BERKELEY
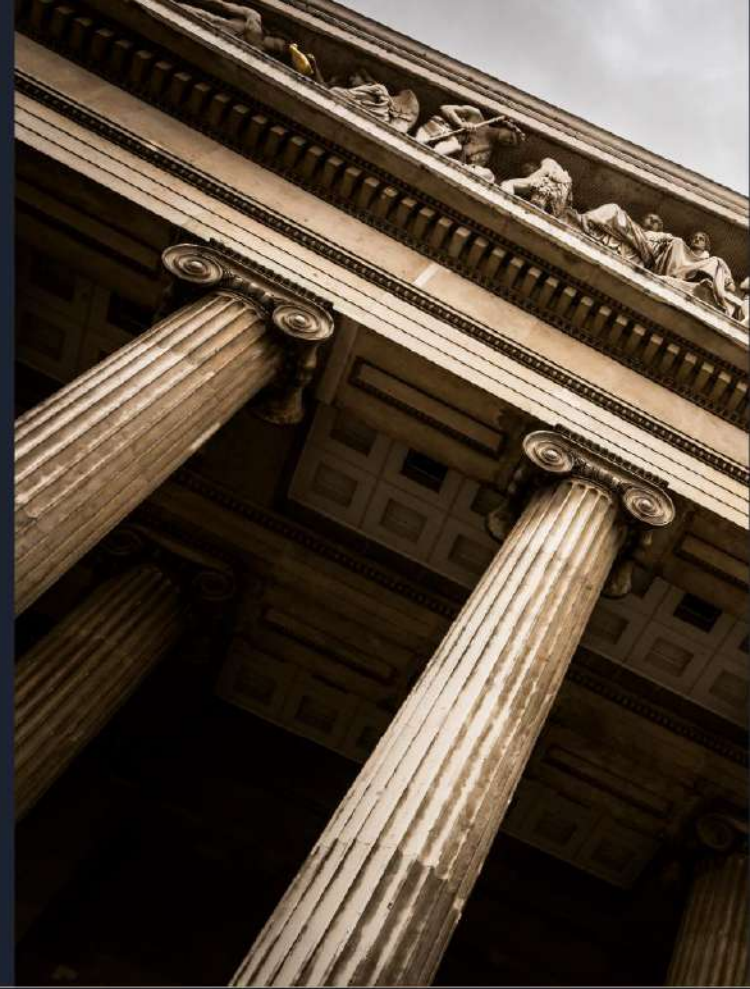## ASSETS

DIGITAL RESEARCH & STRATEGY

Agenda

- The Background & Process

- Objectives & Target Audience

- Social Media Competition & Strategy

- Website Audit

- SEO Competitor Analysis & Strategy

- Content Strategy

- Performance Plan & Media Estimates

- Next Steps

The Background & Processes

What we heard

- Established **private equity firm** looking to digitize its presence.

- Known for the **real estate** investment portfolio.

- Capital raising sources:
  - Institutional Clients (80%)
  - Private Clients (20%)

- **Messaging**: simple, lifestyle oriented, & tech-focused.

- Capital is raised from the projects in the UK where the physical assets are present, the company is looking to expand its portfolio outside the region and trying to take out the barriers in the entry process especially for the private clients.

- To reach out to high-net-worth individuals through digital efforts remains our primary focus, considering the local market, Berkeley is also looking to have the local clientele invest locally to engage more prospects.

- To minimize the barriers of entry, Berkeley is looking to Tokenize assets, create investment centric awareness amongst the students, launching application (Novus by Berkeley Assets) and revamping their website.

- Berkeley Assets is looking to attract new audiences through digitisation of offering with a minimal investment point.

- Introducing BABs for VIP client.

What Berkeley Assets needs

- Consolidation of route forward.
- Benchmarking & competitor analysis across platforms.
- Search engine marketing strategies
  - Paid
  - Organic
- Campaign ideation.
- Understanding of new audience and targeting.
- Social media content pillars and consistency of platforms.

Our process

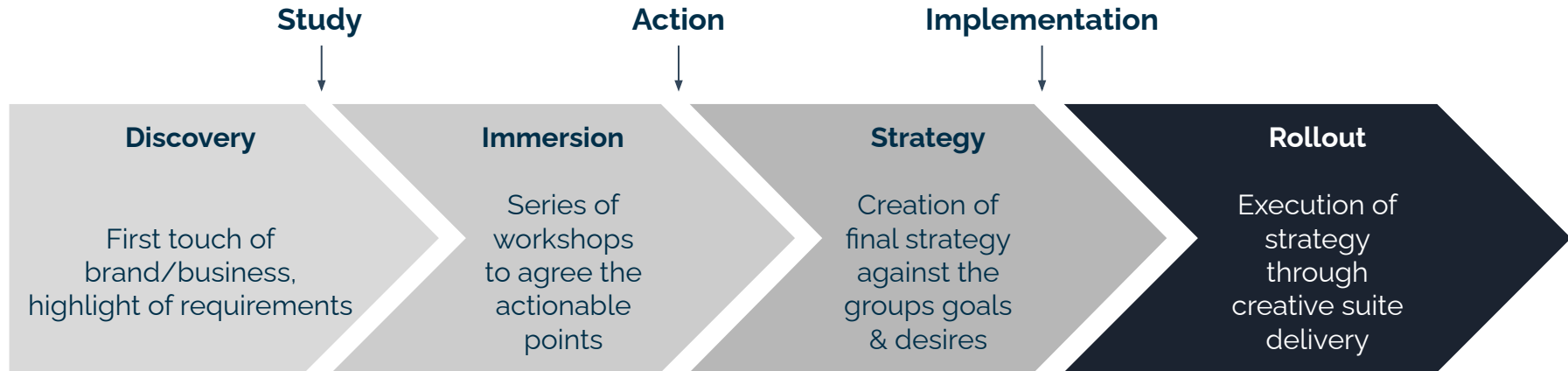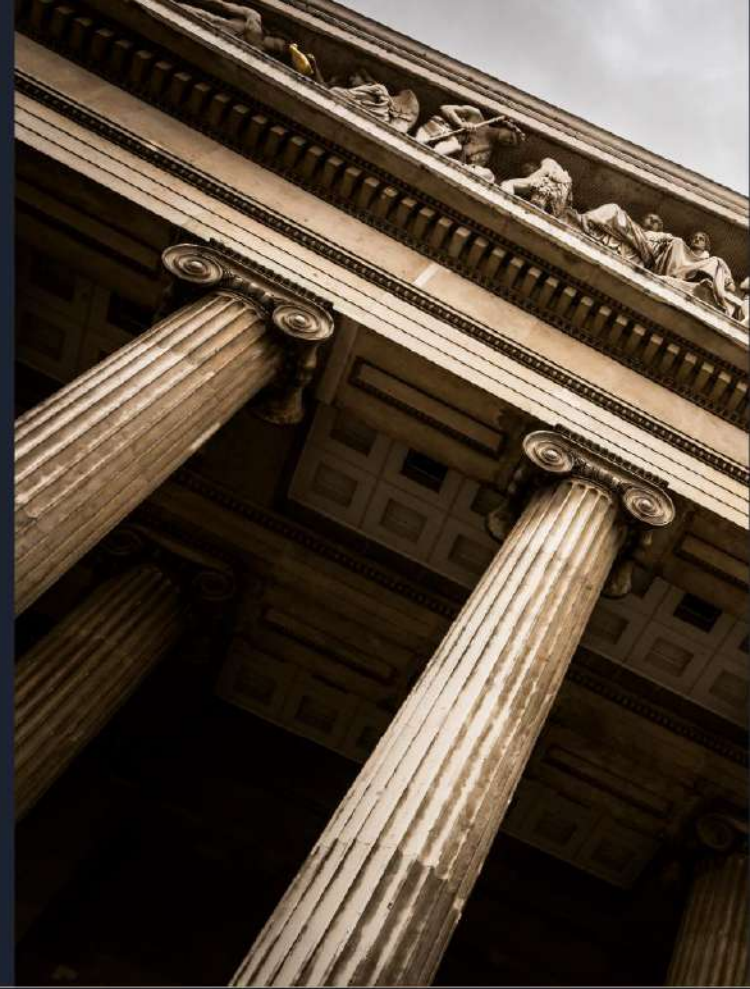|	
2+	Hours of initial workshops with Berkeley Assets
400+	Pages and data points covered in SEO audit
24+	Social media pages analysed for reference
34+	Hours of analysis, research and brainstorming
37	Previous relevant campaigns analysed

13

Subject Matter Experts

- Marketing Strategists
- Website UI/UX
- Brand Consultants
- SEO Technicians
- Performance Marketers
- Social Media Managers
- Content Specialists
- Creative Designers

Our process

Study

Action

Implementation

Discovery

First touch of brand/business, highlight of requirements

Immersion

Series of workshops to agree the actionable points

Strategy

Creation of final strategy against the groups goals & desires

Rollout

Execution of strategy through creative suite delivery

Objectives & Target Audience

Objectives

Awareness & Education

Creating awareness about the brand, and getting people acquainted with the Berkeley proposition through social content, blog pieces, and webinars. Education on the new website & Novus by Berkeley Assets.

Brand Building

Promoting the offerings of Berkeley as an asset management partner for people looking to invest. Portrayal of key members of the organisation and their movement from a digital perspective.

Qualified Website Traffic

Drive a qualified audience to the new Berkeley Assets (considering the aforementioned new audience through various marketing activations & relevant content. This should be a omnichannel approach including SEM, SEO, Social & Direct.

Building Community

Bringing like-minded people together through webinars, social live events, and create a conversation around investments. Drive usage and engagement across the community with a focus on digital assets - Website & Novus by Berkeley Assets.

Target audience (1/3)
Active investors

PERSONAS

Entrepreneurs, high net worth individuals, cash rich decision makers, finance students, banking professionals, c-suite employees, SME owners, showcasing 3% - 10% company growth, 10% - 20% company growth, 20%+ company growth

PRIMARY INTERESTS

Inflation data, business events, luxury cars, financial market, wealth management, trading, crypto-currency

SECONDARY INTERESTS

Luxury brands, designers, golf, formula-1 races, business travel, stock market

COMMON PAIN POINTS

Volatility in financial, crypto, & currency markets.

AGE SEGMENTATION

- 28-39
- 40-50
- 50-65

SECONDARY AUDIENCE BEHAVIOR

Primary: Frequent travelers to the UK/US/Australia
Secondary: Keep a tap on the inflation, reads business newspapers

WHERE ARE THEY PRESENT?

Regional: Across GCC
Channel: Linkedin, Twitter, Facebook, Instagram

PRODUCTS

Inflation tracker, portfolio, BABS

PERSONAS

Mid or high profile employees, big-time money savers, double income couple, retired professionals, couples living with their families, startup entrepreneur, HNW decision makers

PRIMARY INTERESTS

Multiple real estate, financial market, wealth management, trading, crypto-currency, NFTs

SECONDARY INTERESTS

Golf, staying in standard family villas, cars like Nissan Patrol and family cars (SUVs)

COMMON PAIN POINTS

Limited income, low returns, family liabilities, low risk takers

AGE SEGMENTATION

- 25-35
- 35-50
- 50++

SECONDARY AUDIENCE BEHAVIOR

Primary: Invest in sure-shot assets
Secondary: Keep a tap on the their investments

WHERE ARE THEY PRESENT?

