Qatar MCIT

Marketing Proposal

Presented by

GETSiRCLES

Common Digital Skills Framework

Setup and Operation

- Design of Incentive Schemes for certified organizations
- Branding of Digital Common Skills Framework
- Regular Marketing Activities


رؤيــة قطــر
2030
Ever-smarter Qatar
4 YEARS
3 YEARS
TODAY


مستقبلنا... رقمي
Our Future... Goes Digital

Design of incentive schemes for certified organizations

Objective

Setting a national standard for the digital skills needed within the workforce and bridging the skill gap in a digital future, in alignment with the objectives of Qatar National Vision 2030, towards an ever-smarter Qatar

Initiatives

- Users will be divided based on their education and professional profiles initially and will be then required to undertake online testing to benchmark their skillset and their individual interests and will be presented with a roadmap to upskill in their chosen fields based on a preset of training programs that match their interest, chosen field and current skill set.
- Examples will vary from a basic skill set such as office tools to more advanced digital marketing, eCommerce store management, to very advanced topics such as data mining, Big Data, Artificial Intelligence, Marketing Automation, Customer Relationship Management (CRM), and so on.
- **Test Your Digital Skills** - an interactive form to test the digital skills of individuals and reward them with certificates of achievement with growth schemes e.g. Silver, Gold, Platinum - platinum rewarded individuals will be promoted to employers for example for priority hire.

METHODOLOGY

Qualitative Research: On-ground and Online Focus Groups

- Implement online and on-ground Focus Groups
  - A select set of representative groups will be formed and segmented in order to generate data.
  - Group Dynamics
  - Insights and Findings Generation
  - Online Survey and Questionnaire to select segments of the users.

Incentives

For Individuals

- An education allowance will be provided to encourage users to attend training sessions, take exams and participate in the initiative. A further leaderboard will be available on-ground and online displaying the top achievers and promoting them to employers.

For the Private Sector

- As a workplace to enable a digital workforce with the tools, software, and training required the organization will be incentivized to do this through various schemes.
- Invite-only participation to government tenders to organizations that achieved gold or platinum digital skills certifications
- Invite-only to dinners, galas, and trade-shows
- Access to in-person and online training provided by the digital skills framework committee
- Access to customized consultancy to perform gap analysis and draw a roadmap for execution

Incentives Continued

For Public Sector

- A **‘Future-Ready**’ Signage to be lit up on top of each organization, which completed the platinum certification with a digital counter, identifying the number of certified employees
- Overseas training in the EU and USA for organizations leaders to gain the ‘know-how’
- An annual award to be presented by MCIT senior officials and celebrated nationally and regionally.

For the Workplace

- In order for the digitally-enabled user to perform and thrive the workplace itself must be equipped with the best-in-breed tools and software. As such, another incentive to digitize the workplace to be ‘Future-Ready’ will be introduced to encourage organizations to take up digital transformation initiatives.

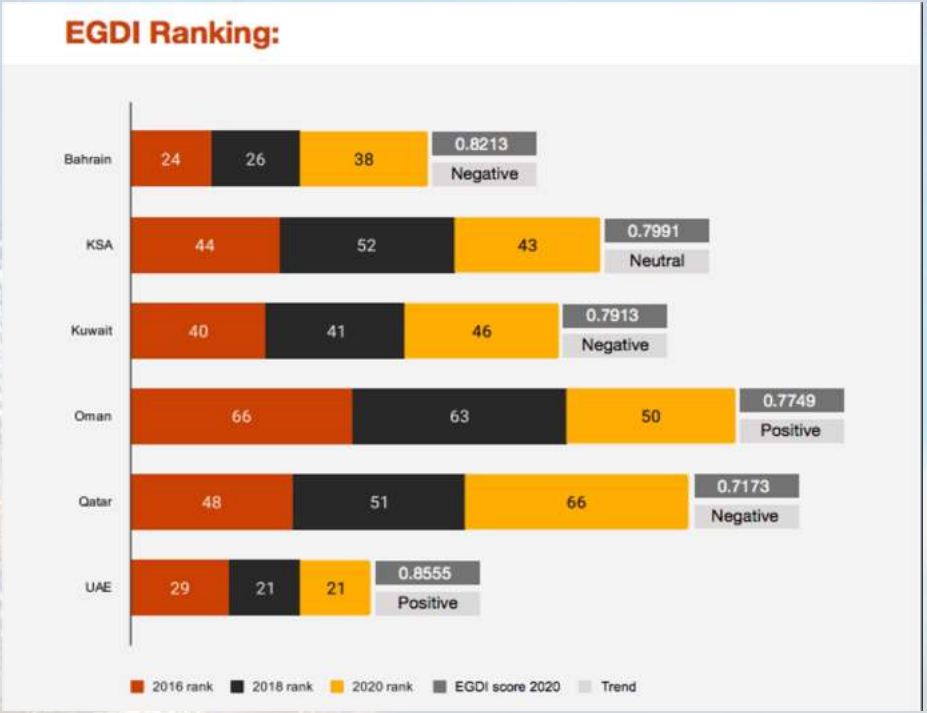
Incentives Continued

For Employees

- Training allowance
- On-ground and online leaderboard recognition
- Certification accredited by a credible, international authority
- Talent network for certified employees only
- Exclusive Training

