

FINANCEIAL INDUSTRY



Client Background

- **Industry Segment:** Finance and Business Incubation
- **Business Focus:** Supporting startups and SMEs in Qatar through incubation programs.

Challenges

- **Low engagement on social media and low visibility for incubation programs.**
- **Need to increase participation in incubation programs and improve digital visibility.**

Solutions

- **Launched a comprehensive digital marketing campaign across Facebook, LinkedIn, Instagram, and Twitter.**
- **Created engaging content, including videos and success stories, to promote programs and events.**
- **Optimized audience targeting using advanced analytics for real-time performance tracking.**



LEAD GENERATION

Generated a total of
2,109 leads



COST EFFICIENCY

Reduced cost per lead by
38%.



ENGAGEMENT

Achieved +400K page
engagements



REVENUE GROWTH

5,557 messages received
across Social media