- Regional: Across GCC
- Channel: Linkedin, Twitter, Facebook, Instagram

PRODUCTS

Inflation tracker, Novus , Fixed income term placement product

Target audience (3/3)
Pre/New investors

PERSONAS

Recently promoted professionals, newly employed professionals from A-grade colleges, double income couples, people with college-going or working kids, lawyers, Successful Youtubers

PRIMARY INTERESTS

Blogs on investment, real estate blogs, informational youtube channels, wealth management

SECONDARY INTERESTS

Formula 1 races, luxury brands, Tennis and other sports

COMMON PAIN POINTS

Limited income, no understanding of the market, low risk takers

AGE SEGMENTATION

- 22-35
- 35-50
- 50++

SECONDARY AUDIENCE BEHAVIOR

Primary: Trying to understand the market, travelers
Secondary: High-profile events, fashion shows, races, et al.

WHERE ARE THEY PRESENT?

- Regional: Across GCC
- Channel: Linkedin, Twitter, Facebook, Instagram, TikTok

PRODUCTS

Digital tokens

Buyer Persona: Andy The Entrepreneur

36+ Year old

Name: Andy
Profession: Owner (Foodies restaurant)
Umbrella: **Active Investor**

Personality

Communication Preferences:
Blogs, Facebook, Whatsapp, digital news advertisements, Emails

Investment Style:
Value-based

Risk Tolerance:
High

Life Stage

Investment Goals:
Grow investment portfolio, multiple value of their assets

Financial Challenges & Pain Point:
Volatility in all the markets, currency, crypto, gold, et al.

Marketing Messaging

Common Objections :
The market is heavily fluctuating.

Marketing Message:
Testimonials, diversity in our portfolio, assets

Buyer Persona: Rav The Retiree

55+ Year old

Name: Rav
Profession: Retired Senior Accounts Manager
Umbrella: **Passive Investor**

Personality

Communication Preferences:
Videos, Whatsapp, digital news advertisements, Emails, Messages

Investment Style:
Conservative

Risk Tolerance:
Low

Life Stage

Investment Goals:
Leave money to family, spend time with the friends, live comfortably

Financial Challenges & Pain Point:
Reduced or no income due to retirement

Marketing Messaging

Common Objections :
'I am already retired.'

'I am not looking to invest aggressively.'

Marketing Message:
It's never too late to plan your retirement. Not even after you are retired.

Buyer Persona: Ash The Fresh Graduate

25+ Year old

Name: Ash
Profession: Freshly out of Birmingham University, joining a startup as an Operations Manager
Umbrella: **Pre/New Investor**

Personality

Communication Preferences:
Blogs, Facebook, Instagram, Whatsapp, video, blog or digital news, advertisements, Emails

Investment Style:
Income investing

Risk Tolerance:
Medium

Life Stage

Investment Goals:
know the market, grow income, secure future in he is planning to start his own venture or study further

Financial Challenges & Pain Point:
Limited income & knowledge

Marketing Messaging

Common Objections :
'I don't have too much cash at hand'

Marketing Message:
Metaverse webinars, informative podcasts, explanatory blogs, virtual seminars
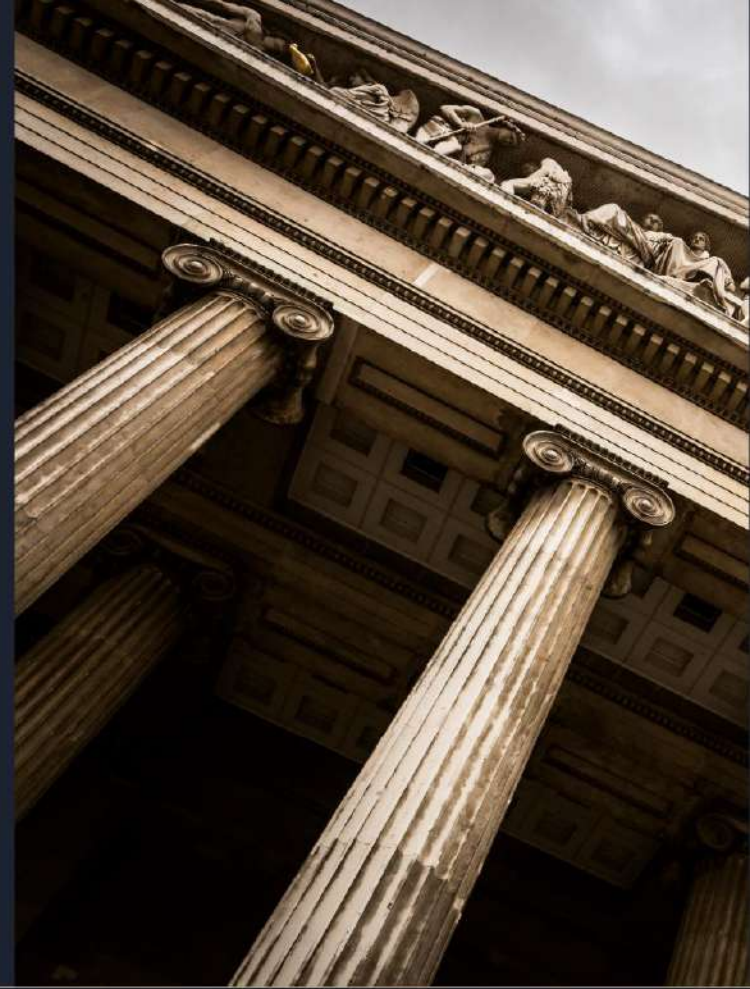
Active & Passive Investor Overview

Age	UAE Estimated Audience Size			KSA Estimated Audience Size			GCC Estimated Audience Size		
	Facebook/Instagram	LinkedIn	Twitter	Facebook/Instagram	LinkedIn	Twitter	Facebook/Instagram	LinkedIn	Twitter
25-30	2,300,000	5,900,000	10,000,000	4,700,000	6,500,000	61,000,000	2,100,000	3,000,000	18,000,000
30-35	2,000,000	5,400,000	11,000,000	3,700,000	5,200,000	56,000,000	1,900,000	2,700,000	15000000
35-40	1,500,000	4,200,000	5,900,000	2,500,000	3,400,000	14000000	1,400,000	1,900,000	17,000,000
40-65+	1,800,000	4,000,000	3,900,000	3,200,000	3,200,000	296000	2,000,000	1,800,000	131,900

Audience #1 & #2 Overview

Age	UAE Estimated Audience Size			KSA Estimated Audience Size			GCC Estimated Audience Size		
	Facebook/Instagram	LinkedIN	Twitter	Facebook/Instagram	LinkedIn	Twitter	Facebook/Instagram	LinkedIN	Twitter
25-30	2,500,000	6,000,000	792,000	5,200,000	6,500,000	40,000,000	2,400,000	3,000,000	13,000,000
30-35	2,200,000	5,400,000	917,000	4,100,000	5,200,000	12,000,000	2,100,000	2,700,000	15,000,000
35-40	1,700,000	4,200,000	327,300	2,700,000	3,500,000	10,000,000	1,600,000	1,900,000	493,400
40-65+	2,000,000	4,000,000	45,500	3,600,000	4,400,000	1,918,000	2,200,000	1,800,000	88,800

Digital Channels (Overview)

Digital Channel Overview

Social Media

01

- Channels for Berkeley:
  - Primary: Linkedin, Facebook, Instagram, Twitter
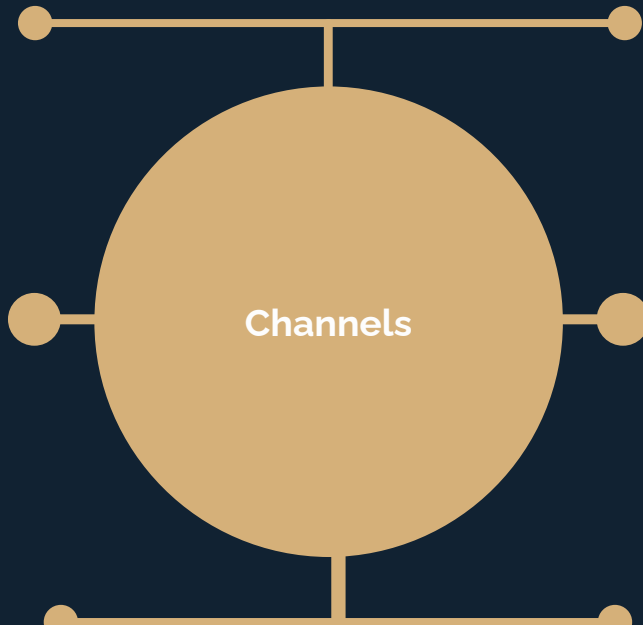 - Secondary: Youtube, Podcast Platform
  - Others: TikTok

SEO

02

- Improve visibility for relevant keywords on search mediums
- Optimize your reach organically

Content Marketing

03

- Blog content management for SEO and to reach out to relevant prospects
- Website content optimization

Channels

Email marketing

04

- Keep in touch with the audiences
- Creative audience-specific messaging campaigns
  - Blog updates

Paid Ads

05

- Awareness campaigns across Search, social
- Remarketing campaigns
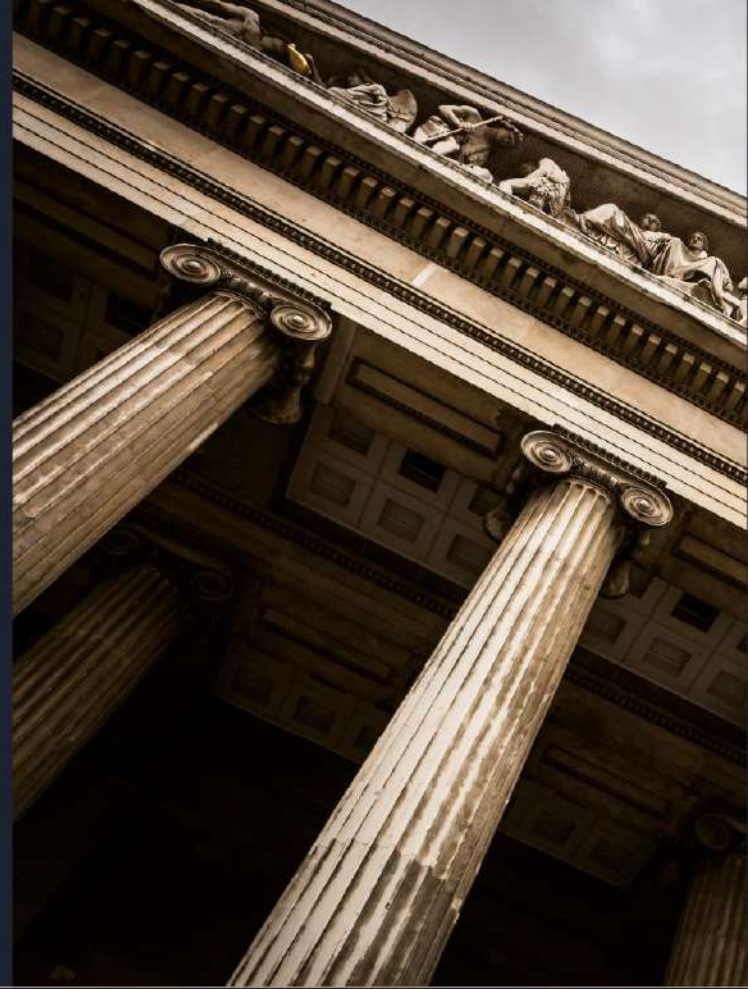- Engagement lead gen campaigns across mediums

OTHER: Telegram (Messaging)

06

- Post generating relevant insights & creating a wide db, we look to expand on telegram to create investment centric groups & be part of the conversations.

