

// MARKETING & SMART SOLUTIONS

LEO TECH

*A marketing & smart-solutions company building
production growth systems across the Middle East and the
United States.*

— WHO WE WORK WITH

We build the marketing & AI infrastructure that service and retail businesses *actually use* — websites, paid acquisition, automation, and AI systems that turn visitors into booked clients and orders.

// THE WORK

Marketing & growth is the engine: paid media, social, SEO, AEO, landing pages, funnels. Around it we build **custom websites**, complete **brand identities**, **AI automation**, and **MCP integrations** — so the marketing has somewhere to land and something to operate.

// THE DIFFERENCE

We don't hand off campaigns and websites as separate deliverables. We build the **entire system** — ads, site, booking flow, automation, follow-up — as one connected operation. Fewer vendors, fewer handoffs, faster results.

United Arab Emirates

DUBAI · ACTIVE

United States

MULTI-STATE · ACTIVE

Jordan

AMMAN · ACTIVE

Tunisia

CROSS-BORDER OPS

What We *Build*

Four practice areas, designed to operate together as one growth system — not isolated services.

HERO SERVICE

// 01

Marketing & Growth

End-to-end customer acquisition: paid media on Google and Meta, managed social presence, landing pages engineered to convert, technical SEO foundations, and Answer Engine Optimization (AEO) — positioning brands to surface inside ChatGPT, Claude, Perplexity, and the next wave of AI-powered search. All systems are built multilingual and multimodal — receiving text, voice, and image inputs from customers.

- GOOGLE ADS
- META ADS
- SOCIAL MEDIA
- LANDING PAGES
- SEO
- AEO
- MULTILINGUAL
- MULTIMODAL
- FUNNELS

// 02

AI Automation & Systems

Production automation pipelines that move leads, bookings, and operations without manual work. Multilingual, multimodal AI agents handling text, voice, and image — lead capture, CRM sync, message routing.

N8N · CLAUDE · OPENAI · WHATSAPP

// 03

Web & Brand

Custom websites and complete brand identities — logo systems, visual language, product design, and the site that holds them together as one coherent presence.

IDENTITY · WEB · PRODUCT

// 04

MCP & AI Integrations

Model Context Protocol integrations and custom AI tooling. Connecting Claude, OpenAI, and business systems into workflows teams actually use daily.

MCP · CLAUDE API · AGENTS

Selected *Work*

Seven active production systems. Client names withheld by agreement — introductions and references available on request.

PREMIUM FITNESS

DUBAI, UAE

Multilingual AI Booking & Outreach System

ACTIVE

ENGAGEMENT

A premium fitness brand requiring a complete digital operation — marketing, web presence, and automated client intake working as one system.

SCOPE DELIVERED

- Custom multilingual website
- Multimodal AI booking agent on WhatsApp — text, voice, image
- Internal automation: leads, scheduling, reminders
- Paid acquisition on Google and Meta

EDUCATION / LANGUAGE INSTITUTE

DUBAI, UAE

Multi-Branch Lead Automation

ACTIVE

ENGAGEMENT

Language institute operating across multiple branches with fragmented lead flow from WhatsApp, Instagram, and web forms.

SCOPE DELIVERED

- Unified intake across all channels and branches
- Automated routing, qualification, and assignment
- Response time compressed from hours to minutes
- Centralized reporting for branch performance

AESTHETIC CLINICS

DUBAI · TUNISIA

Cross-Border Multilingual Patient System

ACTIVE

ENGAGEMENT

Aesthetic clinic chain operating across two countries, needing one unified patient communication architecture for branches in both markets.

SCOPE DELIVERED

- Single architecture, multi-branch deployment
- Multilingual patient communication (AR / EN / FR)
- Multimodal intake — text, voice notes, and images
- Cross-border lead capture, routing, and unified reporting

HOME HEALTHCARE NETWORK

UNITED STATES

Web Infrastructure, Marketing & AEO

MULTI-LOCATION · ACTIVE

ENGAGEMENT

Multi-location home healthcare network requiring a full rebuild of web infrastructure, local SEO across markets, and forward-looking AEO positioning for AI-powered patient search.

SCOPE DELIVERED

- Custom web infrastructure across all locations
- Marketing systems — paid & organic
- Technical SEO and local optimization
- Answer Engine Optimization foundations

B2B DISPLAY TECHNOLOGY

UNITED STATES

Web Build, Marketing & AEO Strategy

ACTIVE

ENGAGEMENT

Display technology company needing brand presence and demand generation engineered for how B2B buyers actually research now — across both traditional search and AI assistants.

