

S T U D I O

ASTUDIO



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COMPETITIVE ANALYSIS



While there are other video production & marketing agencies around, the top 3 closest ones seem to be Nexa, The Media Lab and DoLeep Studios. A SWOT analysis on all 3 of them has been summarized below:

	<u>NEXA</u>	<u>THE MEDIA LAB</u>	<u>DOLEEP STUDIOS</u>
STRENGTH	<ul style="list-style-type: none"> • They have Google Partnership and an exclusive Hubspot service • They are based off in the UAE, KSA, AUS, US and the UK. • Their portfolio is really strong • They are keeping up with the latest trends by making use of Web 3 and Metaverse technology 	<ul style="list-style-type: none"> • The Media Lab is an upcoming competitor as they have started to make an impact. • They have a good clientage and they are making use of Influencer marketing as well as SMS Marketing. 	<ul style="list-style-type: none"> • They have a 14 year experience and a very good portfolio. • They have reduced the language barrier by offering their services in English, Arabic and Russian languages. • They are partners with Facebook & Google • They are consistent with their 7 different social media platforms
WEAKNESS	<ul style="list-style-type: none"> • Despite having 6 social media platforms (FB, Insta, Twitter, YouTube, Pinterest & LinkedIn) they have not paid much attention to their own marketing which doesn't give a very good impression. They need to work on their socials • They don't have an engaged audience 	<ul style="list-style-type: none"> • Although their social media posts are good but they are still not the best. They seem to lack a sense of Brand identity as they are not consistent with their brand tone and theme. • They are not present on LinkedIn which seems to be a huge miss. • Again, no engaged audience. 	<ul style="list-style-type: none"> • They do not have an engaged audience. • They are costly and some of their customers are not happy with that.
OPPORTUNITY	<ul style="list-style-type: none"> • Astudio can make use of this opportunity by maintaining/staying active on social media platforms. • Astudio has still more attractive content when it comes to NEXA's social. Keep working on them to stay on top. 	<ul style="list-style-type: none"> • Astudio happens to be active on LinkedIn thereby has a natural headstart here. • Astudio's brand and message are clear which is also a head start. • Astudio can easily outrun Media Lab by building on its socials and making use of SMS marketing as well as Influencer Marketing. This can be a huge opportunity as our branding gives us a competitive edge. 	<ul style="list-style-type: none"> • Astudio can build a community to keep an engaged audience. A strong community equals a stronger reference and business (eventually) • To retain a 5 star testimonial from our customers we can offer exclusive rewards as a gesture of goodwill. This way even if the project is high ticket, the customer will still be happy. • We can also consider partnerships with Google and Facebook.
THREATS	<ul style="list-style-type: none"> • Their clientage, portfolio and the fact that they are located in more than one place, can pose a threat as it would be hard for a potential customer to not to consider them for their project. In order to win, Astudio must keep active on socials, grow their clientage and focus on high ticket sales. 	<ul style="list-style-type: none"> • If the Media Lab continues its path for influencer marketing they can get stronger than they are now, we should be keeping this in check. 	<ul style="list-style-type: none"> • Their experience, portfolio and their rewards are impressive which is why Astudio has to consider being consistent with its social and making use of Paid Media/Ads. Adding Google Partnership would be great too.

COMPETITIVE ANALYSIS



LOCAL

NEXA
DIGITAL

- They are making use of Paid Media - Google Ads to boost their presence.
- They are staying in touch with the latest trends and not just in content marketing but also in Web 3 which is a good thing.
- They are expanding physically into different locations and have partnerships with Google, Hubspot and others; indicating that it is always good to be present in events & have business partnerships



