

≡ ADMIRE⁸

Direct Response Marketing Strategy

The Accounter

Q4 - 2024





Client Brief

The Accounter

An online accounting Platform specializing in micro and small projects within the UAE.

Not just an accounting software or invoicing solution, it offers top-notch accounting and tax consultancy services.



Current Situation

Current situation is that The Accounter platform is primarily concerned with small projects within the UAE.

An interest that includes everything related to accounting operations, but in a very simplified and smooth manner, this is the main thing that attracts clients to them, this is a point that is missed by many other platforms.

Company owners' sense of reassurance and comfort is the primary motivation for choosing The Accounter .

Security, trust, continuous follow-up of the most minute accounting details of the work, and excellent quality are another reason why customers are attracted to The Accounter, and this is a point that freelancers miss.

The Accounter's interest in the tax issue is very great, which is considered a very important point within the Emirates.

In the coming period, we need to attract more clients from the category of small business owners.





Challenge

Biggest Challenge

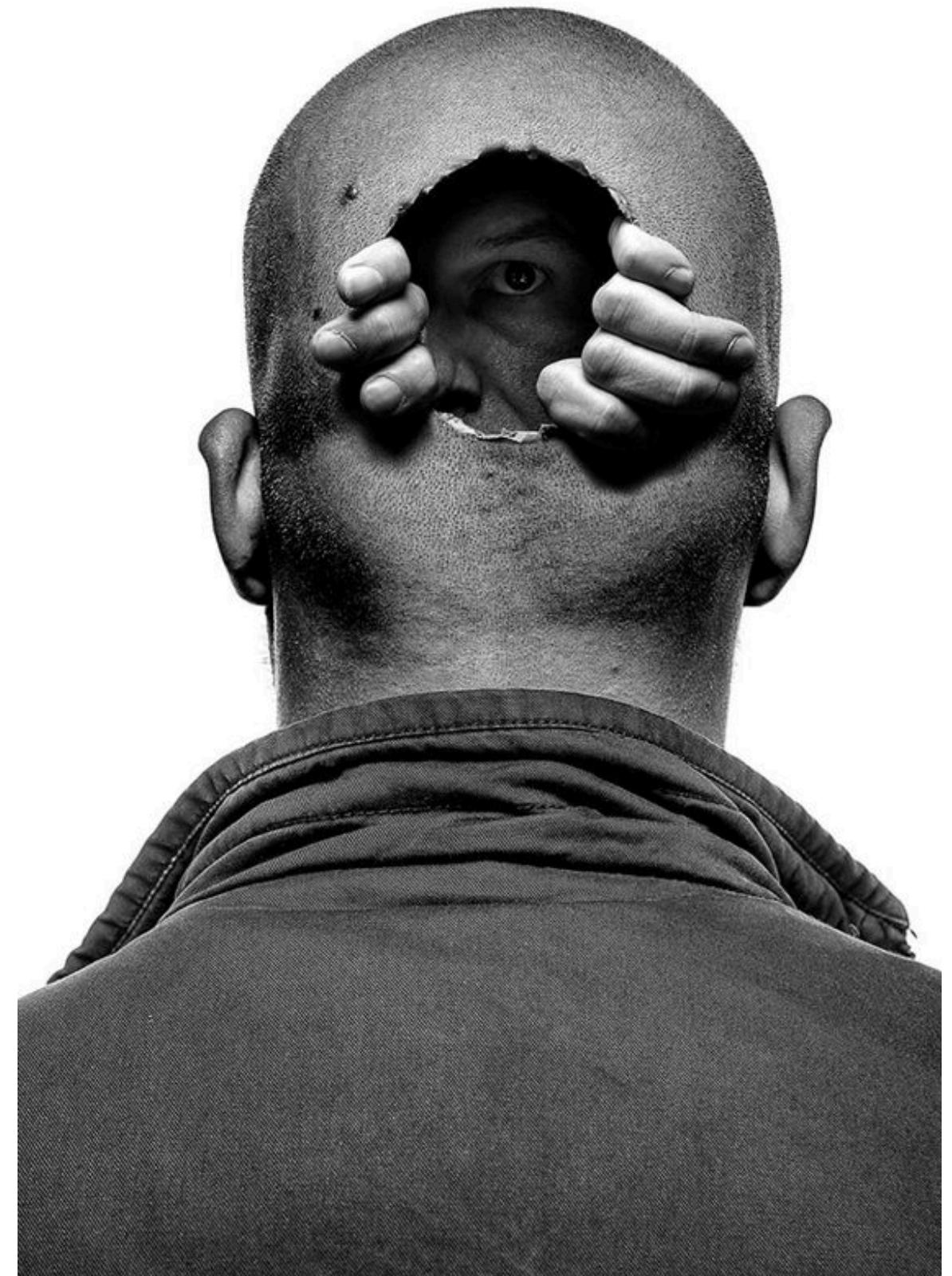
Old Fashion mindset

The main challenge is to change the mindset of clients who underestimate the importance of expert accounting assistance and also those who believe that having an accountant integrated into their system is the only solution.

Additionally, we must tackle the misconception held by clients who think they can handle their finances independently.

Also we need to address the concerns of clients who cannot imagine how easy online accounting is because of their experience with other companies that are complex at the point of accounting operations and to demonstrate the ease and efficiency of online accounting compared to traditional methods

Highlighting how the Accounter can streamline operations and provide valuable insights to support their financial success.



Biggest Challenge

Modifying their needs

Adjusting the needs of small business owners to the presence of strong, organized entity that helps them succeed in the shortest possible time.

- It is too Expensive to hire an accountant - **The Accounter offers a full accounting service a whole accounting department with a reasonable cost.**
- Available options like Quickbooks/ Zoho are too complicated - **The Accounter is too simple you take a picture of the document and no other inputs needed.**
- Freelance Accountants reduce the quality of service - **With The Accounter each uploaded document goes through 4 levels of professional accountants.**



Campaign Goals

The primary and first goal is that we create a strong need for customers to have The Accounter, which is not just a platform for accounting matters, but a success partner that helps them manage all their accounting matters in a simplified and accurate manner.

Building long-term partnerships & leveraging referral networks to create sustainable, high-quality lead generation over time.



Objectives

01

Increase Targeted Lead Generation by Acquiring 200 Clients.

02

Expand Referral and Partner Network & Channels by Growing partnerships to generate 50% of new clients .

03

Maximize ROI on marketing efforts.

**All numbers will be updated after strategy aproval with exact KPIs



Environmental Scanning

Environmental Scanning for Investors in Emirates

As of mid-2022, the number of small & medium enterprises in the UAE was 557,000.

SMEs contribute as much as 63.5 per cent to the non-oil GDP.
It is forecasted that there will be 1 million SMEs in the UAE by the year 2030.

The main investors are the United Kingdom, India, the United States, France and Saudi Arabia.



Top 10 small projects in Emirates

Officie rental agency "sorp"

Establishing a restaurant or café

Sweets shop

Online store

Fitness studio

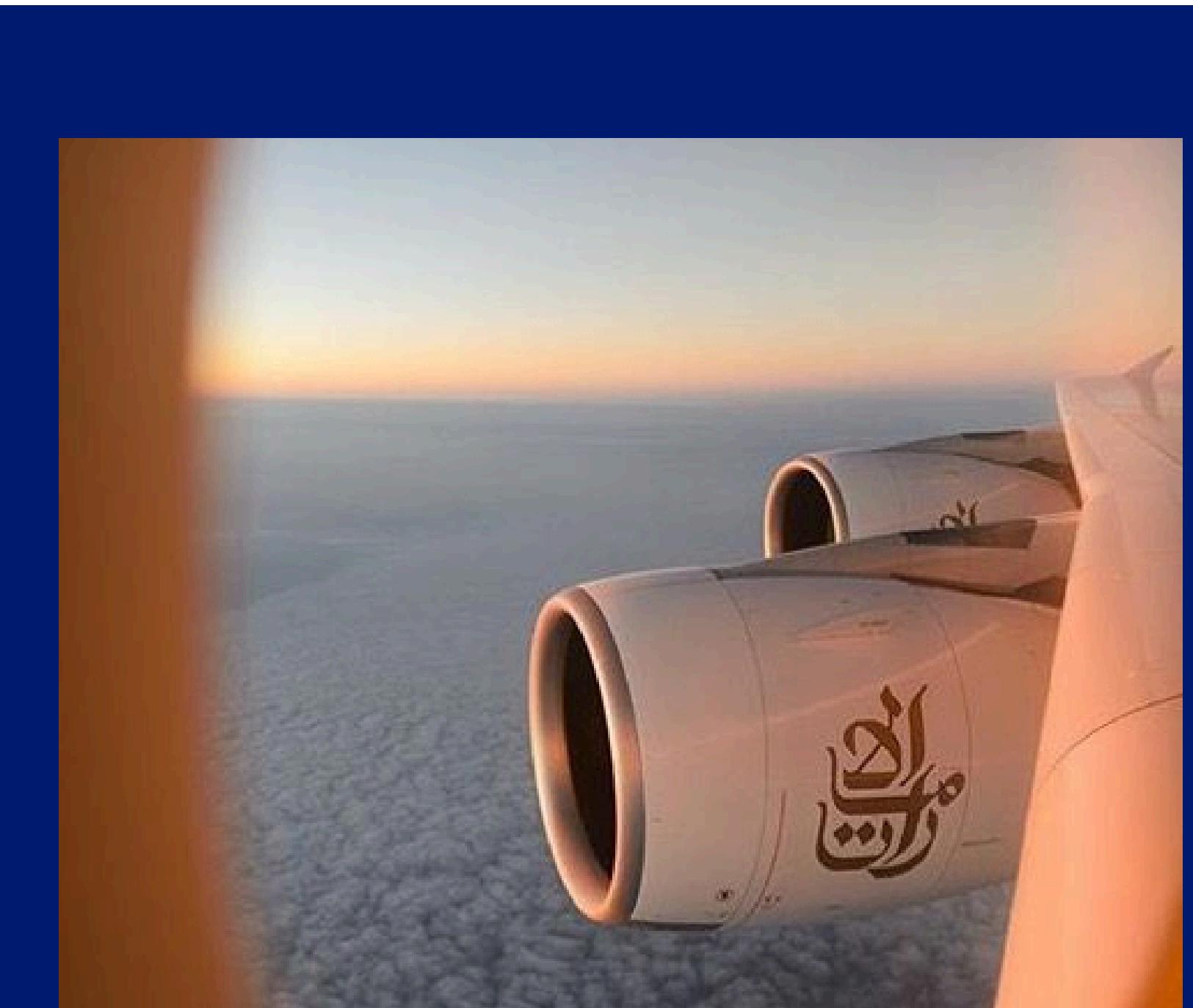
Gaming store

Organic products store

Language teaching schools

Planning weddings and events

Beauty salon, barber shop, or spa



Number of Restaurants in Emirates

There are 26,795 restaurants in the UAE. Abu Dhabi has 8,881 restaurants which is the highest followed by Dubai with 8,726, and Sharjah with 3,541.



Number of Restaurants in Emirates

Dubai ranks second over all worldwide in terms of restaurants density.



