

DIGITAL MARKETING PROPOSAL



**“Strategy & Content Is The
Atomic Particle Of All
Digital Marketing .”**

—REBECCA LIEB

Table Of Contents

01

STRATEGY

General plan to achieve one or more long-term or overall goals under conditions of uncertainty

02

CREATIVE DIRECTION

the process of overseeing & guiding the visual & conceptual aspects of the project

03

ACTION PLAN

outlines the steps & strategies to achieve marketing goals.

01

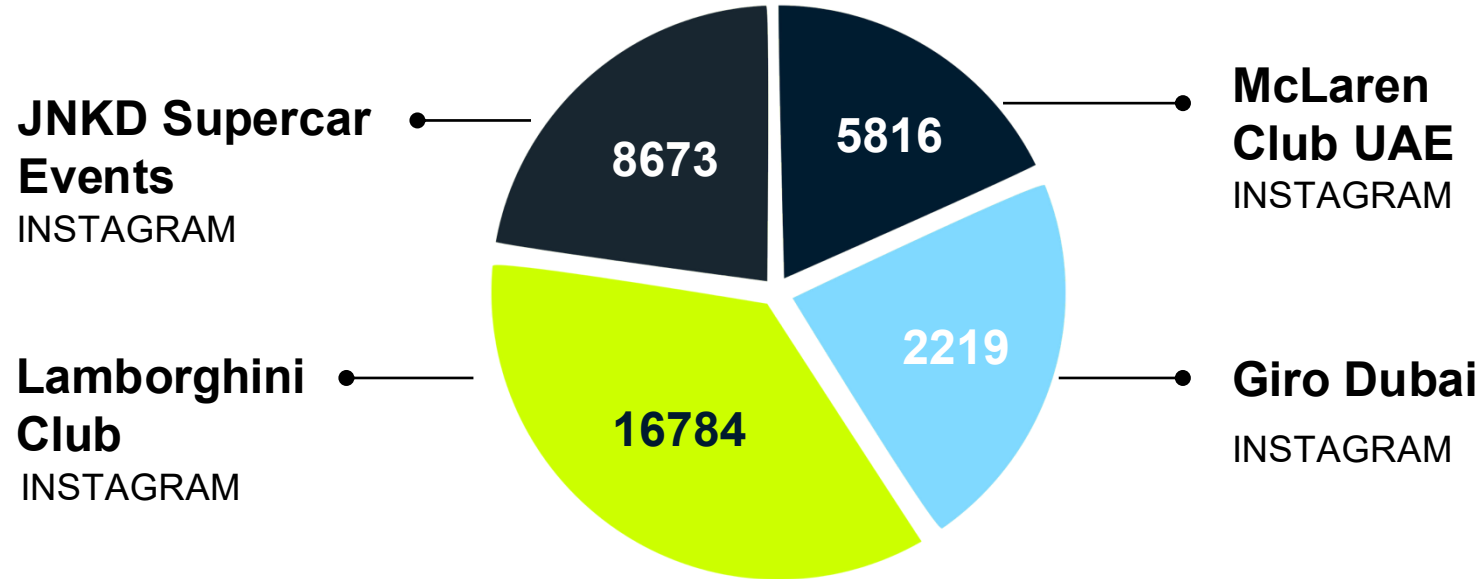
STRATEGY

General plan to achieve one or more long-term or overall goals under conditions of uncertainty

