



# GROWTH SERIES



## MAXIMISING MARKETING IMPACT WITH MINIMAL SPEND

# WELCOME





Ian Hunt  
Chief Customer Officer  
RAKEZ





Mark Hamill  
CEO  
ARCET Global



**ARCET GLOBAL**



# THIS EVENT IS ABOUT YOU!



# AGENDA

- 09:30 Welcome and Networking
- 10:00 Welcome Note by Ian Hunt, Chief Customer Experience, RAKEZ
- 10:05 Introduction by Mark Hamill, CEO of ARCET Global
- 10:10 Growing my business through content – David Singleton, Founder, Oraculi
- 10:35 Practical tools to maximise marketing with minimal spend – Anas Almarie, Founder, Social Station
- 11:00 Networking
- 11:30 End of Programme



# ALL EVENTS ON COMPASS WEBSITE

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

**ATTEND, EARN, WIN!**

Each time you attend a RAKEZ Growth Series event, you earn a virtual raffle ticket. The more events you attend, the more chances you have to win incredible prizes at the end of the year!



A screenshot of the Compass website's 'UPCOMING EVENTS' page. The page features a header with the Compass logo and navigation links: 'Explore', 'Events &amp; Networking', 'Community', 'Contact Us', and 'Offers'. Below the header, the title 'UPCOMING EVENTS' is displayed. The main content area contains six event cards arranged in a 2x3 grid. Each card includes a date, event title, time, location, and an 'EVENT DETAILS' button. The events are: 1. Feb 19, 2025: 'MAXIMISING MARKETING IMPACT WITH MINIMAL SPEND'. 2. Mar 07, 2025: 'INTERNATIONAL WOMEN'S DAY AT COMPASS!'. 3. Mar 19, 2025: 'CLOSING THE DEAL: PROVEN SALES TECHNIQUES TO DRIVE GROWTH'. 4. Jun 13, 2025: 'CELEBRATE WELLNESS DAY AT COMPASS!'. 5. Aug 28, 2025: 'CELEBRATE EMIRATI WOMEN'S DAY AT COMPASS!'. 6. Oct 03, 2025: 'CELEBRATE WORLD SMILE DAY @ COMPASS!'. The page also features a 'GROWTH SERIES' logo in the top left corner of the event cards.

# NEXT EVENTS

19 MARCH 2025

Event 3: Closing the deal:  
Proven sales techniques to  
drive growth

16 APRIL 2025

Event 4: Mastering Financial  
Management: Smart Money  
Strategies for SMEs





# GROWTH SERIES



# MAXIMISING MARKETING IMPACT WITH MINIMAL SPEND

# TODAY'S SPEAKERS



David Singleton  
Founder, Oraculi



Anas Almarie  
Founder, Social Station





---

# From the Global Boardroom to Entrepreneurship

From 'Coach Leader', to 'Leader as Coach'

*David Singleton,  
Transformational Growth Coach and  
Business Advisor*

# Maximising marketing impact with minimal spend

ōrāculī



- ✓ I planned my transition
- ✓ I built my network over many years - *I meet or reconnect with five new people a week*
- ✓ I work with coaches, mentors and inspiring leaders
- ✓ I created my own 'power tool' - *with the inspiration of leaders I've worked with, my network and from the genius work of others.*
- ✓ I found my purpose - *When you find your purpose, you have clarity, with clarity you have strength, with strength you have the courage to to anything.*
- ✓ I collaborate, I evolve, I never forget what got me here.
- ✓ LinkedIn is my billboard

'no' spend



# I planned my 'transition' over two years

I knew what I wanted to do - purpose



ōrāculī

# Global Boardroom to Entrepreneurship

From 'Coach Leader', to 'Leader as Coach'

## ōrāculī

### **Transformational Growth Coach**

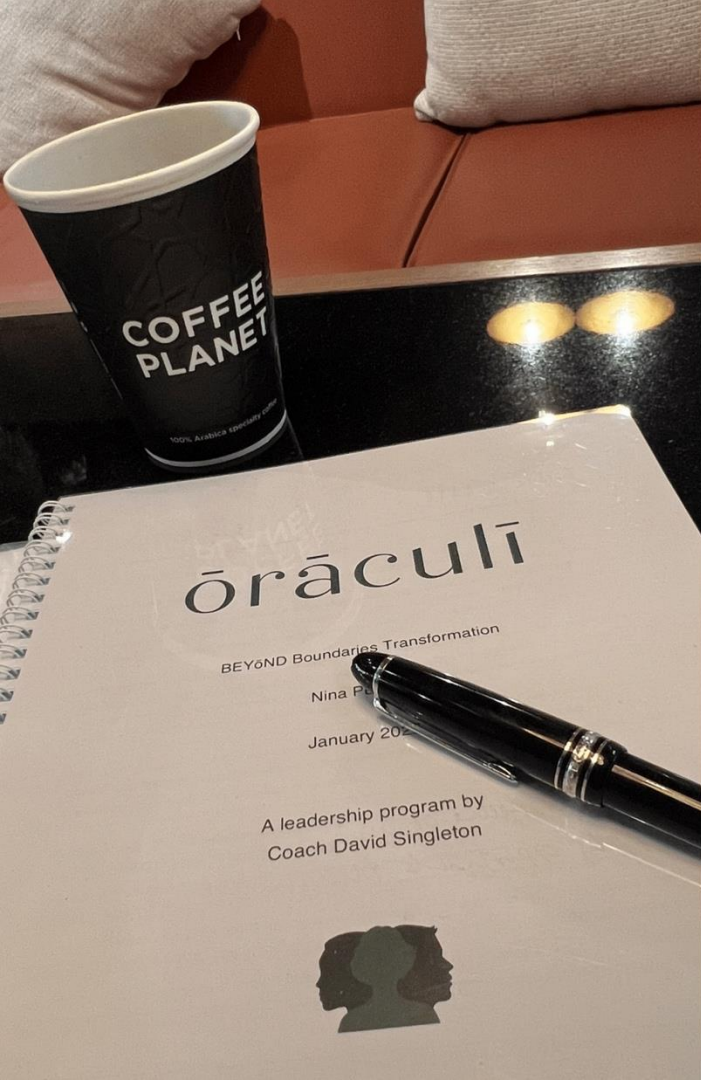
I work with leaders, teams and brands on the organisational, cultural and leadership transformation with my BEYOND Boundaries programs

