

Clients By Design: **Your Service Business Growth Blueprint**

A 8-pillar, data-driven method
for for predictable client
acquisition and revenue growth.



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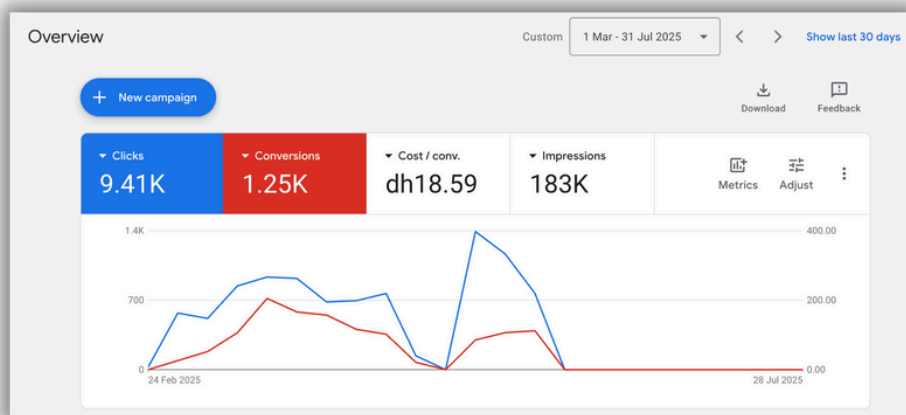


Executive Summary

Service markets are shifting fast. Competition is rising, buyers research deeply before they enquire, and a consistent **marketing-and-sales system**, not one-off campaigns, is now critical to growth.

Who we are & why this matters: We've lived in Dubai for over **10 years**. Before founding TDS Group, we built and ran a **golf and kids' sports business** in the Middle East, working in different markets including children's activities, adult sports & high-end markets, growing primarily **through marketing and sales**. That hands-on journey taught us what actually moves families and service buyers to act: clear positioning, persona-led demand generation, fast follow-up, and a conversion path that makes booking easy. We started **TDS Group** to help **service businesses** scale with those same principles, specialising in service-based businesses including **education, sports academies & facilities, renovation & home services, health clinics, real estate, financial & insurance services, and fitness**, plus many more.

Over the **last 5 years**, we've partnered with **200+ businesses**, invested **\$millions across Google and Meta**, generated **100,000+ qualified leads**, and driven **AED 250,000,000 in attributable revenue**. We've seen the recurring blockers first-hand: stop-start advertising, "last-minute" budgets, generic messaging, slow or inconsistent follow-up, and no single source of truth for pipeline and ROI. Our programmes address these gaps end-to-end and are measured on what matters: **lead → consult/quote → closed-won**.



Ad set	Amount spent	Cost per result	Impressions	Clicks (all)	CTR (all)	CPM (cost per 1,000 impressions)
509 On Facebook leads	\$16,794.42	\$28.51	1,036,927	20,839	2.01%	\$16.20
434 On Facebook leads	\$10,670.80	\$24.59	699,801	10,279	1.47%	\$15.25
135 On Facebook leads	\$1,368.21	\$10.13	96,919	1,883	1.90%	\$13.83
112 On Facebook leads	\$3,614.77	\$32.27	262,440	2,696	1.03%	\$13.77
69 On Facebook leads	\$1,778.66	\$25.78	92,192	1,746	1.89%	\$19.29
57 On Facebook leads	\$1,296.94	\$32.75	62,519	1,110	1.78%	\$20.74
43 On Facebook leads	\$1,734.57	\$32.73	116,400	1,201	1.03%	\$14.90
35 On Facebook leads	\$1,034.93	\$24.87	63,109	772	1.22%	\$16.40
15 On Facebook leads	\$171.70	\$4.91	17,390	601	3.40%	\$9.87
Total	\$41,130.87	\$46.87	2,762,092	45,495	1.65%	\$14.89

Ad set	Amount spent	Cost per result	Impressions	Clicks (all)	CTR (all)	CPM (cost per 1,000 impressions)
127 On Facebook leads	2,616.39	20.80	518,885	3,532	0.68%	5.06
2,398 On Facebook leads	29,744.25	12.40	1,630,515	40,800	2.50%	19.24
239,789 On Facebook leads	400.00	1.67	284,505	584	0.21%	1.43
4 On Facebook leads	245.34	61.34	11,044	112	1.01%	22.23
133 On Facebook leads	1,376.05	18.46	79,241	1,427	1.80%	17.37
732 On Facebook leads	6,255.46	8.55	231,364	5,629	2.43%	27.06
99 On Facebook leads	1,827.12	18.46	86,531	1,067	1.23%	21.12
298 On Facebook leads	6,159.30	20.67	245,293	4,218	1.72%	25.11
31,567 On Facebook leads	41.71	1.32	31,801	70	0.22%	1.31
100 On Facebook leads	1,438.58	14.39	57,989	846	1.46%	24.81
142 On Facebook leads	2,567.50	18.06	108,180	2,789	2.58%	23.73
426 On Facebook leads	5,902.25	13.86	219,583	4,055	1.85%	26.88

Ad set	Amount spent	Cost per result	Impressions	Clicks (all)	CTR (all)	CPM (cost per 1,000 impressions)
7-day click or ...	2,317	981.239	13,776,254	38,981	0.52%	90,328.996
7-day click or ...	2,550	80.455	401,257	6,523	1.60%	1,504.775
7-day click or ...	1,037	918.190	6,408,809	36,415	0.56%	37,753.035
7-day click or ...	690	91,006	153,044	4,066	2.65%	4,419.435
7-day click or ...	385	244,070	1,394,633	4788	0.34%	18,446.175
7-day click or ...	181	140,709	391,172	24,421	6.24%	24,421
7-day click or ...	103	40,756	123,368	24,271	19.66%	24,271
Total	1,870,672	23,815,944	162,337,996	162,337,996	1.65%	\$14.89

What this blueprint delivers: a practical, repeatable system any service business can implement to achieve consistent, predictable growth. Whether you're filling treatment rooms, project calendars, class schedules, policy quotas, or property listings, the strategy scales with your capacity, seasonality, and geography.

Proven impact: 200+ clients, 100,000+ qualified leads, AED 250,000,000 in tracked revenue across the UAE and international markets.



We break this down into eight core areas:

Objectives — capacity/seat targets, timelines, KPIs, and profitable CAC guardrails

Content Strategy — win the first impression and point to a clear next step (book, consult, quote)

Target Audience & Messaging — persona-led campaigns that speak to real buyer needs (e.g., renovation scope, clinic outcomes, landlord vs owner-occupier, SME vs HNW)

Lead Generation — Google for intent, Meta for demand, and retargeting for proof

Sales Process & Conversions — speed-to-lead, multi-touch cadence, consult/quote and post-visit follow-up

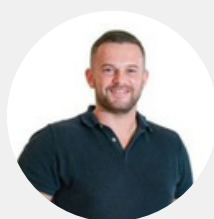
Lead & Data (Funnel) Management — CRM, automation, status discipline, forecasting

ROI, Budgeting & Growth Planning — capacity-based budgets, ROAS/GP-ROI, seasonality

Expectations vs Reality — plan for the actual buyer journey, not the idealised one

**Understanding the Buyer Funnel (sales journey) is the lens that ties everything together—from first impression to booked consult/quote to closed-won—so every dirham you invest compounds toward utilised capacity and revenue, not just clicks.*

Aaron Williams
Co-Founder, TDS Group





1 Objectives: Seat Targets, Audience & Positioning

Without clear objectives, everything else is guesswork. This pillar turns "get more leads" into deliver X units, by Y date, at a profitable CAC. It aligns marketing, operations and finance on one plan.

Why Objectives Come First

Without clear objectives, everything else is guesswork. This pillar turns "get more leads" into deliver X units, by Y date, at a profitable CAC. It aligns marketing, operations and finance on one plan.

A) Seat Volume: Your Admissions Math

Pick the unit that matters for your model, then set targets against it.

- Appointments or sessions for clinics and fitness
- Jobs or projects for renovation and home services
- Listings, viewings or closings for real estate
- Policies or accounts for financial and insurance
- Enrolments or memberships for education and gyms



Recurring models (fitness, clinics, subscriptions)

You must replace churn and add net growth.

