

## PROBLEM

The majority population had a significant shift in its information sources and thus being excluded from the reach of the conventional medium's of marketing

Being part of the cultural evolution is the new way of approaching marketing

The current social media standards have evolved a lot and your approach is behind four years of current standards.

The current social media presence is missing on loyalty of DEAL as the approach is outdated.

## RECOMMENDATION

We suggest the use of updated social and digital media algorithm approaches to connect and engage with the authentic audience of DEAL. Thus developing the presence of the brands identity.

Our recommendation enables further community reach and the social media platforms to act as a brand ambassador for DEAL.

## WHY SOCIAL MEDIA?

Social media is the popular cultural space for connecting and interacting. This have accessed the blend of marketing and cultural interaction.

The social media landscape have the possibility for a brand to build thought leadership with the right audience helping to increase brand awareness and loyalty.

The social media platforms helps to gain market place insights while being cost effective.

# SOCIAL MEDIA MARKETING VS TRADITIONAL MARKETING

The modern human beings are opting functionality over familiarity. As social media is the place for personal interaction it is a great place to learn the engagement processes of people. This gives the ability to access unique areas of marketing with precision. The analytics of the social platforms provide deep insights into behaviors and preferences of the audience.

Traditional marketing was functioning on the brand side and was designed to function in uni-direction. Social media acts in both ways. For the brand and the people as well.

# SOCIAL MEDIA VS UPDATED SOCIAL MEDIA

Social media platforms today have evolved in functionality and sophistication. The updatations range from the quality of the content produced to the algorithm used. The current situation demands an expert level deep understanding on all aspects to gain maximum output and functionality it provides.

# CONTENT VS BRANDING

The progression of the world is at the point where marketing is seen as a inhuman experience and the content has made it accessible to be human. In effect the content is delivering what the marketing is required to do in more human appeal.

Branding is promotion and content creation is connecting and engaging. Thus content provides more attention than branding in social media.

## WHAT WE DO

We create the right approach and technique to deliver what missing from the big picture and make it easy and productive for the brand.

Starting from strategic planning and execution, we personalize and humanize social media presence by implementing updated algorithm tactics and high quality content based on brand values to increase reach on platforms.

## THE OUTCOME?

The efforts of the processes envisioned will deliver and create the value the brand demands. The updated approach will make the account more reaching and appealing.

Enable an effective social media presence on all major platforms maintaining brand personality and consistency with your audience

## CURRENT STATUS OF DEAL

instagram 3146 followers  
twitter 1036 followers  
linkedin 8512 followers  
youtube 150 followers  
facebook 15k followers

## SOCIAL MEDIA DATA

## BENCHMARK

## COMPETITORS

IAAPA Expo 2023, Orlando fl	twitter	25.2k	followers
	linkedin	44,114	followers
	facebook	26K	followers
IMAPIC Expo2023, cannes, france	twitter	5690	followers
	linkedin	9667	followers
	facebook	23k	followers
immerse global summit, orlando, FL	instagram	1061	followers
	linkedin	6,889	followers
	twitter	4211	followers
	youtube	2.99k	subscribers
	facebook	198	followers
Pinball Expo 2023, illinois, usa	instagram	3031	followers
	twitter	1030	followers
	youtube	164	subscribers
	facebook	3.6k	followers

# PROPOSAL

We have in proposal a series of content creation ideas, content calendar, digital media engagements, social media management plans and performance analysis

- Behind the scenes content
- Speaker teasers and quotes
- New tech content
- Testimonials
- Educational
- Blog posts
- Repurpose old content
- Content calendar
- Analytics