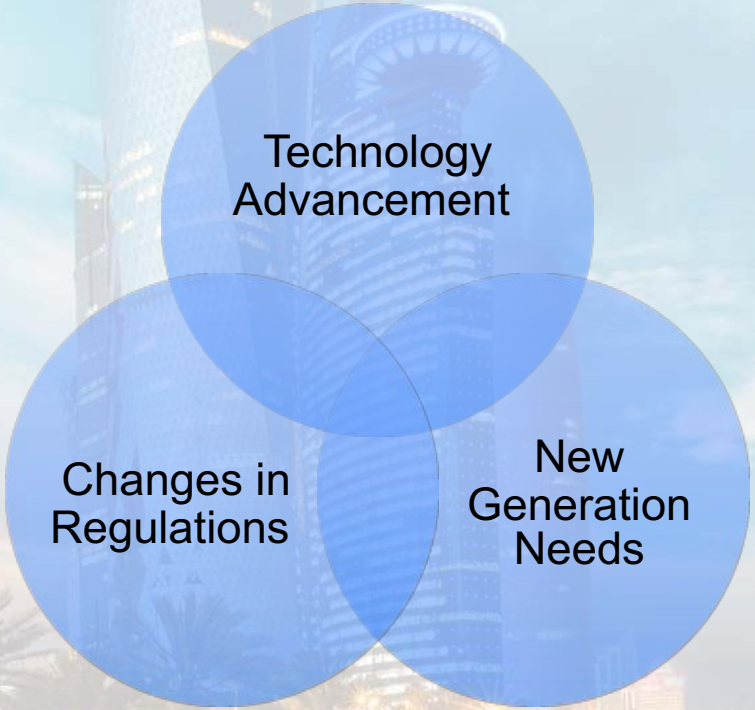
Extensive interviews, expert advisory and desk research

- Desk Research
- Business Chief Expert
- Advisory Interviews



* Source: PWC The Journey to Digital Government

Driving Forces



Benefits

Engage with key stakeholders to assess the motivation of organizations and employers in Qatar for skill development and provide a structured overview of how these motivation drivers can be addressed.

Benefits Cont. | Employees

Get a globally recognized certification

Improve your skill set for Qatar National Vision 2030 and improve their employability

As **a digitally-able** employee, you increase the potential for promotion and raise

Benefits Cont. | Employers

Shed the light on the importance of embracing the Common Digital Skills Framework by sharing industry and research key findings on this matter, for example, **McKinsey** (Ref) found that one of the main factors employees cited as a reason for quitting was that they didn't feel valued by their organizations or their managers, adding that "a primary driver of quitting is that employees do not have opportunities to learn new things or find their work interesting or challenging.

Development of Branding for Common Digital Skills Framework

User-centric

Centering our marketing communication around users

Awareness Campaign Strategy

Campaign Mandate

- **Build Trust**
  - Establish an ever-increasing level of credibility in the Common Digital Skills Framework, from all stakeholders.
- **Mitigate Risk**
  - Reduce the opportunity for negative sentiment through proactive, early mitigation approaches.
- **Do the Right Thing**
  - Identify the most appropriate response, or approach, to the unique challenges that we face.

The Reputational Management Team

Campaign Objectives

Objective: Become 'Trusted' in the eyes of all stakeholders

Within these strategic slides, a single slide is the most critical

Brand Promise

Leading the digital future of Qatar

Future Promise

We provide strategic guidance for the talent management within Qatar's workforce and set a universal language in digital skills development.

We deliver this promise through constant engagement across the business

The Working Group can help define and establish the identity of Strategic Communications as the 'brain' of the organization – connecting departments to solve problems, generate ideas and connecting the organization with its external environment in order to stress test operational outputs.

Monthly & Weekly Agency Engagement	Campaign Working Groups	Crisis Rapid Response Groups	Special Initiative Groups

Aligning our campaigns and narratives with four strategic pillars

Provide	Beacon	Encourage	Encourage
• State-of-the-art inclusive support to our citizens and residence's – Care for their time, effort, resources and above all CONVENIENCE & FUTURE ENABLEMENT	• To the future through the state-of the-art CUSTOMER-FOCUSED seamless consultancy and training.	• Business Reliance for smooth operation • **Sustainable Investment** • Private Sector Inclusion	• Qatar Gov entities to invest and rely on the Common Digital Skills Framework services as primary employees enablers. • Gov entities continuous communication

Making strategic choices about how the Common Digital Skills Framework brand is communicated

Emotional Principles

Brand Promise

Embed strong visuals into all storytelling to help build lasting awareness among audiences, creating a ‘sense of place’ and evoking awe in response to the Common Digital Skills Framework’s state-of-the-art propositions.

