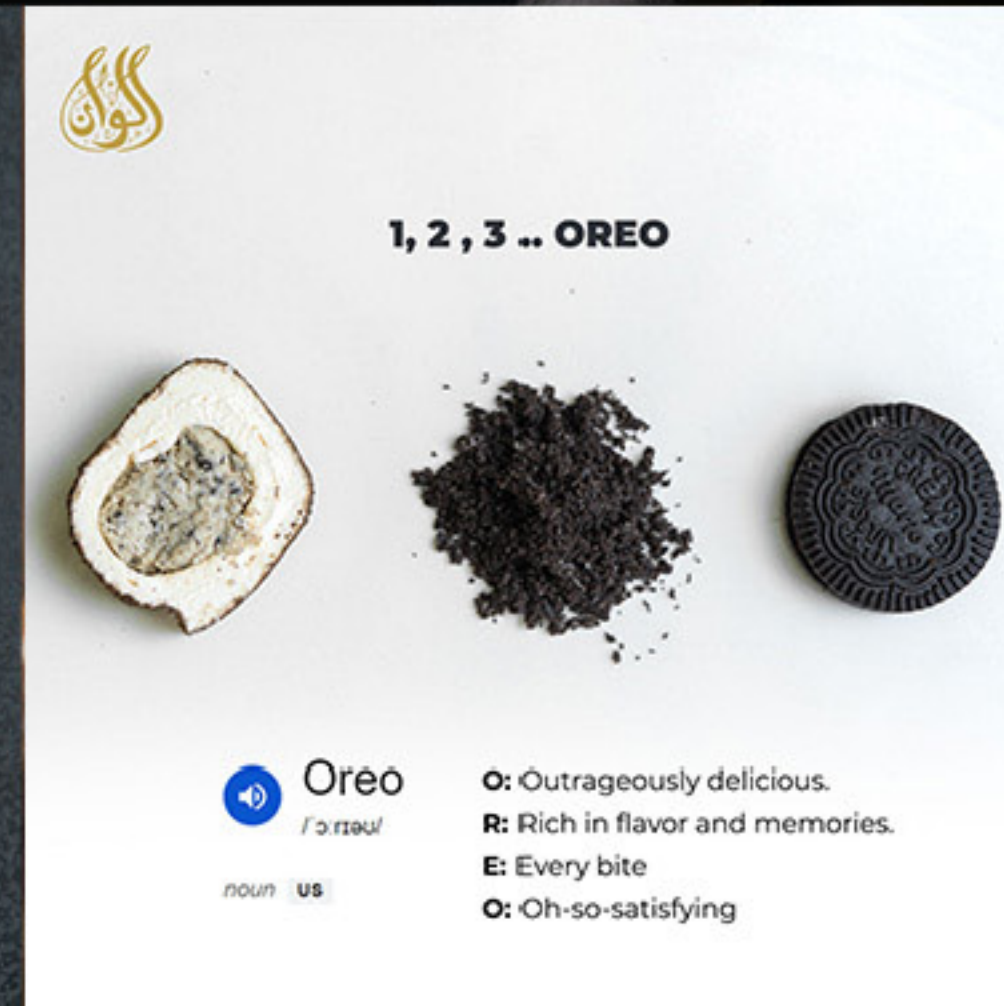
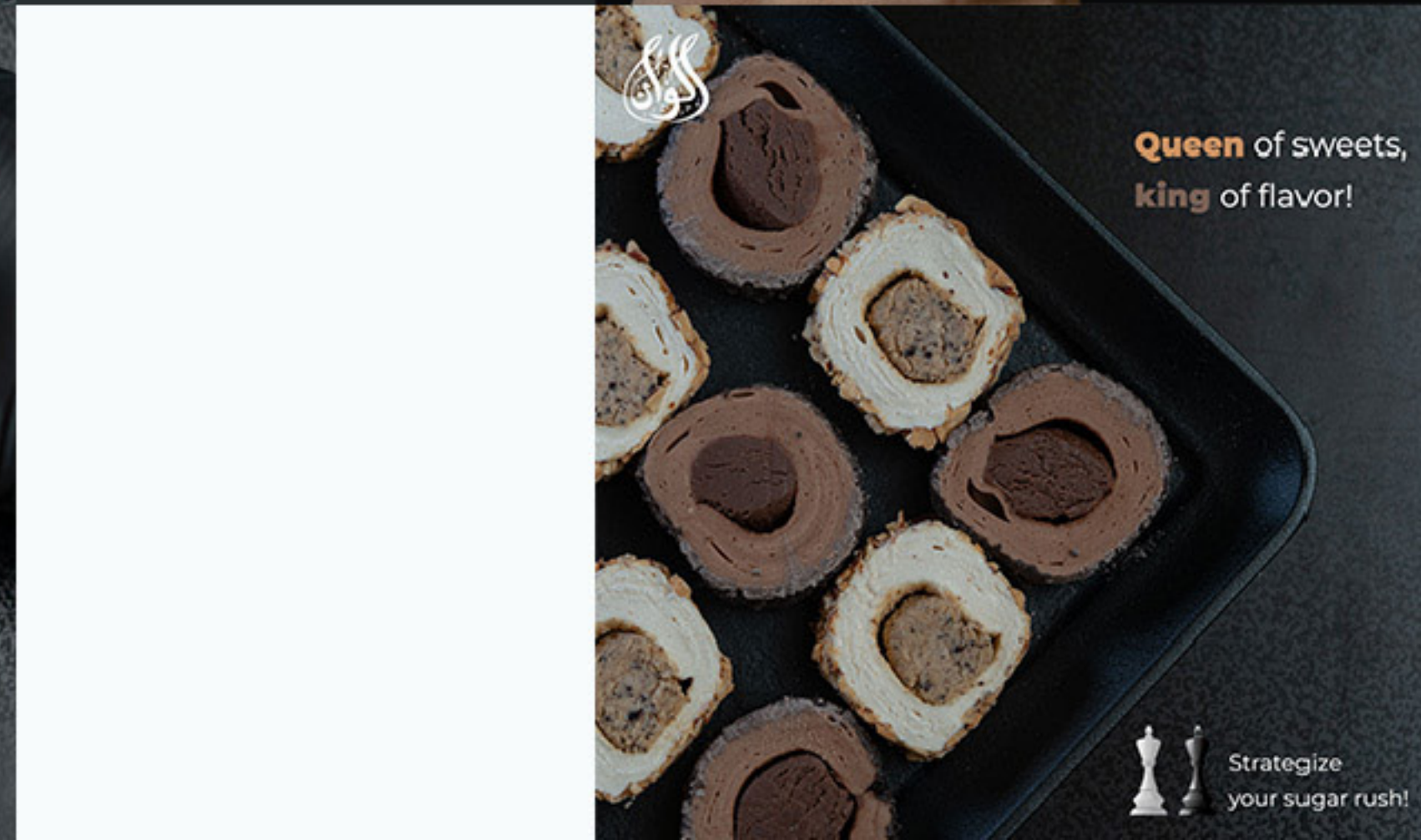
