



netizency

Credentials

WHO WE ARE

01



WHAT WE DO



OUR CLIENTS

02

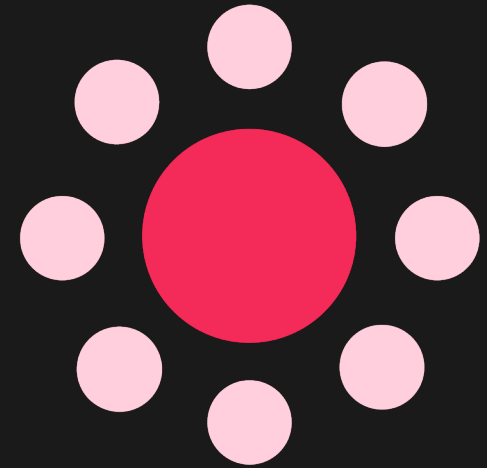


OUR TEAM

03



04



01

WHO WE ARE

Who we are



OVERVIEW

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

 **net.i.zen.cy**
'ne-te-zen-see

Noun, word origin:
Inter(net) + Cit(izen) + Residen(cy)



FOCUS

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.

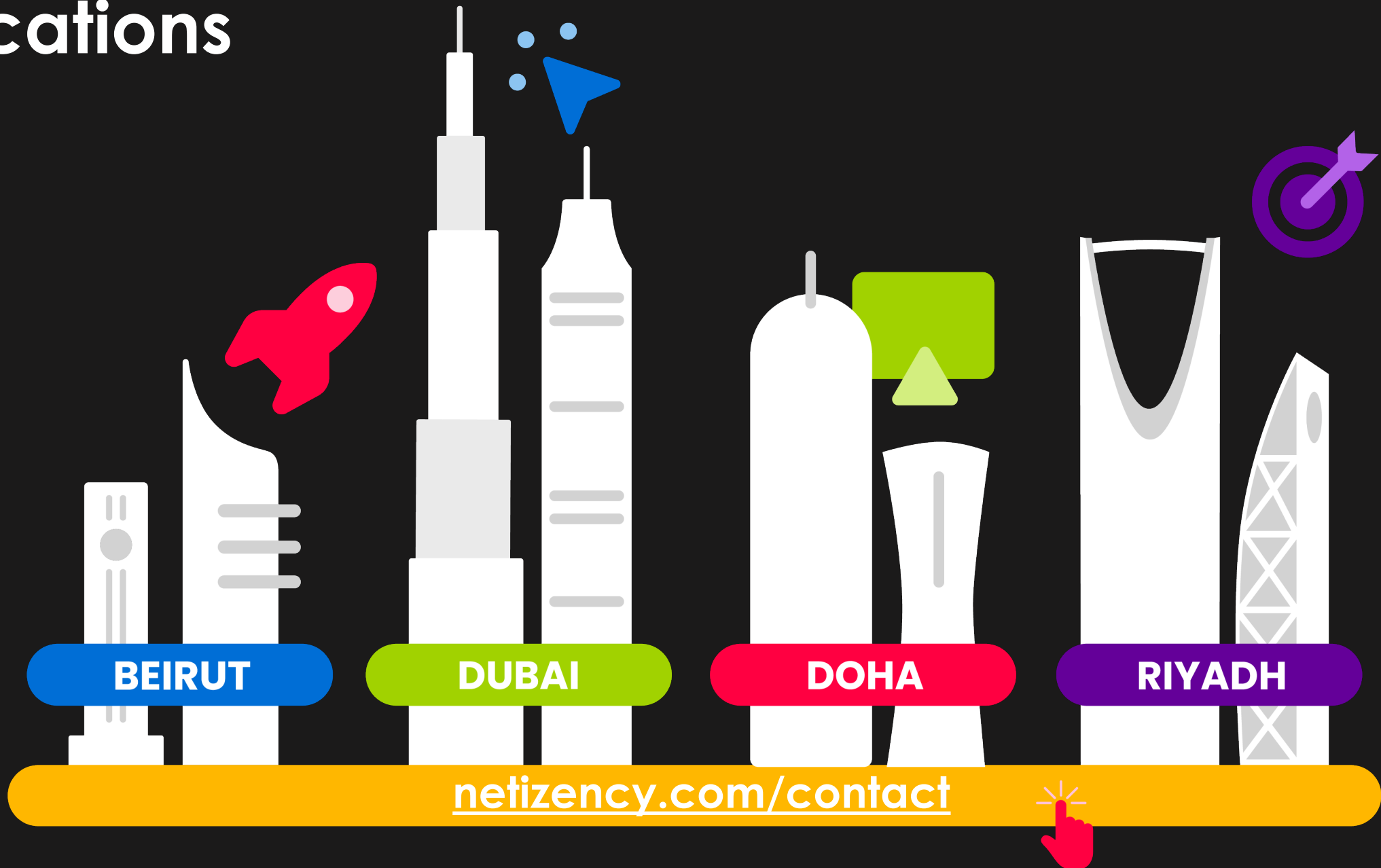


TEAM

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.

Locations





Platform Partnerships

We have partnerships in place with all social platforms



We are LinkedIn's certified Content Partner in EMEA; we work very closely with LinkedIn to develop platform specific content for their biggest clients in the region.



We are a Google Partner certified in Search, GDN, and Video advertising.



We are a Meta For Business Partner; recognized for our expertise on its different platforms.



We work very closely with TikTok on a daily basis and are privy to all the platform best practices.