Tone of Voice

Leverage stakeholders and expert voices to bring to life the ‘human’ impact of the Common Digital Skills Framework implementation.

Rational Principles

Delivery-Focused

Demonstrate tangible progress through data-driven proof points across all content to generate credibility and confidence in the Common Digital Skills Framework and its ecosystem.

To ultimately deliver a narrative that brings the promise to life

Delivering efficiently, ambitiously and sustainably against targets that will see the Qatar's citizens and residents potential unleashed, businesses flourished and quality of life improved both today and in future generations.

Brand Persona

We want to stand out as being a unique brand in providing strategic guidance for the talent management especially for digital skills development across the public and private sectors compared to the rest (locally and globally).

We are a formal framework created by the State of Qatar in alignment with Qatar National Vision 2030, and hence, our persona is smart, dynamic and informative.

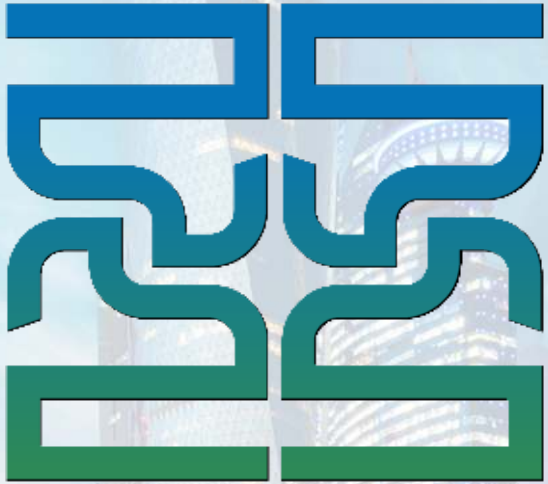
Brand Message

The Common Digital Skills Framework endeavors to create a smart, sustainable Qatar that can improve the quality of life for all members of our community. By making investments in human potential and cutting-edge technology, we are creating clever solutions and applications that will improve our lives by making services more efficient and available.

Brand Identity – Color Palette

As there is an integration between 15 different skill categories and according to the color psychology (as shown in the pic.), the logo can be created of two merged colors, namely blue and green.

- **Blue is for ..**
  - It shows how precise the chosen framework is and it is time to put it into action.
  - It represents a formal setting that suits MCIT's initiatives aligned with Qatar **National Vision 2030.**
  - It promotes better engagement, interaction, and communication among people and organizations working together.
- **Green is for ..**
  - It encourages people/organizations from both the public and the private sectors to join the framework.
  - It stands for a **smart**, **sustainable**, and **vibrant** society using advanced technology and innovation.
  - It shows how the country cares about the welfare of its people, supporting them to bridge the skill gap amidst the rapid growth of digital technology.



مكين
Makeen

Suggested Brand Name & Sub-slogan

Makeen (proficient and influential in Arabic)

Empowered for A Promising Digital Future

Brand Rationale

It follows the same style of ‘Tasmu’, which is the umbrella from which smart initiatives emerge.

The 360-degree rotation refers to all-inclusive digital skills.

Using the writing style of Arabic calligraphy makes people easily recognize the logos of Arab brands.

Tagline

#Digital_Proof_Future

#مستقبلنا_رقمي

Master Visual

Human talents are treasures, which Makeen will uncover to utilize in a digital setting. Makeen will help people bridge the skill gap in the digital world, stressing the message that the future is, for sure, an ever-smarter one (in alignment with Tasmu Smart Qatar initiative and Qatar National Vision 2030, which both prioritize human development).


مستقبلنا... رقمي
Our Future... Goes Digital


مستقبلنا... رقمي
Our Future... Goes Digital

Sample Storyboard

Digital Transformation among Generations

الوالد يجلس على الأريكة ويقرأ الصحف المحلية الورقية، والأبناء يلعبون حوله.

تتحول الأريكة إلى سيارة في المشهد، وكأنه يقودها (والتي تشير بشكل غير مباشر إلى الحاجة إلى رخصة قيادة المهارات الرقمية) ليذهب إلى إحدى الدوائر الحكومية من أجل تجديد البطاقة الشخصية لأنه لا يجيد استخدام الإنترنت.

ينتهي المشهد بذهاب الموظف إلى الوالد وهو جالس على الأريكة، وهو ما يرمز إلى أن بإمكانه إجراء جميع الخدمات في منزله أو من أي مكان إذا تمكن من اكتساب المهارات الرقمية اللازمة.