- Demand target in period = expected churn backfill + net new growth
- Example: Fitness studio wants +150 net members in 6 months. Monthly churn 4 percent on a base of 1,000 members is 40 churn per month. Target new joins per month = 40 backfill + 25 net growth = 65 joins per month.

One-off models (renovation, single-procedure clinics, many home services)

You must hit profit immediately per job or per project.

- Revenue target = jobs won \times average order value
- Jobs needed = revenue target \div AOV
- Leads needed = jobs needed \div close rate
- Guardrail for profitable scaling: Max CAC = AOV \times gross margin
- Example: Renovation team targets 1.2M AED in 90 days. AOV is 60k AED and gross margin 35 percent. Jobs needed = $1,200,000 \div 60,000 = 20$. Max CAC = $60,000 \times 0.35 = 21,000$ AED. If close rate is 25 percent, you need 80 qualified estimates in 90 days.



Mixed or milestone models (real estate, advisory, multi-step care)

Plan across stages and bottlenecks.

- Stage targets: lead to consult, consult to proposal, proposal to won
- Capacity view: agent hours, practitioner rooms, crew days, appointment slots

Pro tips

- Break targets by service line, territory, team and month
- Map real capacity and constraints (rooms, crews, agents, equipment, shifts)

Seasonality still matters, but most services have multiple buying windows. Targets can be quarterly or rolling, not only annual.



B) Who are we filling with? Ideal client profiles

Not all demand is equal. Define who you want and who you will realistically win before you advertise.

Illustrative segments

- Renovation: emergency insurance jobs, premium remodels, fast-turn kitchens
- Clinics: acute pain relief, long-term rehab plans, private pay vs insurance
- Home services: urgent callouts, maintenance plans, landlord portfolios
- Real estate: sellers in X community, first-time buyers, off-plan investors
- Financial and insurance: renewals, complex advisory, SME vs HNW
- Fitness: trials, group class members, personal training retainers
- Education: early years, switchers, budget-sensitive, results-driven

Entry-point logic

Lead with natural entry services that create long-term value, for example diagnostics, audits, trials and emergency callouts. These feed higher value services later.



C) Positioning: Market Reality vs. Self-Image

Firms often see themselves through their own lens. Buyers compare you to dozens of alternatives online. Be honest about perception.

- **New provider:** expect concerns about teething issues and limited proof. Lean into small cohorts or limited capacity at launch, founders offers, neighborhood proximity and any group brand halo. Build proof fast with before-after, case videos and reviews.
- **Rebuild or low rating:** avoid elite claims. Emphasize process reliability, speed and SLAs, safety and compliance, progress metrics and a transparent improvement plan.
- **Premium:** outcomes and expertise, specialist programs, concierge-level service, proof stacks with credentials, placements and case studies.

Rule: pick the audience your current proof can win now, while you build the proof to win the audience you want next.



D) Convert Objectives to KPIs

Tie targets to measurable gates and timelines everyone can see.

Volume and timing

- Units by service line, location and month
- Weekly CapacityBoard: slots or jobs on track vs target by stage

Economics

- AOV or ATP and gross margin to set Max CAC
- $\text{Max CAC} = \text{AOV or ATP} \times \text{gross margin}$
- Budget is set to capacity targets, not leftovers

Funnel and speed

- Lead to consult or survey percent, consult or quote to won percent
- Speed to lead: 5 to 15 minutes for first response, with evening or weekend coverage where relevant
- Follow up cadence: 5 to 7 helpful touches across call, SMS or WhatsApp and email

Quality and proof

- ICP match rate on enquiries
- Proof coverage: outcomes, accreditations, before-after, testimonials, case studies



E) Common Mistakes (to avoid)

- One blunt total target with no breakdown by service line or territory
- Ignoring churn and utilization when setting goals
- Aiming at segments your current proof cannot win yet
- Declaring premium while competing on discounts
- Treating budget as an expense instead of a profit lever tied to CAC and margin
- Waiting for peak season to ramp up, then trying to fix everything with last-minute spend

F) Your Objectives Checklist (use this in your kickoff)

- Confirm churn backfill, utilization gap and growth units to get the demand target by line and location
- Identify primary ICPs to win now and secondary ICPs to build proof for
- Write one positioning sentence per ICP in buyer-first language
- Lock AOV or ATP and gross margin to set your Max CAC guardrail
- Define a weekly CapacityBoard and assign owners
- Approve SLAs: 5 to 15 minute response time, 5 to 7 touch cadence, after-hours coverage where needed
- Map budget to targets with an always-on baseline and seasonal pushes
- Align leadership on success metrics: Lead to Consult, Consult to Won, CAC and GP-ROI



Final Thoughts

Objectives are the backbone of the blueprint. Get the math right, choose ideal clients you can credibly win, and anchor budget to profit. From here, every decision about content, channels, sales process, CRM and spend aligns to capacity filled on time at a profitable CAC.



2 Target Audience & Messaging

Generic messaging will not cut through. Buyers compare multiple providers, skim fast, and act only when the message speaks to a specific person with a clear problem. This pillar turns vague promises into persona-led offers people feel are written for them.

Why generic fails?

Lines like quality service, industry leading, best in class, nurturing, holistic all blur together. In most categories buyers see 10 to 30 options. The provider that names their exact situation and offers a next step wins.



01 Step 1: Go Beyond Demographics

Demographics are a start. The real lift comes from:

- Psychographics: goals, fears, urgency, risk tolerance
- Triggers: what just happened that made them search now
- Timing: early research vs comparing quotes vs ready to book
- Constraints: budget bands, insurance coverage, location, schedule
- Proof needs: reviews, case studies, credentials, before and after

Key buyer questions

- Will this solve my exact problem
- How fast can you help and what will it cost
- Can I trust you more than the other three I am considering
- What happens next if I say yes



02 Step 2: Build 3 to 5 Personas per Business Line

Below are examples you can adapt. Keep them short, specific, and tied to a trigger.

Renovation

- Insurance Irene: sudden water damage, needs compliant quote in 48 hours, insurer-approved scope, zero hassle
- Premium Priya: kitchen remodel, design-forward, wants fixed timeline and dust control, happy to pay for project management

Health clinic

- Acute Ahmed: lower back flare-up, wants same-week relief and a clear plan, private pay ok if fast
- Long-haul Lina: post-op rehab, needs multi-month program, prefers bundled pricing and progress tracking

Home services

- Emergency Ehsan: AC out in July, needs 2-hour response and upfront pricing
- Planner Parul: annual maintenance plan, values reminders, priority slots, small monthly fee

Real estate

- Seller Sara: villa in District X, wants days-on-market strategy, staging plan, and buyer list
- Investor Imran: off-plan units, cares about rental yields, exit options, and developer track record

Financial and insurance

- Renewal Riya: policy expiring in 30 days, wants like-for-like quote and a simple switch
- Advisory Arjun: SME owner, needs risk assessment, multi-line bundle, and annual review



02 Step 2: Build 3 to 5 Personas per Business Line

Fitness

- Trial Tareq: wants a 7-day pass, class guidance, and a coach intro
- PT Preeti: results-focused, prefers 12-week PT plan with nutrition and body scans

Education

- Relocating Rania: new to city, fast track admissions, community support, transport info
- Switcher Sam: current provider not delivering, wants academic plan and proof of progress

Rule of thumb: name the person, the trigger, the urgency, and the one outcome they care about.



03 Step 3: Deploy Personas Across Every Layer

Once these personas are defined, we use them across all channels and touchpoints:

🧩 1. Ad Copy & Visuals

Make the first line feel like a mirror.

- **Renovation** – Insurance Irene: Had a leak this week Get a compliant quote in 48 hours with insurer-approved scope and photo report
- **Clinic** – Acute Ahmed: Back pain today Same-week consult and pain plan, private or insurance
- **Home services** – Emergency Ehsan: AC down Priority technician within 2 hours, tracked on WhatsApp
- **Real estate** – Seller Sara: Listing in District X 14-day prep plan, staging, and buyer list preview
- **Finance** – Renewal Riya: Policy expires in 30 days Switch in 10 minutes, like-for-like or better
- **Fitness** – Trial Tareq: 7-day pass today Coach-guided class plan and body scan

🧩 2. Landing Pages

One persona per page. Headline, proof, and CTA must match the ad.

- Hero: call out the trigger and outcome
- Proof: reviews, case studies, before and after, credentials
- Offer: the next step they want now (book consult, request quote, claim pass)
- Friction reducers: pricing format, insurance info, timeline, FAQs, map, WhatsApp



03 Step 3: Deploy Personas Across Every Layer

Email and message sequences

Match stage and urgency.

