



الشلوك
AlShalawi
اللوجستية Logistics



1971

Proudly Serving Since

- Petrochemicals
- Oil & Gas
- Utility Sectors
- Infrastructure

الشالوي
AlShalawi
Logistics



SWIFT & SECURE
ANYTIME, ANYWHERE

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AlShalawi
Logistics اللوجستية



Comprehensive Logistics Solutions

Packaging and Storage
Cargo
Worldwide Transport
Warehousing
Door-to-Door Delivery
Land Transport

September

SOCIAL MEDIA STRATEGY & CONTENT PLAN

AI's Technology

Boost efficiency and tracking with AlShalawi's advanced Vehicle Tracking System.

YOUR PACKAGES
OUR PRIORITY

From Customs Clearance to Freight



GLOBAL REACH , LOCAL EXPERTISE

**Safety First,
Quality Always**



Comprehensive Logistics Solutions

Packaging and Storage
Cargo
Worldwide Transport
Warehousing
Door-to-Door Delivery
Land Transport

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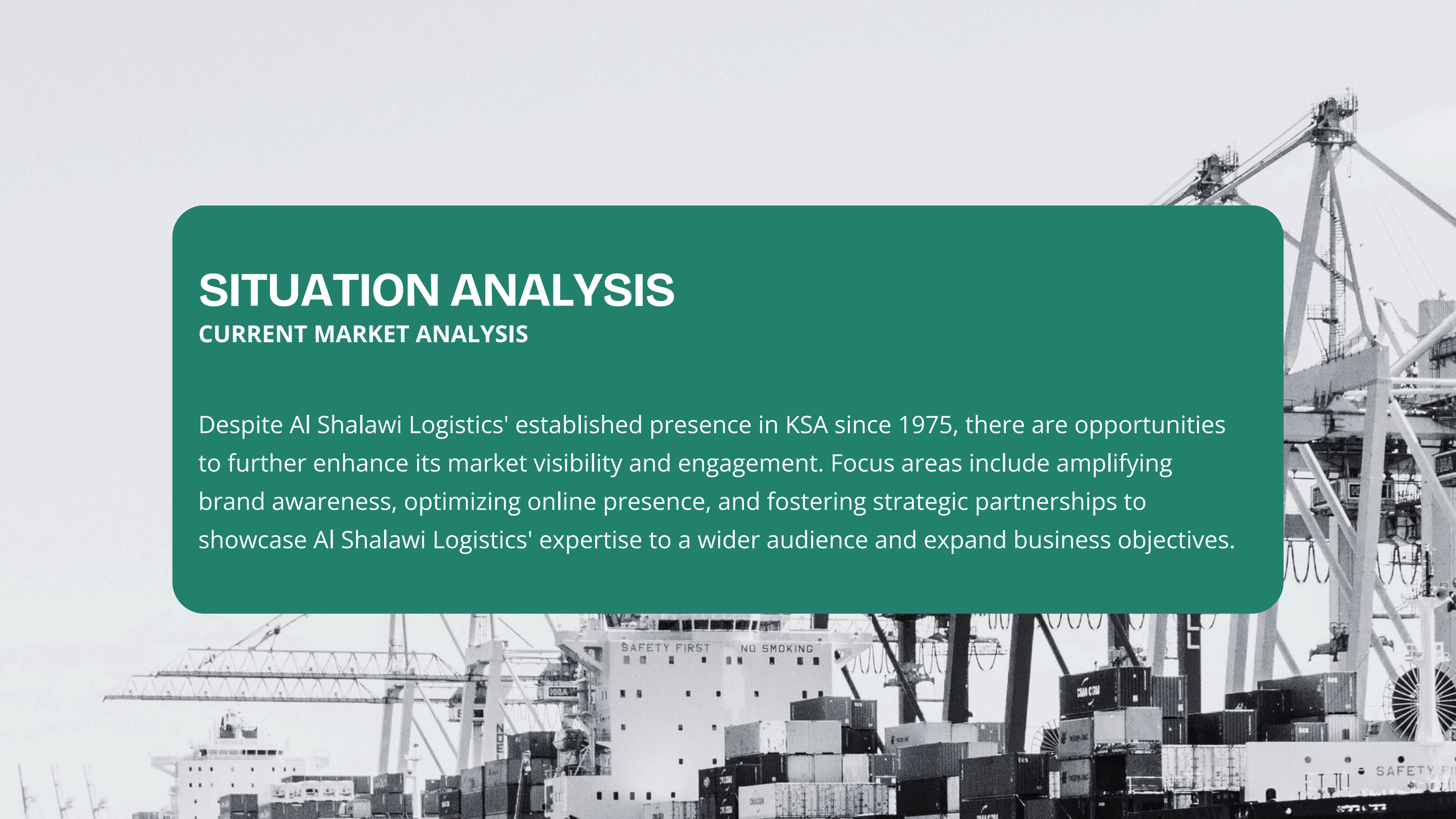
AL SHALAWI LOGISTICS