Sample Post #1 - LinkedIn/Facebook/Twitter/Instagram (Announcing a new launch)

Digital technology has been changing people's lives! That's why we are always very keen on upskilling talents with smart digital solutions. A new initiative by Tasmu is loading for individuals and organizations across the public and private sectors.

To learn more about our initiatives, please visit:

https://tasmu.gov.qa/initiatives

#SmartQatar #TasmuQatar #Tasmu #DigitalSkills #Qatar2030

التكنولوجيا الرقمية تغير العالم من حولنا. لذا، نحن حريصون بصورة دائمة على صقل المهارات بالحلول الرقمية الذكية. ترقبوا مبادرة جديدة من مبادرات "تسمو" التي تستهدف الأفراد والمؤسسات بالقطاعين العام والخاص.

لمعرفة المزيد عن مبادراتنا، يُرجى زيارة :

https://tasmu.gov.qa/ar/initiatives

#قطر_الذكية #تسمو_قطر #تسمو #المهارات_الرقمية #قطر2030

Press Play

Sample Post #2 - LinkedIn/Facebook/Twitter/Instagram (Engagement)

Share with us your thoughts! What are the digital skills that are currently in huge demand in the labor market?

To learn more about how we can cooperate to develop your skills or the skills of employees inside your organization, please DM us or send your request directly to: tdvinfo@mcit.gov.qa

#SmartQatar #TasmuQatar #Tasmu #DigitalSkills #Qatar2030

شارك معنا برأيك! ما هي المهارات الرقمية الأكثر طلبًا حاليًا في سوق العمل؟

إذا كنت ترغب في التعاون معنا لتطوير مهاراتك أو مهارات الموظفين داخل مؤسستك، تواصل معنا مباشرةً عبر الرسائل أو البريد الإلكتروني على : tdvinfo@mcit.gov.qa

#قطر_الذكية #تمسو_قطر #تمسو #المهارات_الرقمية #قطر2030

Press Play

Sample Post #3 - LinkedIn/Facebook/Twitter/Instagram (Reveal)

Toward an ever-smarter Qatar, we have developed the Common Digital Skills Framework (Makeen), which addresses the challenges of digital transformation across all industries!

Get empowered for a promising digital future!

To learn more about the initiative, please visit:
https://tasmu.gov.qa/initiatives

#SmartQatar #TasmuQatar #Tasmu #DigitalSkills #Qatar2030

#EverSmarterQatar

نحو قطر أكثر ذكاءً، طورنا إطار المهارات الرقمية المشترك (مكين) للتغلب على تحديات التحول الرقمي في جميع القطاعات.

مكين يعدّك لمستقبل رقمي واعد!

لمعرفة المزيد عن هذه المبادرة، يُرجى زيارة: https://tasmu.gov.qa/ar/initiatives

#قطر_الذكية #تسمو_قطر #تسمو #المهارات_الرقمية #قطر2030

#قطر_أكثر_ذكاءً

Marketing Ideas Promoting Visibility & Improving Brand Loyalty

ATL, BTL & TTL
360 Marketing Campaigns

Above-the-line Marketing (ATL)

We refer to mass marketing methods that are mostly untargeted and aimed at establishing a brand. We use the term 'untargeted' to describe communication that isn't aimed at a specific audience. Everyone who has access to the media receives the message. In above-the-line marketing, conversion rates are given less weight.

ATL | TVC

Depending on the TV channel and the contract between the parties, TV commercials can reach local, national, and international audiences (Qatar TV, Al Rayyan TV, BBC, CNN, and Bein network). Users prefer moving visuals with sounds to motionless images or audio alone, thus TV commercials have a better connection with them.

ATL| Radio

It is an excellent choice to meet all advertisement's creative requirements. Radio, like television, has a local, national, and international reach. It establishes a stronger bond with the audience. With the noticeable increase in entertainment channels, it has become a very useful means of advertisement that reaches huge categories of audiences in their cars, homes, streets, and offices

Qatar Radio, Oryx FM, and Radio Sawa

ATL | Print Media

Print media has a greater reach than any other medium at the local, regional, and international levels. We utilize fixed ad spots in newspapers to notify existing as well as potential users about ‘Makeen’ (Al Raya, Al Sharq, Al Watan, Gulf Times and The Peninsula). Magazines are more specialized, making it easier for us to reach out directly to our target audience (Career Guide Magazine and Al-Moltaqa)

Outdoor Advertising

Audiences are exposed to advertising outside of their homes and offline through outdoor advertising, also known as out-of-house advertising. Outdoor advertising is omnipresent, and it has the power to reach your audience in a more impactful way, far from just huge billboards, banners, and wraps.