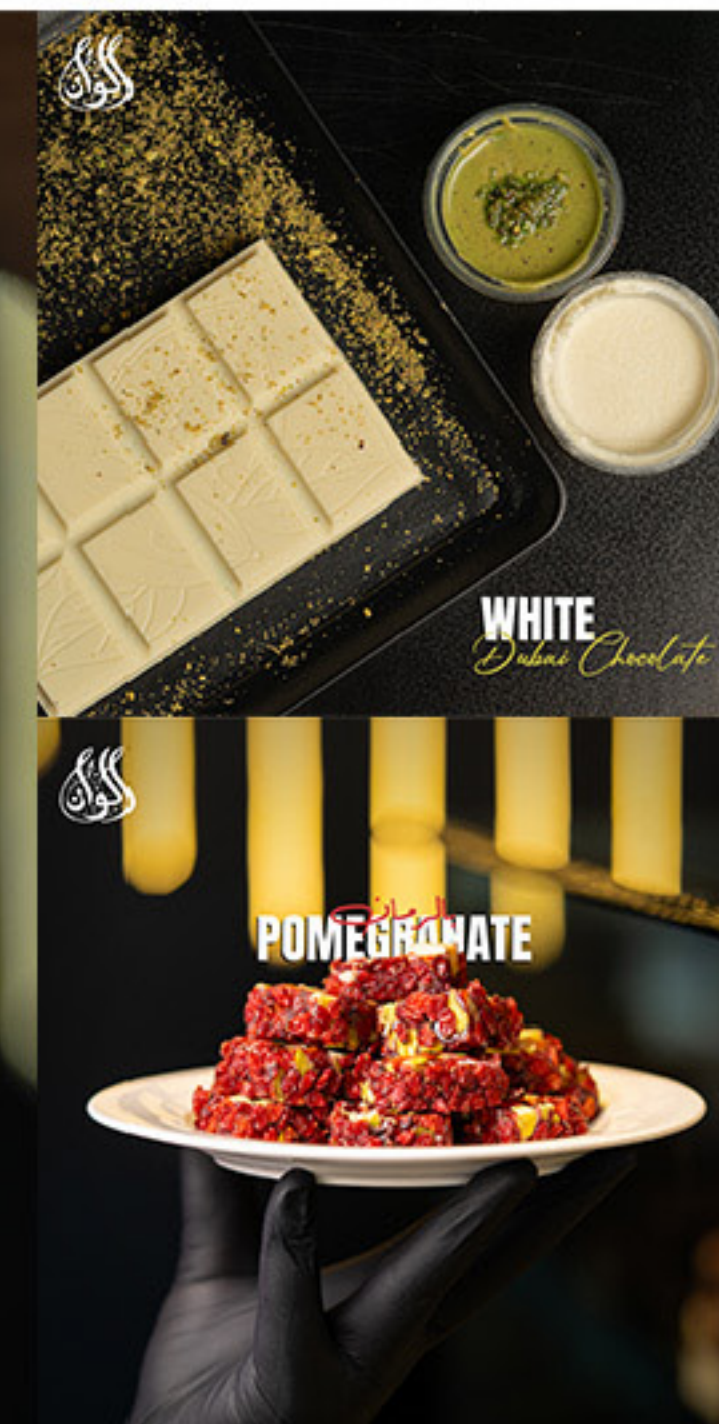








