

UBRIK

HELLO WORLD.

We are a digital marketing agency in Dubai. We help businesses improve their marketing and sales through leveraging media, social media, web design, and content marketing.

That being said, we expertize in digital media planning and buying, social media management, content marketing and inbound marketing for large B2B companies in the region, and we have been doing it for almost a decade!



OUR CLIENTS

DAMAC

HYUNDAI

Aster
We'll Test You Not

هيئة الشارقة للكتاب
Sharjah Book Authority

Abbott

YOKOHAMA

Juma Al Majid Est.
Office Equipment Division

جامعة أبوظبي
ABU DHABI UNIVERSITY

ISUZU

CANADIAN
UNIVERSITY DUBAI
Your portal to Canadian education



AL YOUSUF

مدينة الشارقة للنشر
Sharjah Publishing City

GENESIS

KIA

جامعة الفجر
ALGHURAIR
UNIVERSITY

ICCA
World Class Embassy

مبنى
THUMBAY

KASPERSKY

الزاهية
al zahia

UNIVERSITY
OF WOLLONGONG
IN DUBAI

SHAZA



غرفة دبي
DUBAI CHAMBER

EY
Building a better
working world

Bm
bakemart



مركز اكسسو الشارقة
Expo Centre Sharjah

NINE WEST

Expression
LAURELA

airport
show

BRITISH
COUNCIL

جامعة خليفة
Khalifa University

WFES

rōla wala
- TWISTED INDIAN STREET FOOD -



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OUR EDUCATION CLIENTELE



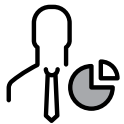
OUR **SERVICES**

DEMAND GENERATION **DIGITAL MEDIA**



Get in Front of Your Ideal Prospects

A well-researched target and the use of trusted ad platforms mean your content shows up where your personas are already looking.



Launch Holistic Campaigns

With excellent landing page experience, clear calls to action and a full promotional strategy, you can start every campaign with confidence.



Drive Customer Acquisition Cost Down

Your ads are instantly served to a larger audience, but you only pay for instances that solicit a click-through. And bid optimization is just part of the package.



Leads Power Your Business...
We Give You Rocket Fuel



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OUR **SERVICES**

CONTENT & **INBOUND** **MARKETING**



Strategic Content Direction

Build a plan that leverages valuable content to organically attract visitors and empathically nurture leads toward conversion.



Turn Traffic into Leads

Fresh, thought leadership pieces help generate pipeline by guiding prospects through their buying journeys.



Nurture Through Lifecycle Stages

Provide highly-specific, helpful content to every lifecycle segment and move them through the funnel.



OUR **SERVICES**

SALES & MARKETING **AUTOMATION**



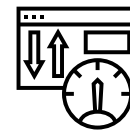
Sales And Marketing Alignment

Integrating operations and alignment between sales and marketing teams with the shared goal of increased revenue generation.



CRM + Automation = Increased Efficiency

When your content is both highly tailored and highly accessible, your team spend less time nurturing and more time selling.



Centralized Business Dashboard

Bring all of your marketing & Sales data together in one place. Quickly pinpoint exactly what works and what doesn't. Make insightful decisions on what to do next.



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CASE STUDIES



UBRIK

ABU DHABI UNIVERSITY - LEAD GENERATION FOR HIGHER EDUCATION

45M

Ad Impressions Per Campaign

200K+

Web Visits Per Campaign

10000+

Leads Per Intake

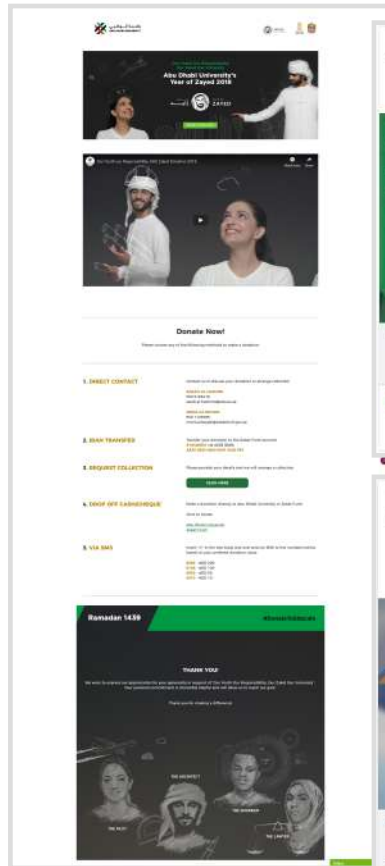
Ubrik helped re-position ADU's online advertising goals from brand awareness to lead generation via quality traffic.