Social Media Competitor Analysis

Competitor analysis

The social audit is conducted based on 5 key criteria necessary to understand the current social media channels and take steps to improve the pages going forward.

The 5 key criteria include:

- Profile optimization
- Engagement
- Content strategy
- Media
- Posting frequency

Profile Optimization

Fully updated profile and consistency across channels

Posting Frequency

How often is content posted on the page?

Engagement

Overall interaction on the page - reactions, comments, shares

Media

Studying the media associated with the post and if they adhere to platform specification

Content Strategy

A look into the content strategy and its relevance

LinkedIn

Page	Followers	Profile Optimization	Engagement	Content Strategy	Media	Posting Frequency	Comments
Dubai Hills Fund	517	2	1	1	1	1	> The company has two different websites > Irregular posting frequency > Limited content pillars > No original content > Content type: Industry articles
BECO Capital	32,871	5	3	2	1	1	> Strong bio > Irregular posting frequency > Limited content pillars > No original content > Content type: Partnerships
Greenstone Equity Partners	15,751	5	3	3	3	3	> Strong bio > Industry type: Investment banking > Irregular posting frequency > Limited content pillars > Content type: Partnerships, events & graduate programs & announcements

Page	Followers	Profile Optimization	Engagement	Content Strategy	Media	Posting Frequency	Comments
Vanguard	304,810	5	3	5	5	5	> Strong bio > Industry type: Financial services > Diverse content pillars > Diverse content formats > No branded hashtags > Original Content > Content type: Employee engagement, services, investing tips, industry updates, CSR activities and webinars
Facet Wealth	10,883	5	3	4	5	5	> Strong bio > Industry type: Financial services > Diverse content pillars > Diverse content formats > No branded hashtags > Content type: Investing tips, employee recognition, industry updates
Berkeley Assets	1,562	5	1	1	1	1	> Strong bio > Industry Type: Venture capital & private equity principals > Irregular posting frequency > Limited content pillars > Content type: Testimonials, services & occasions

Twitter

Page	Followers	Profile Optimization	Engagement	Content Strategy	Media	Posting Frequency	Comments
Dubai Hills Fund	5	2	1	2	1	1	> Strong bio > Website link is broken > Limited content pillars > Content type: Industry articles
BECO Capital	6,326	5	3	2	1	1	> Strong bio > Irregular posting frequency > Limited content pillars > No original content > Content type: Partnerships
Vanguard	350,007	5	3	5	5	5	> Strong bio > Diverse content pillars > No branded hashtags > Original content > Content type: Employee engagement, services, investing tips & industry updates

Page	Followers	Profile Optimization	Engagement	Content Strategy	Media	Posting Frequency	Comments
Facet Wealth	937	5	3	4	5	5	> Strong bio > Diverse content pillars > No branded hashtags > Content type: Investing tips, industry updates and employee engagement
Berkeley Assets	172	5	1	1	1	1	> Strong bio > Industry Type: Venture capital & private equity principals > Irregular posting frequency > Limited content pillars > Content type: Testimonials, services & occasions

Facebook

Page	Followers	Profile Optimization	Engagement	Content Strategy	Media	Posting Frequency	Comments
Dubai Hills Fund	2,291	2	1	2	1	1	> Limited content > No community management > Irregular posting frequency > Limited content pillars
Vanguard	235,986	5	1	5	5	5	> Strong bio > Regular community management > Diverse content pillars > Content Type: Investing advice, industry updates and employee engagement

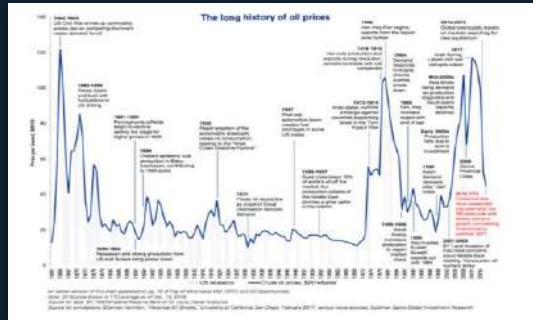| Page	Followers	Profile Optimization	Engagement	Content Strategy	Media	Posting Frequency	Comments
Facet Wealth	1,596	5	3	4	5	5	> Strong bio > Diverse content pillars > No branded hashtags > Content type: Investing tips, employee recognition, industry updates
Berkeley Assets	646	5	1	1	1	1	> Strong bio > Industry type: Investment management company > Irregular posting frequency > Limited content pillars

Dubai Hills Fund

Key content pillars:

- Industry articles
- Reposts

WHY?

We've selected this account to showcase the difference between impactful content and just posting content.

> The volatility created by COVID-19 was initially very uneven, allowing hedging strategies to thrive
>
> **Bas Kooijman**
> DHF Capital

DHF

The long history of oil prices

An Army of Faceless Suits Is Taking Over the $4 Trillion Hedge Fund World
bloomberg.com • 1 min read

Beco Capital

Key content pillars:

- Achievements

- Partnership updates

- Occasions

WHY?

UAE based venture capital firm focused on innovation & technology, with strong PR backing & industry collaborations.
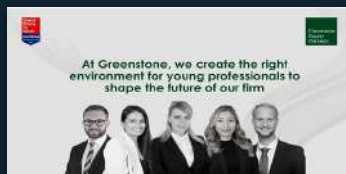
Greenstone Equity Partners

Key content pillars:

- Events

- HR related content

- Partnerships

- Announcements

WHY?

Classified as the largest fund placement firm in the Middle East, with strong Middle East presence - through event participations.
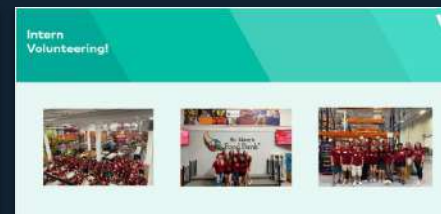
Vanguard

Key content pillars:

- Employee engagement

- Industry updates

- Services

- Webinars

- CSR activities

WHY?

Diverse use of engaging content pillars.

Facet Wealth

Key content pillars:

- Employee engagement
- Industry updates
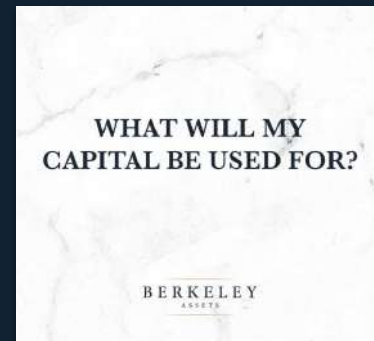- Investing tips
- Services

Why?

Strong use of engaging and informative content along with employee engagement.

Berkeley Assets

Key content pillars:

- Testimonials
- The private equity club
- Services

Key takeaways

- Creating awareness about the brand, and getting people acquainted with the Berkeley proposition through social content, blog pieces, and webinars.

- Promoting the offerings of Berkeley as an asset management partner for people looking to invest.

- Through performance targeting and relevant content bits, we seek to get relevant audience to click on our CTAs and land on the website. Our SEO plan covers a range of keywords to target the same organically.

- Bringing like-minded people together through webinars, social live events, and create a conversation around investments.

Social Media Account Character
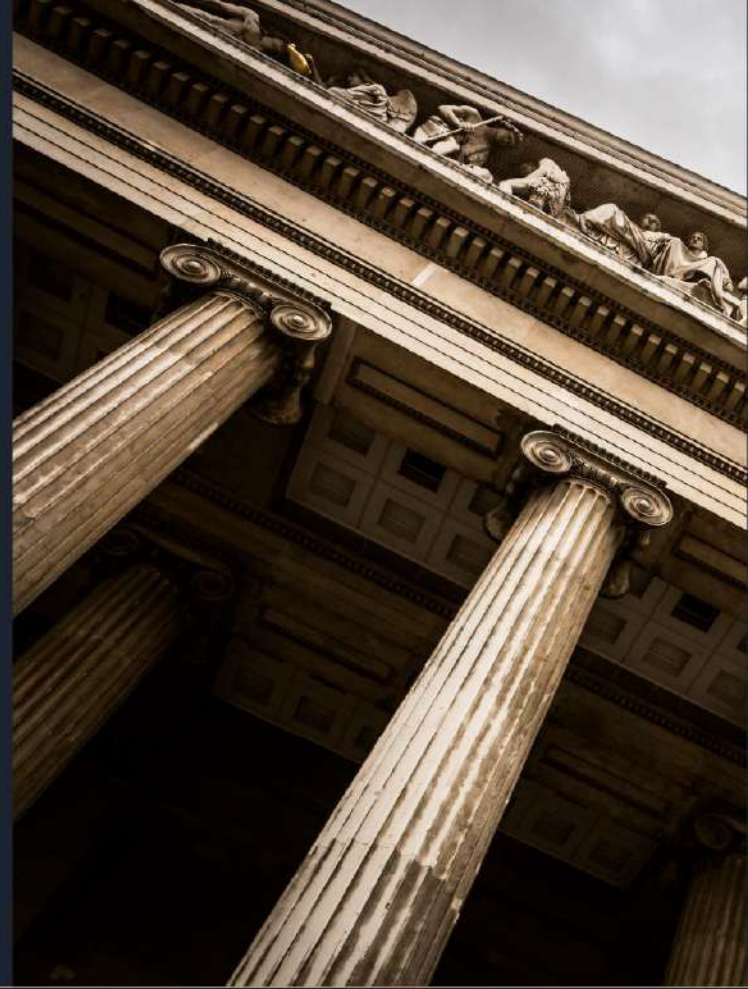
Account character

Consistency in communication is key to creating a brand that is seen as trusted by institutions and private investors looking to invest their money in tangible assets. We look at, establishing a trustworthy and informational voice that attracts relevant audiences.
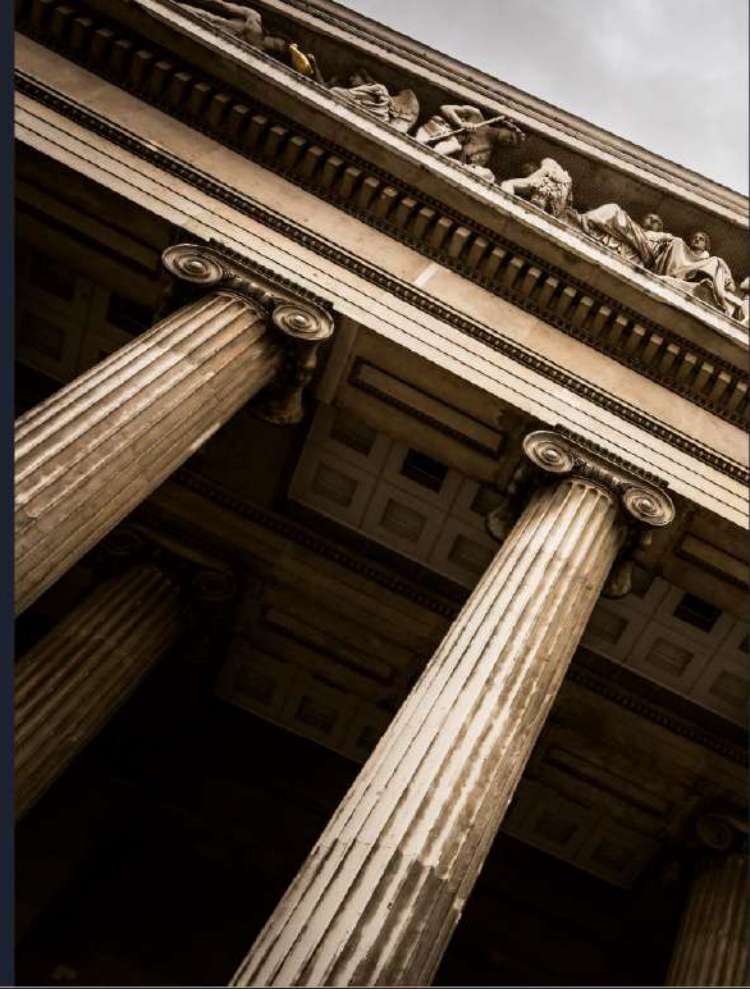
CHARACTER

Trustworthy
Professional

PURPOSE

Educate
Inform

TONE

Insightful
Educational
Reliable
Approachable

Social Media Platform Selection

Social platform: Primary

LinkedIn

KPI: Awareness, Engagement & Lead Generation

- Create awareness for Berkeley and build on brand reputation through the interactive community.