We tell it with light, texture, and a whole lot of **appetite appeal**.





Medical videography that educates, empowers, and builds trust.

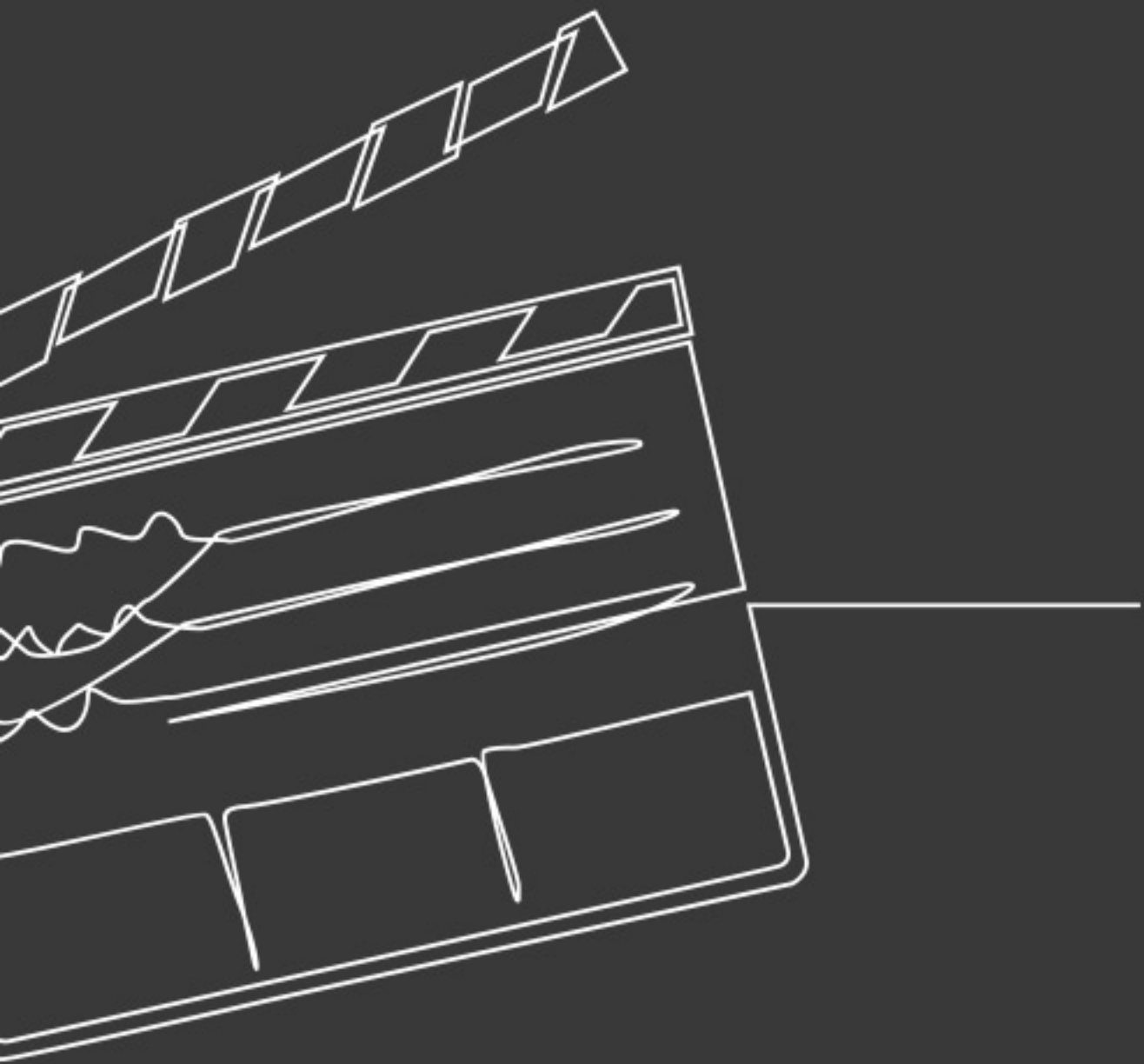