### **Non Executive Board Roles**

I work with boards from tech to F&B as the expert 'third eye', advising on growth and organisational strategy

### **Business Advisor**

I advise brands and organisations on their growth strategy, brand development and market entry strategy, globally from or inbound to the ME



# ōrāculī

**'Mentorship'  
is at the heart of  
everything we do.**

*'to mentor' transformation comes from growth,  
guidance, and a clear, authentic purpose.*

*"When you find your purpose, you have clarity,  
with clarity you have strength, with strength you  
have the courage to to anything".*

# I built my network – over years

I meet or reconnect with five new people – a week



# I built my network – over years

I meet or reconnect with five new people – a week

- I have no meetings (ordinarily) before 10am – up at 5(ish), exercise, plan, prepare
- I send a message to someone every morning who I haven't been in touch with for a while
- I chose to be 'industry agnostic', not 'all things to all men', but expert in growth
- I'm going to have coffee, so I might as well have it with someone
- I closed my office
- I meet people now who reach out, I don't waste my time.
- In meet to learn, to listen and offer help where I can.
- I post some of the time, not all of the time. Consistency and quality is important.
- I was a Board member of the British Chamber of Commerce for 4 years, still a member
- My network is my currency – people know they can come to me and I will either know who they need, or know someone who can.

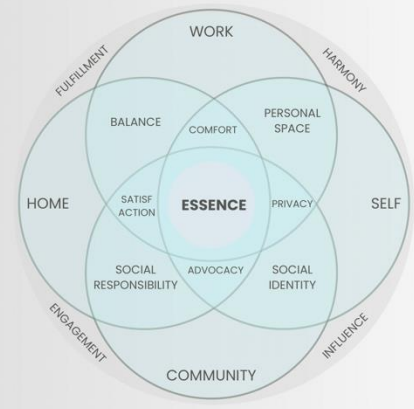
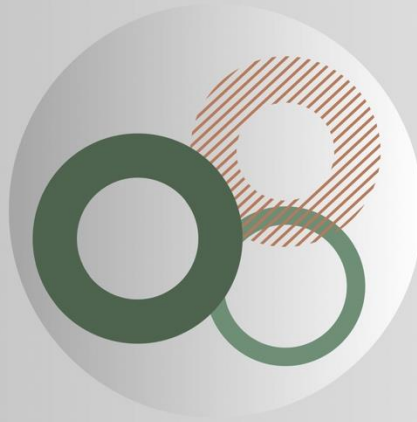
# I built my network – over years

I meet or reconnect with five new people – a week

- I have no meetings (ordinarily) before 10am – up at 5(ish), exercise, plan, prepare
- I send a message to someone every morning who I haven't been in touch with for a while
- I chose to be 'industry agnostic', not 'all things to all men', but expert in growth
- I'm going to have coffee, so I might as well have it with someone
- I closed my office
- I meet people now who reach out, I don't waste my time.
- In meet to learn, to listen and offer help where I can.
- I post some of the time, not all of the time. Consistency and quality is important.
- I was a Board member of the British Chamber of Commerce for 4 years, still a member
- My network is my currency – people know they can come to me and I will either know who they need, or know someone who can.

I built my 'power tool'  
my 'point of difference'

ōrāculī



# I built my 'power tool'

my 'point of difference'

# ōrāculī



- I didn't want what everyone else was doing
- My work is from the inspiration of who I've worked with, what I've read, and learned over my career.
- I am focused on growth and converting what I have done over my entire career
- I wanted it be authentically me
- I translated my passion (not evangelical causes) into currency
- I continue to evolve my work, it gets deeper, richer and better the more I work with it

# The Essence Model

Your Essence is shaped by the intersection of Work, Home, Self, and Community the four key domains of life.

These domains do not exist in isolation; they overlap, influencing one another to create balance, identity, and fulfillment.

At the centre lies 'Essence' where clarity, confidence, and resilience align.

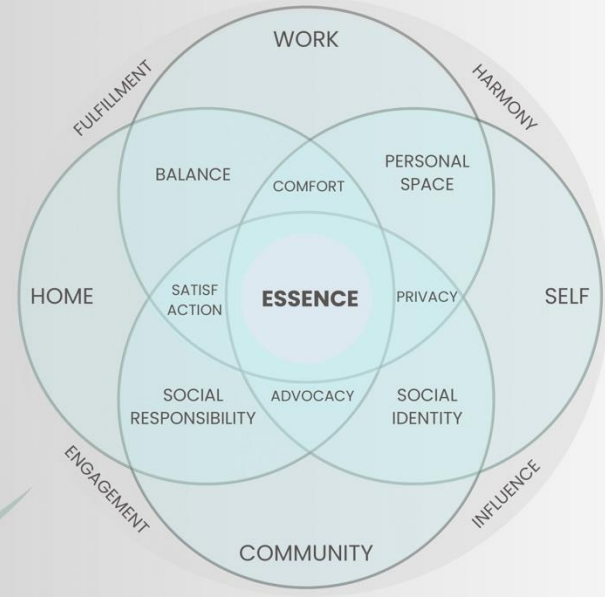
Balance → Work & Home

Personal Space → Work & Self

Social Identity → Self & Community

Social Responsibility → Home & Community

The deeper these connections, the stronger the foundation for growth, authenticity, and impact.