## TARGET AUDIENCE

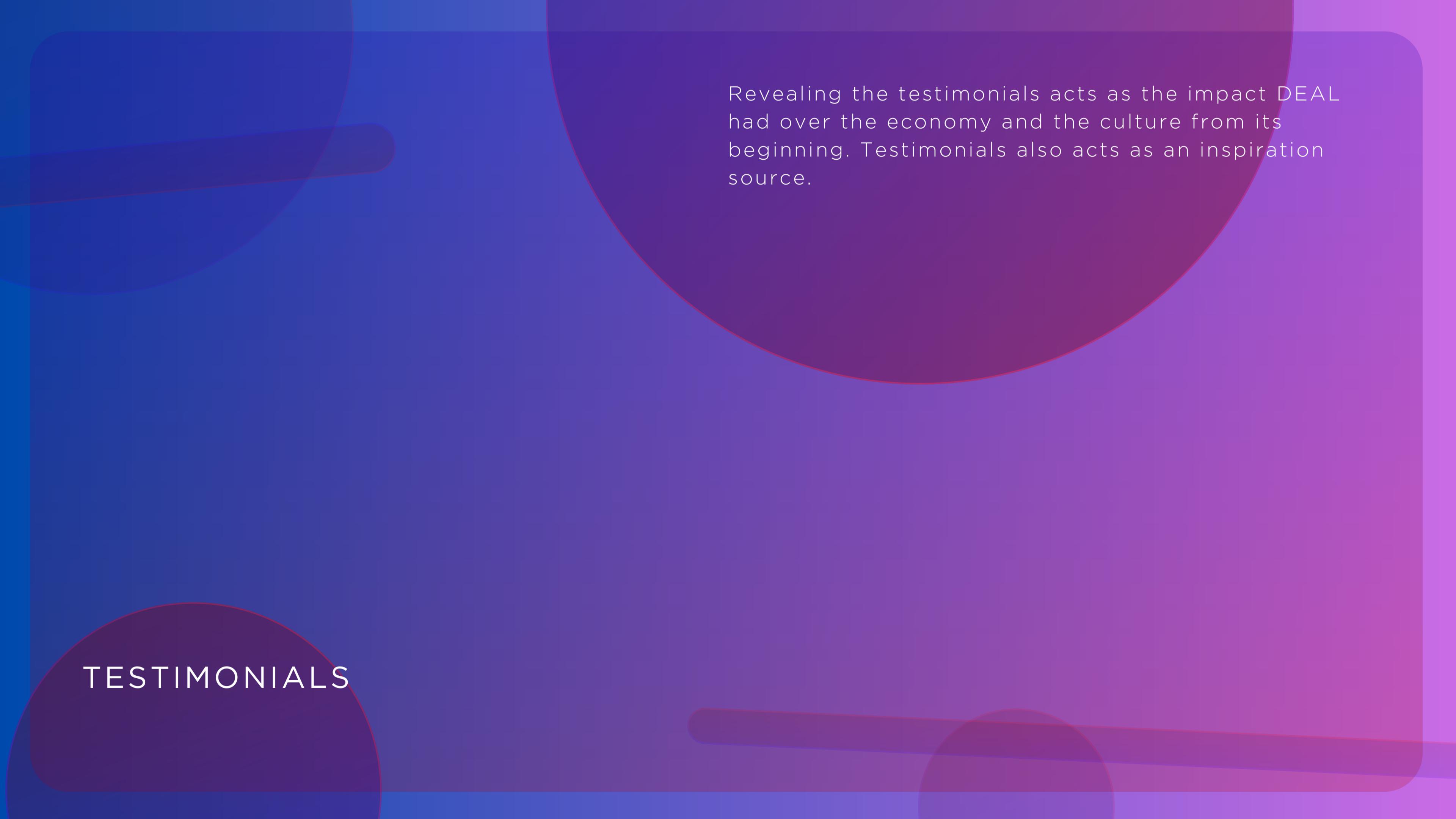
The target audience of DEAL is a global scale reach. it include three segment of people which include the exhibitors who are from all over the globe. then comes the buyers which are majorly focused in the MENA region. there is also the local visitors who are mostly form UAE

## BEHIND THE SCENES

Sharing behind the scenes content enables the desiring audience a closer look into the efforts and gives them the feeling of being part of the organization. The content also brings awareness which in turn boosts the belongingness of the community. Understanding the functionality delivers the value of the efforts DEAL engages.

