







virylix®

# Disrupting the Digital World with Innovation & Impact



# ↘ **Fueling Brands with Bold & Viral Digital Strategies**

At ViryIX, we don't just amplify—we accelerate. Your brand needs more than recognition, it needs reach, resonance, and a strategy built for impact. Powered by insights, driven by creativity, and engineered for virality, we transform brands into movements, metrics into meaning, and audiences into advocates.

Digital  
Strategies





# ↘ **think.disrupt.Grow.**

With VirylX, your brand doesn't just grow—it leads. We combine culture, strategy, and storytelling to craft experiences that resonate, campaigns that convert, and strategies that disrupt the noise—boldly, effectively, virally.

think.  
disrupt.  
Grow.





# ↘ We Trust Our Clients





# ↘ & They trust Our Services

- \* Brand Strategy & Identity
- \* Content Creation
- \* Website Design & Development
- \* E-commerce Marketing
- \* Search Engine Optimization (SEO)
- \* Social Media Marketing
- \* Conversion Rate Optimization (CRO)
- \* Email & SMS Marketing
- \* Pay-Per-Click (PPC) Advertising
- \* Influencer Marketing
- \* Video Production & Editing
- \* Reputation Management





We build adaptive, forward-thinking brands that aren't just trend-aware—they're trend-defining. ViryIX brings together design thinking and digital innovation to enhance experiences, transform brand journeys, and scale meaningful connections.



## Research

We deep-dive into your goals, ask the right questions, map your audience, analyze competitors, and uncover key opportunities.



## Strategy

We craft strategies that align business goals with customer behavior—building engagement with clarity and purpose.



## Development

From idea to execution, our agile framework ensures smooth collaboration, ongoing optimization, and transparency throughout.



## Experience Design

We lead with design thinking, crafting interfaces, journeys, and brand moments that stand out and drive results.







# ↘ Clients Worldwide

ViryIX empowers brands across borders with bold thinking, creative precision, and performance marketing. No limits. No silos. Just smart strategies that engage, convert, and grow, worldwide.

Let's shape what's next, together.





# ↓ Our Work





## Client

Rasheed Sweets

## Case Review

Ordering sweets should be as smooth as savoring them—that's why Buzzfic developed a user-friendly, visually appealing, and high-performing app for Rasheed Sweets. Our goal? To make traditional sweets just a tap away. We designed an intuitive interface, seamless navigation, and a hassle-free ordering system that allows customers to browse, select, and order their favorite sweets with ease.

Beyond aesthetics, we optimized the app for speed and efficiency, integrating smart features like personalized recommendations, instant order tracking, and secure payment options. The result? A digital storefront that's as delightful as Rasheed Sweets itself.

## Results

With the launch of the Rasheed Sweets app, ordering their delicious treats has never been easier. More customers are now choosing convenience, placing orders directly through the app instead of visiting in-store. The intuitive experience, combined with engaging push notifications and exclusive app-only deals, has driven consistent user engagement.

We didn't just build an app—we created a seamless, on-the-go dessert experience.









