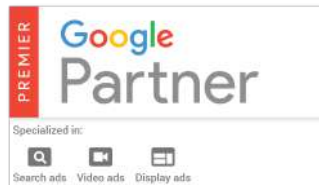




There,

We're Netizency, and we would like to work with you on digital communications. This document shows our credentials and everything that we offer. We'd be happy to walk you through them to show all the animated bits and explain further.



About Us

Born and bred in the social age, we are a digitally native communications agency in name and in practice:

noun net·i·zen·cy \ 'ne-tə-zən-see

Word origin: Inter(net) + Cit(izen) + Residen(cy)

We're focused on B2B and B2C, closely connected to all digital platforms, and work with the top global brands.

Our approach to running our business is inspired by having trimmed the fat and eliminated bloated structures, to remain agile, capable, and provide maximum value.

We make it a point to keep our team diverse in their backgrounds, knowledge, and experience. The team is made up of doers as opposed to bureaucrats, with backgrounds ranging from engineers and consultants to comedians, copywriters, cartoonists, and jewelers.

Government Clients



Enterprise Clients



TMT Clients



Consulting Clients



Leisure Clients



Our Services

Strategy

Assessing digital maturity, analyzing target audience, defining objectives, and developing a digital communications roadmap with KPIs

Content Creation

High speed multimedia content creation customized to audience interests and digital behaviors and live event coverage

Social Media Management

Managing content calendars across social media channels including, posting, answering customer queries, and moderating



Digital Media

Planning, buying and optimizing digital and social media to display the right content to the right people and measure results

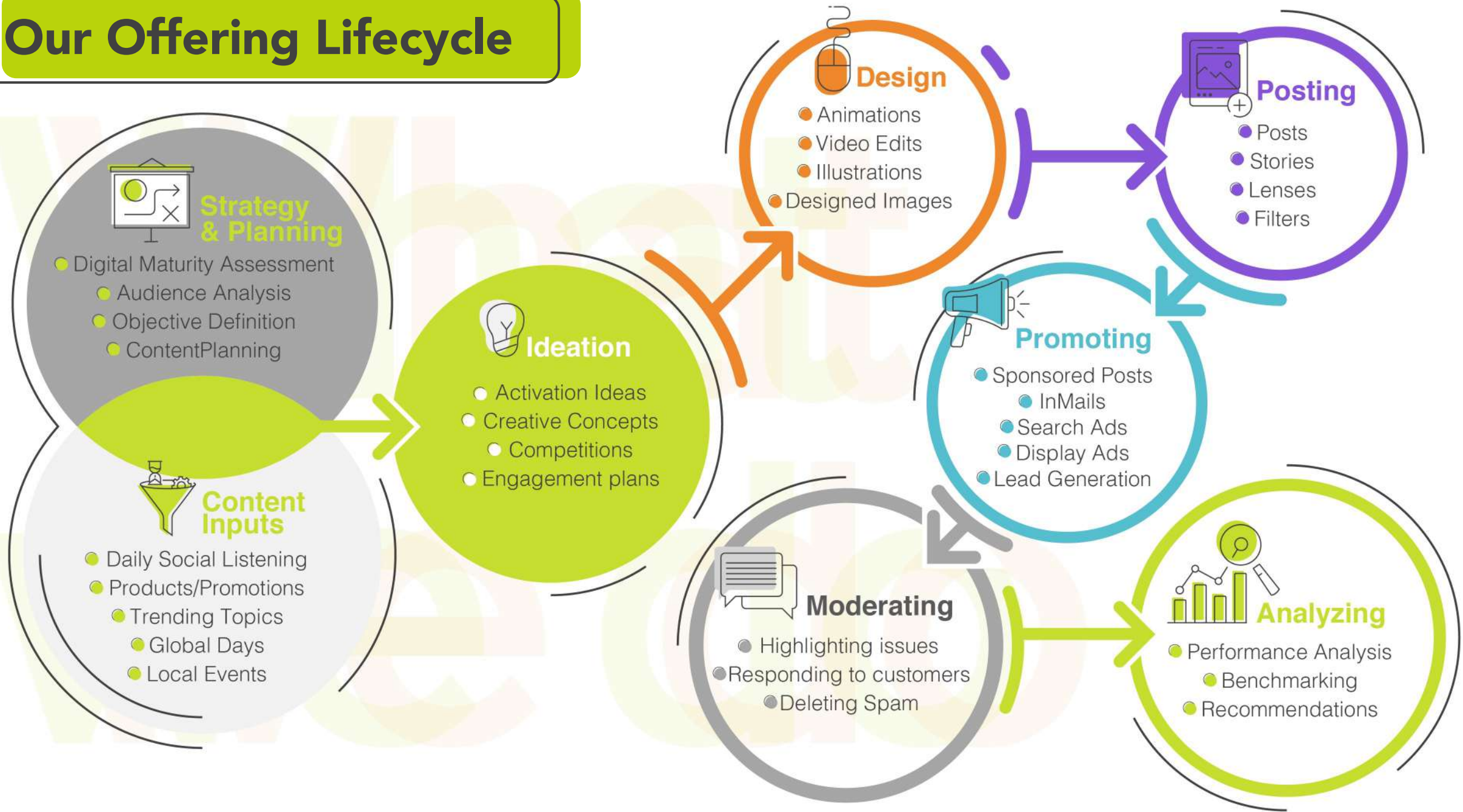
Listening & Analytics

Tracking all social activities, engagements, and discussions on brand pages and all other channels

Local Listing Management

Managing digital presence through Google My Business verification, online directory listings and reputation management using proprietary dashboards and tools.

Our Offering Lifecycle



Netizency B2B

In addition to the general B2C agency offering, we help our B2B clients with everything from data visualization to lead generation.

The Deloitte logo, featuring the word "Deloitte" in white sans-serif font on a black rectangular background.

Data visualization and turning complex decks into videos and infographics



Managing all social presence (for 9 years) including thought leadership content and economic outlook promotion



Developing digital brochures, videos, social content to promote corporate offerings, and animating internal comms



Managing Vodafone Qatar's social media presence including all their Enterprise propositions



We're the Dell Concierge Agency in MENA responsible for promoting Dell and their 80+ premium authorized dealers



Managing Jotun Powder Coatings' **global** B2B LinkedIn presence, and all of Jotun's MEIA's B2B LinkedIn presence

Recognition and Awards



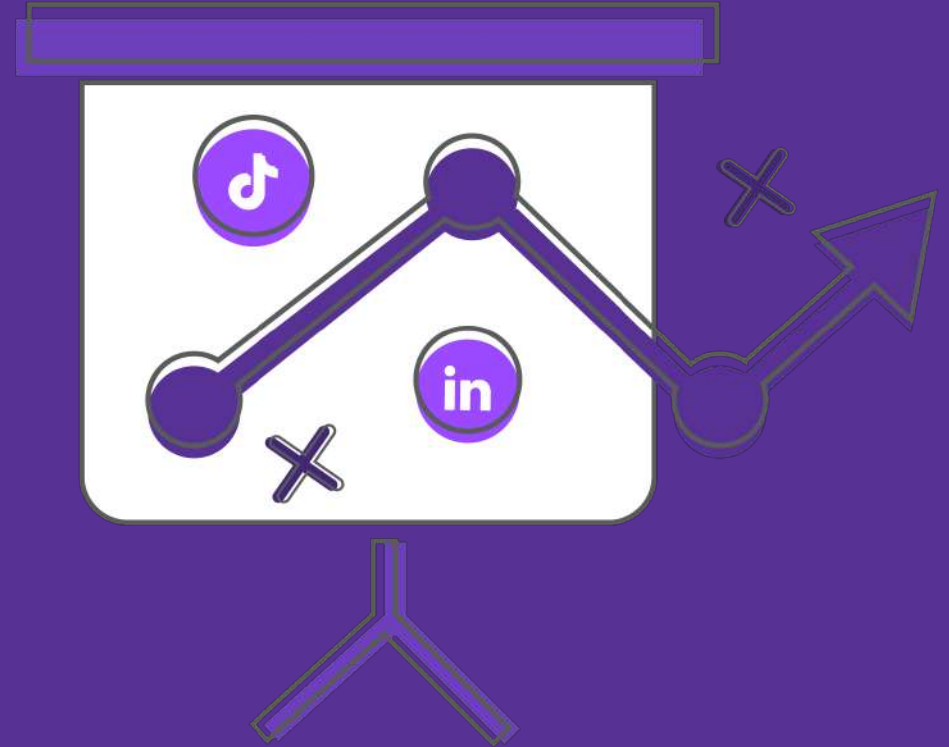
Multiple Effie-Awards won for our client Liv. Bank