How ATL works

A widespread national, regional and international reach

The audio-visual content used in mediums like TV and radio creates a stronger connection with the audience.

ATL is crucial for brand building! Marketers' duty in brand building is to reach out to as many potential users as possible and creatively communicate with them about the brand and its benefits.

Below The Line (BTL)

Direct Messaging

- Direct text messages and emails are forms of BTL marketing. They are usually drafted as per the needs of each user and hence, it can result in more conversion rates.

Sponsorship

- The usage of sponsorships is one of the non-media communication ways, which targets a specific group of people. Also, it is an unconventional method of advertising.

BTL Cont.

Activation Campaigns

- Brand activation campaigns involve a series of activities that integrate creative ideas into real life to engage with audiences. That forms long-lasting experiences and memorable connections.

In-house Activation

- They refer to the marketing efforts that take place within MCIT. They make use of the audiences of a variety of launched systems/schemes/initiatives in order to maximize the return on investment (MCIT Contact Center/Mada/Tasmu).

Samples of Blog and Articles Topics

- Qatar’s Common Digital Skills Framework ‘Makeen’ goes live
- How digital skills development transforms countries’ future
- Accelerating Qatar’s digital transformation through ‘Makeen’
- Plugging digital skills boosts digital economy
- Qatar’s digital future sets on Makeen’s successful implementation

BTL| Digital

Search for reliable resources and get enough information about the Common Digital Skills Framework, ‘Makeen’.

Focus on introducing Makeen and explaining more about the skill categories to increase people’s awareness about the highlighted skills.

Write down the ideas and identify the sections to be included in the blog.

Before starting the writing process, check Google Keyword Planner and Semrush to insert the relevant keywords into the blog topic.

How it works

1. The results are much better in terms of conversion rates.
2. BTL strategies can be easily implemented and provide a higher ROI.
3. The results can be easily tracked, controlled, and improved to reflect a better ROI.

Online & Offline Activation

- An online and offline tease and reveal campaign
- A launch event to be held especially in a universities hub like Education City - Qatar Foundation, inviting a large segment of youth learning and working there to be updated on the Framework. During the event, we will encourage people to register (on-ground) and explain to them the whole registration process.
- YouTube educative videos will be uploaded to show people how to register.
- Holding extensive interviews of people with different ages and backgrounds to spot the needed digital skills (online and on-ground)
- Collaboration with government and non-government organizations to spread the word about the framework and offering awareness lectures about the digital and digital-enabling skills, highlighting the different requirements in technical/hard skills.

Online & Offline Activation Ideas (Continued)

- Participation in local, regional and international events and trade shows related to the scope of work (e.g. Qatar Information Technology Exhibition and Conference (QITCOM), Digital Skills Festival (UK), Microsoft Skills and Talent Webinar (online event)
- Holding workshops hosted at the premises of the public and private sector contributors to educate potential participants on the framework
- Collaboration with UN Digital Skills Development Program (international presence)
- Creating a booth for the Common Digital Skills Framework in malls to spread the word among shoppers, especially during weekends, that employers and employees from the private sector are also welcomed to join

Online & Offline Activation Ideas (Continued)

- Making use of other successful programs launched by MCIT like Mada and holding mutual events to get introduced to potential collaborators.
- A wide online activation campaign making use of influencers and every possible social media channel to spread the word about Makeen, eligible participants, and its benefits in social and practical life in alignment with Qatar National Vision 2030.
- Holding an online challenge on TikTok among users to test their digital skills and at the end, we'll reveal the solution for filling in their skill gap, namely Makeen launched by MCIT.
- Encouraging businesses to invest in the human capital sector through testimonial videos (YouTube Shorts) to spread the word about the success stories created by joining Makeen.

Online & Offline Activation Ideas (Continued)

- We can create a video where experts in the business fields talk about the most important skills required in labor market to enlighten people about what skills they need to work on. Experts at the end of each video will recommend Makeen as a reliable training program.
- Visiting independent (gov) and international schools to spread awareness about Makeen
- Uploading online questionnaires on the website of Tasmu and MCIT to know what are the most important skills, which audiences are looking for across online platforms and their preferences.
- Creating a separate platform for Makeen (e.g. jahiz.gov.ae, subol.sa, nafis.gov.ae, and almentor.net)
- Launching Makeen on Tasmu app, announcing that across the media.
- Creating closed groups on LinkedIn and Facebook targeting potential audiences, who are interested to develop their digital skills based on an AI approach.

Strategic Approach

Strategic Approach

Our Strategy approach is to create awareness about the Common Digital Skills Framework.
Therefore, we will utilize The 3Ms, namely Monitor, Magnet, and Megaphone, to plan and organize content, ensuring that each piece makes the highest possible impact on target audiences.