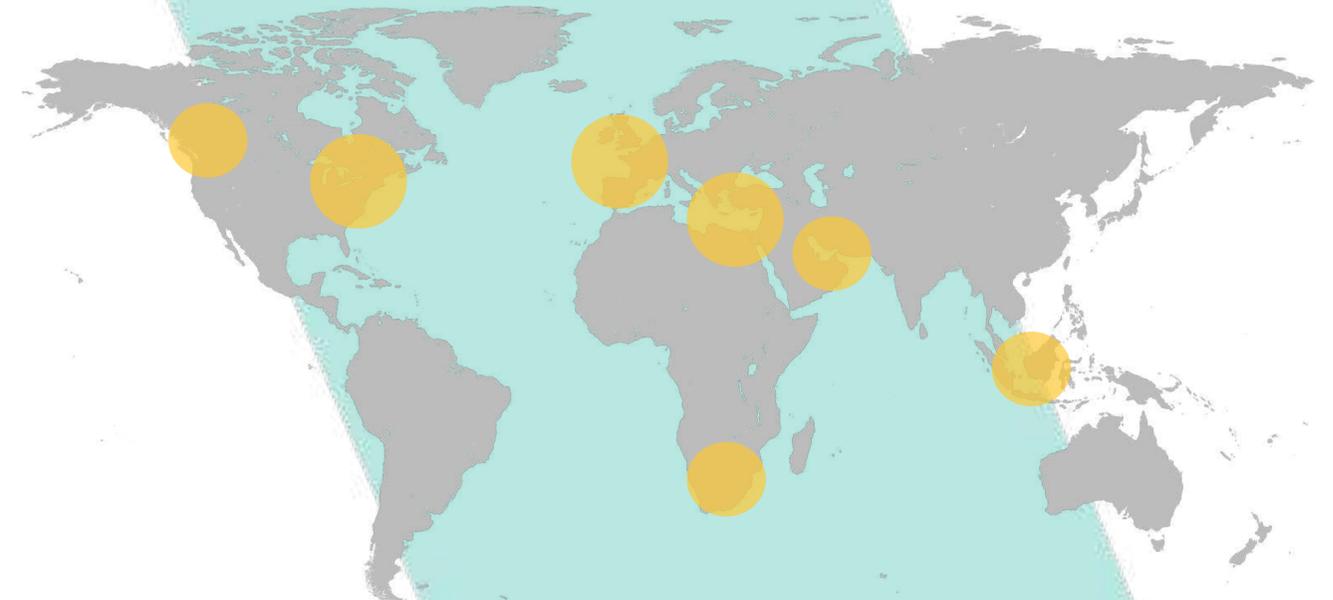
INTERNATIONAL

RUCKUS
MARKETING

- The content pillars of Ruckus Marketing are good as it has a balance of entertainment, informative, portfolio and other types of content.
- They know how to keep their brand in the limelight while displaying/explaining their post.
- They are trying to put out their best and the effort can be seen in their campaigns. Also they have won an Emmy which shows their dedication to their work.



BEST PRACTICES



Best Practices from one local agency and one international of your choice

TOP 2 SOCIAL MEDIA

PLATFORMS

The Top 2 Platforms are **Instagram** and **LinkedIn**.

This is because Instagram is popular amongst the audience wanting a **high end visual experience** which is helpful because ASTUDIO offers just that. The **algo based chronological feed order** helps the users to see the latest updates from the agency and this can be used to ASTUDIO's advantage. Posting trending content, sharing portfolio, maintaining the content pillars in a way that creates **brand authenticity / identity** is good with Instagram.

In terms of LinkedIn; it is a **business oriented platform** where high ticket customers are often present and active. Plus, the platform itself offers ways to attract those clients fairly better than other platforms. The B2B network can prove to be a big and strong source of clientage. Astudio can do **content marketing, create a professional community, and even run LinkedIn Ads for Lead Generation**. LinkedIn is a central place for industry's latest news thereby allowing marketing agencies like ASTUDIO to flourish.

Both LinkedIn & Instagram offer **analytics and insights** to do better **social listening**. Staying in touch with the **latest trends, creating content that people want to share in reality and to grow it's business; it's all achievable through these 2 platforms**.

Other than that, considering Snapchat, TikTok and the new platform Threads is also possible which can be potentially discussed as it is for younger and different audiences.