Nine awards won for our clients Liv. Bank, Lenovo, and OSN

Won Digital Agency of the Year award

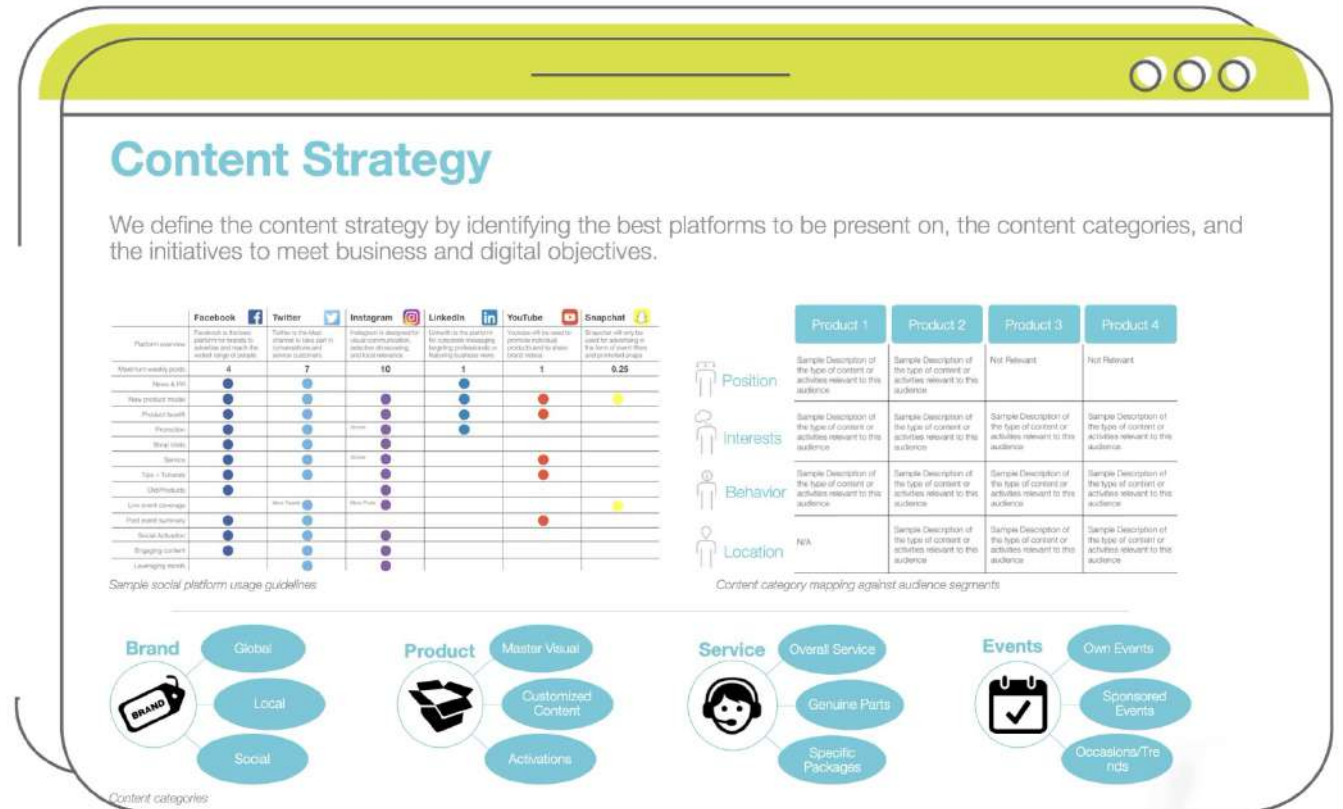
Strategy



Social Media Strategy

Strategy is the starting point for all our client engagements, and we offer it as a stand-alone product. Some of the clients we've developed social media strategies for include:

- **BlackRock Middle East**
- **Liv. (Emirates NBD)**
- **Lenovo MENA**
- **Jotun MEIA**
- **Virgin Mobile KSA**
- **Vodafone Qatar**



Our Strategy Offering Includes

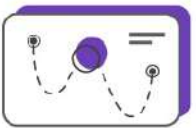
Situational Analysis



**Industry
Analysis**



**Audience
Analysis**



**Digital
Maturity
Assessment**

Goal Definition

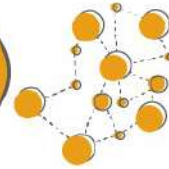


**Defining
Digital
Objective**



**Setting
Performance
KPIs**

Action Planning



**Developing
a Content
Plan**

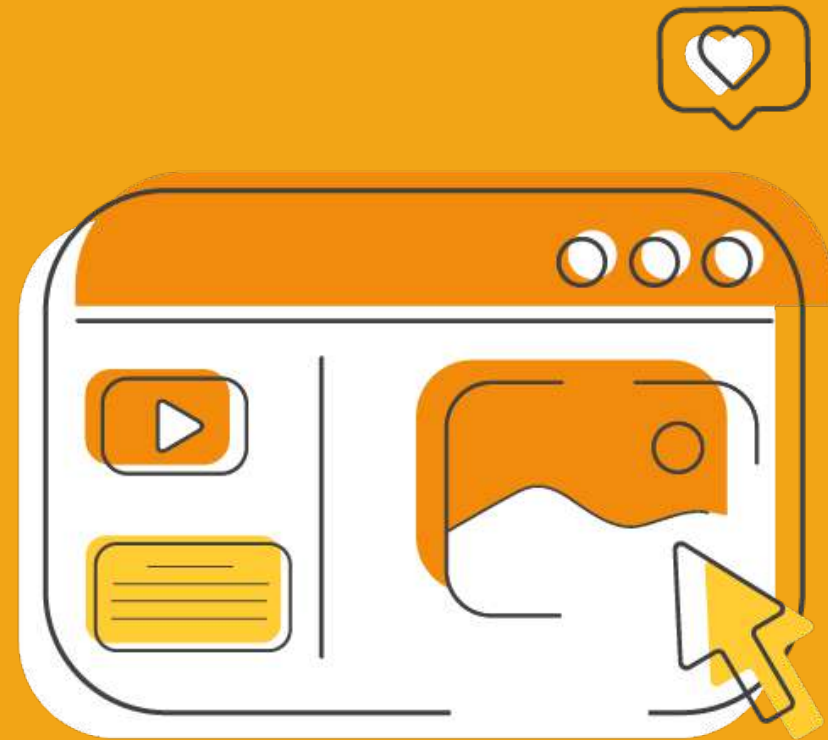


**Developing
a Media
Plan**



**Developing
a Reporting
Structure**

Content Creation



Content Creation

We have a versatile creative department that develops all forms of digital content including



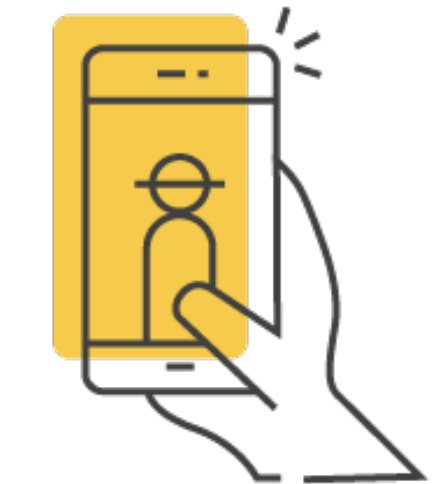
Visuals

Videos



Emailers

Campaigns



**Stickers,
Filters,
Lenses**

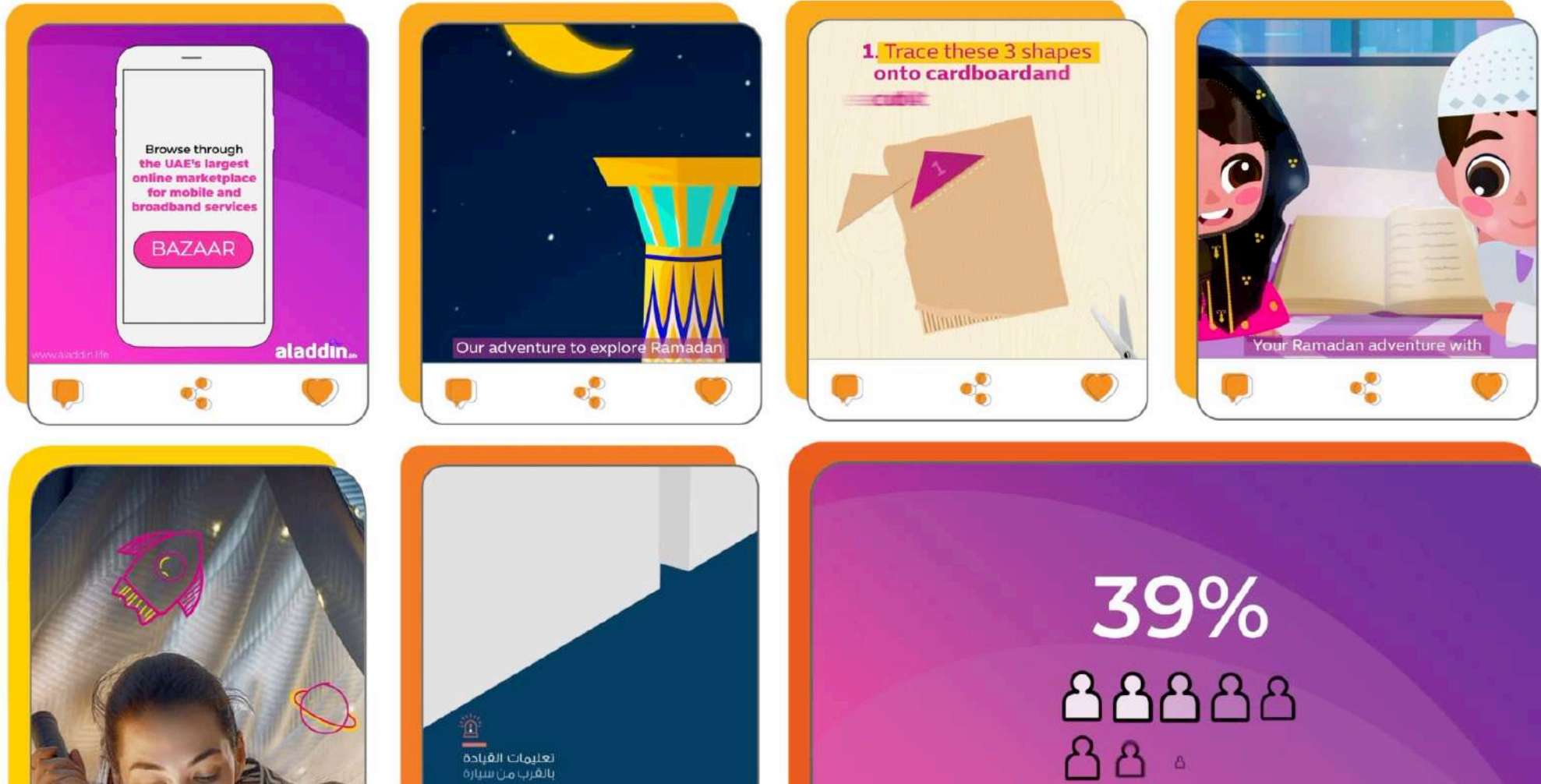
Visuals

We develop all forms of visuals from illustrations to images, and ads to posts, and infographics