Megaphone

Magnet

Monitor

STRATEGIC APPROACH

AWARENESS

Megaphone → *Attract*

Sharing information with the general public over social media allows the message to reach millions of people. Effective use of social media is critical in positioning the brand. Social media is the fastest method of reaching a wide range of people from different geographical locations at the same time.

ENGAGEMENT / LEAD

Magnet → *Retain*

A strong media presence is critical in ensuring that messages do not get lost without getting to the target audience. Social media allows users to get the required awareness about Makeen as well as giving feedback. It is also an avenue for innovation and market research.

Monitor → *Sustain*

Monitoring audience dialogues enables us to identify activities that need to be promoted, product qualities needed, and corrections required.

STRATEGIC APPROACH

Megaphone

Business to customer communication

- Share Makeen's marketing message with the world.
- It depends on direct communication with the customers.
- The hub of brand awareness
- Share the brand key values and messages.

Magnet

Customer to business communication

- Communication from customers that provides feedback, market research, and user-generated content
- Most direct communication from customers
- Best way to gauge awareness

Monitor

Customer to outside communication

- Communication between customers and the outside world
- Monitor the brand's word of mouth.
- Best way to naturally spread awareness

STRATEGIC APPROACH

HOW WILL WE ACHIEVE THESE OBJECTIVES (THE 3M Model)?

Our strategy will work on a number of steps to achieve our objectives

Megaphone

Megaphone Awareness Tactics

- Working on a slogan, which reflects the message the target audience needs, elevation for the human life, promising future and the power of Makeen

Video content

- Spread Makeen's messages through engaging and creative videos.

TikTok Channel

- TikTok provides a huge audience.
- TikTok is everywhere (global reach).
- Local influencers are still relevant.
- It's an unsaturated platform.

Activations / Co-branding

- Online and offline activations
- Announcing partnerships with global and local entities

STRATEGIC APPROACH

HOW WILL WE ACHIEVE THESE OBJECTIVES (THE 3M Model)?

Our strategy will work on a number of steps to achieve our objectives.

Magnet

Balance between public and private commination

The biggest challenge for new buzzing social networks is **user privacy**. People want to interact with their actual friends or disappear since social media became "a mainstream thing". So the Framework can establish a private groups on social media channels (LinkedIn for example) to create a family and a community for the members with different backgrounds.

Customized content

- Customized content and messages for each persona
- CTA messages for different audiences according to their needs

Conversation campaigns

- Create campaigns according to Makeen's target audience interests for website registration.

STRATEGIC APPROACH

Monitor

Data-Driven Content

- The data used to create the content is obtained from a user's profile.

CREATIVE APPROACH

Brand Tonality

Makeen is an informative, influential and confident brand, which continually improves the quality of life. The tone is straightforward and down to earth, yet it is professional.

Regular Marketing Activities

CONTENT APPROACH

1. Content

- A changing paradigm: from efficient repetition to effective engagement
- The connected audience becomes marketers' medium of choice.

2. From Listening to Learning

- We must start using news hijacking, hashtags tracking and trends analysis.
- The connections between data matter more than the individual data points.

3. From Attention to Engagement

- We must move from engagement as attention, to interest, desire and action.

CONTENT Marketing Pillars

Informative	Functional	Emotional	Promotional	Engaging	Consulting
Who we are?	Programs	Makeen's role in the community	Registration for the program	Engaging content for the community	Qatar 2030 Vision
Brand values	Partnerships	Labor value in Qatar	Website conversation campaigns	Greeting and international days	Expert Advice
Brand promise	Success stories	How Makeen will change our lives	LinkedIn campaigns for decision makers	Votes and polls	Makeen's input in different sectors
Key messages	Value for the TA				

Communication and Engagement

24/7 communicate, listen, respond, assist and solve their issues, we must present and benefit from acquiring digital skills in their careers.

Marketing Technology

- **Marketing CRM**
  - We use HubSpot CRM, as it integrates our marketing, sales, and customer service software in one central location. It also connects us to a suite of other marketing tools, which our team (and our customer base) utilizes.
- **Email Marketing Software**
  - Our HubSpot email marketing software enables us to send mass communications to our customer base, enroll our webinar registrants in nurture streams before and after their attendance, and enable salespeople to communicate in sync with marketing.
- **Blogging Software**
  - HubSpot's blogging software and CMS allows us to quickly write, publish, and historically optimize our blog posts. We hold ourselves to a three-times-a-week publication cadence, and HubSpot lets us churn out interactive content quickly.
- **Social Media Management Software**
  - We manage our social media publishing with HubSpot's social media software. We can post on multiple platforms and see engagement in one place.

CONTENT APPROACH

1. Content

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Social Media Platforms

THE **EDUCATIONAL**

Youtube

Focus on informative & educative appealing content.

