

### **Platform Focus:**

- Instagram (Reels + Stories)
- YouTube Shorts
- TikTok (if possible)

### **Activity Overview:**

Each month, Aark would like to **invite a few micro-influencers to their Sales Center in Business Bay** to create content around their flagship project – Sora Beach Residences, along with content that positions Aark as a credible and exciting developer. Possible angles could include:

- A Day at the Aark Sales Center
- The Next Hotspot: Investing in Al Marjan Island, RAK

These are just starter ideas — the final content direction can be adapted based on the style and niche of each influencer.

### **Budget & Planning:**

We're looking at a 3-month influencer plan, with a monthly budget of AED 30,000. Feel free to structure the mix as you see fit:

- One month could feature a high-impact influencer
- Another month could focus on 3–5 micro-influencers, etc.

### **Targeted Nationalities:**

Please focus only on influencers who resonate with the following audiences:

- UAE Nationals
- Indians
- Russians
- British
- French
- Chinese
- Israeli

Only suggest **influencers whose content aligns with real estate, investment, or finance**. We're not considering lifestyle or fashion influencers for this campaign.