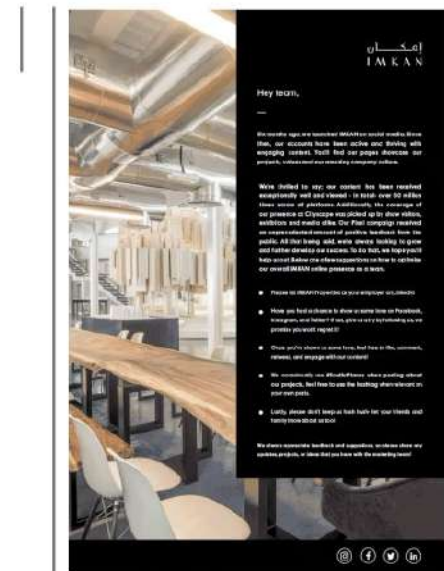
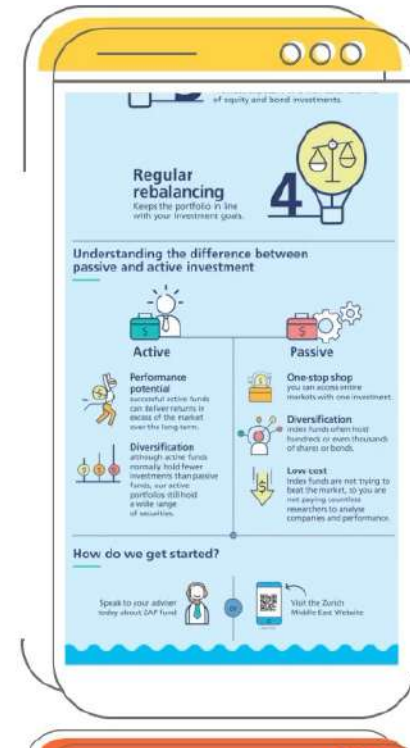
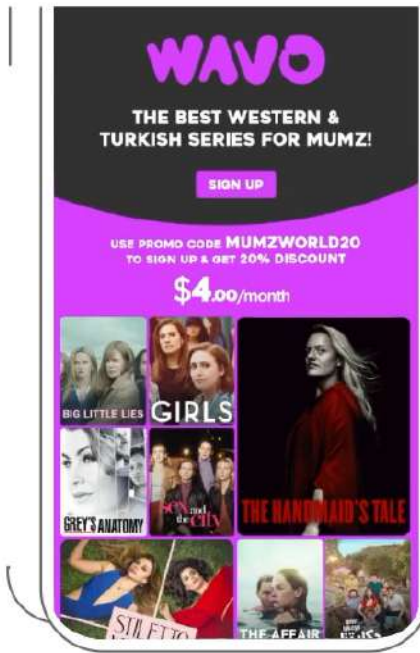
Video & Animation

We have 2 to 3 video animations rendering at **Netizency** at any minute of any day; we love animation so much that our creative department is organized in designer-animator pairs



Emailers

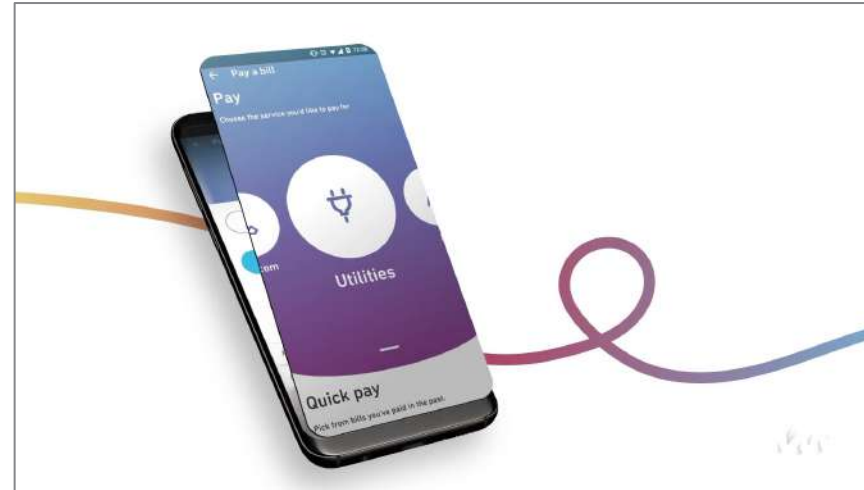
We develop emailers from copy and creative to HTML; here are some examples



Campaigns



Lenovo Treasure Hunt



Liv. Olivia Campaign: Silver Effie Winner



Mercedes-Benz Bucket List Campaign



Liv. Goals Campaign: Bronze Effie Winner

Stickers, Filters, and Lenses

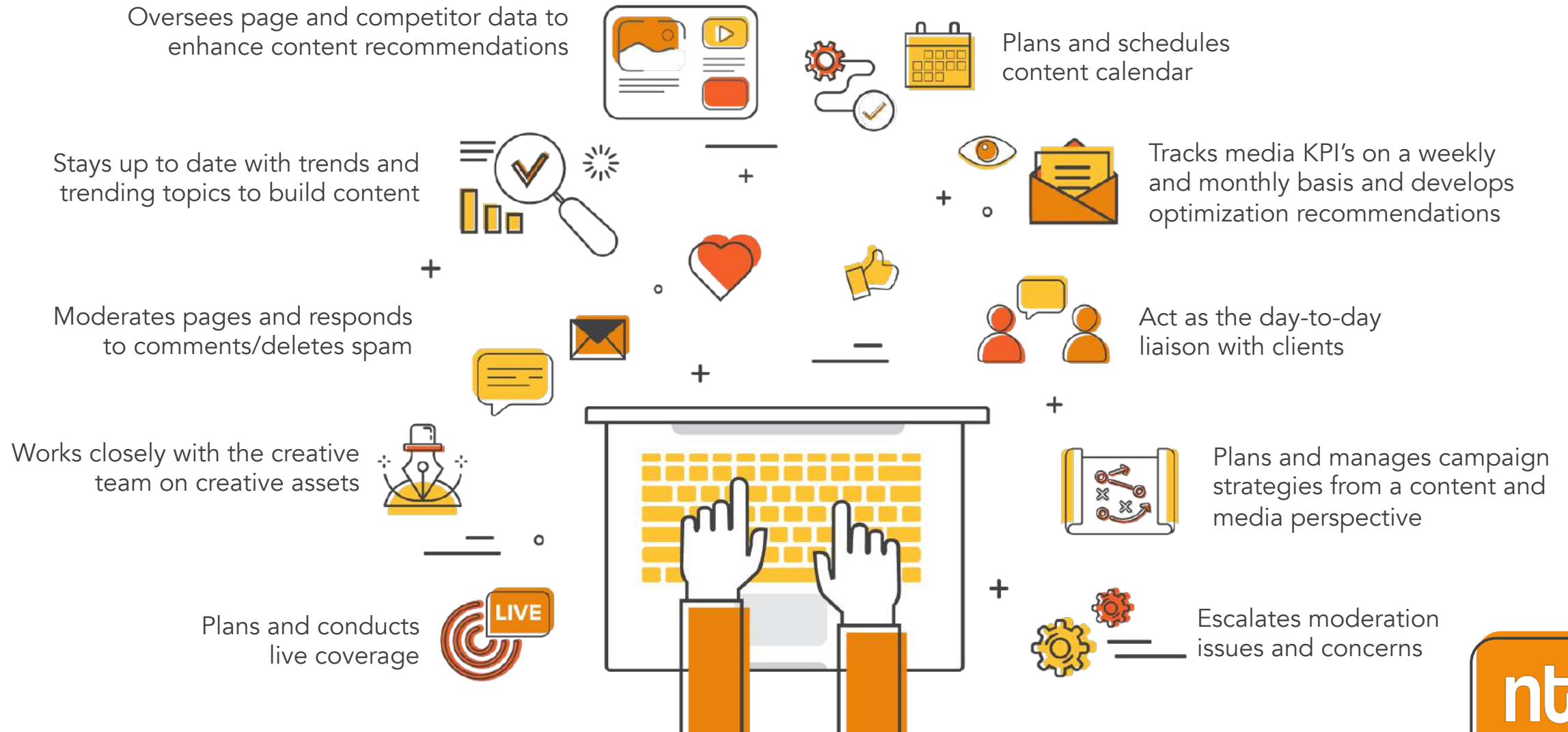
We develop content for all social platform features and functionalities