The top 2 social media platforms you will be focusing on and why





TOP 2 SOCIAL MEDIA PLATFORMS



Professional Network



Over 310 million monthly active users



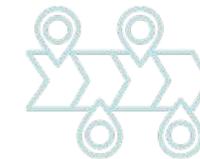
High Ticket Sales & Connections



High End Visuals



Over 1 billion monthly active users



Chronological Feed



Content Marketing made easy



Industry News & Trends



Showcasing your brand through it's employees



Engaged User Community



Better use of Paid Advertisements



Storytelling made easy (Stories/Reels/Highlights)



Showcases that you are Authentic and an Expert in your field



Insights and Analytics for growth



Gain customer trust through Recommendations



Interactive Stories



Better way to showcase portfolio



Easy to use

The top 2 social media platforms you will be focusing on and why

✓ INSTAGRAM AUDIT

GOAL

To Increase Engagement & Followers

Checklist

Page First Impression	Good
No. Of Followers	8,718
Follower Growth Rate	3.38% (For past 90 days)
No. of Posts	269 (Declining compared to last 30 days)
Weekly Follower Growth	47
Engagement Rate	0.56%
Average no. of Likes	45
No. Of Post per Week	4
Consideration of Branding	Good
Profile Complete	Yes
Current Content Pillars	A blend of Entertainment , Product Highlight, Portfolio, a little BTS. Hiring updates and Company insights
Instagram Caption and Hashtags	Good and with brand voice considered

Focusing on Instagram because this is very helpful for a marketing agency like ASTUDIO. Considering the above checklist, it is recommended to increase the engagement rates to grow awareness & followers. This can be achieved by posting more engaging content. For this purpose, the content pillars will be increased that is a bit more educational, fun, more BTS, paid promotions, UGC content, testimonials, trend updates as well as seasonal content would be added to freshen up the feed. The rest is perfect and will improve with the course of time and effort.

✓ LINKEDIN AUDIT

GOAL

To Increase Awareness & Engagement

Checklist

Page First Impression	Good
Profile Complete	Yes
No. Of Followers	42,983
Average Postings	1-2 per week
Content Pillars	Informative, Educational, Fun and Interactive
Engagement Rate and other Insights	Visible for Admin Access
Clear ways to contact	Yes
Responding to Engagement	Sometimes
Headcount growth	11% Increase
Audience Demographic	Mostly UAE based

For a detailed LinkedIn Audit access would be required to see the post impressions and growth. However, considering the profile, it's public stats, and other information, it is safe to say that ASTUDIO is doing fairly well and can make improvements of working on a storytelling description, adding recommendations/testimonials and case studies to get in link with more connections and to boost their engagement.



✓ KPI

With the goal of engagement and awareness growth he recommended KPI's for ASTUDIO's LINKEDIN profile are:

- PROFILE VIEWS
- CONNECTION GROWTH RATE
- ENGAGEMENT METRICS
- CTR (CLICK THROUGH RATE)
- CONTENT PERFORMANCE METRICS
- AUDIENCE ENGAGEMENT

When the goals are updated towards conversions and sales there will be other KPI's to track



✓ KPI

With the goal of engagement and follower growth in mind the recommended KPI's for ASTUDIO's INSTAGRAM profile are:

- FOLLOWER GROWTH RATE
- ENGAGEMENT RATE
- CTR (CLICK THROUGH RATE)
- AUDIENCE ACTIVE TIME + POSTING FREQUENCIES
- HASHTAG PERFORMANCE
- STORY METRICS
- NO. OF SHARES/SAVED POSTS



CONTENT BUCKETS



Some of the types of content that would be posted are illustrated in the graphic. These are according to the current platforms on which ASTUDIO exists. We can consider expanding in on another social media and adjust the content accordingly.