We are a Twitter content Partner whereby we work closely with Twitter to develop content for some of their clients.



We are a Snapchat certified agency; accredited and aware of the platform's ins and outs.



OUR CLIENTS

32

Client Verticals

Mobile Apps

TikTok
for Business

osn+

liv

Wio
BANK PJSC

Virgin
mobile
فونز موبائل

Uber

Enter-tainment

TikTok
for Business

123
أهلاً بكم

EXPO SCHOOL
PROGRAMME

osn+

G

Red Bull

SKYDIVE
DUBAI

FIRDAUS
ORCHESTRA

روح الاتحاد
46 SPIRIT OF THE UNION
مركز الثقافة والفنون
Al Jallia Cultural Centre For Children

Food & Beverage

McDonald's

wagamama

Seara
سهارا

M&S
- FOOD -

Noor

Sunny

KOITA

TORTILLA

Real California Burritos & Tacos

Tech-nology

Lenovo

motorola

vodafone

DELL
Technologies

Deloitte

Virgin
mobile
فونز موبائل

Uber

Gov-ernment

G42

SEHA

DUBAI
PROPERTIES

DUBAI
HOLDING
ASSET MANAGEMENT

برنامج قيادات حكومة الإمارات
UAE GOVERNMENT LEADERS PROGRAMME

الألعاب الحكومية
GOV GAMES

ssmc
مستشفى الشيخ شخبوط الطبية
Sheikh Shakhbout Medical City
الشراكة مع
MAYO CLINIC

مركز الجالية الثقافية للطفل
Al Jallia Cultural Centre For Children

Retail & Fashion

MARKS & SPENCER

أبوظبي مول
ABU DHABI MALL
The heart of the city

AVENUE
AT ETIHAD TOWERS

Wilson

فستيفال سيتي
Festival City



Financial Sector

VISA

liv

QNB

Wio
BANK PJSC

Emirates NBD

Auto-motive

Jeep



M
المسعود
AL MASAOOD

الفهم
ALFAHIM

OPEL

Awards

2



18



3

2019 | 2021 | 2022



Digital Agency
of the Year



03

WHAT WE DO



- Strategy ●
- Content ●
- Social Media ●
- Media ●
- Analytics ●
- Listings ●

Social Media Services

Netizency provides services across the social media marketing spectrum ranging from strategy to implementation, amplification, and analysis





STRATEGY

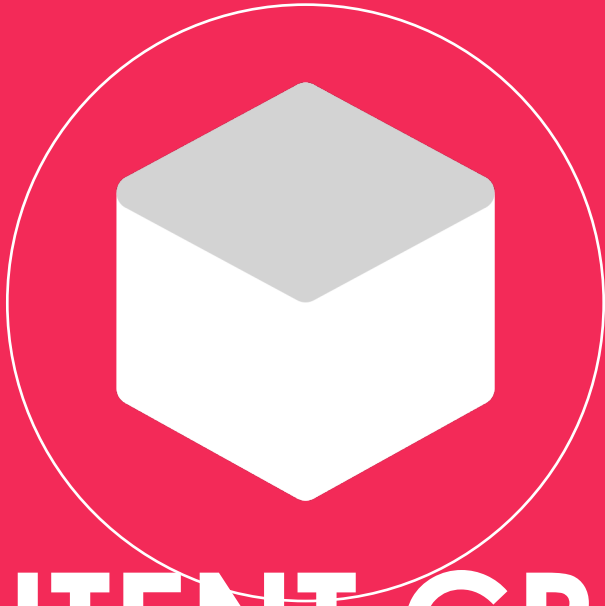


Strategy Development

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:

- **McDonald's UAE**
- **BlackRock Middle East**
- **Liv Bank (Emirates NBD)**
- **Lenovo MENA**
- **Jotun MEIA**
- **Virgin Mobile KSA**
- **Vodafone Qatar**
- **TikTok For Business METAP**
- **Marks & Spencer UAE | KSA**
- **Ahlan Simsim**
- **Visa Middle East**
- **Auto Central UAE**





