Basem Shaaban

WEB, BRAND & DIGITAL MARKETING CONSULTANT

Websites.
Branding.
Digital Growth.

Helping businesses grow online | Iraq & Kurdistan Region

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Your customers are already online

39.6M
internet users in Iraq (Oct 2025), up 4.7% in a year [1]

40.1M
social media accounts, 84.9% of the population [1]*

61%
of web traffic comes from mobile phones (Jun 2026) [2]

Platform users in Iraq, millions (Sep 2026) [3]



* Social media accounts do not represent the real number of people (DataReportal methodology note).

Trust is decided online, before the first call

97%
of consumers read online reviews for local businesses [4]
US survey, 2026

2.7×
more likely to see a business as reputable with a complete Google profile [5]
Google research

53%
of mobile visitors leave a page that takes over 3 seconds to load [6]
Google, 2017

73.3%
of consumers prefer messaging when contacting a business [7]
22 markets, 2025

US and global research. Comparable Iraq-specific figures for these measures were not found.

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26 years of winning customers, in every project

We build websites the way a sales director would: every page exists to win a customer.

26+	70	2×	3
years of commercial leadership in Iraq and Egypt [9]	person team led to the #1 national market position [9]	Kurdistan Region sales within twelve months [9]	languages in every site: Arabic, Kurdish, English

Everything under one roof

A Commercial & Strategic Advisory

Tailored quote

MENA & Iraq Market-Entry Advisory · Strategic Planning & Commercial Management · Fractional Commercial Leadership · Sales Force Design & Transformation · Go-to-Market & Brand Launch · Sales Training & Team Coaching

B Web, Digital Marketing & Branding

Packages and monthly plans

Multilingual Website Design & Build · Logo, Branding & Visual Identity · Strategic & Marketing Plan · Domain & Google Business Profile · Web Hosting, Maintenance & Security · Business Email Setup · WhatsApp Business Setup & Message Automation · Social Media Management · SEO in Arabic & Kurdish · CRM & Customer Pipeline · E-commerce Setup & Growth · Digital Marketing & Content Strategy

Commercial & Strategic Advisory

Commercial and strategic advisory

Built on 26 years leading sales and marketing across the MENA healthcare and commercial markets.

MENA & Iraq Market-Entry Advisory

Distribution strategy, partner selection, regulatory navigation and commercial setup for brands entering Iraq, Kurdistan and the wider MENA market, guided by hands-on field experience.

Strategic Planning & Commercial Management

Turning ideas into a complete commercial plan: priorities, structure, P&L ownership and the execution rhythm that keeps a team on track.

Fractional Commercial Leadership

Part-time Sales Director or Commercial Director for startups and scaling companies that need senior leadership without a full-time hire.

Sales Force Design & Transformation

Building, structuring and coaching high-performing teams of any size, with the territories, KPIs and incentives that move the numbers.

Go-to-Market & Brand Launch

Launch planning and brand strategy that connects the brand to revenue.

Sales Training & Team Coaching

Customized programs in consultative selling, negotiation, leadership, coaching, and time and territory management, drawn from field experience.

Tailored quote

What shapes your quote Your goal · Your timeline · Your team size

Web, Digital Marketing & Branding

Multilingual Website Design & Build

A fast website that makes you the first choice.

- Fast, secure, mobile-first build
- Arabic, Kurdish and English in one site
- SEO-ready, designed to turn visitors into leads

Benefit Instant credibility, and customers reach you in the language they prefer.

What sets us apart Built by a sales director: every page leads to a call, message or booking.

From $350

Logo, Branding & Visual Identity

A distinctive brand, unforgettable from the first glance.

- Logo in 3 concept directions
- Colors, fonts and a brand style guide
- Business card and stationery, print and digital files

Benefit A professional, unified identity across all your marketing activities and online accounts builds customer trust.

What sets us apart Built on your market and competitors, not just good looks.

Tailored quote

Strategic & Marketing Plan

A practical roadmap that turns your goals into steps that lead to results.

- Audience and competitor analysis
- The best channels for your budget
- 3–6 month content plan with clear KPIs

Benefit No more random spending: you invest your budget wisely.

What sets us apart Written by a commercial leader with 26+ years in Iraq, not a copied template.

Tailored quote

Domain & Google Business Profile

Your own address on the web and Google Maps.

- Domain search, registration and yearly renewal
- Complete Google profile: photos, services, hours
- Optimized to appear in local search

Benefit Customers find you with your number and reviews. Complete profiles are 2.7× more likely to look reputable.

What sets us apart Domain, website and profile work together as one system.

Tailored quote

Web, Digital Marketing & Branding

Web Hosting, Maintenance & Security

A site that is always on, protected and up to date.