THE **HUB**

Facebook

Target our different audience segments with relevant content that would engage and excite

THE **VISUALISER**

Instagram

Build brand affinity by showcasing lifestyle content. User-generated content and influencer activations work best here.

THE **FORMAL**

LinkedIn

In a more formal way, we will be communicating inspirational messages, showcasing the benefits of Makeen and experts' input.

Social Media Platforms Cont.

THE
SPOKEN

Twitter

Communicate functional content that will appeal to the nature of people on Twitter.
For monitoring and customer services

THE
INTERACTIVE

TIKTOK

Communicate short videos content that will appeal to the passion points of our audience.
Focus on informative & educative appealing content.

	Q1	Q2	Q3	Q4		
PR	1. Launch Campaign		5.Platinum Certification		6. Empathy	7. Year-end Gala(Q4)
Digital	2. Transformation Status					
	1. Launch Campaign	4. Activate functioning Depts		6. Empathy		
			5. Platinum Certification		4. Activate functioning Depts by Q4	4. Activate functioning Depts
	3. Digital By Default TTL Campaign			4. Activate functioning Depts		
On-ground	3. Digital By Default Campaign				4. Activate functioning Depts	
		4. Activate Individual Training		4. Activate Organization Training		
OOH	2. Transformation Status					
	1. Launch Campaign				6. Empathy (Q4)	7. Fully Integrated
TVC	1. Launch Campaign				6. Empathy (Q4)	7. Fully Integrated

DIGITAL SOLUTIONS

B2B

E-mail Marketing

Implement email marketing campaigns in the annual strategy that targets app users.

E-mails can be the following:

- Work-related news and updates
- Newsletters
- Reminders
- Holiday celebrations

Team Biographies & Credentials

- Link on DropBox

Case Studies

Previous campaigns and outstanding initiatives and ROIs

DUBAI STORE CASE STUDY

SALESFORCE MARKETING CLOUD SETUP AND EMAIL MARKETING AUTOMATION

THE BRAND

Dubai Store, part of Dubai Economic Department (DED) is built to provide micro businesses with an eCommerce platform supported by DED to facilitate business licensing and payment collection.

THE EXECUTION

- Implement the Salesforce marketing cloud platform
- Integrating with the eCommerce portal
- Setup triggered workflows in the email studio
- Journey Builder Setup
- Audience Studio setup
- Social Studio setup

RESULTS

- Facilitate Smooth Data management
- Multiple Integration with various systems
- AI powered suggestions for user profiles

THE KNOWLEDGE HUB UNIVERSITIES CASE STUDY

HUBSPOT MARKETING PRO IMPLEMENTATION

The Knowledge Hub Universities

THE BRAND

The Knowledge Hub Universities is a multidisciplinary educational hub hosting branches of world-class universities, each to participate with undergraduate courses in their areas of strength, providing an intellectually stimulating, enriching, and credible educational experience.

THE EXECUTION

- Integrating with the Knowledge Hub Universities Admission Portal for student's management
- Setup Lead scoring, lead management modules
- Setup the audience segmentation workflows
- Setup landing pages and blogs
- Training and enablement
- Setup triggered workflows in the email studio
- Journey Builder Setup
- Audience Studio setup
- Social Studio setup

RESULTS

- Improve Cost Per Acquisition by **35%**
- Improve transition time of the student journey from admission to university student by **25%**
- Automate manual jobs and cut back on manual work time

CFC Mall Case Study

GOALS

- Drive Traffic to the mall during anniversary activations
- Increase fans engagement on CFCM social media channels
- Induce positive sentiment
- Encourage fans to stay tuned for activations
- Cross promoting Offline activations on all CFCM channels
- Provide live coverage of all shows on Twitter and Instagram

APPROACH

- Creating a special anniversary cover photo for all CFCM channels
- Creating a teaser post encouraging our fans to stay tuned for a lot of surprises coming soon
- Daily posts on Facebook, Twitter, Instagram and Google+
- Creating a photo album of Facebook for all Activations
- Share Live videos of Activations on YouTube
- Advertise all Activations on Scoop Empire, Cairo Scene, and Cairo 360

SOLUTION

Wheel of fortune

Shop and get rewarded! Spend over 300 EGP throughout the month of November and use your shopping receipt for a chance to spin the wheel and win vouchers from the following CFCM stores:

Song boothe

Becoming a star has never been easier. Exchange your receipt with a value of 200 EGP to enter CFCM's recording studio. Sing a song of your choice, enjoy your photo shoot while our sound professionals fine-tune it and go home with your very own track!