# ōrāculī

## STEPS OF TRANSFORMATION



### **The Future Memory in the Now:**

If you can think it, you can write it. If you can write it, you can create it. Envision your powerful future in the present tense.

### **From a Journey to a Quest:**

Choose to move beyond movement for movement's sake – step forward with clear intent and authentic purpose.

### **From Mindset to Mindsight:**

Move with focused intention, with heightened awareness, intuition, emotional intelligence, and deliberate movement.

### **Build a Trusting Eco:**

Who will support you in this transformation? Identify the people, mentors, and spaces that hold you accountable and support you.

### **Rituals:**

Nothing changes without consistent action. Introduce powerful rituals that support and sustain your transformation.

### **Introspection:**

BEYOND Boundaries requires deep introspection as well as action. Examine your thoughts, feelings, and motivations to align each step.

### **BEYOND Boundaries:**

Move beyond limitations and INTO comfort zones of strength, challenging oneself to grow, to take risks, and to expand beyond previous self-imposed boundaries.

### **The Power of the Pause and the Alchemy of Change:**

Step back to move forward. Transformation happens in the space between action. Pause, reflect, and shift from limiting beliefs to empowering ones.

# I Collaborate

I work with coaches, mentors and inspiring leaders




# LinkedIn is my billboard

## I post stories (about others) that resonate with others

**David Singleton** · You  
Inspire transformational growth and generational change through...  
View my services  
3mo · Edited · 🌐

Mohamed Al Fayed was one of the first leaders I met across our Boardroom table when I joined Al Tayer ten years ago. We had our same comfort seat positions, and every Thursday morning as a team ...more



👤 Nick Way and 152 others  
24 comments

👍 Like 💬 Comment 🔄 Repost 📄 Send

📊 9,227 impressions [View analytics](#)

**David Singleton** · You  
Inspire transformational growth and generational change through...  
View my services  
1yr · 🌐

Dubai has enjoyed a plethora of restaurant openings in the last quarter, probably over fifty new eateries have arrived from around the ...more




👤 with Rohit Sachdev and 2 others  
12 comments · 1 repost

👍 Like 💬 Comment 🔄 Repost 📄 Send

📊 17,774 impressions [View analytics](#)

**David Singleton** · You  
Inspire transformational growth and generational change through...  
View my services  
1yr · 🌐

This isn't one of those fitness peacocking posts from the weekend about how great it was but for bigger reason. Some take action when they read the signs of burn out, others ignore them and burn out. ...more




👤 MEVYDAN CULMAN  
13 February 2024  
9 comments

👍 Like 💬 Comment 🔄 Repost 📄 Send

📊 6,211 impressions [View analytics](#)

**David Singleton** · You  
Inspire transformational growth and generational change through...  
View my services  
8mo · Edited · 🌐

I'm happy to share that I'm starting a new position as Global Strategy Advisor at Amib. ...more



Starting a New Position

👤 166  
44 comments · 4 reposts

👍 Like 💬 Comment 🔄 Repost 📄 Send

📊 11,319 impressions [View analytics](#)

**David Singleton** · You  
Inspire transformational growth and generational change through...  
View my services  
1yr · 🌐

There are very few English Chefs in the UAE that have stood the test of time like Chef Nick Alvis. Likewise, there have been few really good English culinary destinations in the region too, until now. ...more




👤 77  
3 comments · 2 reposts

👍 Like 💬 Comment 🔄 Repost 📄 Send

📊 7,292 impressions [View analytics](#)

**David Singleton** · You  
Inspire transformational growth and generational change through...  
View my services  
1yr · Edited · 🌐

Two years to the day today, Hollie Singleton landed in Dubai after graduating in the UK to start her career. Georgina Woollams-Edwards was the first to call and the first to give her her PR wings as an ...more



👤 220  
19 comments

👍 Like 💬 Comment 🔄 Repost 📄 Send

📊 17,272 impressions [View analytics](#)

**David Singleton** · You  
Inspire transformational growth and generational change through...  
View my services  
1yr · Edited · 🌐

BEYOND Boundaries extends beyond the confines of the boardroom to dismantle limiting beliefs, build confidence, explore new horizons, and challenge conventional norms in order to achieve extraordinary ...more



👤 28  
2 comments · 5 reposts

👍 Like 💬 Comment 🔄 Repost 📄 Send

📊 6,041 impressions [View analytics](#)

**David Singleton** · You  
Inspire transformational growth and generational change through...  
View my services  
3mo · 🌐

There were (are) no shortage of suitors to bring Dishoom to the Middle East, in fact I was in the queue with an instruction by one of my most ambitious bosses of the time to do just that. It wasn't through ...more



👤 Joe Teixeira and 80 others  
3 comments · 2 reposts

👍 Like 💬 Comment 🔄 Repost 📄 Send

📊 7,403 impressions [View analytics](#)

**David Singleton** · You  
Inspire transformational growth and generational change through...  
View my services  
3mo · 🌐

When you've handed the opportunity to lead the market entry of one of the world's best loved and largest Mexican inspired brands to the Middle East you must be doing something right and when Dawn ...more



👤 Joe Teixeira and 80 others  
9 comments · 2 reposts

👍 Like 💬 Comment 🔄 Repost 📄 Send

📊 8,106 impressions [View analytics](#)

**David Singleton** · You  
Inspire transformational growth and generational change through...  
View my services  
1yr · 🌐

