

# DIGITAL MARKETING AND LEAD GENERATION SOLUTION



**IBA**  
ADVERTISING

# We Provide



- #1 5G SMS, Transactional SMS, and Bulk SMS Marketing
- #2 WhatsApp Lead Generation Marketing, Advertising and 2 Way WhatsApp
- #3 Call Center
- #4 SEO (English, Arabic, Chinese, Russian and French) Campaign
- #5 Google My Business and Google Location
- #6 Google Ads Management
- #7 Website Development and E-Commerce
- #8 Content Writing
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- #10 Mobile App Development
- #11 Email Marketing
- #12 Social Media Marketing, Advertising
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# #1 5G SMS, Transactional SMS and Bulk SMS Marketing



We have over 11 million mobile phone number databases, which can be used to blast SMS. The SMS can be sent to all telecom providers in the UAE (Etisalat, Du, Virgin Mobile). We are an Etisalat-accredited provider. An SMS Sender ID (AD-xxxxxxx 11 character max e.g. AD-urbrand- AD-DrSAIHbb) is a mandate of the government (Telecommunications Regulations Authority – TRA), thus trade license and NOC are required to be submitted.

**The SMS database is based on below targeting options:**

- Nationality
- Industry
- Gender
- Where they live
- Where they work
- Their phone bill
- Interest
- Income
- Job title
- Employer
- Experience & Industry
- Job role
- Location

#### **Note That**

- English SMS Text = 160 characters
- Arabic SMS Text = 70 characters
- SMS Sender ID Text = 11 Characters



## SMS Prices

Quantity	Price/Message	Price (AED)
50,000	0.055	2,750
100,000	0.05	5,000
200,000	0.049	9,800
500,000	0.048	24,000
One million	0.046	46,000

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Send SMS to cities, areas, nationality, gender, age groups and other targeting options. The report is shared or may be downloaded from your dashboard 2 working days after the campaign was sent. Which contains the number of SMSes sent, delivered and not delivered, opened and not opened. No mobile numbers are shared in full for privacy reasons. Results are not guaranteed it depends on how good the offer is on the SMS content.

### 5G SMS

5G SMS is an SMS Marketing platform that allows marketers to get valuable insights after sending the SMS campaign. SMS content are blasted with short URL leading to a landing page. This landing page is integrated to the 5G SMS dashboard where visitors to the landing page can be monitored and even watched. Elements such as which content are the visitors are interested, the top pages that was viewed, how long where they in the page. These elements help marketers make a proper decision on improving their campaign strategy.

### Transactional SMS

Transactional SMS are messages majorly used for sending order and booking alerts. They are also sent to informational messages to registered customers. However, Promotional SMS is used for sending marketing and sales messages. These messages are only delivered to opt-in and non-DND numbers. We can also API so that you can integrate it with your software.

## #2 WhatsApp Lead Generation Marketing, Advertising and 2 Way



Over 10 Million WhatsApp number database is available that can be used to send WhatsApp messages. The database is based on below targeting options:  
Nationality

- Income
- Area
- Locals
- VIP

### Note That :

- A sender name or number is not possible like SMS. Messages will go from random numbers only or you may use your company number.
- You can either send a picture or video or audio or text or PDF file. Also, you can send text along with pictures or audio or video or PDF files with a maximum 250-character length.
- The maximum size of a picture or audio or video would be 1.5 MB. Video will consume 2 credits even if it's 1.5 MB.
- After each campaign, a detailed report will be provided.

### WAY WHATSAPP MARKETING-2 WE OFFER PAY AFTER RESULT

Packages	Price/Message	Total
100,000 credits	0.05 AED	5,000 AED
200,000 credits	0.048 AED	9,600 AED
500,000 credits	0.048 AED	22,500 AED
1 million credits	0.043 AED	43,000 AED
All prices exclusive of	5% VAT	

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## #3 Call Center



Our call center offers support for both mobile phones to PC integration. That means it enables us to integrate the databases of each customer with our CRM provider and accomplish many requirements in a quick turnaround time.

The software (softphone) allows call center agents to make outbound calls (telemarketing) as well as inbound (customer care services) calls. The outgoing caller ID is based on your trade license name and not a random international or local number. This is following per mandate of the TRA.