## Client

RGP Properties

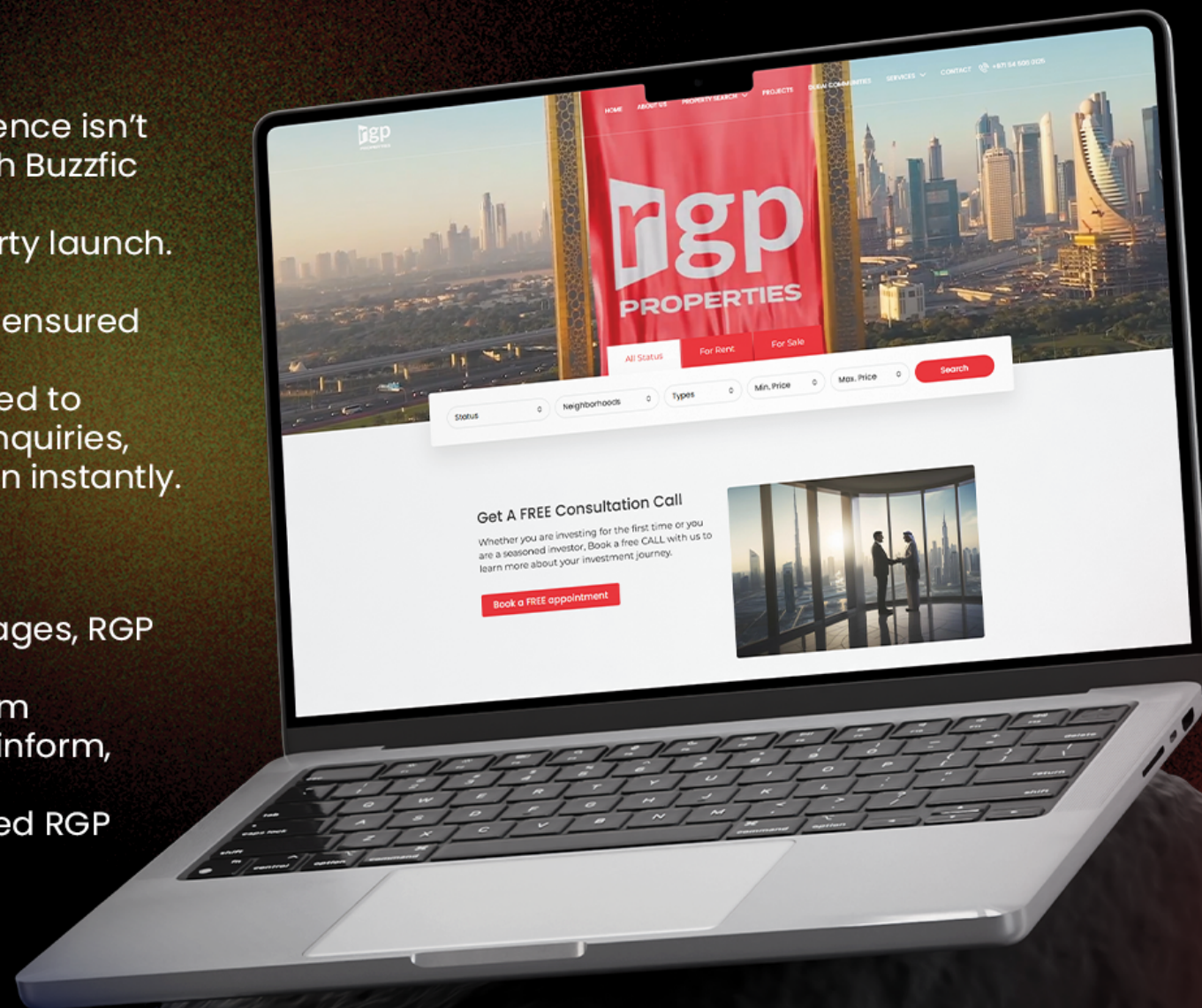
## Case Review

In the fast-paced world of Dubai real estate, an online presence isn't just important—it's everything. RGP Properties partnered with Buzzfic Advertising to create a high-performance website and conversion-optimized landing pages for every major property launch.

From sleek, user-friendly designs to SEO-driven content, we ensured that RGP's website wasn't just a digital storefront but a lead-generating powerhouse. Each landing page was crafted to capture attention, provide key property insights, and drive inquiries, making it easier for investors and homebuyers to take action instantly.

## Results

With a streamlined website and high-converting landing pages, RGP Properties has seen a significant increase in inquiries and engagement. Every new property launch now gets maximum visibility through strategically designed pages that attract, inform, and convert. The seamless user experience, combined with compelling CTAs and mobile-friendly designs, has positioned RGP as a go-to real estate brand in Dubai's competitive market.