- Fast cloud hosting, SSL and daily backups
- Continuous monitoring and protection
- Monthly updates, with a response within 48 hours

Benefit You run the business while your site stays fast and safe.

What sets us apart One team for design, hosting and support, so nothing falls between suppliers.

From $30 / month

Business Email Setup

Email on your business name that adds a professional look and trust.

- Accounts for your whole team on your own domain
- Google Workspace or cPanel
- Spam protection, set up on phone and computer

Benefit Partners and customers trust you more than a public Gmail address.

What sets us apart Linked to your website and brand, with one professional signature.

From $20 / month · depending on accounts

WhatsApp Business Setup & Message Automation

A sales channel that works around the clock.

- Business account, catalog and welcome messages
- Optional official API for reminders and broadcasts
- Quick replies and labels to track every lead

Benefit No inquiry is lost, even after hours. 73.3% of consumers prefer messaging.

What sets us apart Used by 3 billion+ people monthly; flows built on proven sales logic.

From $80 / month

Social Media Management

Constant visibility that turns followers into customers.

- 12 designed posts a month
- Facebook, Instagram, LinkedIn and more, with a monthly calendar
- Captions in Arabic and English

Benefit Your brand stays visible without using up your time.

What sets us apart Every post has a business goal: trust, an offer, or a call to contact.

From $150 / month

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SEO in Arabic & Kurdish

Be found the moment customers search.

- Keyword research in Arabic and Kurdish
- Content, technical and speed optimization
- Backlinks and a monthly ranking report

Benefit A steady flow of interested customers without paying for ads.

What sets us apart Targets Kurdish search too, where competition is lighter.

From $150 / month

CRM & Customer Pipeline

Every lead recorded and followed to the deal.

- A CRM system tailored to your needs, with clear customer stages
- Lead source, appointments and automatic reminders
- Optional WhatsApp link to log conversations

Benefit You know where customers come from, and you never lose a lead.

What sets us apart Stages follow a professional sales method, with training for your team.

Tailored quote

E-commerce Setup & Growth

An online store that sells around the clock.

- Complete store: catalog, cart, payment and delivery
- Product pages in Arabic, Kurdish and English
- WhatsApp and social media platform links for easy ordering

Benefit Sales grow beyond your shop to new customers.

What sets us apart Built around the customer's path from product page to order.

Tailored quote

Digital Marketing & Content Strategy

The right message, to the right customer, at the right time.

- Google, Facebook and Instagram ads with precise targeting
- Persuasive content in Arabic and English
- Monthly performance analysis and optimization

Benefit Ad return is measured continuously, so your budget goes where it brings the most customers.

What sets us apart Led by a commercial leader with 26+ years of campaigns in Iraq.

Tailored quote

Investment

Clear prices, no surprises

Starter

3 pages, Arabic

$350–450

- Home, services and contact pages

1 round of revisions

Most requested

Professional

5 pages, Arabic and Kurdish

$550–700

- Everything in Starter
- About page and testimonials
- Photo gallery
- Google profile setup

2 rounds of revisions

Premium

7–8 pages, 3 languages

$850–1,100

- Everything in Professional
- Interactive portfolio
- Professional contact form
- SEO and speed tuning

3 rounds of revisions

Elite

10+ pages, 3 languages

$1,300–1,800

- Everything in Premium
- Booking system
- CRM link
- Referral tracking

Unlimited edits

Optional monthly services

Hosting, maintenance and security **From $30**	Business email **From $20**	WhatsApp Business setup and automation **From $80**	Social media management **From $150**	SEO in Arabic and Kurdish **From $150**

All prices are in US dollars and are confirmed at quotation. Scope and price are agreed in writing before any work begins. Every package includes responsive design, a WhatsApp button and a Google map.

How we work

1

Free start

A free digital footprint audit and a sample website within 24 hours.

2

Clear quote

Scope and price agreed in writing before work begins.

3

Build & review

Delivery in 7–14 days, with revision rounds built in.

4

Launch & grow

Hosting, support and monthly growth services.

We reply within one hour in business hours · No commitment

Selected work

Alpha Plastic

Tableware manufacturer in Erbil

A complete brand and digital presence for a growing manufacturer, delivered end to end.

alphaplastic.group

- Complete visual identity
- Three-language website: Arabic, Kurdish, English
- Printed company materials, from logo to business cards
- Long-term strategic and marketing plan

Let's start with a free sample

Free digital footprint audit and a sample within 24 hours

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Scan to chat on WhatsApp

Erbil, Kurdistan Region, Iraq · Serving all Iraq

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[4] BrightLocal, Local Consumer Review Survey 2026 (1,002 US adults, February 2026). brightlocal.com/research/local-consumer-review-survey

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US and global studies are labeled as such. Prices in US dollars from basemshaaban.com, to be confirmed at quotation.