- Early stage: guides, checklists, before and after, FAQs
- Compare stage: pricing ranges, timelines, side-by-side differentiators, case studies
- Ready stage: scheduler links, reminders, deadline nudges, limited slots
- Cadence: 5 to 7 helpful touches across call, SMS or WhatsApp and email

Events and offers

Replace generic open days with persona-fit formats.

- Renovation: showroom design nights, dust-control demo, QS workshop
- Clinic: free spine check Saturday, post-op rehab class, insurer Q&A
- Home services: maintenance plan sign-up day, winter AC prep
- Real estate: seller seminar for District X, investor yield briefing
- Finance: renewal clinic, SME risk audit week
- Fitness: beginners week, PT taster sessions

Retargeting

Reinforce value after the first touch.

- Show success stories that match the persona
- Serve FAQs that address their barrier
- Use short testimonial videos and proof tiles



03 Step 3: Deploy Personas Across Every Layer

Benchmarks to aim for

- 1 persona per ad set
- 2 to 3 headline variants per persona
- 1 landing page per persona or use dynamic sections
- Response in 5 to 15 minutes
- 5 to 7 follow ups over 5 to 10 days



Final Note: Speak Their Language

Here's the golden rule:

"When your marketing shows you understand them better than anyone else, they'll trust you to educate their child." This is how you move from advertising to connecting. Speak clearly. Don't overcomplicate your message. Stay away from jargon. Parents don't want fancy, they want relevant, real, and reassuring.



3 Content Strategy

When people start looking for a service, they rarely call or book on the spot. They research first. That research begins on your website, your Google profile, your social feeds, your reviews, and every other digital footprint you leave.

Why Content Matters More Than Ever

No matter where a lead comes from, Google, Meta, referrals, or WhatsApp, most buyers will check your online presence before they engage. Your content is the first impression you do not control in person. It shapes trust and intent. If you are not producing strategic content consistently, you are leaving revenue on the table.

Common Mistakes We See

- Posting only on holidays or when you have a promotion
- Stock photos, blurry clips, or over-produced videos that feel unreal
- Generic claims like quality service, best in class, nurturing, holistic
- Inconsistent voice and frequency across channels
- No proof: weak reviews, no before and after, few case studies
- Ignoring your Google Business Profile and slow replies to DMs or WhatsApp



What Great Content Looks Like?

Strategic content does two jobs:

- Educates and builds trust with your ideal clients
- Supports your ads and your sales process

Use these four content types and keep them fresh.

01 Show the work in action

People want to picture the outcome and the process.

- Renovation: before and after, site walkthroughs, dust control demo, timeline boards
- Health clinic: assessment snippets, treatment explanations, progress milestones
- Home services: on-site fixes, tool or part explainers, safety steps, route updates
- Real estate: listing prep, staging, neighborhood tours, vendor days
- Finance and insurance: policy breakdowns in plain English, renewal checklists
- Fitness: class clips, coach tips, member progress, body scan walk-through
- Education: day-in-life, classroom activities, student achievements

Tip: do not chase perfect production. Clear phone video, good light, steady framing, and captions beat corporate gloss.

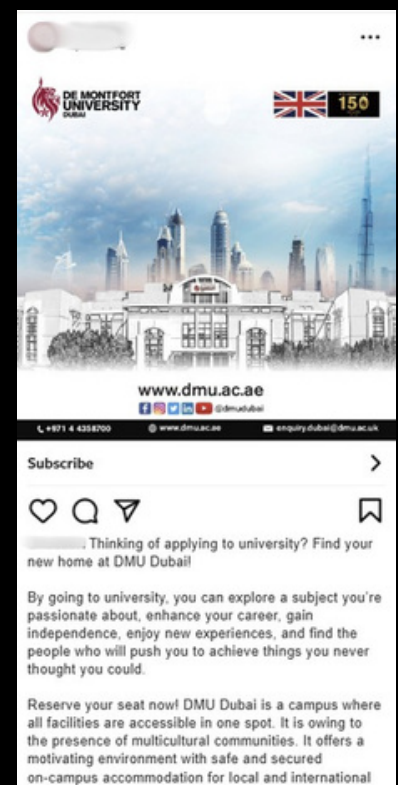
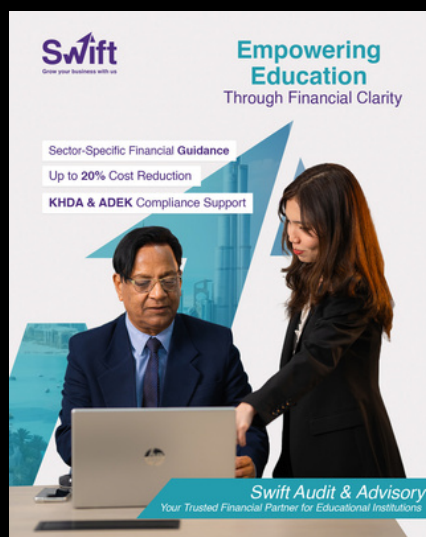


02 Communicate Your Values & Strengths

Buzzwords make you blend in. Use specifics you can prove.

- Renovation: licensed trades on-site, QS-verified estimates, clean-site protocol, warranty terms
- Clinic: insured network details, specialist credentials, outcome data by condition, wait times
- Home services: 2-hour response window, parts on truck, price sheets, background-checked staff
- Real estate: days-on-market strategy, buyer list size, average over-ask stats, vendor network
- Finance and insurance: claim turnaround, renewal save rate, compliance badges, broker partners
- Fitness: class caps, programming cycles, coach certifications, recovery facilities
- Education: inspection trends, teacher retention, class size caps, bilingual hours

Side note: most businesses think they are communicating USPs and values, but it is usually the same generic language. Replace it with specific, provable differentiators and back them with evidence.





03 Testimonials and Social Proof

Do not say it. Show it.

- Short vertical video reviews
- Case studies with photos or data
- Screenshots of 5-star reviews on Google or trusted platforms

Staff spotlights, partner features, awards

04 Call-To-Action Posts

While you build awareness, ask for the next step.

- Book a consult, request a quote, claim a 7-day pass, schedule a valuation, get a policy review
- Limited slots this week, new intake opening, seasonal service window, renewal deadline

Always include one-click options: calendar link, WhatsApp button, fees or price guide download



Strategy Tip: Build Content Around Your Personas

Different buyers care about different things. Speak to one person with one problem per post.

Persona	What they care about	Content ideas
Insurance Irene, renovation	Fast, compliant, insurer-approved scope	48-hour quote walkthrough, photo report sample
Premium Priya, renovation	Design quality, clean site, fixed timeline	Dust control demo, Gantt preview, designer tour
Acute Ahmed, clinic	Relief this week, clear plan, private pay ok	Pain plan explainer, same-week slots, outcome stats
Long-haul Lina, clinic	Program length, bundled pricing, progress	Rehab calendar, pricing bundles, milestone tracker
Emergency Ehsan, home services	Speed and price transparency	Live route update, 2-hour window, price card
Planner Parul, home services	Maintenance plan, reminders, priority	Annual plan benefits, reminder system demo
Seller Sara, real estate	Prep plan, staging, buyer list	14-day prep checklist, staging reel, buyers ready count
Investor Imran, real estate	Yields, exits, developer risk	Yield map, exit scenarios, developer scorecard
Renewal Riya, insurance	Like-for-like switch, save time	Renewal in 10 minutes, checklist, comparison tile
PT Preeti, fitness	Results and accountability	12-week plan map, body scan, weekly check-in reel