## Client

Meditation Centre

## Case Review

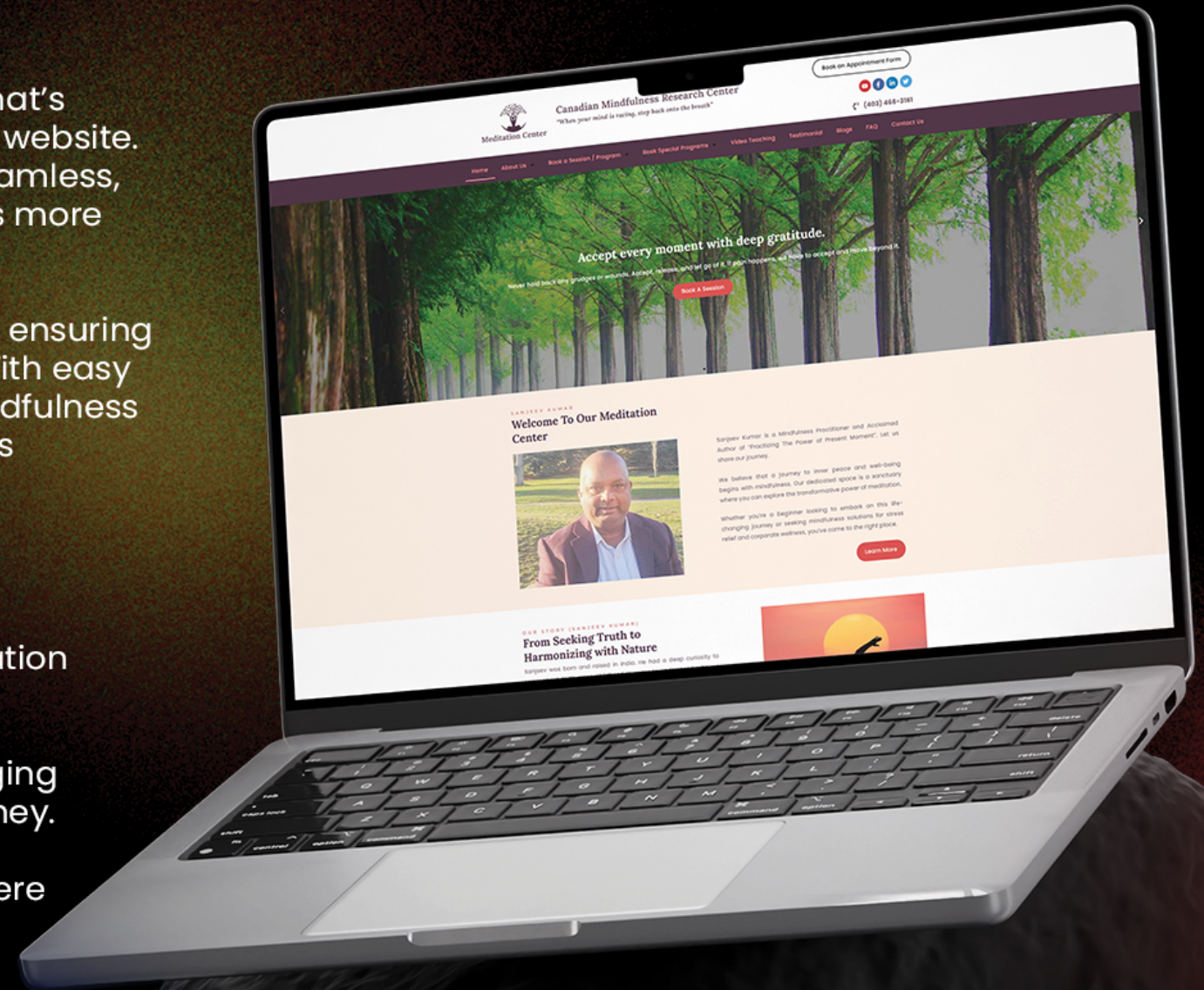
Meditation is about stillness, clarity, and connection—and that's exactly what we brought to life through Meditation Center's website. Collaborating closely with their team, Buzzfic designed a seamless, calming, and intuitive digital space that makes mindfulness more accessible than ever.

The website features a minimalistic and soothing aesthetic, ensuring visitors feel a sense of tranquility the moment they arrive. With easy navigation, mobile optimization, and clear pathways to mindfulness programs, guided meditations, and research, the platform is designed to reduce digital overwhelm and enhance user engagement.