- Creating thought leadership content within the industry.

- Opportunity to network with the B2B community to help generate leads

- Helps generate traffic to the Berkey website through the content. opportunity to get genuine leads from the targeted content we create.

Insight: Caters to 26-37% of our audience, holds multiple relevant groups for professional conversations.

Facebook

KPI: Awareness, Engagement & Lead Generation

- Facebook allows us to target the niche audience who are there to talk business with like-minded people.

- Create brand awareness through the content.

- Ability to reach Berkeley personas through targeted ads.

- A large portion of the expat population in the UAE are on Facebook.

Insight: Caters to approximately 70% of our audience in the UAE of across ages. Home to groups specifically made for business interactions.

Instagram

KPI: Awareness, Engagement & Lead Generation

- Highly visual platform - Instagram enable us to diversify the type of content we take live, and reach out to maximum audiences. Through reels and videos also generate organic reach.

- Platform has high number of young age group which makes it easier to target the startups, young business owners.

Insight: Key platform for SMEs to market themselves, multiple business pages opening up to drive conversations. Caters to almost 70% of our audiences.

Social platform: Primary

Twitter

KPI: Awareness, Engagement & Lead Generation

- Leverage twitter to predict market movements

- Helps start conversations on finance & investment and build targeted community through use of hashtags

- Highly sought after platform for investors to conduct research

- Opportunity to network with the B2B & B2C Investors and industry influencers

.

Insight: Globally, 72% of fintech fans with rising crypto awareness have leverage Twitter as a powerful research tool.

Social platform: Secondary

'The Outsider'

YouTube

KPI: Awareness & Engagement

- Increase awareness and preference, demonstrate products, share knowledge, and put a likeable, human face on Berkley.

- Opportunity to develop relevant and educational content through video marketing.

- This platform helps us to rank higher on Google for the relevant audiences.

Insight: Over 35 million users on Youtube in KSA & UAE. Users in KSA (20 million) have an avg. watch time of 55 mins a day.

Podcast Platform

KPI: Awareness & Engagement

- Industry-specific podcasts have become one of the most trending means to reach out to your audience.

Insight: This won't be a marketing channel but a publication platform from where we can create podcasts, a channel, through which we can share it on multiple mediums to market.

Tik Tok

KPI: Awareness & Engagement

- Opportunity to connect with audience through financial, investment & Fintech news & updates

- Engage with Tik Tok Investor accounts to drive engagement & awareness

- Increase exposure through short engaging video formats

Insight: This platforms has lead to $350 Billion dollar worth of buying power, with almost 85% of businesses using this platform.

Social Media Content Pillars

Content pillars

Brand Related	Educational	Informational	Trust Building

New areas explored for investment, new opportunities in the market.

Company updates and news.

Educational content about our asset management process, benefits & portfolio.
Why Berkeley Assets?

Insights about upcoming projects, how to be part of Berkeley, facts and figures. Iconic projects and awards *etc.*

Testimonials, case studies, employee advocacy, client reviews or meet the team posts.

Content sub-pillars

Brand Related

- USP's about the company
- Features of the industry experience
- Expansion in the market
- Getting in contact with Berkeley
- Why choose Berkeley
- Result-driven approach
- Pros and cons of other competitors (indirect)
- Location highlight (UK, UAE)
- Industry & market expertise

Tech / Digitisation

- Application features
- Berkeley Assets digitisation
- Industry updates in relation to tech
- Tokenisations
- Web 3.0 *etc.*

Development Related

- Testimonials
- Customer experience
- Feedback
- Milestones and success stories
- Customer service

Collaborations

- Business partners
- Industry talks
- Events
- News
- Industry tips

Social Media Campaign Ideas

Campaign Idea

THOUGHT

With the Digitalization of Berkeley assets we look at emphasizing the many areas that have been made easier in this new and evolved process especially the post-covid landscape of the market.

IDEA

We will bring onboard experts from Fintech, hospitality, and other industries, C-suite individuals, business influencers to talk about what are the transforming dynamics of the world globally, the areas that have boomed and what traditional means have faded away.

CONTENT TYPES

- Live chats
- 1-minute snippets
- Carousels
- IGTV

KEY VISUAL

Transforming the way people invest <video>

#TheDigitalTalk

Objective:

Awareness, trust building, interactions

Target audiences:

Active, Passive, and new investors

Content assets

WEBINARS

PODCASTS

LIVE EVENTS

#TheDigitalTalk with Berkeley

SOCIAL MEDIA 'BUZZ'

1 - MINUTE SNIPPETS

EVENT PROMOTIONS
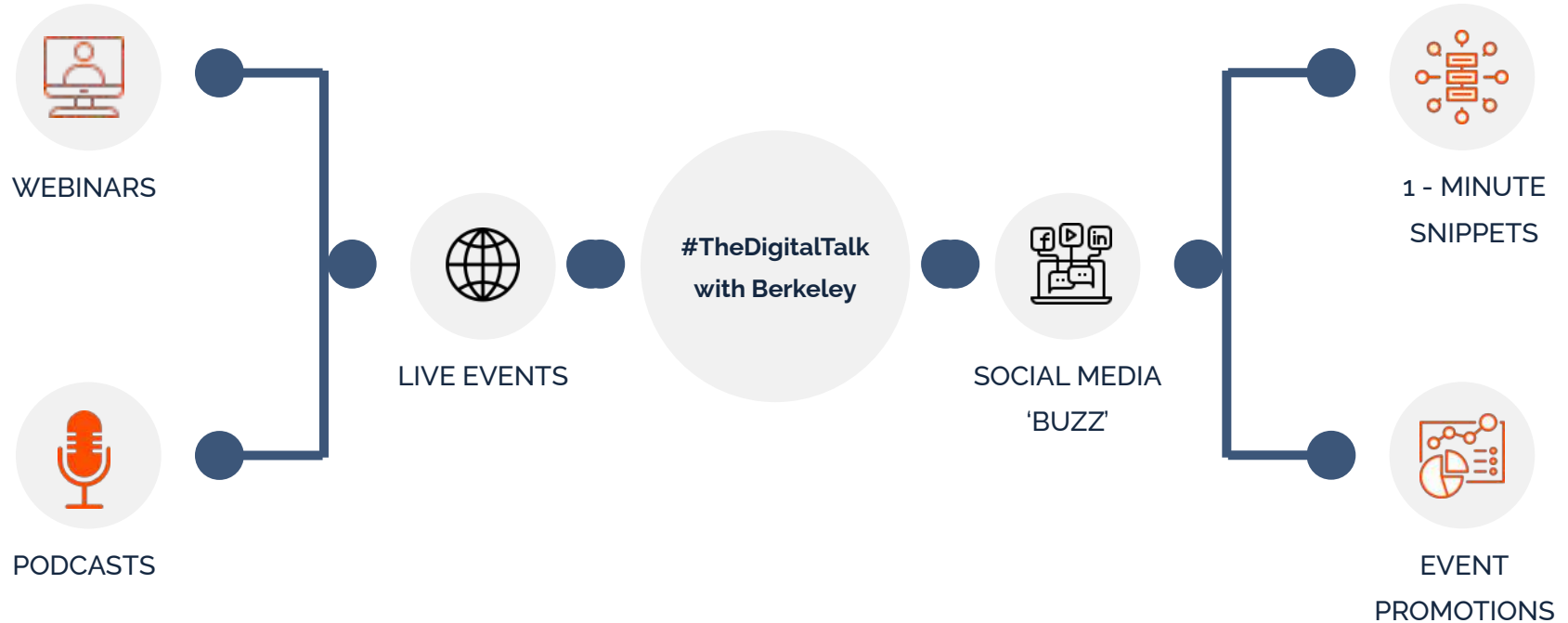
Campaign Idea

THOUGHT

We suggest presenting Berkeley Assets to the market as an Investment agency that is not only knowledgeable but also has a personality.

IDEA

We bring this to life through an educational & informative way - content pieces which address different pain - points individual investors experience and how through Berkeley they not just invest - but invest wisely. Notifications to be pushed through mobile app as well.

CONTENT TYPES

- Videos
- Carousel Posts
- Blogs

KEY VISUAL

Video series with the message Invest Smart, With Berkeley

#InvestWiselyWithBerkeley

Objective:

Awareness, Brand building

Target audiences:

Active investors and Passive Investors

Campaign Idea

THOUGHT

When people think of investing they think numbers - graphs and human calculators presenting the best financial option.

IDEA

We want to add the human touch back to investing by showcasing through video snippets how Berkeley Assets is not only passionate about finance & investing but they are also committed to assisting you.

CONTENT TYPES

- Videos
- Live Videos

KEY VISUAL

Stay financially healthy, when you choose Berkeley

#PoweringYourStart

Objective:

Brand Building & Community

Target audiences:

New investors

Campaign Idea

THOUGHT

We want to start a conversations on Investments.

IDEA

We want to educate and inform the audience on investing tips and market trends through fact based reports, case studies and expert opinion.

CONTENT TYPES

- Statics
- Videos
- Carousels

KEY VISUAL

#LetsTalkInvestments

#LetsTalkInvestments

Objective:

Brand Building & Community

Target audiences:

Active, Passive, and new investors

Social Media Content Sample

Brand related

Caption:

At Berkeley, our expert team is well-versed in delivering tailored solutions that help clients achieve sustainable growth with every investment. We leverage our long-standing industry expertise and guiding principles to educate and innovate while maintaining transparency and educating clients on the most viable investment strategy that drives long-term capital growth.

Trust building

Caption:

Ready to dive into investing, but not sure where to start?