Educational/Informative



Entertaining/Engaging



Case Studies



Promotional



Portfolio & Service Highlights



Testimonials



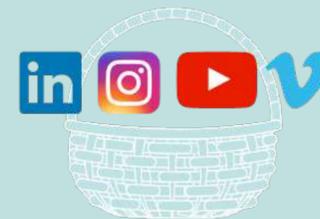
Seasonal/Event-Based Content



News/Trends



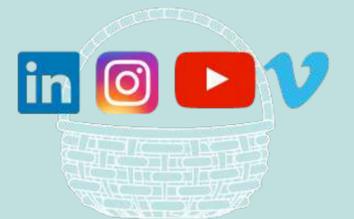
Behind-the-Scenes



Inspirational Content



Company Updates

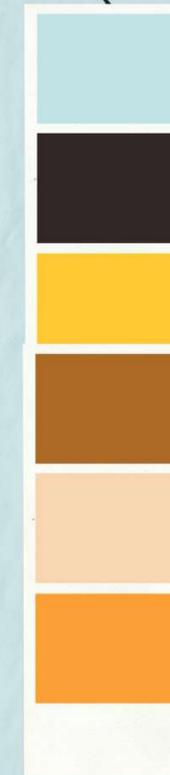


Social Work

Type of content pillars you will run and on which platform

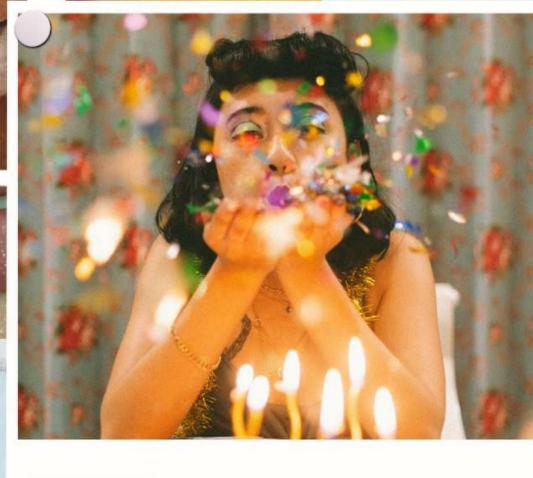
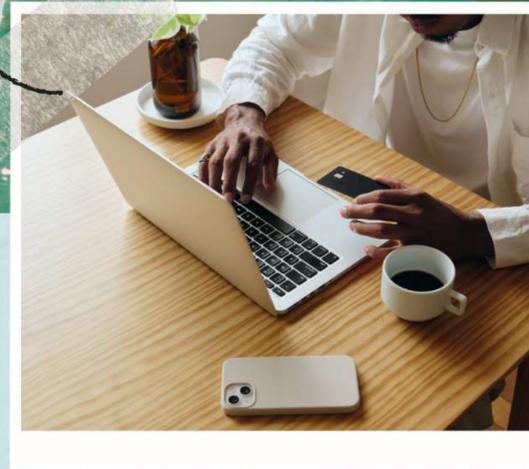
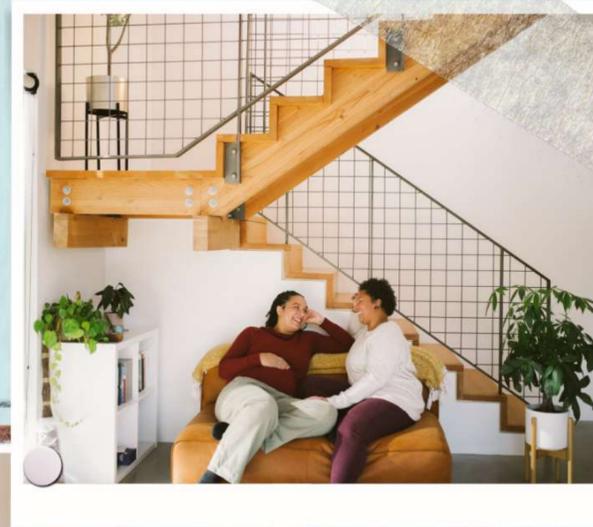
MOOD BOARD