The First Impression Test

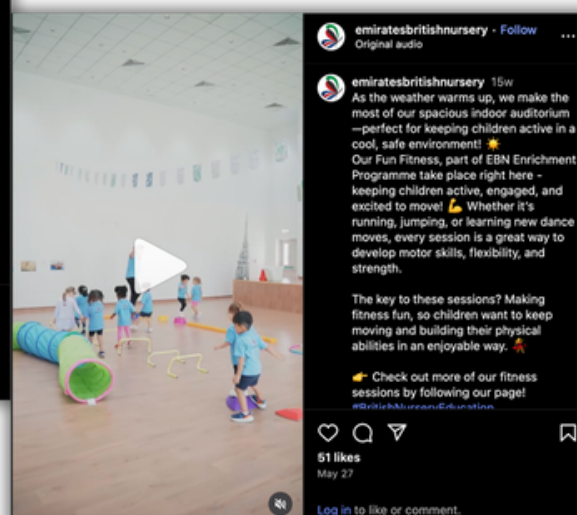
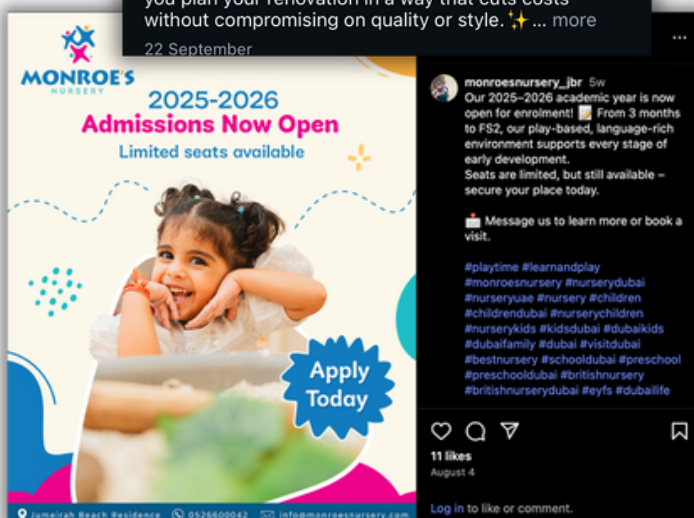
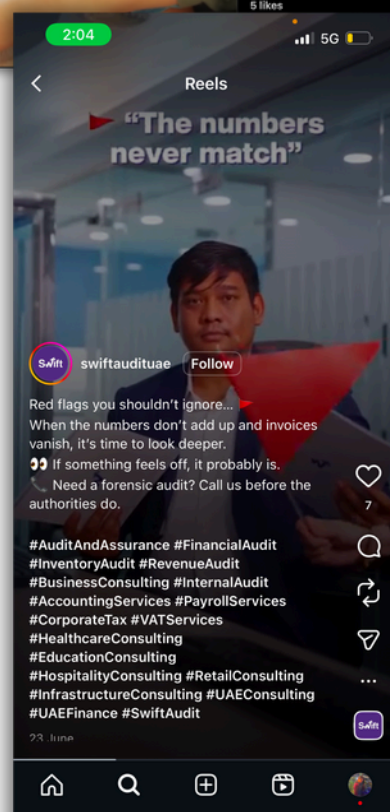
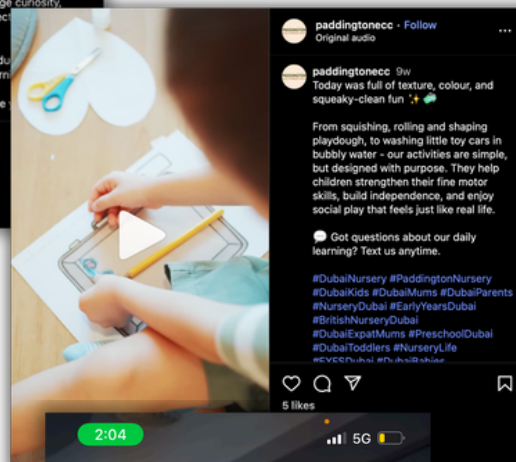
Search your brand on Google and Instagram right now. Review your Google Business Profile, website hero, and the last 10 social posts. Ask:

- Would my ideal client understand what we do and who we are for
- Do they see proof that people like them got results
- Is there a clear next step and a link or button to take it now

If not, your content is costing you revenue.

Final Thoughts

Your content sells you 24 hours a day. Visibility is not enough. You need to be convincing. Every post, video, review, and page should help one real person move to a clear next step.





4 Lead Generation Strategy

Lead generation is the engine, not a one-off campaign. The goal is simple: reach the right buyer, with the right message, on the right channel, then move them to a clear next step you can measure and scale.

The split that works: Google vs Meta

Google Search and Maps

High intent. People are already looking. Think bottom of funnel.

- Use for buyers searching service + location, brand, competitor, or problem queries.
- Expect higher CPL but stronger close rates and faster revenue.
- Example queries
 - Renovation: kitchen remodel near me, water damage repair quote
 - Clinic: physio Dubai Marina, dentist emergency appointment
 - Home services: AC repair 2 hour response, pest control monthly plan
 - Real estate: sell my villa [community], best listing agent
 - Finance and insurance: car insurance renewal, SME liability quote
 - Fitness: CrossFit membership [area], personal trainer package



Meta (Facebook and Instagram) / Social

Awareness, demand creation, scale. Think top and mid funnel.

- Use to introduce your brand to the right personas before they search.
- Expect lower CPL but colder traffic, so offers and nurture matter.
- Best for persona-led creative, proof, education, and lightweight offers that start conversations.

Retargeting

All stages. Remind and reassure.

- Serve proof, FAQs, prices or ranges, timelines, before and after, testimonials.
- Retarget site visitors, engaged video viewers, lead form openers, WhatsApp starters, and cart or scheduler abandoners.



Offers that Pull People In

Offer does not mean free. It means value exceeds the cost or commitment. On Meta, where users are not actively searching, the offer is the bridge into your world. Keep it high value and low friction.

Examples

- Renovation: 48-hour compliant insurance quote, dust control demo, scope checklist
- Clinic: same-week assessment plus plan outline, bundled first 2 sessions, recovery guide
- Home services: fast diagnostic with price ranges, seasonal tune-up plus filter kit, maintenance plan trial month
- Real estate: 14-day listing prep plan, free valuation with staging tips, investor yield map
- Finance and insurance: renewal in 10 minutes, coverage gap audit, SME risk checklist
- Fitness: 7-day pass with coach intro, body scan plus class plan, PT taster session

Remember, time is a cost. If they know nothing about you, ask for a small step first. Use offers to start the relationship, not always to close on day one.



Google Ads Setup: High Intent Conversion Engine

Budget

- Initial recommendation 70% of the budget

Account and structure

- Split campaigns by intent: Brand, Non-brand service, Competitor, Problem-based.
- Separate by service line and location where it affects messaging and landing pages.
- Exact and Phrase match first. Layer negatives weekly to protect efficiency.

Keywords and ads

- Build themes by buyer language, not internal jargon.
- Responsive search ads with 2 to 3 headline clusters: outcome, proof, location.
- Use extensions: sitelinks (pricing, locations, FAQs), callouts, structured snippets, call, lead form if appropriate.

Landing pages

- One service or persona per page.
- Above the fold: clear headline naming the problem and outcome, strong primary CTA, secondary low-friction CTA.
- Proof: reviews, case studies, before and after, credentials, badges.
- Friction reducers: price ranges or fee transparency, map, insurance info, WhatsApp button, scheduler.

Measurement

- Track all key actions: calls, forms, WhatsApp, schedulers, downloads.
- Enhanced conversions and call tracking numbers per channel.
- Import offline conversions from CRM using gclid to tie revenue back to keywords.



Meta Setup: Awareness, Scale, Nurture

Budget

- Initial recommendation 30% of the budget. 20% Allocated to ongoing 'forever campaign', you're main offer and entry point for cold leads into your business, and 10% allocated to promoting special events, testing new offers or generating awareness.

Campaign framework

- Always-on structure with persona-based ad sets.
- Objectives by stage:
 - TOF: Video views, Engagement, Content view to warm audiences.
 - MOF: Traffic or Leads to landing pages or native lead forms.
 - BOF: Leads and Conversions for hot retargeting.
 - Use CAPI and standard UTMs on every ad.

Audience Segmentation by Persona

Each campaign create multiple ad sets, each targeting one of your unique personas crafted in Pillar 2.

Creative testing

- For each persona, run 3 to 4 creative formats: short video, carousel, proof tile, UGC-style talking head.
- Copy variations: short hook, problem to outcome, and story.
- Weekly creative review: keep winners, rotate new angles, cut the bottom 20 percent.

Lead handling

- Native lead form only if response is instant and routed into CRM. Otherwise, push to landing pages with form plus WhatsApp fallback.
- SLA: first response in 5 to 15 minutes, evening and weekend coverage where relevant.



Tracking, CRM and Offline Attribution

If you cannot measure it, you cannot scale it. Set this up before spend goes up.