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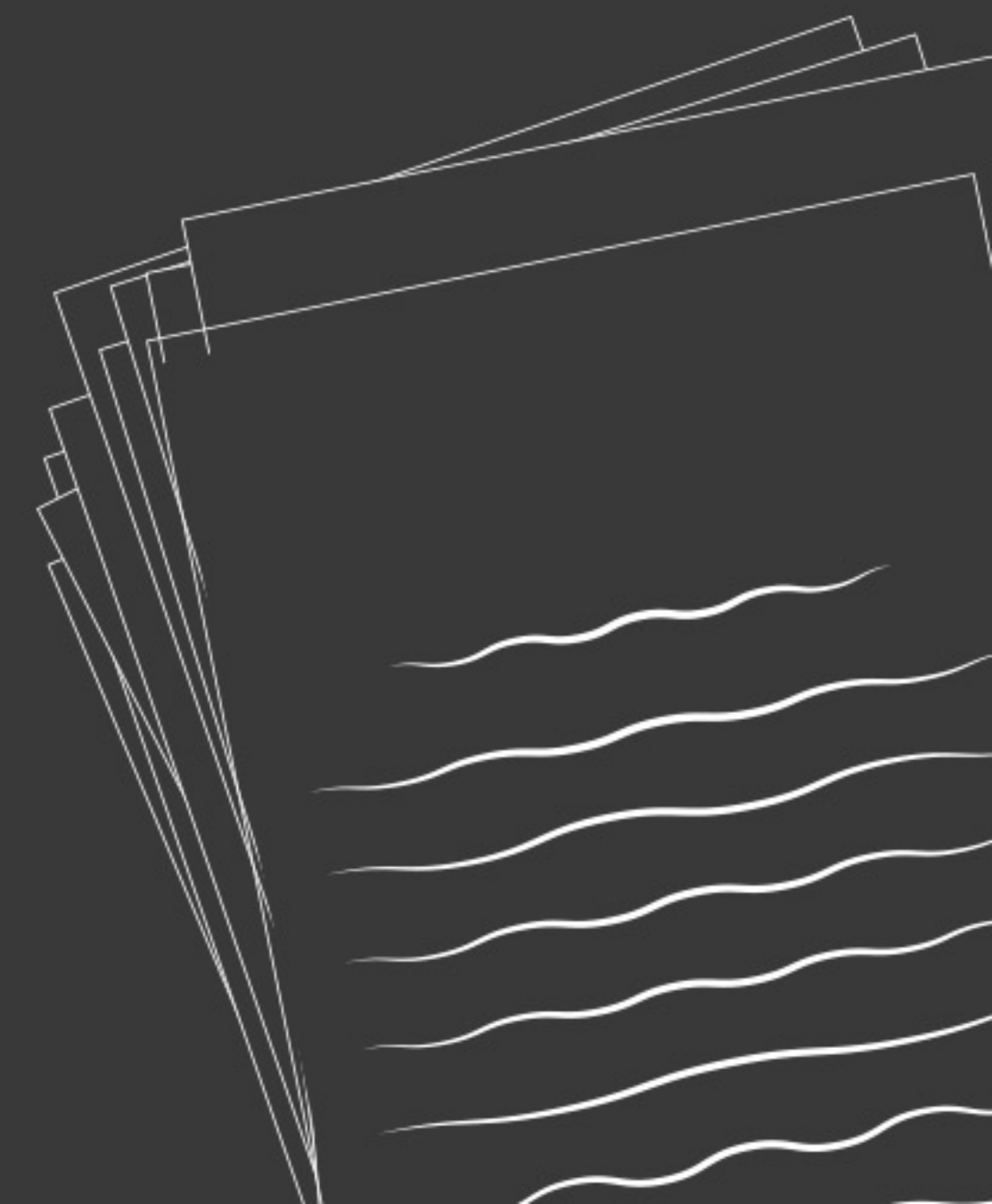
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# SCRIPTS

