

BY HALLA JAMMAA  
MARKETING SPECIALIST

# BUILT TO BE SEEN

*How brands grow, stand out, and convert in 2026*

DIGITAL MARKETING • BRAND STRATEGY • GROWTH

# INTRODUCTION

## THE REALITY OF MARKETING IN 2026

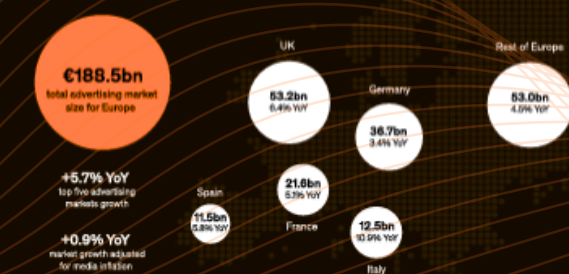


***In a world where everyone is hitting 'post' and competing for eyeballs, noise becomes inevitable. But there's a huge difference between catching attention and actually staying on someone's mind. Everyone is selling, but who is actually sticking? That's the question we should all be asking ourselves.***

### State of Marketing Europe: Facts and figures

1 Europe's advertising market is expected to reach €188.5 billion in 2025, but real growth is almost flat, as rising media costs dilute increased spending.

Advertising market size and growth for Europe\* and its top five markets, media owners' net advertising revenues, 2025, € billion



\* Includes Austria, Belgium, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom and Luxembourg

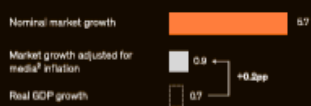
72%

of marketing leaders are expecting an increase in relative marketing spend in 2025.<sup>1</sup>



Adjusted for media inflation, predicted advertising market growth is slightly above real GDP growth.

Growth of top five European advertising markets,<sup>2</sup> 2025 vs 2024, %



<sup>1</sup> Respondents' marketing spend as a percentage of net sales, based on 2024 survey data. Respondents were asked about their 2025 marketing spend as a percentage of net sales in the Q3 2024 survey.

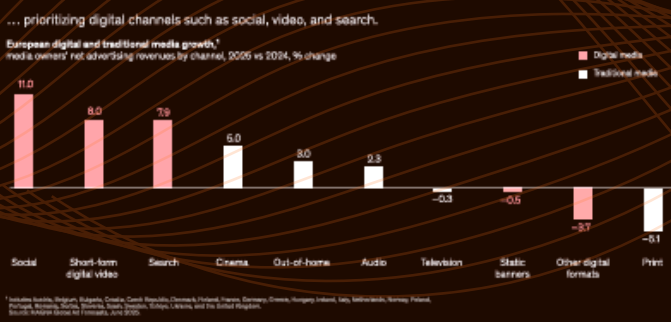
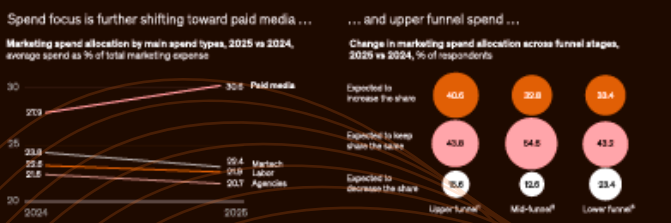
<sup>2</sup> Responding to "13 percent of those European advertising market size forecasters expect a decline in 2025, 43 percent expect flat, and 44 percent expect growth." Source: AdAge Intelligence Report, July 2024. For UK, France, Germany, Italy, Spain, and Sweden, see the AdAge Intelligence Report, July 2024.





**Let's be real, digital marketing has drastically evolved. In 2026 it isn't a volume game anymore, it's about clarity and authenticity. It's about choosing strategy over fleeting trends and about building trust and communities instead of just chasing attention.**

**2 Marketing budget allocation is shifting toward paid media, digital channels, and upper funnel.**



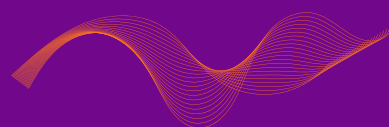
**3 The size of marketing organizations is growing, but its role 'at the C-suite table' remains an underrepresented one.**





***Think of this introductory document as your backstage pass to what's actually happening in digital marketing right now.***

***I'm turning down all the noise to show you how some businesses are missing golden opportunities, how the best brands are stealing the spotlight, and how you can turn your online presence into a solid growth engine that actually pays off.***



# WHAT IS DIGITAL MARKETING IN 2026?



***So here's the truth: Digital marketing in 2026 is way more than just being on every platform. It's about building a machine that actually works while you sleep.***

***I mostly focus on the BIG FOUR:***

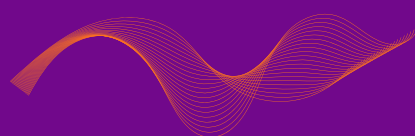
***Visibility- Get seen.***

***Positioning- Get understood.***

***Authority- Get trusted.***

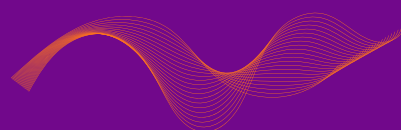
***Consistency- Stay relevant.***

***If you aren't visible, you simply don't exist. If you aren't consistent, you're a one-hit-wonder. So I'm here to make sure you're neither.***





