

# GROWTH SERIES



## DRIVING GROWTH THROUGH SOCIAL MEDIA MARKETING

# WELCOME





Ian Hunt  
Chief Customer Officer

RAKEZ





Mark Hamill  
CEO  
ARCET Global



# THIS EVENT IS ABOUT YOU!



# AGENDA

10:00 Welcome Note by Ian Hunt, Chief Customer Officer, RAKEZ

10:05 Introduction by Mark Hamill, CEO of ARCET Global

10:10 Story Telling in Social Media, Case Study by Diya Murra, Digital & Social Media Manager, Ras Al Khaimah Government Media Office

10:30 Blueprint for Social Media Success by Nour El Deen, Managing Director

10:50 Q&A

11:00 End of Programme



# ALL EVENTS ON COMPASS WEBSITE

[compass.rakez.com/  
events](https://compass.rakez.com/events)

## UPCOMING EVENTS



**CELEBRATE WORLD SMILE DAY @ COMPASS! 😊**

🕒 September 30, 2024 9:30 am - 11:00 am  
📍 Compass Coworking Centre

[EVENT DETAILS >](#)



**DRIVING GROWTH THROUGH SOCIAL MEDIA MARKETING**

🕒 October 02, 2024 9:30 am - 11:00 am  
📍 Compass Coworking Centre

[EVENT DETAILS >](#)



**WORKSHOP: MORE LEADS WITH LINKEDIN!**

🕒 October 04, 2024 8:30 am - 5:30 pm  
📍 Compass Coworking Centre

[EVENT DETAILS >](#)



**FINANCING SOLUTIONS FOR UAE EXPORT BUSINESSES**

🕒 October 07, 2024 10:00 am - 12:00 pm  
📍 RAK Chamber of Commerce of Industry


[EVENT DETAILS >](#)



**HSE SEMINAR: SAFETY LEADERSHIP AND CULTURE**

🕒 October 10, 2024 9:30 am - 12:30 pm  
📍 Compass Coworking Centre

[EVENT DETAILS >](#)



**KEY ACCOUNTS NETWORKING EVENT**

🕒 October 22, 2024 10:00 am - 12:00 pm  
📍 Compass Coworking Centre

[EVENT DETAILS >](#)



# NEXT EVENTS

30 OCTOBER 2024

Event 8: Starting and scaling  
an eCommerce business

26 NOVEMBER 2024

Event 9: How to raise funds  
to accelerate the growth of  
your business



# GROWTH SERIES



## DRIVING GROWTH THROUGH SOCIAL MEDIA MARKETING

# TODAY'S SPEAKERS



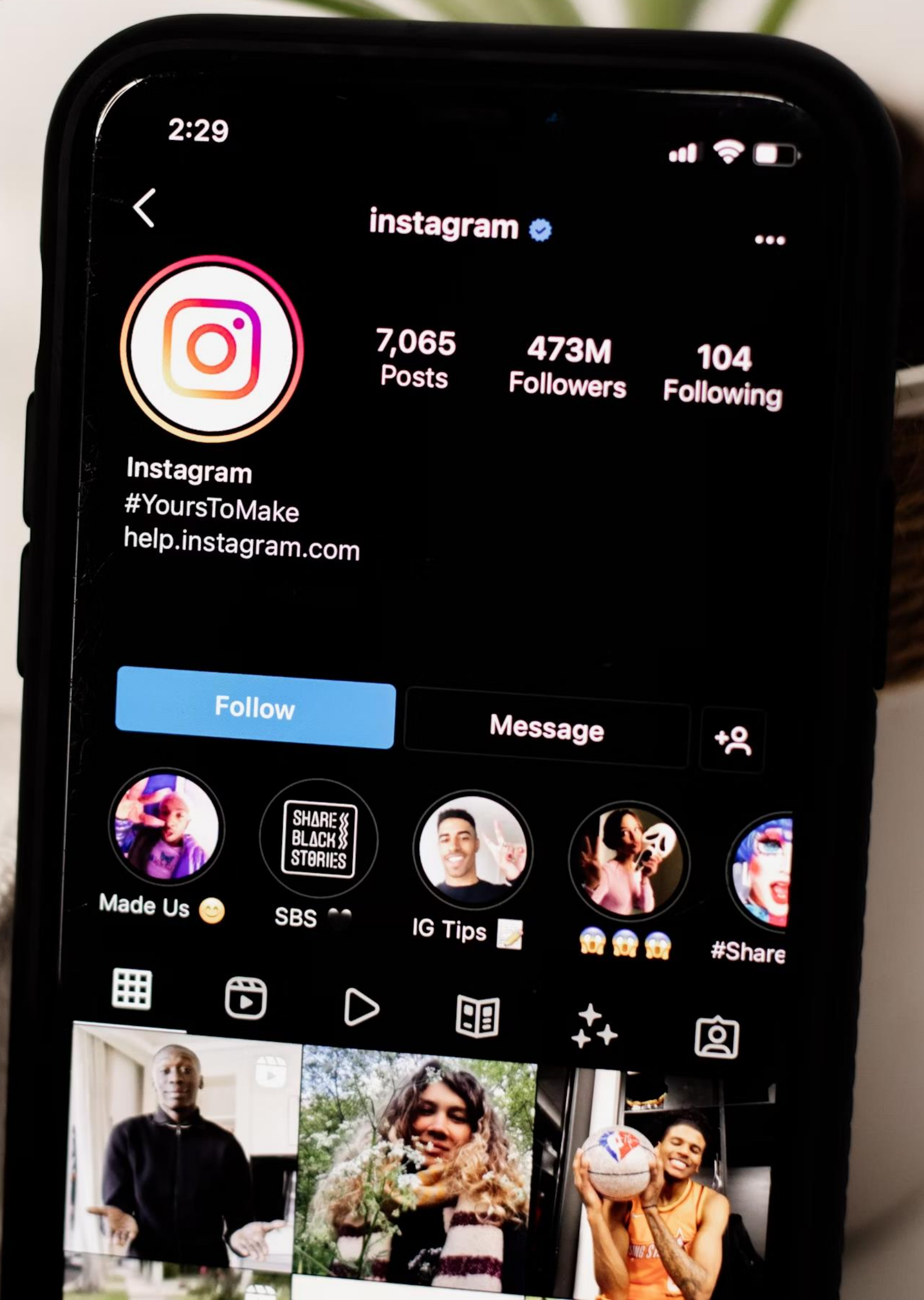
Diya Murra  
Digital & Social Media Manager  
Ras Al Khaimah Government Media Office