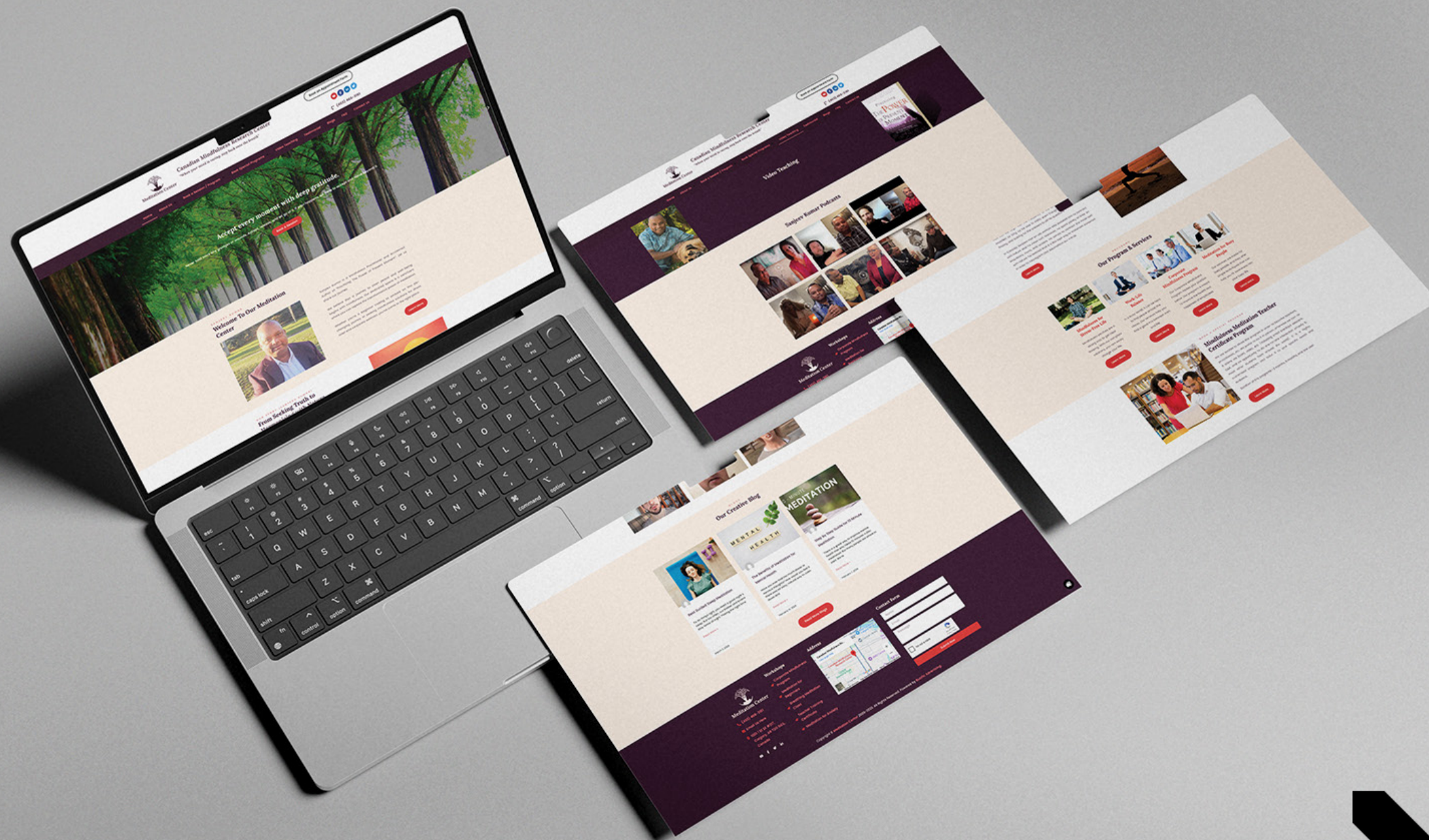
## Results

With a refined, immersive, and user-friendly website, Meditation Center now provides a stress-free online experience that resonates with its mission. More users are exploring mindfulness resources, signing up for programs, and engaging with content that helps them embark on their wellness journey.

The website isn't just a platform—it's a digital sanctuary where mindfulness begins at first click.