We started with the basics, prioritizing Arabic messaging in Abu Dhabi and Al Ain. When the universities Dubai campus opened, we ran two campaigns. One brand-building campaign to highlight the university's potential, and the other focused at pure lead generation.

ADU's ad accounts had built up audience data over a number of years. So progressive audience nurturing, cross-platform retargeting and CRM targeting played a big role in putting the brand in front of people who previously engaged with them.

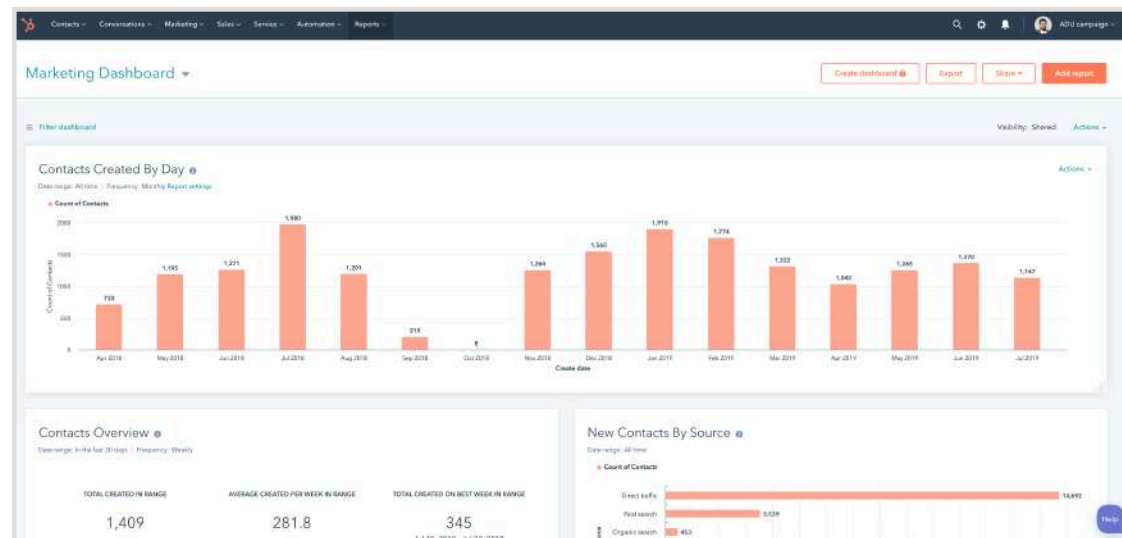


Brief: Abu Dhabi University (ADU) boasts a well established offline presence in the emirate of Abu Dhabi. Despite this, they required to boost online presence to position themselves as a forerunner in the higher education segment amidst stiff competition. Besides this, they needed to target specific audiences for newer courses and promote their Dubai campus.



Multiple Landing Pages

Social Media Ads & Banners



Centralized Lead Management system

Multiple Landing Pages

Ad Banners

CANADIAN UNIVERSITY - LEAD GENERATION FOR HIGHER EDUCATION

6 Years

Of Continuous Digital Marketing

30+

Online Campaigns Per Year

Being one of the forerunners in the region's higher education space, UBRIK has leveraged CUD's on-ground and social media influence to amplify lead-gen efforts through performance marketing and content development. Our marketing game has progressed to stay on par alongside the rapid pace of innovation in digital marketing.

As CUD needs to attract a varied target persona base, team Ubrik has devised purpose-built campaigns throughout the marketing calendar in order to reap off all opportunities available online. Indicated by constant increase in brand search volumes, and accompanied by an amazing conversion rate, campaign optimization has brought down overall Cost Per Lead to as low as \$11.




**CANADIAN
UNIVERSITY DUBAI**
Your portal to Canadian education


Canadian University Dubai (CUD) is one of the very few universities that provide an opportunity to begin studies in the UAE, and then graduate in Canada itself. Team Ubrik has been the digital performance wing of CUD, taking care of their lead generation requirements. Using extensive data acquired from past campaigns, our efforts have evolved into multiple micro-campaigns that work hand-in-hand to move prospects towards the ultimate objective.