CONTENT CREATION



Our Showreel



■ This is
■ what we
do ✓

Static Visuals

Motion Animation



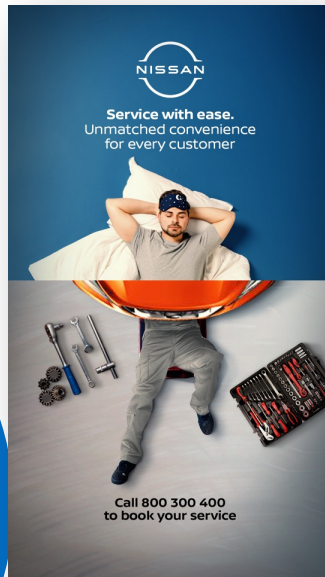
Video Edits

Emailers

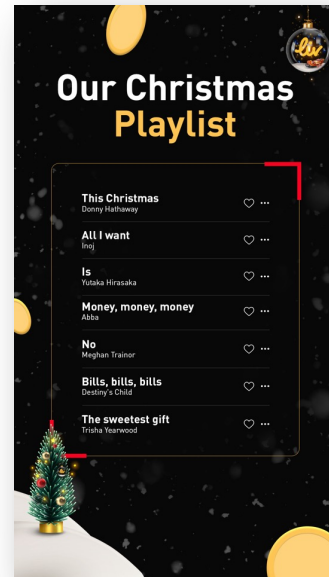
Infographics

Videography

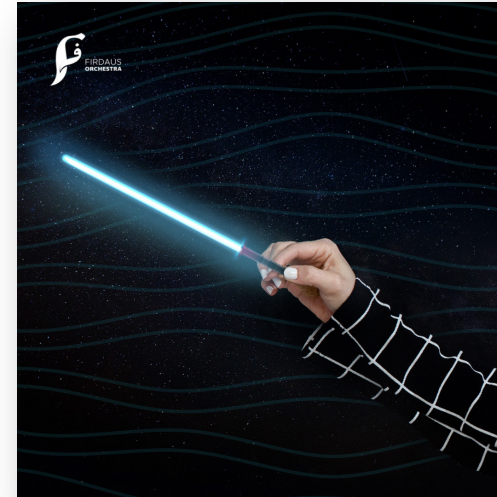
Static Visuals



Auto Central



Liv Bank



Firdaus Orchestra



Motorola



McDonald's UAE



Sunny Oil

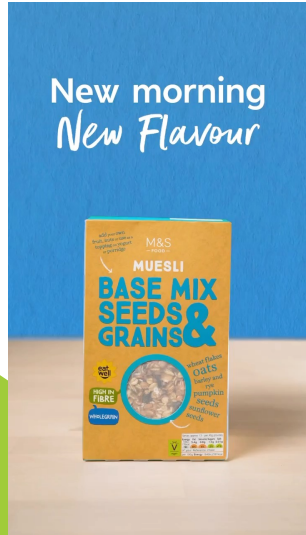


NOOR Oil



Ahlan Simsim

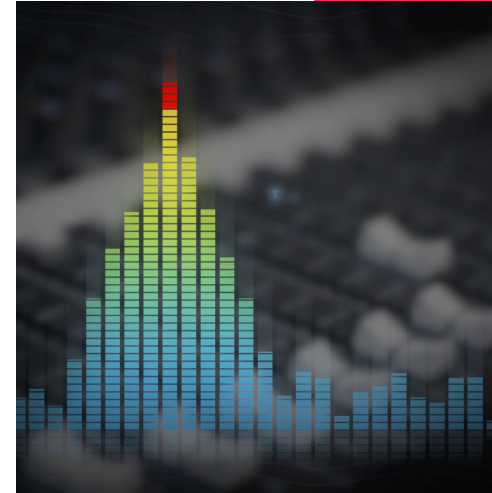
Motion Animations



M&S



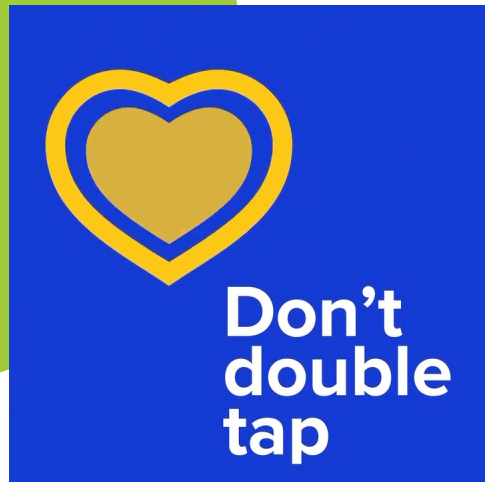
Wilson



Firdaus Studio



Jeep



Visa



Liv. Bank



McDonald's