Core setup

- Standard UTMs on all ads and links.
- Meta CAPI and Google enhanced conversions.
- Call tracking numbers per channel.
- WhatsApp click and conversation tracking via events or webhook.
- CRM fields: source, campaign, ad set, keyword or creative ID, first touch and last touch.
- Stages that mirror your sales process: New, Contacted, Booked, No-show, Completed, Quoted, Won, Lost.

Offline conversion imports

- Import Won status with revenue back into Google and Meta using gclid/fbclid.
- Report weekly on blended CAC, ROAS and GP-ROI by channel, campaign, and persona.

Why this matters

Accurate attribution lets you cut politely and scale confidently. You will know which platform, campaign and creative actually drives revenue, not just leads.



Budgeting and Allocation

- Default split to start: 60 to 70 percent Google, 30 to 40 percent Meta.
 - Skew higher to Google if you have strong search demand and short sales cycles.
 - Skew higher to Meta if search volume is thin or you need to build demand.
- Keep 10 percent for testing offers, new creative angles, and emerging placements.
- Rebalance every 2 to 4 weeks based on GP-ROI, not CPL alone.

Retargeting that closes the loop

Warm audiences should see proof and specifics: outcomes, timelines, price ranges, FAQs, guarantee terms, appointment availability, team intros.

Example sequences

- Renovation: before and after, dust control demo, 48-hour quote CTA
- Clinic: case video, plan outline, book a same-week slot
- Home services: price card, technician on the way, WhatsApp chat
- Real estate: seller checklist, staging reel, valuation CTA
- Finance and insurance: renewal reminder, side-by-side compare, switch in 10 minutes
- Fitness: member story, 7-day pass, coach call slot



Final Thought: Lead Quality › Lead Quantity

We do not optimize for more clicks. We optimize for more qualified buyers entering your funnel and turning into revenue.

- Google captures intent.
- Meta creates intent and scales your reach.
- Offers convert attention into action.
- Tracking with CRM and offline imports proves ROI so you can scale long term.



5 Sales Optimisation

If we could fix just one thing in most service businesses to unlock growth, this would be it. In audits across industries, we see the same pattern: plenty of leads, weak conversions. That gap costs real revenue every month.

✗ Common Failures:

- Leads never contacted or contacted late
- One call only, no multi-touch follow up
- Messages sent without context or professionalism
- No structured funnel, tracking, or CRM in place
- Limited calling hours, only weekday daytimes
- No clear next step offered (trial, quote, consult, tour, sales call)

Many teams do not have a lead generation problem. They have a lead conversion problem.

The Sales Funnel: Your Admissions Engine

Treat your process like a high-performing funnel with clear stages. Examples below, swap in what fits your model.

Lead arrow Contacted arrow Booked (trial, consult, quote, tour, sales call) arrow Attended arrow Proposal or Quote arrow Won arrow Onboarded

You are selling services worth hundreds to thousands per year, often with multi-year value. Do not leave that to chance or to someone who does not enjoy calling.



Core Sales Elements That Drive Conversions

1) Speed to response

- Aim to contact every new lead within 5 to 15 minutes
- Use call first, then SMS or WhatsApp, then email
- The faster you follow up, the higher your show rate and win rate

2) Multi-touch follow up

- Minimum 5 to 7 touches across channels
 - Call 1 arrow SMS or WhatsApp arrow Email arrow Call 2 arrow Reminder message arrow Final call arrow Value follow up
 - Not everyone answers on the first try. Persistence equals profit.

3) Qualification that personalises

Use a short discovery script to quickly understand fit and next step.

- Problem and urgency
- Scope or service line needed
- Budget or coverage constraints
- Decision maker and timeline
- Preferred next step (trial, consult, quote, tour, sales call)

This filters out poor fit and lets you tailor the offer.

4) Booking strategy that removes friction

- Offer multiple time slots immediately
- Use instant calendar links and WhatsApp confirms
- Send confirmations with directions, prep info, and what to expect
- For quotes or demos, tell them exactly what will happen and what they need

5) Post-appointment nurture

Many buyers are still deciding.

- Send a personalised recap referencing their situation
 - Example: Great to speak today about the kitchen scope. I have included the dust control plan and the 6-week timeline we discussed.
 - Share proof that matches their persona

Nudge with soft deadlines, limited availability, or seasonal timing



Sales Skills that Matter

- Objection handling
 - Price or fee sensitivity
 - Comparing two or three competitors
 - Timing and urgency
- Tonality and empathy
 - Warm, confident, concise
 - Storytelling
 - Short, relevant case stories tied to their exact problem
- Listening and needs discovery

Let the buyer talk, then mirror back priorities and next steps

Timing for Calls

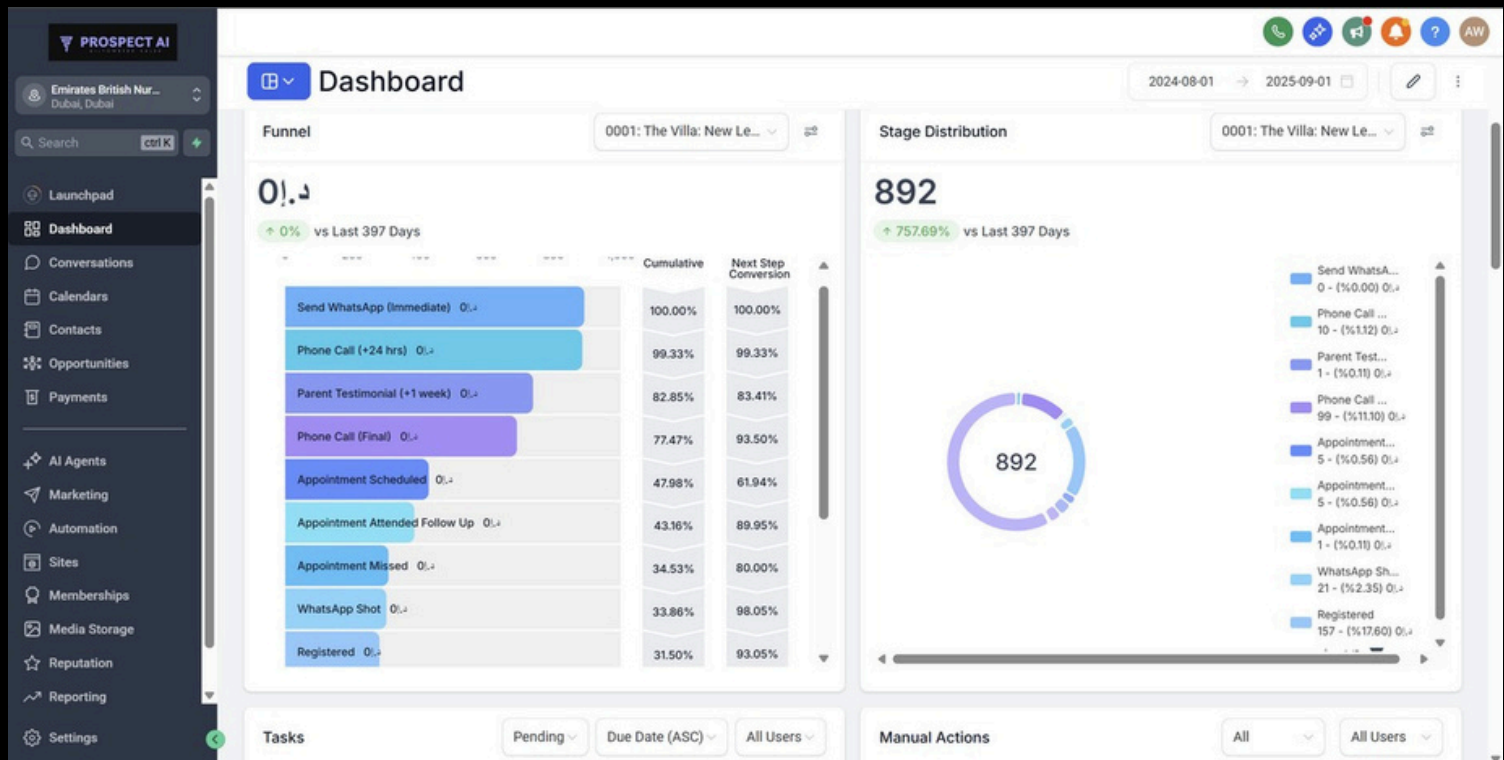
One simple mistake is only calling during business hours. Check your lead timestamps. Many arrive early morning, evenings, and weekends. If your buyers work standard hours, daytime-only outreach cuts your contact rate in half. Cover early, late, and weekend windows, not just 9 to 3.