Nour El Deen  
Managing Director  
BB Labs



# Driving Growth Using Social Media



MAKE **3X** RESULTS

# Storytelling Secrets for Impactful Campaigns

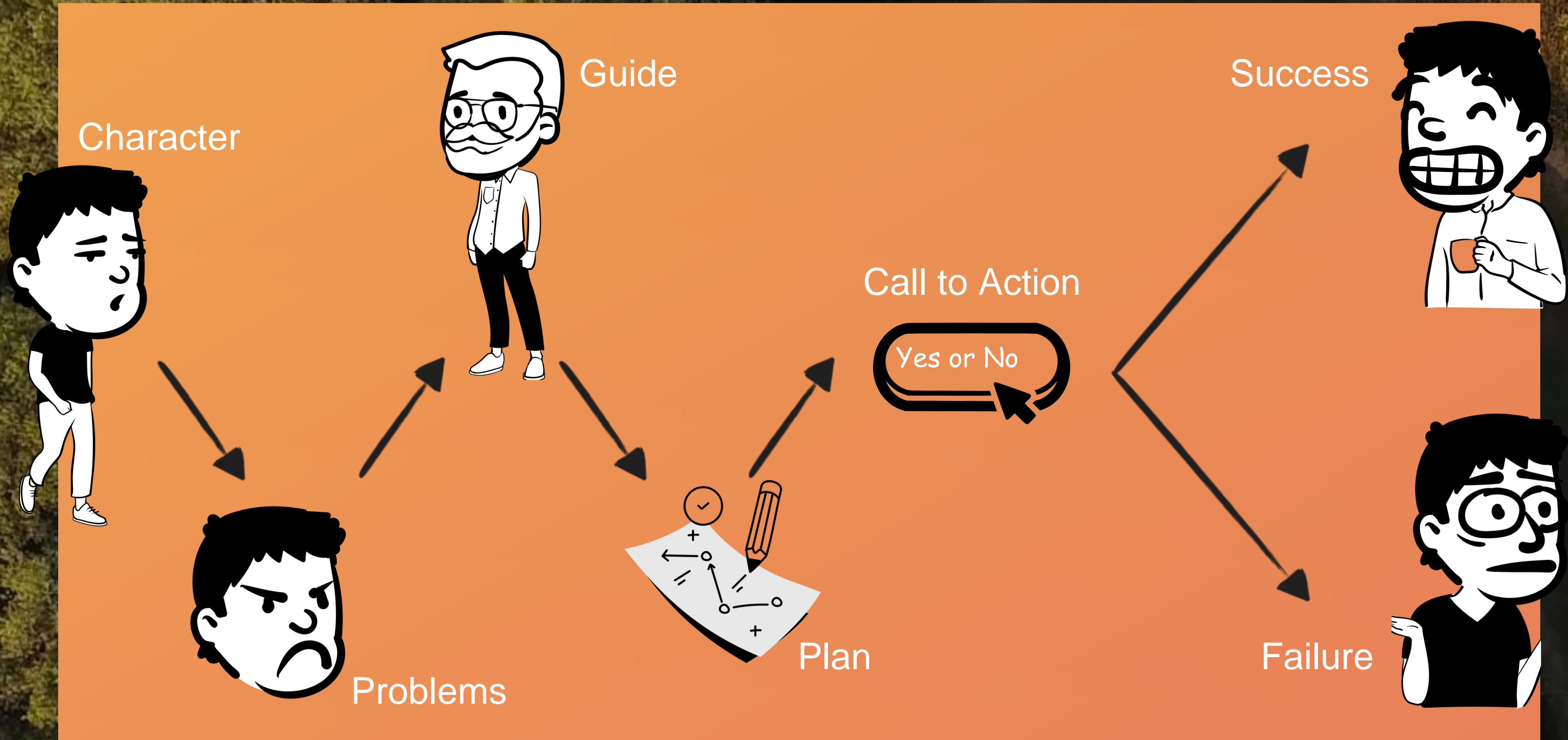
***"Understanding what influences our behavior on social media starts by acknowledging the inherent tension between our deep-seated human nature and the design of social technologies."***