ASTUDIO signature color + fresh pop ups



Keeping the original theme and adding a pop up

Modern



Balance of Professional, Fun & Aesthetic Vibe

Natural tones to make it attractive, light and appealing

MOOD BOARD



ALWAYS
KEEP YOUR
A-GAME

Stylish and Mood Setting



Making the person see the vision that
their marketing is in the right hands

SOCIAL MEDIA CALENDAR



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1/08/23 TIME: 1:00 PM CONTENT TYPE: Educational (Post/Story) PLATFORM: LinkedIn/Insta/ YouTube	2/08/23 TIME: 1:00 PM CONTENT TYPE: Entertaining (Post/Story) PLATFORM: LinkedIn/Insta/ YouTube	3/08/23 TIME: 1:15 PM CONTENT TYPE: Service Highlight (Post/ Story) PLATFORM: LinkedIn/ Insta/YouTube/Vimeo	4/08/23 TIME: 1:15 PM CONTENT TYPE: Client Story (Post/Story) Before & After PLATFORM: LinkedIn/Insta/	5/08/23 TIME: 1:00 PM CONTENT TYPE: BTS (Short Video/post) PLATFORM: LinkedIn/Insta/ YouTube	6/08/23 TIME: 4:00 PM CONTENT TYPE: Fun Post/interactive story PLATFORM: LinkedIn/Insta	7/08/23 TIME: 4:30 PM CONTENT TYPE: Inspirational (Post/Story) PLATFORM: LinkedIn/Insta/ YouTube
8/08/23 TIME: 9:00 AM CONTENT TYPE: News/Trend (Story/post/ video) PLATFORM: LinkedIn/Insta	9/08/23 TIME: 9:00 AM CONTENT TYPE: Promotional (Post/story) PLATFORM: LinkedIn/Insta/ YouTube	10/08/23 TIME: 9:00 AM CONTENT TYPE: Seasonal (Post/Story) PLATFORM: LinkedIn/Insta	11/08/23 TIME: 10:00 AM CONTENT TYPE: Case Study (Post/Story) PLATFORM: LinkedIn	12/08/23 TIME: 10:00 AM CONTENT TYPE: Entertaining (Post/Story) PLATFORM: LinkedIn/Insta/ YouTube	13/08/23 TIME: 1:00 PM CONTENT TYPE: Interactive Post/Story (QnA) PLATFORM: LinkedIn/Insta	14/08/23 TIME: 3:30 PM CONTENT TYPE: Client Story (Post/Story) PLATFORM: LinkedIn/Insta/
15/08/23 TIME: 2:00 PM CONTENT TYPE: Inspirational (Post/Story) PLATFORM: LinkedIn/Insta/ YouTube	16/08/23 TIME: 2:00 PM CONTENT TYPE: BTS (Short Video/post) PLATFORM: LinkedIn/Insta/ YouTube	17/08/23 TIME: 9:00 AM CONTENT TYPE: Team Review/Fun Session PLATFORM: LinkedIn/Insta/ YouTube	18/08/23 TIME: 10:00 AM CONTENT TYPE: News/Trend (Story/post/ video) PLATFORM: LinkedIn/Insta	19/08/23 TIME: 10:00 AM CONTENT TYPE: Conversational Post/Story PLATFORM: LinkedIn/Insta	20/08/23 TIME: 11:00 AM CONTENT TYPE: Entertaining Post/Story PLATFORM: LinkedIn/Insta/ YouTube	21/08/23 TIME: 11:00 AM CONTENT TYPE: Portfolio highlight (Post/ Story) PLATFORM: LinkedIn/Insta/ YouTube
22/08/23 TIME: 1:15 PM CONTENT TYPE: Service Highlight (Post/ Story) PLATFORM: LinkedIn/ Insta/YouTube/Vimeo	23/08/23 TIME: 1:00 PM CONTENT TYPE: Fun Post/interactive story (QnA) PLATFORM: LinkedIn/Insta	24/08/23 TIME: 1:00 PM CONTENT TYPE: News/Trend (Story/post/ video) PLATFORM: LinkedIn/Insta	25/08/23 TIME: 2:00 PM CONTENT TYPE: Inspirational (Post/Story) PLATFORM: LinkedIn/Insta/ YouTube	26/08/23 TIME: 2:00 PM CONTENT TYPE: Educational (Post/Story) PLATFORM: LinkedIn/Insta/ YouTube	27/08/23 TIME: 2:00 PM CONTENT TYPE: BTS (Short Video/post) PLATFORM: LinkedIn/Insta/ YouTube	28/08/23 TIME: 9:00 AM CONTENT TYPE: Before n After (Post/Story) PLATFORM: LinkedIn/Insta
29/08/23 TIME: 9:00 AM CONTENT TYPE: News/Trend (Story/post/ video) PLATFORM: LinkedIn/Insta	30/08/23 TIME: 10:00 AM CONTENT TYPE: Portfolio highlight (Post/ Story) PLATFORM: LinkedIn/Insta/ YouTube	31/08/23 TIME: 10:00 AM CONTENT TYPE: Conversational Post/Story PLATFORM: LinkedIn/Insta				

EXPLANATION

The timing suggested above is DEMO. This will be adjusted according to the audience's timing. The content where the word "POST" is written indicates that the post can be either a static image/ a reel/ a YouTube short or any other post depending on the content bucket's topic. The terms Educational/ Entertainment/ Service highlight/ Promotional etc are meant to give an overview. In detail Informative can be for e.g informing how ASTUDIO is dealing with a new technology. Conversational can be a Post or a story asking the audience a specific question. Fun Interaction can be like how did they spend their weekend or if they watched a latest movie/ went to a particular place. The BTS are meant to show our daily behind the scenes working either on shoots or in office. And the ideas go on and on.