SCOPE DELIVERED

- Custom website — product & brand presence
- Paid marketing campaigns across channels
- AEO strategy — ChatGPT, Claude, Perplexity
- Technical SEO and structured content

RETAIL / ELECTRONICS & LIGHTING

AMMAN, JORDAN

E-Commerce, Automation & Social System

ACTIVE

ENGAGEMENT

Electronics & lighting retailer moving its sales operation online — store, order handling, and social presence built as one connected system.

SCOPE DELIVERED

- Custom e-commerce store — Next.js storefront & catalog
- Internal automation: orders & reporting
- Social media management & content
- Paid social advertising campaigns

BEAUTY / WOMEN'S SALON

AMMAN, JORDAN

Booking Automation & Social Presence

ACTIVE

ENGAGEMENT

Women's salon needing appointments, reminders, and client outreach handled automatically — with a managed social presence driving bookings.

SCOPE DELIVERED

- Automated WhatsApp booking — confirmations & reminders
- Bulk messaging campaigns to the client base
- Social media management & content
- Paid social advertising campaigns

// A NOTE ON CLIENTS

Names withheld by mutual agreement. References, walkthroughs, and live system demonstrations are available under NDA on request.

How We *Work*

A repeatable process designed for service businesses that need systems shipped, not strategies filed.

01 Discovery & System Audit

Map the current state — how leads come in, where they leak, what gets ignored. Identify the single highest-leverage system to build first.

OUTPUT · **AUDIT & SYSTEM MAP**

02 Architecture & Scope

Design the full stack — website, automation flows, AI agents, ad accounts, reporting — and lock scope. Clear deliverables, clear timeline, no scope drift.

OUTPUT · **TECHNICAL PROPOSAL**

03 Build & Integrate

Ship the system in connected pieces. Website, automation, AI agents, and ad infrastructure built and integrated together — not as isolated parts.

OUTPUT · **LIVE PRODUCTION SYSTEM**

04 Launch & Optimization

Go live, monitor real performance, and tune. Campaigns get optimized, automations get refined, AI prompts get sharpened against actual customer behavior — not assumptions.

OUTPUT · **OPTIMIZED & OPERATIONAL**

05 Ongoing Partnership

Most engagements continue as monthly partnerships — ad management, system maintenance, new features as the business grows. The system evolves with the business.

OUTPUT · **RETAINED OPERATION**

The Stack

The tools we use daily, in production, across all seven active engagements.

AI & Language Models // 01

- ▶ Claude API (Sonnet, Opus)
- ▶ OpenAI (GPT-4o, Whisper, Vision)
- ▶ Multimodal: Text · Voice · Image
- ▶ RAG & Agentic Systems

Automation // 02

- ▶ n8n (cloud & self-hosted)
- ▶ Make.com · Zapier
- ▶ Custom Node.js / Python
- ▶ MCP Server Integrations

Marketing & Growth // 03

- ▶ Google Ads · Meta Ads
- ▶ Social Media Management
- ▶ Technical SEO · Schema · AEO
- ▶ GA4 · Conversion Tracking

Web & Backend // 04

- ▶ Next.js Websites & E-Commerce
- ▶ Supabase · PostgreSQL
- ▶ REST APIs · Webhooks
- ▶ WhatsApp Business · Twilio

Brand & Design // 05

- ▶ Visual Identity Systems
- ▶ Product & Web Design
- ▶ Brand Video & Motion
- ▶ Design Tokens & Systems

Channels // 06

- ▶ WhatsApp Business API
- ▶ Instagram · Meta Suite
- ▶ Web Forms · Live Chat
- ▶ CRM Sync & Reporting

// LET'S BUILD

Get in *Touch*

Open to new engagements, agency partnerships, and conversations with teams building serious operations.

EMAIL

laythshatat999@gmail.com

PHONE · WHATSAPP

+962 78 079 0342

LINKEDIN

linkedin.com/in/laythshatat

GITHUB

github.com/laythshatat

// THE COMPANY

LEO TECH

Marketing & Smart Solutions

Amman · Operating across four markets

Seven active production systems across Jordan, the UAE, Tunisia, and the United States.

FOUNDER

Layth Shatat

AI & Automation Engineer

B.Sc. in Artificial Intelligence. Anthropic Certified (CCA-F). Builds and runs every system in this document end-to-end.

FIELD BACKGROUND

Engineering Roots

Robotics · AI · Production

Robotic systems at Queen Alia International Airport, AI face recognition for banking, and collaboration with Jordan's Ministry of Digital Economy.