Systems & Tools That Power Consistency

CRM and pipeline

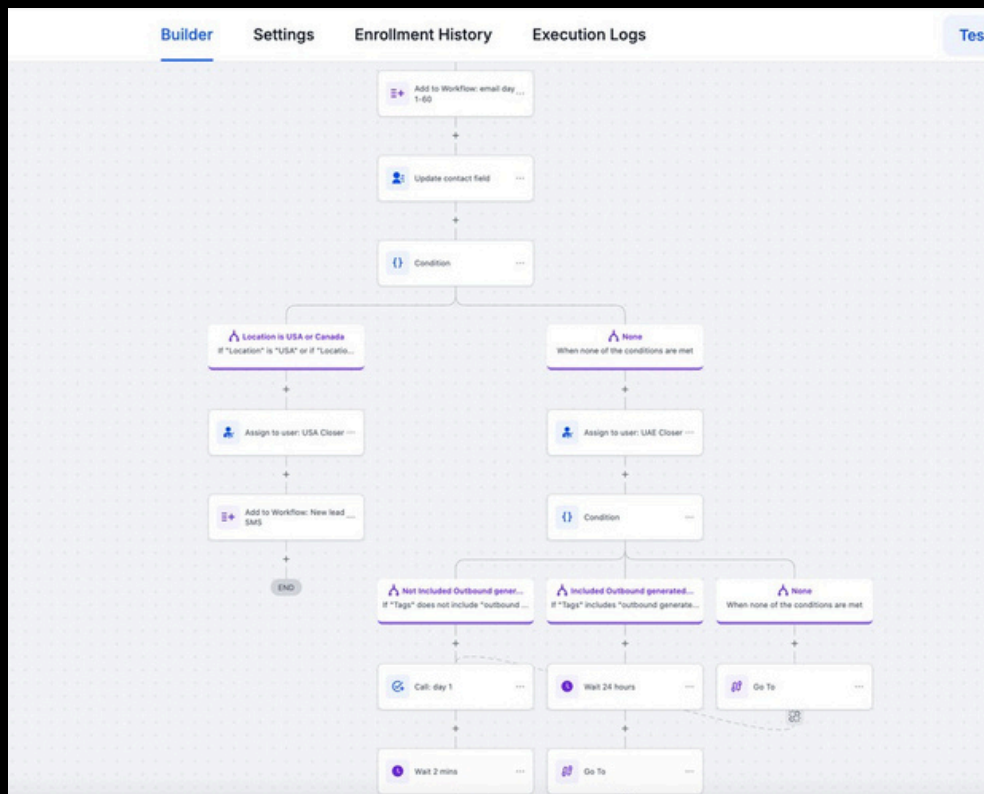
- Every lead captured with source and timestamp
- Standard stages that mirror your funnel
- Clear owners and due dates for next actions
- Leadership visibility into where deals are won and lost





Automations

- Auto SMS or WhatsApp on lead-in with a friendly intro and booking link
- Confirmation and reminder flows for trials, quotes, tours, and consults
- Post-appointment nurture with relevant proof and a simple reply path



Tracking & Reporting

- Speed to lead
- Contact rate
- Lead to booked rate
- Show rate
- Booked to won rate
- Revenue per lead and gross profit per lead
- Agent or advisor performance by stage



Final Warning

You can run excellent campaigns and have a beautiful brand. If your sales process is broken, your revenue will be too. Reception or admin alone is not a sales function. Invest in training, give your team a real playbook, automate the busywork, and cover the hours when buyers actually pick up. Do this, and watch trials, quotes, tours, and sales calls turn into profitable clients, predictably.



6 Lead & Data Management: The Admissions Engine Room

No matter how strong your ads and creative are, if you do not manage leads properly, you will leak revenue. We see this across industries: unworked leads, slow responses, no nurture. The assumption is “marketing isn’t delivering.” The reality is the system broke down post-lead.

1) The reality of any campaign

Every campaign brings a mix of lead types. Expect something like:

- 5 to 10 percent highly qualified and ready to act
- 40 to 45 percent need time and nurturing
- About 50 percent unqualified or irrelevant

This is normal. Your job is to filter fast and concentrate effort where it counts. Disqualify quickly, then over-serve the right segment.



2) Manage by status, not inbox chaos

A CRM is non-negotiable. At minimum you should be able to:

- Track status stages that mirror your sales journey
 - New, Contacted, Booked (trial, consult, quote, tour, sales call), Attended, Quoted or Proposed, Won, Lost
 - Add notes and activity history per lead
- Segment by service line, location, persona, urgency, and revenue potential
- Set reminders and automations for follow up
- Assign owners and due dates so nothing ages without action

The screenshot displays a CRM interface with a sidebar on the left containing navigation items: Launchpad, Dashboard, Conversations, Calendars, Contacts (selected), Opportunities, Payments, AI Agents, Marketing, Automation, Sites, Memberships, Media Storage, Reputation, Reporting, and Settings. The main content area is divided into three panels. The left panel shows the 'Contact' details for 'Emirates British Nursery', including fields for Date Of Birth, Contact Source (google - landing page general), Contact Type (Lead), Nursery Location, and two registration options: 'Please Register Me For DSO' (Thursday 29th August 10am-11am) and 'Please Register Me For The Villa' (Thursday 24th August 2 PM - 3 PM). The middle panel shows a timeline of activities, including 'Opportunity created' on Sep 9th, 2025, and 'Emirates British... Explore Emirates British Nursery'. The right panel shows a list of activities for 'TODAY', including 'Contact Created', 'Form Submitted', and 'Page Visited', all sourced from 'Paid Search'.

Pro tip: standardize reason codes for Lost and No-show so you can fix bottlenecks, not guess.



3) Source and attribution you can trust

You cannot scale what you cannot see. Capture:

- First touch and last touch
- UTMs on every link
- Platform IDs (gclid, fbclid) for offline conversion imports
- Channel, campaign, ad set or keyword, creative ID
- Phone and WhatsApp tracking where relevant

Report weekly on lead volume, contact rate, booked rate, show rate, won rate, revenue per lead, and GP-ROI by channel and campaign.

4) Plan for a cycle, not a week

Most services have multiple buying windows. Some decisions are same week, others take months.

Examples

- Renovation or major projects: 4 to 12 week decision cycles. Nurture with scope checklists, timeline explainers, and finance options.
- Clinics: acute cases convert fast, long rehab plans need 30 to 90 day education and reminders.
- Real estate: sellers and investors compare for 30 to 180 days. Keep them warm with market updates and prep checklists.
- Fitness and memberships: monthly churn replacement plus ongoing trials and reactivation offers.

Your CRM should tell you when a lead arrived, why they came in, what stage they are at, and exactly when to re-contact them.

Think in quarters and cohorts, not just 30-day windows.



5) Do not drop the ball post-appointment3) Source and attribution you can trust

The biggest leak is after the first action.

For trials, consults, quotes, tours, or sales calls:

- Log the outcome immediately and update status
- Send a recap within 24 hours that references their specific situation and next step
- Add proof that matches their persona
- Nudge with timelines, limited availability, or seasonal reasons to act

If not ready, move to a nurture sequence with periodic value touches

6) Data hygiene that protects speed and accuracy

- Auto-assign new leads to an owner based on rules (service line, territory, availability)
- SLA for first response 5 to 15 minutes, including evenings and weekends where your buyers are active
- Validate phone and email on capture, dedupe by key fields, and tag junk or bots
- Respect consent and compliance (opt in records, suppression lists, unsubscribe logic)



7) Marketing does not close deals in isolation

Ads open the door. Systems and people close. If calls are missed, follow up is late, data is not logged, and nurture does not happen, you do not have a marketing issue, you have an operational issue. The whole chain needs to connect: ads to landing page to capture to first call to appointment to proposal to won.