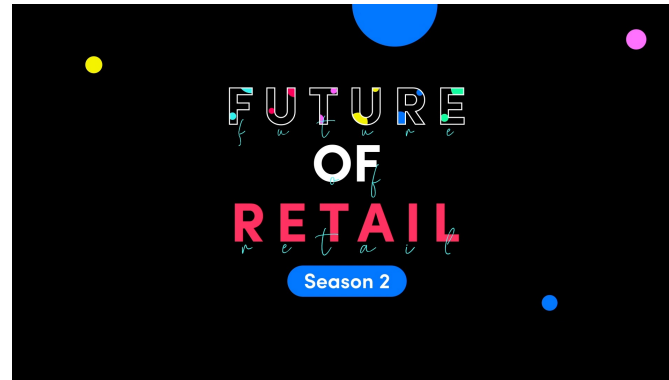


NOOR Oil

Video Edits



G42



TikTok For Business



Nissan



Visa



Emirates NBD

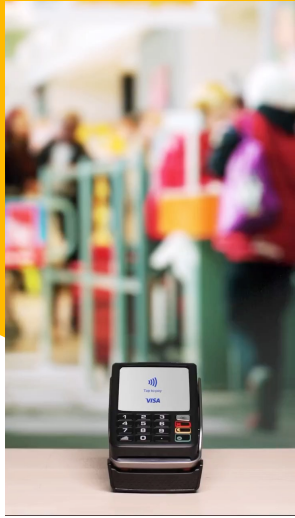


Lenovo



Sunny Oil

TikToks/Reels



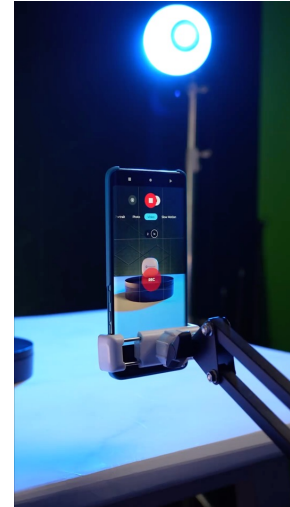
Visa



Liv. Bank



Wilson



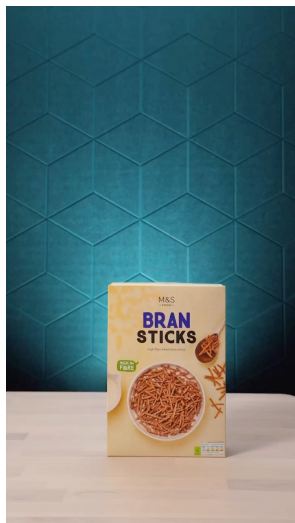
Motorola



Sunny Oil



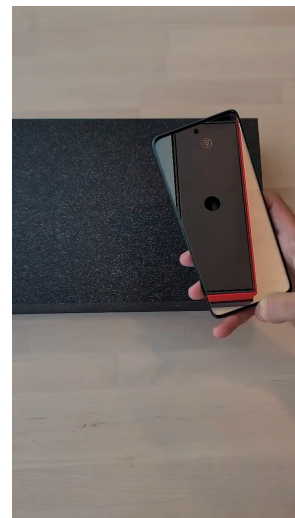
McDonald's



M&S



Nissan



Lenovo



McDonald's



McDonald's



Sunny Oil

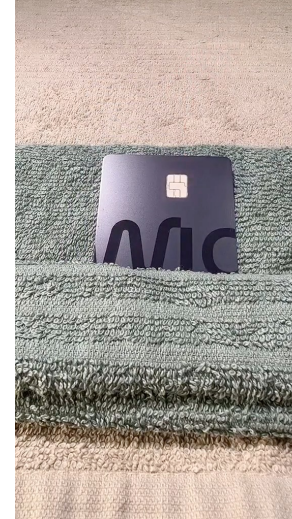
Trend-Jacking



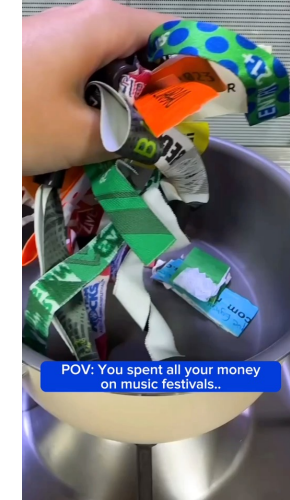
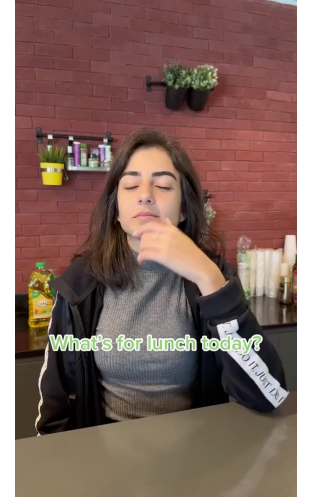
McDonald's