Sinan Aral - The Hype Machine

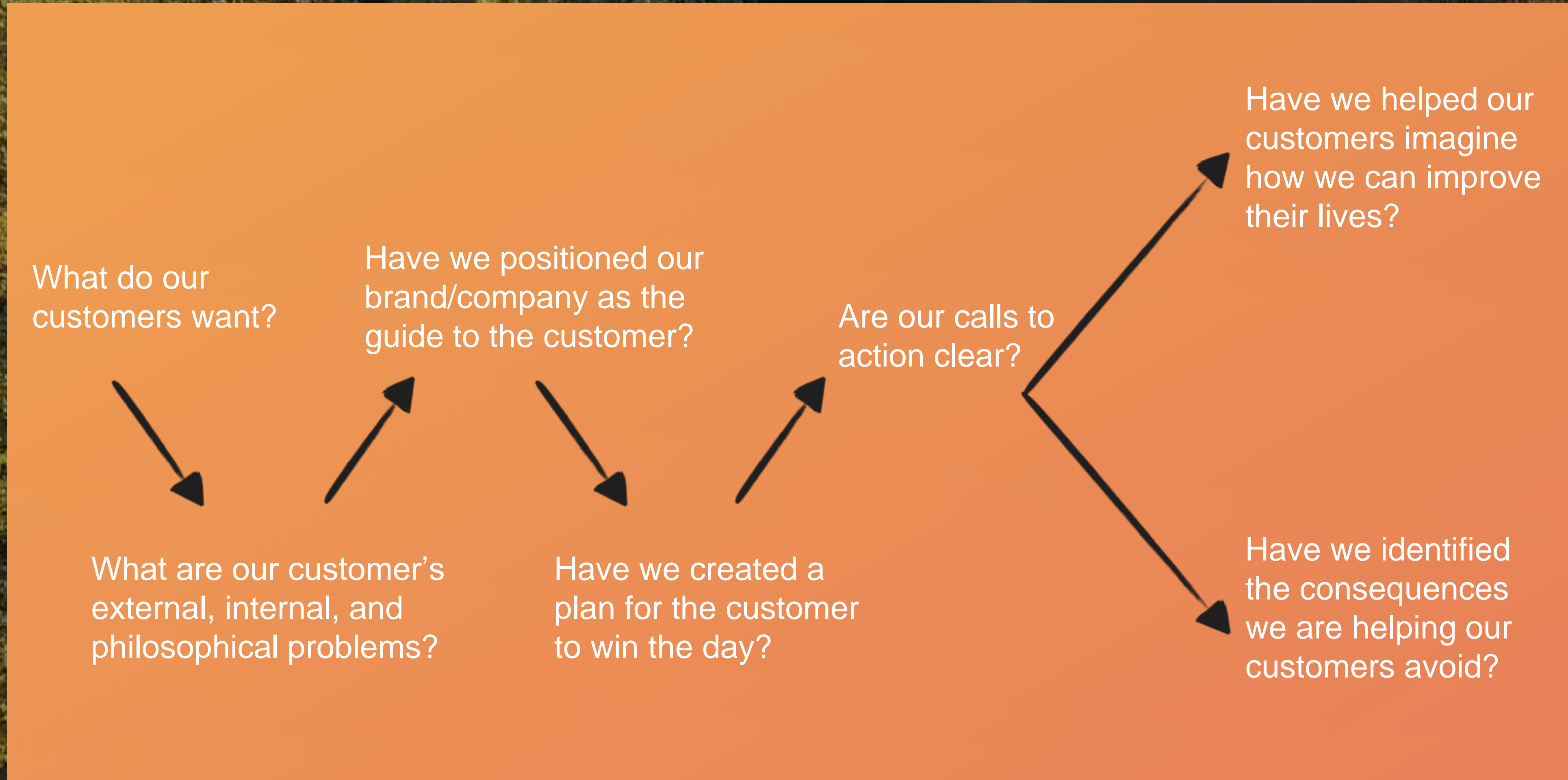
# Storytelling Secrets for Impactful Campaigns