Problems faced restaurant owners

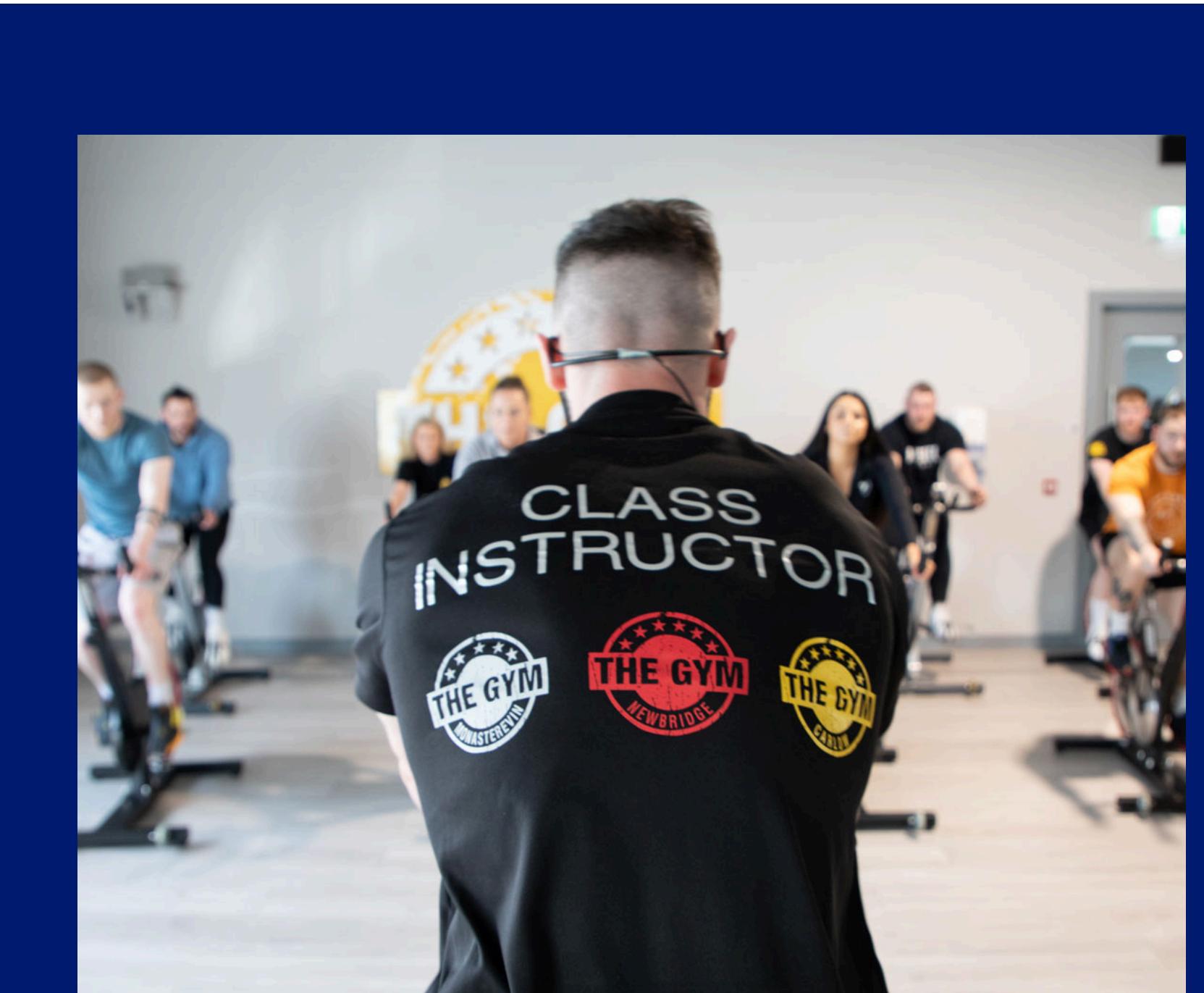
According to a report, as many as 83 percent of workers in the UAE can consider resigning for better opportunities. Attrition rates also adversely impact the morale of the other employees in the restaurants and affect the cashflows of the restaurant.

Rental costs are incredibly high in the UAE. As per publicly available data, a 500 sq m to 1200 sqm restaurant would set you back by AED 500,000 to AED 1.25 million in 2016. While the F&B industry usually runs on a low-profit margin, the rent and other associated costs can add up to 78 percent of total cash outflow.



Number of Fitness clubs in Emirates

There are 1344 Gyms in United Arab Emirates as of October 8, 2024; which is an 4.10% increase from 2023.



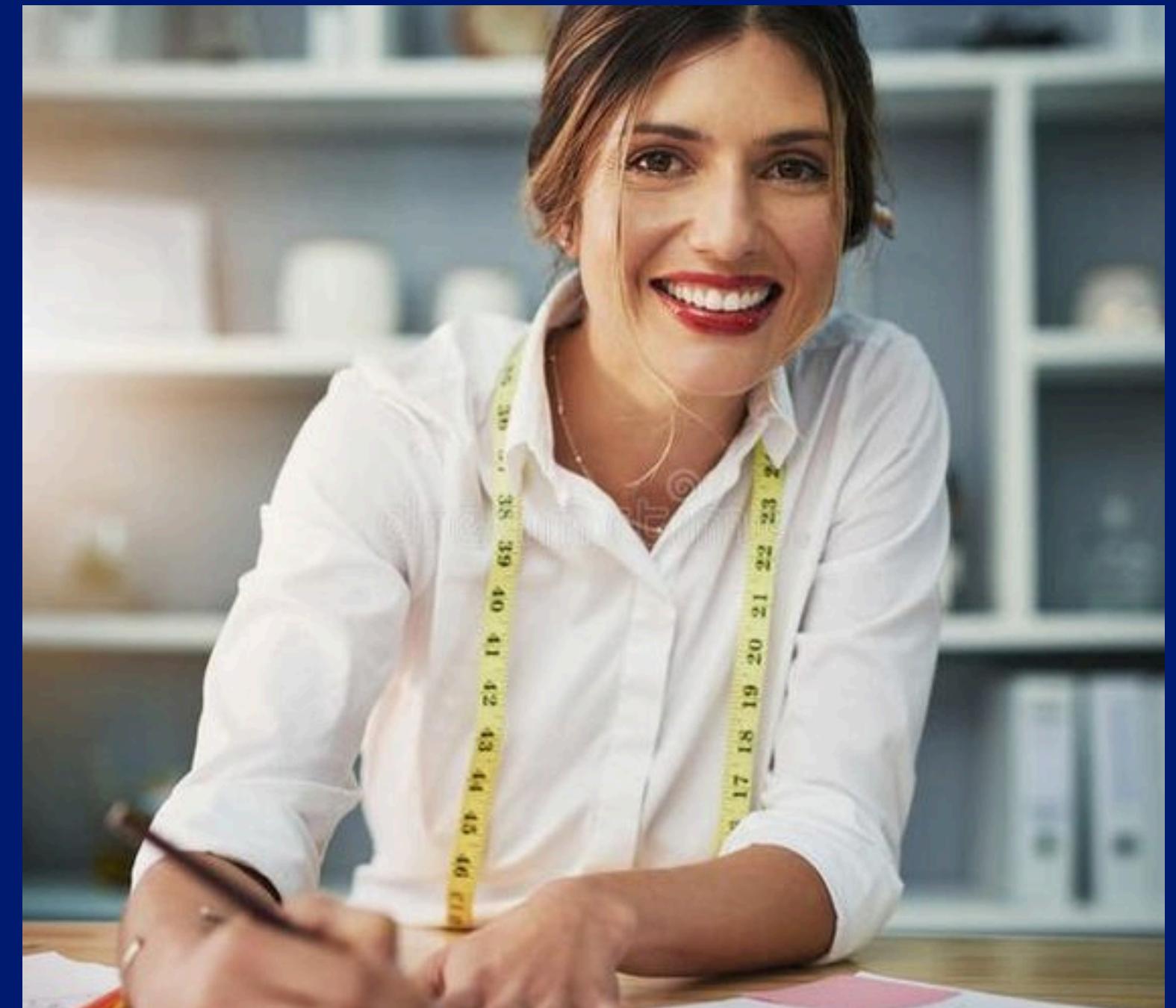
What about women?

According to a report issued by the Emirates Businesswomen Council, the share of women in the workforce rose to 34.6%

The report showed that businesswomen make up 18 percent of all entrepreneurs in the UAE, with 77.6 percent of women-owned businesses being led by women under the age of forty, reflecting their significant role in boosting the national economy.

The report also noted that 48.8 percent of these women hold executive-director positions, and 61.4 percent of them own their businesses.

Most of the projects owned by women in the Emirates are to Online "event planning wellness center"





Digital Scanning



Digital Analysis

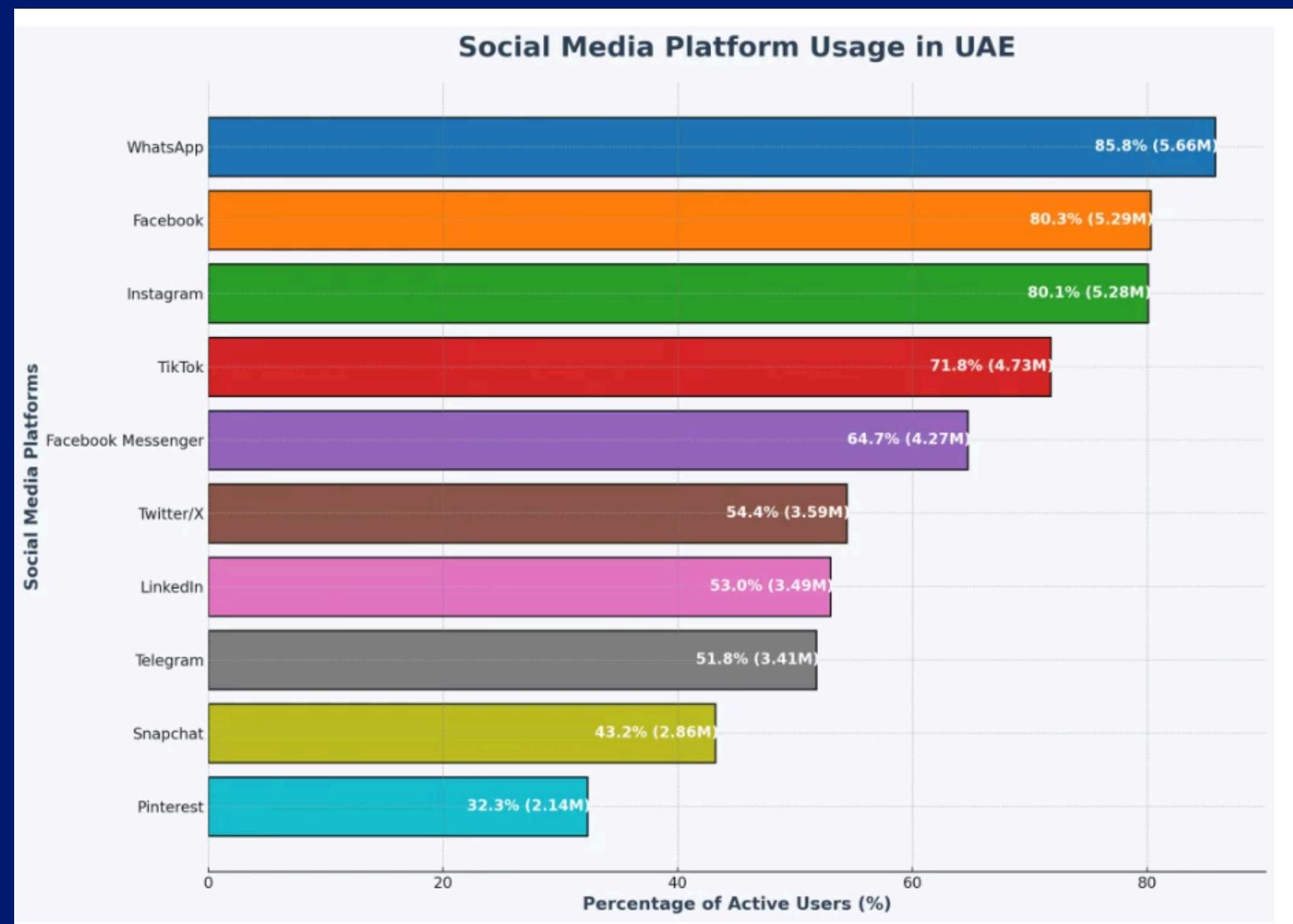
The most widely used social media platform in Dubai

WhatsApp with 79.6%, followed by Facebook 78.7% and Instagram 73.4%

LinkedIn is the seventh most used social app in Dubai, with 82.7% of users aged between 16 and 64 using it. This makes up to 7.90 million people using it.

UAE social media statistics reveals that only 30% of Dubai's population use LinkedIn for professional use.

Twitter/X is the sixth most used social media app, with 54.40% of internet users, making up 3.59 million people in Dubai.





Competitors Analysis

Competitor #1



Tagline: Regulated Onshore & FreeZone Accountancy Professionals within the United Arab Emirates

Key Services:

Their services are bookkeeping company insurance value add tax year end accounting services management accounting services company set up in UAE.

Theta 7 is made up of a team of accountants and bookkeepers - supported by our in-house software developers. they have experience across the finance industry - including in payroll, financial services, and pensions. they also have in-depth knowledge of all the software .

Why They Are a Competitor: Focuses on the same small business demographic, with a strong emphasis on affordability and technology, similar to The Accounter.

They have published just 7 videos on YouTube from one year and about 6 posts on LinkedIn .

- Their content mostly in English.
- Their greatest focus is on emirates.

A screenshot of a YouTube channel page for 'Theta 7'. The channel has 9 subscribers. The page shows a video titled 'How to reset my eServices account' with a link to 'www.emaratax.ae'. Below the video, there are several questions and links related to accountancy services, such as 'Are you keeping or tracking invoices?' and 'Are you managing your accounts correctly?'. There is also a link to 'Speak to us here: www.theta7.ae'.



Competitor #2



Tagline: Outsourced Accounting Services, VAT Consultants Dubai UAE

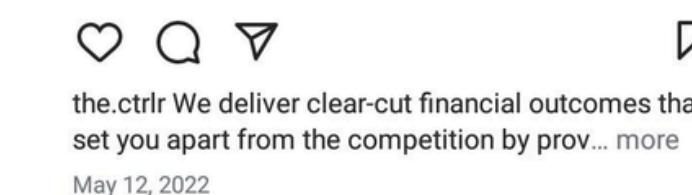
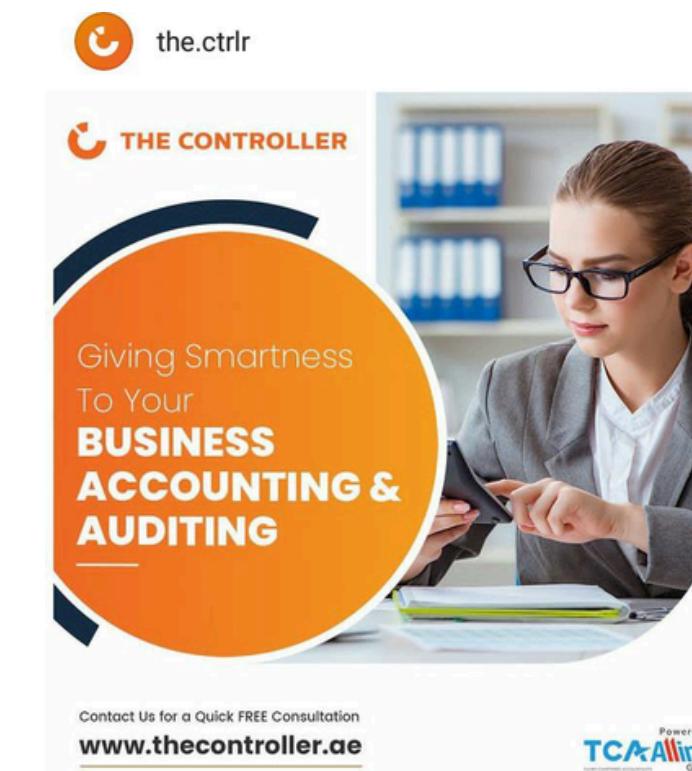
The controller says they allow your business, anywhere in the UAE, to enjoy all the benefits of having a full-time accountant without the commitment of hiring one. Yes, this covers all aspects of accounting, bookkeeping, VAT registration, VAT consulting and more. In addition, as a member of our premium service, you can also benefit from our CFO advisory services.

Key Services:

- The three essential outsourced financial services they provide:
- Accounting and financial reporting
- VAT advisory & compliance
- Controller Services:
- Cash Flow/ working capital Modeling and Analysis
- Audit preparation and liaison with audit firm
- Advisory on Cost control opportunities
- Compilation of reports
- Trend analysis development, and detailed analytics
- IFRS Compliance Assistance
- Payroll Service

Why They Are a Competitor: Targets SMEs needing flexible, scalable financial management, similar to The Accounter's approach

- There are no running ads
- Their accounts on Facebook LinkedIn Instagram twitter are not active from 2022
- They are focusing on simple cost effective dedicated accountant online anytime.
- Their content mostly in English.
- Their greatest focus is on emirates.



Competitor #3 Finanshels

Tagline: Tired for Traditional Accountants?
Think Different.

Key Services:

Bookkeeping, tax consultancy, and fractional CFO support.
Compliance and advisory services for small businesses.
Digital platform integrating technology with human expertise.

Why They Are a Competitor: Strong alignment with small and medium businesses, a similar tech-driven platform approach, and a focus on compliance.

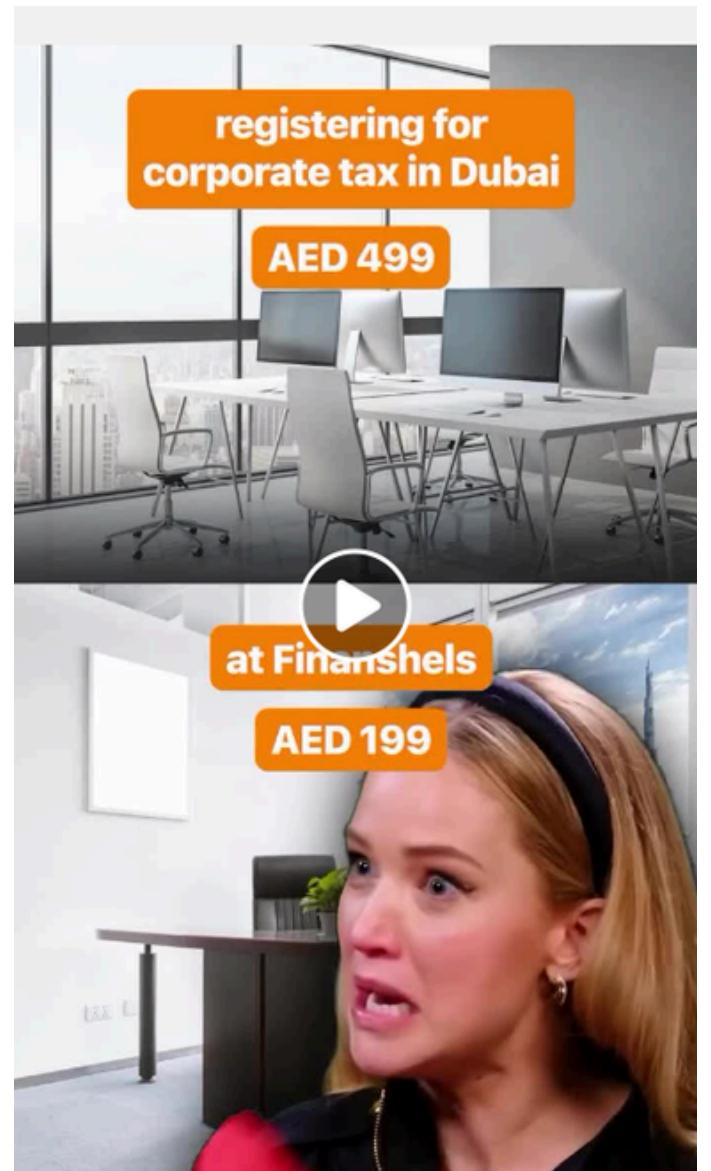
Active on LinkedIn and Instagram, they are focusing on Simplicity accuracy affordability .

Fast, accurate, and compliant!



**AED 10,000 fine for not
registering corporate tax**

**when I could've done it for
AED 199 from Finanshels**



pricing comparison

The Accounter	250 to 975 AED
Finanshels	375 to 1500 AED
Theta 7	220 to 2200 AED
The controller	No prices on website

Our unique advantages

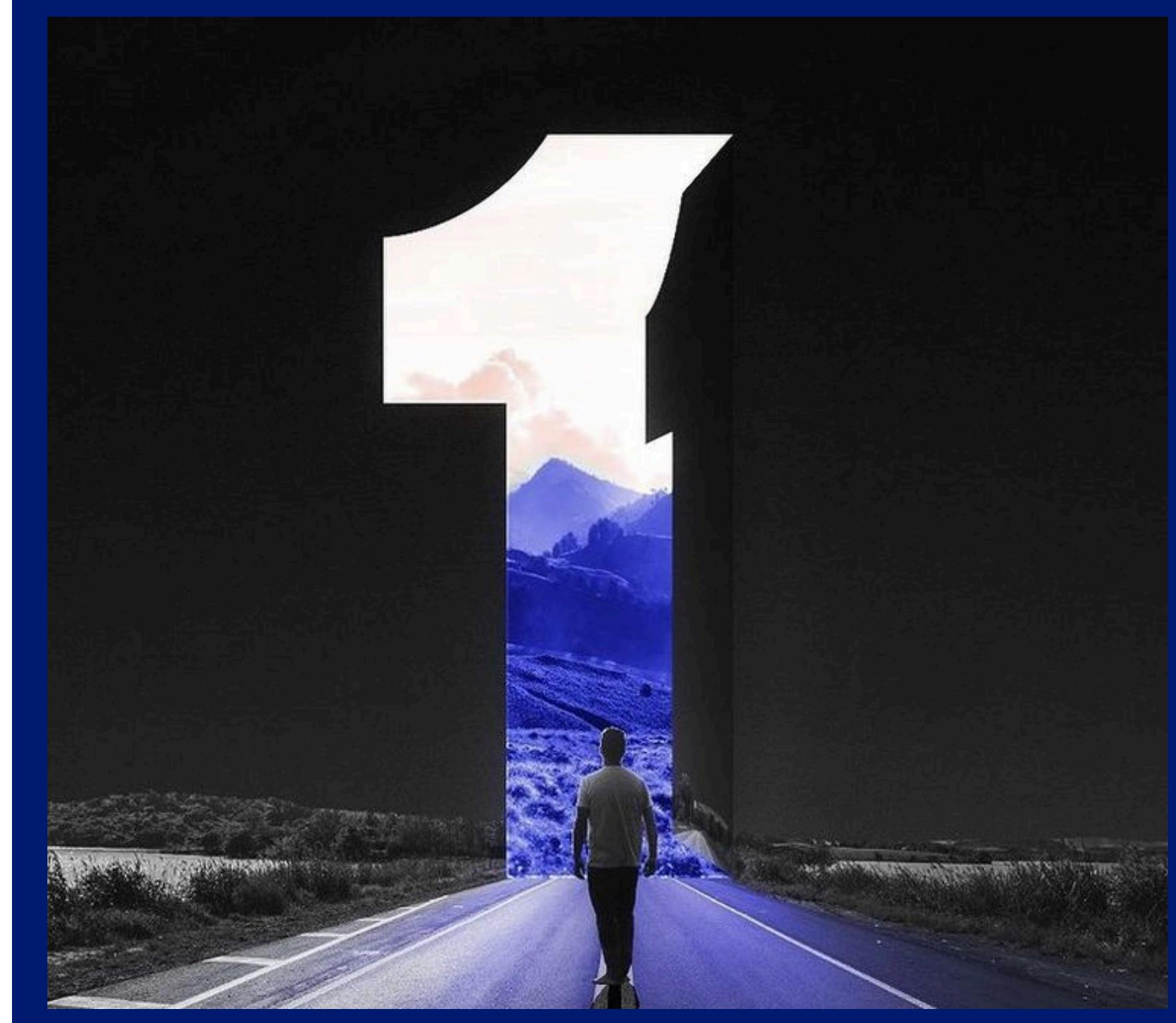
Lower Entry Pricing: Starting at AED 100/month, The Accounter is accessible for startups and very small businesses.



BKKaaS Model: Combines software automation with human expertise, specifically tailored for small businesses needing compliance and affordability.



Targeted Digital Engagement: Actively focused on the UAE small business market, with messaging emphasizing simplicity, compliance, and scalability.



Zoho Books

The client's feeling that the team is equipped to understand all the problems related to his project is one of the most important points of fear for any client.

JUSTIN KASE CONDER



"Zoho Books does everything its counterparts do, but is more customizable. Their customer service team goes above and beyond and is almost always available, all at a fraction of the cost compared to its competitors."

JUSTIN KASE CONDER
JKASE INC, USA - OWNER



Common Concerns

I'm not sure I trust my business's transaction data to be stored in the cloud.

I like to work with people face-to-face. I don't want to work with a bookkeeper on the other side of the country whom I've never met.

I like paper. I don't think I can get used to not having paper receipts.



Market Gaps



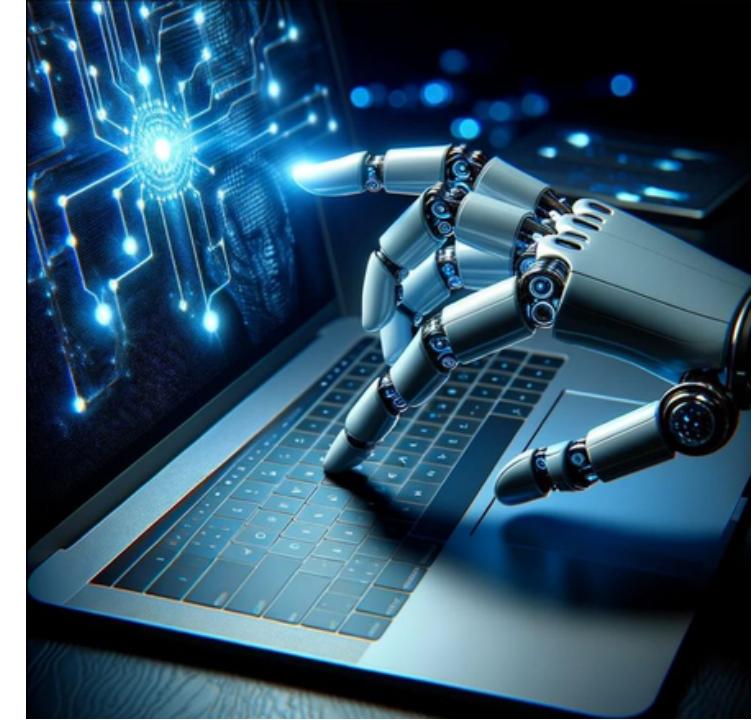
Lack of Industry-Specific Accounting Solutions

Many small businesses in sectors like hospitality, retail, and healthcare have unique financial and regulatory needs. Existing services generally offer generic solutions without addressing sector-specific requirements.



Limited Multilingual Support

The UAE's diverse entrepreneurial community includes many non-native English and Arabic speakers. Few providers offer multilingual support, limiting accessibility and comfort for clients from various backgrounds.



Minimal Integration with Emerging Technologies

Businesses are adopting new technologies like blockchain and AI, yet few accounting services incorporate or integrate these tools. This limits automation and advanced analytics capabilities for clients.

Market Gaps



Inflexible Pricing Models

Small businesses, especially startups, often work within tight budgets and require flexibility in service costs. The market lacks tiered or usage-based pricing models that cater to varying transaction volumes and company sizes.



Limited Financial Education and Advisory Support

Many small business owners have limited financial knowledge, leading to a reliance on basic services without the understanding needed to make informed financial decisions. Current providers offer minimal educational resources or advisory support.

Lack of Mobile-First Solutions

As mobile device usage for business grows, there is a need for fully mobile-friendly accounting services. Many providers do not fully optimize for mobile use, making it harder for clients to manage finances on the go.



Market Opportunities



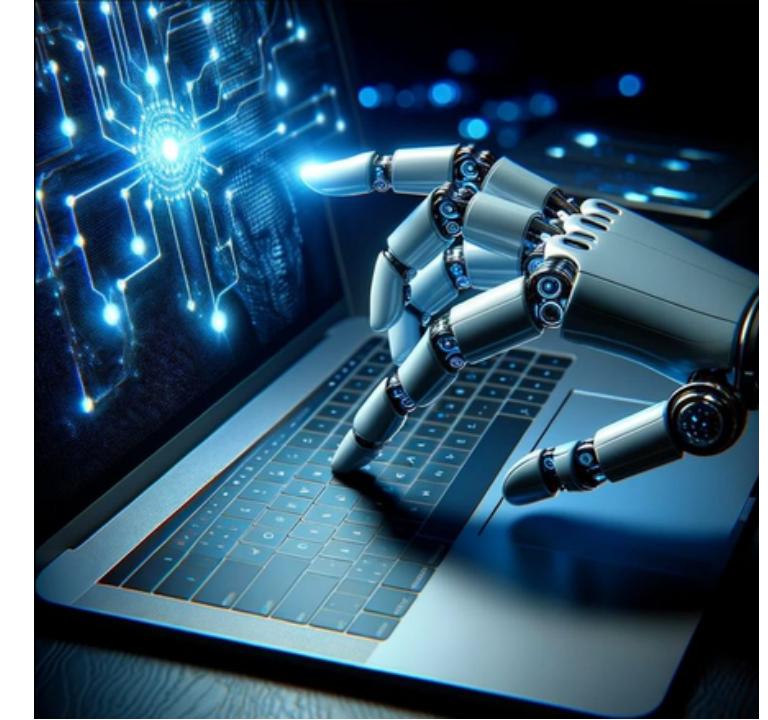
Develop Industry-Specific Accounting Solutions

Create tailored packages that align with unique industry regulations and financial management practices.



Offer Multilingual Support for Greater Accessibility

Provide customer support and documentation in key languages like Arabic, English, Hindi, and Urdu to appeal to a wider client base.



Integrate Emerging Technologies for Advanced Services

Partner with tech providers or develop proprietary tools to offer enhanced analytics, fraud detection, and other advanced services.

Market Opportunities



Highlight Flexible and Usage-Based Pricing Models

Emphasize this flexible pricing model in marketing efforts, showcasing it as a customer-friendly approach that adapts to both startups' budget constraints and growing businesses' evolving needs.



Provide Financial Education and Advisory Services

Offer workshops, webinars, and personalized consultations to educate clients on managing finances, tax planning, and regulatory compliance.



Capitalize on The Accounter's Mobile-First Design

The Accounter's mobile-first design offers a clear advantage for customers looking for easy, accessible financial management anytime, anywhere.



Persona Based on Needs

Small/ Micro Business Personas

Demographics

- **Age:** 25-40
- **Gender:** Male
- **Location:** Emirates
- **Income Level:** High Class, Middle Class

Interests: The best places to set up restaurants
Accounting, financial matters and online accounting.

Psychographics

- **Goals:** Achieving rapid growth and attracting the largest number of customers, growth that achieves a gain that covers financial pressures.
- **Pain Points:** Dealing with many complex accounting transactions.
- **Opportunity:** Finding an online accounting platform helps them arrange their accounting priorities to achieve Success.



Persona Sample



Sherif, starting a new restaurant project and is busy with employment and growth to cover the high rental costs.

Age :30

Gender: Male

Education: Bachelor's Degree

Income Level: Middle to high class

Location: Emirates



Mohamed, starting a new gym and needs simple help with accounting management

Age :35

Gender: Male

Education: Bachelor's Degree

Income Level: Middle to high class

Location: Emirates

Startup Persona

Demographics

- **Age:** 30-45
- **Gender:** Male
- **Location:** Emirates
- **Income Level:** High Class, Middle Class
- **Interests:** The local and global economic market, interest rates, changes in the prices of building materials, building laws, violations and penalties.

Psychographics

- **Goals:** Achieving the highest sales rates in the shortest time and at the lowest cost
- Focusing on market challenges without being preoccupied with accounting matters and planning for them.
- **Pain Points:** Lack of feeling financially secure and confident
- **Opportunity:** Cooperating with an online accounting platform that combines the advantages of accountants and the advantages of digital platforms with extreme accuracy



Persona Sample



Ibrahim, He owns a micro business and faces several challenges in getting through the growth stage

Age 40
Gender: Male
Education: Bachelor's Degree
Income Level: High class
Location: Emirates



Campaign Strategy

Analysis & Findings

Restaurants occupy first place in small projects in the Emirates.

They are followed by fitness studios and online stores, which are mostly owned by women.

Simplification, security, and constant follow-up are the things that matter most to project owners.

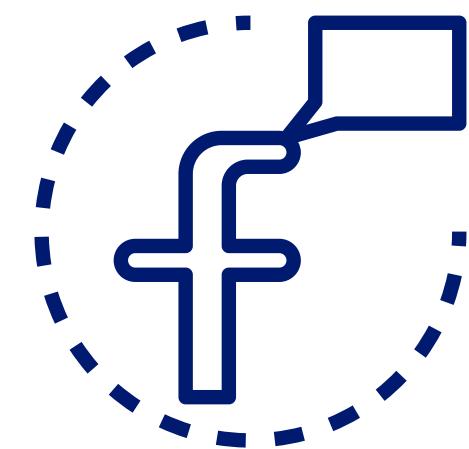


Channels

Website



Meta Platforms





Direct Response Funnel



General Persona

Small and micro business



Free Video Avoiding Penalties

Video 1 "Avoiding Penalties"

HVCO (High Value Content Offer)



٥ أخطاء مالية قاتلة لأصحاب المشاريع الصغيرة في الإمارات! (في اكتر من عنوان مقترن)
التحديات المحتملة التي يواجهها أصحاب المشاريع الصغيرة مع بداية كل عام (هوك)

ذكر الغرامات المتزايدة الناتجة عن تأخير التقديم وعدم اكمال الوثائق التي قد تصل إلى آلاف الدرهم.

يمكننا هنا أيضا ذكر خطر رفض القروض البنكية بسبب عدم استكمال الأوراق.
خمسة أخطاء محاسبية يقع فيها الشركات في الإمارات والتي قد تؤدي إلى غرامات فادحة.
(نذكره أهم 5)

التأكيد على ضرورة الالتزام بقوانين الضرائب والشركات.
كشريك موثوق "The Accounter" (تقديم) : الحل المقدم
ذكر الحلول البديلة ومشاكلها.

ذكر الخدمات المقدمة مثل تيسير تقديم الإقرارات الضريبية، مراجعة الحسابات بدقة، تنظيم الوثائق المالية، وإعداد الأوراق المطلوبة للقروض
ممكن نذكر سريعا طريقة العمل.
دعوة للاشتراك.



Video 2 "Avoiding Penalties" HVCO (High Value Content Offer)



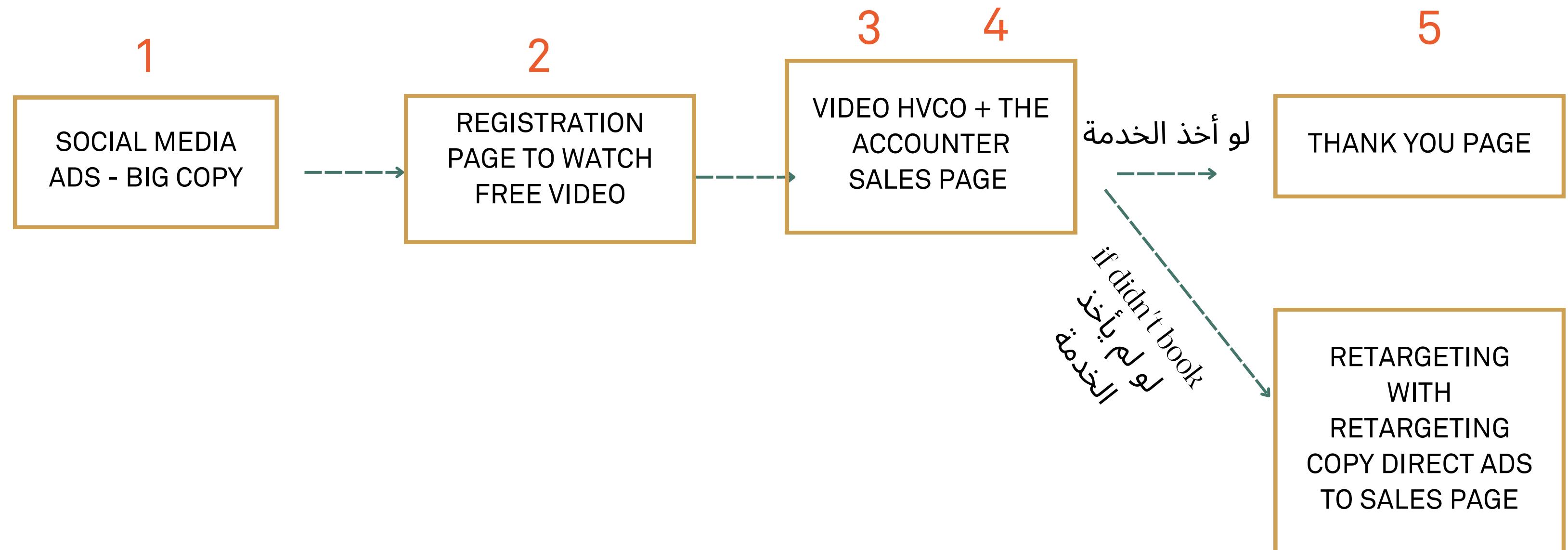
intro:

الكواليس وما وراء الحدث أهم وأضخم بكثير من الحدث نفسه، فالكواليس تمكنك من معرفة التفاصيل الحقيقة لظهور المشهد بتلك الهيئة، كواليس المخالفات سر قد يكون مخفي عن أعين الكثير من أصحاب المشاريع الصغيرة اليوم مع THe Accounter ستعرف بنفسك ما هو السر ؟

:Topics

شرح قوانين الإمارات المتعلقة بحفظ السجلات" مع عرض لنص القوانين الـ3
شرح تطبيق الإمارات لمعايير المحاسبة العالمية
تكلفة الوقوع في مخالفة "عرض لتكاليف الغرامات"
قصة حقيقة من الواقع
الإقرارات الضريبية
صعوبة إخراج إقرار ضريبي
صعوبة التطبيق بنفسك
تكلفة التطبيق مع محاسب او مدقق مالي
دور The Accounter

General Persona Marketing Funnel



General Persona Marketing Funnel



General Persona

Retargeting Funnel



اعلان السوشيال
ميديا موجه لصفحة
عن خدمة ذا أكونتر

صفحة ذا أكونتر

صفحة شكر

Marketing Funnel - Registration Option 1

1

BRAND NEW 14MIN PRESENTATION FOR 2023 REVEALS:

How I Wake Up With An Additional
\$1,000 - \$5,000 Per Day In My Bank
Account Every Single Day.

WITHOUT needing to create my own products, websites,
run ads or personally sell anything myself!

2

\$1,000 - \$5,000 Per Day In My Bank
Account Every Single Day

YES SHOW ME THE VIDEO NOW

Your Name Here...

Your Email Address Here...

WATCH THE VIDEO

Today

will learn;
other people's content to
on this too for \$0
Today

Watch The Video

In this presentation you will learn;

- ✓ How to re-upload OTHER people's content to make passive recurring income
- ✓ in less than 57mins per day
- ✓ How YOU can get your hands on this too for \$0 Today

Marketing Funnel - Registration Option 2

1





Penalties Ad Copy 1AR

Headline:

خطوة صغيرة الآن قد تحميك من خسائر كبيرة!

Description

لتعلم كيف تحمي مشروعك الصغير في 5 خطوات

Hook:

هل تعلم أن مخالفة واحدة بسيطة قد تكلفكآلاف الدرهم؟

دراهم غرامة على التأخير في التسجيل الضريبي 10,000

دراهم شهرياً تتزايد كلما تأخرت في تقديم الإقرار الضريبي 500

سنويًا على أي مبالغ ضريبية غير مسددة 14%

الإهمال في تنظيم حساباتك قد يُكلفك كل أرباح مشروعك



Penalties Ad Copy 2 AR

أنت على موعد مع فيلم الرعب السنوي
"المخالفات"
الليلة لأصحاب
المشاريع الصغيرة
25+
مستوى من أحداث حقيقية

Headline:

Description

Hook:

أنت على موعد مع فيلم الرعب السنوي

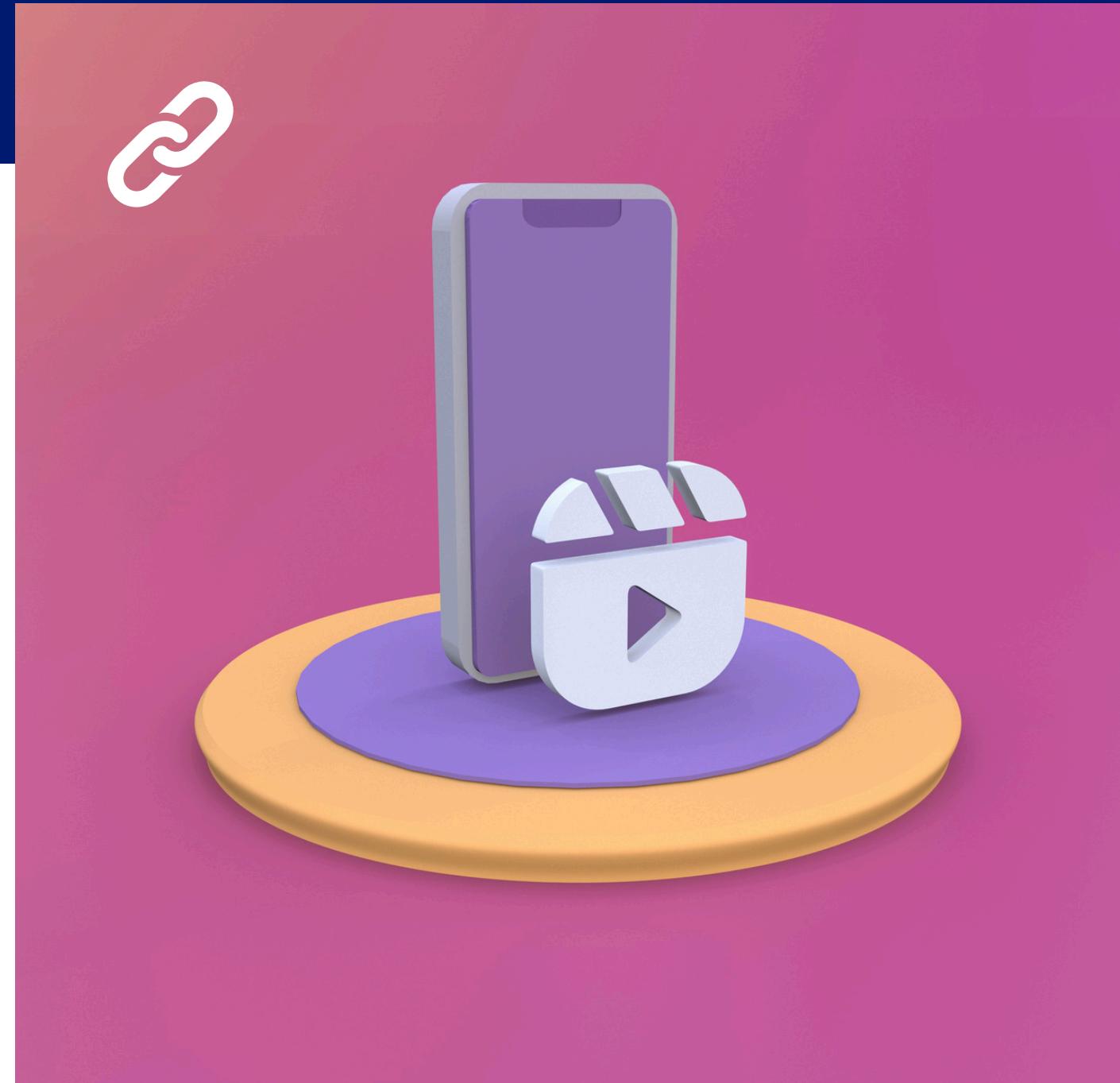
اعرف المزيد عن كواليس المخالفات و الغرامات الآن

إذا كنت صاحب مشروع صغير فربما تكون مثل هذه الأحداث قد تكررت أمامك، وإذا كنت جديد في عالم ريادة الأعمال فقد تكون فريدة من نوعها بالنسبة لك، لكن من المؤكد هو أنك بحاجة لمعرفة هذه التفاصيل المهمة إن كنت تمتلك مشروعًا صغيراً داخل الإمارات،
لتستعد !



Penalties

Ad Copy 3 AR



Headline:

تحذير لأصحاب المشاريع الصغيرة في الإمارات!

Description

هل ستقع ضحية الغرامات الضريبية في ٢٠٢٥؟

Hook:

كصاحب مشروع، خطأ صغير قد يتسبب في دفعك لمبالغ هائلة دون داعي! وقد يتسبب أيضاً في توقيع مخالفة عليك !



Penalties Retargeting Ad Copy 1 AR

قرار واحد يحميك من
خسارة أموالك
من العقوبات المالية

Headline:

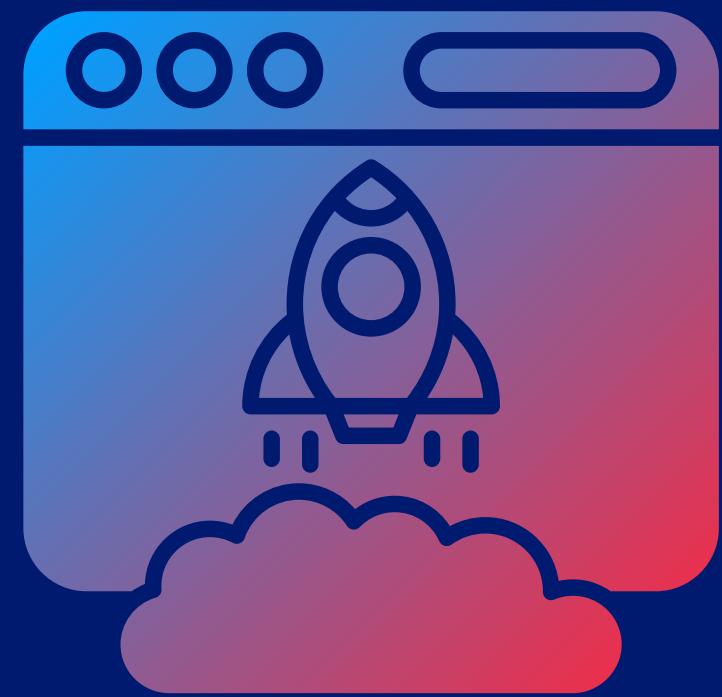
قرار واحد يحميك من خسارة أموالك في العقوبات المالية

Description

لا تشغل بالك بالغرامات بعد اليوم! حساباتك متوافقة مع

Hook:

لا تعرض شركتك للخسارة،أغلق حساباتك لعام ٢٠٢٤ بسهولة مع أمهر المحاسبين وبسعر
يناسب مشروعك الصغير



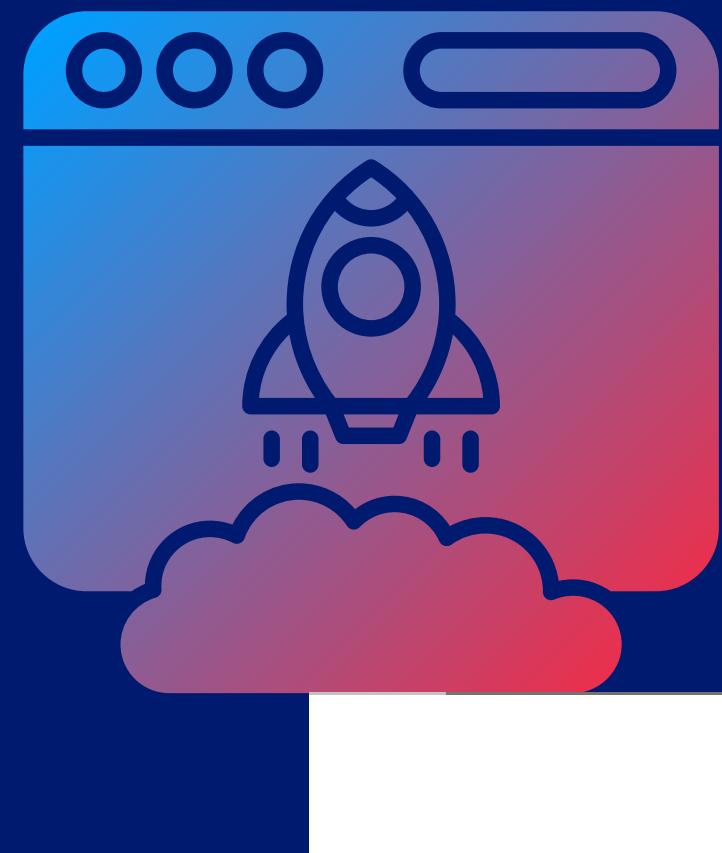
Video Registration Page in Arabic 1

Welcome page

مستعد لجولة دقيقة في كواليس عالم المخالفات و الغرامات الضريبية التي تقع على أصحاب المشاريع الصغيرة؟

لتشاهد الفيديو الآن





Video Registration Page in Arabic 2

5 خطوات مالية تفضل مشروبك، تعرف عليهم مع خبراء The Accounter

كيف يمكن تقديم الإثارات الضريبية بالطريقة التي تجذب الغرامات.

كيف يمكن الاحتفاظ بسجلاتك المحاسبية بدقة.

الالتزام بتحقيق التقارير المالية طبقاً لمعايير المحاسبة العالمية.

الامتنان للضرائب الضريبية والمحاسبية مع الاحفاظ على رأس مالك.

كيف يحقق الاستعانته بخبراء محاسبة محتملين فارق حقيقي في تحجب المخالفات.

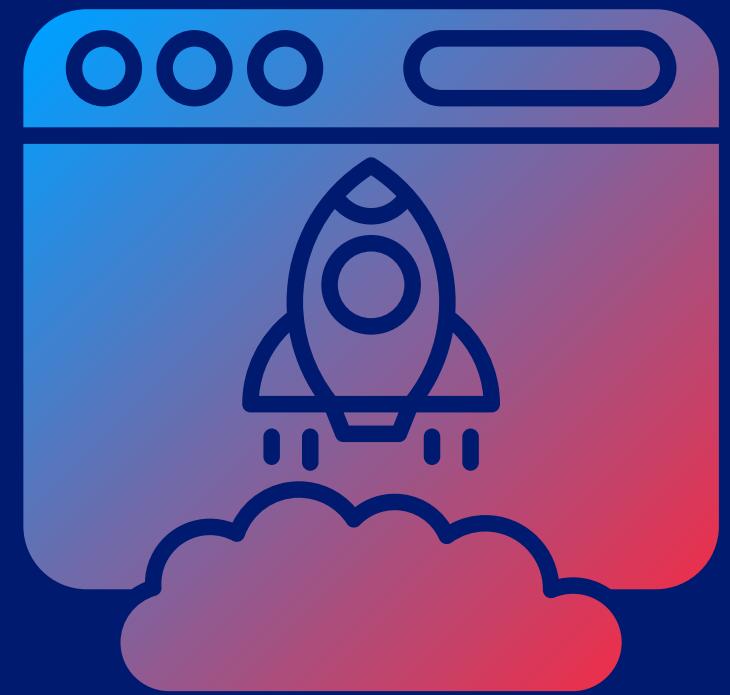
لتشاهد الفيديو الآن

هيطلع بعدها قورم تسجيل فيه:

الاسم

الإيميل

رقم الواتس آب |



Video Landing Page in Arabic

Structure

INTRO ABOUT THE ACCOUNTER
WEBINAR REGISTRATION FORM
WEBINAR MAIN POINTS
CTA

Section 2

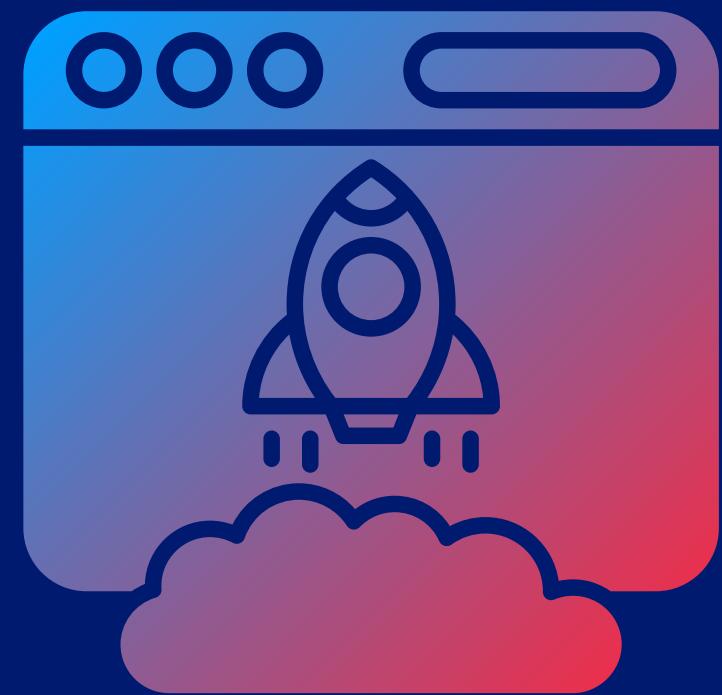
Hook:

Description:

TO BE UPADATED
BUTTON:

TO BE UPADATED

احجز مقعدك الآن!



Thank-You Page

Structure

THANK YOU MESSAGE

WEBINAR DATE AND TIME

BUTTON:

اعرف أكثر عن THE ACCOUNTER

Section 2

Hook:

تم تسجيل حضورك بنجاح في ويبينار THE ACCOUNTER المجاني!

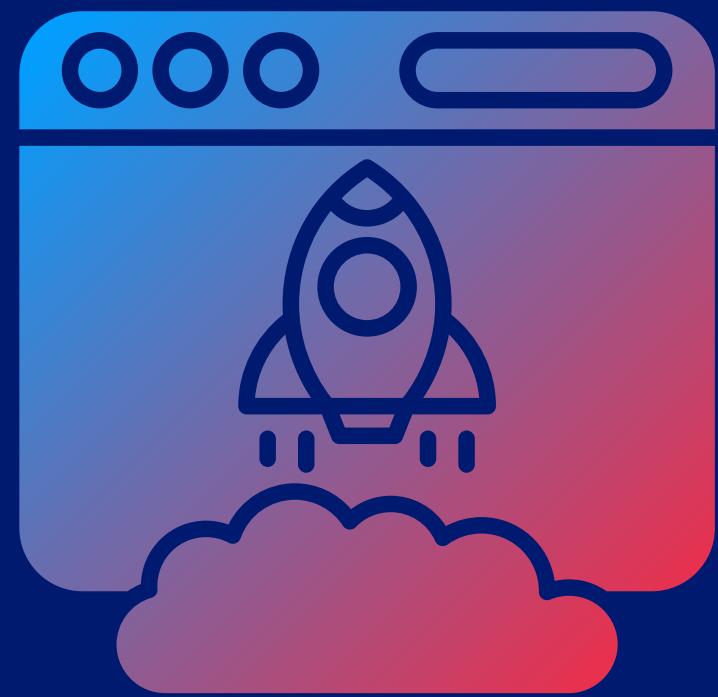
Description:

شكراً لاختيارك THE ACCOUNTER ليكون شريكك في رحلة تطوير مشروعك الصغير
ننتظرك يوم — من الساعة —

تابع بريديك الإلكتروني لاستقبال رابط حضور الويبينار

BUTTON:

اعرف أكثر عن THE ACCOUNTER



Incase he went to Close Sales Page - Free Trial Offer



Franklin Tavarez • 9:31 AM

Hi Dena,

Thank you for being part of the LinkedIn community – we're so glad you're here. We'd like to offer you a 1-month free trial of LinkedIn Premium to help you uncover new opportunities.

A free trial? Sure!

Grow and nurture your network with Premium Business

Millions of members use Premium

Start your free 1-month trial today. Cancel anytime. We'll send you a reminder 7 days before your trial ends.

EGP683.99* 1-month free trial

After your free month, pay as little as EGP683.99* / month (save 33%) when billed annually. Cancel anytime. We'll remind you 7 days before your trial ends.

[Try 1 month for EGP0](#)

Secure checkout

16x

Premium Business members have 16x more connections on average.

Top Business features

Unlimited People Browsing
Get full search access so you can find and contact the right people.

Enhance your profile
Customize your profile by featuring important sections more prominently and add a custom call to action to your profile, posts, and more.

15 InMails per month
Directly message members outside of your network. It's 4.6x more effective in hearing back than cold email.

[Show more features ▾](#)

[Frequently asked questions ▾](#)

[Explore all plans](#)



Email\WhatsApp sequence

Email\WhatsApp sequence:

- Thanks for registration
- first reminder
- second reminder
- last reminder
- feedback email

Retargeting copies

General/Specific Personas

(To be used later)



Retargeting Ad Copy Arabic

Headline:

لن تحتاج لتعيين خبراء محاسبة بعد اليوم!

Description

نصائح مخصصة لأصحاب الأعمال الصغيرة ورواد الأعمال والمستقلين في دولة الإمارات العربية المتحدة.

Hook:

هل تسببت المحاسبة المالية الغير مدروسة في ضعف نمو مشروعك و تعسرك مادياً في عدة مراحل؟

او

المحاسبة المالية أصبحت سهلة وسريعة ولا تحتاج الى أي خبرة أو الى تعيين موظفين خبراء!

لديك الفرصة الان للاستفادة من سهولة استخدام منصات المحاسبة الأونلاين والدقة الفائقة التي يقدمها خبراء المحاسبة، لضمان دقة أرقامك ونجاح مشروعك!



Retargeting Ad Copy Arabic



Headline:

فريق محاسبة كامل في جوالك

Description:

اكتشف أبسط حلول المحاسبة المالية المخصصة لمشروعك الصغير بدعم
محاسبين حقيقين

Hook:

تخيل عمليات المحاسبة المالية الخاصة بمشروعك الصغير تتم بضغطة زر وأنت تحتسي
قهوة!

ودع الاجتماعات المطولة، والحلول المكلفة غير الدقيقة، وتفرغ لنمو مشروعك مع
The Accounter



Retargeting Ad Copy

Arabic



Headline:

حمل المحاسبة أثقل بكثير
أو
محاسبة أسهل لنجاحات أكبر

Description:

اكتشف أفضل حلول المحاسبة المالية المخصصة لصالات الجيم والنادي
الرياضية

Hook:

بالفعل المحاسبة ستكون الثقل الأكبر لمشروعك إن لم تكن مع الإدارة الصحيحة و
المؤهلة لذلك
أو

تخلص من ثقل المحاسبة المالية في النادي الرياضي الخاص بك بعمليات محاسبة
أسهل، وتفرغ أكبر لخطيط نمو أعمالك



Retargeting Ad Copy Arabic



Headline:

الإبداع لك و المحاسبة مهمتنا

Description

اكتشف أفضل حلول المحاسبة المالية للعمل المستقل بعمليات أبسط وتكلفة أقل

Hook:

انتهت مشاكل المحاسبة المالية التقليدية التي تسلب منك مساحة الإبداع وتعطل انتشارك والوصول لجمهورك وعملائك!



Retargeting Ad Copy

Arabic



Headline:

نجعل من العوائق سُلّمً لنجاحك
أو
أرباح أكثر بتعقيدات أقل

Description:

اكتشفِي أفضل حلول المحاسبة المالية لكافة معاملات متجرك الإلكتروني
بضغطة زر!

Hook:

كم مرة شعرتني أن إدارة حسابات متجرك الإلكتروني أصعب من إدارة المتجر
نفسه؟

متى كانت آخر مرة راجعتي فواتيرك وحساباتك دون الشعور بضغط نفسي
وبدني؟

ودعّي تلك المشكلات، واكتشفِي حسابات مالية أبسط، أسهل، وأقل تكلفة مع

The Accounter



Retargeting Ad Copy Arabic

Headline:

هنا مطبخ مطعمك السري للوصفات الناجحة
أو
وصفة سرية لنجاح عملياتك المحاسبية!

Description:

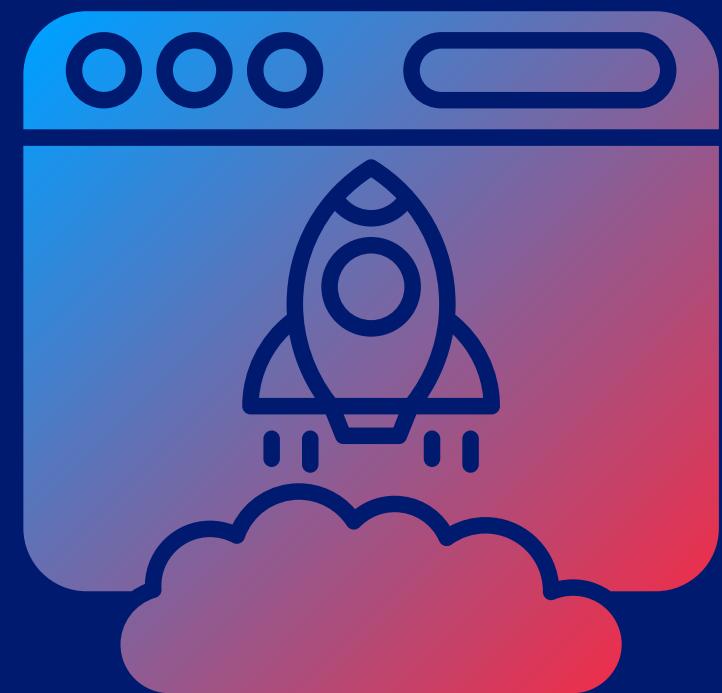
أفضل حلول المحاسبة المالية للمطاعم والكافيتريات بأقل تكلفة وأبسط مجهود

Hook:

للمحاسبة المالية وصفة سرية لا يجيدها الكثير، فقط قلة من المحترفين
والمحترفين في تلك المسألة من يمكنهم فعلها بدقة متناهية وبساطة بارعة.

أو
الكثير من الخبرة والدقة لتحليل البيانات وتوثيق الحسابات، عمليات بسيطة تم
بضغطة زر، وأقل تكلفة مالية

اكتشف وصفتنا السرية في THE ACCOUNTER، لتقديم حلول محاسبة مالية
دقيقة لأصحاب المطاعم الصغيرة والكافيتريات



Small projects guide

Page in Arabic

Section1 - video based page

Headline:

حسابات مشروعك الآن أسهل من أي وقت مضى!

Description:

فوضى الفواتير الكثيرة، وتعقيدات الملفات المحاسبية، وإرهاق تنظيم الأرقام والمعاملات المتداخلة، كلها أصبحت في الماضي! مع معاملاتك المحاسبية في The Accounter، The Accounter أسرع، وأوفر

كيف يؤثر ذلك على نجاح وتنمية مشروعك؟ اعرف من خلال الفيديو

Section2 - direct sales page

Hook:

فريق محاسبة متتكامل في جوالك!

Description:

اكتشف .. عمليات محاسبية أسرع! متفقة مع الضرائب والقوانين المنظمة في الدولة، بخطوات أبسط وبعيدة عن الأخطاء المكلفة.

**Direct Selling /
Retargeting Copies
Penalties, Taxes, Bankable
(To be used later incase needed)**



Taxes Ad Copy AR

Headline:

لا تجعل ملف الضرائب يخرج عن السيطرة!

Description

خطوات بسيطة وهامة تُسهل عليك تقليل الضرائب، تعرف عليها الآن من خلال
موقعنا

Hook:

هل تشعر بأن ملف الضرائب الخاص بمشروعك أصبح خارج عن السيطرة؟
كصاحب مشروع صغير، يمكن أن تكون هناك طرق قانونية لتقليل الأعباء الضريبية وزيادة
أرباحك. دعونا نعرف كيف!

فهمك الجيد للأنظمة الضريبية هو أول خطوة نحو تحقيق النجاح والنمو المستدام.
إدارة الضرائب بشكل فعال هو جزء أساسي من استراتيجية النجاح ويتوقف عليه نمو
مشروعك بشكل كبير، لذا المسألة هنا تحتاج لاستراتيجية كاملة و مدروسة تشتمل على:



Being Bankable Ad Copy AR

Headline:

قرض مشروعك في 15 دقيقة فقط!

Description

الحصول على قرض تمويل مشروعك الصغير لم يعد حلمًا بعيدًا.. انضم للوبيينار
مجانيًا!

Hook:

هل تعلم أن 70% من الشركات الصغيرة تفشل في الحصول على أي قروض تمويلية بسبب
ضعف التنظيم المالي الخاص بها؟

انضم لورشة العمل المجانية وتعلم على أساس قبول قرض تمويل مشروعك خلال
15 دقيقة فقط!



Direct Selling Ad Copy AR

Headline:

ثلاث خطوات لنجاح مشروعك الصغير!

Description

انضم لقائمة عملائنا من أصحاب المشاريع الصغيرة

Hook:

مفتاح نمو مشروعك الصغير تخلص في 3 عوامل! واليوم نود أن نكشف لك هذه العوامل وكيفية التعامل معهم.

و الآن يمكنك تجنب العقوبات المالية وتحسين فرص حصول شركتك على قرض بنكي والحصول على فرصة تقليل الضرائب بفعالية.
انضم إلى ويبinar خاص لأصحاب الأعمال الصغيرة والمتأهلة الصغر لاستكشاف كيف يمكن لهذه الخطوات الثلاثة أن تحقق النجاح المالي الذي تتطلع إليه.



Partnerships

Suggested Partnerships

Office Rental companies dealing daily with multiple clients and startups looking for offices and rental space. Some of them need a clinic some of them need to open a restaurant and who need a place to rent it for purpose of selling online
All of this data is very useful for us



Suggested Partnerships

Business Incubators

Entities supporting entrepreneurship and offering them support, fund, or resources, or coworking spaces.

Including Business Incubators

[Link](#)

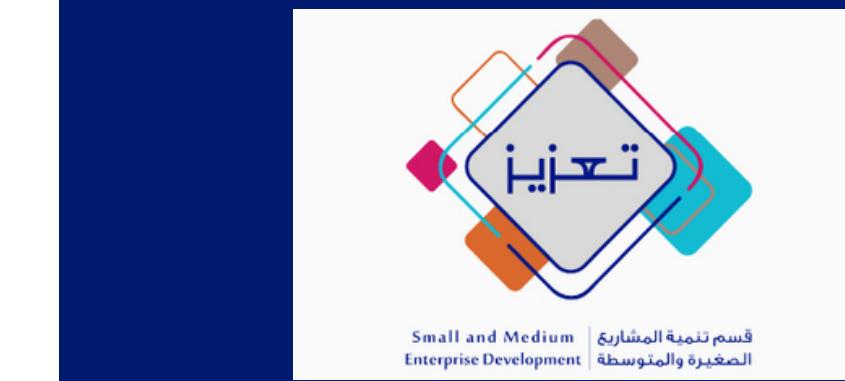
[Link](#)

Business setup consultancy or company formation service provider that assist entrepreneurs and startups in establishing their businesses in UAE, by offering services related to company registration, licensing, and navigating the local business landscape.

Example: [Commitbiz LLC](#) [Offshore](#) [Global Link](#) [Wealth Tellers](#)

Platforms for business launching services

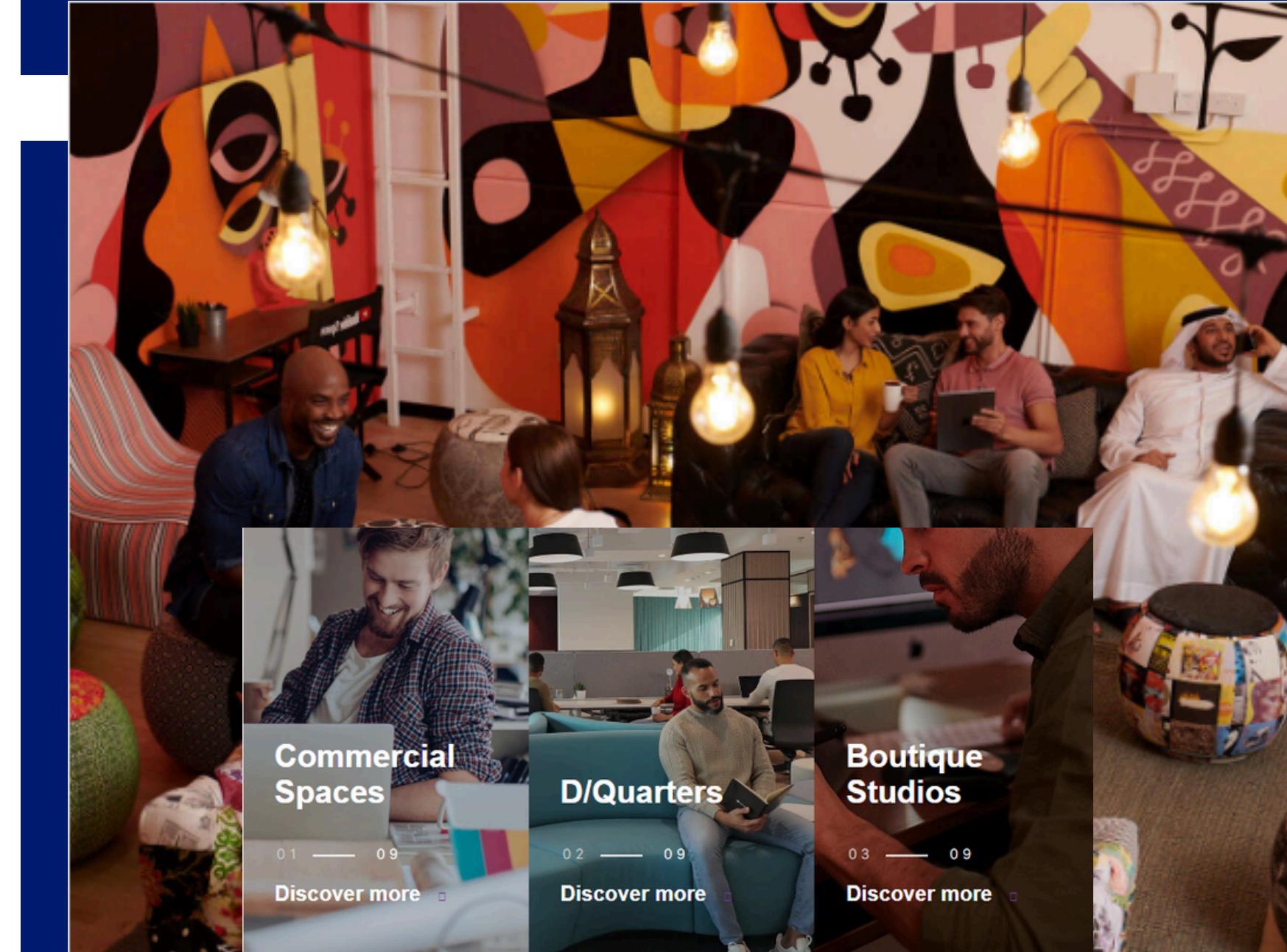
Example: [SPC Free Zone](#)



Suggested Partnerships

Dubai Media City

Sharjah Media City



Dubai Media Hub - Freezone Company Setup

Dubai Media City is a leading media hub in Dubai, with state-of-the-art facilities for global & local brands providing a dynamic environment for media & tech.

 Dubai Media City

Partnerships

Some Benefits

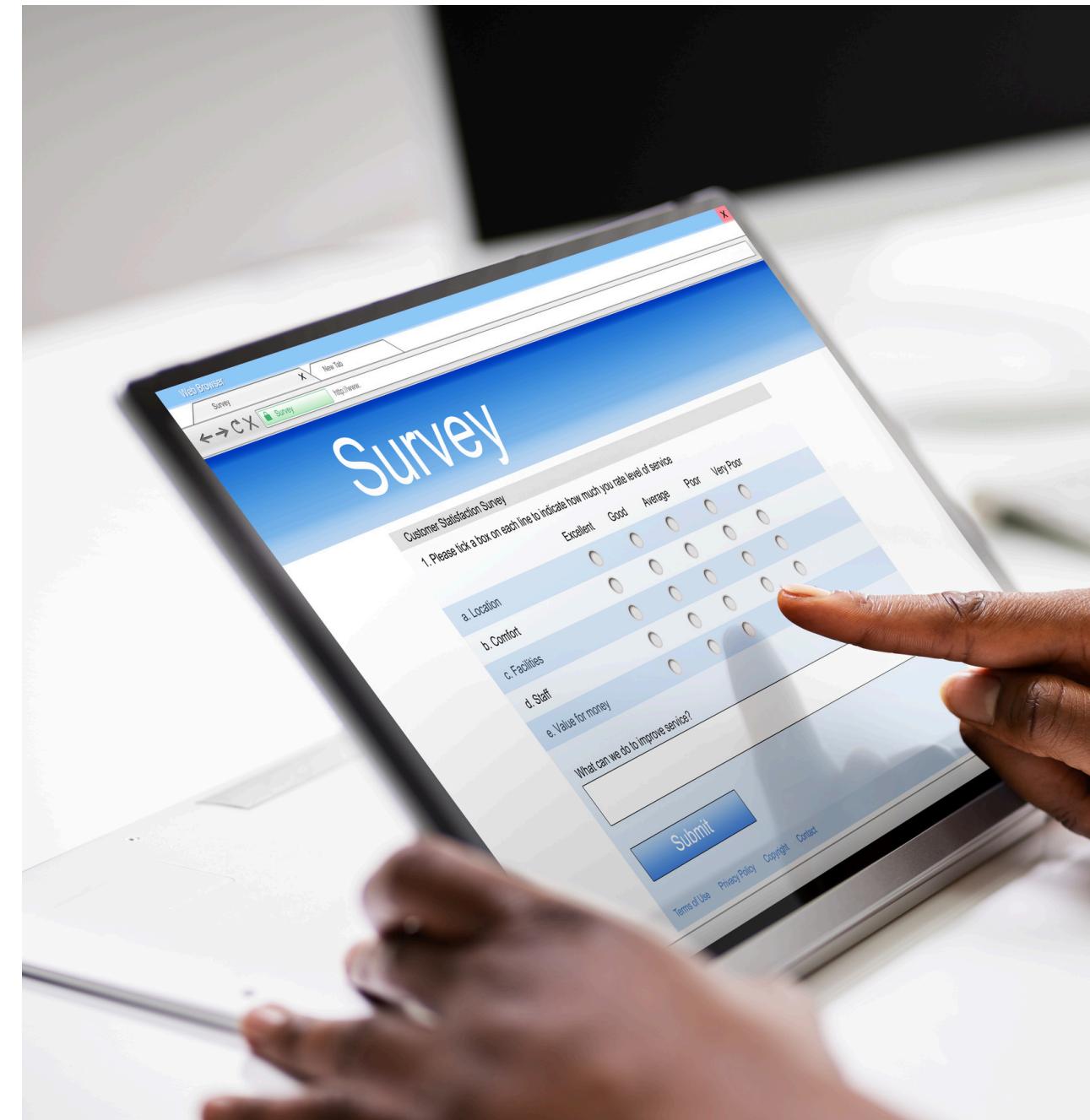
partnering with the Accounter can enhance the partner's service offerings, generate additional revenue streams, and strengthen client relationships as they offer their leads and clients more value.

Examples for Benefits for Partners:

Enhanced Service Offering and more Value: Partners can enrich their service portfolio by providing their clients with access to The Accounter's advanced accounting solutions with a special offer and this can also strengthen their relationships with the clients.

Increased Revenue Streams: Collaborating with The Accounter can open up new revenue opportunities through referral commissions or joint service packages.

Competitive Edge: By offering premium accounting solutions through The Accounter, partners can differentiate themselves in the market and attract more clients.



Partnerships

Marketing Funnel



[Partners](#) ▾ [Contact Us](#) ▾

[BECOME A PARTNER](#)



Idea for Social Media

Content

Why Not Leverage UAE Theme for 2024



UAE Year of Sustainability 2024 for a Greener Future

The Accounter's commitment to eco-friendly and sustainable financial practices. We can mention how the online accounting services not only streamline financial operations but also contribute to a greener future by reducing paper waste and promoting digital transactions.

Key Message Examples:

- Go Green with The Accounter
- Sustainable Accounting for a Greener Future
- Join the UAE Year of Sustainability 2024 with The Accounter. Streamline your finances while caring for the environment.
- Make a positive impact on the environment while managing your finances efficiently.
- The Accounter offers eco-friendly accounting services to support a sustainable future. Let's work together towards a greener UAE in 2024





Measurement & Evaluation

Campaign Tracking

- **Website Tracking:** monitoring the number of people who visited our website and the duration of their visit, approximately within 3 months.
- **Leads:** Monitoring the total number of leads that will register for the webinar, and that will actually attend and the people who will register to take the service.
- **Conversions:** Monitoring the total number of direct bookings & the upsell bookings from the webinars & whatsapp flash offer.
- **ROAS:** Measuting the return on ads spent.



THANK YOU...

For Your Attention



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