The Guild Dubai has been a masterpiece creation by Tom Arnel in the heart of Dubai. It's a courageous project, a tribute to the bustling brasseries of Europe and New York, a huge space beautifully ...more



👤 68  
4 comments · 2 reposts

👍 Like 💬 Comment 🔄 Repost 📄 Send

📊 5,826 impressions [View analytics](#)

# LinkedIn is my billboard

I post stories (normally about others) that resonate with my network



- I post authentically
- I use AI as my editor, not my scriptwriter
- I think about what I am posting
- I am consistent, I found a style that matched my work and personality
- Of course the cause is mine, but the stories/posts are mostly about others
- I am selective about when I post.
- I don't pretend to be expert
- I don't accept everyone, I want a high value network
- I (try to) connect with at least 20 new connections daily
- I keep my profile refreshed and updated
- I have lots still to learn

ōrāculī

Maximising marketing impact  
with minimal spend

'no' spend





# ōrāculī

**Join me!**



**050 149 1396**

**David@oraculi.co**



# GROWTHSERIES

Grow Your Business with  
Digital Marketing, Social Media, And AI

---

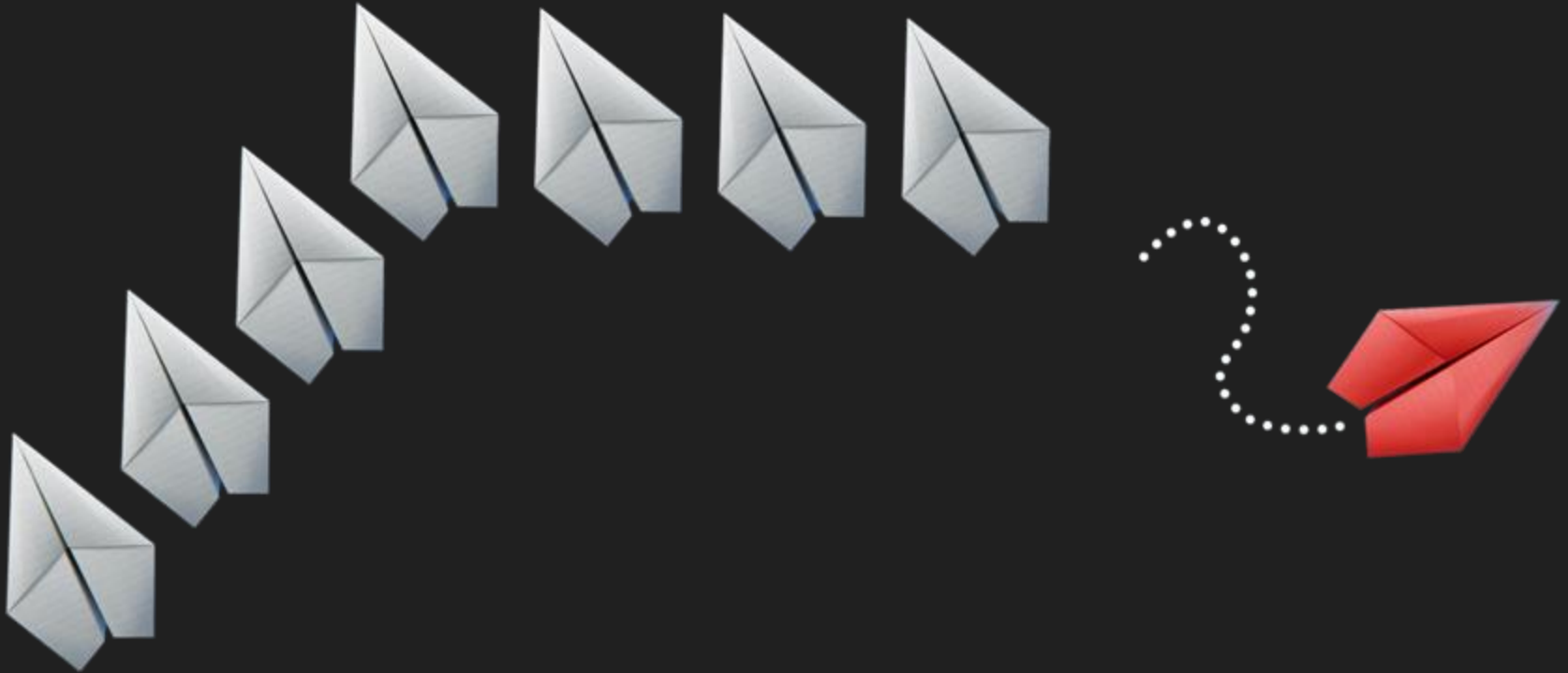
*with* ANAS ALMARIE



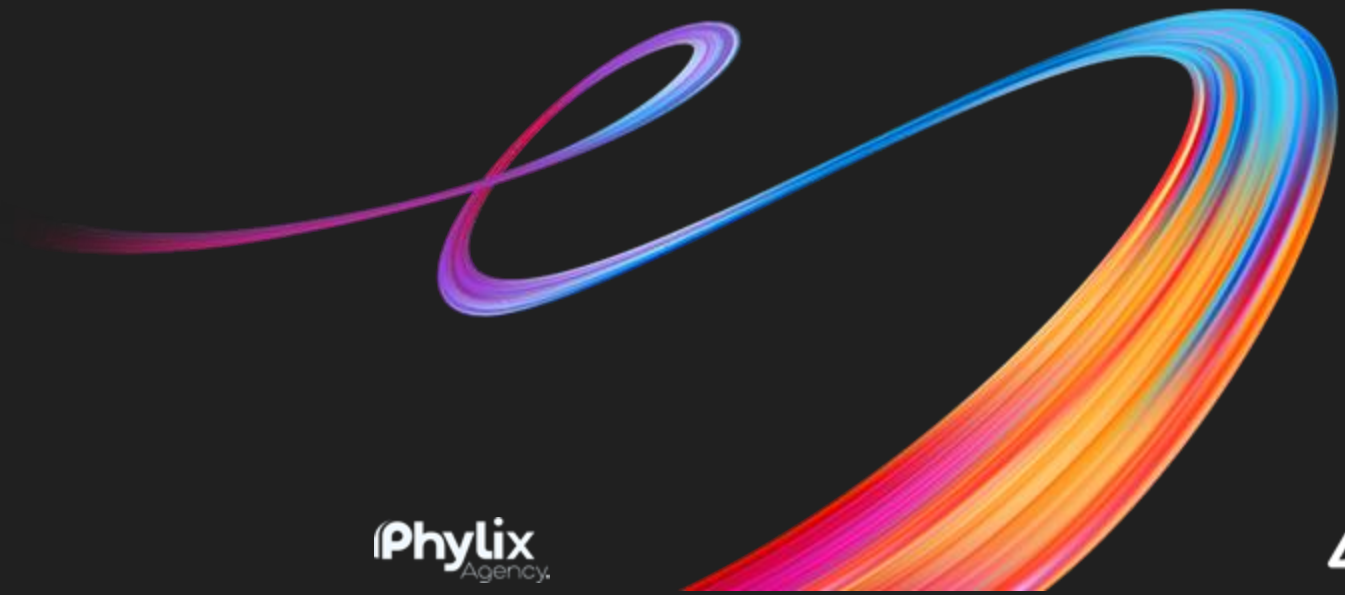
**Anas Almarie | أنس المرعي**

**I HELP ORGANISATIONS  
TO GROW DIGITALLY**

This session is dedicated for client side ~~not agency~~



# Knowledge Check 🧐



## Knowledge Check

What is the most used social media platform in the UAE AE?