Al Shalawi Logistics is a trusted and affordable provider of logistics and warehousing services in Saudi Arabia. With extensive experience in trucking, warehousing, distribution, and supply chain management, Al Shalawi Logistics is committed to delivering convenience, reliability, and affordability to its clients. The company's expert team ensures punctual delivery and excellent customer support, making it a comprehensive logistics solution provider in the nation.

SITUATION ANALYSIS

CURRENT MARKET ANALYSIS

Despite Al Shalawi Logistics' established presence in KSA since 1975, there are opportunities to further enhance its market visibility and engagement. Focus areas include amplifying brand awareness, optimizing online presence, and fostering strategic partnerships to showcase Al Shalawi Logistics' expertise to a wider audience and expand business objectives.



BUSINESS OBJECTIVES

Enhance Al Shalawi Logistics' brand presence, drive business growth, and establish the company as a leading transport service in KSA.

- ⊕ Increase brand awareness and engagement on social media
- ⊕ increase in social media follower & engagement rate
- ⊕ Align social media efforts with the company's mission
- ⊕ Implement and review the strategy
- ⊕ Utilize existing resources such as company history, diverse service offerings, and customer testimonials, signed MOU's, local partnerships & Operational plan aligned with Vision 2030G

CONTENT STRATEGY

Our content strategy showcases Al Shalawi Logistics' heritage, quality service, commitment to safety, technological innovation, dedicated employees, and industry insights, reflecting our excellence and leadership in logistics.

Content Pillars:

1. Why Shalawi Logistics?
2. Fleet Expansion
3. Coverage across KSA
4. Type of Transportation
5. Partnering with SGP
6. Custom Clearance
7. Ports Served
8. Al Shalawi Legacy