Ahlan Simsim



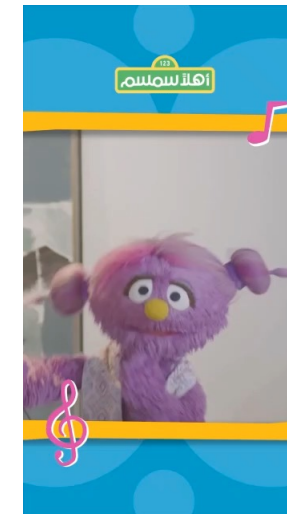
Wio

**Visa**

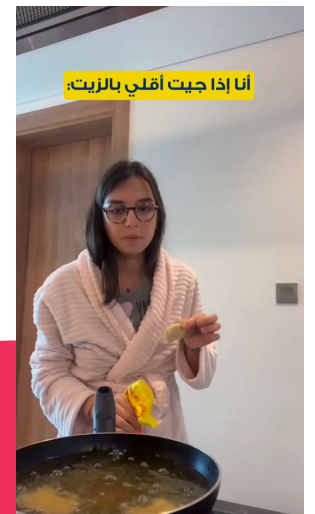
Sunny Oil



McDonald's



Ahlan Simsim



NOOR Oil

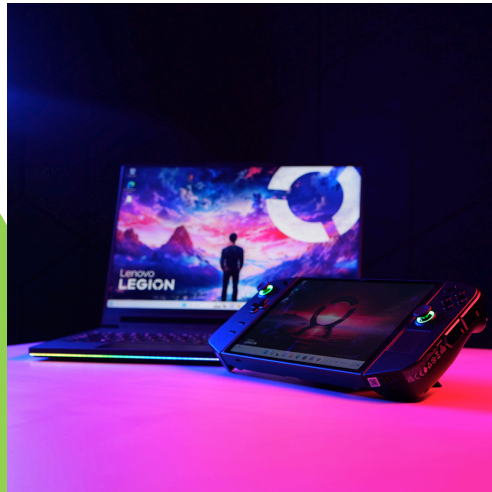
Photography



M&S



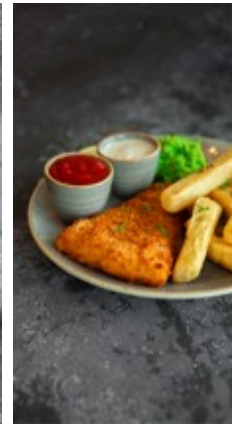
M&S



Lenovo



Hayat Biotech

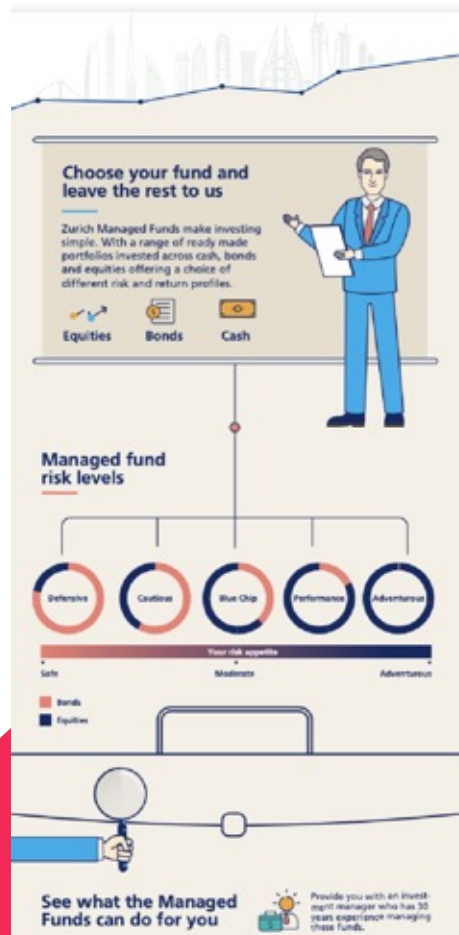


M&S

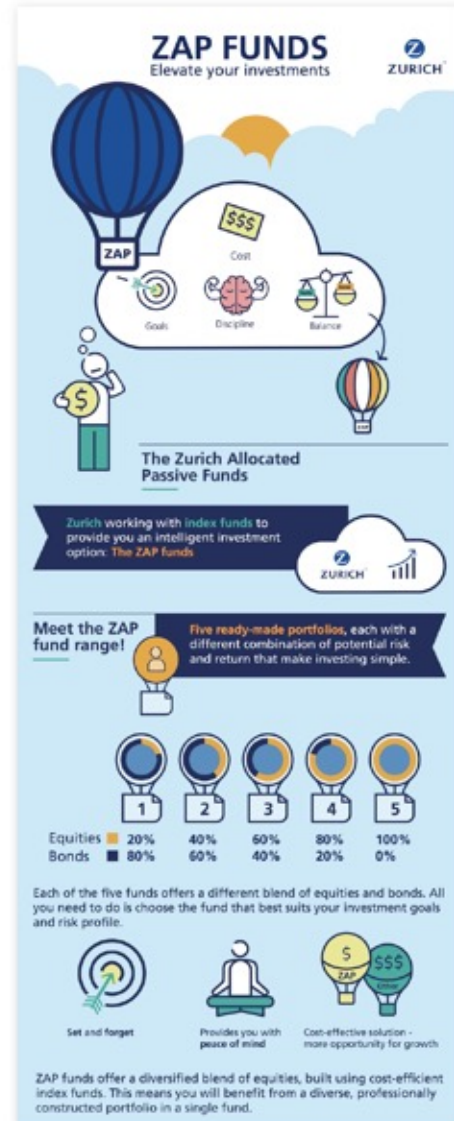


McDonald's

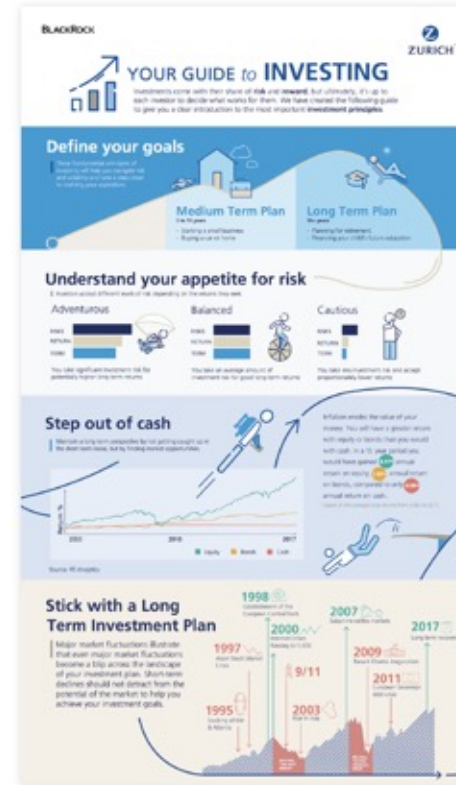
Infographics



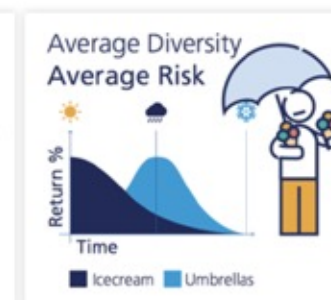
Zurich



Zurich



Zurich



Zurich



Liv. Bank

Emailers

YourLife by Zurich.
The fastest and easiest way to protect your loved ones with cover starting at AED 3 per day

Instant Simple Affordable

GET STARTED

Get covered in 5 minutes with YourLife today!

YourLife offers you instant, simple and affordable life cover to protect your loved ones with cover starting at AED 3 per day.

#YourLife will ensure that the people who matter the most are covered. Be #ReadyForLife

Immediate life cover
No medical tests needed
Get the right cover with our needs profiler tool

GET COVERED NOW

Subject to Terms & Conditions

f in @ZurichMiddleEast #ReadyForLife ZURICH

Zurich

TikTok for Business

TRENDS of the week

What trends are poppin'?