Social Media Management



The Role of the Social Media Manager



The Social Media Management Process



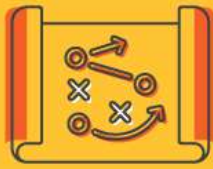
Briefing:

Client brief
Discussion on content priorities
Upcoming days/occasions



Ideation:

Internal brainstorming/
discussions with creative, social media management and media teams



Planning:

Concept/idea
Content plan
Media plan



Execution:

Key visual development
Caption writing
Assets development (videos, stills, carousels, etc)



Optimizing:

Weekly review of media performance with recommendations to optimize



Reporting:

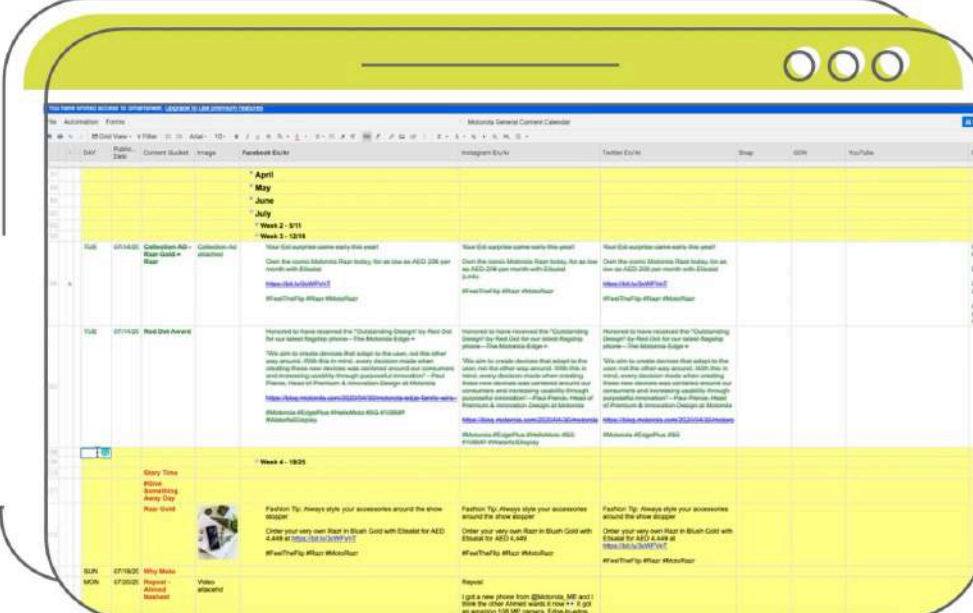
Reporting on analytics and media results



Weekly client status calls on ongoing projects

Content Calendars

- We develop monthly content media calendars that are then edited on a weekly and daily basis
- The calendars are developed on Smartsheet, a centralized sheet accessible by multiple parties in real-time for content planning, sharing, and approval



Date	Public Date	Content Bucket	Image	Facebook Bucket	Instagram Bucket	Twitter Bucket	Shop	CRM	YouTube	Cor
April										
May										
June										
July										
Week 2 - 8/15										
Week 3 - 8/22										
TUE	8/14/20	Collection Ad - Moto X4	Collection Ad	View the latest Motorola Edge today for as low as AED 200 per month with Etisalat View Ad #MotoX4 #MotoX4	View the latest Motorola Edge today for as low as AED 200 per month with Etisalat View Ad #MotoX4 #MotoX4	View the latest Motorola Edge today for as low as AED 200 per month with Etisalat View Ad #MotoX4 #MotoX4				
TUE	8/18/20	Red Dot Award		Honored to have received the "Outstanding Design" for Red Dot for our latest flagship phone - The Motorola Edge "You aim to create devices that adapt to the user, not the other way around. With this in mind, every decision made when creating the Edge is user-centric, and centered around our customers and enhancing usability through purposeful innovation." - Paul Frenck, Head of Product & Innovation Design at Motorola View Ad #RedDot #RedDot	Honored to have received the "Outstanding Design" for Red Dot for our latest flagship phone - The Motorola Edge "You aim to create devices that adapt to the user, not the other way around. With this in mind, every decision made when creating the Edge is user-centric, and centered around our customers and enhancing usability through purposeful innovation." - Paul Frenck, Head of Product & Innovation Design at Motorola View Ad #RedDot #RedDot	Honored to have received the "Outstanding Design" for Red Dot for our latest flagship phone - The Motorola Edge "You aim to create devices that adapt to the user, not the other way around. With this in mind, every decision made when creating the Edge is user-centric, and centered around our customers and enhancing usability through purposeful innovation." - Paul Frenck, Head of Product & Innovation Design at Motorola View Ad #RedDot #RedDot				
Week 4 - 8/25										
SUN	8/16/20	Why Make Moto Something Every Day	View Ad	Fashion Tip: Always style your accessories around the show stopper Order your very own Moto in Blue Gold with Etisalat for AED 1,499 at Moto or Moto #MotoX4 #MotoX4	Fashion Tip: Always style your accessories around the show stopper Order your very own Moto in Blue Gold with Etisalat for AED 1,499 at Moto or Moto #MotoX4 #MotoX4	Fashion Tip: Always style your accessories around the show stopper Order your very own Moto in Blue Gold with Etisalat for AED 1,499 at Moto or Moto #MotoX4 #MotoX4				
SUN	8/16/20	Why Make Moto Something Every Day	View Ad	Repeat I got a new phone from @Motorola_MQ and I love the other company's work. I got an amazing 100 MP camera, Edge to edge						

Live Coverage

We have conducted **>2,500** man-hours of live coverage over the past 3 years, including some big-ticket events.

What goes into live coverage:



Content planning
pre/during/post
coverage



On-ground
coverage of
the event



Pre-templated
content for press-
conferences /
announcements

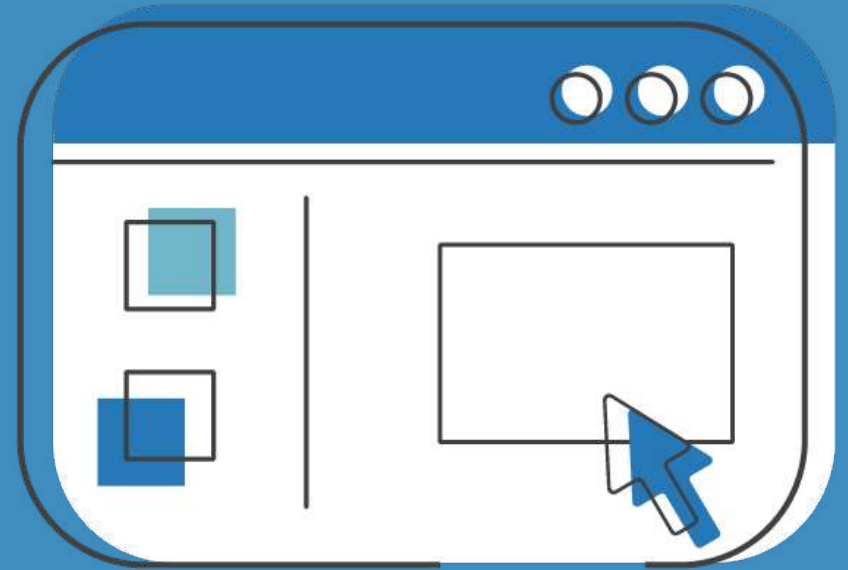


Pre-recorded
Facebook/
Instagram "Live"
video content



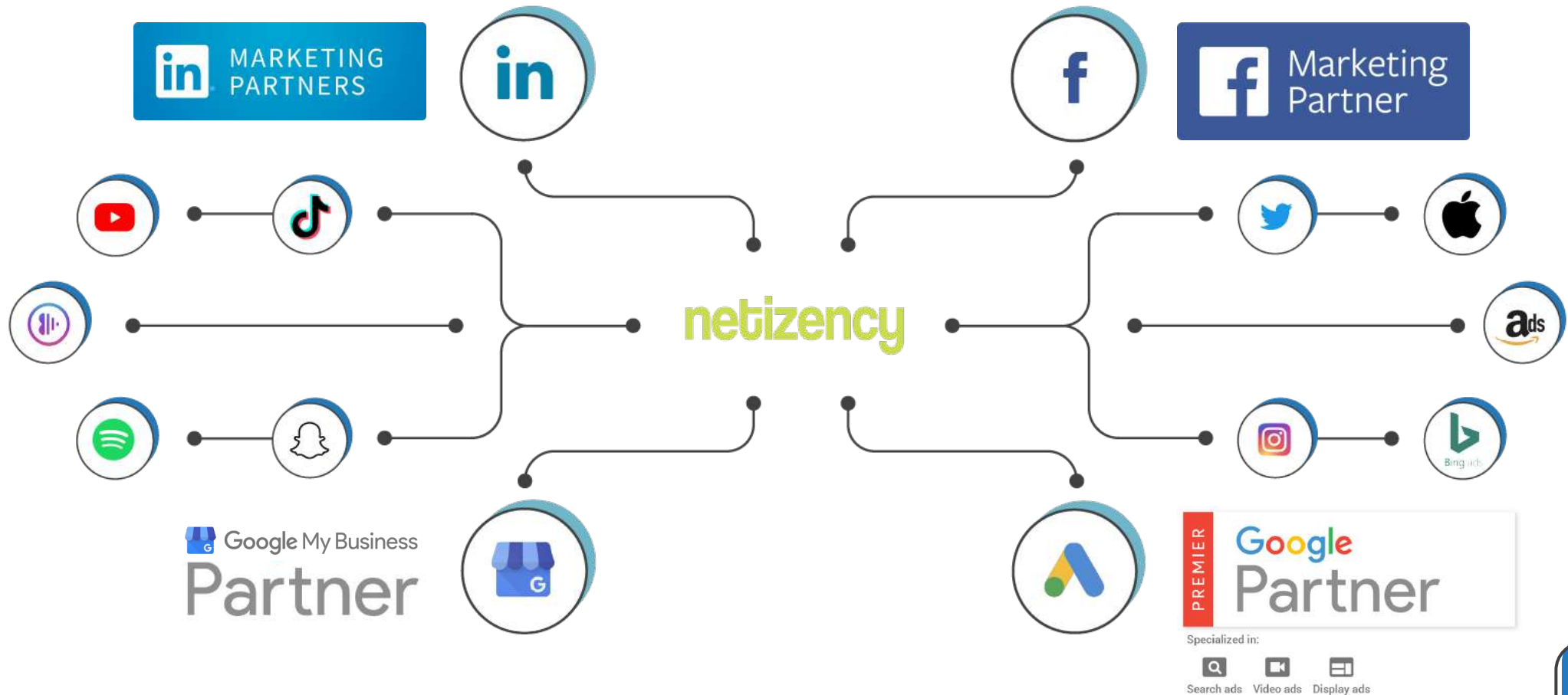
Post-event analytics

Digital Media

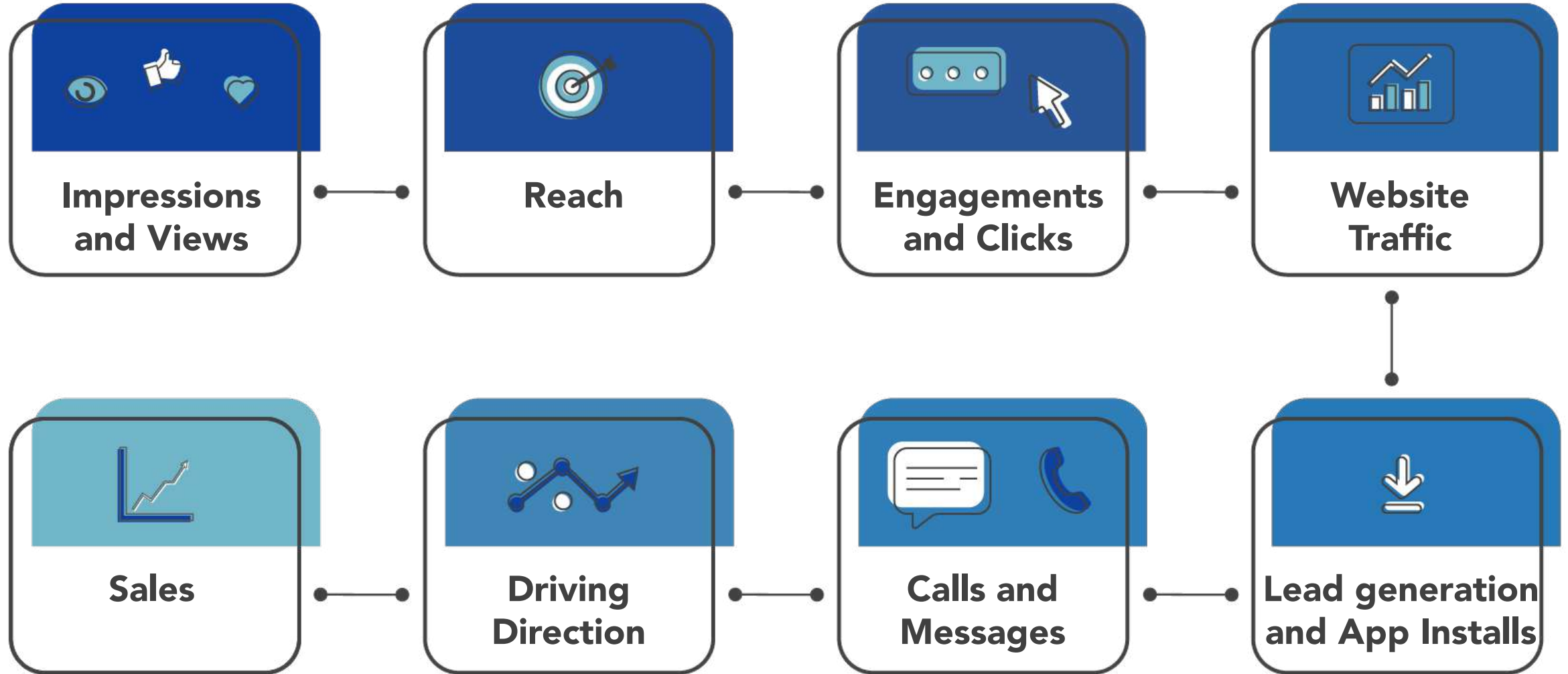


Platform Connections

We have a working relationship and account managers at the following platforms



Planning: Objectives



Audience



Demographics:

Age, Gender, Language, and Location.



Interests:

People who are interested in a certain item or activity. Eg: Interested in Sports, movies and so on.



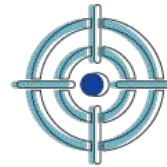
Behaviour:

Certain behaviors/hobbies of people. Eg: Frequent international traveller or engaged shoppers.



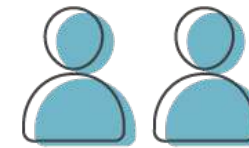
Custom Audience:

An audience list from the client which can be their active or inactive customers.



Retargeting:

A list of users who have either visited the website/taken an action on the website or even social channels.



Lookalikes:

Creating a list of users who share the same person as the custom or retarget audience.

Reporting

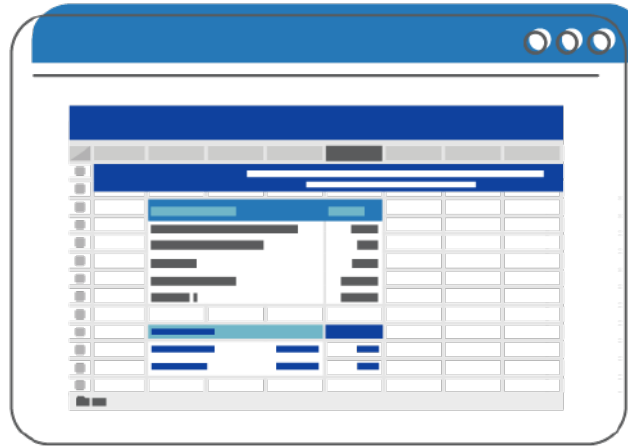
We constantly optimize campaigns in real-time, and can deliver media performance reports in Live, Weekly, or Monthly formats

Live Dashboards



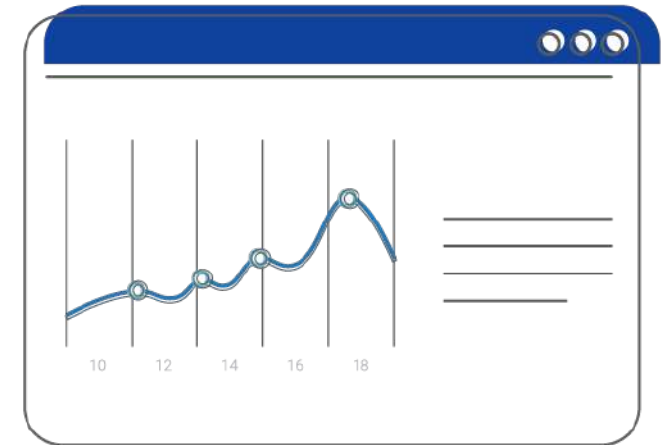
We can set up custom live dashboards allowing clients to access campaign performance to any granular level in real time.

Weekly Reports



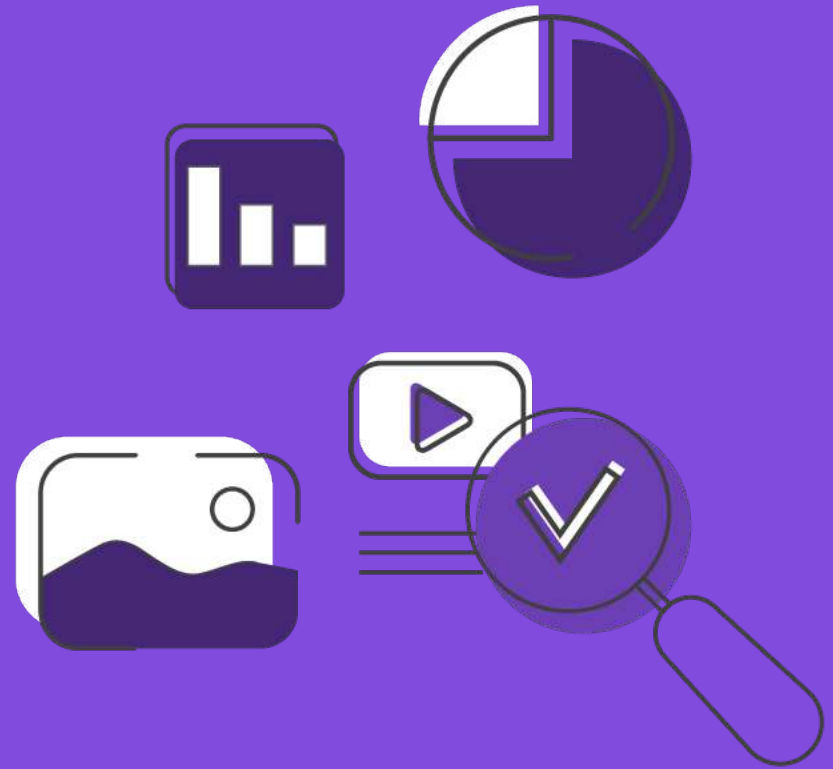
We send weekly reports highlighting key campaign performance metrics and showing campaign progress versus forecast.