**Story is a sense making device**

# Storytelling Secrets for Impactful Campaigns



# Storytelling Secrets for Impactful Campaigns

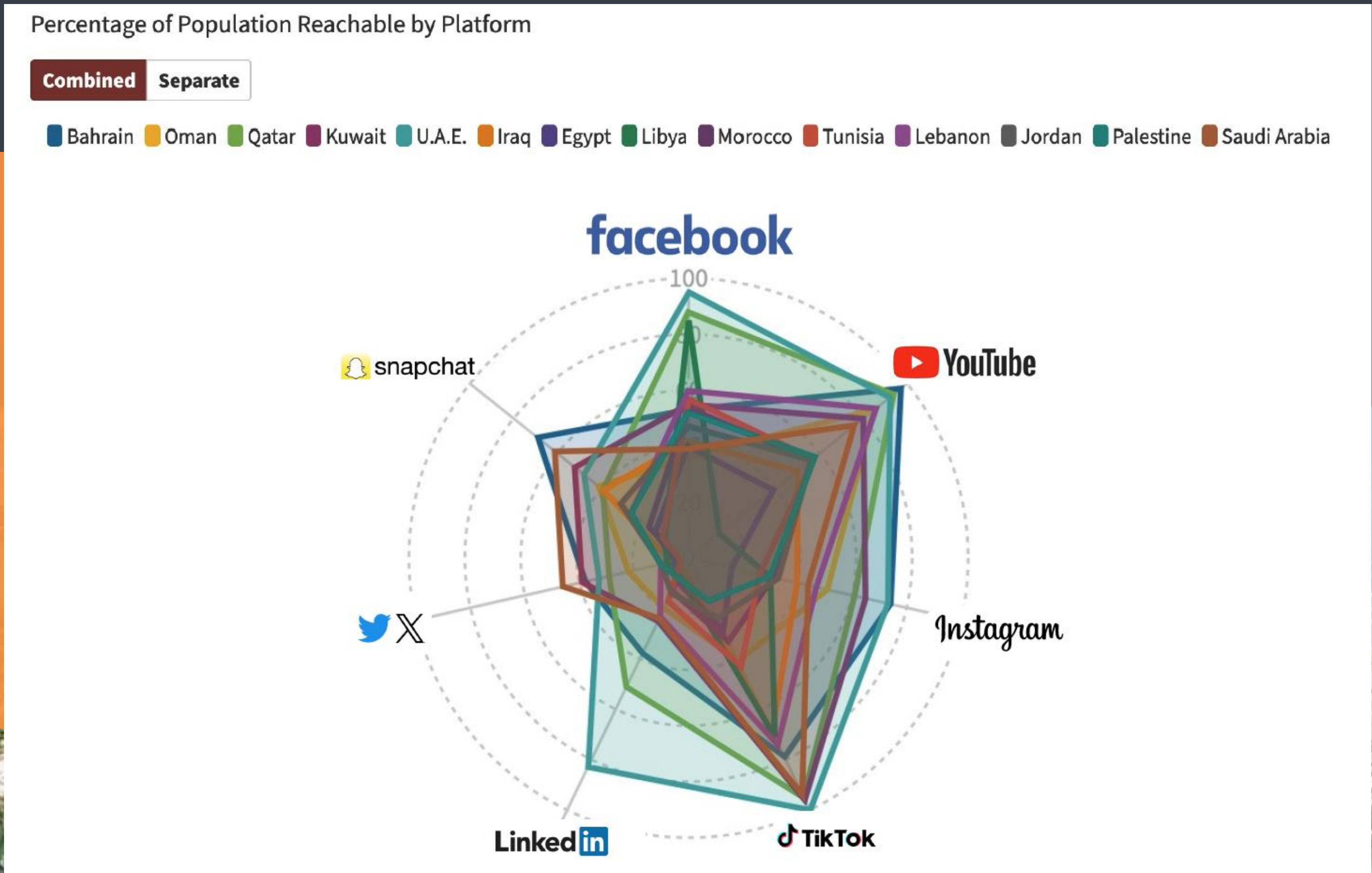


# Population of the Arab World Reachable by Social Media

## Combined

According to IAB, MENA Digital Advertising spend reached USD 6.25 Billion in 2023, a 13.6% increase over the previous year

Interactive Advertising Bureau MENA - [IAB MENA](#)



# Population of the United Arab Emirates Reachable by Social Media

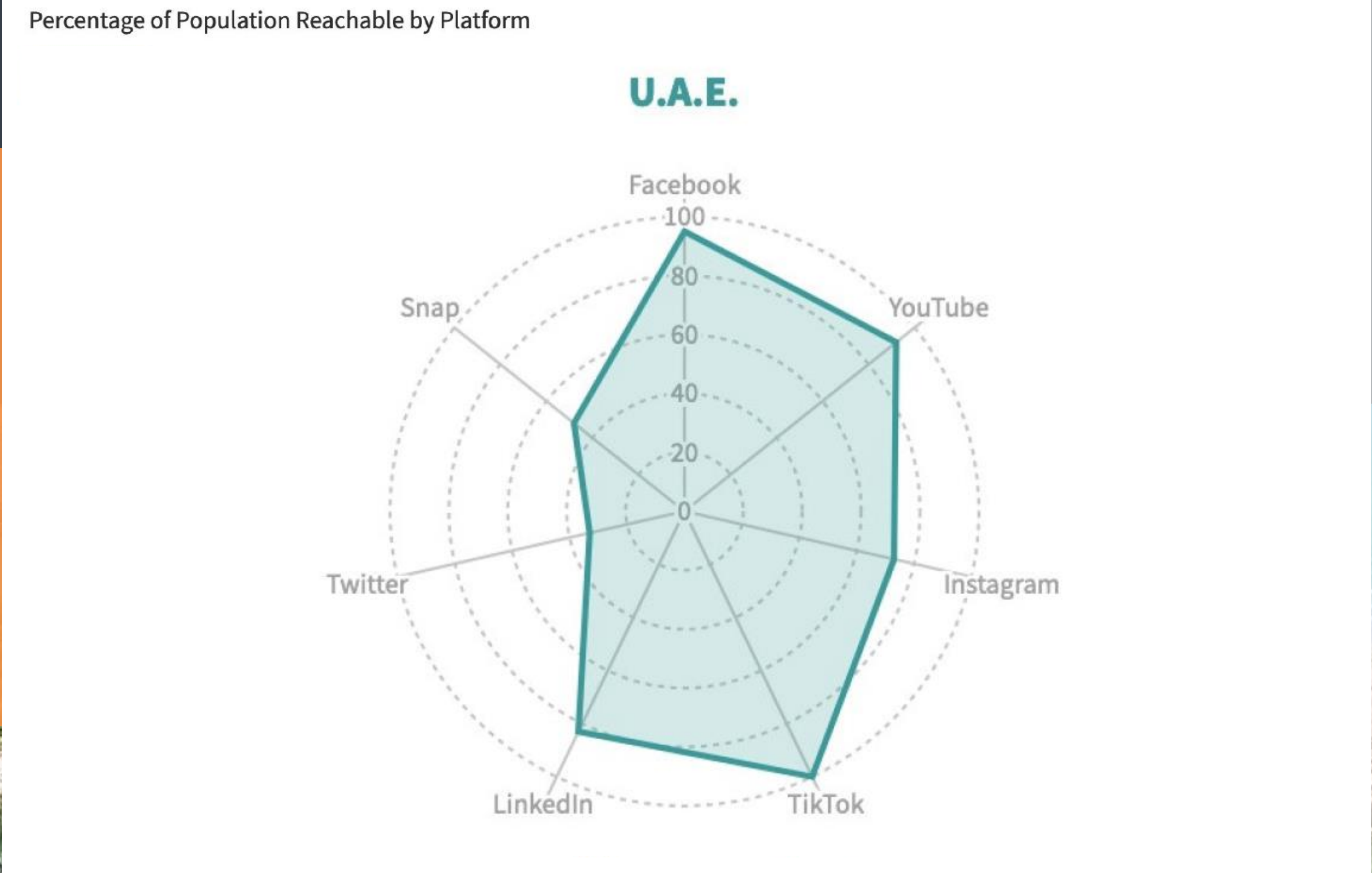
**United Arab Emirates**

**TikTok is the #1 Platform in UAE**

Followed by:

- Facebook
- YouTube
- LinkedIn
- Instagram
- Snapchat
- X (Twitter)

Interactive Advertising Bureau MENA - [IAB MENA](#)



# What About Ads

Have you ever clicked on an Ad?