ENGLISH

ARABIC

PS: You can totally enable an English trend or vice versa!

CapCut the video editor that makes everyone a pro!

Learn how to repurpose your existing assets with ready-made templates to create your TikTok native video ads in just a few clicks.

Turn up legally on TikTok

When it comes to making TikToks, a strong strategy is to think about how you'll use sound first

Learn all about it here

TikTok for Business Stay up to date with all things TikTok for Business MEDIA

TikTok For Business

vodafone

FEBRUARY UPDATES

Hello,

VODAFONE QATAR TO ANNOUNCE ITS FULL YEAR 2019 FINANCIAL RESULTS ON 3 FEBRUARY 2020

The Company's Financial Results will be made publicly available on Vodafone Qatar's website at www.vodafone.qa and on the Qatar Stock Exchange website www.qse.com.qa

Learn more

541 Million Total Revenue up by 1%
535 Million

iR VODAFONE WINS THIRD INVESTOR RELATIONS EXCELLENCE AWARD

Vodafone Qatar has won the "Best Investor Relations" at the Mid-Cap Company category, for the third year in a row, at the Qatar Stock Exchange's 10th Annual Investor Relations Excellence Program Awards Ceremony.

VODAFONE QATAR HOLDS ITS ANNUAL GENERAL ASSEMBLY MEETING

Distribution of a cash dividend of 5% of the nominal share value approved

5%

© 2019 Vodafone Qatar P.J.S.C

Vodafone

WAVO

أفضل المسلسلات الأجنبية والتركية للأهبات

سؤال الآن

استخدمي الزمن الترويجي MUMZWORLD20 للتسجيل والوصول على خصم 20%

\$4.00 شهريا

GIRLS
THE HANDMAID'S TALE
GREY'S ANATOMY
STILETTO VENDETTA
THE AFFAIR
الحب الأعمى
WENT WORTH

WAVO

liv Accounts | Cards | Loans | Remittances & Payments

✦✦Tis the most Liv-ely time of the year✦✦

Hello XXX,

As the HoHoHo-liday season rolls in with all its magic, it's the time when many of us get those sweet raises and bonuses we deserve!

Here's a few tips on how to make the most of your money:

Open a Liv Goal Account that will make those bonuses sparkle with a 2% interest rate.

Spend with the Liv Credit Card and watch your money fly back to your account faster than Santa's sleigh!

Open the Liv app

liv ahead

Download the app now visit Liv.me

Terms & Conditions | Privacy Policy

Liv. Bank

netizency

Social Media Updates

Setting up the latest news on the platforms we use, with a side of insight, analysis, and point of view

Strategic Partnerships

From Our Blog

Instagram's "Reels" is officially here to challenge TikTok
Access the TikTok-inspired video editing tools directly from IG Stories Create mode.
[Read more on our blog here](#)

Snapchat secures deal to add songs to videos
New feature appears with music labels means your songs will feature your favorite songs.
[Read more on our blog here](#)

Google grows its digital marketing options
Craft effective cross-format campaigns with audio, video, and display content.
[Read more on our blog here](#)

Other Social Media Updates

WhatsApp rolls out tool to fact check messages
A new tool meant to forward messages will allow you to search the web for verification.
[Read more here](#)

WhatsApp adds Messenger Rooms calls on desktop
Call your friends and family directly from your desktop.
[Read more here](#)

Twitter to label state-affiliated accounts
Accounts from governmental officials and state-affiliated media will sport an identification label.
[Read more here](#)

Facebook expands "Paid Partnerships" to Groups
Advance your brand through sponsored content in relevant FB Groups.
[Read more here](#)

Content Highlights

Our Latest Work
Summer is not only for relaxation. More of the hottest ideas from Expo 2020 Schools Programme's Young Innovators Symposium Edition workshop!
[Check more here](#)

Fresh Finds
The nature of work is changing. Over 10 global offices are in process. Check out the latest you can stay connected with people that matter. Find your professional community here.

Trends to Watch

Calendar of horrors
Witches, a pandemic, political unrest, elections... 2020 may give us a break? Read up on the latest news about the calendar of horrors with each month of 2020, using calendar!

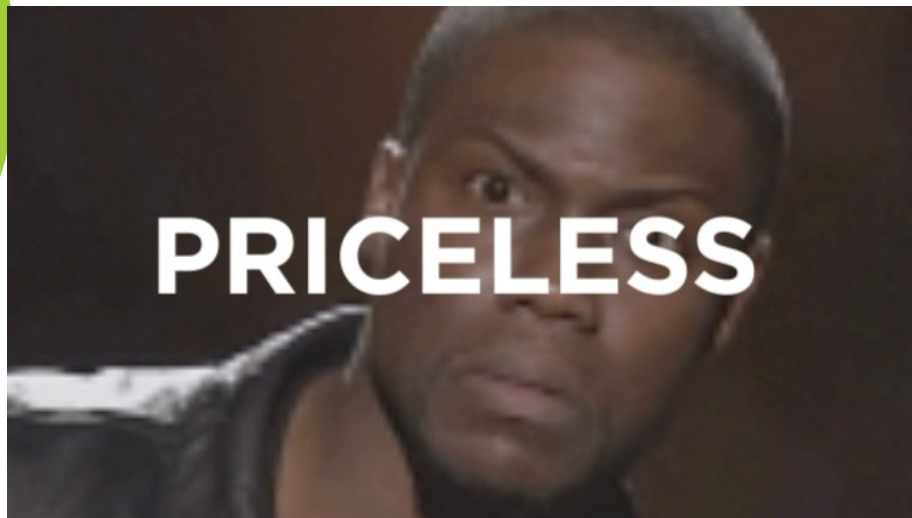
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Netizency