**From brief to final draft**, we write clear, compliant, and credible scripts tailored for patients, professionals, or the public.



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### 3. DIGITAL MARKETING

is not just about reach, it's about resonance. We craft strategic campaigns that don't just land on screens, but settle into minds.

### 4. CONTENT CREATION

content isn't just created, it's crafted. We blend storytelling, design, and strategy to shape content that moves, connects, and converts.



## 5. PROJECT DEVELOPMENT & SUPPORT

From concept to launch, we walk the journey with you. We help brands scale, pivot, and grow.

## 6. SEO

Be seen where it matters. We boost your visibility with tailored search engine strategies that rank you above the noise.

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## 7. WEBSITE DESIGN — SHOPIFY & WORDPRESS

we design and develop custom **Shopify** and **WordPress** websites that are as functional as they are beautiful. Whether you're building an **online store** or a sleek brand platform, we tailor every pixel to your identity and goals.

We focus on **user experience, responsive design, and performance**, ensuring your site flows seamlessly across devices, while capturing attention and driving results.

### Our web design services include:

- Custom Shopify Store Design & Setup
- WordPress Website Development (Corporate, Portfolio, Blog)
- UX/UI Design Tailored to Your Audience
- Conversion-Focused Layouts & CTAs
- SEO Optimization & Speed Performance
- Ongoing Maintenance & Support