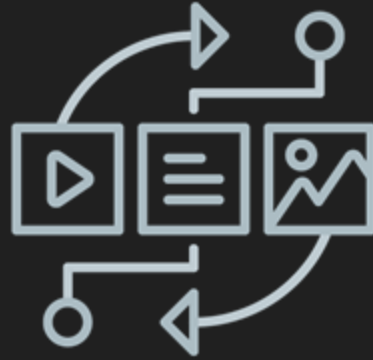
# GROWTHSERIES

Grow Your Business Using  
**Digital Marketing | Social Media | AI**

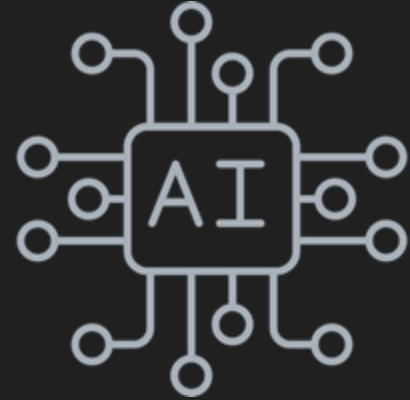
# Takeaways



1



2

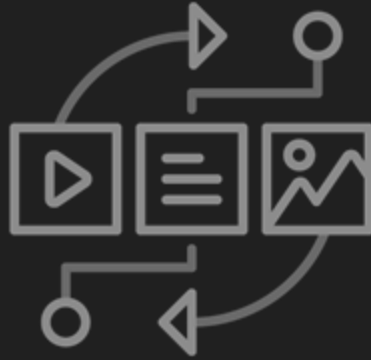


3

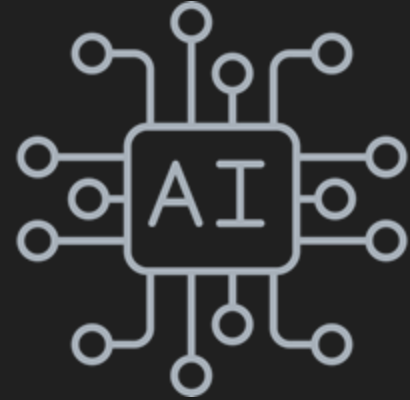
# Session Takeaways



1



2



3

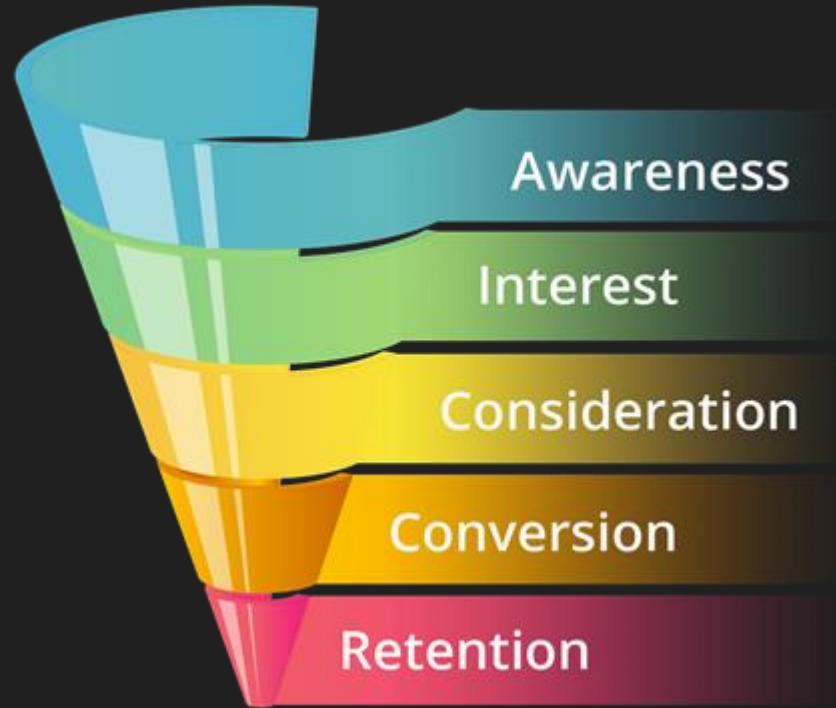