The driving force behind any good investment is understanding your financial position, the various financial avenues that exist, and the importance of an emergency fund, to name a few. Having experience and guidance is the key to accelerating your investment journey. Choosing to #InvestWiselyWithBerkeley means you'll gain access to our knowledgeable team of professionals who ensure that every investment you make is a lucrative and wise decision.

Hashtags

#BerkeleyAssets

#RealEstate

#InvestmentProperty

#TrustedAgent

#RealEstateInvesting

#Investor

#BerkeleyInvestor

#financialfreedom

#Investing

#Investingtips

Social Media Execution Strategy
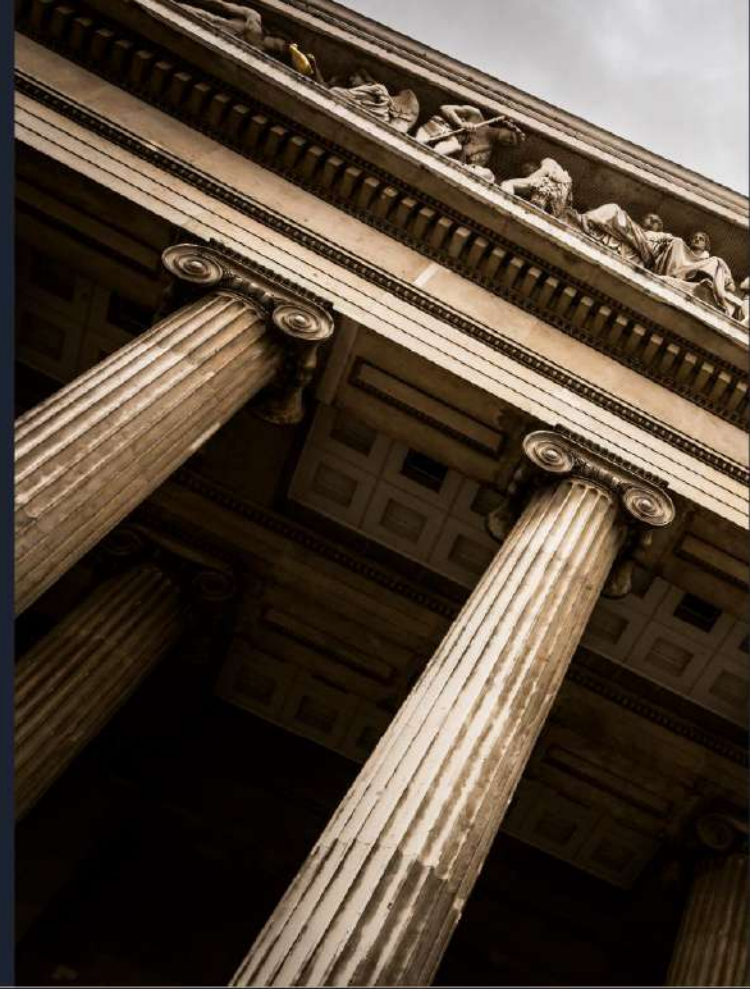
Execution strategy

Q1

STRATEGY
Phased Approach

Phase 1: 90-120 Days

Primary Focus:
Build awareness,

engagement

Property focus

Phase 2: 180 Days

Primary Focus:
Generate leads,
increase the buzz
around Berkeley Assets
unique propositions.

Phase 3: 90 Days

Primary Focus:
Leads growing along
with focusing on
growing the social
presence throughout
community and
awareness.
Engaging with other
property platforms

Content amplification

Finance Aficionados of the Region

People like HH Mansoor, Uncle Saeed, Faisal Qasimi, and so on talk about Berkeley as a source of truth for business a trusted private equity firm.

Get Featured

Getting featured on trusted European and local entrepreneurial blogs that are known amongst the industry professionals.

Organic Seeding

- Twitter questions
- Interacting with relevant accounts on facebook and linkedin groups using our content bits.

Webinar Collabs

Collaborating with entrepreneurs and C-Suite individuals to conduct online webinars that provide industry insights.

Infographics

Making landing pages or blogs with infographics that become part of our awareness campaigns.

Posting strategy

POSTING FREQUENCY
4 times a week on Linkedin & Twitter
3 times a week on Facebook & Instagram
2 times a week on TikTok

IMAGES
- Market-centric
- Benefit centric
- Announcement of next speaker

CAROUSELS
- Success stories
- Portfolio

LIVE STREAM
- #TheDigitalTalk

01

02

Content Types

05

03

04
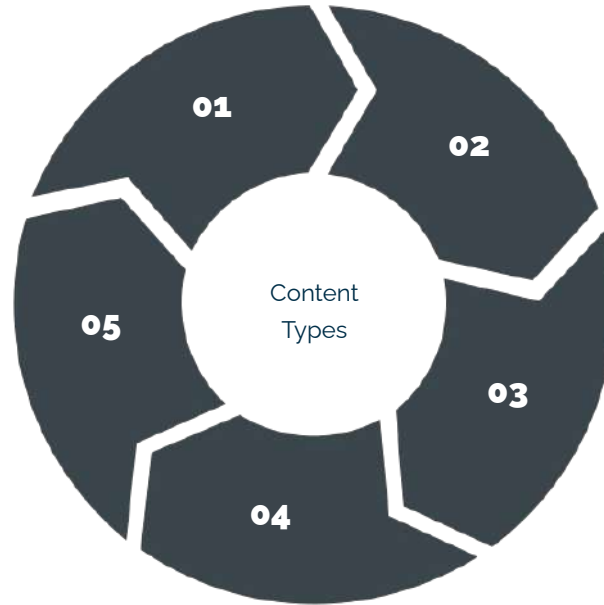
VIDEOS
- Reels: 1-minute brief snippet
- IGTV: Posting the whole talk

TWEETS
- Getting individuals to come up to us with questions
- #BerkeleyAnswers

BLOGS
- Podcasts
- Infographics
- Informative blogs about our speakers, key takeaways

Website Audit
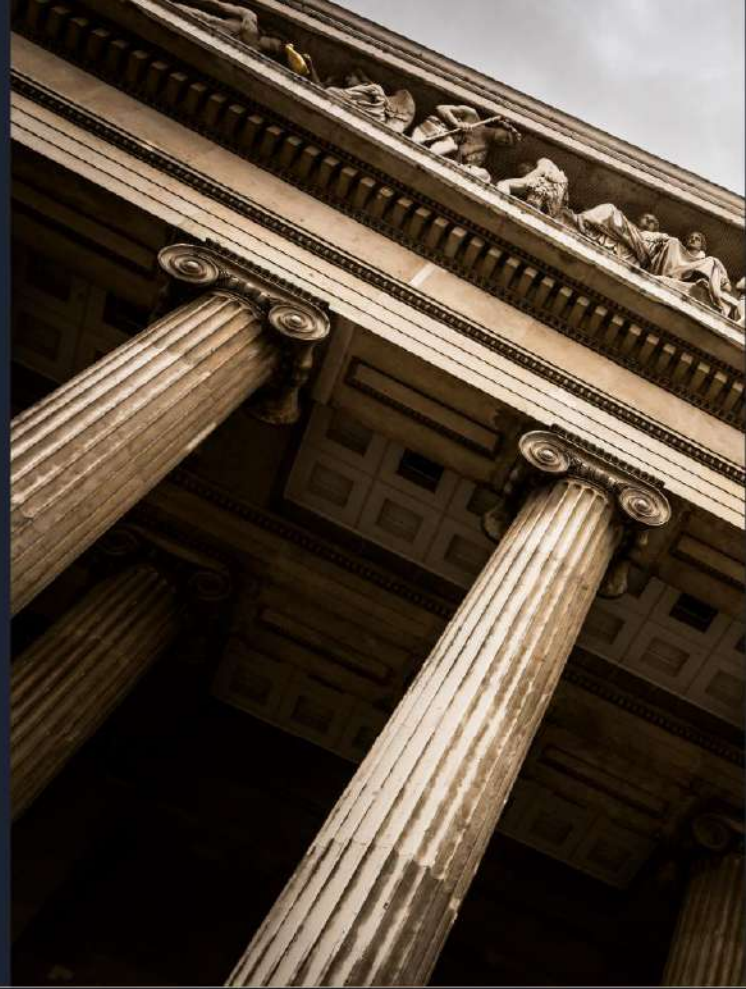
Technical audit & summary

Area	Issue / Consideration	Key Recommendation
DA & PA	The Domain Authority of the website is **21** and Page Authority is **28.**	By having **good backlinks we can improve the DA and PA of the website more.**
Website Load Time	Website is taking **3.9 seconds** to load.	The loading time of a website **should be less than 3 seconds.**
Site Performance	We found some javascript and render-blocking resources are existing on the website.	**JavaScript and render-blocking resources issues need rectifying.**
XML sitemap	We found XML sitemap on the website.	**XML sitemap contains cookie policy urls and privacy policy urls** which can be removed from indexing.

Technical audit & summary

Area	Issue / Consideration	Key Recommendation
Robots.txt	**Robots.txt file is present.**	**We should add privacy policy & cookie policy pages to Robots.txt file.**
URL Structure	3 URLs are having underscores.	We should replace the existing underscores with hyphens on the current URLs
HTTP Status Codes	71 URLs are returning to success code 200, 1 URLs is redirected.	**No changes required.**

Technical audit & summary

Area	Issue / Consideration	Key Recommendation
Canonicalization	**13 Urls are missing** self canonical tags.	We should **implement self canonical tags to all the URLs**, Canonical tags ensures that multiple versions of the page (duplicates) don't get indexed separately on Google
Meta Title	We found **7 title tags are duplicate & 5 are below character limit.**	Optimize **all titles to be unique for the page and to include target keywords – within the recommended character limit.**
Header Tags	**1 page is missing H1 tag & 12 pages are missing H2 tags.**	Each page should have a **unique H1 & H2 Tag.**

Technical audit & summary

Area	Issue / Consideration	Key Recommendation
Google My Business Page	We found **GMB page is incomplete.**	To complete GMB, we should **add company description, phone number, positive reviews & few question and answers.**
Mobile Performance	We found the **mobile speed score 27 out of 100**, which is poor for any website.	We suggest fixing all page resources which affected website mobile. performance and friendliness.
Backlinks	Website has 678 backlinks from 65 Domains.	**Need to build backlinks from different domains which has high Domain authority.**

Technical audit & summary

Area	Issue / Consideration	Key Recommendation
Alt Tags & Image Size	Out of the **9 images available for analysis, 1 image is missing an alt text**	**Alt text should be implemented for all the images.**
Meta Description	We found **8 pages are having duplicate description tags.**	Optimize all **descriptions to be unique for the page and to include target keywords** – within the recommended character limit.

Technical audit - Key recommendations

Domain Authority & Page Authority	Page Speed	On-page	Areas of Immediate Concern
DA - 21 / 100 PA - 28 / 100	Fully page loading speed - **3.9 seconds** **Mobile - 27 / 100** **Desktop - 76 / 100**	Optimize **(title, description, H1, H2, alt tags)** **Keyword density check, content recommendations, interlinking & blog content.**	**Website mobile speed should be improved.** **Core web vitals assessment: failed.**
Building quality backlinks to our website. PR activity plays a key role in increasing credibility.	We should increase our website speed. page speed should **load in less than 3 seconds** to keep our visitors engaged on the website.	The value of organic traffic increases once we have keywords ranking and when the website become more visible in the SERP.	Building backlinks in high Domain authority websites. Optimize on page (meta title, description, header tags) with targeted keywords.