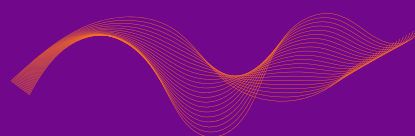
***The 'post more and pray' era is dead! Old school marketing says, 'let's just post more'. But today, marketing is a precision sport. It's about trading the noise for strategy and the volume for clarity. We're moving away from the 'more' and leaning into the 'meaningful. That's where growth happens!***




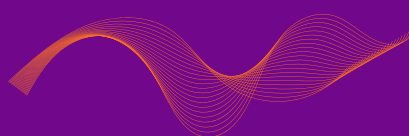
# WHY DO SO MANY BUSINESSES STRUGGLE ONLINE?

**🎯 I see it all the time, many incredible brands truly struggling to shine because they're missing the basics. A major issue is lack of 'visibility'. If you want to grow, you have to get out of the cave & be consistent. Consistency creates repetition & visibility.**

**That's also how you create trust. Nevertheless, real growth isn't a fluke, it's the result of a clear strategy, sharp positioning, and showing up even when the 'hype' dies.**



 ***Low likes, stagnant growth, & sales looking like a roller coaster? It's frustrating, I get it. But, the algorithm is rarely the real villain here. Usually, it's just reflecting a deeper problem within the strategy. If the foundation is shaky, no amount of 'posting' is going to save it. This is seeing as a huge challenge for many founders.***



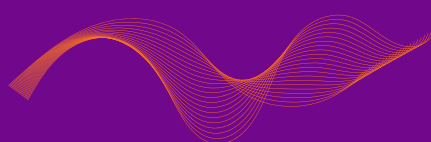


# THE OPPORTUNITY FOR BRANDS

***Forget the old hacks. Here's what  
actually works in 2026:***

***Messaging that resonates.  
Content that has a mission.  
Authority that makes you the  
go-to person in your field.  
Trust that turns followers into  
a loyal community.***

***In 2026 we're building brands  
with a soul, a strategy, and  
power!***

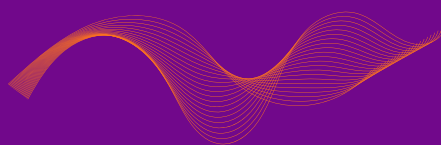




***So what does all this look like in practice? It's simple, more eyes on your brand, deeper trust with your audiences, and revenue you can actually count on. We're talking sky-high visibility, a brand identity that people actually recognize, and sales charts that finally feel consistent.***

***But the best part? Marketing stops being a bill you have to pay every month and starts being the most valuable asset your business owns.***

***I'm here to help you turn your marketing from a 'cost' on your balance sheet into a long-term asset that builds your future. So let's make it happen!***

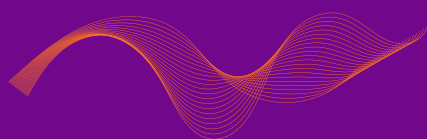


# HOW I HELP BRANDS GROW

***Brands and entrepreneurs get the visibility they deserve through my expertise and page (Marketing Over Noise With Halla). I show you how to trade busy work for strategic content that actually builds your authority. I help you stand out, build trust, and turn your online presence into a powerhouse for your business.***

***I do that by building presence, crafting strategies, and most importantly turning all that digital attention into real-world results.***

***Follow the journey! I'd love to help you shine in this competitive digital world.***





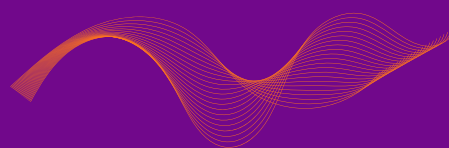
## MY APPROACH

***Marketing shouldn't feel like a burden or a headache. I'm all about clarity, trust, consistency, strategy, and results. My focus is on building a rock-solid foundation for visibility and growth.***



## WHO I WORK WITH

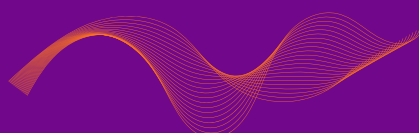
***I love partnering with entrepreneurs who have a great story to tell but need help telling it, businesses that need to find their voice in a crowded market, founders who are ready to own their online space, and brands that are truly tired of 'trying things' and who are ready to take their growth seriously.***

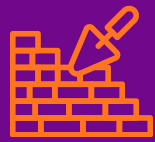




# LET'S WORK TOGETHER

***If you're tired of the digital chaos and ready to turn your brand into a brand that truly commands authority, I'd love to work with you. Let's build you the visibility you've been looking for. Let's create something that's unforgettable.***





## FINAL NOTE

***My final piece of advice? Don't let the noise overwhelm you. At the end of the day, marketing isn't a chore, it's an opportunity. With the right strategy on your hand, there's no limit to how far you can grow! I can't wait to see what we will build together.***

## CONTACT



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