

Entering the MENA Market

K-Brands Reach Consumers Through Influencers



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Influencer Marketing Strategy Overview

CONTENTS

- 01** Influence as Powerful as Advertising
- 02** Influencer Collaboration Overview
- 03** Performance Benchmarks by Audience Segment
- 04** Sample Collaborations
- 05** Content Packages & Pricing
- 06** MENA Influencer Marketing Partner for Global K-Brands

01

“Influence” as Powerful as Mass Media Advertising

In the MENA market, influencers are no longer optional—they’re essential.



In the GCC region—Saudi Arabia, UAE, Qatar—social media drives purchasing decisions in real time.

If media visibility builds
brand awareness,
influencers build brand trust.

02

Influencer Collaboration Overview

Category	Description
Markets	Saudi Arabia, UAE, Qatar, Kuwait, Egypt, Algeria, etc.
Available Influencers	100+ ready to collaborate
Network Reach	3,000+ influencers connected
Platforms	Primarily Instagram, with TikTok support
Content Types	Reels-based content (Unboxing, Styling, Beauty Routines)
Campaign Period	Nov 2024 – Mar 2025
Focus Categories	Beauty, Fashion, Wellness, Lifestyle



03

Influencer Content Performance Metrics

Segment	Avg. Followers	Avg. Reach	Avg. ER	Key Age Group
Women (Beauty/Fashion)	50K–900K	50K–400K	2.2~4.5%	18~35 yrs
Men (Lifestyle)	50K–600K	50K–250K	2.2~3.2%	20~35 yrs
Family / Couple Content	1M+	500K–1.5M	3% +	All Ages



Top Performer

- 3.02M views / ER 31.1%
- Jordan beauty influencer (Instagram Reels)



Average Performance

- Views: 120K–450K
- Likes: 3K–20K
- Comments: 50–500+

04

Sample Collaborations



K-Beauty Campaigns

- Skincare Reels: 3.02M views / 9.4K comments
- Haircare Reels: 190K views / 6.4% ER

Family-Oriented Contents

- Family concept reels averaging: 2.5M views
- Co-branded with top global brands

Global Brand Contents

- Samsung Z Flip, PUBG, Noon
- Views: 100K–800K / ER: 3–5%

Content Packages & Pricing

Package rates to be provided upon request.

* Note: Some content may not be eligible for ad reuse.
Full media kit includes detailed usage rights.

05

Now Accepting Brand Partnerships



We provide end-to-end influencer matchmaking and content strategy tailored for the MENA region.
Request your custom influencer media kit today.

[Start Your Inquiry](#)

MENA Influencer Marketing Partner
for Global K-Brands
DPM GLOBAL

THANK YOU



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* This document is a summary. A full proposal is available upon request.