**93.6%** Answered YES

Have you ever made a purchase after clicking on an Ad?



**58%** Answered YES

Have you ever looked up more info after seeing an Ad?



**81.8%** Answered YES

# Ras Al Khaimah Art Festival

The **RAK Art Festival** is a vibrant cultural event that celebrates the rich artistic heritage of Ras Al Khaimah.

It brings together local and international artists to showcase a diverse array of art forms, including visual arts, performances, and installations. The festival aims to promote creativity, inspire cultural exchange, and position Ras Al Khaimah as a dynamic hub for the arts in the UAE.

The RAK Art Festival highlights the region's unique artistic talent while fostering community participation.



Showcasing the talent of more than 100 local and international artists from over 35 different nationalities

# RAK Art Documentary Case Study



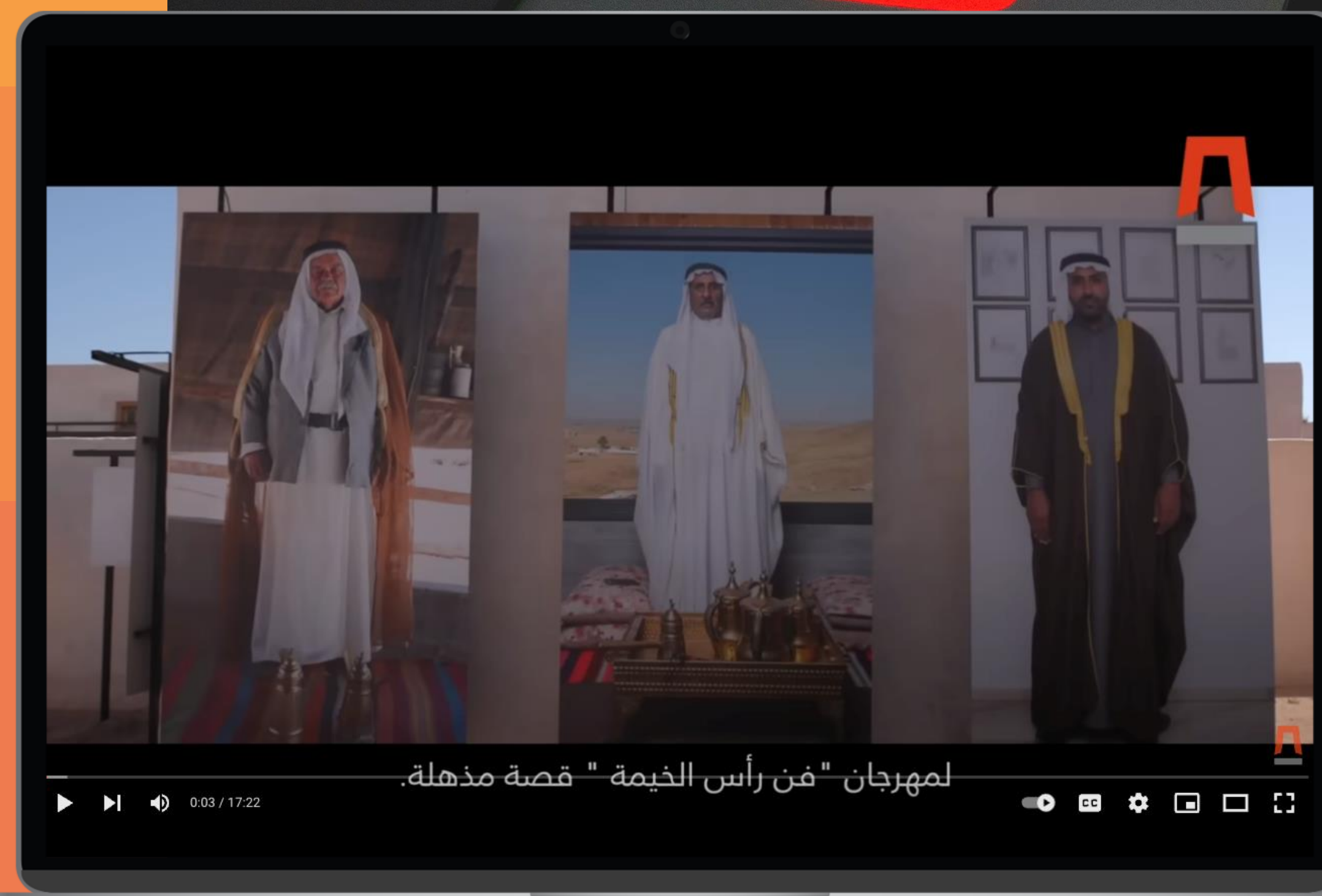
**Objective:** Raise Awareness about Ras Al Khaimah Contemporary Culture and Life.