Attend our Open House on JAN 17 | Classes Starts JAN 21,
2018 | Scholarships

Canada Is Closer Than You Think. Enroll Now For our 2019 Intake. Find Out More.



**CANADIAN
UNIVERSITY OF ARTS**
UNIVERSITY OF GUELPH



Earn an International Degree in Psychology

ENQUIRE NOW

WHY CHOOSE CUO?


5%
of research in
new areas

23
years
of international
experience

84%
of graduates
employed

50%
of graduates
employed abroad

30+
countries









WHY PSYCHOLOGY?

There is an increasing demand for trained and licensed Psychologists in the UAE. In 2016, Dr. Yusef Karamalla, author of *Aspects in Treatment: Development of Mental Health Systems and Psychopathology in the Arab Islamic World* told the National that there are only 4.51 psychologists per 100,000 residents in the UAE. She added that "Despite an overall increase in psychology centres in the UAE, more than 20,000 patients were without the specialised care they needed".

Moreover, graduates in Psychology are required by a range of organisations including hospitals, schools, private businesses, the police and the army, social service agencies and mental health centres.

CUO's Bachelor of Arts in Psychology program will provide students with a range of interpersonal skills and an in-depth knowledge of human behaviour and thought processes that will help them excel in a variety of career fields as well as pursue graduate studies. Our graduates will be trained in psychological assessment, behaviour modification, critical thinking, new course and group communication, understanding individual, group and organisational behavior and counselling.

APPLY NOW

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HYUNDAI UAE - SOCIAL MEDIA MANAGEMENT

27,000+

Video view on social media

2x

Increase in engagement

75%

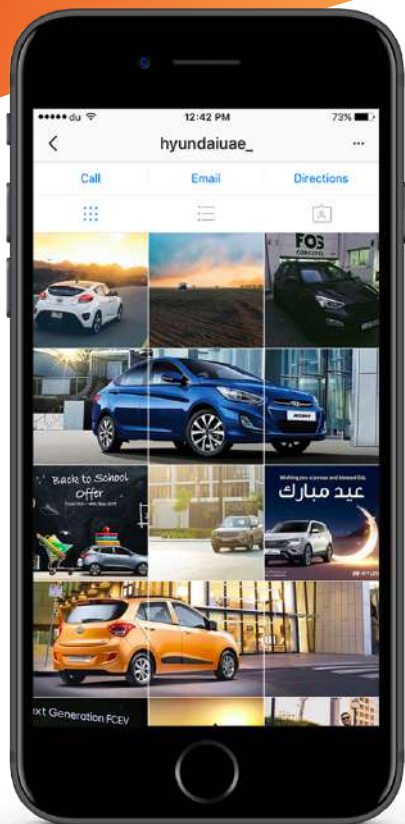
Increase in total page views

The Idea: For the coverage of Hyundai at DIMS, we knew that we wanted to take advantage of Facebook Live to give our target audience a realistic, unfiltered preview of what Hyundai had to offer. Yet, we had a pressing question: was that most effective way to cover the event? To find a conclusive answer, we decided to carry out a brave experiment: throughout the duration of the DIMS, we will not launch any kind of advertising on the Hyundai Facebook page, counting only on daily coverage of the Hyundai pavilion through Facebook Live to create awareness and Engagement.



Brief: For the 14th edition of the Dubai International Motor Show, Hyundai wanted to create buzz on social media about their DIMS presence; showcasing the new models they had on show for the very first in the UAE and driving digital traffic to their social media channels and foot traffic to their wing at DIMS.





YOKOHAMA TIRES - SOCIAL MEDIA MANAGEMENT

33.81%

Engagement rate

300+

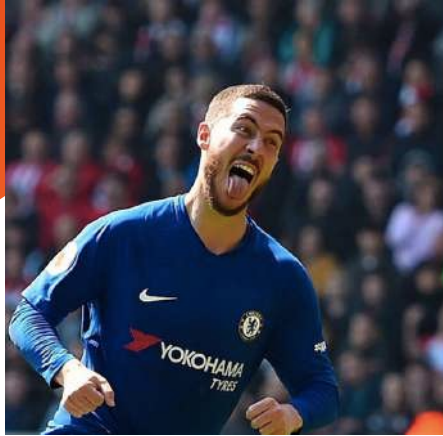
Enquiries per month

The Idea: We created a competition that takes place exclusively on the Yokohama Instagram account. We published a post on the highly populated Facebook page of Yokohama Tires announcing the competition and directing our fans to the Instagram profile. For two weeks, we asked the our followers a question related to Chelsea FC, and everyday picked two random winners from all the people that answered correctly.



