

دبي الجنوب

**DUBAI  
SOUTH**

# **DUBAI SOUTH CASE STUDY**

LEAD GENERATION  
CAMPAIGN







# ABOUT THE CLIENT

Dubai South –The City of You – is an emerging 145 sq. km. master-planned city based on happiness of the individual.

Identified as the emirate's flagship urban project, Dubai South is centered on the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai.

## OBJECTIVES:

- Create a strategic presence for Dubai South
- Build awareness around various offerings from real estate investment to company registrations from a single entity
- Reaching out to the right target audience that helps them
- Managing the corporate presence for the brand
- Helping them get leads from various digital marketing activities





# OUR SOLUTION:

Creating a meaningful connect with business owners, highlighting the benefits of investing or opening a business in UAE & Dubai South.

Use of various ad formats & platforms to maximize the potential of social media. Focus on ROI driven strategy for the business.

## RESULTS WE ACHIEVED OVER A YEAR:

- **21.80% increase in overall reach**
- **08.03% increase in engagement**
- **18.00% increase in the number of leads**





*LetsTalk*

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