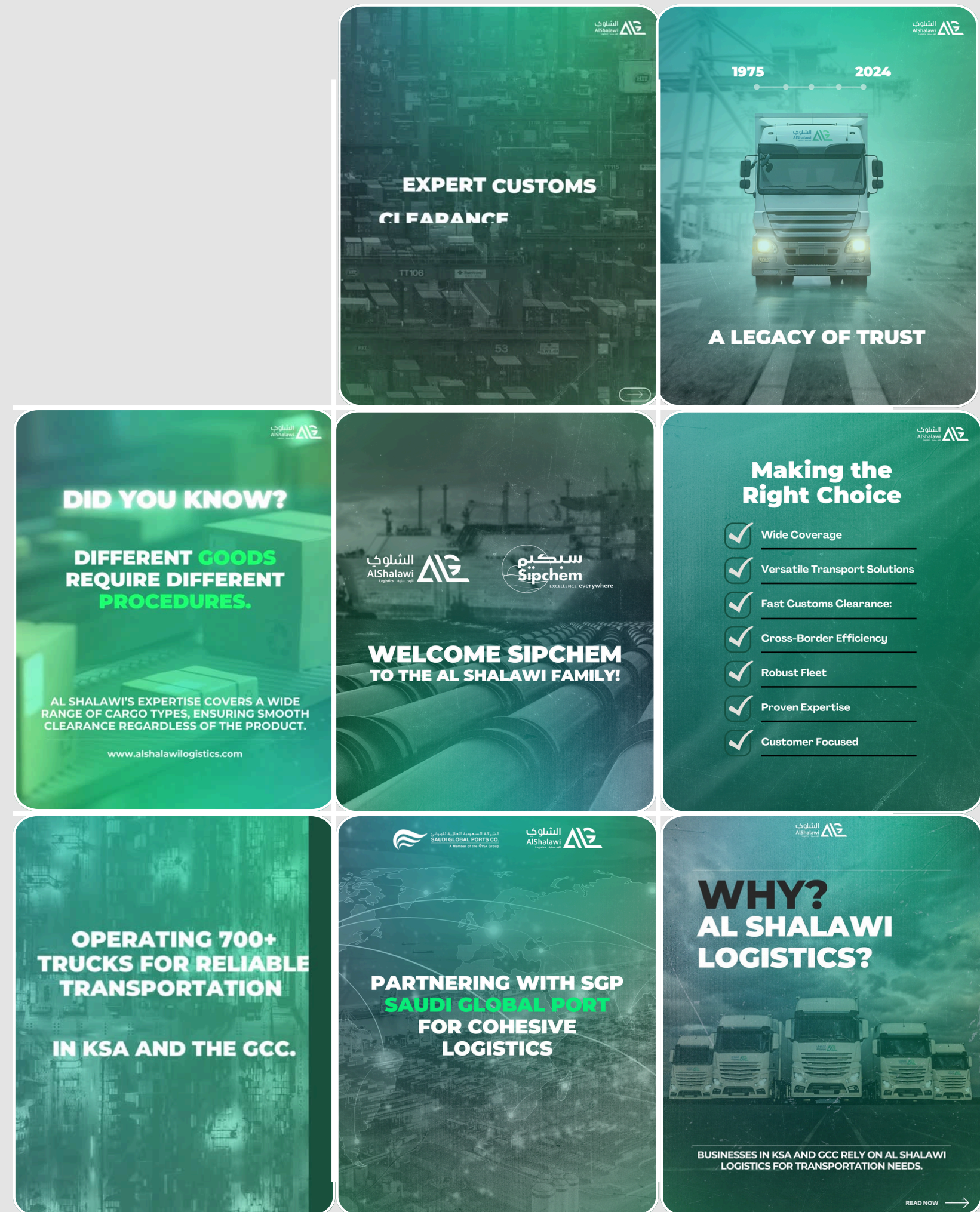
METRICS TO ANALYSE

Metrics to Track:

- Engagement Rate: Likes, comments, shares, and interactions per post.
- Follower Growth: Number of new followers per platform.
- Website Traffic: Referral traffic from social media to the company website.
- Conversion Rate: Inquiries and leads generated through social media.
- Customer Feedback: Sentiment analysis from social media interactions.