**Target Audience:** Local (70%), Regional (20%), International (10%).



**Budget:** We spent 68,000 AED (all inclusive)



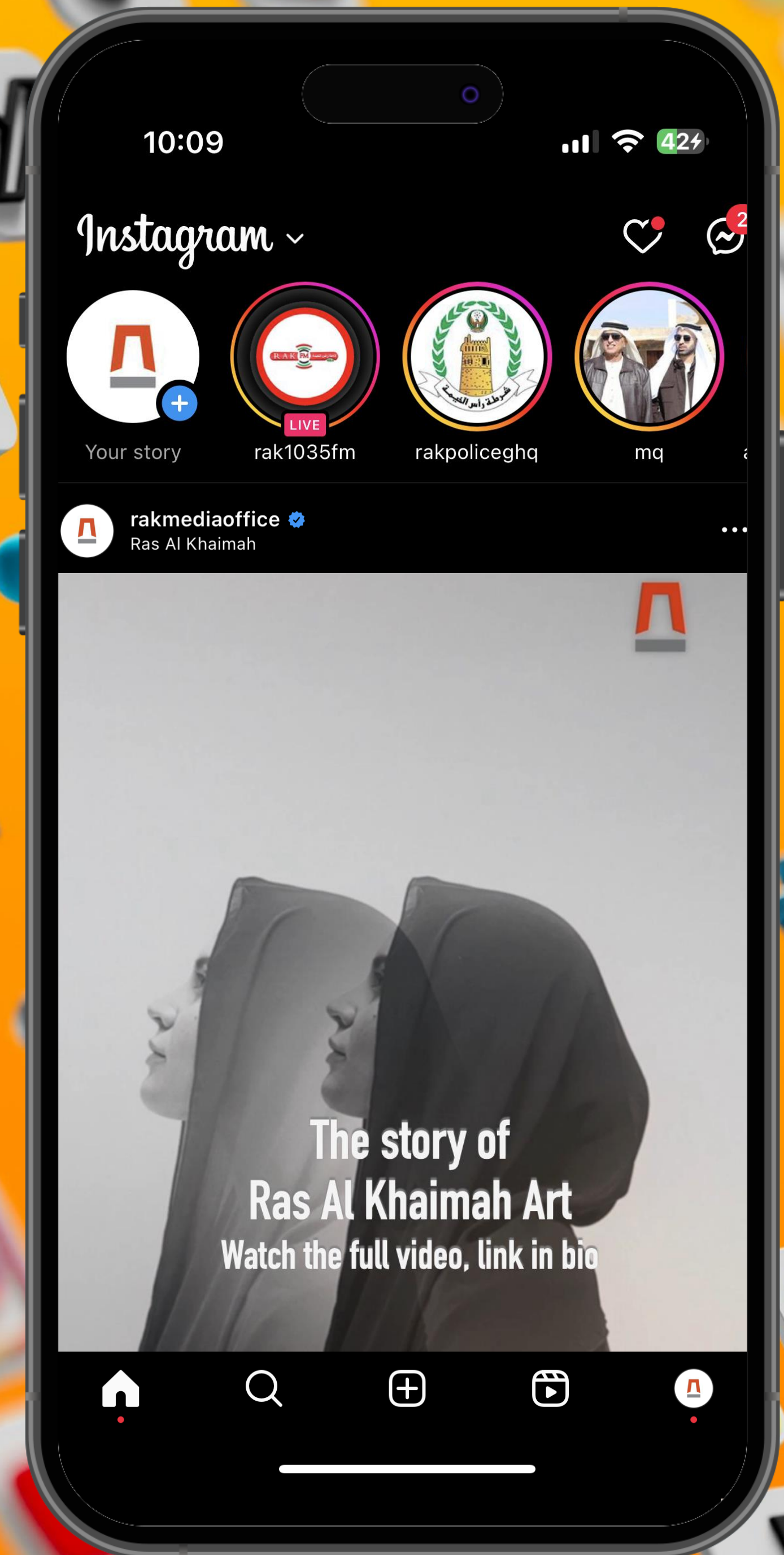
# The Role of Short-Form Videos – Grabbing Attention

## Goals:

- Short video content to capture immediate interest
- Simple and clear story
- Drive traffic to the 17 minute documentary

## Distribution:

- Shared organically on social media
- Used social media technique (Dynamic Captions)
- Used social media technique (Clear call to Action)
- Used social media technique (Intriguing Thumbnail)



# Advertising Strategy Used

## Platforms

- Instagram
- TikTok
- LinkedIn
- YouTube

## Products

- Targeting Custom Audience
- Look-a-likes
- Retargeting audience with high frequency

# Learnings

## Tailoring content to user behavior

- Short for Instagram, LinkedIn, TikTok
- Long-form for YouTube

## Short video captured immediate interest

- Mobile-first video drove organic reach up by 47%
- Leading to 533,000 additional organic views.

## Long-form content built deeper connections

- Storytelling deepened engagement
- Achieved over 182,000 views
- 15% Completion Rate - Industry Average is 4%

## Effective paid ads to exceed benchmarks

- Focusing on smaller, high-frequency audiences helped achieve over 1.1 million paid views, **doubling** the original view goal.

# Overall Results

Total views across all channels:	1,672,270
Total paid view:	1,138,917
Total organic view:	533,353
Total views on documentary:	182,002
Total documentary full viewing:	27,300



# Overall Results

- Our estimated goal was 570,000 views
- Results from ads was **double the estimated number**
- Total results was **293% the goal** estimated



# Final Thoughts

**Story is a sense  
making device**

**Adapt to  
behavior and  
tailor your  
content**

**Specific  
Audience and  
high frequency**

**Visit the next  
RAK Art - You  
will enjoy it**

See for yourself



Short Video



Documentary



RAKGMO Website

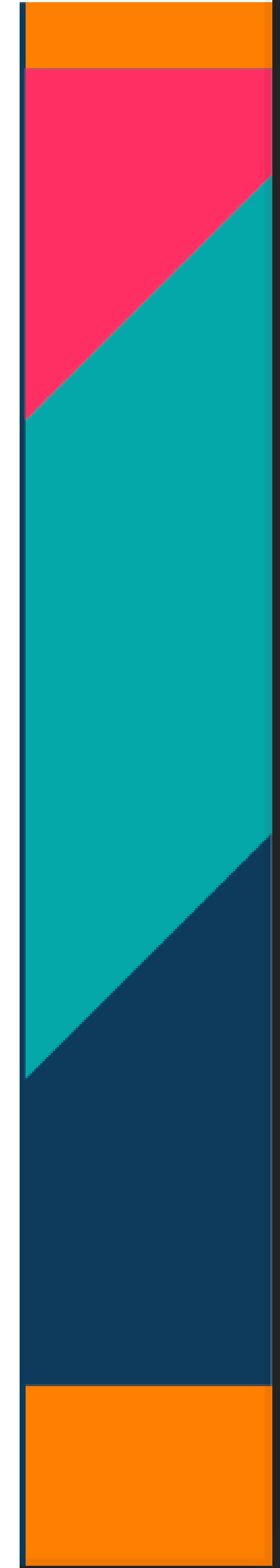


Diya's Website



Thank you.