## Client

Ali Abbasi Productions

## Case Review

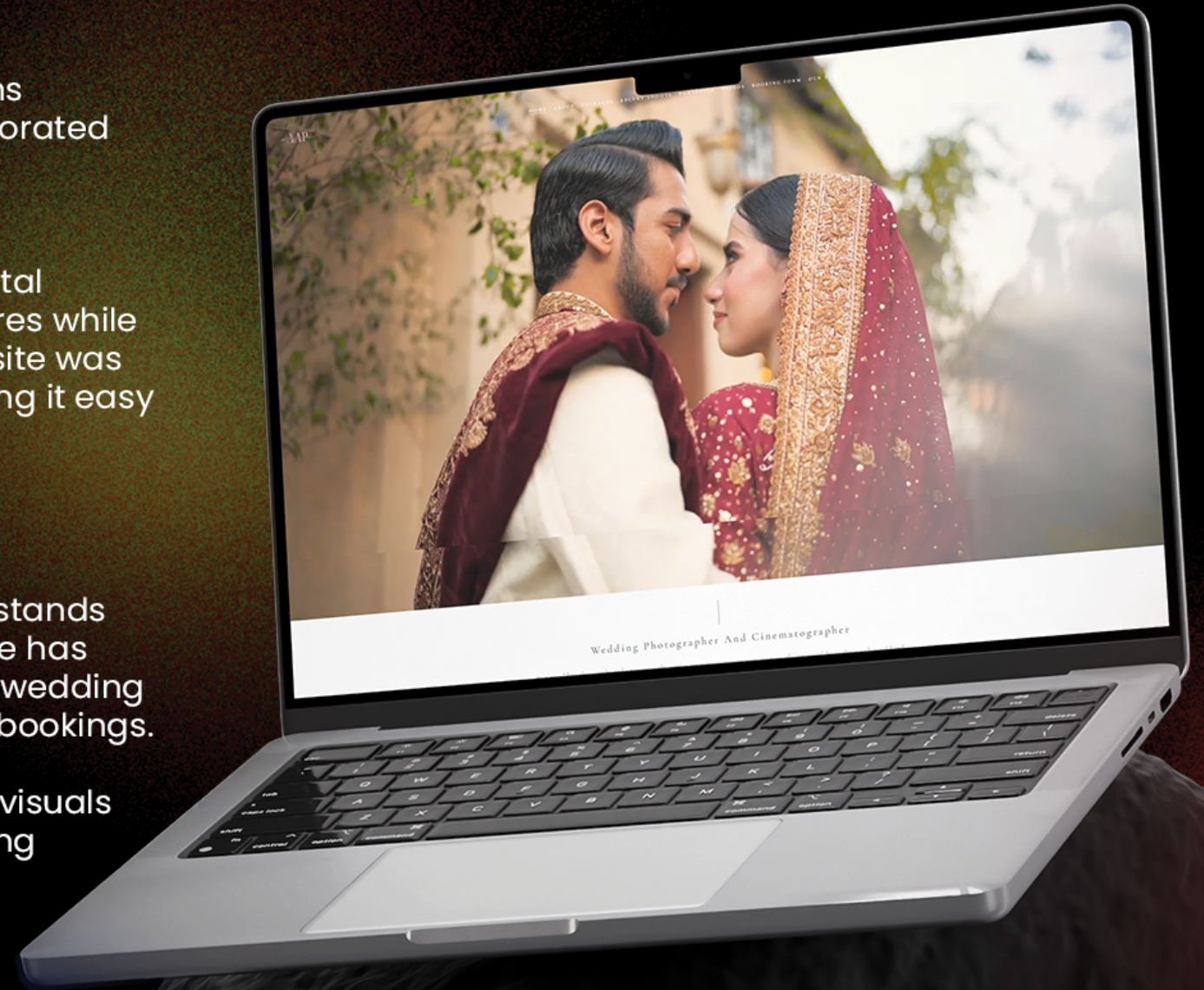
In the world of luxury wedding photography, first impressions matter—and they start online. Ali Abbasi Productions collaborated with Buzzfic Advertising to craft a visually stunning, high-performance website that truly reflects their artistry.

From elegant design to seamless navigation, we built a digital portfolio that showcases their breathtaking wedding captures while ensuring a smooth booking experience for clients. The website was optimized for speed, mobile responsiveness, and SEO, making it easy for engaged couples to find, explore, and book Ali Abbasi Productions effortlessly.

## Results

With a refined digital presence, Ali Abbasi Productions now stands out in Pakistan's competitive wedding industry. Their website has become a go-to destination for couples seeking cinematic wedding photography, leading to an increase in inquiries and direct bookings.

A fast, mobile-friendly interface combined with compelling visuals has transformed their online presence into a lead-generating powerhouse.









## Client

RGP Properties

## Case Review

Real estate doesn't have to be boring—and we made sure it wasn't. Managing RGP Properties' social media, Buzzfic crafted a dynamic content strategy that blended humor, memes, trending topics, and high-value real estate insights to keep audiences engaged.

From witty real estate memes that spark conversations to high-quality project showcases that drive inquiries, we turned RGP's social media into a powerhouse of engagement. Whether it's sharing Dubai's latest property trends, relatable home-buying struggles, or eye-catching visuals of luxury properties, every post was designed to stop the scroll and start conversations.