8) Metrics that actually move revenue

Track these by channel, campaign, and persona:

- Speed to lead
- Contact rate
- Lead to booked
- Show rate
- Quote or proposal within X hours
- Booked to won
- Revenue per lead and gross profit per lead
- Pipeline aging and days in stage
- Cohort GP-ROI at 30, 60, and 90 days

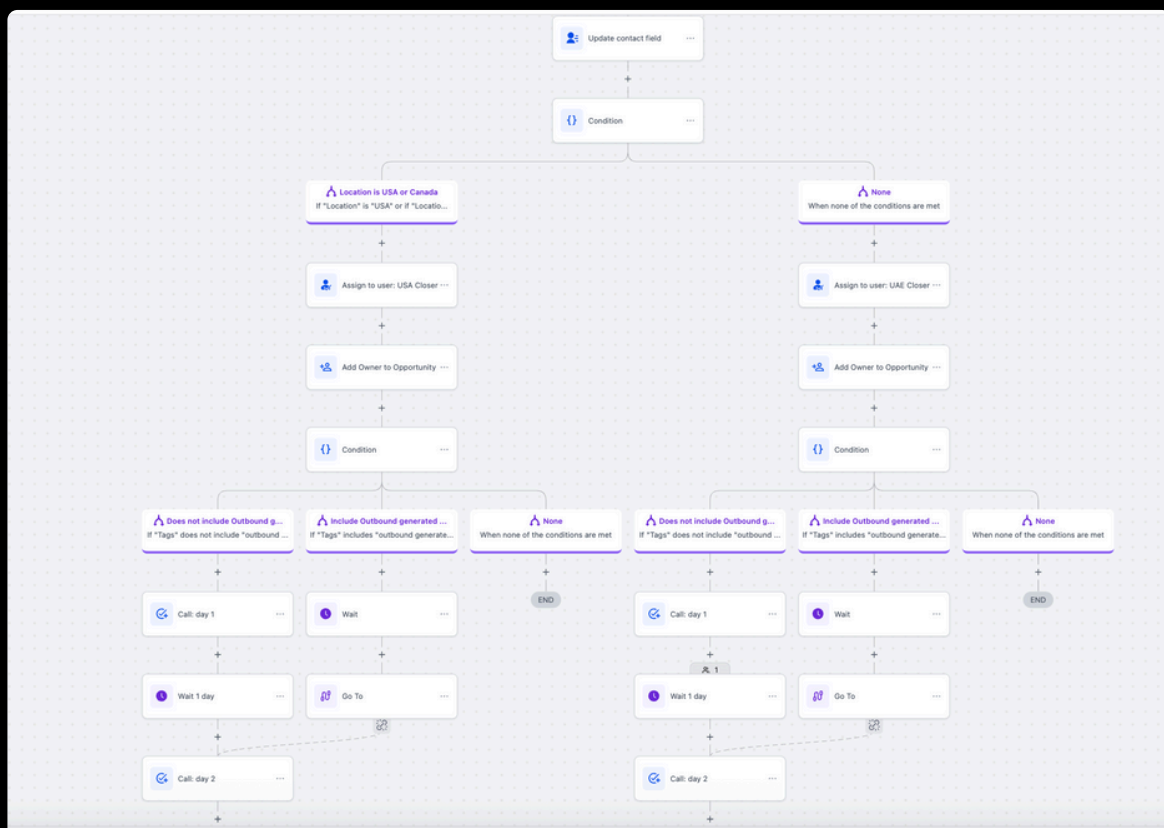
Set alerts when key SLAs slip, for example if speed to lead exceeds 15 minutes or if a hot lead sits uncontacted for 2 hours.



9) Automations that save deals

Use automation to support humans, not replace them.

- Instant new-lead reply by SMS or WhatsApp with name, context, and a booking link
- Missed call text-back with quick-reply buttons
- Abandoned form or lead form open but not submitted, send a short follow up
- No-show reschedule flow
-
- Quote or proposal follow up sequence with proof tiles and FAQs
- Long-term nurture for not-yet-ready leads based on persona and service line
- Reactivation campaigns for aged leads and past customers





10) Your lead and data checklist

- CRM stages match the real sales journey
- UTMs and IDs captured, offline conversions imported
- Owner assignment rules and SLAs live
- Templates for recap emails and messages by persona
- Nurture sequences for early stage and long cycle buyers
- Dashboards for pipeline, SLA, and GP-ROI by channel
- Data hygiene rules for validation, dedupe, and compliance
- Quarterly cohort reviews to find the real profit drivers



Final Word: Data Is Revenue

Your CRM is not a list. It is a pipeline of profit. Every missed follow up is lost revenue. Every untagged source is a blind spot. Every slow response erodes trust. Manage leads like money, because that is exactly what they are.



7 ROI & Budget Planning

Turning your marketing budget into a revenue engine

Service companies are not just operators, they are profit machines when the go-to-market is measured and managed. Marketing is not a cost you tolerate, it is a lever you pull. The only way to treat it that way is to anchor decisions to ROI that includes profit, not vanity revenue.

Why many service businesses are well positioned for strong ROI

- High ticket or healthy ARPU in many categories (renovation, elective health, legal, real estate, B2B services)
- Multi-year value or repeat purchase potential for memberships and retainers (fitness, clinics, maintenance plans, insurance, SaaS)
- Low variable cost per new client once systems, media, and sales are humming

We routinely see profit scale when spend scales, provided CPA stays under a clear gross profit guardrail and capacity exists.

ROI and budget scaling (profit-first)

Teams often argue about ROI because they are measuring different things:

- Revenue-based ROI or ROAS: fast to compute, but it ignores delivery costs, discounts, and write-offs.
- Gross profit-based ROI (our approach): compares gross profit from new clients to total marketing investment (media plus agency). This ties spend to profitability so you can scale with confidence.



Why we use gross profit for ROI

- Forces budget choices to align with profit, not wishful revenue
- Creates a max-profitable CPA guardrail
 - Max CPA = AOV or ARPU multiplied by gross margin
 - If observed CPA stays below this guardrail, you are scaling profitably

Formulas you will actually use

- Revenue = New clients multiplied by AOV or ARPU
- Gross profit = Revenue multiplied by gross margin
- ROI (gross profit) = Gross profit divided by total marketing investment
- GP per client = AOV or ARPU multiplied by gross margin
- Observed CPA (all-in) = Investment divided by new clients

Real world example (generic service provider)

Assume a project-based provider where an average job is AED 40,000 and gross margin is 30 percent.

Investment: AED 294,000 (media 150,000, agency 144,000)

New clients: 200

AOV: AED 40,000

Revenue: 200 multiplied by 40,000 = AED 8,000,000

Gross margin: 30 percent

Gross profit year 1: AED 2,400,000

Observed CPA: 294,000 divided by 200 = AED 1,470

GP per client: 40,000 multiplied by 30 percent = AED 12,000

ROI (gross profit): 2,400,000 divided by 294,000 \approx 8.16 to 1

Plain English: for every 1 AED invested, the business generated about 8.16 AED in gross profit. That is what we scale.



Scaling target scenario

Leadership now wants 400 new clients, not 200. Most teams keep the same budget and expect double the outcomes. In reality that means CPL must drop, lead quality must rise, conversion must improve, and CPA must halve. That almost never holds.

Instead, scale with numbers that respect reality:

- Investment: AED 882,000 (agency still 144,000, media scaled to 738,000)
- New clients: 400
- Revenue: 400 multiplied by 40,000 = AED 16,000,000
- Gross profit: 30 percent of 16,000,000 = AED 4,800,000
- Observed CPA at scale: 882,000 divided by 400 = AED 2,205
- ROI (gross profit): 4,800,000 divided by 882,000 \approx 5.44 to 1

Key point: ROI compresses as you scale because CPAs usually rise, yet profit still grows. You moved from AED 2.4M GP to AED 4.8M GP and you are still returning about 5.44 AED in gross profit for every 1 AED invested in year 1.

Profit after marketing per client at scale

- GP per client minus CPA = (40,000 multiplied by 30 percent) minus 2,205 = AED 9,795
- That is roughly 24 percent gross profit on new customers after investment in year 1. In year 2, repeat clients contribute the full 30 percent GP without reacquisition cost.



Side note on LTV

The example above uses year 1 only. If your model has retention or repeat purchase, lifetime gross profit multiplies quickly. A 3 year client at the same margin equals GP per client of 3 multiplied by 12,000 = AED 36,000 before any price changes. LTV raises your max-profitable CPA and lets you scale harder, safely.