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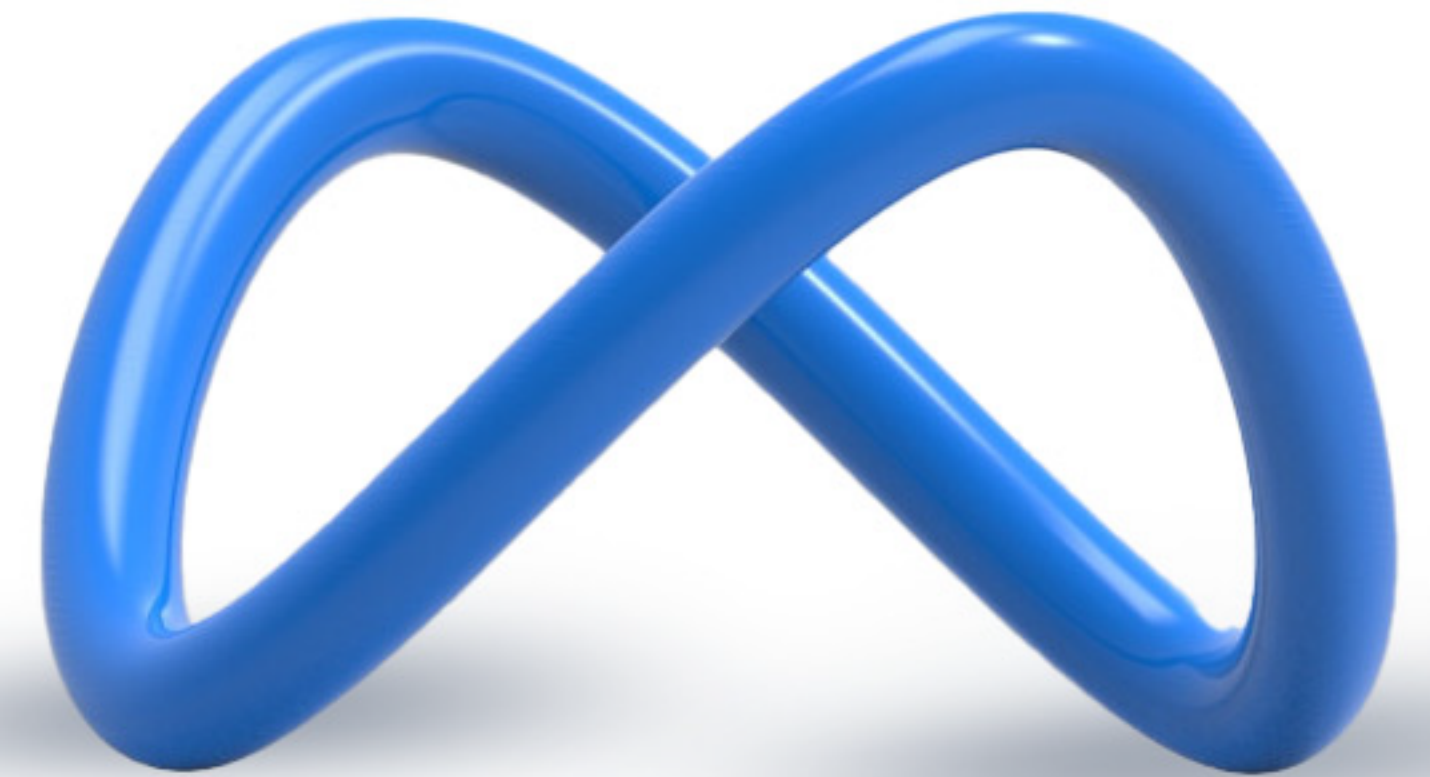


## 8. META CAMPAIGN MANAGEMENT

Our **Meta campaign management** goes beyond boosting posts. We build strategic ad ecosystems that attract, engage, and convert, all while aligning with your **brand's voice** and business objectives.

With a deep **understanding of audience behavior**, platform algorithms, and performance data, we craft campaigns that are visually captivating and **ROI-driven**.

Meta platforms are where your audience lives, we make sure your brand doesn't just appear there, it thrives.





## Our full-stack Meta service includes:

- **Campaign Strategy & Planning**

We start with research and intent, defining the right objectives, target personas, and funnel stages (awareness, consideration, conversion).

- **Creative Development**

We design stunning visuals, copy, and motion content tailored to each ad placement, from eye-catching Reels to thumb-stopping Stories.

- **Audience Targeting**

We go granular, leveraging Meta's tools to create custom audiences, lookalikes, and retargeting groups, ensuring your message reaches the right people at the right time.

- **Funnel Design & Execution**

From cold traffic to loyal customers, we guide your audience through the buyer journey using segmented messaging and layered remarketing strategies.



- **Performance Optimization**

We analyze in real time, adjusting creatives, bids, and targeting to maximize performance while keeping costs efficient. Think A/B testing, CTR improvements, and ROAS growth.

- **Transparent Reporting**

Monthly or on-demand, our reports are visually clean and strategically insightful, so you always know what's working, and where we're going next.

**Why it works:**

Because we mix the magic of creative with the science of data, and never stop optimizing.

**Why it lasts:**

Because we don't just run ads, we build momentum.

∞ Meta  
Business Suite



## 9. SNAPCHAT ADS



We turn swipes into sales.

From geo-targeted lens filters to captivating video campaigns, we help brands make a **lasting impression** on **Snapchat's highly engaged audience**. Think fast, fun, and unforgettable, tailored for the platform's unique culture.





## 10. TIKTOK MARKETING



**Not just trends. Impact.**

We create scroll-stopping TikTok ads that don't just blend in, they blow up. With native-style creatives, audio hooks, and smart audience targeting, we turn virality into visibility and views into value.

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# 11. Google ADS

**Be there when they search.**

From Search and Display to Shopping and YouTube, our Google Ads campaigns put your brand exactly where your audience is looking. Data-driven, conversion-focused, and always optimized for ROI.





# THANK YOU

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