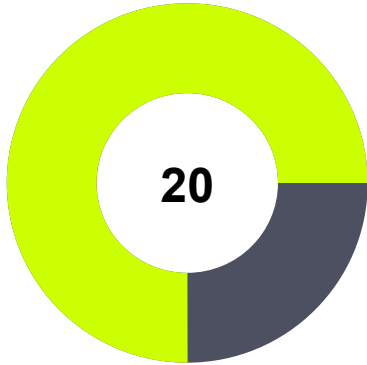


COMPETITOR'S *Analysis*

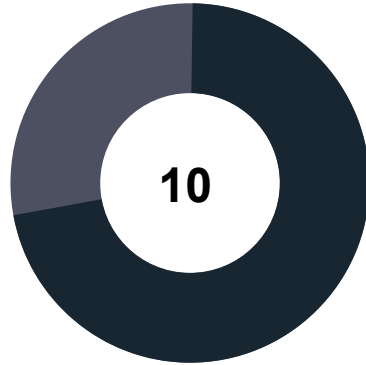
Profiles With The Most Followers



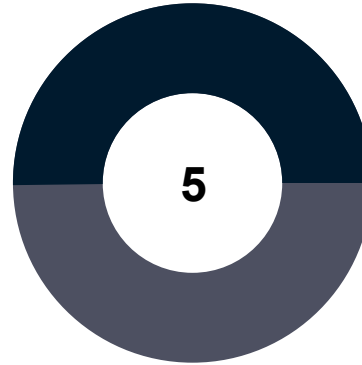
Post Frequency



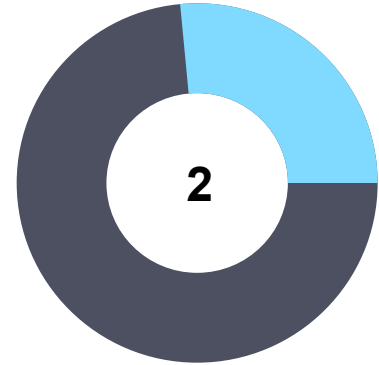
**Lamborghini
Club**



**JNKD Supercar
Events**

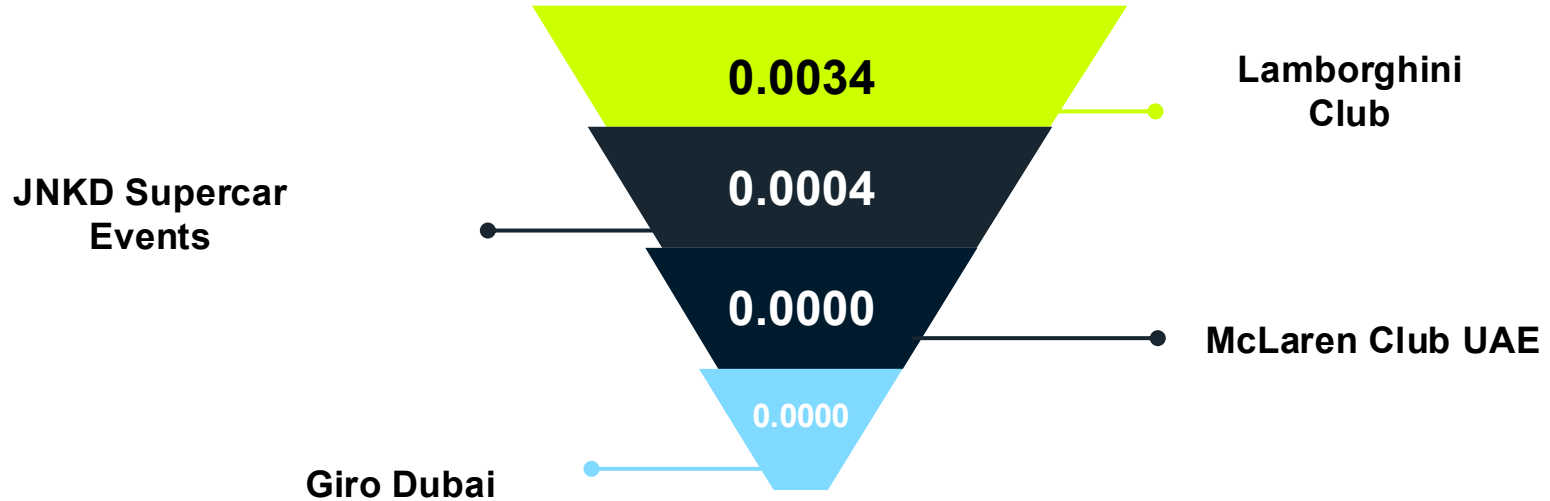


McLaren Club UAE



Giro Dubai

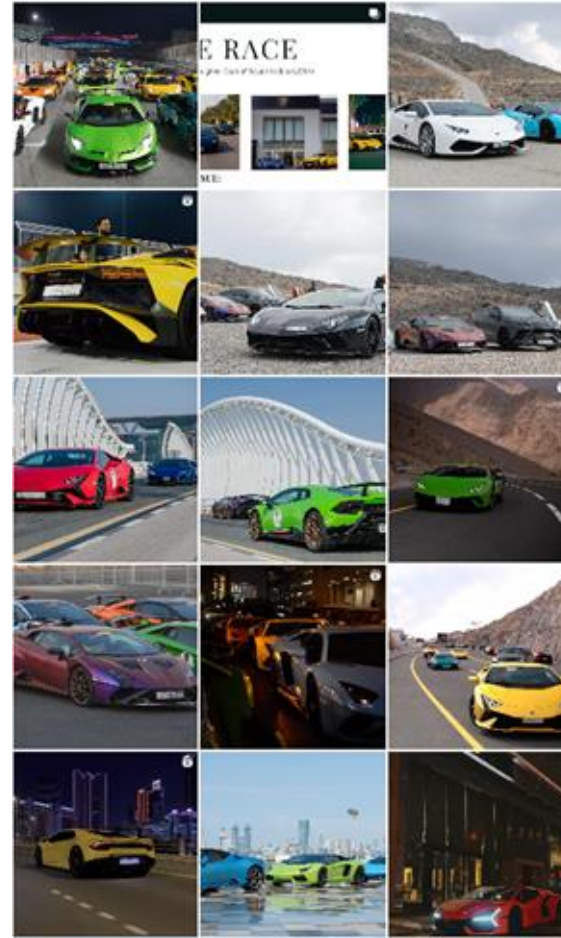
Share of interactions





INSTAGRAM REVIEW

- They have Catchy Visuals