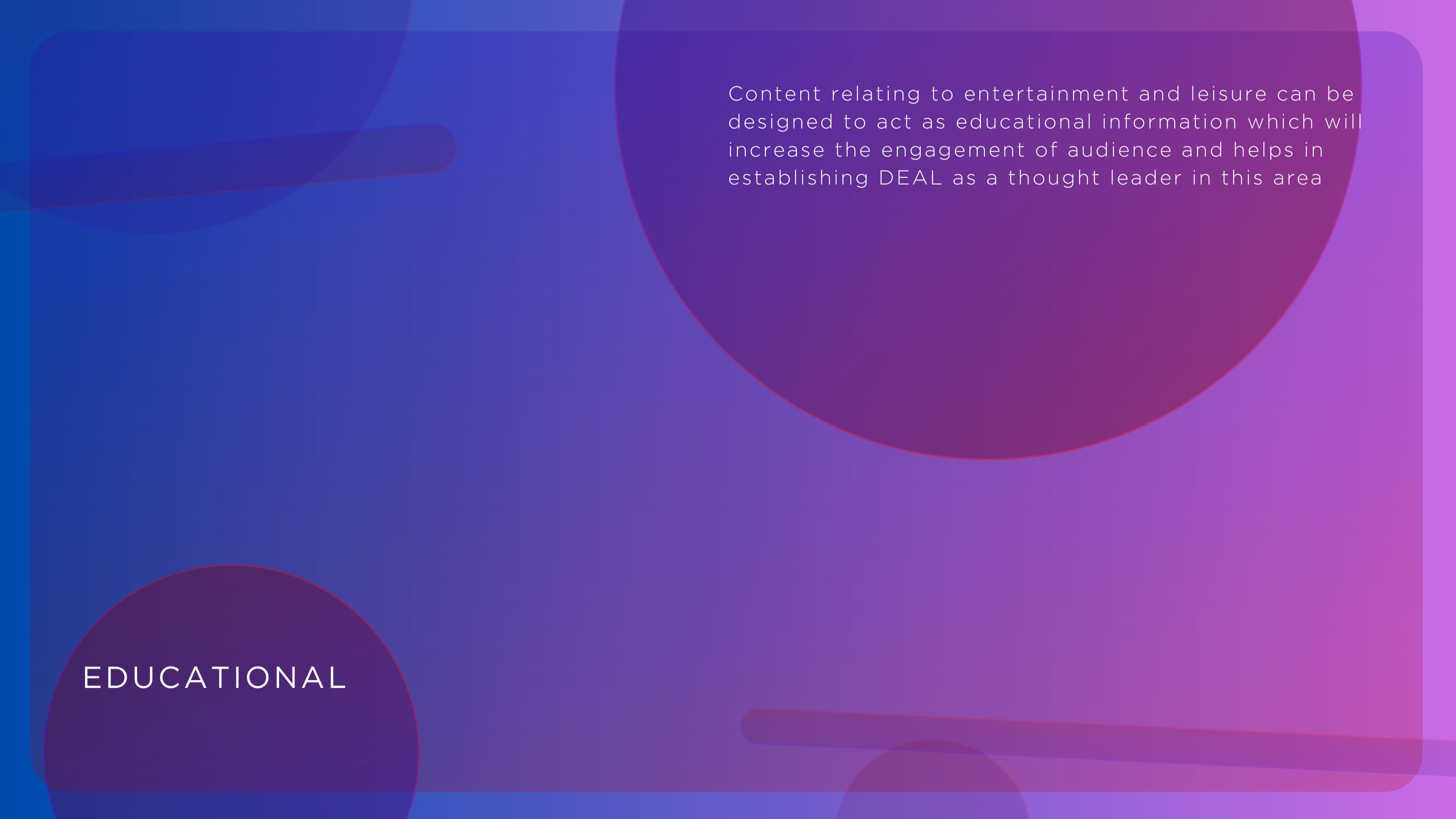
## SPEAKER TEASER & QUOTES

Introducing speakers and their quotes reveals networking oppurtunities and establishes a sense of authority amoung the audience.



Revealing the testimonials acts as the impact DEAL had over the economy and the culture from its beginning. Testimonials also acts as an inspiration source.