# Digital Marketing Strategy



# Marketing Funnel



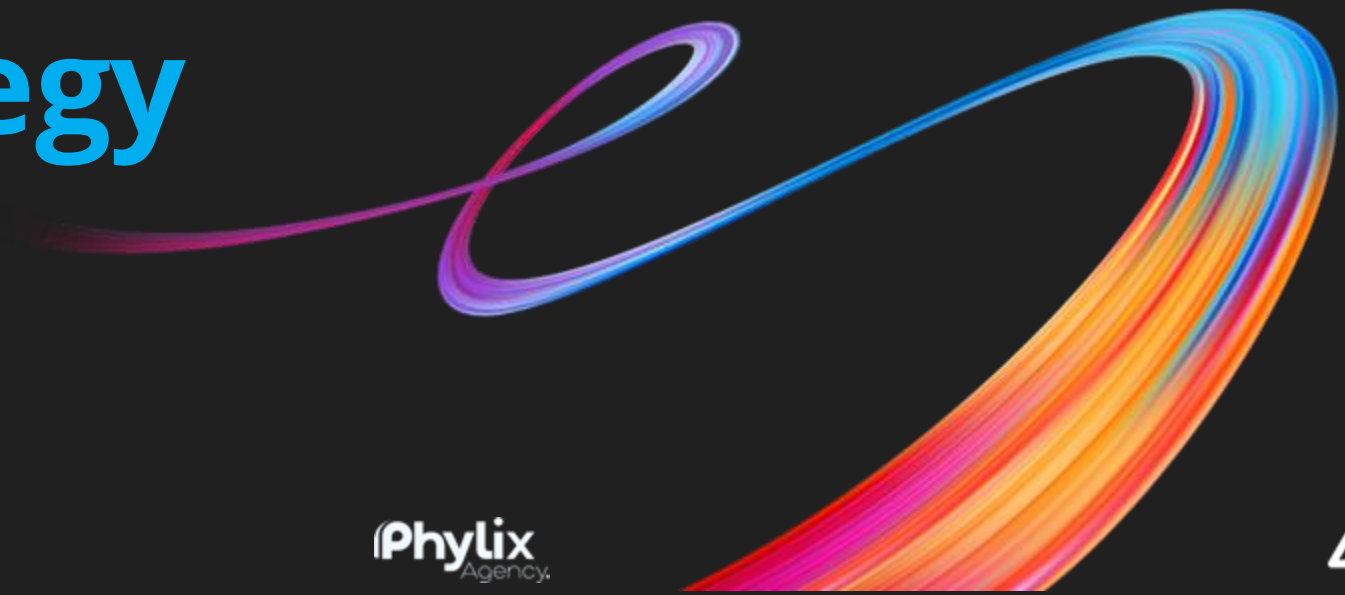
# Marketing Funnel



# Aligning Marketing Funnel with Marketing Channels



# Social Media Strategy



# Social Media Strategy



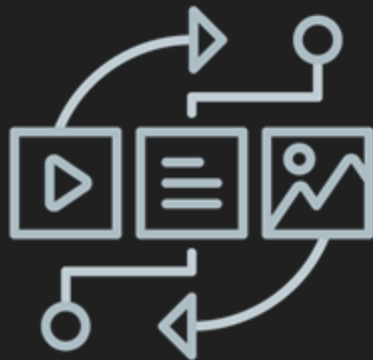
# Social Media Strategy



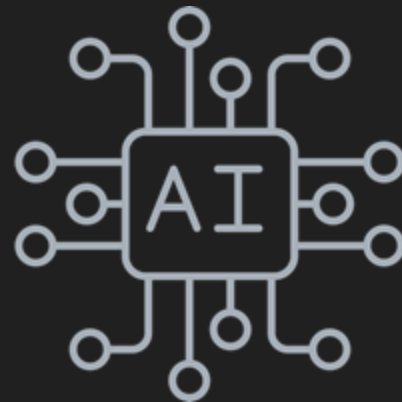
# Session Takeaways



1

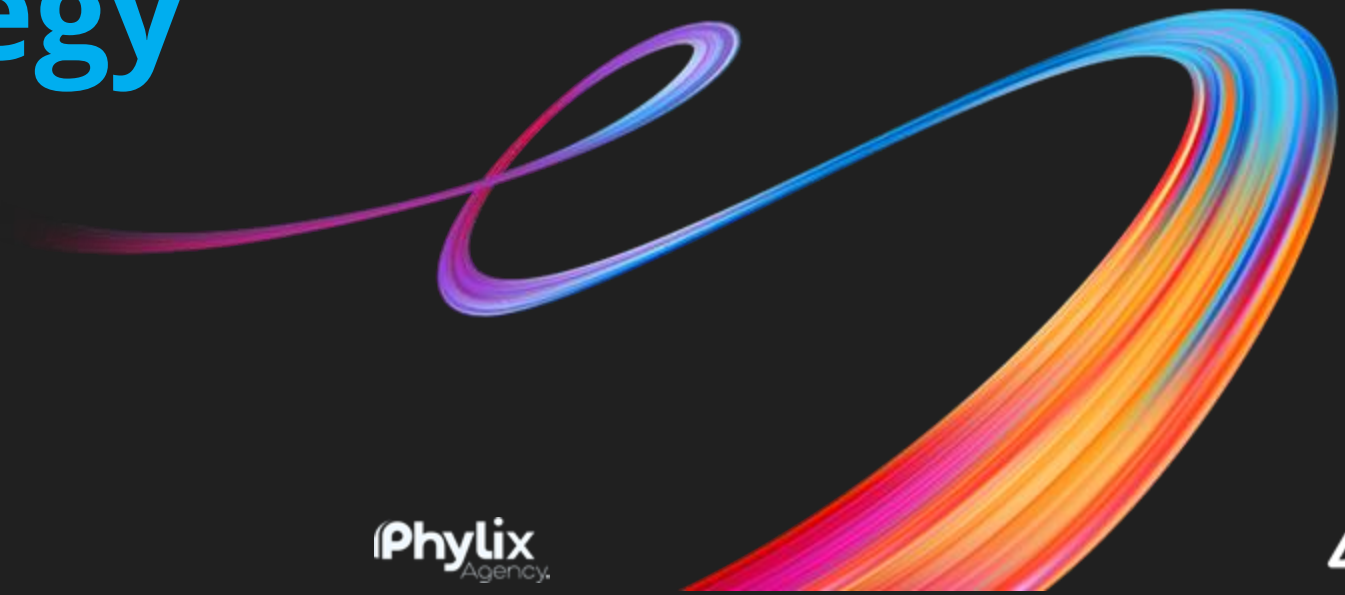