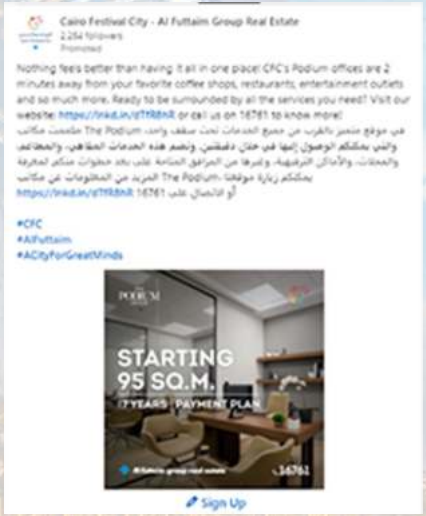
Kids festival

A dedicated area for your little ones filled with an array of magical activities, including a kids cinema, play area, arts & crafts, football challenges, entertainment and food court. Exchange your receipts worth 100 EGP or more for a single-child pass.

PERFORMANCE **MARKETING CASE STUDY**

CAIRO FESTIVAL CITY FOLLOWS WORLD CLASS STANDARDS IN RESIDENTIAL, OFFICES, RETAIL, DINING, LEISURE, AND ENTERTAINMENT. THE MAIN GOAL WAS TO GENERATE MORE LEADS AND ATTAIN MORE CONVERSIONS. WE HAVE SUCCESSFULLY REACHED AN IMPRESSIVE NUMBER OF QUALIFIED LEADS BY DIRECTING OUR SPONSORED ADS TO THE RIGHT TARGET AUDIENCE BY USING SEMRUSH, ZOHO, AND OUR PARTNERSHIP WITH GOOGLE, FACEBOOK, AND HUBSPOT.

Number of qualified Leads: 53
Impression: 332,077
Clicks: 3,008
Lead form completion rate: 7.58%

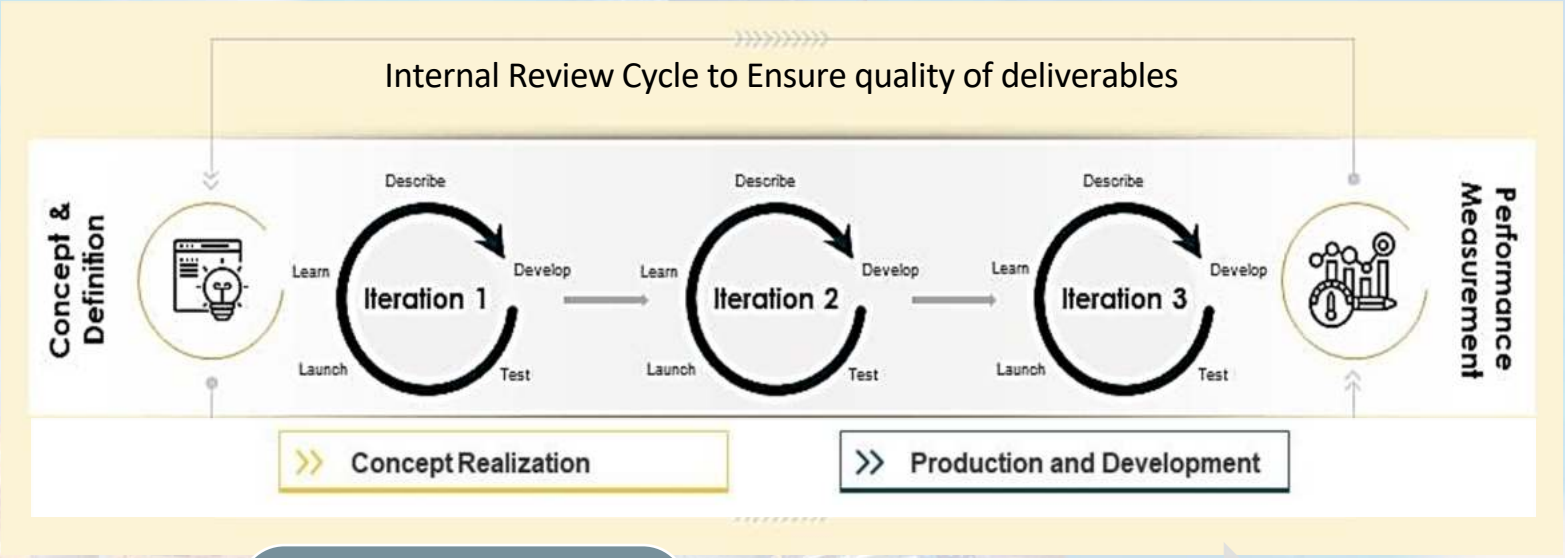


More Sample Creative Campaigns with messaging

- DropBox Link

Operation Approach

Agile Management



Applies to:

- Monthly Plans
- Media Plans
- Amends
- Pop Ups / Seasonal Campaigns
- Social Media Moderation Scripts

Hierarchy Identification

Client perspective

Client

Benefits

- Agile Reviewing Cycle
- Quality Assurance
- Compliance
- Expertise & Knowledge Sharing


THANK YOU