

Where's My Vibe Digital Marketing Strategy

Brand Positioning

Placing the platform as the single place in Dubai where people can discover concerts, nightlife, tastings, sports screenings, comedy and dining experiences.

The promise is simple. One platform that helps people decide where to go and what to do each week.

Focus on three ideas:

- 1. Trust
- 2. Convenience
- 3. Breath of choice

Social Media Channels to Target

| Channel | Why It Matters | Post Types |
|--|--|---|
| Instagram (About 7-8 million users) | Strongest platform for events and nightlife. High reel consumption. Venues and creators already rely on it. | Weekly roundups, category reels, venue walkthroughs, premium highlights, creator clips, polls via Stories |
| TikTok (11 million monthly active users) | Fast growth for music and nightlife discovery. Strong reach among expats and younger audiences. | Quick cuts of concerts, comedy clips, tastings, nightlife energy shots |

| | | |
|---|--|---|
| WhatsApp Channel (Around 15 million) | Users follow WhatsApp updates more consistently than email. High open rates. | Daily one-line event alerts, premium highlight reminders, and last-minute tickets |
| YouTube Shorts (8.25 million) | Great for music, comedy and venue ambience. Works well for SEO-driven discovery . | Creator clips, short event summaries, venue walkthroughs |
| Snapchat (5 million) | Strong with the Arab youth demographic . Clubs, lounges and events often advertise here. | Nightlife content, short vertical teasers, behind the scenes |
| Facebook (13.9 million) | Still useful for paid ads targeting expat groups. Helps reach older audiences who attend concerts and food events. | Event roundups and targeted paid pushes |
| Google Search Ads | Important for last-minute event discovery . Users search for concerts tonight or events this weekend. | Search ads tied to category landing pages |

Content Engine

- Weekly event roundups
- Category-based reels
- Venue walkthroughs
- Short creator clips
- One premium highlight each week
- User polls to choose the next feature

Weekly Structure

| Day | Content Type | What to Post | Goal |
|-----|--------------|--------------|------|
|-----|--------------|--------------|------|

| | | | |
|-----------|-------------------------|---|---|
| Monday | Weekly event roundup | Top picks for the week: Carousel with top music, food, comedy and nightlife. | Broad reach and shares |
| Tuesday | Category-based reel | Top event this week: One quick reel focused on a single category music or food or nightlife or comedy. | Category depth and discovery |
| Wednesday | Venue walkthrough | What's hot? Short inside look at a partner venue ambience, crowd, signature items | Trust building and venue amplification |
| Thursday | Short creator clip | #Repost: Creator sharing a quick moment from a concert, tasting or club night | Authenticity and social proof |
| Friday | Premium highlight | Crème de la crème: One premium event or venue with sharper editing and storytelling | Strong conversions for a spotlight pick |
| Saturday | User poll | UGC content: Poll on the next category or feature music vs nightlife or comedy vs tasting | Engagement and preference data |
| Sunday | Repost or light content | Reposts of creator stories or user clips lowest effort day | Consistency without production load |

Blogs Strategy

Our blog should serve two goals.

1. Help **users find the best events and venues** through high-trust guides.
2. Help **search and answer engines understand our authority** for events, categories and neighbourhoods.

1. Building Search Clusters Around Dubai Intent

We will create clusters that align with how users search for weekend plans, nightlife options and food events. Tie each cluster to a single pillar page supported by multiple subpages.

Examples

- Weekend events in Dubai
- Live music venues in Dubai
- Best comedy nights in Dubai
- Food tastings and chef tables in Dubai
- Sports bars with live screenings in Dubai

2. Structuring Blogs for AEO

Write every blog so that search assistants can pull clean, authoritative answers.

Guidelines

- Begin with a plain, direct one sentence answer.
- Follow with a three to five point quick list summary.
- Use a stable format for sections so search agents can predict structure.
- Use clear headings like Where it is, What it offers, Price range, Best time to go.

3. Make Content GEO Precise

Dubai search behaviour is highly location-driven. Give the reader exact context that signals quality and relevance.

Include

- Specific neighbourhoods like Jumeirah, DIFC, Business Bay, Deira.
- Venue categories and microcategories like rooftop lounges, craft beer bars, late night cafes, sports viewing lounges.
- Price markers and timing windows since Dubai evening patterns differ across weekdays and weekends.

4. Zero Click Optimisation

Many Dubai queries surface rich snippets and quick answer boxes.

Optimise by

- Answering key questions in the first 40 to 60 words.
- Adding FAQ blocks with five to seven intent-matching queries.
- Including structured data for events, venues and FAQ.

5. Build Authority Through Local Depth

Search engines reward hyperlocal detail. We need to include:

- Small maps with approximate locations.
- Neighbourhood comparisons.
- Short interviews with venue managers or chefs.
- Roundups that highlight new openings or limited runs.