2



3

# Content Marketing Strategy



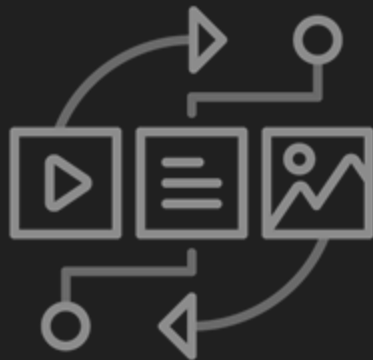
# The Content Wheel



# Takeaways



1

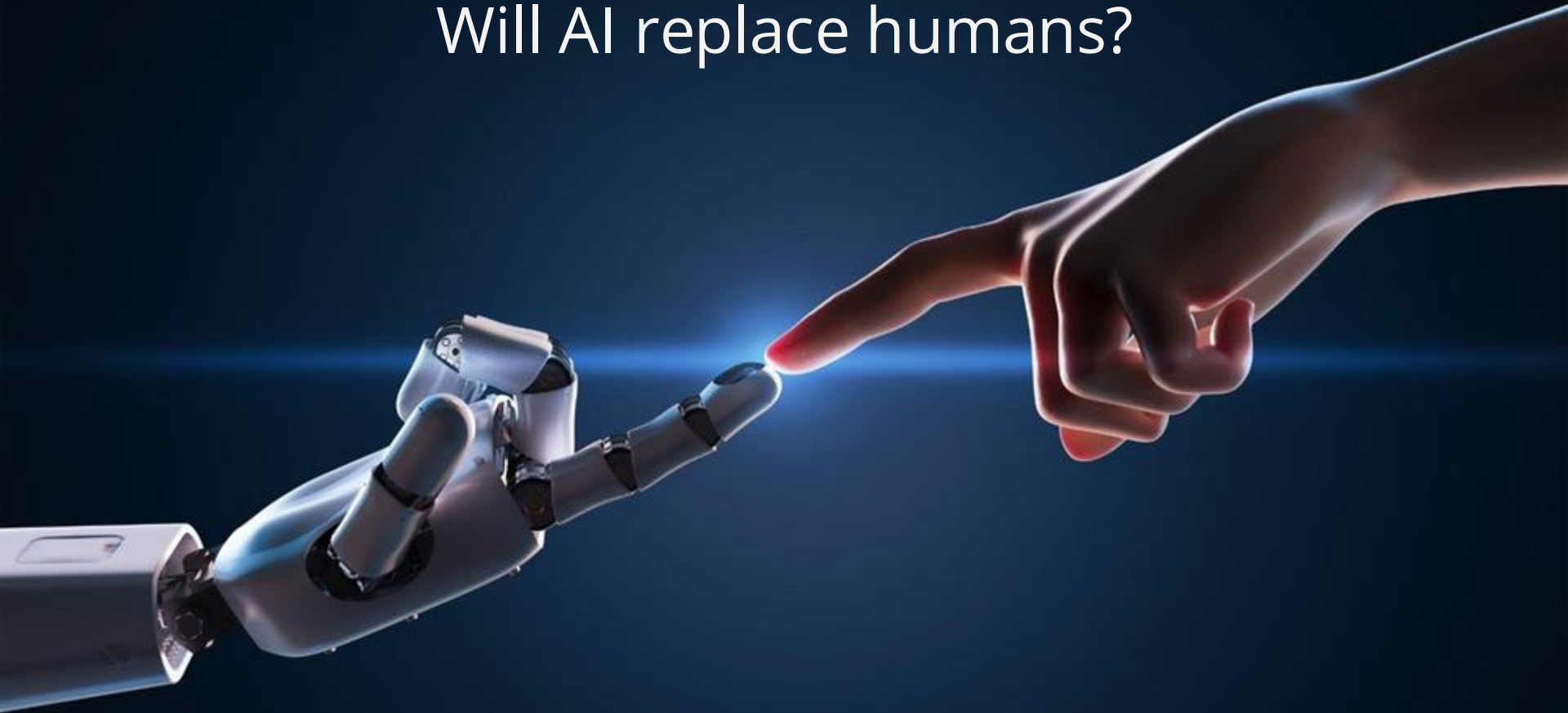


2



3

# Will AI replace humans?



**Humans will never be replaced by AI;**

**they'll be replaced by**

**Humans who adopted AI.**

## Knowledge Check

What is the most used social media platform in the UAE AE?