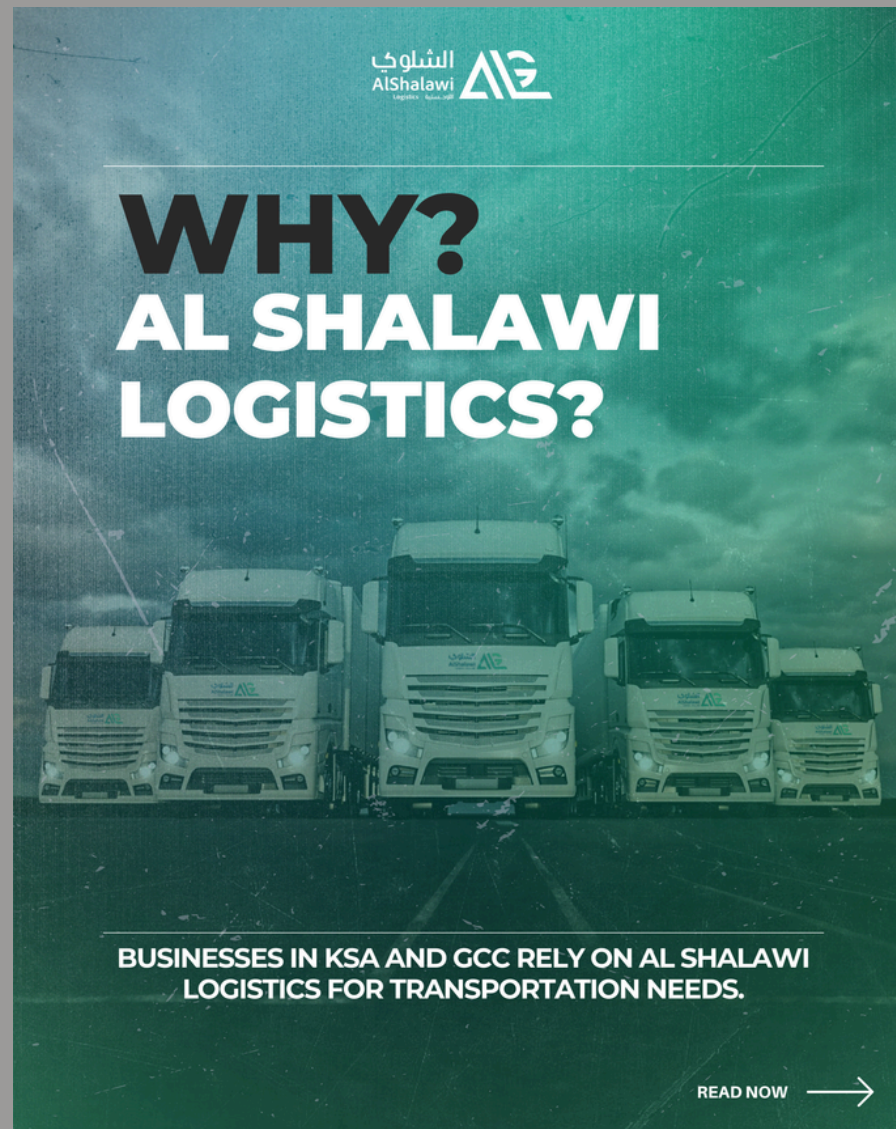
OVERALL LAYOUT

After finalizing the overall layout grid, we ensured that every element adhered to the brand identity while introducing a creative twist across all Instagram & LinkedIn posts. This approach maintained brand consistency, yet added a fresh and engaging perspective to each post, captivating our audience and enhancing our social media presence. We achieved a cohesive and visually appealing Instagram feed by blending familiar brand elements with innovative designs.



CONTENT PILLAR: TRANSPORTATION SERVICES IN KSA AND GCC

SLIDE 1: INTRODUCTION

The slide features a dark green background with a faint image of several white trucks. The AlShalawi logo is in the top left corner. The main heading is 'WHY? AL SHALAWI LOGISTICS?' in large, bold, white and green letters. Below it, a line of text states: 'BUSINESSES IN KSA AND GCC RELY ON AL SHALAWI LOGISTICS FOR TRANSPORTATION NEEDS.' At the bottom right, there is a 'READ NOW' link with a right-pointing arrow.

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WHY? AL SHALAWI LOGISTICS?

BUSINESSES IN KSA AND GCC RELY ON AL SHALAWI LOGISTICS FOR TRANSPORTATION NEEDS.

READ NOW →

EXTENSIVE FLEET

The slide has a dark green background with a faint image of a truck. The AlShalawi logo is in the top right corner. The main heading is 'EXTENSIVE FLEET FOR ALL YOUR NEEDS' in bold, white and green letters. Below it, a paragraph describes the fleet: 'WITH OVER 700 TRUCKS AND 1000 FLATBEDS, WE HAVE THE CAPACITY TO HANDLE EVERYTHING FROM CONTAINERIZED CARGO TO SPECIALIZED TRANSPORTATION. WHETHER IT'S B2B OR B2C, OUR FLEET IS EQUIPPED FOR TIMELY AND SAFE DELIVERIES'. At the bottom right, there is a right-pointing arrow icon.

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AlShalawi

EXTENSIVE FLEET FOR ALL YOUR NEEDS

WITH OVER 700 TRUCKS AND 1000 FLATBEDS, WE HAVE THE CAPACITY TO HANDLE EVERYTHING FROM CONTAINERIZED CARGO TO SPECIALIZED TRANSPORTATION. WHETHER IT'S B2B OR B2C, OUR FLEET IS EQUIPPED FOR TIMELY AND SAFE DELIVERIES

→

STRATEGIC COVERAGE

The slide has a dark green background with a faint map of Saudi Arabia. The AlShalawi logo is in the top right corner. The main heading is 'STRATEGIC COVERAGE ACROSS KSA AND GCC' in bold, white and green letters. Below it, a paragraph describes the coverage: 'FROM RIYADH TO THE FARTHEST REACHES OF THE GCC, OUR SERVICES COVER ALL MAJOR CITIES AND PORTS, ENSURING YOUR GOODS REACH THEIR DESTINATION EFFICIENTLY.' At the bottom right, there is a right-pointing arrow icon.