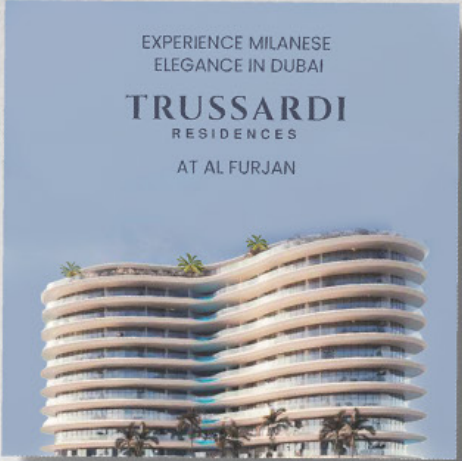
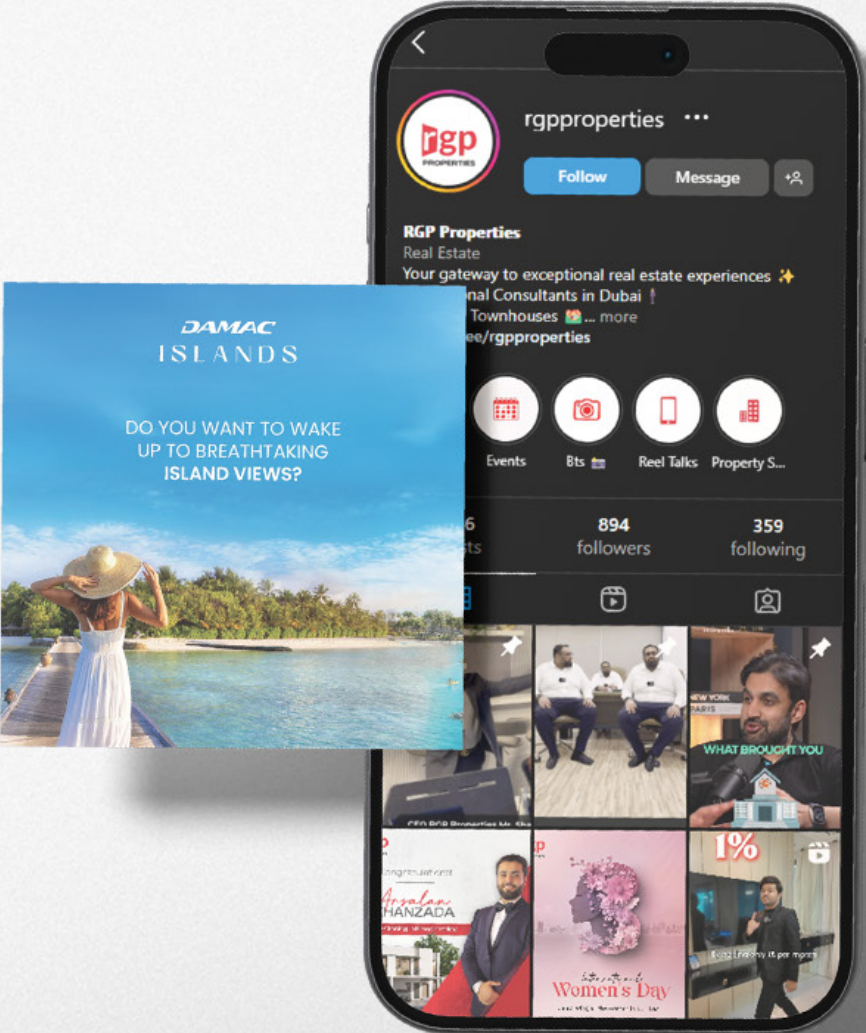
## Results

RGP Properties' social media isn't just another real estate page—it's a community. Engagement levels skyrocketed as audiences interacted with humorous, informative, and aesthetically appealing content. More DMs, more shares, and more inquiries meant that potential buyers weren't just following—they were taking action.

At Buzzfic, we don't just manage social media—we create digital experiences that convert.









# SEO Case Study

**Industry:** SaaS (Software as a Service)

**Website:** atxenon.com

## Case Review

AtXenon, a SaaS-based platform, needed a strong SEO strategy to enhance its online presence, attract high-intent users, and generate leads for its software solutions. The key challenges included:

- Low Search Visibility: The website struggled to rank for relevant SaaS-related keywords.
- Technical SEO Issues: Poor site speed, crawl errors, and structural inefficiencies hindered performance.
- Content Gaps: Lack of optimized content for target audiences and industry-specific topics.
- Weak Backlink Profile: Limited authority and credibility in a competitive SaaS niche.