Monthly Reports



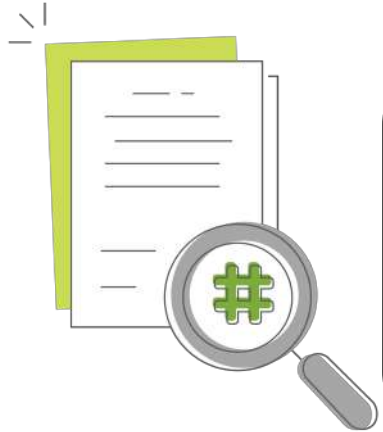
We create monthly reports broken down by platform, asset, and metric to match the specific client/campaign objectives and requirements.

Listening & Analytics



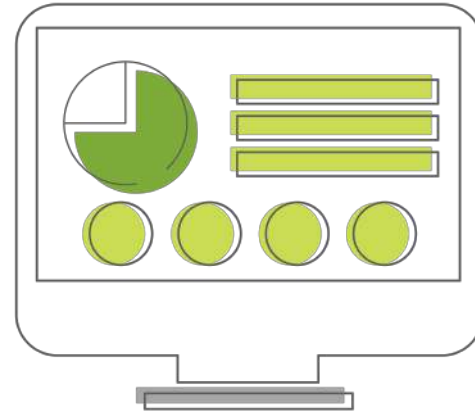
Trend Reporting

We're great listeners; in fact we listen so well that we do the following:



Social Updates

30min weekly session with everyone in the agency where we discuss the latest updates to all social channels



Live Dashboard

We have a live dashboard tracking the volume of mentions in each of the industries we operate in

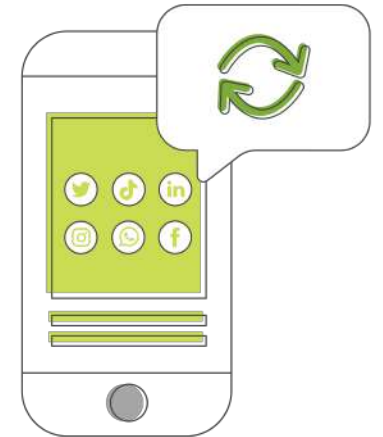
Listening Reports

We create daily listening reports highlighting all mentions of selected clients and their industry



Trend Reports

We create a weekly report with the latest trends and the most popular online content



Social Listening

Share of Voice



Comparing and benchmarking mentions and sentiment versus competition and identifying SOV

Reputation



Understanding the conversation and the sentiment of mentions (Automated with manual supervision & correction)

Audience



Recognizing the different people (demographics, location, behavior) talking about the brand, product, and campaigns

Influencers



Identifying the most influential content originators around the brand, events, and specific topics

Conversation Volume



Tracking the amount of mentions and their trend for the brand, product, and specific campaigns

Content Performance



Highlighting the best performing content in terms of conversation creation

Issue Detection



Automating alerts for abnormal social behavior i.e. 25+ negative mentions in 1 hour

Trend Analysis



Picking up on trends in real-time by identifying prominent words in specific markets / events

Social Analytics

Reach



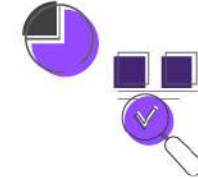
Amount of brand, product, and campaign mentions and growth trends

Best Performing Content



Identifying the content that achieved the highest engagement amongst users

Competitor Analysis



Tracking all performance metrics against the industry and specific competitors to understand contextual performance

Customer Feedback



Reviewing and analyzing customer comments and direct messages to understand/quantify customer needs and frustrations

Media Performance



Analyzing paid versus organic performance and the effect of media spend on specific content

Aggregation/Correlation




Aggregated data from posting, listening and ads correlated to brand performance studies and sales figures

Local Listing Management





We are a  Google My Business Partner;
whitelisted to **instantly verify businesses**
on Google's behalf and manage listings
on 16 online directories

Local Listing Benefits

7x

more traffic for
claimed profiles²

50%

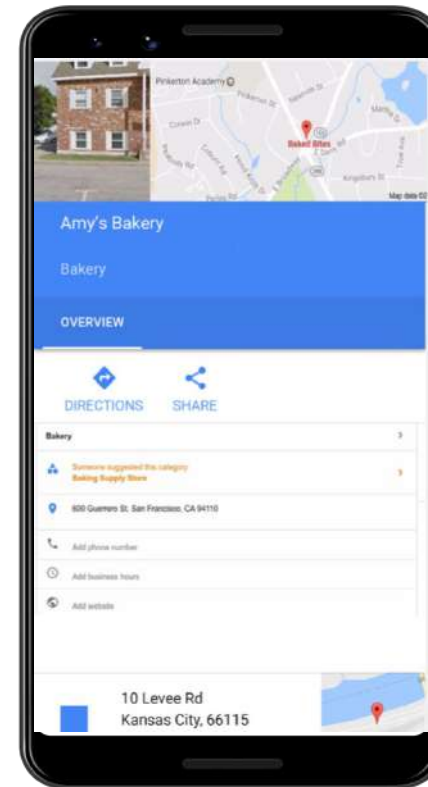
more like to lead
to a purchase¹

2.7x

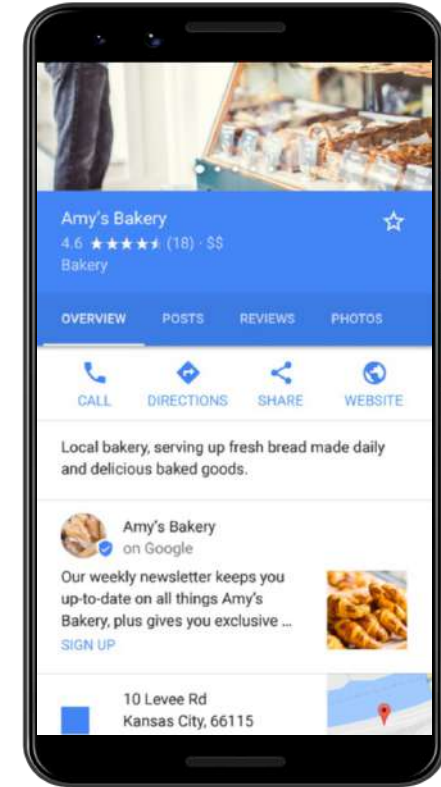
more likely to be
considered reputable¹

70%

more likely to attract
location visits¹



Empty business profile



Complete business profile

Listing Control Center

Our proprietary Listing Control Centre allows you to manage your listing on all directories from one place with the following features:

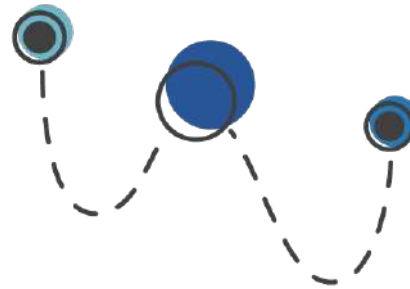


Enhance

Helps you better manage your listings

Aggregate

Provides one platform/interface for all listings



Analyze

Collect, aggregate, and automate all location data



Assign

Provide access rights and assignments to each user



Unify

Allows you to unify your brand across all directories



Our Team

Meet some of the Netizens.
We're a big team, so we
only included the bios of our
department heads



Fadi

Founder / Managing Partner

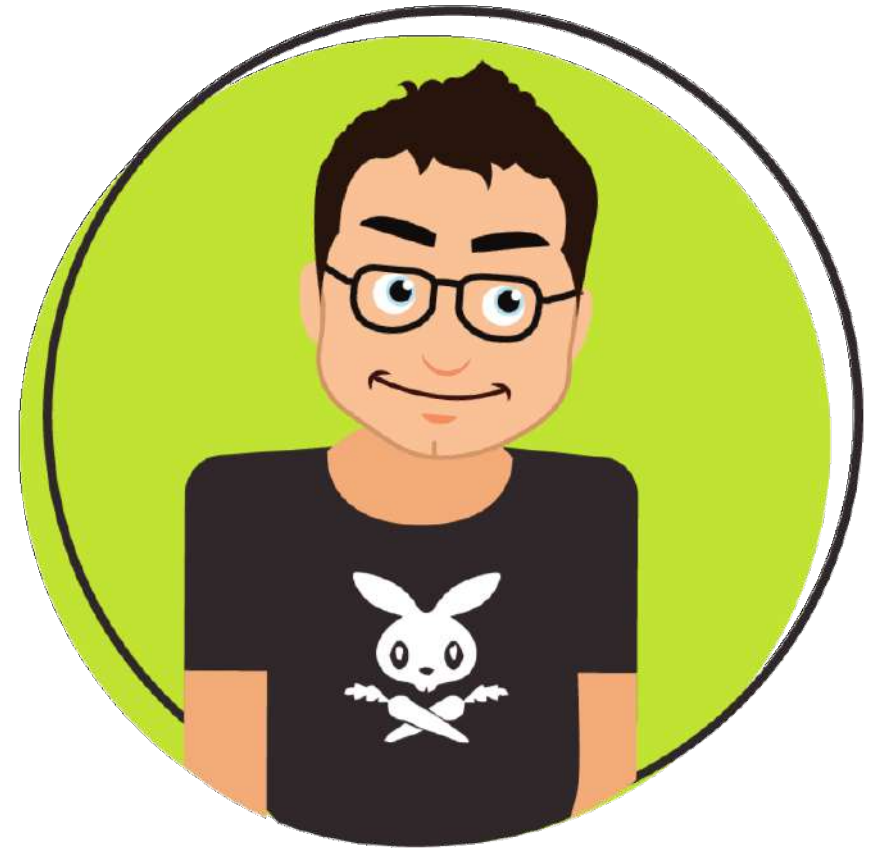
A digital marketing expert with 14 years of experience in advertising, marketing and management consulting across the Middle East & Africa working on the launch of 25 telecom operators.