- **They have poor content**
- They always active and share their events
- They share stories
- They share reels
- They collaborate with influencers
- They use good shots





INSTAGRAM REVIEW

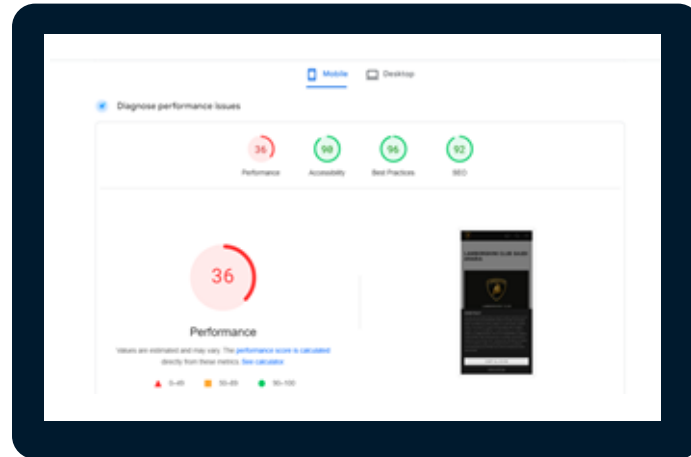
- They have Catchy Visuals
- **They have poor content**
- They use good shots
- **They aren't active on social media**
- **They don't collaborate with influencers**



WEBSITE TEST



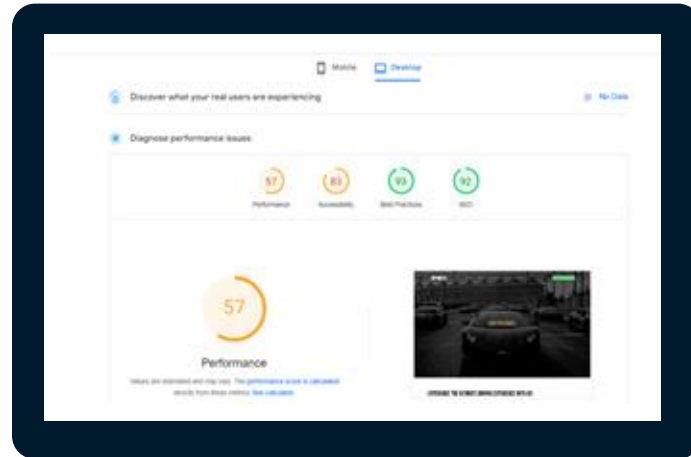
They have High SEO & low website performance