Competitor Landscape

Berkeley assets vs Competitors - Domain
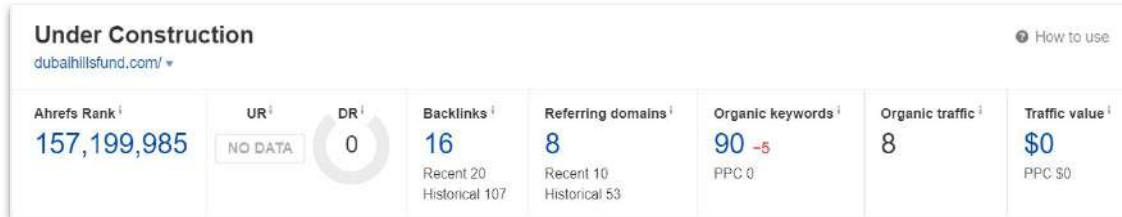
Domain Rating: Our domain rating is 25 which is less than the competitor becocapital.com as we have less referral domains.
Recommendation: We need to have more referral domains which has high DA for our website.

Organic traffic: Currently only 38 keywords are ranking for the website & the traffic value is zero.
Recommendation: Optimizing on-page with targeting keywords & creating more content for blogs can help us to increase organic traffic.

Backlinks: Currently the website has 262 backlinks only.
Recommendation: Creating backlinks on regular basis can help us to increase the no.of backlinks

Berkeley Assets vs Competitors - Domain

Home - BECO Capital
becocapital.com/ ▾   @ How to use

Ahrefs Rank	UR	DR	Backlinks	Referring domains	Organic keywords	Organic traffic	Traffic value
2,717,702	48	34	4.01K +58	578	412 +11	764	$14
			Recent 4.78K	Recent 703	PPC 0		PPC $0
			Historical 35.3K	Historical 1.39K			

Home - Greenstone Equity Partners
www.gsequity.com/ ▾   @ How to use

Ahrefs Rank	UR	DR	Backlinks	Referring domains	Organic keywords	Organic traffic	Traffic value
29,327,715	33	6	686	211	940 +30	628	$1.6K
			Recent 1.05K	Recent 276	PPC 0		PPC $0
			Historical 3.58K	Historical 541			

Location

www.berkeley-assets.com

www.dubaihillsfund.com

www.becocapital.com

www.gsequity.com

Finding: **UK, US & India** are the common locations for the **berkeley-assets** competitors which are getting more organic traffic. For the **berkeley-assets** website along with UAE, we can concentrate on these three locations to get more organic traffic.

Organic traffic
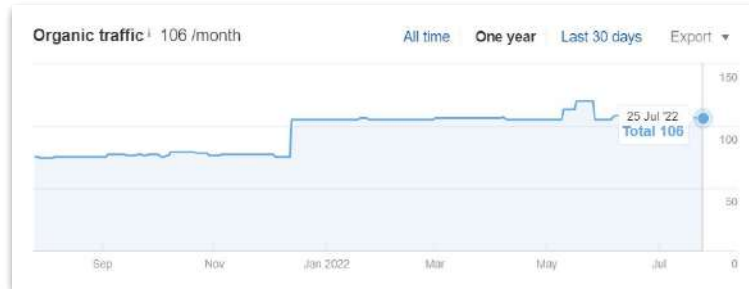
www.berkeley-assets.com

www.dubaihillsfund.com
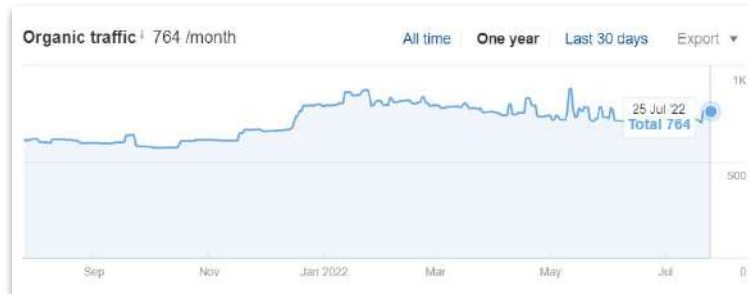
www.becocapital.com
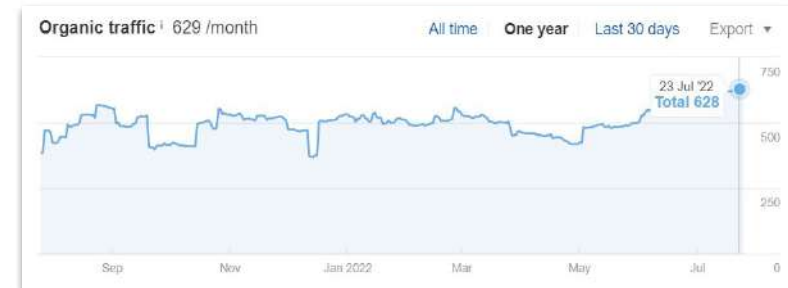
www.gsequity.com

Findings: Our organic traffic is too low when comparing to the competitors.
Recommendations: By doing proper onpage optimization & by implementing no.of blogs with different keywords can help us to increase the organic traffic.

Organic keywords
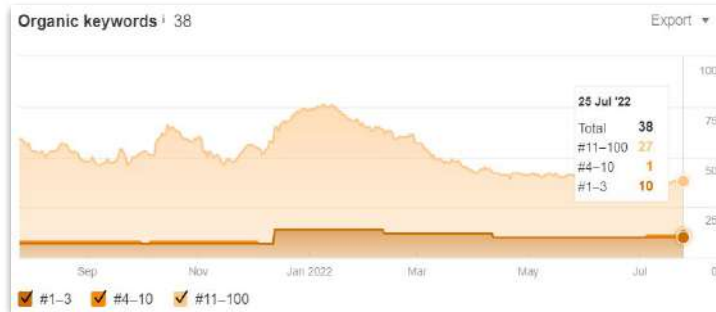
www.berkeley-assets.com
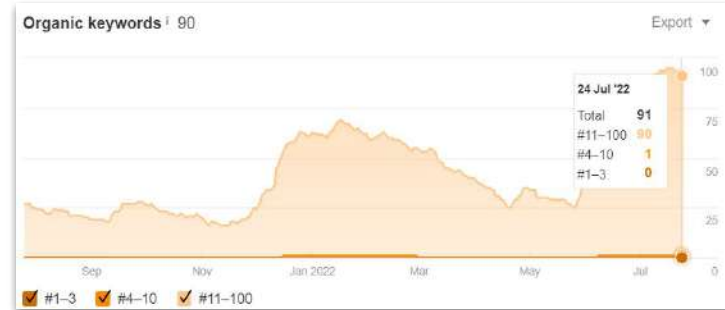
www.dubaihillsfund.com
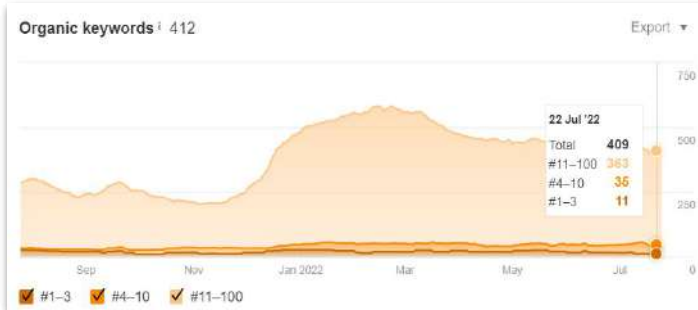
www.becocapital.com
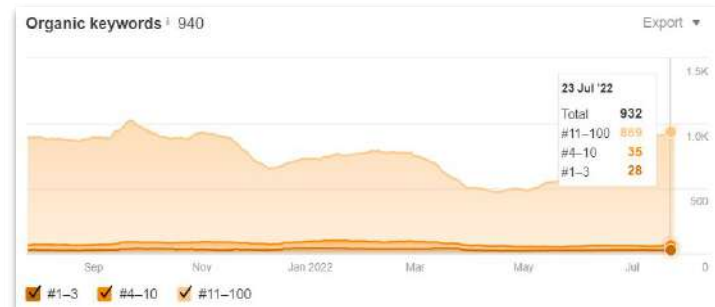
www.gsequity.com

Note: www.gsequity.com website has 869 keywords ranking on Google search engine. By updating the page with target keywords and creating a number of blogs we can improve the website's visibility.

Berkeley assets vs Competitors - Backlinks

Metrics	● www.berkeley-ass...	● www.dubaihillsfu...	● www.becocapital....	● www.gsequity.com
Domain Authority	21	4	32 ⊘	28
Spam Score	1% ⊘	20%	2%	3%
Total links	678	2.697	8.912 ⊘	856
% of total links, external + follow	23%	0%	17%	63% ⊘
External, followed links	154	6	1,552 ⊘	540
Internal, followed links	473	2,685	6,960 ⊘	0
External, nofollowed links	51	6	397 ⊘	316
Internal, nofollowed links	0	0	3 ⊘	0
Total linking domains	65	7	542 ⊘	227
Followed linking domains	42	4	389 ⊘	145

Backlink profile of the Berkeley-Assets website vs competitors. When compared, the **Berkeley-Assets** website has less domain authority & has fewer internal & external backlinks. The number of backlinks should be increased for better website ranking.

We will also be working on **social bookmarking, profile submission, PDF Submission, and blog commenting** which will help us to improve the external backlinks & linking domains.

Backlink profile

www.berkeley-assets.com

Backlinks [i]	686	100%
Dofollow [i]	460	67%
Nofollow [i]	222	32%
UGC [i]	3	<1%
Sponsored [i]	1	<1%
Text [i]	683	100%
Redirect [i]	2	<1%
Image [i]	58	8%
Form [i]	0	0%
Governmental [i]	0	0%
Educational [i]	1	<1%

www.becocapital.com

Backlinks [i]	1,360	100%
Dofollow [i]	1,108	81%
Nofollow [i]	242	18%
UGC [i]	8	<1%
Sponsored [i]	0	0%
Text [i]	1,350	99%
Redirect [i]	11	<1%
Image [i]	69	5%
Form [i]	5	<1%
Governmental [i]	0	0%
Educational [i]	8	<1%

Note: Currently Berkeley-Assets website has 686 backlinks. To improve the domain authority we need to do backlink activity on regular basis.

Backlink approach - Link intersect

- **Backlinks are still the key…**

  SEO in 2022 is still all about content and links. Without amazing relevant content, link building becomes a challenging process. And without link building, "company credit reports" wouldn't 'crack' the first page. Backlink development for specific keywords is what we need to consider.

- **Key recommendation**

  Link Intersect: check competitor backlinks and build backlinks where "Berkeley-Assets" can be linked, which will help to **increase the Domain Authority and search visibility in SERP.**

FITNESS WEEKLY

Strong Backlink

How to Run a Marathon

Other Website

Contains a link to your website and is in the same industry as your website

Your Website

Has a strong contextual backlink from the other website

Improve domain authority

- Building backlinks from High DA PR websites will increase the overall DA of the Berkeley-Assets website.

- Performing a monthly link audit to analyse and identify spammy backlinks. These will then be disavowed.

- Creating link-worthy content others can link to. Researching on similar ones to our top referrers and get backlinks to them through post comments, shares, roundup posts, or guest blogging on their site.

- Improving internal links on the Berkeley-Assets website.

- Increasing High DA referring domains linking to the Berkeley-Assets website will bring huge improvements to the DA.

- Identifying competitors backlinks high DA and quality backlinks & building those for the Berkeley-Assets website.

PR list backlink approach

URL	Categories	DA	PA	DR	Semrush Traffic	Referring Domains	Cost per post	IP Address	Ahrefs Traffic
https://labuwiki.com/	Finance	55	39	53	6500	4460	$100	172.67.167.223	43223
https://businessdeccan.com/	Finance	53	43	45	460	1721	$90	172.67.151.152	933
https://inkedwit.com/	Finance	53	37	51	978	97	$100	194.163.136.160	1190
https://www.toocoolwebs.com/	Finance	53	42	26	26	313	$120	164.90.145.82	2338
https://allniche.net/	Finance	51	43	37	537	3118	$65	208.91.198.106	286
https://jewelbeat.com/	Finance	39	42	46	796	831	$75	104.21.82.159	1401
https://www.paystubsnow.com	Finance	37	45	67	120100	2829	$370	52.205.58.45	69523
https://www.makeoverarena.com/	Finance	30	44	40	26600	5535	$100	74.208.236.223	400787
https://www.turbofinance.com	Finance	27	34	30	18188	328	$150	162.159.135.42	22999
https://newsblaze.com/	Finance	65	56	71	330	12177	$380	172.67.72.222	530
https://bitcoinstrends.net/	Finance	56	36	29	622	187	$80	162.0.235.220	1264
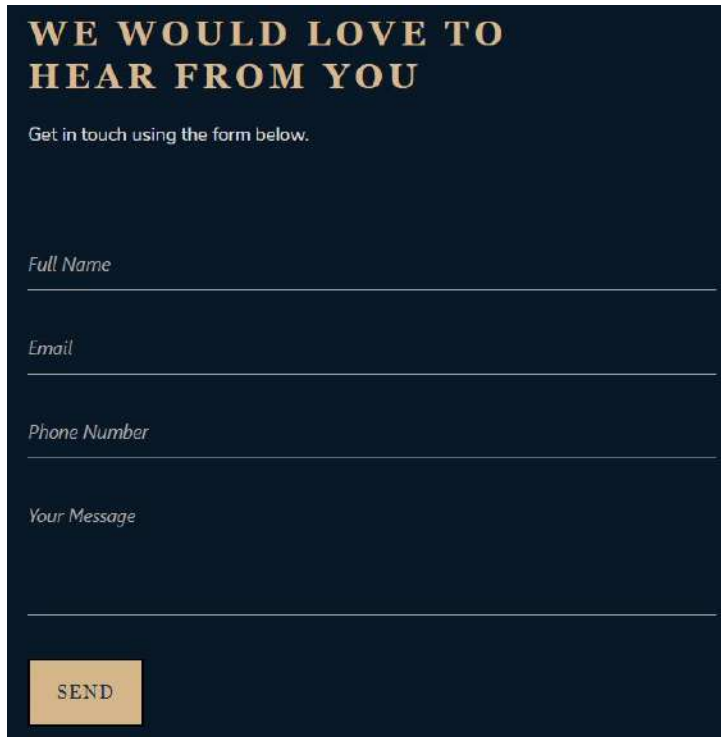
PR list backlink approach

URL	Categories	DA	PA	DR	Semrush Traffic	Cost per post	IP Address
https://f95zoneweb.com/	**Business**	48	35	42	3700	**$60**	104.21.44.71
https://www.oursminiworld.com/	**Business**	53	35	45	509	**$120**	172.67.149.181
https://www.iitsnews.com/	**Business**	52	44	32	20300	**$75**	194.163.142.38
https://expertiselanguage.com/	**Business**	61	38	33	1	**$55**	172.67.185.25
https://www.healthlawbenefits.org/	**Business**	58	37	9	4	**$80**	104.21.67.215
https://www.walterretourenresistance.com/	**Business**	57	35	22	1	**$80**	67.225.206.250
https://theedp.com/	**Business**	74	37	32	239	**$60**	172.67.198.240
http://colonianarinense.com/	**Business**	73	50	23	1500	**$120**	104.21.20.209
https://alltimespost.com/	**Business**	63	42	39	803	**$50**	172.67.188.34
https://www.businessian.com/	**Business**	60	40	51	179	**$120**	199.188.206.59
https://itsdailyworld.com/	**Business**	60	39	30	70	**$70**	194.163.142.38
https://socotamega.com/	**Business**	58	42	43	32	**$55**	172.67.156.97
https://www.digitechwebservises.com/	**Business**	57	44	49	4400	**$120**	63.250.38.207

Conversion tracking

Incase the website doesn't have the goals set up in Google Analytics, we need to set up tracking for the following activities:

- Contact us form submission

- Login button clicks to **Novus** website

WE WOULD LOVE TO HEAR FROM YOU

Get in touch using the form below.

Full Name

Email

Phone Number

Your Message

SEND

KEYWORD ANALYSIS

Keyword	Avg. monthly searches	Competition	Targeting Location
real estate development funds	1000	Low	GCC
government pension investment fund	590	Low	GCC
investment equity	390	Low	GCC
institutional investors	320	Low	GCC
domestic institutional investors	260	Low	GCC
equity funding	210	Low	GCC
private equity firm	210	Medium	GCC
private equity fund	170	Low	GCC
venture capital firms	140	Low	GCC
long term capital gain	110	Low	GCC
private equity investment	90	Medium	GCC
private investors	90	Low	GCC
alternative investment funds	70	Low	GCC
investment banking companies	70	Low	GCC
partner fund management	70	Low	GCC
private equity companies	70	Low	GCC
institutional traders	50	Low	GCC
capital partners	40	Low	GCC
equity capital markets	40	Low	GCC
family offices investment	40	Low	GCC
how to find an investor	40	High	GCC

Keyword	Avg. monthly searches	Competition	Targeting Location
private equity and venture capital	40	Medium	GCC
real estate private equity	40	Low	GCC
top private equity firms	40	Low	GCC
best investment banks	30	Low	GCC
largest private equity firms	30	Low	GCC
private investment company	30	Medium	GCC
biggest private equity firms	20	Low	GCC
hedge fund investment	20	Medium	GCC
individual investors	20	Low	GCC
joint venture partnerships	20	Low	GCC
private equity international	20	Low	GCC
private equity venture capital	20	Low	GCC
asset holding company	10	Low	GCC
best healthcare private equity firms	10		GCC
best private equity firms	10	Low	GCC
best real estate private equity firms	10	High	GCC
biggest real estate private equity firms	10	Low	GCC
bridgepoint private equity	10	Low	GCC
bridging finance for property development	10		GCC
capital partner real estate	10		GCC
capital risk mitigation	10		GCC

Keyword	Avg. monthly searches	Competition	Targeting Location
commercial property development finance	10		GCC
equity fund raising	10	Medium	GCC
equity placement	10	Low	GCC
family office hedge fund	10	Medium	GCC
fixed deposit return	10	Low	GCC
healthcare private equity	10	Low	GCC
healthcare private equity firms	10	Low	GCC
healthcare private equity funds	10	Low	GCC
holding company for real estate	10	Low	GCC
hospitality private equity	10	Low	GCC
hospitality private equity firms	10	Low	GCC
hospitality private equity partners	10		GCC
institutional shareholders	10	Low	GCC
largest institutional investors	10	Low	GCC
largest real estate private equity firms	10		GCC
long term capital	10	Low	GCC
long term capital gain on shares	10	Low	GCC
long term capital gains rate	10	Low	GCC
long term capital investment	10		GCC
low cost capital	10	Low	GCC
partners group private equity	10		GCC

Keyword	Avg. monthly searches	Competition	Targeting Location
pension fund investment	10	Medium	GCC
preferred equity real estate	10	Low	GCC
private capital raising	10	Low	GCC
private equity business	10	Medium	GCC
private equity capital raising	10		GCC
private equity for individual investors	10	High	GCC
private equity hospitality funds	10		GCC
private equity investment firm	10	Medium	GCC
private equity investment in healthcare	10		GCC
private equity logistics	10		GCC
private equity logistics companies	10		GCC
private equity placement	10	Medium	GCC
private equity real estate funds	10	Medium	GCC
private equity real estate investment	10	Medium	GCC
private equity startups	10	High	GCC
private equity stocks	10		GCC
private investment firm	10	Medium	GCC
private placement finance	10	Low	GCC
private placement investors	10	Low	GCC
private placement real estate	10	Low	GCC
private real estate investing	10		GCC

Keyword	Avg. monthly searches	Competition	Targeting Location
private real estate investment firm	10		GCC
property development financing	10	Low	GCC
property development funding	10	Low	GCC
publicly traded private equity firms	10	Medium	GCC
qualified institutional investors	10	Low	GCC
raise private equity	10		GCC
real estate development finance	10	Medium	GCC
real estate equity	10	Low	GCC
real estate equity investment	10		GCC
real estate equity partners	10		GCC
real estate private equity firms	10	Medium	GCC
real estate project finance	10	Low	GCC
sustainable investment funds	10	High	GCC
top healthcare private equity firms	10	High	GCC
top real estate private equity firms	10	Medium	GCC
private equity and healthcare	0		GCC
hospitality real estate private equity			GCC
hospitality real estate private equity firm			GCC
novus benefits			GCC
average equity for startup employees	10		GCC
biotech startup equity	10		GCC

Keyword	Avg. monthly searches	Competition	Targeting Location
buying equity in a startup	10	High	GCC
cleantech private equity	10		GCC
convertible equity startup	10		GCC
convertible note startup	20	Low	GCC
cost of equity for startups	10	Low	GCC
early stage startup equity	10		GCC
edtech private equity	10		GCC
equity at a startup	10		GCC
equity at startup	10		GCC
equity fintech	10		GCC
equity in a start up	10	Low	GCC
equity investment in startup	10		GCC
equity offer startup	10		GCC
equity options startup	10		GCC
equity share in startup	10		GCC
equity sharing startup	10		GCC
equity start up	10		GCC
fintech equity	10		GCC
fintech private equity	10	Low	GCC
fintech private equity firms	10		GCC
fintech private equity funds	10		GCC

Keyword	Avg. monthly searches	Competition	Targeting Location
first employee startup equity	10		GCC
getting equity in a startup	10		GCC
high tech private equity	10		GCC
industrial technology private equity	10		GCC
investor equity in startup	10	Medium	GCC
late stage startup equity	10		GCC
my startup equity	10		GCC
negotiating equity in a startup	10		GCC
negotiating startup equity	10		GCC
offering equity in a startup	10		GCC
private equity and technology	10		GCC
private equity investment in fintech	10		GCC
private equity startups	10	High	GCC
private equity technology	20	Low	GCC
start up equity	10	Low	GCC
start up private equity	10		GCC
startup advisor equity	10	Medium	GCC
startup company equity	10		GCC
startup compensation	10		GCC
startup early employee equity	10	Low	GCC
startup employee equity	10	Low	GCC