الشالوك
AlShalawi

STRATEGIC COVERAGE ACROSS KSA AND GCC

FROM RIYADH TO THE FARTHEST REACHES OF THE GCC, OUR SERVICES COVER ALL MAJOR CITIES AND PORTS, ENSURING YOUR GOODS REACH THEIR DESTINATION EFFICIENTLY.

→

TYPES OF TRANSPORTATIONS

The slide has a dark green background with a faint image of a truck. The AlShalawi logo is in the top right corner. The main heading is 'TYPES OF TRANSPORTATION SERVICES:' in bold, white and green letters. Below it, a bulleted list of services is provided: 'CONTAINERIZED CARGO', 'SPECIALIZED TRANSPORT', 'CROSS-BORDER TRANSPORT', and 'PORT-TO-CLIENT DELIVERY'. At the bottom right, there is a right-pointing arrow icon.

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TYPES OF TRANSPORTATION SERVICES:

- CONTAINERIZED CARGO
- SPECIALIZED TRANSPORT
- CROSS-BORDER TRANSPORT
- PORT-TO-CLIENT DELIVERY

→

CONTENT PILLAR: TRANSPORTATION SERVICES IN KSA AND GCC



**ON-TIME DELIVERY,
EVERY TIME**

AT AL SHALAWI, OUR CUSTOMERS
COME **FIRST**. WE OFFER TAILORED
LOGISTICS SOLUTIONS TO MEET
THE SPECIFIC NEEDS OF YOUR
BUSINESS, ENSURING
SATISFACTION AT EVERY STEP.



CHOOSE

**AL SHALAWI
LOGISTICS FOR
RELIABLE, EFFICIENT,
AND COMPREHENSIVE
TRANSPORTATION
SERVICES IN KSA AND
GCC**



www.alshalawilogistics.com

CAPTION

Discover why businesses across KSA and GCC trust Al Shalawi Logistics for their transportation needs. With our extensive fleet, strategic coverage, and customer-centric approach, we ensure your goods are delivered safely and on time.

Secure Your Shipment - Call 920008016

Learn more at alshalawilogistics.com

#Logistics #KSA #Dammam

#AlShalawiLogistics #TransportationKSA

#GCC

اكتشف لماذا تثق الشركات في جميع أنحاء السعودية والخليج بالشلوي للخدمات اللوجستية لتلبية احتياجات النقل الخاصة بها. مع أسطولنا الواسع وتغطيتنا الاستراتيجية ونهجنا الذي يركز على العملاء، نضمن توصيل البضائع الخاصة بك بأمان وفي الوقت المحدد.

اتصل على - 920008016

لمعرفة المزيد، زوروا موقعنا: alshalawilogistics.com

#اللوجستية #الدمام #السعودية #الشلوي_لوجستيك

#اللوجستيات #النقل_في_السعودية #الخليج

CONTENT PILLAR: NEW CLIENT

CAPTION

We're excited to welcome SGP Saudi Global Port as a new client at Al Shalawi Logistics! We look forward to delivering top-tier logistics solutions and building a strong partnership

Join us too! - Call 920008016

#Logistics #KSA #Dammam #SafetyFirst
#AlShalawiLogistics #SGP

يسعدنا الترحيب بـ SGP، الشركة السعودية العالمية للموانئ كعميل جديد في الشلوي للخدمات اللوجستية! نتطلع إلى تقديم حلول لوجستية عالية الجودة وبناء شراكة قوية.

اتصل على 920008016
#اللوجستية #الدمام #السعودية #SGP
#السلامة_أولاً #الشلوي_لوجستيك



CONTENT PILLAR: TRANSPORTATION SERVICES IN KSA AND GCC

CAPTION

Connecting KSA & GCC | Al Shalawi
Logistics offers comprehensive
transportation services with over 700
trucks operating across the region. Your
reliable partner since 1975

Secure Your Shipment - Call 920008016
#Logistics #KSA #Dammam #SafetyFirst
#AlShalawiLogistics

ربط السعودية والخليج | يقدم الشلوي للخدمات
اللوجستية خدمات نقل شاملة مع أكثر من 700
شاحنة تعمل في جميع أنحاء المنطقة. شريكك
الموثوق منذ عام 1975.