JAN  
2023

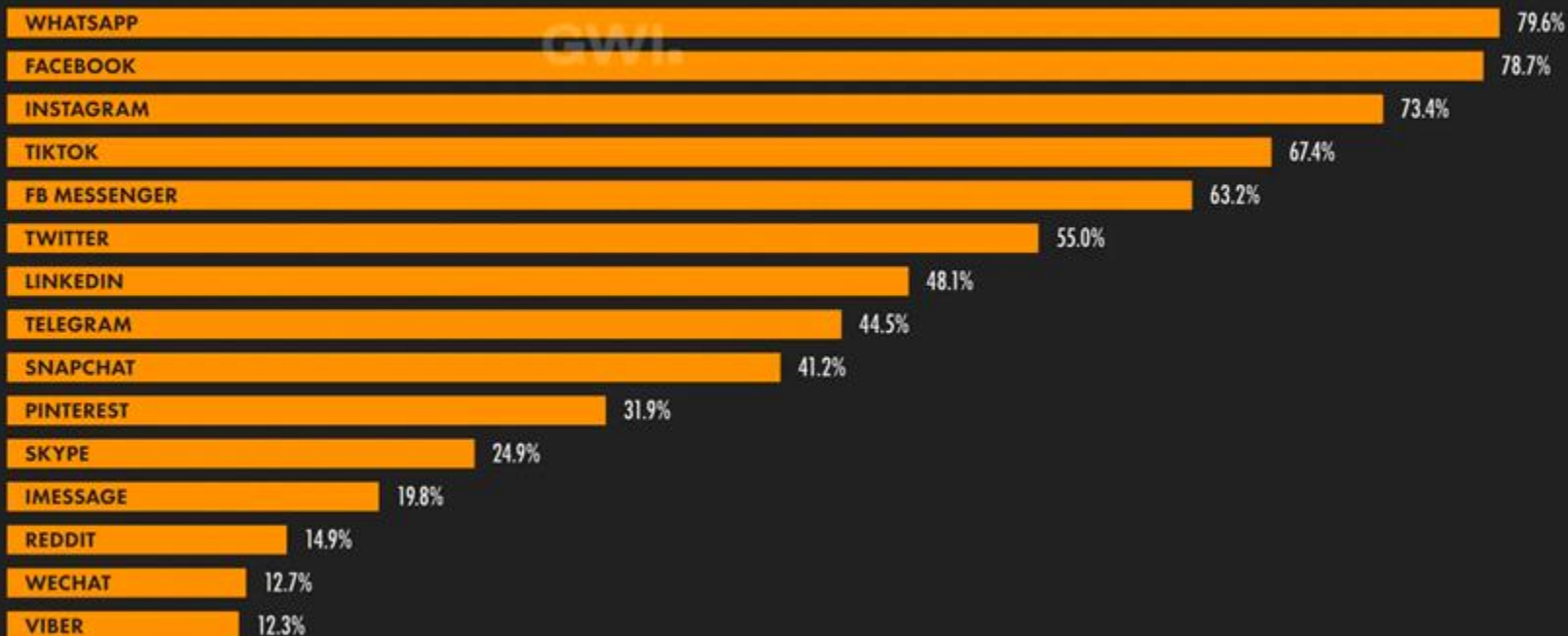
# MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

**NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



THE UNITED  
ARAB EMIRATES



57

**SOURCE:** GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](http://GWI.COM) FOR FULL DETAILS. **NOTE:** YOUTUBE IS **NOT** OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES **NOT** INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

we  
are  
social

Meltwater



# World's Digital Report



## DIGITAL 2023

### LOCAL COUNTRY HEADLINES REPORT

ESSENTIAL DATA FOR DIGITAL ADOPTION AND USE IN EVERY COUNTRY IN THE WORLD

we  
are  
social

Meltwater

<https://datareportal.com/global-digital-yearbook>

## Marketing



SOCIAL STATION  سوشیال ستیشن

## Brand Protection



ACROSOS

## Branding

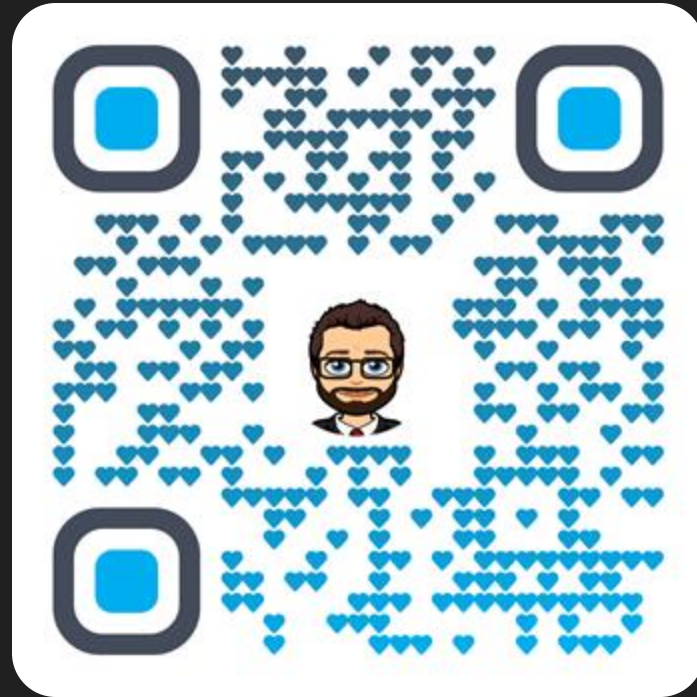


Phylix Agency.

Slides are available



# Let's Grow



# Survey



# GROWTH SERIES



# THANK YOU