### Our SEO Approach

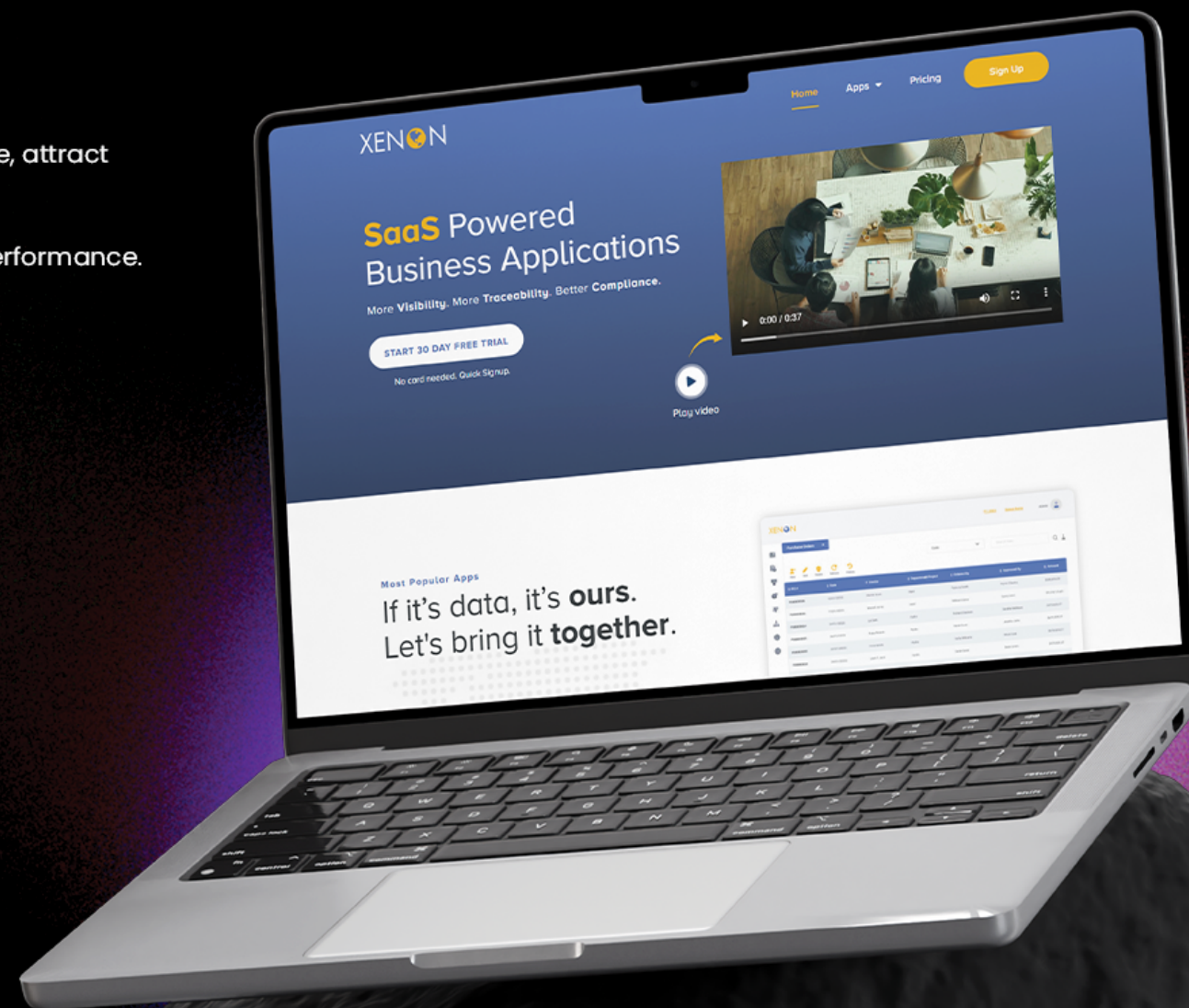
## Results

- ✓ Organic Traffic Growth: +180% increase in website visits within 6 months.
- ✓ Keyword Rankings: Achieved top 5 positions for key SaaS-related terms.
- ✓ Domain Authority Boost: Increased DA by 15+ points through strategic link-building.
- ✓ Lead Generation: 70% rise in software demo requests and user sign-ups.

## Conclusion

By implementing a well-structured SEO strategy, AtXenon.com successfully increased its organic reach and positioned itself as a trusted SaaS platform. The combined impact of technical improvements, content marketing, and backlink growth led to significant business growth.

Looking to boost your SaaS website's SEO? Contact us today!





# SEO Case Study

**Industry:** Meditation & Wellness

**Website:** meditationcenter.ca

## Case Review

MeditationCenter.ca aimed to improve its online presence, attract more organic traffic, and increase user engagement for its meditation and wellness services. The main challenges included:

- **Low Search Visibility:** The website was not ranking for relevant meditation-related keywords.
- **Weak On-Page SEO:** Ineffective meta tags, poor content structure, and lack of keyword optimization.
- **Technical SEO Issues:** Slow website speed and mobile responsiveness problems affecting user experience.
- **Limited Backlinks:** Lack of authority and external references in the meditation and wellness industry.

