

UAE AFRICA
NETWORKING GROUP

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MEMBER

DIGITAL
MARKETING SERVICES

2020



ALITI Productions & Talent Agency (USA | UAE)
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**UAE AFRICA NETWORKING GROUP &
ALITI PRODUCTIONS & TALENT AGENCY (USA | UAE)
DIGITAL MARKETING SERVICES PARTNERSHIP**



ALITI Productions & Talent Agency (USA | UAE) - ALITI P&T is pleased to announce its partnership with UAE Africa Networking Group, via the provision of Digital Marketing Services to the network's members.

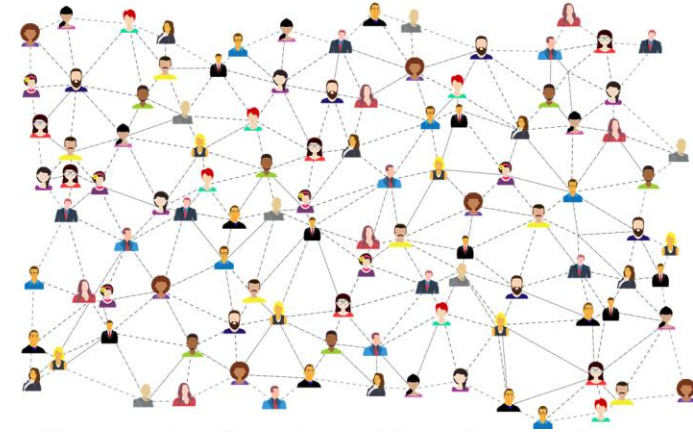
This new introduction of Digital Marketing Services will be available to each member, to ensure that every enterprise, investor, professional service organization, multinational company, local company, government body and young entrepreneur receives the global exposure that they deserve.



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Social Media's Impact on Businesses due to Covid-19

The COVID-19 Pandemic forced the few remaining people who were not tech savvy or friendly into the digital world; with people now using the internet and online platforms for distance learning, the booking of appointments, virtual consultation sessions, meetings, to place orders, communicate with loved ones, and more. It is now officially normal to stare at a digital screen, to be online or on social media, for longer periods of time in a day.

A survey carried out on the world's top emerging and developed economies by the United Nations Conference on Trade and Development, titled "COVID-19 and E-commerce" revealed that people, "now shop online more frequently and rely on the internet more for news, health-related information and digital entertainment."

The article further states that Digital Giants, such as WhatsApp, Instagram and Facebook Messenger, all owned by Facebook; as well as communication platforms, such as Zoom and Microsoft Teams, have benefitted the most from the pandemic. ("COVID-19 has changed online shopping forever, survey shows.")



Social Media's Impact on Businesses due to Covid-19

Suzin Wold, senior vice president of marketing at Bazaarvoice's article on DigitalCommerce360.com confirms a drastic increase in social media usage and her research supports the data provided by the United Nations Conference on Trade and Development.

Suzin states that, "Instagram (30%), TikTok (24%), and YouTube (21%) are the preferred platforms to use as an escape or to use purely for enjoyment during these times." (Wold)



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UAE Africa Networking Group: Riding the Digital Wave to Success

It is no secret that with more visibility comes more success.

The new introduction of the following digital marketing programs to each UAE Africa Networking Group member will further ensure the survival of every establishment and business platform during this pandemic.

Members will also simultaneously increase their social media footprint via the content provided, which will naturally create an opportunity for members to convert the resulting likes and follows to B2B and B2C sales.





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UAE Africa Networking Group – “ Say Hello ” Program Member Interviews – UAE + Internationally

The ALITI P&T “Say Hello” Program will give the UAE Africa Networking Group’s members the opportunity to literally say “hello” to the viewers of the program, and to expose themselves to untapped clientele.

ALITI P&T will conduct interviews with members on a weekly basis, and the videos will be uploaded onto YouTube, Instagram and Facebook. The interview platforms will alternate between in-person interviews and online Zoom interviews to keep viewers engaged, and to ensure that all members, **no matter their location**, benefit from this newly provided digital marketing platform.

Announcements of each released interview will further be shared via newsletters by the UAE Africa Networking Group to the direct email addresses of each of its members.



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UAE Africa Networking Group – “ #DUBAISOPEN ” YouTube Program Member Interviews – Dubai Establishments

The #DubailsOpen hashtag was created or inspired by HH Sheikh Ahmed Bin Saeed Al Maktoum, president of Dubai Civil Aviation and chairman of Emirates, due a tweet he posted on his official Twitter account on June 22, 2020; which reads as follows:

“Dubai is Open. We are ready to welcome business visitors and tourists to our city and country in July.”

The Gulf News article written by Mariam M. Al Serkal states that the tweet was accompanied by a one-minute video, which depicted the recommencement of all business activities in the city of Dubai; including the reopening of shopping centres, hotels, water sports and desert safaris. (Al Serkal)



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UAE Africa Networking Group – “ #DUBAISOPEN ” YouTube Program Member Interviews – Dubai Establishments

#DubailsOpen is still an extremely popular hashtag; one that the UAE Africa Networking Group’s members can use to their advantage.

The YouTube program will focus on the group’s member’s with Dubai

based physical establishments, and each episode will be centered around this hashtag.

Program Breakdown:

ALITI P&T will conduct weekly interviews with the UAE Africa Networking Group’s members who are owners and/or representatives of businesses; with SME’s, investors, professional service organizations, multinational companies, local companies, government bodies and young Entrepreneurs that have a base in the emirate of Dubai.

ALITI P&T will visit the physical locations of these businesses, and the focus of each interview will be centered around the visual aesthetics of the establishments, them having re-opened their doors to the general public; accommodations that have been made due to the COVID-19 pandemic, and the services and/or products they have to offer to their target demographic.

The announcement of each new episode will be shared by the UAE Africa Networking Group via newsletters to each member’s direct email.



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UAE Africa Networking Group: Riding the Digital Wave to Success

Member Benefits:

- Guaranteed visibility from the UAE Africa Networking Group's 1500+ network
- Business exposure and presence on active social media platforms
- The tapping of members into unexplored client demographics on a global scale, using relevant hashtags.

DIGITAL MARKETING SERVICES PROGRAMS

PROGRAM 1: UAE Africa Networking Group – “ Say Hello ” Program

This service is available to all national and international UAE Africa Networking Group Members.

In-Person Interview Package:

1. Physical interview at member’s desired location
2. Professional interview recording; inclusive of production team + editing
3. Interview video provided for member to post onto his/her social media platforms
4. Upload of interview onto YouTube, Instagram and Facebook
5. 1-week long interview video promotion via social media ADs on Facebook and Instagram.

VALUE PRICE: 3,000AED

50% UAE Africa Networking Group Discount: 1,500AED

Online Zoom Interview Package:

1. Online Zoom interview with member
2. Online interview recorded via Zoom and edited by ALITI P&T production team using provided filler content and footage received from the member
3. Interview video provided for member to post onto his/her social media platforms
4. Upload of interview onto YouTube, Instagram and Facebook
5. 1-week long interview video promotion via social media ADs on Facebook and Instagram.

VALUE PRICE: 2,000AED

50% UAE Africa Networking Group Discount: 1,000AED



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DIGITAL MARKETING SERVICES PROGRAMS

PROGRAM 2: UAE Africa Network – “#DUBAISOPEN ” YouTube Program

This service is available to UAE Africa Networking Group Members with businesses *based in Dubai*.

In-Person Interview Package:

1. Physical interview at member’s business location; inclusive of production team + editing
2. Interview recording of company owner/ representative
3. A video tour of the business establishment
4. A showcase of the company’s products and/or services
5. Display of the new improvements the business has set in place to accommodate the COVID-19 pandemic
6. Interview video provided for member to post onto his/her social media platforms
7. Upload of interview onto YouTube, Instagram and Facebook
8. 1-week long interview video promotion via social media ADs on Facebook and Instagram.

VALUE PRICE: 4,000AED

50% UAE Africa Networking Group Discount: 2,000AED



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Thank you for your time and attention.

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