اتصل على 920008016
#اللوجستية #الدمام #السعودية
#السلامة_أولاً #الشلوي_لوجستيك



CONTENT PILLAR: WHY AL SHALAWI LOGISTICS?

CAPTION

Make the right choice for your logistics needs with Al Shalawi. We cover all your logistics needs with wide coverage, versatile solutions, and fast customs clearance. Make the smart choice today

Secure Your Shipment - Call 920008016
#Logistics #KSA #Dammam #SafetyFirst
#AlShalawiLogistics

اتخذ القرار الصحيح لاحتياجاتك اللوجستية مع
الشلوي. نغطي بجميع احتياجاتك اللوجستية
بتغطية واسعة وحلول متنوعة وتخليص جمركي
سريع. اتخذ القرار الذكي اليوم.

اتصل على 920008016
#اللوجستية #الدمام #السعودية
#السلامة_أولاً #الشلوي_لوجستيك

الشلوي
AlShalawi
Logistics

Making the Right Choice

- ✓ Wide Coverage
- ✓ Versatile Transport Solutions
- ✓ Fast Customs Clearance:
- ✓ Cross-Border Efficiency
- ✓ Robust Fleet
- ✓ Proven Expertise
- ✓ Customer Focused

CONTENT PILLAR: NEW CLIENT

CAPTION

Exciting news! Sipchem has joined the Al Shalawi Logistics family as a new client. We're committed to delivering exceptional logistics services tailored to meet their unique needs.

Join our Family too! - Call 920008016

#Logistics #KSA #Dammam #SafetyFirst
#AlShalawiLogistics #Sipchem

أخبار سارة! انضمت شركة الصحراء العالمية
للبتروكيماويات إلى عائلة الشلوي للخدمات
اللوجستية كعميل جديد. نحن ملتزمون بتقديم
خدمات لوجستية استثنائية مصممة لتلبية
احتياجاتهم الفريدة.

اتصل على 920008016

#اللوجستية #الدمام #السعودية #Sipchem
#السلامة_أولاً #الشلوي_لوجستيك



CONTENT PILLAR: MARKET LEADER AND HISTORY

CAPTION

Building Trust Since 1975 🤝 For decades, Al Shalawi Logistics has been a cornerstone of the logistics industry, supporting the growth of countless businesses with reliable and efficient services

Secure Your Shipment - Call 920008016

#KSA #Dammam #TrustedPartner

#LogisticsLeader #AlShalawiLogistics

بناء الثقة منذ عام 1975 🤝 لعدة عقود، كانت الشلوي للخدمات اللوجستية حجر الزاوية في صناعة اللوجستيات، حيث تدعم نمو العديد من الشركات بخدمات موثوقة وفعالة.
#شريك_موثوق #رائد_اللوجستيات