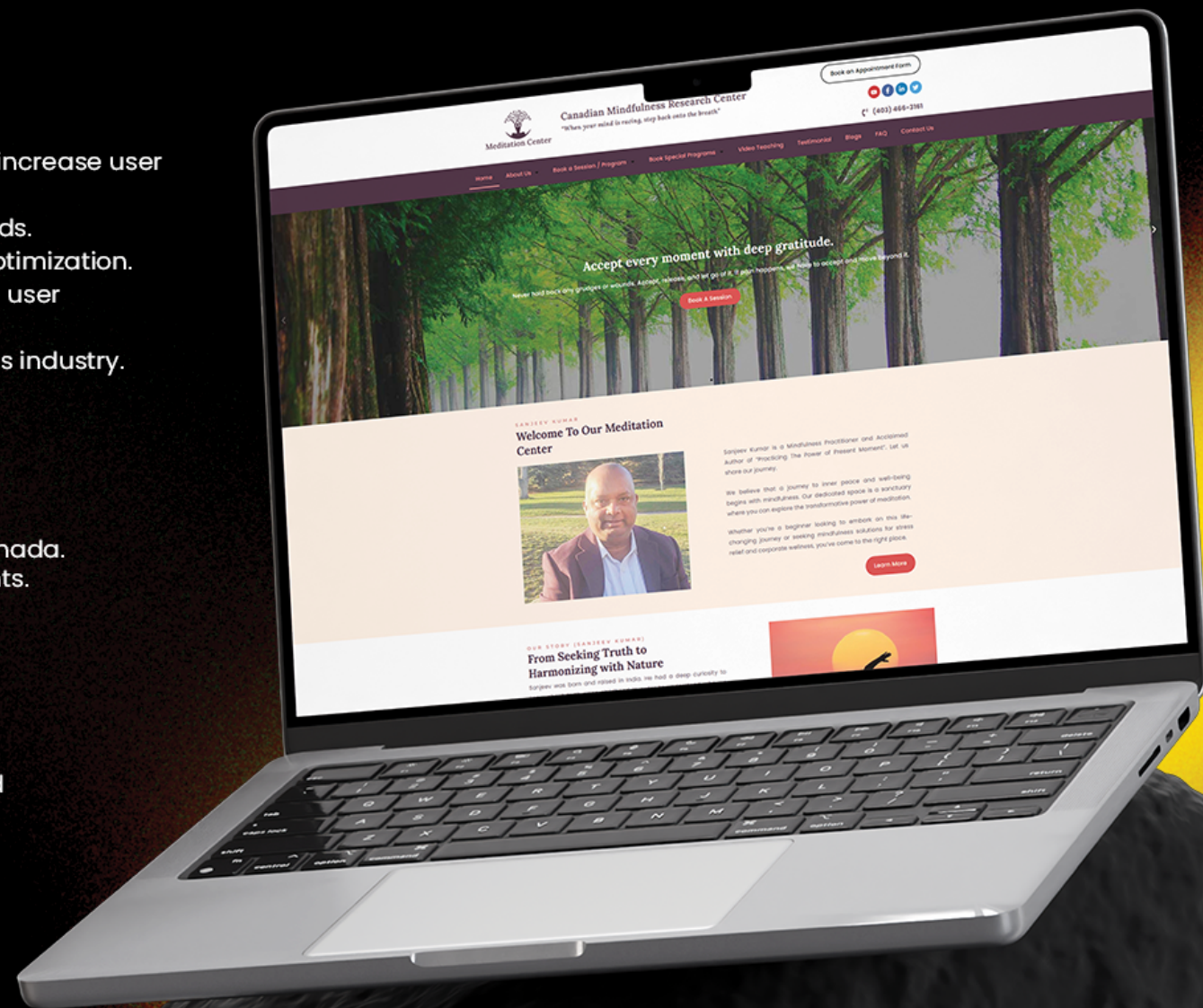
## Results

- ✓ **Organic Traffic Growth:** +150% increase in website visits within 6 months.
- ✓ **Keyword Rankings:** Achieved top 3 positions for major meditation-related keywords in Canada.
- ✓ **Bounce Rate Reduction:** 30% decrease in bounce rate due to UX and content improvements.
- ✓ **Lead Generation:** 60% increase in inquiries for meditation programs and services.

## Conclusion

Through a strategic SEO campaign, MeditationCenter.ca significantly improved its search rankings, user engagement, and overall online authority. The combination of keyword optimization, technical fixes, and content marketing resulted in a strong digital presence and increased business opportunities.

Want similar results for your website? Contact us today!





# Branding

buzzfic advertising

Portfolio 24-2025





# buzzfic advertising





# Packaging





# Packaging

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# Packaging

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# Packaging

Portfolio 24-2025





↘ **Join the**  
**Coffee Party!**





# Connect

**with us**

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# Thank you