## TESTIMONIALS



EDUCATIONAL

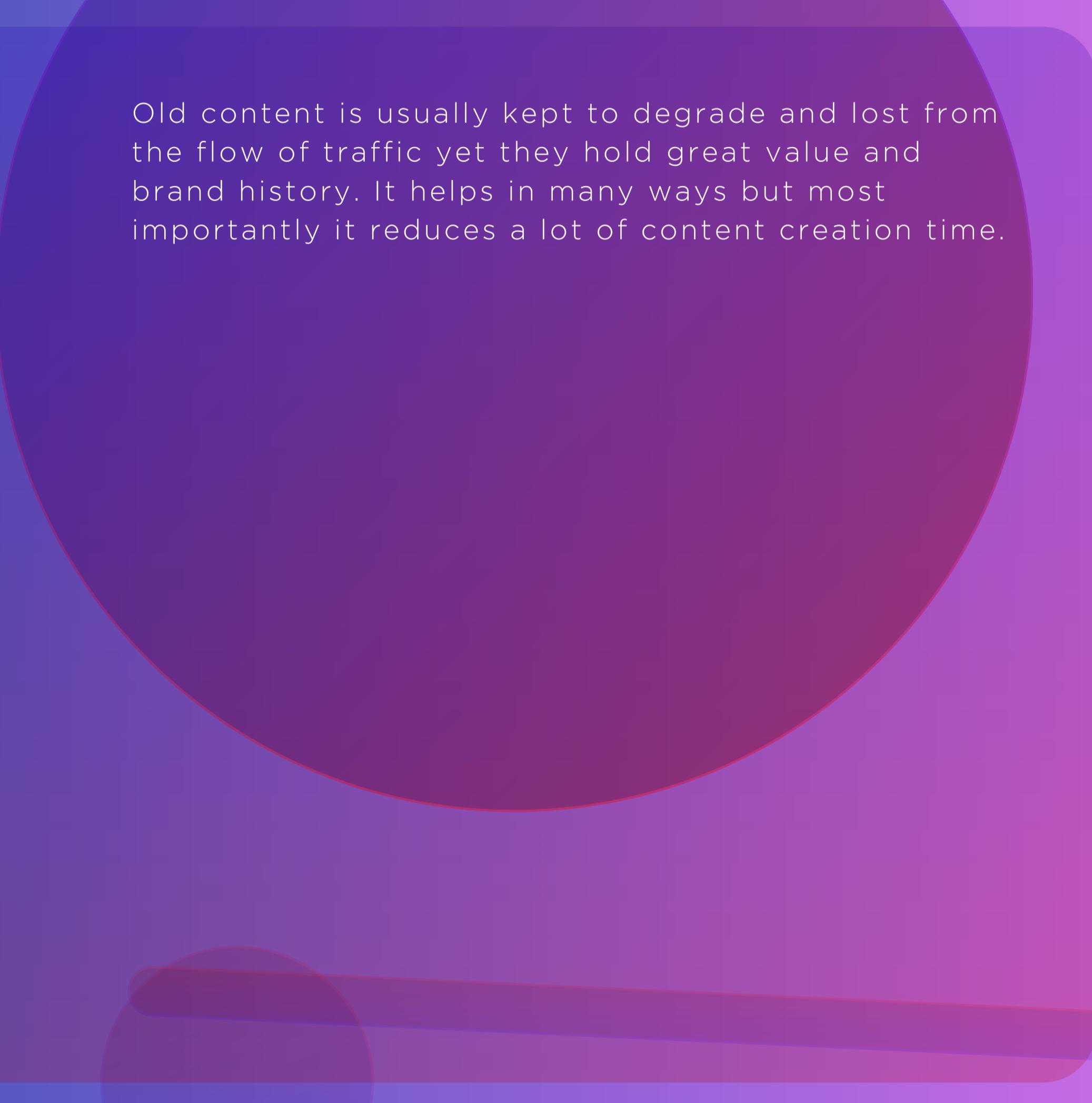
Content relating to entertainment and leisure can be designed to act as educational information which will increase the engagement of audience and helps in establishing DEAL as a thought leader in this area

## BLOG POSTS

Blog posts are relevant sources of information for one segment of DEAL's audience. Many people in B2B market place view blogs as a source of valuable information. Blogs also allows us to explore any topic in great detail sophistication. Entities which produce are seen as more respectable.



**REPURPOSE  
OLD CONTENT**



Old content is usually kept to degrade and lost from the flow of traffic yet they hold great value and brand history. It helps in many ways but most importantly it reduces a lot of content creation time.

## CONTENT CALENDAR

A social media profile loses its authenticity when the audience loses their expectation. The expectation of the audience is maintained by the organized execution of the social media strategy plan. Content calendar maintains the flow of the social media management.

## ANALYTICS

All plans and decisions are always in need for a reality check. There comes the analytics data. This data helps in understanding the effectiveness of the marketing materials and methods. Thus by making adjustments along the way, a lot of improvements can be introduced.