



## Safaa | Transforming Recruitment Through AI Innovation

Safaa, a trailblazer in AI-driven recruitment, joined forces with Centric to supercharge their lead generation and redefine the recruitment landscape. Together, we embarked on an ambitious mission to transform how companies discover and hire top talent through innovative artificial intelligence solutions.

# Navigating Market Hurdles

## Visibility Void

As a nascent brand, Safaa struggled with limited market recognition. Potential clients remained unaware of their groundbreaking AI-driven recruitment solutions, creating significant barriers to customer acquisition and brand awareness in competitive markets.

## Knowledge Gaps

Safaa's understanding of recruitment industry challenges was still developing. This made it crucial to identify precisely where their AI-powered solutions could deliver maximum impact and value for prospective clients.

## Geographic Constraints

Despite success in the GCC region, breaking into expansive markets like the United States remained uncharted territory, limiting growth potential and revenue opportunities for the innovative recruitment platform.

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# Strategic Solutions for Growth

## Branding & Digital Transformation

- Complete website redesign targeting specific personas
- Integrated Calendly and CRM systems for seamless interactions
- AI-driven SEO content generation
- Inbound marketing strategies for organic traffic growth



## Demand Generation

LinkedIn tracking, outreach campaigns, and website A/B testing to optimise user experience

## Market Intelligence & Expansion

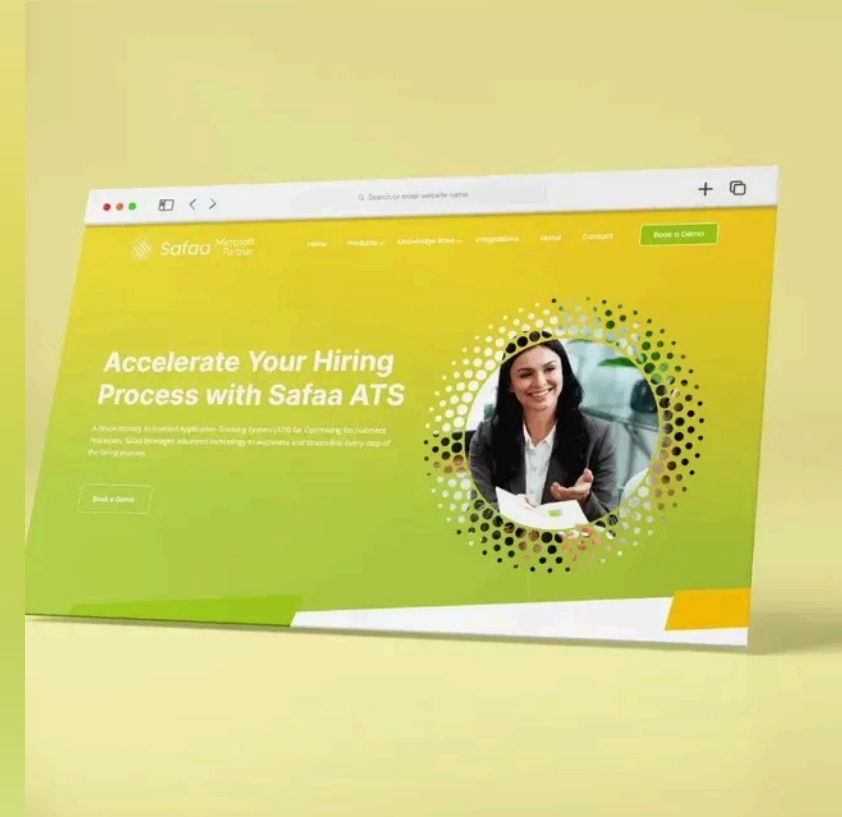
- Comprehensive stakeholder interviews
- Detailed competitor analysis and market gap identification
- Targeted persona development for HR professionals and executives
- Geographic expansion strategies for GCC and US markets



## Partner Mapping

Strategic research on potential partners in Saudi Arabia with engagement strategies to expand reach

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# Comprehensive Service Portfolio



## Website Development

Modern, responsive website design optimised for conversion and user experience, featuring intuitive navigation and compelling content that resonates with target audiences.



## Lead Generation

Multi-channel lead generation strategies including LinkedIn outreach, content marketing, and targeted campaigns to build a robust sales pipeline.



## Search Engine Optimisation

AI-powered SEO content creation and technical optimisation to improve search rankings and drive organic traffic from qualified prospects.

[Explore Our SEO Services!](#)



## Remarkable Results in 60 Days

**\$3M**

Sales Pipeline

Generated within 60 days of  
launch

**163K**

Accounts Targeted

Across GCC and US markets

**221**

Demos Scheduled

High-quality prospects engaged

**24**

Commercial Discussions

Active negotiations underway

[View Our Portfolio!](#)

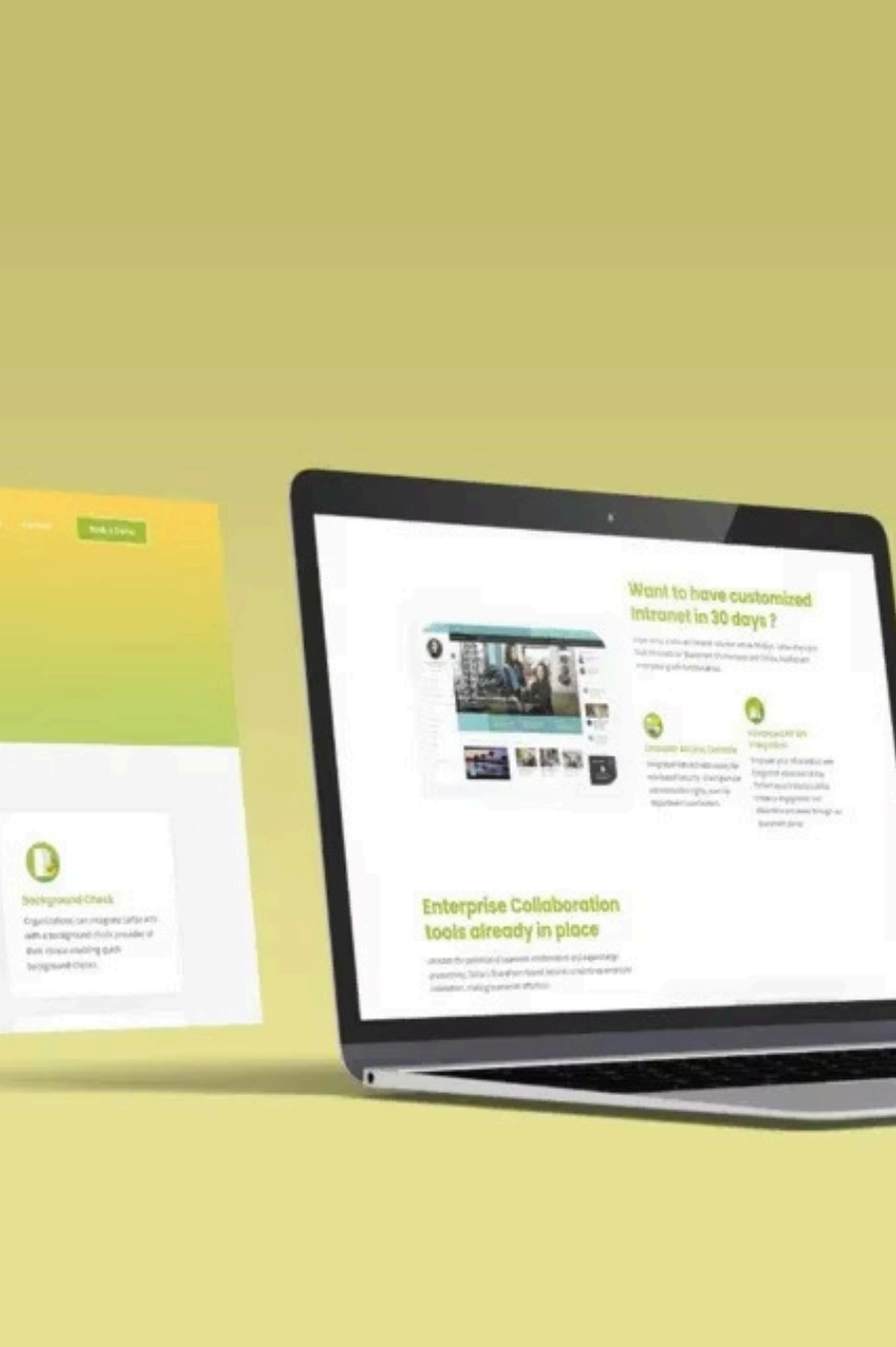
# Co-Authoring a Recruitment Revolution

Our alliance with Safaa has not only been symbiotic but transformative. As Safaa's next-generation ATS reverberates across the Gulf and the United States, we're not just witnessing a success story; we're co-authoring a recruitment revolution.

This monumental stride fortifies our collaborative ethos, anchoring our presence and strategic partnerships in both pivotal regions. The remarkable \$3 million sales pipeline achieved in just 60 days demonstrates the power of combining innovative AI technology with strategic marketing expertise.

Together, Safaa and Centric continue to push the boundaries of what's possible in recruitment technology, setting new industry standards and delivering exceptional value to clients worldwide.

[Explore Our Web Design & Development Services!](#)





## Connect with CENTRIC

Ready to transform your brand's digital presence? Partner with Centric to create impactful campaigns that resonate with your audience.

Ready to transform your brand's digital presence? Partner with Centric to create impactful campaigns that resonate with your audience.

[Visit Our Website](#)



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