Due to limited space in the last slide, a summarized explanation is written just to give an idea behind the content.

Social Media Post

CAPTION

And then the action comes... cx honestly why? Why would you say that 😂

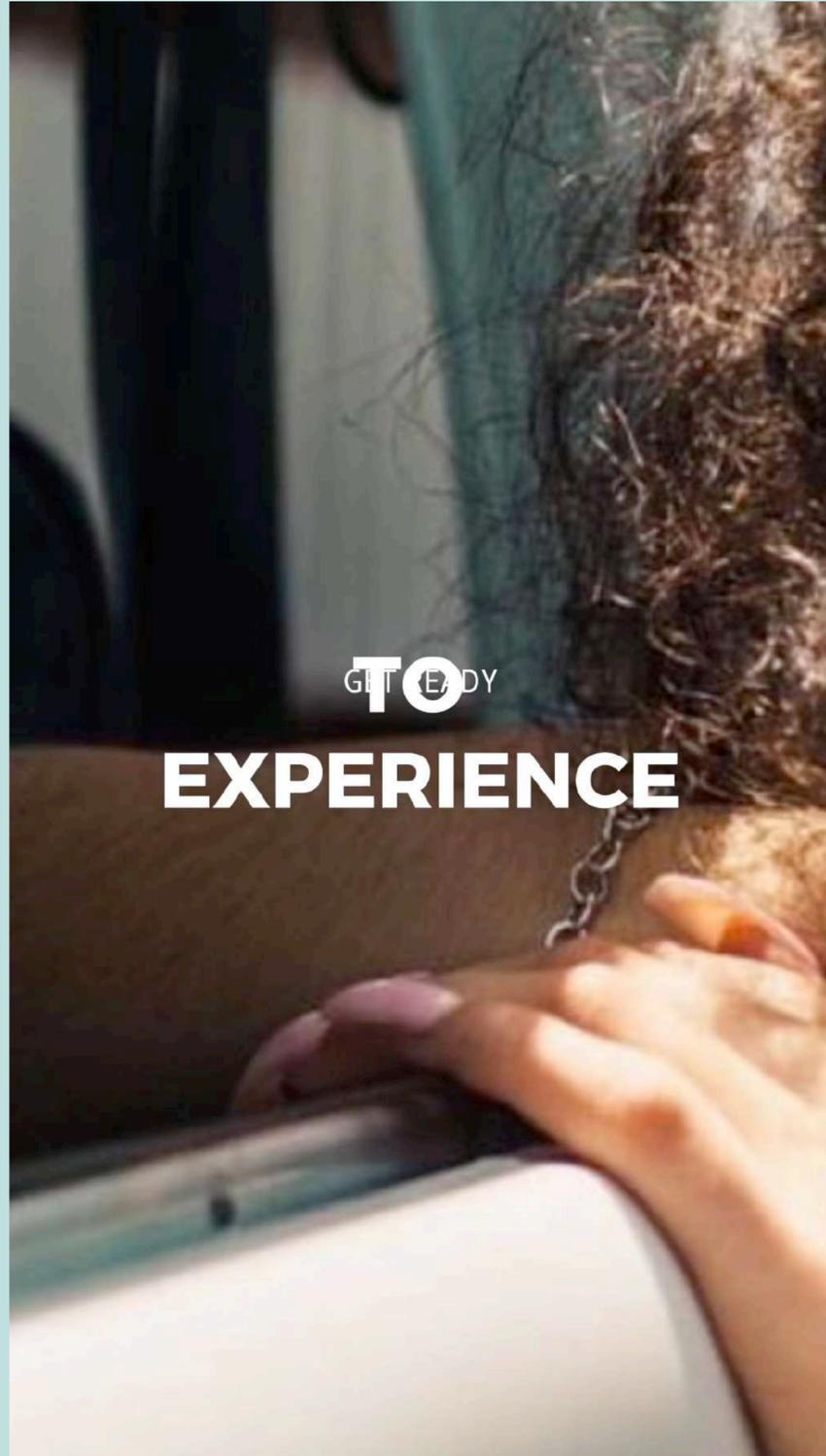


Marketing
Marketing101
MemeWorld
ASTUDIO
MarketingMemes

Create 1 Post with caption and hashtags

WHEN A NON-MARKETER STARTS TO