Brief: Being the main sponsor of the English Premier League champions Chelsea Football Club, Yokohama Tires wanted to take advantage of this in order to both raise awareness of their link to the club and increase their overall engagement, particularly on Instagram- a channel they did not have much activity or large following on.





yokohama_uae • Follow

yokohama_uae Today's competition question! How many times did a Chelsea player win the PFA Players' Player of the Year award? Give us your answer in a comment and we will pick 2 random correct answers to get a Chelsea goodies bag. Don't miss the chance! Competition valid only for UAE residents.

#Yokohama #tires #tyres #uae #dubai #mydubai #performance #racing #rally #wtccr #volkswagen #cars #carslove #supercar #hypercar #richcars #PoweredByYokohama #chelsea #premierleague #epi #championsleague #uci #football #theblues

mohd_rash_3 @johnerry26 @hazardeden10 @ingikante dorinf21 Ans: 3 players. @valerian75c

44 likes

MAY 13

Log in to like or comment.



yokohama_uae • Follow

yokohama_uae Answer today's question to win a Chelsea goodies bag and show off your support! Chelsea broke the record for most goals scored in a Premier League season in the 2009-2010 season. How many goals did they score in that season? Competition valid only for UAE residents.

#Yokohama #tires #tyres #uae #dubai #mydubai #performance #racing #rally #wtccr #volkswagen #cars #carslove #supercar #hypercar #richcars #PoweredByYokohama #chelsea #premierleague #epi #championsleague #uci #football #theblues

View all 35 comments

maheshhookism 103 goals

51 likes

MAY 12

Log in to like or comment.



yokohama_uae • Follow

yokohama_uae Answer and win! Chelsea has had so many GREAT signings over the years, but who is the Blues' most expensive signing? Comment with the answer and we will pick 2 random correct answers to get a Chelsea goodies bag. Only a few days until our competition ends. Competition valid for UAE residents only. Don't miss your chance!

#Yokohama #tires #tyres #uae #dubai #mydubai #performance #racing #rally #wtccr #volkswagen #cars #carslove #supercar #hypercar #richcars #PoweredByYokohama #chelsea #premierleague #epi #championsleague #uci #football #theblues

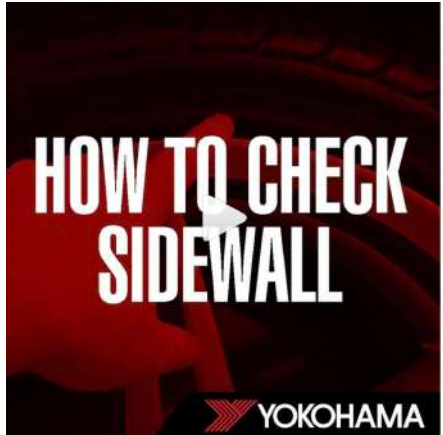
View all 26 comments

anaceshrilal 21 @valerian75c

62 likes

MAY 13

Log in to like or comment.



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United Arab Emirates

on the side of your tires. What do they mean? Watch our video to find out 📺

225/45 R18 95W
على جانب إطاراتك من قبل؟ وانظر ما المقصود منها؟
شاهد مقطع الفيديو هذا لمعرفة المزيد منها

#Yokohama #drive #tires #wtccr #dubai #cars #performance #suu #cars #sportscar #racing #hypercar #supercar #amazincars #instaauto #chelseaFC #instacars #dubai #uae #mydubai #offroading #driving #mydubai #ADVAN #GEOLANDAR #howto #howtocheckyour sidewall #checkyour #watchourvideo

3w

277 views

JUNE 23

Add a comment...



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United Arab Emirates

#enternow

1w

hussainkamran Done @yokohama_uae

1w 1 like Reply

aziztatt10 Done @yokohama_uae

1w 1 like Reply

raks_dxb Done

1w 1 like Reply

saadebinyousif Done

14h Reply

Liked by safaidyakoob and 132 others

JULY 8

Add a comment...



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United Arab Emirates

loveiteineuae "FOLLOWED AND SHARED" @yokohama_uae

4h Reply

mylovedubai, Followed and Shared ...much needed, thanks for the opportunity dear @yokohama_uae

4h Reply

sam_lq Followed and shared

3h Reply

sam_lq Followed and shared @yokohama_uae

3h Reply

Liked by azadinday and 2,168 others

7 DAYS AGO

Add a comment...



DAMAC PROPERTIES - DIGITAL MEDIA PLANNING AND BUYING

2500+

Leads per month

21+

Countries

The Idea: Damac Properties wanted to promote Dubai as a safe investment choice in European and African countries with many high net-worth (HNI) individuals.

This was our first time working with Damac, so they gave us a small test budget. The results we got from them were so impressive, we ended up managing 20 million Dirhams in ad spend over 2 years.

DAMAC

Brief: Attract attention and build database of High Net worth Individuals (HNI) from Africa, Russia and other CIS countries who may be interested in investing in 'tax-free Dubai' and DAMAC's flagship projects in UAE



JJ CHICKEN SOCIAL MEDIA RELAUNCH

13,000+

Monthly Social media interactions

2x

Increase in engagement

The Idea: tapping into the pop culture!

We decided to steer away from the “traditional” approach of F&B outlets on social media- posting highly polished pictures of their menu items- and pushing for branches visits and orders. Instead, we opted to highly creative and appealing social media content that is relevant to the target audience’s interests and activities, while subtly including the brand in the context of the messages.



Brief: for their social media activity relaunch in 2019, JJ Chicken wanted to create thumb-stopping social content that will stand out not only among the noise of their target audience’s feeds and timelines, but also within the highly competitive F&B industry and grow the overall brand awareness and affinity.

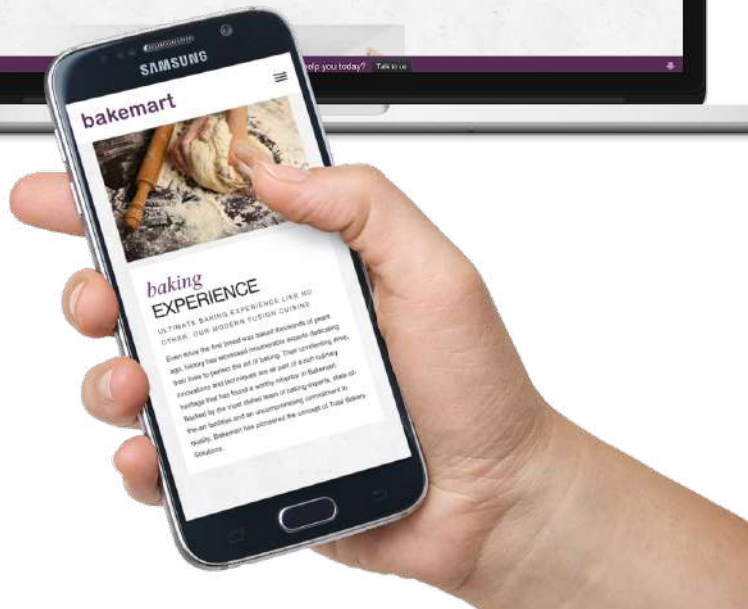
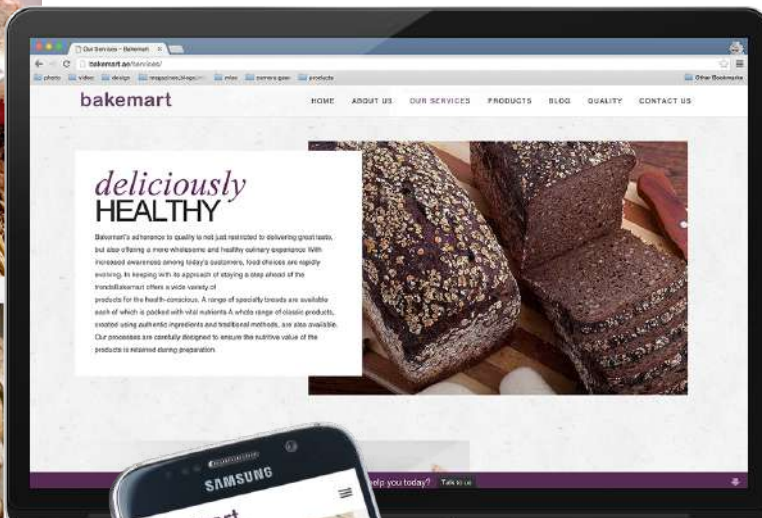
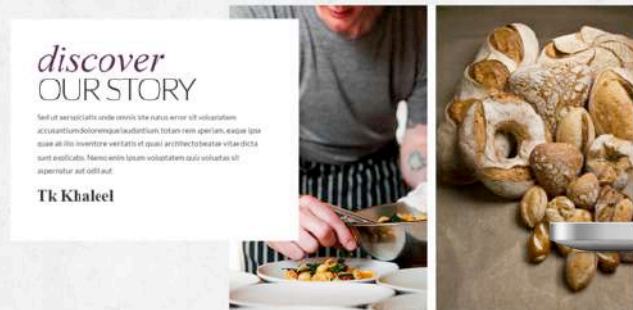




WEBSITES



UBRIK



Brief: Redesign and develop a responsive website with CMS backend.

Execution: Conceptualized and implemented a complete new design and integrated the website with Word press CMS.



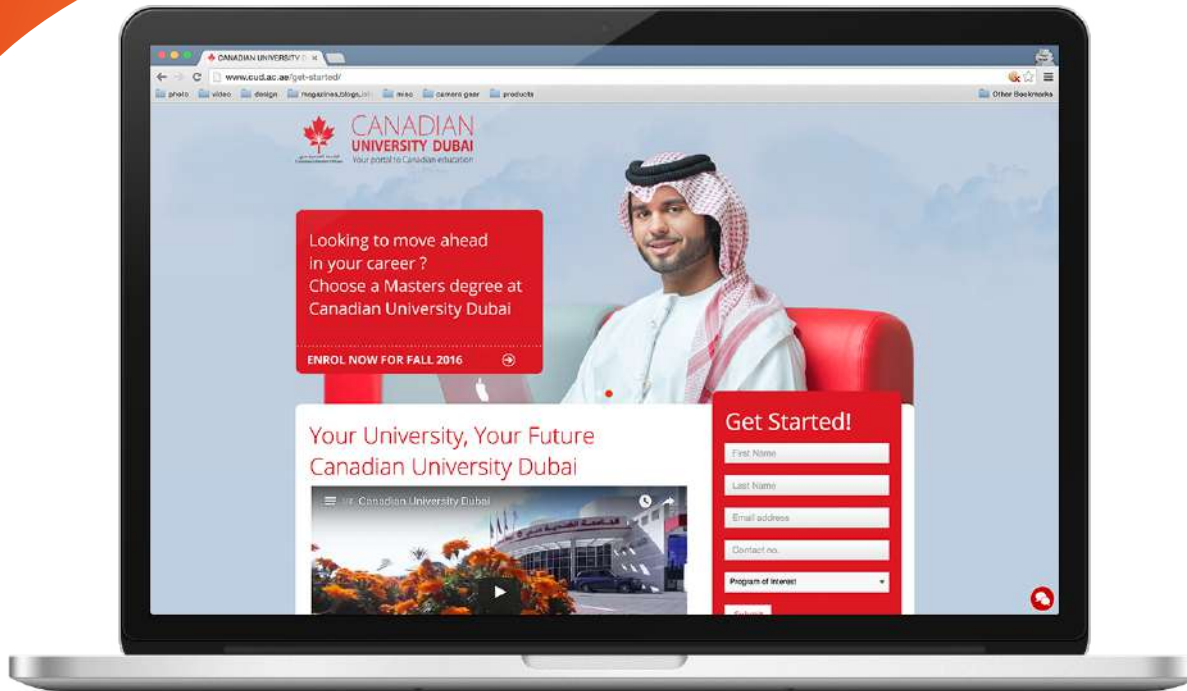
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instagram.com/ubrikmedia



Brief: To bring in potential leads for University programs at specific intervals throughout the year.

Execution: We designed and executed responsive and result oriented landing pages and also implemented search and Facebook campaigns. This has resulted in achieving 100+ leads for every intake.



Brief: To effectively use the digital space to increase brand presence, recall and engagement.

Execution: Creating a Digital Brand guidelines for digital communication that would maintain brand consistency across the Web, Mobile and Social media.

All websites and mobile apps are being revamped in the process. Ubrik Media developed 9 websites and 1 mobile application for Aster DM Healthcare.



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instagram.com/ubrikmedia

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