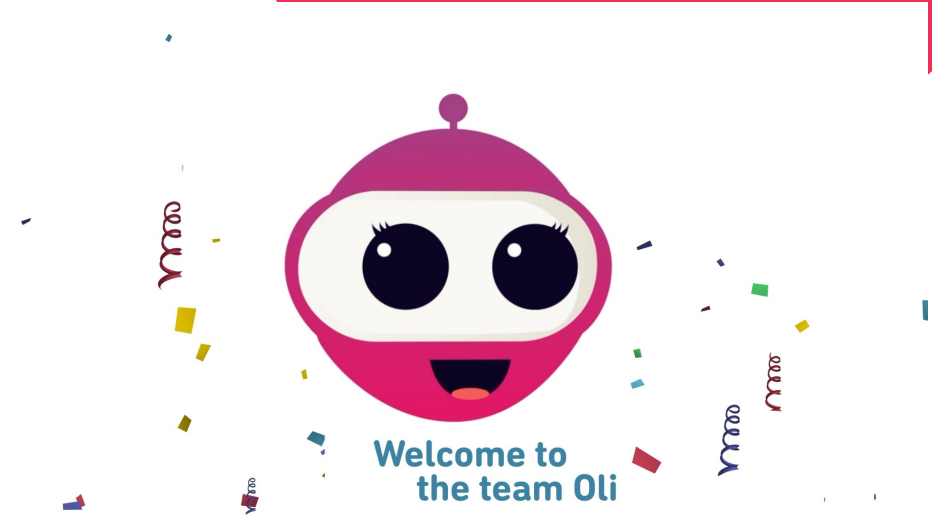
Case Studies



Motorola



Lenovo

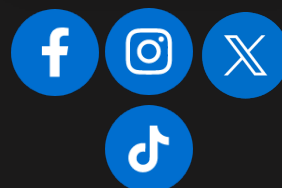
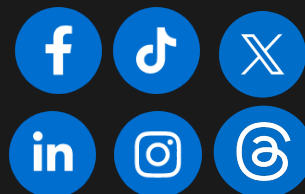


Liv. Bank



Liv. Bank

Some of the Pages We Manage





SOCIAL MEDIA MANAGEMENT

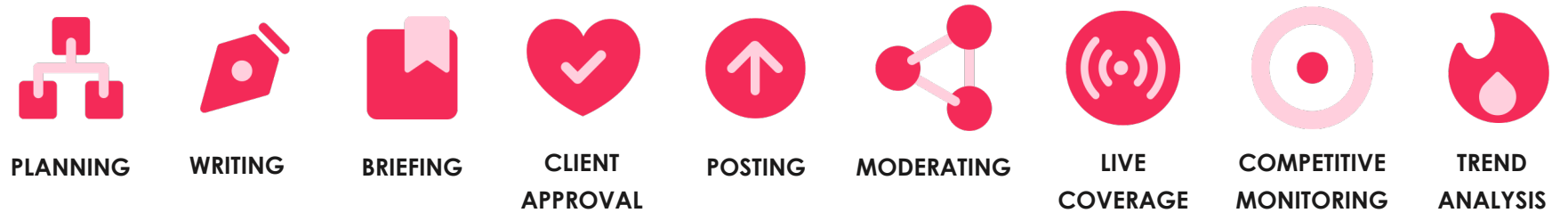


The Social Media Manager Role

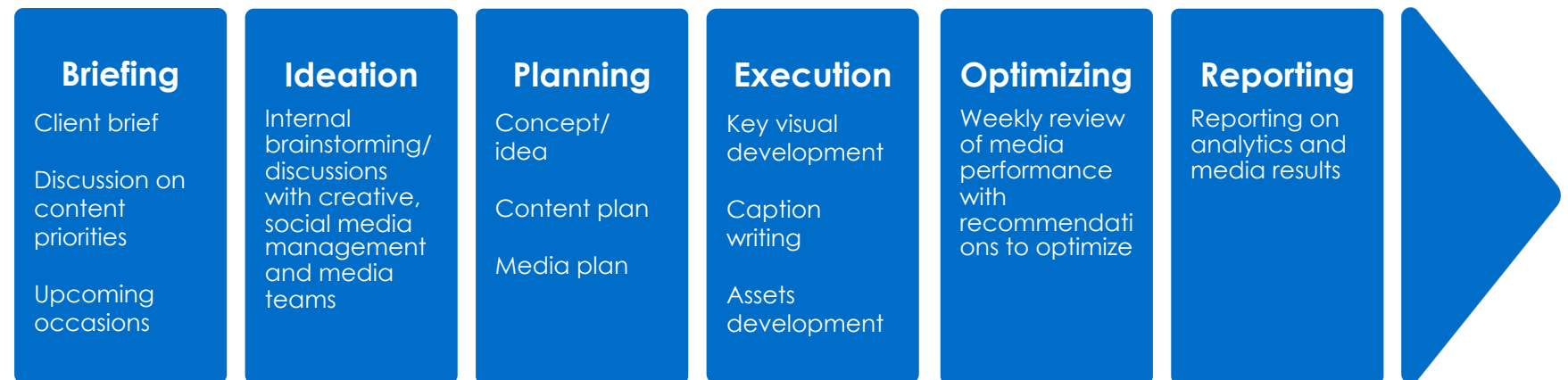
We have devised the role of a social media manager to combine that of several different resources / functions at a traditional agency