He is the Founder and Managing Partner of Netizency managing digital marketing strategies, implementation, and media for a multitude of brands across KSA, UAE, and Qatar including brands like: SAGIA, Google, Virgin Mobile, Qatar National Bank, Dubai Properties, VW, and ENOC amongst many others.

He was previously managing brand planning and innovation at Virgin Mobile in Qatar, prior to which he was at du managing the marketing activities for their digital venture anayou, prior to which he was at Delta Partners working on the rebranding of MTC to Zain across their 22 markets.

Fadi previously worked on the launch of the du, MTC-Vodafone Bahrain, and STC brands while at Leo Burnett and JWT.

Fadi studied at the American University of Beirut in addition to attending executive education courses at Harvard, Columbia and London Business School



Michael

Managing Partner

Michael is a marketing and communication professional with over 17 years of local and international experience.

He is the Managing Partner of netizency responsible for the overall operation of the company and management of key clients such as Dubai Properties, ENOC, Volkswagen, Google along with the other Managing Partner. His additional responsibilities included setting the digital media strategy for clients and ensuring execution of campaigns by the team.

He has played an integral role in the growth of several international brands across MENA such as Nokia, Intel, Oracle and Standard Chartered Bank, as well as regional brands such as Arabian Automobiles, Axiom and the Roads and Transport Authority of Dubai.

Michael is experienced in a variety of marketing & communication disciplines, including ATL, BTL, social media, digital, direct marketing, shopper marketing and PR.

Michael studied at the American University of Beirut in addition to attending executive education courses at Stanford and Columbia Business School



Tamara

Business Director

A communication professional with over 17 years of local and international experience, Tamara has worked across a variety of communication disciplines including ATL, BTL, social media, digital, direct marketing and PR.

During her 11 year tenure at Leo Burnett in Dubai, she handled several multinational and local brands including Kellogg's, Aldar Properties, Mars, Richemont Group, Jumeirah, Wild Wadi, Fromageries Bel, Oasis, Rainbow Milk, Bic pens, Jotun paints, Gillette and Oral B.

She has been Netizency's Business Director since May 2016, where she is the account lead for the agency's UAE-based clients, including Dubai Properties, Enoc, Volkswagen (Al Nabooda), Think with Google and Uber. She is also responsible for the establishment of operational processes to help streamline workflow and client communication.

She was raised in the UAE and spent the last 11 years working in Dubai, which has allowed to build a strong understanding and knowledge of the region, the consumers and the media landscape.

Tamara holds a Bachelor of Commerce from McGill University and an MBA from HEC in Montreal. She is fluent in English, Arabic and French.



Ala

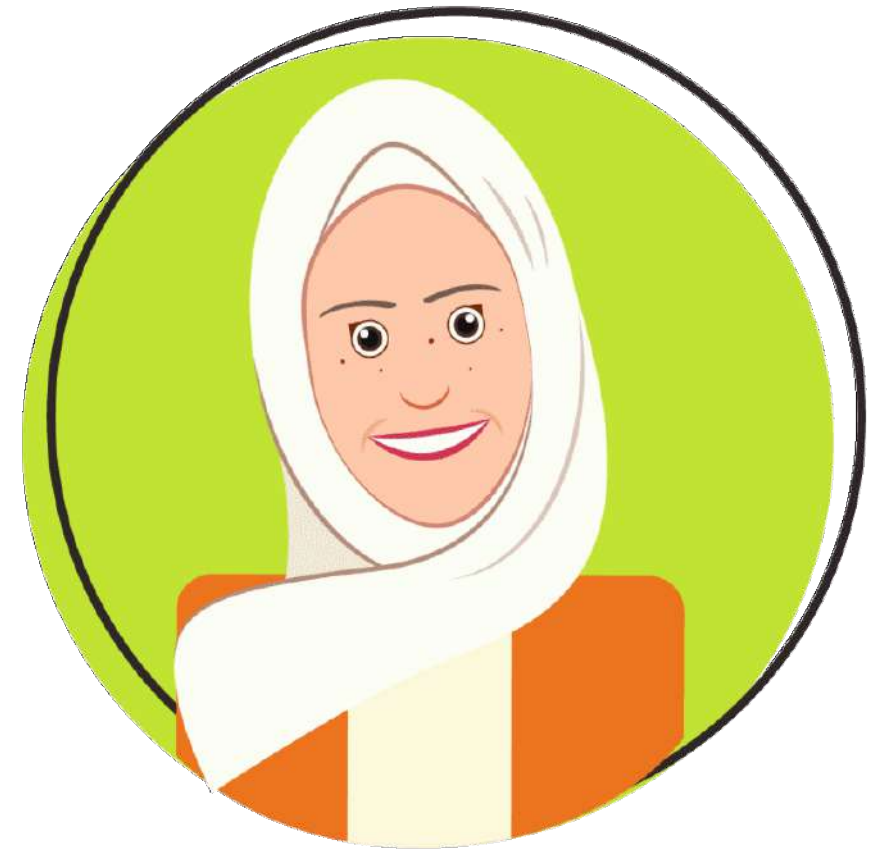
Head of Analytics

Ala is a digital analytics professional with local and international experience.

During her time at Leo Burnett, she managed social media analytics, listening, content strategy and digital reporting that included website analytics and tagging for several brands including Samsung, du, Bel, Max Factor Arabia, GMC, Cadillac, Qatari Diar and McDonald's.

She heads analytics at Netizency responsible for social media listening, research and analytics. Her responsibilities include listening to and analyzing the daily online conversations relevant to the client and its competitors in order to stay in the know of what people are sharing online about the brand and its competitors, spot trends, discover pain points and track sentiments.

She was born and raised in the UAE and holds a Bachelor degree from the American University of Sharjah 2014. She has also participated in multiple social media and digital trainings in the region and has strong knowledge of analytics and listening tools such as Sprinklr, Synthesio, Crimson & Hexagon, Google Analytics and Omniture Site Catalyst.



Mher

Head of Content

Mher is an expert in social media marketing with over 10 years of experience.

He worked on all different facets of the industry from community management to media, analytics, listening, activations and influencer management. Before joining Netizency, Mher worked with Social@Ogilvy and Diwanee. His experience encompasses a multitude of brands across the GCC and Levant including Volvo, Pampers, Google, Virgin Mobile, and Red Bull. As the head of digital content at Netizency, he manages the creative team to development of all creative output s and is heavily involved in the development of content strategy when responding to client briefs and creating the pitch. Mher holds a Bachelor degree in Marketing and has participated in trainings with Facebook, Google, and Twitter. He also holds various industry recognized certifications including Google Adwords, Google Analytics, HootSuite, & Facebook Blueprint.



Badsha

Sr Media Manager

Badsha is a digital media professional with 4 years of experience in handling digital media accounts of international clients in US, UAE and India.

He is experienced in orchestrating digital media strategies covering multiple aspects from content creation, SEO , SEM and social media advertising along with creating effective digital marketing strategies for clients.

He studied Engineering in India and has also completed various certifications with Google, Bing , HubSpot and so on.



Walid

Sr Social Media Manager

With over 5 years of experience in social and digital media, Walid has worked on accounts across a variety of industries from FMCG, F&B, retail, banking, and consumer tech, to automotive and real estate.

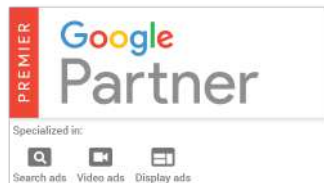
As a social media manager, Walid manages a team across the planning, creation, and execution of content and media strategies across social platforms. Walid has launched, maintained, and amplified the social & digital presence of several prominent brands between KSA and the UAE, including Jeep, Mercedes-Benz, Indomie, Virgin Megastore, TopGear, IMKAN Properties, Lenovo, Liv, and Abu Dhabi Mall.





That's All Folks!

Netizency is a digital marketing agency with offices in Dubai, Doha, and Beirut that works with B2B and B2C clients on social and digital marketing activities including strategy, content, community management, media, listening and analytics.



Case Study

Netizency previously managed Vodafone Qatar's social media presence on Instagram, Facebook, Twitter, Snapchat and LinkedIn for two consecutive years.