TELL YOU HOW TO DO MARKETING





Social Media Reel

CAPTION

When it comes to quality, we nail it every time! 😎
We help you bring your A-Game ✨✨

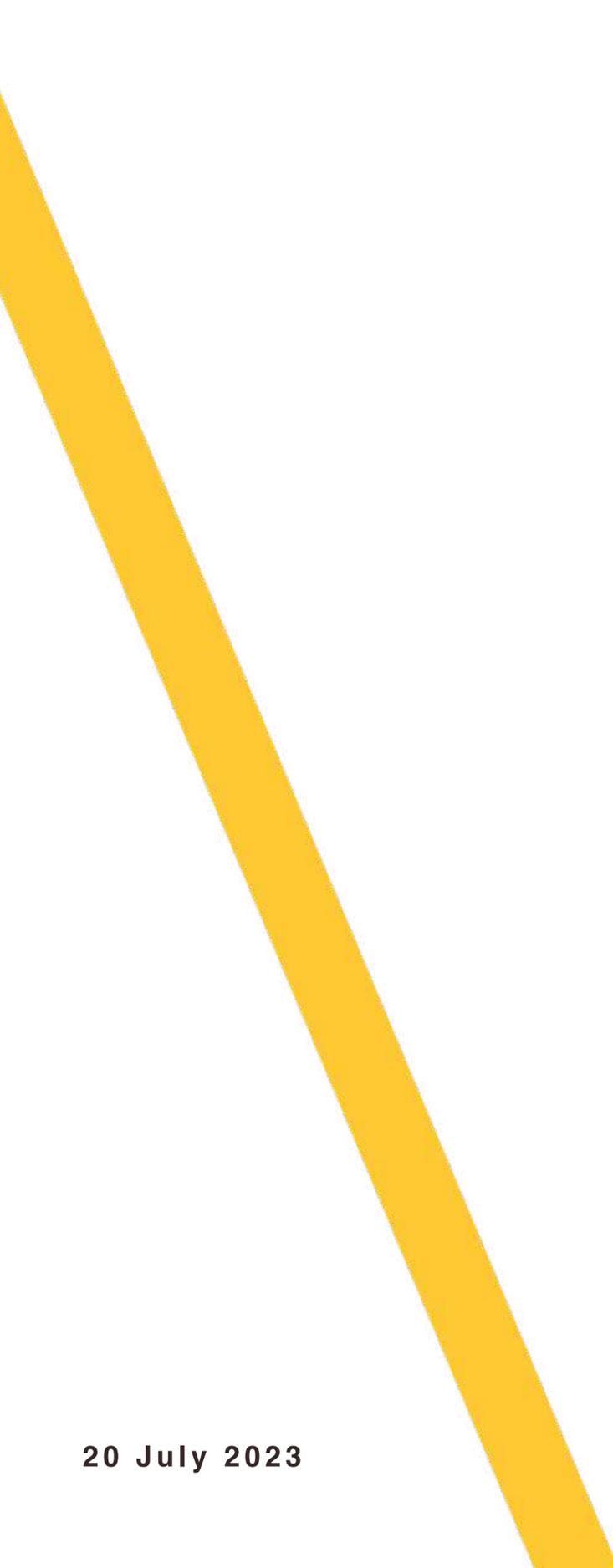
Let's Talk!



MarketingAgency
Creative
VideoProduction
ASTUDIO
DubaiAgency

Social Media Story





THANK

YOU

20 July 2023

THIS PRESENTATION HAS BEEN MADE BY

USHNA UMAR (EXCLUSIVELY FOR ASTUDIO INCLUDING THE GRAPHICS)