What to do with this

- Set volume targets by date and capacity.
- Confirm AOV or ARPU and gross margin to get GP per client. This is your max-profitable CPA.
- Benchmark today's CPA (media plus agency) against GP per client.
- Scale spend while CPA is lower than GP per client. Expect some ROI compression and plan for it.
- Track weekly: CPA, stage conversion rates, GP-ROI by channel, and a forward forecast.
- Budget stops being an expense you debate and becomes a lever you use to produce predictable profit.



How to budget like a high-performing provider

Use a top-down target and a bottom-up plan.

- Annual or quarterly revenue goal
- Required new clients by quarter based on churn backfill and net growth
- Max-profitable CPA guardrail from GP per client
- Media budget set to hit the client target at observed CPA, not leftovers

Example allocation and pacing

- Always-on search to capture intent year-round
- Always-on paid social for persona-led awareness and offer-led nurture
- Monthly creative and offer sprints for fresh angles
- Quarterly pushes around known demand windows, product launches, or seasonal services

Illustrative month-by-month rhythm

- Jan to Feb: activate and nurture Q4 pipeline, prep early year promotions, fix tracking
- Mar to Apr: new offer launch and prospecting scale, heavy creative testing
- May to Jun: mid-year push before summer slowdowns in some markets
- Jul to Aug: maintain always-on, build audiences with content and light offers, prep Q3
- Sep: capacity check, reactivate cohorts, scale winning campaigns
- Oct: prospecting expansion and retargeting refresh ahead of year-end demand
- Nov to Dec: year-end offers, renewals, reactivation, and Q1 pipeline build

Adjust these to your category and geography. Many services see multiple buying windows, not a single admissions season.



Treat marketing as a revenue machine

Operationalize the feedback loop:

- Track ROAS and GP-ROI monthly and quarterly
- Reallocate budget based on profit, not opinions
- Increase spend where CPA stays under the GP guardrail
- Reinvest winners into new geos, new personas, and higher capacity



Final Thought

Your marketing is not a bet, it is a system. When you set profit guardrails, track the right metrics, and plan capacity with intent, you build a predictable acquisition engine that grows every quarter. Competitors will keep guessing. You will keep compounding.



8 Expectations vs Reality

Why most service providers lose clients, and how to win them instead

Understanding the real buyer journey is essential. Many teams plan around the dream path, not the path buyers actually take today.

The expected journey most teams imagine

1. Prospect sees an ad
2. They fill out a form
3. You call once
4. They pick up, book immediately
5. They attend, love it
6. They buy

This can happen, but it is rare. Building process and targets around this fantasy creates missed numbers and finger pointing.



The Real Buyer Journey

Stage 1: Research and comparison

People start on Google and socials, read reviews, scan your site, and compare 3 to 5 options.

Examples: best kitchen remodeler near me, physio clinic reviews, sell my villa agent fees, insurance renewal quote.

Tip: if you are not visible on search, reviews are thin, or your site and socials look inactive, you are behind before the first click.

Stage 2: Enquiry

They submit a form, WhatsApp, call, or open a native lead form. Interest is mild at this point and they often contact multiple providers.

Stage 3: Bombarded with ads

After they engage once, algorithms label them in-market. Competitors show up instantly with lookalike ads. If your follow up is slow or generic, attention shifts.

Stage 4: Missed first contact

Many teams call once at 10 am or 1 pm, then label the lead bad. Buyers are at work, in meetings, commuting, or with family. Timing, not quality, is the issue.

Stage 5: The forgotten lead

No status, no reminders, no nurture. The lead goes cold and buys elsewhere.



The fix: build sales around the buyer experience

1) Speed of response

Contact every new lead within 5 to 15 minutes by call, then WhatsApp or SMS, then email. If no answer, schedule 3 to 5 attempts across different times and days.

2) Personalisation

Use their name, reference their problem and timeline, and ask one helpful question that moves them forward. Position yourself as a partner, not a pusher.

3) Act as an advisor

Explain options and tradeoffs in plain language. Remove confusion about pricing, timelines, insurance, permits, contracts, or terms. Helpful beats hype.

4) Unique messaging

Replace buzzwords with specifics you can prove. Examples:

- Renovation: dust control protocol, warranty terms, QS verified scope, exact timeline windows
- Clinic: same week assessment, outcome stats for the condition, insurer network
- Real estate: 14 day listing prep, staging plan, buyer list size, average days on market
- Finance or insurance: renewal in 10 minutes, side by side coverage comparison, service level guarantees
- Fitness: class caps, programming cycles, coach to member ratio, body scan and plan



A Real Funnel for Today's Buyer

- Lead generation: Google for intent, Meta for awareness and scale
- Immediate follow up: call plus WhatsApp within 15 minutes, friendly and concise
- Nurture cadence: 5 to 8 touches across call, SMS or WhatsApp, and email
- Booking and confirmation: offer flexible slots, send confirmations and what to expect
- The appointment or demo: prepared team, clear agenda, highlight proof that matches their persona
- Post appointment nurture: thank you, answers to objections, proof tiles, next step
- Closing: simple paperwork, clear payment or start instructions, gentle urgency where honest and appropriate

Note: AI agents can handle WhatsApp and SMS triage in your tone of voice, answer FAQs, and book directly. Humans still close, bots protect speed.



Final Thought

Marketing gets attention. Sales wins revenue. You are not just selling a service. You are selling trust and an outcome that matters. Treat every enquiry the way you would want to be treated for a high stakes purchase, and your conversion rates will follow.



Conclusion: The Blueprint That Works

If you are still reading, you already think like the top performers. Growth does not happen by luck, it happens by design.

This blueprint has been tested, refined, and implemented across 200 plus service businesses, from clinics and renovation firms to real estate teams and education providers, producing measurable, repeatable results.

Proven impact

- **100,000 plus qualified leads generated**
- **AED 250,000,000 plus in tracked client revenue**
- **Millions in managed spend across Google and Meta with profit-first scaling**

These are not projections. They are outcomes from businesses just like yours that chose a system over guesswork, aligned targets to profit, and executed consistently.



Why TDS Group?

- Deep execution across high intent search, demand creation, and full funnel sales systems
- Profit-first measurement using gross profit ROI so budget maps to outcomes
- Field-tested playbooks for content, offers, CRM, attribution, and conversion that work across industries

Whether you need to increase lead volume, improve conversion from trial or consult to sale, or build an automated marketing and sales machine, we have the systems, team, and track record to help.

Ready to turn marketing into a revenue engine?

- We can implement this blueprint end to end or partner with your team on specific gaps
- If you are missing targets on volume, lead quality, or conversion, we will diagnose the leaks and fix the pipeline

 **Book a free consultation with our growth team today.**

We will review your goals, audit your funnel, and outline a clear plan to scale profitably.

 **Connect Now!**





Bonus: 10 Biggest Mistakes Service Business Make (and How to Avoid Them?)



1.Start–stop advertising kills momentum

Cutting and restarting ads wipes out data and learning.

Fix: Keep always-on campaigns with seasonal boosts. Scale up or down, don't hit pause.

2.Launching too late for your buying cycle

Most buyers shortlist weeks or months ahead.

Fix: Plan backwards from your peak demand. Allow 4 to 8 weeks for testing and optimisation.

3.Judging performance after 30 days

Higher-ticket services have longer cycles.

Fix: Use cohort reporting at 30, 60, 90 days and track lead to booked to won, not clicks.

4.Generic messaging that blends in

"Quality service" means nothing if everyone says it.

Fix: Lead with specific proofs, outcomes, guarantees, process and numbers your competitors cannot copy.

5.Daytime-only follow up

Your buyers are busy during work hours.

Fix: Cover early mornings, evenings and weekends. Aim for live contact when they are actually free.

6.Slow speed to lead

Minutes matter. Hours kill deals.

Fix: First response within 5 to 15 minutes via call, then SMS or WhatsApp, then email. Use missed-call text back



7. Treating sales like admin

Reception can route calls, not close revenue.

Fix: Train advisors on discovery, objection handling and next steps. Give scripts, SLAs and targets.

8. One-channel dependency

Relying only on search or only on social is fragile.

Fix: Pair Google for intent with Meta for demand creation, plus retargeting and email or SMS nurture.

9. No nurture for not-yet-ready leads

Most leads won't buy today. Many will buy later.

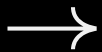
Fix: Build persona-based drips, reminders and reactivation flows. Tag reasons for "not now" and follow up with value.



Thanks!

Let's

Connect



Let's Talk.

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