WEBSITE TEST



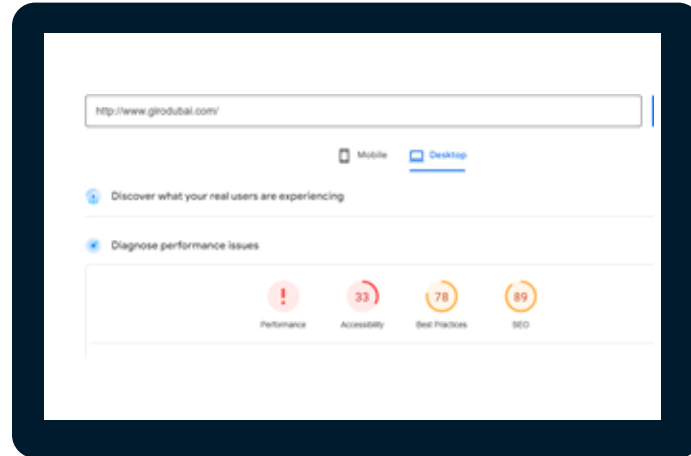
They have High SEO & low website performance



WEBSITE TEST



They have High SEO & low website performance & Accessibility



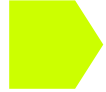


Conclusion

Lamborghini Club KSA has the highest number of followers , the highest number of posts , highest share of interactions than the other 2 competitors

SWOT

Analysis



Strength

Reasonable Membership Being an affordable international supercar club in Dubai gives it a distinct advantage in the market

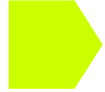
Diverse Car Collection: Offering a wide range of supercars from various manufacturers increases the appeal of the club.

International club from Europe



Weakness

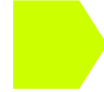
MSE Drives is a new entrant in the supercars club market, which means it has less experience and reputation than its established rivals.



Opportunities

Growing Tourism Industry: Dubai's tourism industry continues to thrive, attracting visitors from around the globe. The supercar club can benefit from partnerships with hotels, tour operators, and travel agencies to offer unique experiences to tourists.

Corporate Partnerships: Collaborating with local businesses, such as event organizers, luxury hotels, and high-end retailers,



Threats

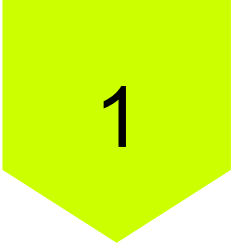
Intense Competition: Dubai has a competitive market for luxurious private clubs with wide range of activities

Technological Advancements: Rapid advancements in electric and autonomous vehicle technologies may impact the long-term demand for traditional supercars. The club should monitor industry trends and consider diversifying its super car suppliers to include alternative fuel and advanced technology vehicles suppliers.

SOCIAL MEDIA

Strategy

SOCIAL MEDIA STRATEGY



1

BRAND VOICE

Our brand voice is Casual & trendy , create strong bond with their customers



2

VISUALS

Our visual branding is modern and sleek, featuring bold colors and clean lines

SOCIAL MEDIA GOALS

- Increase brand awareness
- Increase engagement and page likes
- Build trust & credibility
- Build brand name
- Increase awareness about the services
- Increase Fan Base on our Social media accounts
- Increase Engagement Rate
- Create Buzz and spread word of mouth about the place by using influencer campaign
- Build Trust & Credibility

Content Objectives & Ideas

Awareness

**“ Getting close & be
informative”**

- Share the backstory: share the history of the international club Highlight our prices and our cars .
- Teaser Campaign: Before launching ,create a teaser campaign on social media to generate excitement and anticipation among your followers.
- Share sneak peeks, behind-the-scenes footage,

Content Objectives & Ideas

Engagement

**“ Building Credibility &
Trust”**

- Collaborate with influencers: Reviews about Club & it's affordable price
- Video and reels: Show visually cars with creative shots
- interactive content: games and competitions

Platforms..

Best for **MSE**



The most popular social media platform and is a must-have network for promoting your business



Connect with your clients through visuals that can easily deliver direct messages about experience & service they can have



Showcase your products – offers – reviews with short videos

02

CREATIVE DIRECTION

Creative direction is the process of overseeing and guiding the visual & conceptual aspects of a project

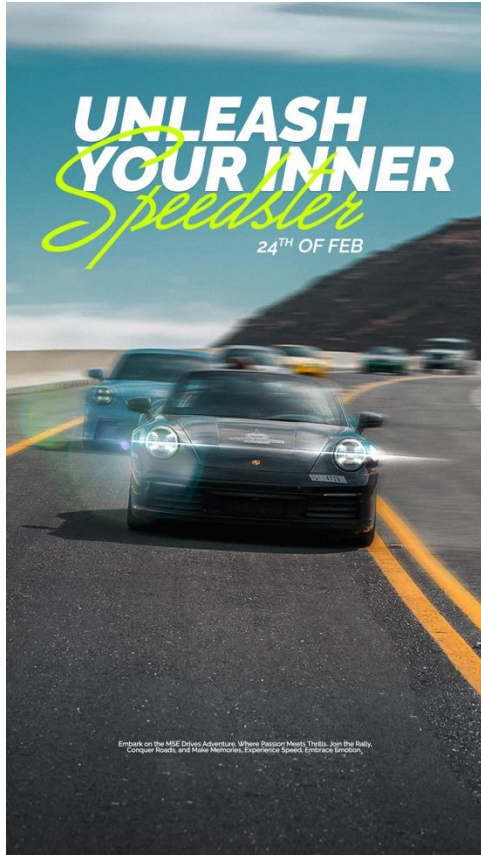


UNLEASH YOUR INNER *Speedster*

24TH OF FEB



Embark on the MSE Drives Adventure, Where Passion Meets Thrills. Join the Rally, Conquer Roads, and Make Memories. Experience Speed, Embrace Emotion.



ANNOUNCEMENT

Content

TOV

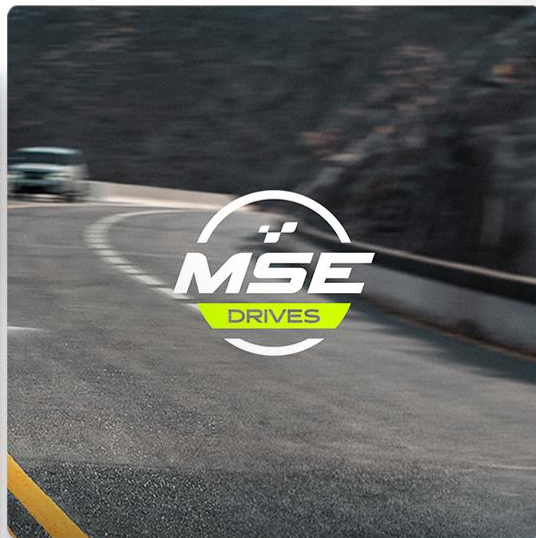
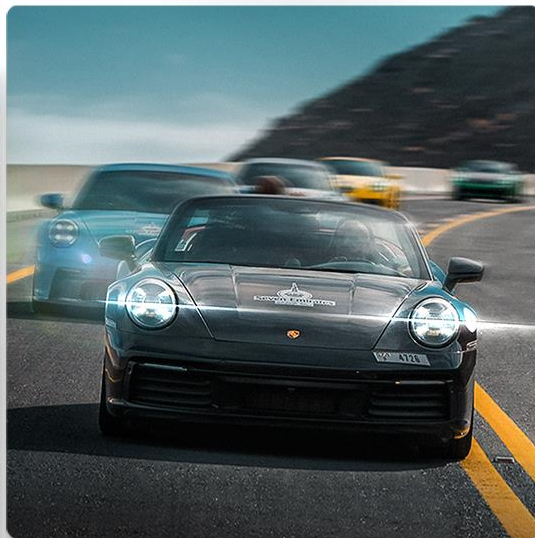
Unleash Your Inner Speedster

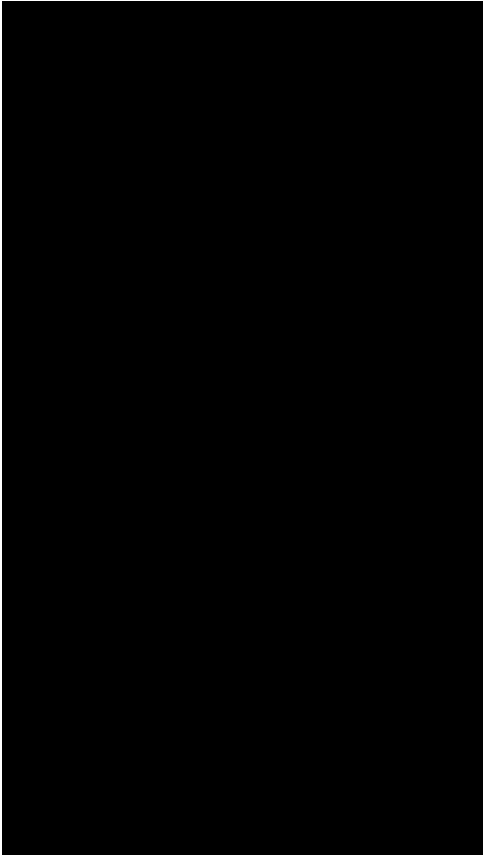
CAPTION

Embark on the MSE Drives Adventure, Where Passion Meets Thrills. Join the Rally, Conquer Roads, and Make Memories Experience Speed, Embrace Emotion.

Save the Date 24 Feb 2024

Register through our website www.mseegypt.com





INFORMATIVE

Content

CAPTION

Embrace luxury and adrenaline!

Experience the captivating beauty of Dubai with our super cars the iconic highways by storm. MSE invites you to join unforgettable event

TRIP PROGRAM

Discover the highlights of your luxury supercar tour

Small Exclusive Groups

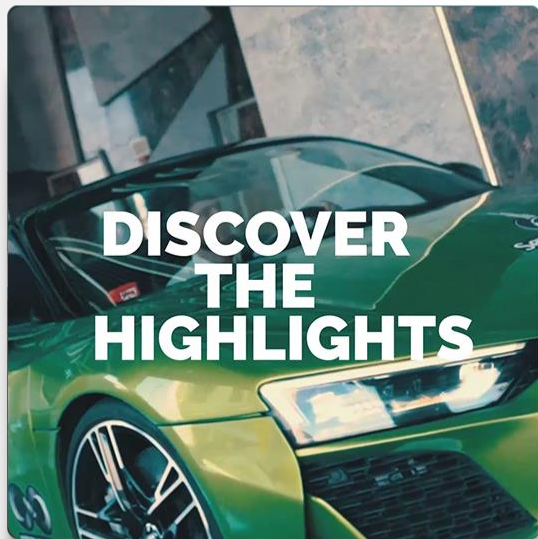
Our Fleet (Drive All Cars)

Duration: from 11 days / 10 nights

Driving: 4 days / 1,200 km

Tour Start: Dubai

Tour End: Dubai





LIFESTYLE *Content*

CAPTION

Unleash the power of luxury and adventure. Join our exclusive supercar club and embark on unforgettable journeys that redefine the meaning of living life in the fast lane. 🏎️🌟 #SupercarLifestyle

TOV

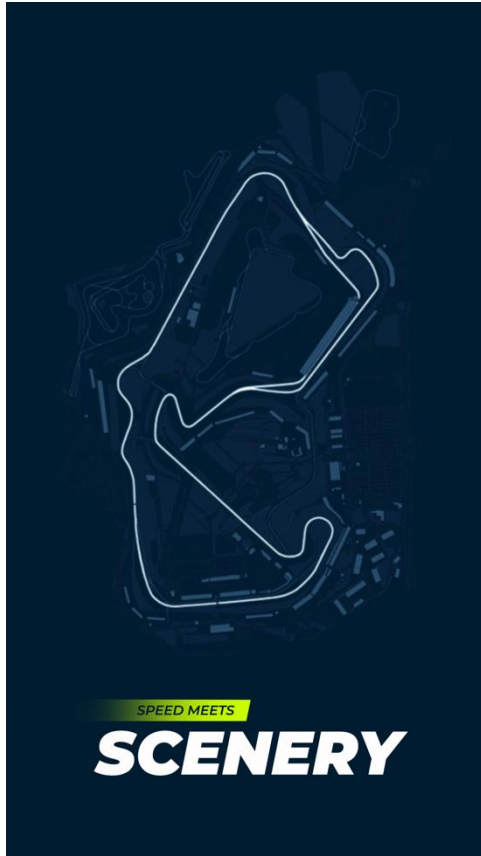
Escape to the world of speed, luxury, and adventure

Indulge in the ultimate supercar lifestyle

Unleashed Experiences

Fuel your passion with unforgettable journeys

Join us on our next trip on 24 Feb 2024`



INFORMATIVE

Content

TOV

Speed meets scenery

CAPTION

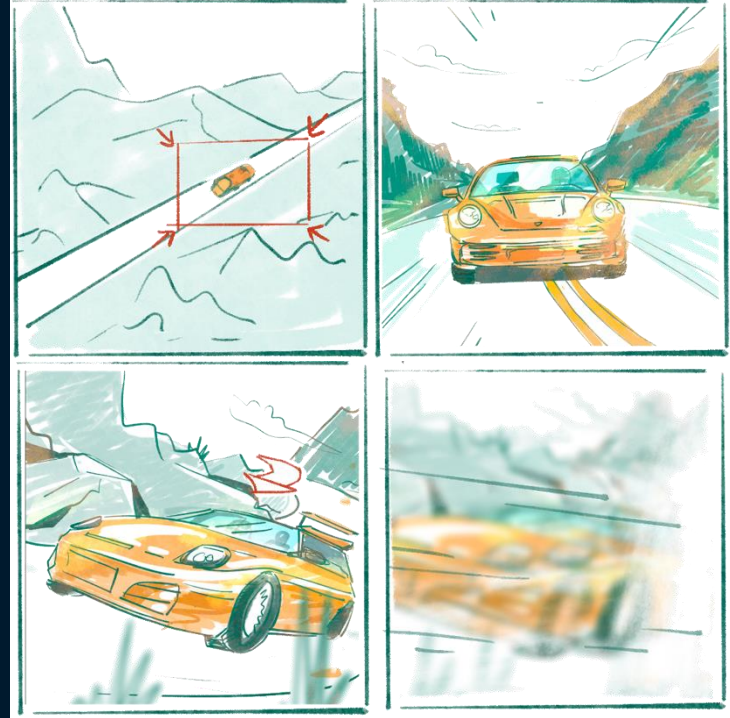
Rev up for an adrenaline, fueled adventure through breathtaking landscapes and iconic race tracks with MSE mega event

Register through our website :www.mseegypt.com

Pre **PRODUCTION**

Pre-production is the stage of planning and preparing for a project before it goes into production.

For a super club car in Dubai, pre-production would involve the following



Pre **PRODUCTION**

CONCEPT DEVELOPMENT: This is where the creative director defines the vision, tone, and style of the project, as well as the features and benefits of the car. The concept development may include sketches, mood boards, storyboards, or prototypes to illustrate the idea.

MARKET RESEARCH: This is where the project team gathers information about the target audience, the competitors, and the opportunities in the market. The market research may include surveys, interviews, focus groups, or analysis of data and trends.

Pre **PRODUCTION**

BUDGETING AND SCHEDULING: This is where the project manager estimates the costs and resources needed for the project, and sets the timeline and milestones. The budgeting and scheduling may include breakdowns of expenses, revenues, staff, equipment, locations, and deliverables.

LEGAL AND ETHICAL ISSUES: This is where the project team ensures that the project complies with the laws and regulations of the country, as well as the ethical standards of the industry. The legal and ethical issues may include contracts, licenses, permits, insurance, safety, privacy, and social responsibility.

03

ACTION PLAN

Outlines the steps and strategies to achieve a specific marketing goal.



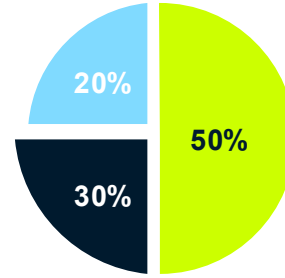
Flow of Work
**The Monthly
Calendar includes**

- The Approved Creative Direction.
- Posts with their caption.
- Creative Designs.
- Videos & Reels.

Post **Frequency**

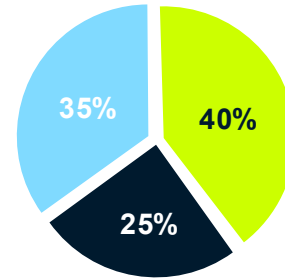
- ▶ 12 posts per month
- ▶ 03 posts per week
- ▶ 05 stories per week
- ▶ 06 Reels per month

Content Classification



Content Types

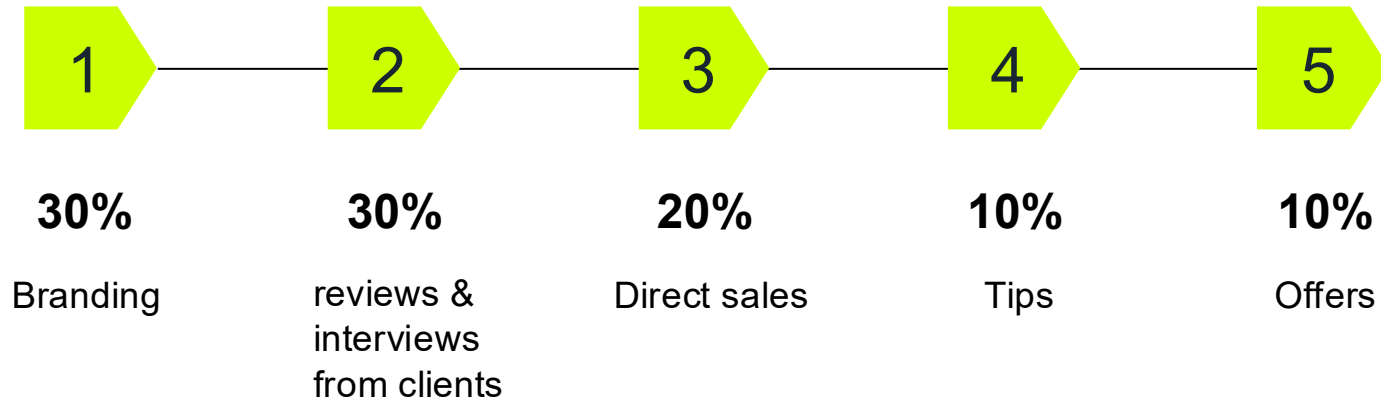
Photos
Carousels
Videos



Content Objectives

Engagement
Brand awareness
Service awareness

Type of Content



Posting Calendar

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	9:00		16:00		20:00	
16:00		9:00			20:00	
	16:00			14:30		13:00
	13:00		11:00		11:00	

THANK *You*