Assignment Objectives:

- Create a **strong social media presence** for Vodafone Qatar on social and **generate engagement** around its packages and services
- **Increase positive sentiment** and position Vodafone Qatar as a **strong local and global player** in Qatar's telco market

Target Audience:

- High-value nationals and expatriates
- Mid-value nationals and expatriates
- Service & labor workers

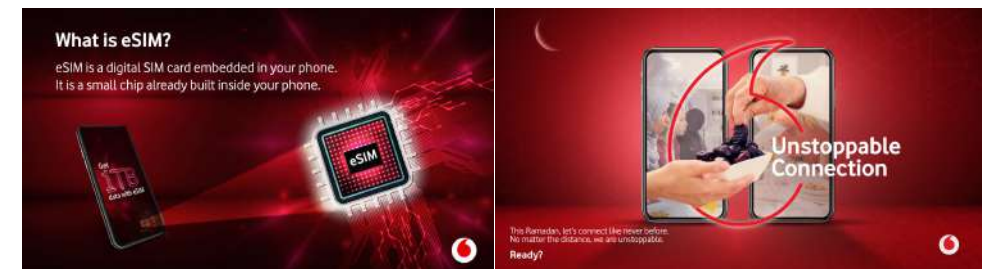
Results:

- Created more than **1,650 posts**
- Generated more than **10 million engagements** across Facebook, Instagram and Twitter
- Increased positive sentiment from **22% to 88%**

Scope:

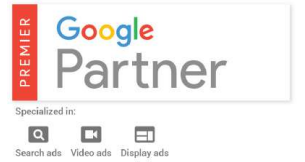
- Strategy development
- Content creation, live event coverage, and influencer management
- Managing competitions from A to Z and partner collaborations
- Developing 360 marketing campaigns, including activation ideas and implementation

Sample Content:



Case Study

Google MENA



In addition to being a Google Premier partner, and a Google My Business Partner, Netizency previously managed ThinkWithGoogle's MENA social presence on LinkedIn and Twitter .

Assignment Objectives:

- Drive awareness about TWG in MENA
- Generate subscriptions, and position it as the go-to destination for digital marketing insights & inspiration

Target Audience:

- Marketers across large advertisers
- Media agencies
- Creative agencies

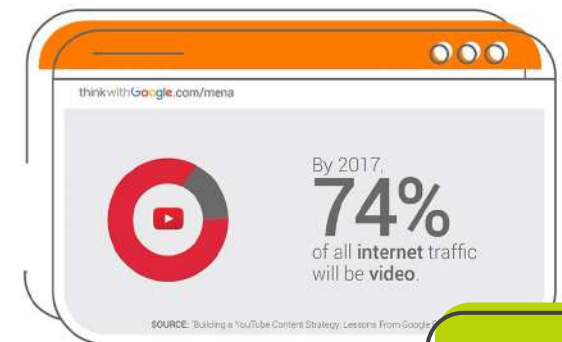
Results:

- Exceeded forecasted KPIs by 20%
- Exceeded benchmark CTR by 50%

Scope:

- Strategy development
- Content creation
- EDM design
- Media buying
- Page management of Twitter & LinkedIn

Sample Content:



Case Study

In addition to being the only DELL Concierge agency in the Middle East, North Africa, and Turkey we run Lead generation campaigns for Dell Technologies in MEA on LinkedIn and Twitter.

Assignment Objectives:

- Generate sales leads for Dell Technologies
- Manage the marketing activities for Dell Partners utilizing Dell's Market Development Funds

Target Audience:

- CTOs
- IT Purchasing Decision Makers

Results:

- Generated leads 27% cheaper than Tech benchmark

Scope:

- Coordinate with Partners & Distributors
- Identify Objectives
- Create & Launch Campaigns
- Share Results
- Share proof for MDF Claim

Sample Content:



Case Study

Expo 2020 School Programme



Netizency manages Expo 2020 SP's social media presence in the UAE across Instagram, Facebook and Twitter.

Assignment Objectives:

- Create a strong social media presence
- Build awareness about Expo School Programme, its learning resources and initiatives
- Generate engagement from students, teachers and schools

Target Audience:

- Teachers
- Students (Ages 7-16)
- Parents

Results (Over 8 months):

- Created more than **300 video posts**
- Generated more than **8,000 organic engagements**
- Generated over **500 UGC submissions** from schools and students in response to posts created

Scope:

- Strategy development
- Content creation
- IG, FB & TW page management
- Create and launch campaigns, including activation ideas and implementation

Sample Content:



Case Study

Liv. Digital Banking



Netizency manages Liv.'s social media presence in the UAE and KSA across Instagram, Facebook, Twitter, Snapchat, TikTok, Youtube and LinkedIn.

Assignment Objectives:

- Create a strong social media presence for Liv.
- Generate app downloads
- Position Liv. as an innovative digital lifestyle bank by driving engagement on social
- Increase awareness around Liv. features and products

Scope:

- Content creation & live event coverage
- Development of product launch campaigns, including activation ideas and implementation
- Developing HTML emailers
- Strategy development

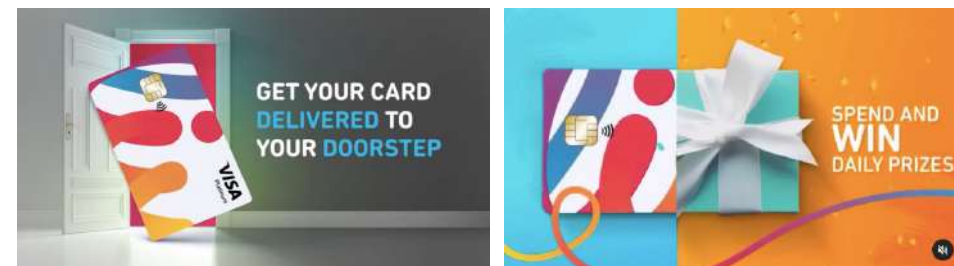
Target Audience:

- Millennials
- Young professionals
- Undergraduate students

Results:

- Created more than **1,000 posts**
- Generated more than **2 million engagements** across social media channels
- Exceeded the net new monthly customers of ENBD

Sample Content:



Case Study

Abu Dhabi Mall



Netizency manages Abu Dhabi Mall's social media presence across Instagram, Facebook, and Twitter.

Assignment Objectives:

- Create a strong social media presence for Abu Dhabi Mall and increase brand awareness
- Build a community and connect with the audience
- Position the mall as a family-friendly destination

Target Audience:

- Arab & Western Expats and locals in Abu Dhabi
- Shopping fanatics and food enthusiasts
- Families

Results:

- Created more than **1,500 posts** on social media
- Generated more than **162.3K engagements** across all platforms.

Scope:

- Content creation & live event coverage
- Paid Media Management
- Social Media Moderation
- Creating and launching campaigns, including activation ideas and implementation
- Listening and Analytics

Sample Content:



Case Study

MAF - LA Food Trends

Prototype to showcase the business potential of social listening. Evaluated the social media conversation in LA to identify potential food trends in Dubai for 2020.

Assignment Objectives:

- Find the public's culinary preferences
- Identify trends actionable for business recommendations

Target Audience:

- General population of Los Angeles, USA

Results:

- Identified the highest growing cuisine, diet type, and restaurant type in LA
- Found high potential as well as niche business opportunities for the F&B sector in the city

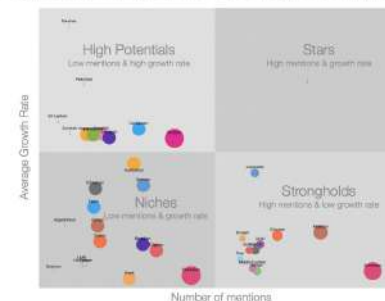
Scope:

- Identify food-related keywords
- Correlate social listening findings with web search activity
- Analyze topic mentions, relationships, and popularity

Sample Content:

Cuisine Trends Analysis

10 international cuisines are gaining momentum; 11 important Strongholds identified



Topics of Discussions Related to Health



Case Study

Motorola



Netizency manages Motorola's social media presence in the UAE and KSA across Facebook, Instagram and Twitter

Assignment Objectives:

- Building brand awareness positioning Motorola as the leader of innovation in technology
- Driving sales targeting different phones at different price points to its respective audiences
- Generating engagement to increase SOV in the respective markets

Target Audience:

- Techies
- Luxury shoppers
- Millennials

Results:

- Increased positive sentiments over the last quarter, from 14% to 40%
- Recorded over 200K engagements over the past year

Scope:

- Strategic content development leading to sales
- Creation and execution of campaigns, launching new phones
- Content creation, community management and influencer management

Sample Content:



Case Study

We manage SEHA's social media content and presence across Facebook, Instagram, Twitter, and LinkedIn since January 2020

Assignment Objectives:

- Establish thought leadership in the nation's battle against COVID-19
- Increase awareness about and footfall at facilities and services

Target Audience:

- Primary: Abu Dhabi residents
- Secondary: Healthcare professionals

Results:

- 144% increase in social engagement and 35% increase in audience size
- Complete revamp of visual style to be more appealing and accessible

Scope:

- Content creation and management, video production, media planning, influencer management, campaign development, activations, and analytics

Sample Content:



Case Study



Netizency has been managing Qatar National Bank's social media presence on Instagram, Facebook, Twitter, Snapchat, LinkedIn and YouTube for 10 consecutive years to date.

Assignment Objectives:

- Position QNB as a strong key player on social media
- Generate engagement and humanize QNB's brand image through social media
- Increase awareness of QNB's local and international offerings

Target Audience:

- High-value nationals and expatriates
- Mid-value nationals and expatriates
- High and mid-value international customers

Results:

- Created more than **6.000 posts**
- Generated more than **41 million engagements** and more than **686 million impressions** in the last 3 years

Scope:

- Strategy development and performance analysis
- Content creation and live event coverage
- Social community management and social listening on Twitter, Instagram, LinkedIn, Facebook and YouTube while adhering to strict response times to ensure customer satisfaction
- Running promoted ads across all social channels on a local and international level

Sample Content:

