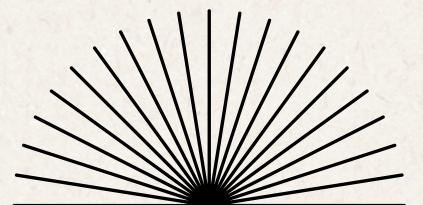




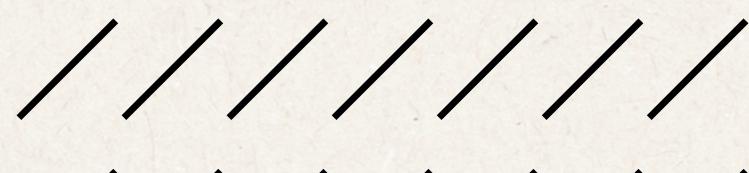
SIAS Group
Specialized Immigration Advisory Services
Digital Marketing Audit Report

PRESENTED BY:
Gokul KP



Introduction

03	Summary
04	Brand Overview
05	Goals & Vision
06	Platform Audit + Recommendations
07	Content Strategy
08	Competitor Gap Analysis
09	Branding & Trust Layer
10	Influencer + UGC Strategy
11	Conclusion



Summary

SIAS Group is a premium immigration consultancy operating across the UAE, India, Pakistan, and the Philippines. This strategy report provides a full-funnel digital audit and roadmap focused exclusively on organic and paid social media—excluding Google Ads, SEO, and WhatsApp Ads.

The goal is simple:

01 Optimize lead generation

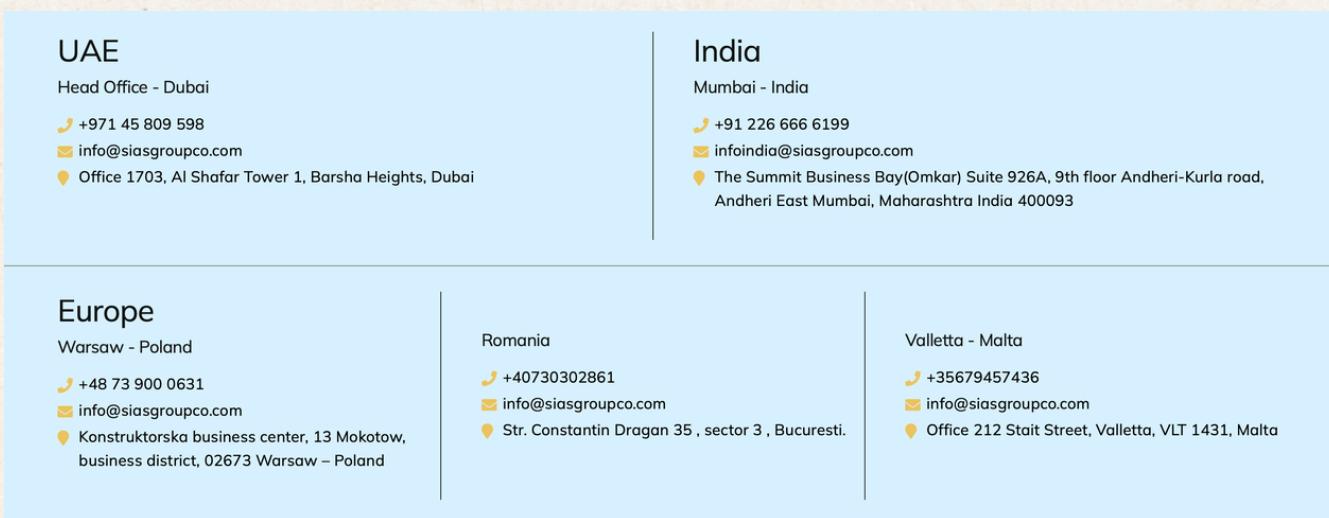
02 Build platform authority

03 Create engagement through elevated content and high-performance Meta Ads.

Brand Overview

Strengths

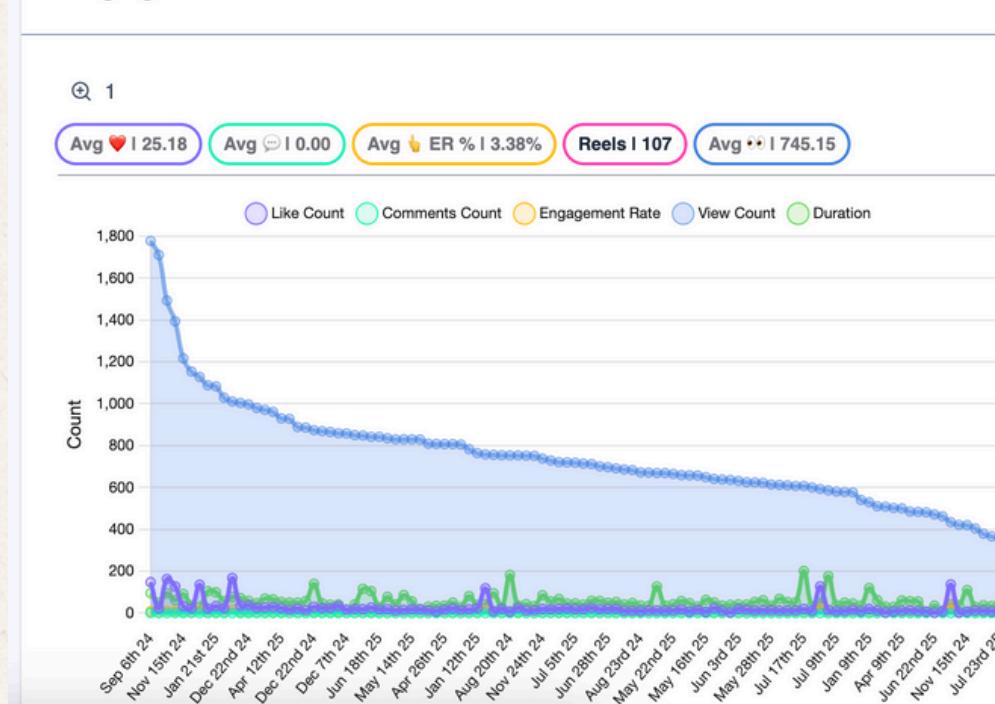
- Multi-country operations
- Strong word-of-mouth and offline credibility
- Service variety across immigration, visas, study abroad, etc.

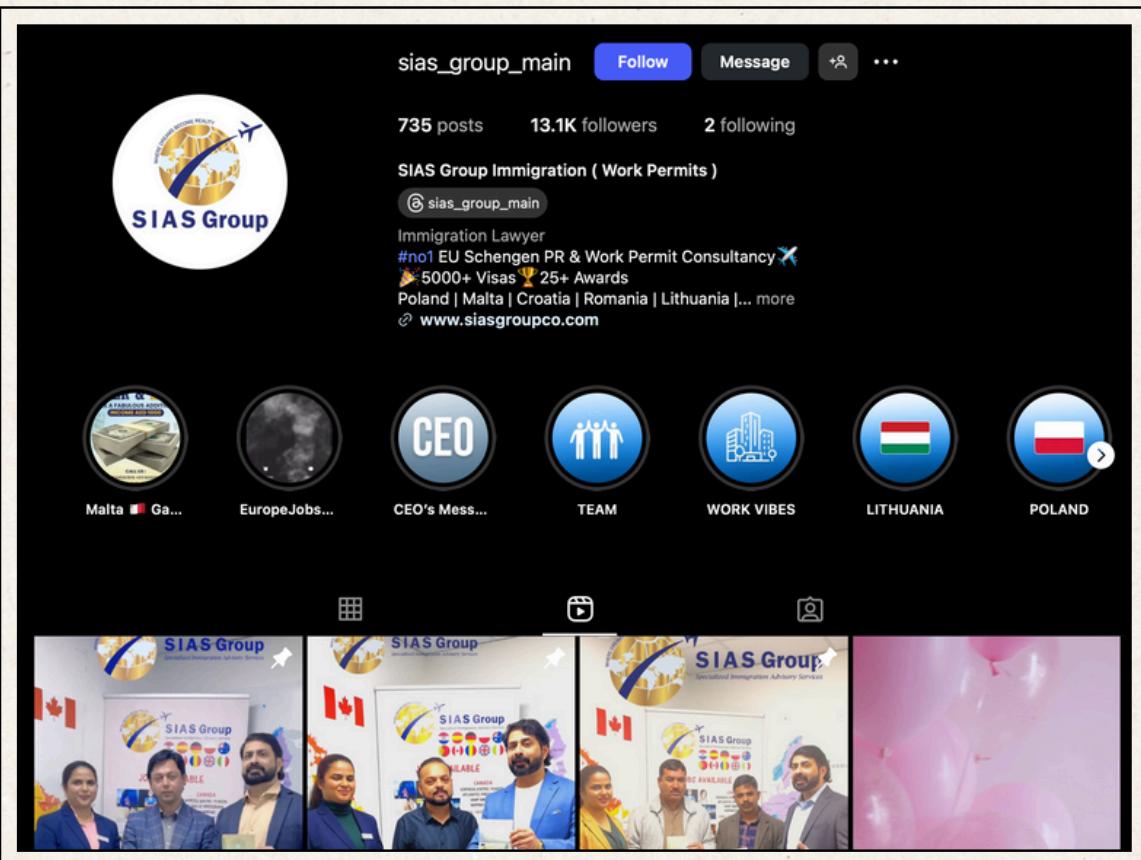
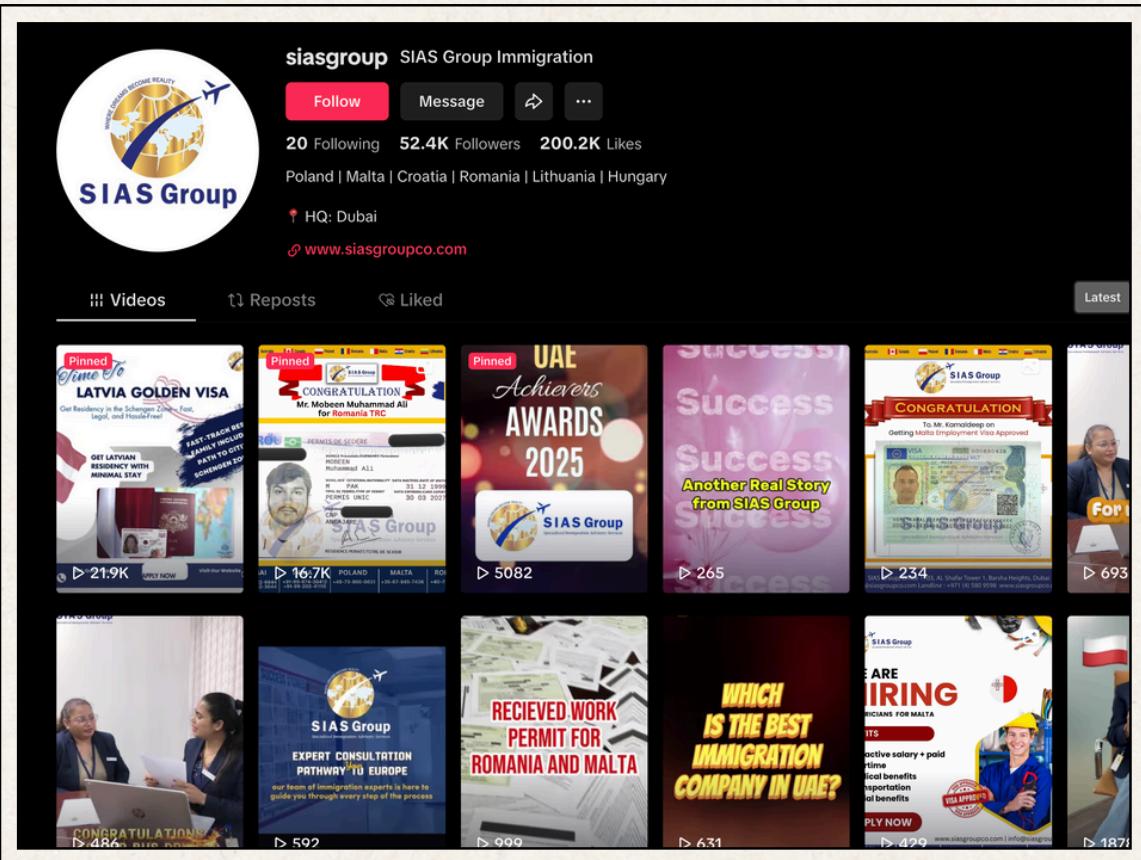


Challenges

- Low engagement on key platforms
- Content lacks consistency and storytelling depth
- CRM follow-ups not automated
- Brand visuals feel generic
- Google site kit - seo

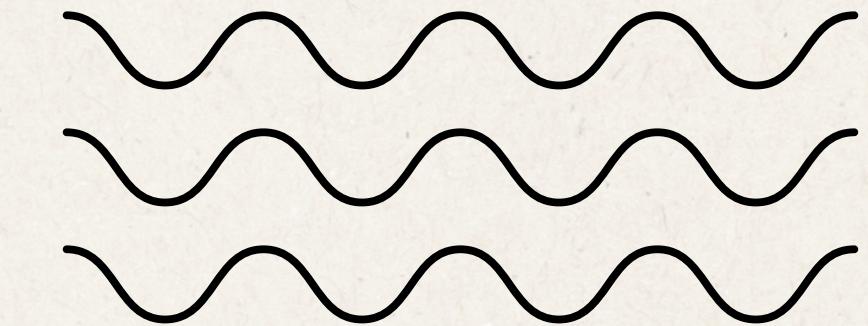
Engagement chart





PLATFORM-WISE AUDIT & STRATEGY

Each platform needs a unique approach. Below is a quick audit and custom strategy to boost performance and leads.

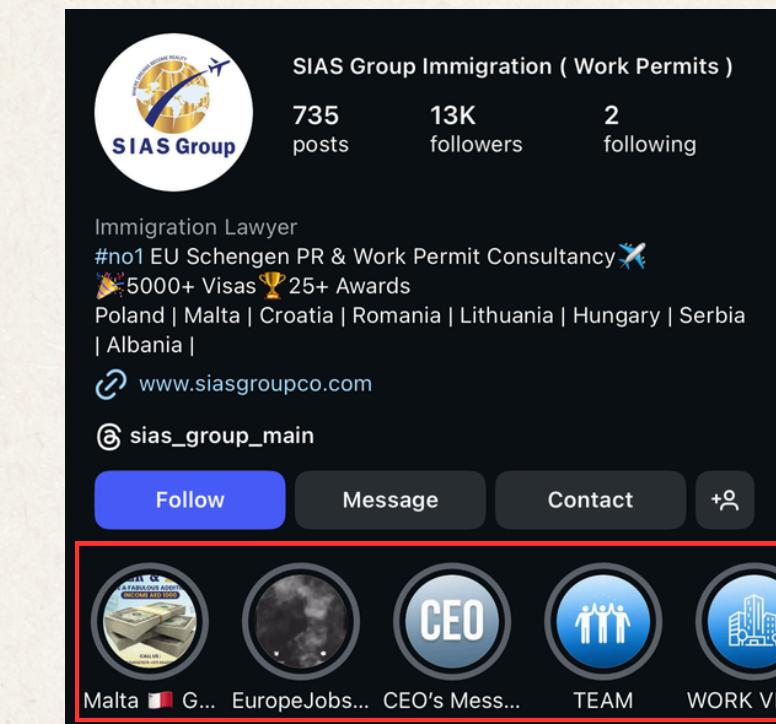
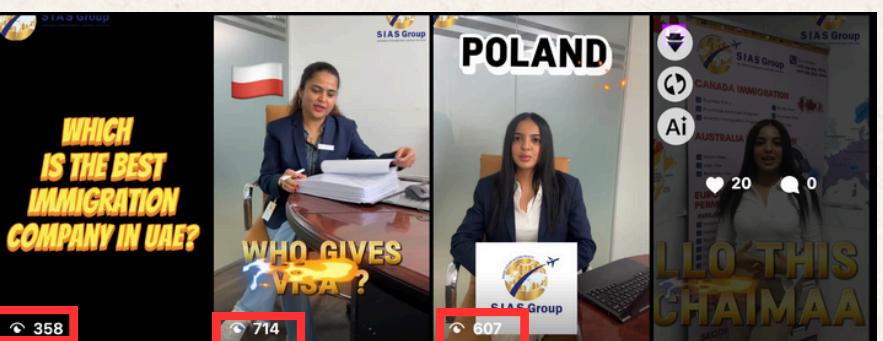


Observations:

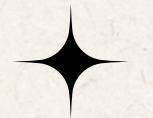
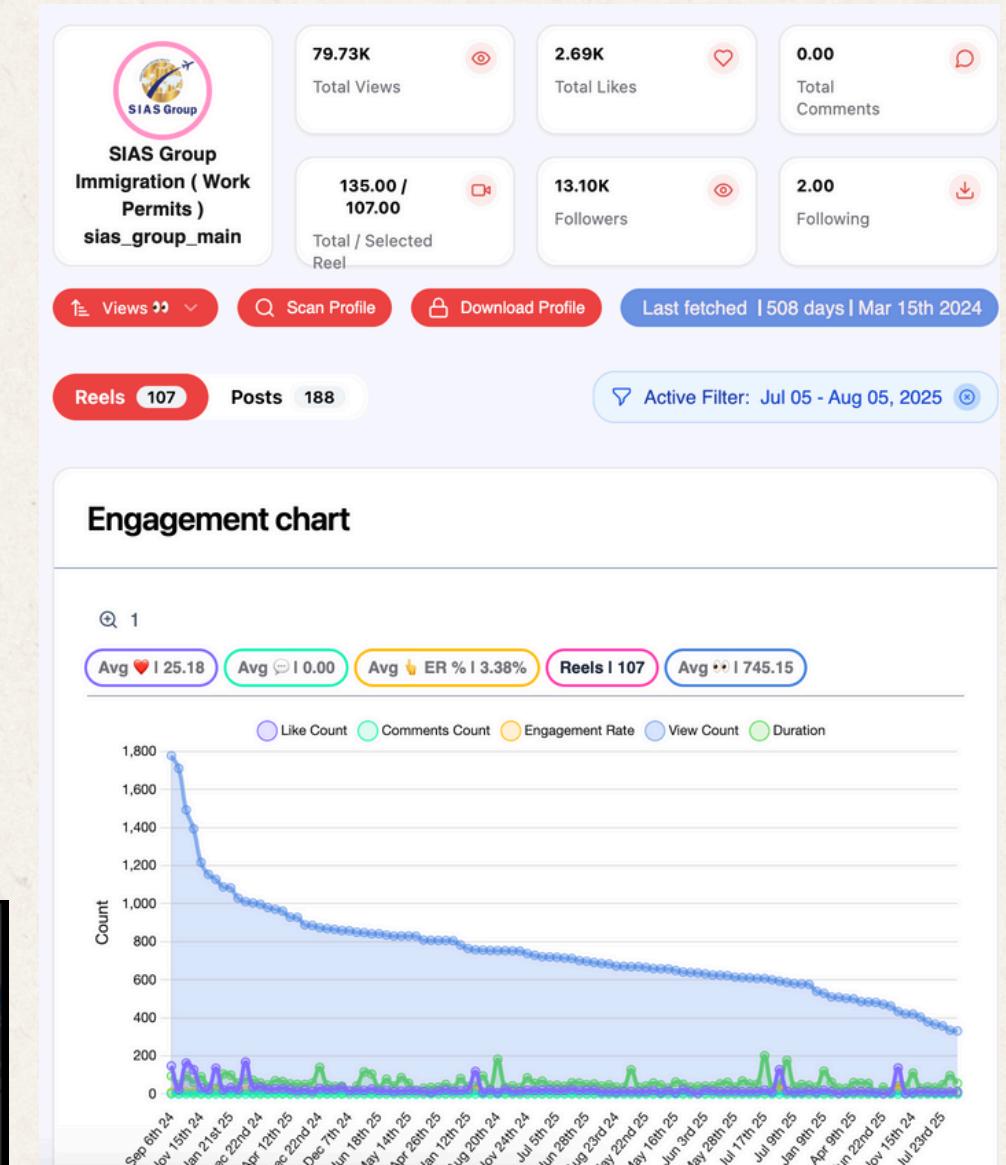
- Engagement average: ~0.87%
- Highlights are not proper, Can be improve to show our services, Happy Clients, News Updates, so on...
- Mix of posters, reels, and text carousels but lacks storytelling
- Missing Reels consistency, behind-the-scenes, & hook-driven content
- No locations mentioned in the reels or post, and no ALT text.

Action Plan:

- Fix the Instagram Highlights section, Clients get a brief info about the company
- Reels on visa news, real client wins, Education, Testimonials, Lifestyle.
- Weekly carousel: Visa tips, Journey stories
- Hashtag structure refresh
- Show “behind-the-process” moments
- Use hooks + captions with local relevance



INSTAGRAM



Observations:

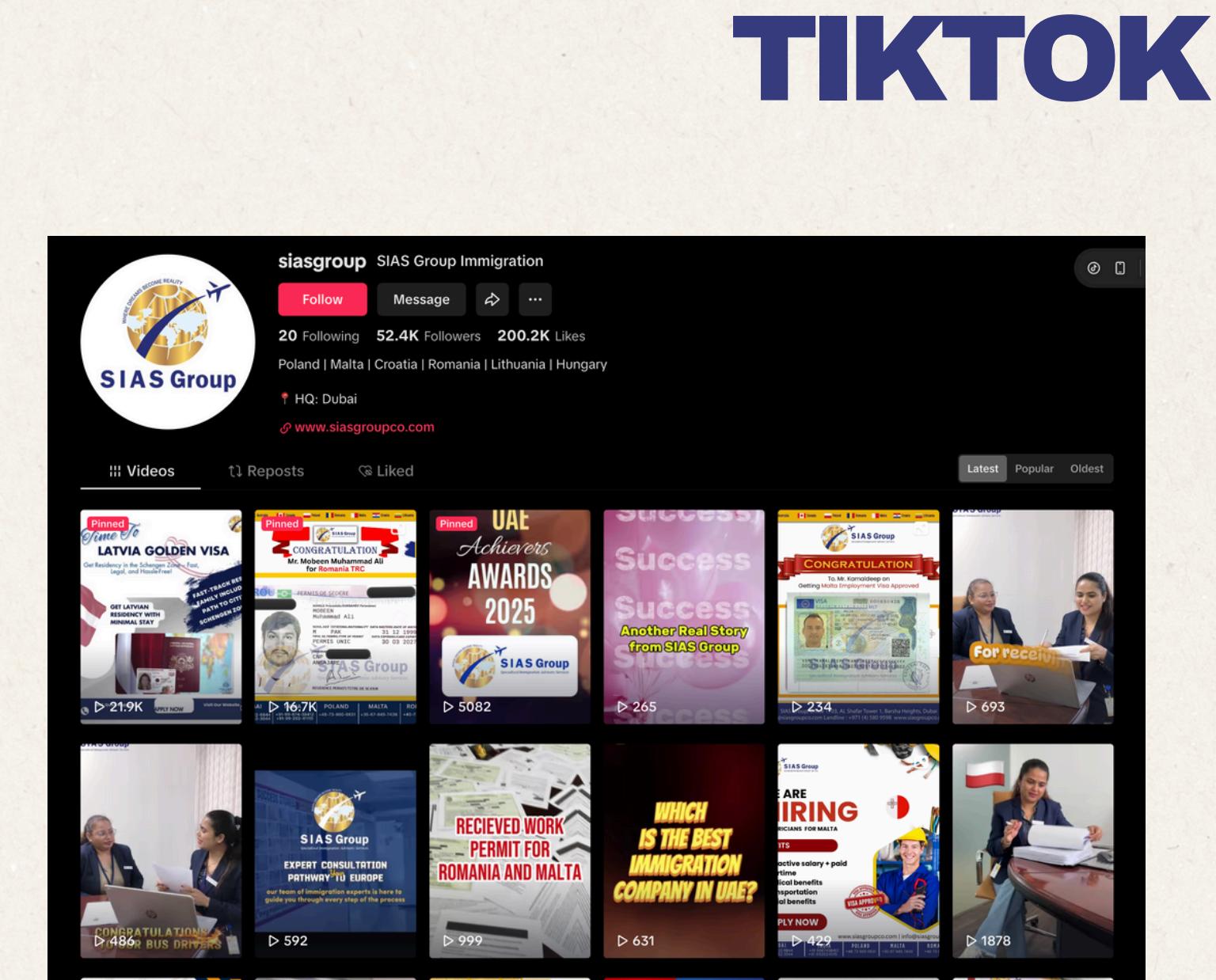
- Huge Fan base.
- High-performing videos (up to 829K views).
- Real staff and clients build trust.
- Bold text overlays catch attention.
- Clear focus on specific job markets (Poland, Malta).
- Client success videos provide social proof.

What Needs Work

- Inconsistent branding – fonts, colors vary.
- Low video quality – poor lighting, sound.
- Weak hooks – slow intros, no punch.
- No subtitles – hurts silent viewing.
- Overcrowded visuals – too much text.

Action Plan:

- Country-based migration stories
- Native-style TikToks by consultants/students
- Duets/reactions to news or visa approvals
- Use Arabic/Tagalog captions for region targeting
- Use ring light, lapel mic,

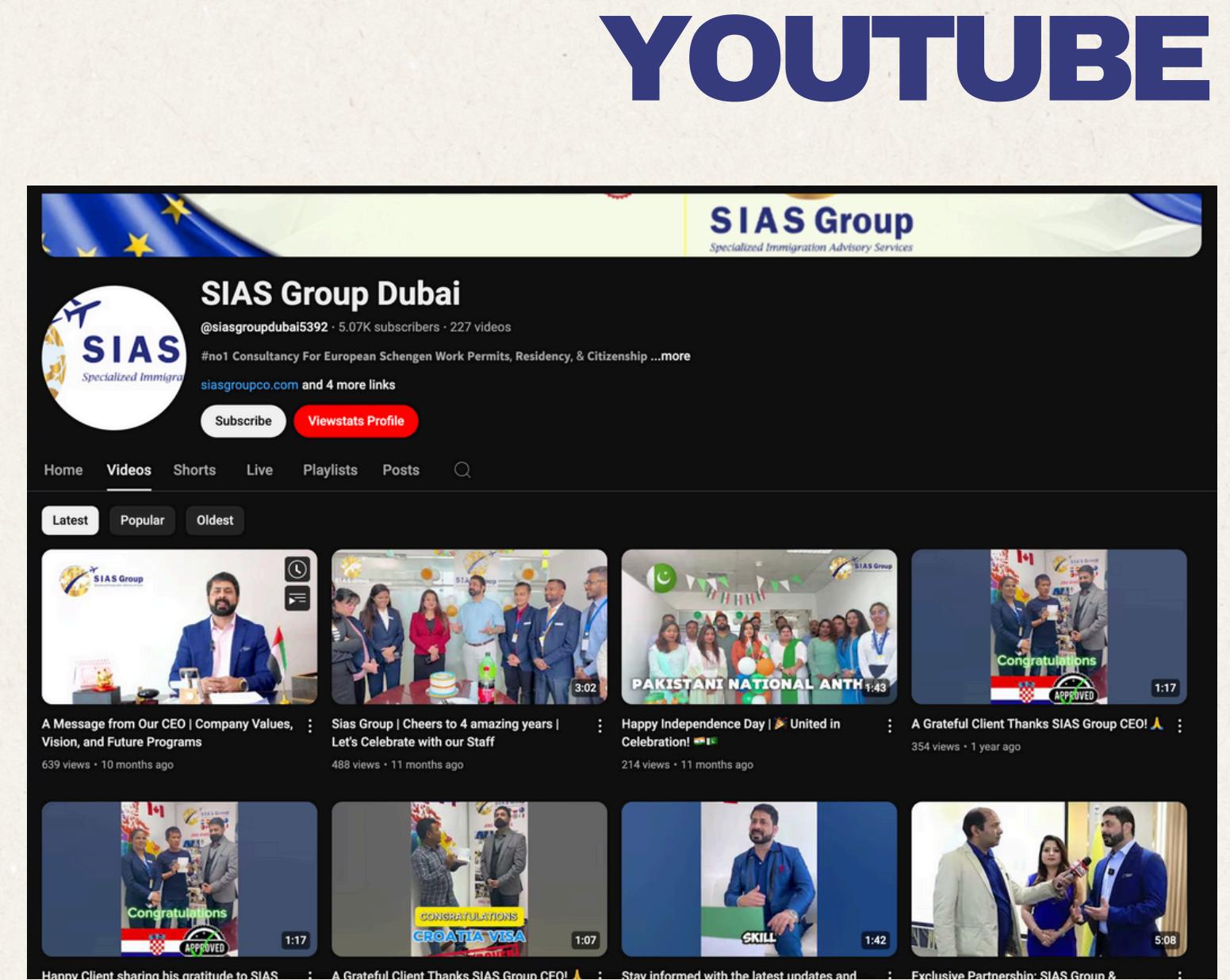


Observations:

- Strong Content Volume: 227 videos = consistent effort.
- 5K+ Subscribers: Great for a niche immigration consultancy.
- Inconsistent thumbnails and branding.
- Team Visibility: CEO messages and office culture humanize the brand.
- No recent viral or high-view content.

Action Plan:

- Post More Shorts – Focus on client wins, tips, and FAQ (2-3/week).
- Upgrade Thumbnails – Use branded, eye-catching templates.
- Improve Titles & SEO – Add keywords like “Visa Approved,” “Work Permit UAE,” etc.
- Promote Across Platforms – Share videos on LinkedIn, WhatsApp, and Instagram.
- Use Community Tab – Run polls, share updates, ask engaging questions.



Content Strategy

Reel Example

How I Moved from Dubai to Malta with Just ONE Document

Most agents don't tell you THIS. Swipe now or DM 'ROADMAP'.

CTA: DM 'PR PLAN' to talk to our advisor

Carousel Format:

- Page 1: "PR or Work Visa? Here's the Real Difference."
- Page 2–4: Visual stats + emotional copy
- Page 5: CTA: "DM 'PR PLAN' to talk to our advisor"

Hook Formula:

- "What 97% of visa applicants do wrong..."
- "This UAE expat moved to Germany in 3 months..."

Content Pillar	Creative Idea & Post Type	Format	CTA
Success Stories	Client Story: From Rejection to Visa Approval – Emotional Reel	Reel / Video	Use real client video, CTA: "DM us!"
Immigration Updates	Visa Rule Update: New Policy for Canada Work Permits	Carousel / Reel	Clear visuals + “Swipe for details”
Expert Talk	FAQ: “Do I need IELTS for European visas?” Consultant answers	Short Video	Use green screen + captions
UGC & Testimonials	Voice Note Compilation: Clients Thanking SIAS Group	Audio Reel + Text	Tag clients, encourage shares
Behind-the-Scenes	“A Day at SIAS” Office Tour + Team Introductions	Stories + Reel	Humanize brand, show team vibe
Country Spotlight	Why Choose Portugal? 3 Benefits for Nurses	Carousel + Reel	Highlight salary + lifestyle
CTA Content	Free Consultation Friday Promo Announcement	Post + Story	Use countdown sticker
Success Stories	Mini Interview: Client’s First Day in Australia	Video	Emotional, authentic footage

UGC & Testimonials	Selfie Thank You Videos from Clients in Different Countries	Reel + Text	Use “Real People, Real Stories” tag
Behind-the-Scenes	Visa Handover Day Celebrations + Client Reactions	Reel + Story	Use candid moments
Country Spotlight	Croatia vs Romania: Cost of Living & Job Opportunities	Carousel	Use graphs + client quotes
CTA Content	Poll: “Where do you want to move next? Europe or Canada?”	Instagram Story	Use poll stickers for engagement
Success Stories	Before & After: Student Visa Journey from Consultation to Campus	Reel	Emotion-driven, real visuals
Expert Talk	Consultant Q&A: “Can I Work While on a Tourist Visa?”	Short Video	Real consultant, conversational tone
Immigration Updates	Quick Alert: New Visa Fees or Timelines Update	Reel + Post	Urgency with CTA “Contact us now”
UGC & Testimonials	Regional Language Thank You Clips (Malayalam, Hindi, etc.)	Reels	Subtitled for wider reach

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Competitor Gap Analysis

Studied: DM Immigration, Y-Axis, CanApprove, Cosmos

Brand	Visual Quality	Storytelling	Strengths	Gaps	Reels Consistency
Y-Axis	High, polished	Generic, info-heavy	Clean visuals, strong website	No UGC, limited emotional content, no TikTok	Moderate
DM Consultants	Clean, consistent	Factual, SEO-driven	SEO blogs, active Reels	No TikTok, lacks human storytelling	Decent (3-4/week)
CanApprove	Varied, region-specific	Emotional, regional	Local-language content, high Reels activity	Disjointed visual identity, no TikTok	High (5-6/week)
Cosmos	Outdated visuals	Text-heavy, impersonal	Strong blog/SEO presence	No UGC, weak visuals, low engagement	Very low



Branding & Trust Layer



SIAS Group
Specialized Immigration Advisory Services

Main Logo



Color Palette

PRIMARY FONT

MONTserrat

USAGE

The primary font if your default typeface and should be used within headers and titles.

SECONDARY FONT

OPEN SANS

USAGE

The secondary font complements your primary font. This will be used on subheadings.

Influencer +. UGC Strategy

We amplify trust by partnering with regional micro-influencers and showcasing real client stories through voice notes, videos, and testimonials – turning everyday success into social proof.



Objective & Vision

What's the purpose of this strategy?

- Build trust via real people
- Reach untapped audiences (regional + youth)



Target Personas

Influencers:

- Micro (5K-50K), regional (Malayalam, Hindi, etc.), student/lifestyle/expat creators

UGC Creators:

- Real clients (before-after, visa success, travel day)
- Nurses, students, blue-collar workers, diverse audience

Influencer Strategy

- Reels: "My visa story with SIAS"
- YouTube: Integration in "Study Abroad" or "Work Abroad" vlogs
- Lives: Q&A with consultants (which already doing, Good thing)



UGC Strategy

What to collect:

- Voice notes, selfie videos, visa handover clips, arrival stories

When to collect:

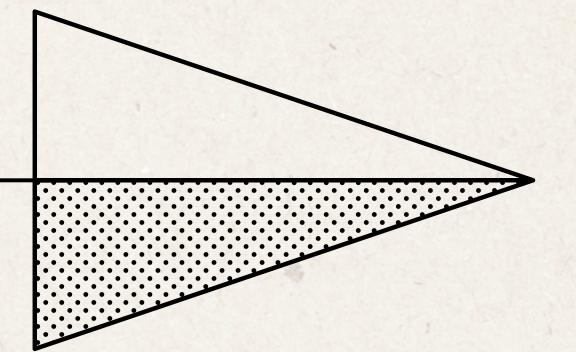
- After visa approval, during onboarding, after they land abroad

How to collect:

- WhatsApp prompts, automated follow-ups, feedback forms

Usage:

- Reels, story highlights, carousels, testimonial wall on website



Conclusion

SIAS Group can become the most trusted and conversion-optimized immigration brand in the region through creative consistency, storytelling-focused ads, and platform-specific strategies. This 90-day roadmap is designed to elevate both perception and performance – ensuring more leads, more conversions, and more trust.

Thank you

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