# Q&A





# Social Media for Business: A Comprehensive Guide

Welcome to our comprehensive guide on leveraging social media for business success. In today's digital age, social media has become an indispensable tool for brands to connect with their audience, increase visibility, and drive growth. This course will take you through the fundamentals of social media marketing, helping you develop effective strategies, create engaging content, and build a thriving online community. Whether you're new to social media or looking to enhance your existing skills, this guide will provide you with the knowledge and tools to excel in the dynamic world of social media marketing.

 **by nour reda**

# Today's Story Teller

Dr. Nour El-Deen El-Serougy was awarded the title of "Eagle of Real Estate" for his active role in Egypt's and GCC 2030 real estate vision as well as his international efforts building the bridges of collaboration and trust.

He is a serial entrepreneur, an Associate Professor, PhD in marketing and digital transformation specializing in the real estate industry and real estate marketing ( AUC – American University In Cairo & MSA Modern Science and Arts University – Greenwich University association ).

He is also a member of the FIABCI Emirates Chapter, member the American Marketing Association and the Arab Marketing Association, Member of the Global Ambassadors of Sustainability GAoS.



# Understanding Social Media for Business

1

## Brand Visibility

Social media platforms offer unprecedented opportunities for businesses to increase their brand visibility and reach a global audience.

2

## Customer Engagement

These platforms enable direct interaction with customers, fostering relationships and building brand loyalty through meaningful conversations.

3

## Business Growth

By leveraging social media effectively, businesses can drive traffic, generate leads, and ultimately boost their bottom line.



# Personal vs. Business Accounts

## Personal Accounts

Designed for individual use, personal accounts have limited features for business growth.

## Business Accounts

Offer advanced features like analytics, ad tools, and extended reach, essential for professional brand management.

## Key Differences

Business accounts provide insights, promotional tools, and enhanced visibility crucial for marketing success.

# Overview of Social Media Platforms

## 1 Instagram

Best for visual storytelling, B2C marketing, and lifestyle brands. Ideal for businesses with strong visual content.

## 2 Facebook

Effective for community building and reaching diverse audiences. Offers robust advertising options for businesses of all sizes.

## 3 LinkedIn

Ideal for B2B marketing, professional networking, and establishing thought leadership in your industry.

## 4 TikTok

Powerful for viral marketing and reaching younger demographics. Great for creative, entertaining content.





# Aligning Social Media with Business Goals

## Establish Clear Objectives

Define measurable business goals such as increasing brand awareness, generating leads, or driving sales.

## Content Strategy Alignment

Ensure your social media content directly supports your business Key Performance Indicators (KPIs).

## Regular Performance Review

Consistently analyze your social media metrics to ensure they're contributing to your overall business objectives.

# Setting Business Goals for Social Media

1

## Specific

Clearly define what you want to achieve with your social media efforts.

2

## Measurable

Establish concrete criteria for measuring progress towards your goals.

3

## Achievable

Set realistic and attainable goals within your resources and constraints.

4

## Relevant

Ensure your social media goals align with your broader business objectives.

5

## Time-bound

Set a clear timeframe for achieving your goals to maintain focus and urgency.

# Understanding Your Audience

## Demographic Research

- Age
- Gender
- Income
- Location

## Psychographic Analysis

- Interests
- Lifestyle
- Values

## Social Media Behaviors

- Preferred platforms
- Usage patterns
- Engagement habits

# Content Strategy Development

1

## Define Content Pillars

Establish key themes that align with your brand message and resonate with your audience.

2

## Create Posting Schedule

Develop a consistent posting schedule to maintain regular engagement with your followers.

3

## Balance Content Types

Mix promotional content with value-driven posts to keep your audience engaged and interested.

4

## Analyze and Optimize

Regularly review performance metrics and adjust your strategy based on insights gained.





# Social Media Analytics and KPIs

Metric	Description	Importance
Engagement Rate	Measures audience interaction with your content	High
Reach	Number of unique users who saw your content	Medium
Impressions	Total number of times your content was displayed	Medium
Conversions	Actions taken by users (e.g., sign-ups, purchases)	High

# Types of Content for Social Media



## Visual Content

Images, infographics, and short videos that capture attention and convey information quickly.



## Interactive Content

Polls, quizzes, and user-generated content that encourage audience participation and engagement.



## Long-form Content

Webinars, live streams, and in-depth tutorials that provide comprehensive information and value to your audience.





# Best Practices for Visual Storytelling

## 1 Brand Consistency

Maintain consistent use of colors, fonts, and tone across all visual content to reinforce brand identity.

## 3 Professional Tools

Utilize design tools like Canva or Adobe Spark to create high-quality, professional-looking visuals for your posts.

## 2 Emotional Appeal

Use visuals that evoke emotion and inspire action, creating a deeper connection with your audience.

## 4 Storytelling Elements

Incorporate narrative elements in your visuals to create a compelling story that resonates with your audience.



# Writing Engaging Captions and CTAs

## Concise and Impactful

Craft short, attention-grabbing captions that convey your message quickly and effectively.

## Compelling CTAs

Use strong, action-oriented language in your calls-to-action to encourage user engagement and conversions.