اتصل على 920008016

#اللوجستية #الدمام #السعودية

#السلامة_أولاً #الشلوي_لوجستيك



CONTENT PILLAR: CUSTOMS CLEARANCE SERVICES

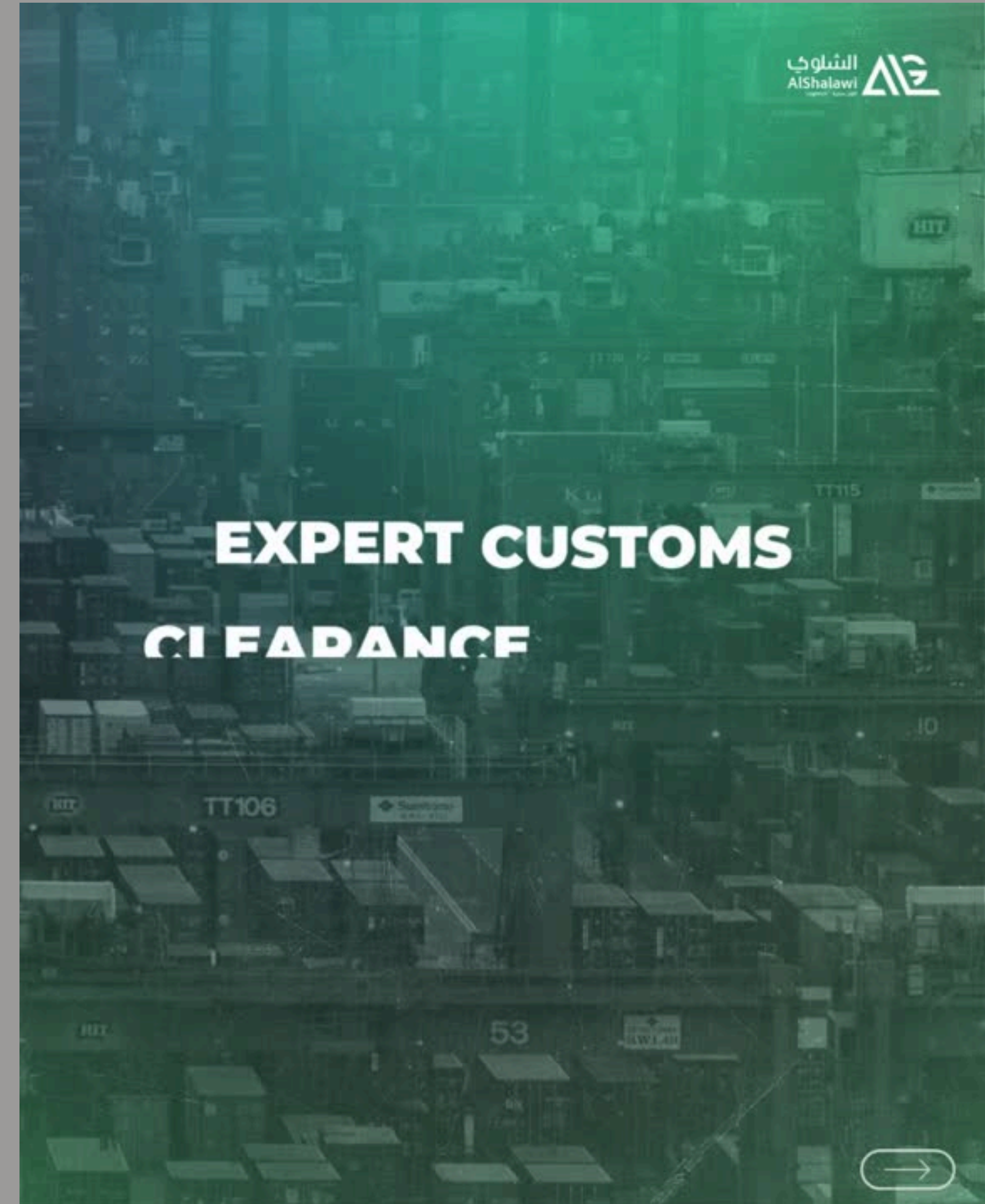
CAPTION

Efficient Customs Clearance Across KSA |
With our expert team, Al Shalawi Logistics
ensures your goods clear customs swiftly
at seaports and airports across the
Kingdom. #CustomsClearance #KSA

Secure Your Shipment - Call 920008016
#KSA #Dammam #TrustedPartner
#CustomsClearance #AlShalawiLogistics

تخليص جمركي فعال عبر السعودية | مع فريقنا
الخبير، تضمن الشلوي للخدمات اللوجستية
تخليص البضائع الخاصة بك بسرعة في الموانئ
البحرية والمطارات في جميع أنحاء المملكة.

اتصل على 920008016
#اللوجستية #الدمام #السعودية
#تخليص_جمركي #الشلوي_لوجستيك



CONTENT PILLAR: CUSTOMS CLEARANCE SERVICES

C A P T I O N

Al Shalawi Logistics specializes in handling a wide range of goods, ensuring smooth customs clearance no matter what you're shipping. From bulk goods to sensitive materials, we've got you covered!

Secure Your Shipment - Call 920008016
#KSA #Dammam #TrustedPartner
#CustomsClearance #AlShalawiLogistics

تتخصص شركة الشلوي للخدمات اللوجستية في التعامل مع مجموعة واسعة من البضائع، مما يضمن تخليصًا جمركيًا سلسًا بغض النظر عن ما تقوم بشحنه. من البضائع بالجملة إلى المواد الحساسة، نحن هنا لخدمك! اتصل على 920008016
#اللوجستية #الدمام #السعودية
#تخليص_جمركي #الشلوي_لوجستيك



THANK YOU