We can also provide skilled and trained call center agents with Arabic or English speakers.

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## SEO

- Our SEO campaigns are available in different languages: English, Arabic, Chinese, Russian and French.
- SEO Traffic is the best quality traffic who are highly engaged. Get Free traffic to your site.
- Rank your website on 1st page of Google. Decide which keywords you want to rank your website.
- Your website is optimized based on Best SEO Practices to get a ranking boost 1st Page Ranking process takes 3 - 6 months and longer depending on the competition.

## What's in it

- Finalize which keywords you want to rank your website on 1st page
- Keyword Mapping with your website content pages for ranking
- Website Audit Report & Base keyword ranking report
- Website Current Speed Score Analysis Report
- On-Page Recommendations Report
- Trending Blogs Ideas will be shared for official Blog Submission
- 2 Blogs to be published on the website blog section
- Gaining Search Console and Analytics Access
- Gaining Google My Business Access
- Off-Page Activities Plan Creation
- On-Page Recommendations Implementations on the website
- Monthly SEO Reporting & Plan will be shared
- Dedicated Account Manager
- Minimum 6 months Contract





## SEO Price:

### PACKAGE 1

No. of keywords: 20  
2 Blogs / month  
7,000 AED / month

### PACKAGE 2

No. of keywords - 30  
4 Blogs / month  
9,000 AED / month  
AED 3500

### PACKAGE 3

No. of keywords - 60  
6 blogs / month  
Google Ads Management  
15,000 AED / month  
AED 4000

### PACKAGE 4

WE OFFER PAY AFTER RESULT SEO

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# #5 Google My Business and Google Location



Google My Business information is also used to put your business into Google Maps. In other words, Google My Business is one location where you input and manage your business information to show up on Google.



# #6 Google Ads Management



**Google Search Ads:** When people search for your products or services, your ads will show on 1st page to generate new leads & calls daily.

**Google Display Ads:** Your banner/image ads will show on top websites like news, entertainment, business, educational, lifestyle & apps + Remarketing

**YouTube Video Ads:** YouTube video ads are the best 5 seconds skippable ads

## What's in it

- Google Ads Campaign creation & ad set-up
- Relevant keyword research for cost-effective CPC (Cost per click)
- Setting the right bidding strategy for lower CPCs
- Creating text & image ads with ad extensions
- Setting up conversion & remarketing tracking
- Setting up analytics & linking with Google Ads
- Setting location, language, ad scheduling
- Utilizing proper Ad grouping & theming
- Analyzing competitor ads and market share
- Analyse & advise on landing pages
- Monitor ad campaigns & optimize for better performance
- Once a month detailed reporting
- Dedicated account manager available on call

## Packages :

### Start-Up

Search ads  
Display ads  
Monthly AED 2,000

### Strive

Search Ads  
Display Ads  
Remarketing Ads  
Gmail Ads  
Dynamic Ads  
YouTube Ads  
Monthly AED 3,000

### Superstar

Search Ads  
Display Ads  
Remarketing Ads  
Gmail Ads  
Dynamic Ads  
Shopping Ads  
YouTube Video Ads  
1 Landing Page  
Monthly report  
Monthly AED 4,000

### Note That :

Google Ads budgets spent on the credit card is separate. These prices are for management only and 5% VAT is added.

A one-time set-up fee of 1,000.00 AED and contracts are for a minimum of 3 months.

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# #7 Content Writing and Blog Articles



Content writing is the process of writing, editing, and publishing content in a digital format.

That content can include blog posts, video or podcast scripts, ebooks or whitepapers, press releases, product category descriptions, landing page or social media copy ... and more.

All our content is original and from scratch and is SEO friendly. Translation services are available and are charged separately at 0.50 fils per word.

## Pricing :

- Blog Writing = AED 50 - 100 for 500 words
- Web Content = up to 15,000 words AED 7,500.00 AED
- Creative Content for ads and titles = AED 500 per project
- Flyers, brochures or banner designs cost = AED 1000 for 2 Creatives
  
- 1 min video script and storyboard = AED 2000
- 30 seconds videos scripts for AED 1000
- 10 images designs = AED 1000

Further Discounts available on bulk requests

Plus 5% VAT on all prices.