Functions Performed by the Social Media Manager:



Process Includes development and project management:



WEEKLY CLIENT STATUS CALLS ON ONGOING PROJECTS

Live Coverage

We have conducted more than

3.3^k Man-hours

of live coverage for several key clients and events over the last 4 years including:



Our largest live coverage activities were on:



We prepare for live coverage events as follows:

Pre

- **Content planning** pre/during/post
- **Pre-templated content** for press-conferences / announcements

During

- **On-ground coverage** of the event
- **Pre-recorded “live” videos** Content on FB & IG

Post

- **Post-event analytics**

Our tools

We use several tools that help us do the work we do every day



Our internal communication tool for sharing quick feedback on creative assets, communicating with each other, and eliminating excessive emails. Can also be integrated with a client Slack account.



Our listening tool that allows us to track conversations, identify advocates and detect issues.



A tool that we like to call "Excel on steroids". It allows us to place all content and captions in one place, allow for multiple party access, feedback, and approvals, all in one sheet.



A design tool that allows us to turn around quick posts and stories using the brand's fonts and colours.



A project management tool that allows us to track all creative deliverables and responsibilities.



Our reporting tool that enables us to track post performance, engagement, fan growth and competitor performance integrated with a client Slack account.

We work very closely with agencies





DIGITAL MEDIA

Audience & Targeting



Demographics

Age, Gender, Language, and Location



Interests

People who are interested in a certain item or activity.



Behavior

Certain behaviors/hobbies of people.



Custom Audience

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



Retargeting

Users who have visited or taken an action on a website or social channels.



Lookalikes

Users who share the same person as the custom or retarget audience.

Monitoring & Reporting

Can be delivered in 3 formats and optimized in real-time



Live Dashboards

Custom live dashboards allowing access to campaign performance



Weekly Reports

Weekly reports highlighting performance metrics and progress



Monthly Reports

Monthly reports by platform, asset, and metric



LISTENING & ANALYTICS



Trend Watching

We have our finger on the pulse and always stay up to date on all trends.



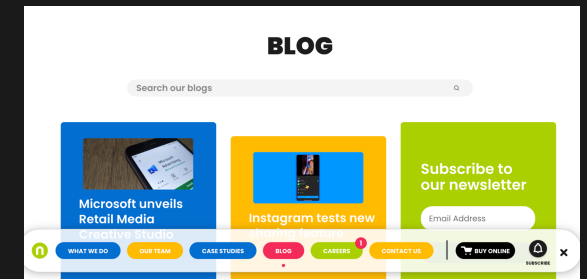
We do a 30 min weekly session with Netizens to discuss the latest updates to all social channels.

We publish monthly articles in **Campaign & Communicate** magazines



about the latest social platform updates, trends and online conversations

We send out a weekly newsletter that covers the **latest updates on all things social** and **publish weekly blog posts!**



[View here](#)

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

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

Local Listing Management



ENHANCE

Helps you better manage your listings



AGGREGATE

Provides one platform /interface for all listings



UNIFY

Allows you to unify your brand across all directories



ANALYZE

Collect, aggregate, and automate all location data



ASSIGN

Provide access rights and assignments to each user

SIMPLE LISTINGS

A SERVICE BY NETIZENCY

Simple Listings is a service provided by Netizency to help you list your business on Google Maps, Google Search, and 27 other directories including Apple Maps, Uber and Facebook.





OUR TEAM

04



Fadi Khater

Founder and Managing Partner

A nerdy guy who likes to try new things. Fadi knows how to set strategies, manage expectations, and solve problems with 20 years of experience across advertising agencies, client-side marketing roles, and management consultancy.



Tamara Habib

Chief Operating Officer

A structured and organized lady who runs a tight ship. Tamara is the goddess of project management and getting things done with more than 20 years of experience across advertising agencies.



Mher Krikorian

Chief Content Officer

An animated personality who guarantees never a dull moment. Mher makes Elvis seem mundane through his constant innovation and reinvention of what content can look like.



Natacha Karkour

Senior Social Media Manager

She is dubbed Netizency's "superstar". Faster than the speed of light, she has a finger on the social media pulse at all times. She also holds the unofficial title of "CEO", or "Chief Entertainment Officer", making sure everyone at the agency plays hard (as well as works hard!).



Michael Maksoudian

Managing Partner

A consistent and resilient character who stands up for what is right. Michael excels at defining processes, corporate governance, and confronting obstacles with more than 20 years of experience across advertising agencies and client-side marketing.



Ala Shashaa

Data and insights Director

The embodiment of logic and reliability. Ala can make sense of any action, and create a detailed back story based on data and analytics, defining clear insights and actions.



Tarek Shami

Multimedia Director

Captain of our design and video ship, he brings enchanting ideas to life, crafting captivating visual experiences with a sprinkle of AI magic and creativity. When he's not creating multimedia marvels, you'll find him belting out tunes (he might not win a Grammy, but his whistling game is strong!).



Badsha Anzif

Media Director

We call him Flash Gordon. Badsha is the fastest yet most accurate human (we think) that you will encounter, he will get your ads to market faster than you can say OK.

You're Welcome



AGENCY FOR
TikTok
For Business



netizency.com