## Strategic Hashtags

Incorporate relevant hashtags to increase the visibility of your posts and reach a wider audience.

## Audience-Focused

Tailor your captions to resonate with your target audience, addressing their interests and pain points.

# Tools for Content Creation and Scheduling

## Content Creation Tools

- Canva
- Visme
- InShot for videos

## Scheduling Tools

- Buffer
- Hootsuite
- Later

## Content Calendar Strategies

Plan ahead to maintain consistency and align content with marketing objectives and seasonal trends.

# Introduction to Social Media Advertising

1

## Benefits of Paid Advertising

Extended reach and highly targeted ads to reach your ideal audience effectively.

2

## Platform Overview

Explore advertising options on Facebook Ads, Instagram Ads, and LinkedIn Ads.

3

## Budget and Bidding

Learn to set appropriate budgets and implement effective bidding strategies for your campaigns.





# Audience Targeting and Segmentation

1

## Custom Audiences

Create targeted audiences based on behavior, interests, and demographics.

2

## Retargeting Strategies

Implement retargeting campaigns for users who have engaged with your content or visited your site.

3

## A/B Testing

Conduct A/B tests on your ads to optimize performance and improve targeting accuracy.



# Working with Influencers

## Identify Right Influencers

Research and select influencers whose audience and values align with your brand.

## Collaboration Structures

Develop effective collaboration strategies such as giveaways and product endorsements.

## Performance Tracking

Monitor influencer campaign performance through engagement rates and reach metrics.



# Running Promotions and Giveaways

## 1 Best Practices

Implement effective strategies for running contests and giveaways that boost engagement and followers.

## 2 Ethical Considerations

Ensure your promotions comply with platform rules and ethical guidelines for social media marketing.

## 3 Limited-Time Offers

Create a sense of urgency and excitement around product launches or events through time-sensitive promotions.



# Best Practices for Community Management



## Consistent Engagement

Regularly interact with followers to build relationships and foster a sense of community.



## Discussion Spaces

Create and manage dedicated spaces like Facebook Groups or LinkedIn Groups for community interaction.



## Trust Building

Provide consistent value through regular updates and transparent communication to build trust with your audience.

# Interactive Features for Engagement

Platform	Feature	Best Use
Instagram	Stories, Reels, Polls	Quick engagement, behind-the-scenes content
Facebook	Live streams, Watch parties	Real-time interaction, community building
LinkedIn	Pulse articles	Thought leadership, industry insights



# Building Long-Term Relationships with Your Audience

## Foster Brand Loyalty

Engage with your audience through personalized communication and consistent value delivery.

## Reward Top Members

Offer exclusive content or promotions to your most engaged community members.

## Create Brand Community

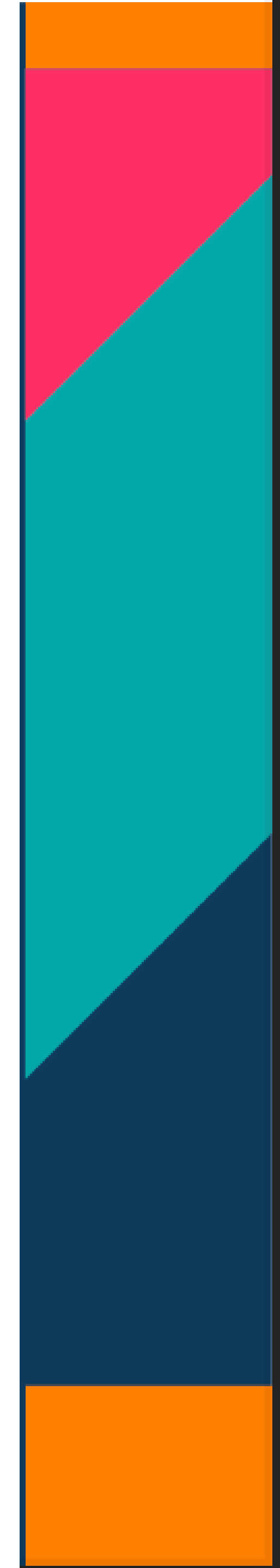
Develop a sense of belonging around your brand through shared values and experiences.

## Continuous Improvement

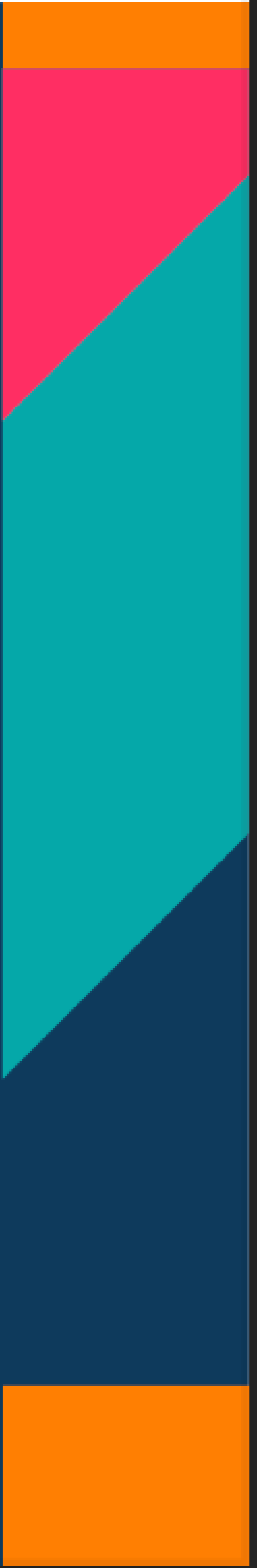
Regularly seek feedback and adapt your strategies to meet evolving audience needs.



# Survey



# Q&A



# GROWTH SERIES



# THANK YOU