# #8 Mobile App Development



**Mobile app development is the process used to create software for smartphones, tablets, and mobile devices.**

**The overall process includes writing code to create the software and designing the app.**

**App development is similar to other software development, including web apps.**

**But the biggest difference between app development and traditional software development is the ability for mobile apps to use native features on a device.**

**For example, apps can leverage mobile features like GPS, Bluetooth, a camera, a microphone, and other functions that are pre-built into a smartphone.**

**Apple and Android apps dominate the global market share for mobile apps.**

**So while it's possible to create apps for other platforms, most apps target these two markets.**

**Contact us for a custom quote.**

# #9 Email Marketing



We have over 5 Million B2B & B2C Email databases. This can be used to send emailers. You tell us your target audience & send us your marketing email template or emailer and we will send the email to our database. Email reports highlighting email open & click rates are provided after 3 working days. The database is based on below targeting options:

Nationality

- Industry
- Gender
- Educational Level
- Income
- Job title
- Employer
- Experience Industry
- Experience Job role

## Email Marketing Pricing

Number of Emails	Cost AED
100,000	2,000.00
200,000	3,000.00
500,000	4000.00

Prices add 5% VAT



# #10 Social Media Marketing & Advertising



## We manage Sponsored Ads on:

- Facebook Ads
- Instagram Ads
- LinkedIn Ads
- Snapchat Ads
- TikTok Ads

## Your Offer can be promoted on Social Media Ads with:

- Image Ads
- Video Ads
- Geofilters
- Carousel Ads
- Newsfeed Ads
- Story Ads
- More Messages
- Lead Generation Ads

We use multiple targeting options in social media Marketing. Based on clients' requirements & goals. The cost of creative is separate or the client can provide it as per guidelines.

## SOCIAL MEDIA ADS PRICING

### MONTHLY MGMT FEE: AED 2000

Access to your social media profiles  
Marketing on 2 social media channels  
Creating 5 image ads for promo  
Adding Pixel and tracking codes  
Setting up ad strategy and campaign  
Monitoring & Optimizing campaigns  
Weekly communications  
Monthly Reporting  
For Ad Spends up to AED 10,000

### MONTHLY MGMT FEE: AED 3000

Access to your social media profiles  
Marketing on 3 social media channels  
Creating 10 image ads for promo  
Adding Pixel and tracking codes  
Setting up ad strategy and campaign  
Monitoring & Optimizing campaigns  
Monthly Reporting  
For Ad Spends up to AED 20,000

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## CONTENT CREATION

We will create Image Designs Captions and Hashtags. And the scheduling of that post.

## CONTESTS

Social Media Contests are one of the best ways to engage with your audience, raise brand awareness and build a community around your brand.

## CAMPAIGNS (Boost/Sponsored Ads)

A social media campaign should focus on a singular business goal, whether it's on Facebook Meta, Instagram, Twitter, LinkedIn or YouTube. We will run paid ADs campaign on all relevant social platforms, this includes engagement, traffic, and brand awareness of your website.

## REPORTING

You will receive a report once a month which will include the number of people who visited your website, engagements, traffic, impressions, and leads.

Note: Comment replies, Message Monitoring are not included.

## Social Media Management Fees

Platform	Basic	Standard	Advanced
<b>Facebook Meta</b> <ul style="list-style-type: none"><li>● Page set up</li><li>● Posting</li><li>● Community Management</li></ul>	1,000 AED 2 posts per week	2,000 AED 4 Posts per week	4,000 AED 15 Posts per month
<b>Instagram</b> <ul style="list-style-type: none"><li>● Page set up</li><li>● Posting</li></ul>	1,000 AED 2 Posts per week	2,000 AED 4 Posts per week	4,000 AED 15 Posts per month



<b>LinkedIn</b> <ul style="list-style-type: none"> <li>• Page set up</li> <li>• Posting</li> </ul>	<b>1,000 AED</b> <b>2 Posts per week</b>	<b>2,000 AED</b> <b>4 Posts per week</b>	<b>4,000 AED</b> <b>15 Posts per month</b>
<b>Snapchat</b> <ul style="list-style-type: none"> <li>• Geo Filters</li> <li>• Stories</li> </ul>	<b>1,000 AED</b> <b>2 Posts per week</b>	<b>2,000 AED</b> <b>4 Posts per week</b>	<b>4,000 AED</b> <b>15 Posts per month</b>
<b>Twitter</b> <ul style="list-style-type: none"> <li>• Posting</li> </ul>	<b>1,000 AED</b> <b>2 Posts per week</b>	<b>2,000 AED</b> <b>4 Posts per week</b>	<b>4,000 AED</b> <b>15 Posts per month</b>
<b>YouTube Management</b> <ul style="list-style-type: none"> <li>• Video Creation</li> <li>• Posting</li> </ul>	<b>2,500 AED</b> <b>2 videos</b>	<b>4,000 AED</b> <b>3 videos</b>	<b>8,000 AED</b> <b>6 videos</b>





Video production, commercial photography and 360 ° Video. Imagine your corporate video – one of your company events in high definition 4K resolution in full color or moving 360° complete with creative editing and execution. Your corporate video production should impress your prospective clients and suppliers. Tell us how you would like to be remembered – what impression you would like to leave – and we will weave your story through state-of-art video editing using the latest technology.

**Contact us for a custom quote.**

Radio is part of people's everyday routine – 'the lifestyle medium', radio reaches 95% of the UAE population out and about across the day, both on air and online – impacting them closest to the time they make a purchase.

Radio advertising is one of the most cost-effective advertising vehicles available and can help you build and maintain top-of-mind awareness for your business, product or service.

## ENGLISH RADIO STATIONS (MASS APPEAL)

The common language amongst us and the broadest appeal in terms of music selection and station choice is English. Whether you are targeting Western Expats or those who have an appreciation for English music or entertainment, or Arabic nationals English radio stations is the way to go. There's a huge range of options from traditional commercial airtime of spots & live reads, features, show sponsorship, competitions or even station promotions & it is important to know which elements should be used & at what stage to ensure the campaign is optimized.

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## #14 Consulting Services



We provide consulting services that are expert or strategic advice that is presented for consideration and decision-making.

**Our consulting services include:**

- Sales and Marketing
- Pricing
- Strategy
- Business Transformation

## #15 Marketing Plan



**There are major steps required to develop a well-crafted, strategic marketing plan:**

set your marketing goals, conduct a marketing audit, conduct market research, analyze the research, identify your target audience, determine a budget, develop specific marketing strategies, develop an implementation schedule for the strategies and create an evaluation process.



# #16) Who we are? IBA – Aamal Mubtakara Advertising



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Founded in 2012 by Mustafa Hassan after 10 years in radio advertising. IBA started marketing Radio advertising and SMS marketing. In 2014 IBA began marketing digital marketing services and website development. And has established a name in the healthcare industry as the go-to marketing agency for the health sector and the food and beverage as well as the real estate industry.

In 2018 Mustafa founded IBA Advertising UK Ltd in Manchester, United Kingdom and offered digital marketing and website development in the UK market. In 2021 Mustafa did not forget his roots and opened an office in Tripoli, Lebanon. In 2022 LGS Marketing & Advertising QFZ LLC (a subsidiary of IBA Group) was formed in Doha, Qatar.

IBA Advertising is the first to introduce targeted bulk SMS and the short URL that leads to a landing page to leverage lead generation in SMS marketing. IBA Advertising was also the first to introduce a user-friendly own dashboard to clients. IBA advertising 2022 introduced the first 5G SMS in the UAE. 5G SMS allows marketers to monitor and track their campaigns visually by watching their customers' activities within the campaign as well as interacting with customers live and online. Adhering to our mission and vision to be an innovative leader in marketing.

## HEADQUARTERS:

**DUBAI**  
Park Avenue, Silicon Boulevard  
Silicon Oasis

## Branches:

**LEBANON**  
Tripoli City

**LONDON**  
389 High Rd.

**MANCHESTER**  
Block 17. Marble St.

**QATAR**  
Office 15 Business & Innovation  
1g 1, Doha

Ground Floor

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# DIGITAL MARKETING AND LEAD GENERATION SOLUTION

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LONDON

MANCHESTER

QATAR

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#18)

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