Keyword	Avg. monthly searches	Competition	Targeting Location
startup equity compensation	10	Low	GCC
startup equity investment	10	High	GCC
startup equity offer	10	Low	GCC
startup founder equity	10		GCC
startup paying with equity	10		GCC
startup studio equity	10	Low	GCC
tech equity	10		GCC
tech for equity	10		GCC
tech private equity	10	Low	GCC
top fintech private equity firms	10	Medium	GCC
typical equity compensation startup	10		GCC
understanding equity in a startup	10		GCC
work for equity startup	10		GCC

Keyword	Avg. monthly searches	Competition	Targeting Location
inflation calculator	1000	Low	GCC
inflation rate calculator	110	Low	GCC
inflation adjuster	40	Low	GCC
money inflation calculator	30	Low	GCC
future inflation calculator	20	Low	GCC
currency inflation calculator	10	Low	GCC
inflation converter	10	Low	GCC
inflation rate tracker	10	-	GCC
inflation tracker	10	Low	GCC
price inflation calculator	10	Low	GCC
tracking inflation	10	-	GCC
wage growth tracker	10	Low	GCC

Search Visibility & Forecast
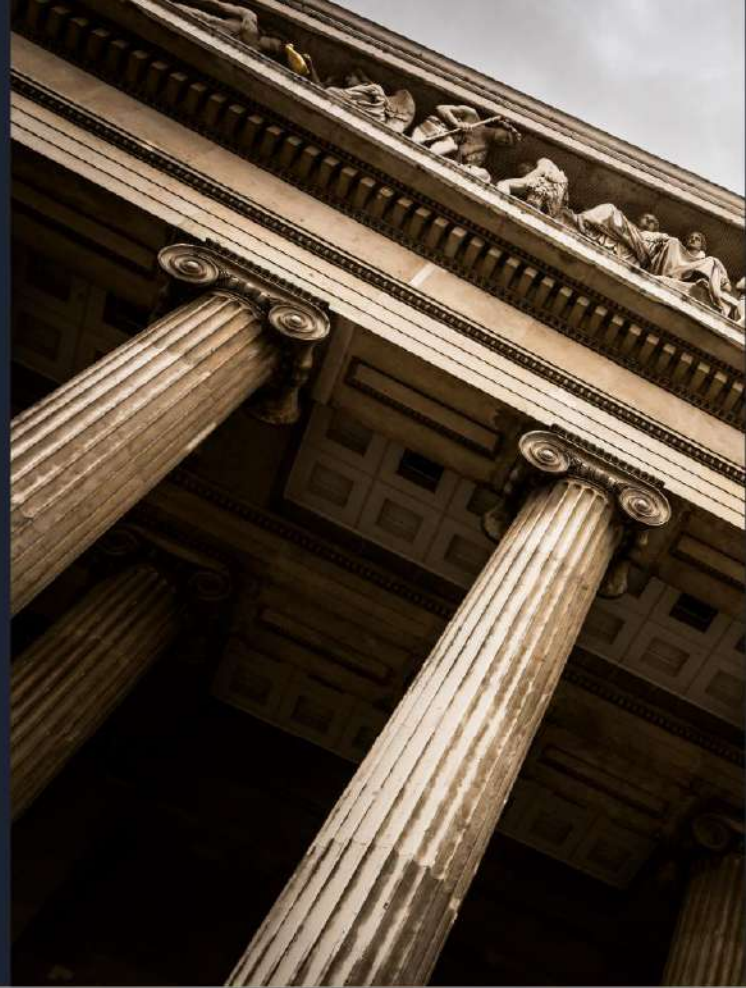
Search visibility & media value

berkeley-assets.com

🖥 0%

📱 0%
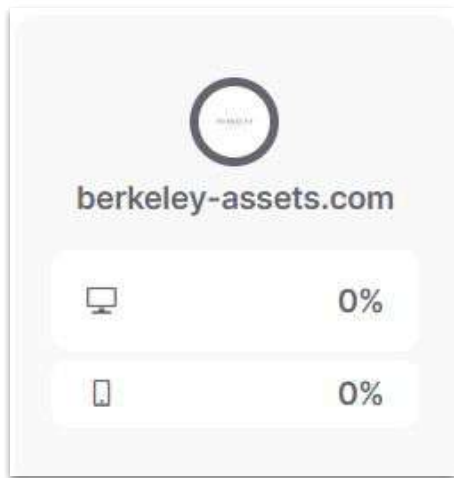
NOTE:

The current visibility score for the Berkeley-Assets website is 0% for both desktop & mobile devices, by targeting high search volume keywords and by ranking them in the 1st position, the visibility score will improve. The media value of the Berkeley-Assets website is 0 as the website doesn't have any search visibility now.

KEY METRICS:

- Search visibility

- Search visibility vs Competitors

- Value of your organic traffic for specific keywords

Monthly forecast
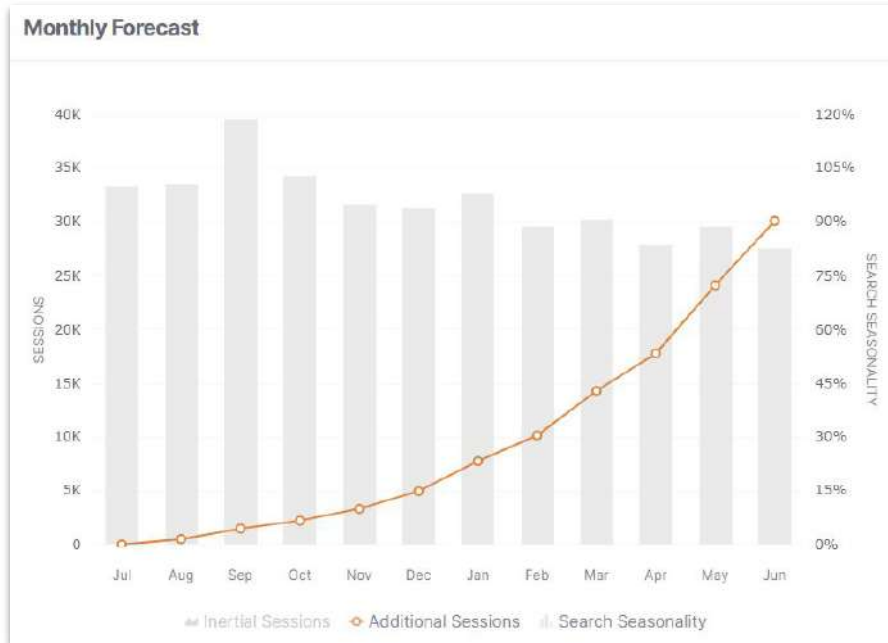
NOTE:

Based on the keyword research we are expecting improvement in organic traffic in the next 12 months, once we have all the keywords ranking on first pages and by implementing on-page optimization.

Monthly forecast

MONTH	ADDITIONAL SESSIONS	SEARCH SEASONALITY
JUL	0	100%
AUG	+515	101%
SEP	+1.5K	119%
OCT	+2.2K	103%
NOV	+3.3K	95%
DEC	+5K	94%
JAN	+7.8K	98%
FEB	+10.2K	89%
MAR	+14.3K	91%
APR	+17.8K	84%
MAY	+24.1K	89%
JUN	+30.1K	83%

NOTE:

We can see the total searches on each month for the next 12 months.

RECOMMENDATIONS:

Ranking keywords will improve the organic search and traffic to the website.

SEO Plan
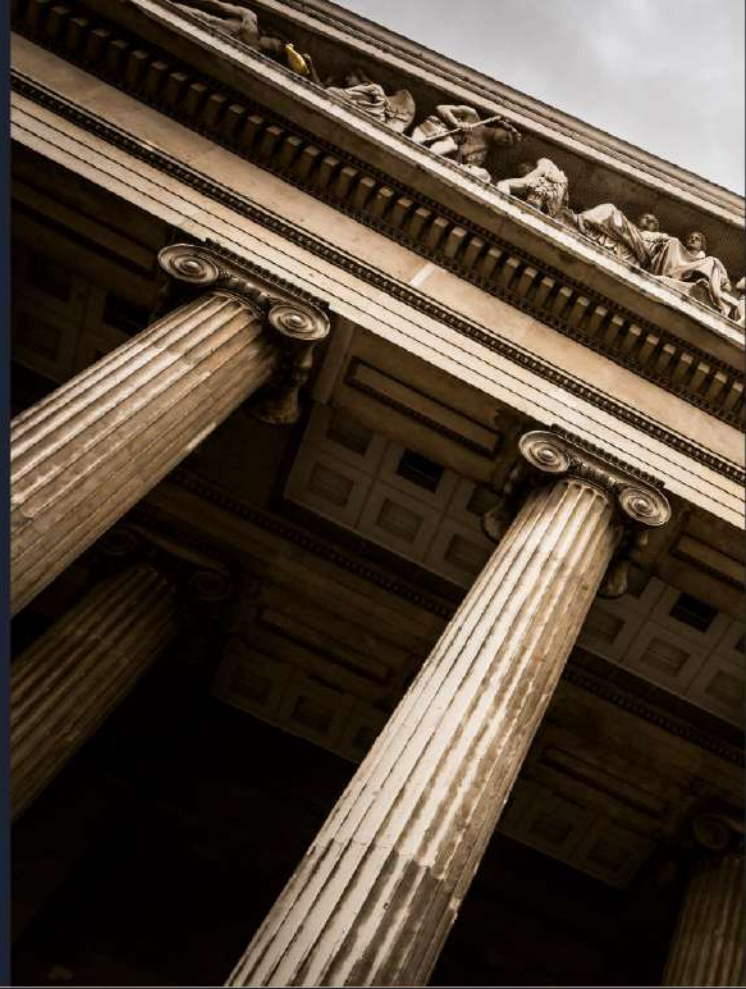
SEO checklist

Our 20 point checklist has been designed to ensure that your website is tested for every important aspect that can impact its position on Google. Post audit, our team will provide you and your development team with a list of recommendations that will need to be implemented. Our experts will support your development team throughout the process so that the implementation of our recommendations is smooth and efficient.

1. DA & PA check
2. Site performance (Website speed)
3. Device performance
4. Backlinks
5. Indexed URL Status
6. Black Hat SEO (check)
7. XML sitemap
8. Robots.txt
9. HTTP status codes
10. Error pages
11. URL Structure
12. Canonicalization
13. Meta Titles
14. Meta Description
15. Headings
16. Images
17. Business Listing Analysis
18. SERP Analysis
19. Schema
20. Mobile Performance

SEO checklist

PHASE 1
MONTH 1

TECHNICAL UPDATES

Our team will work with your technical teams to make sure that the required technical updates are completed during this time.

PHASE 2
MONTHS 2 - 12

ADVANCED AUDIT

Launch an advanced audit with the outcomes focused on (a) identifying the technical improvements required on your website, (b) identifying your key competitors and understanding your true Search Visibility measurement, (c) identifying the content topics that will provide real impact for your business and (d) creating an implementation strategy for roll-out. During this stage, we'll also identify the copy writing processes and tone of voice required of the content that will need to be created for your business.

PHASE 2
MONTHS 2 - 3

CONTENT ACCELERATION

By now, we have a clear understanding of your business, your competitors and what we need to do to start increasing your business' Search Visibility. We will now set a clear timeline of the content that needs to be created and hosted on your website for maximum visibility and traffic. If you are unable to assist with the content creation, Nexa has a variety of options including the hiring of a full-time copy writer who will focus 100% of their attention on your business.
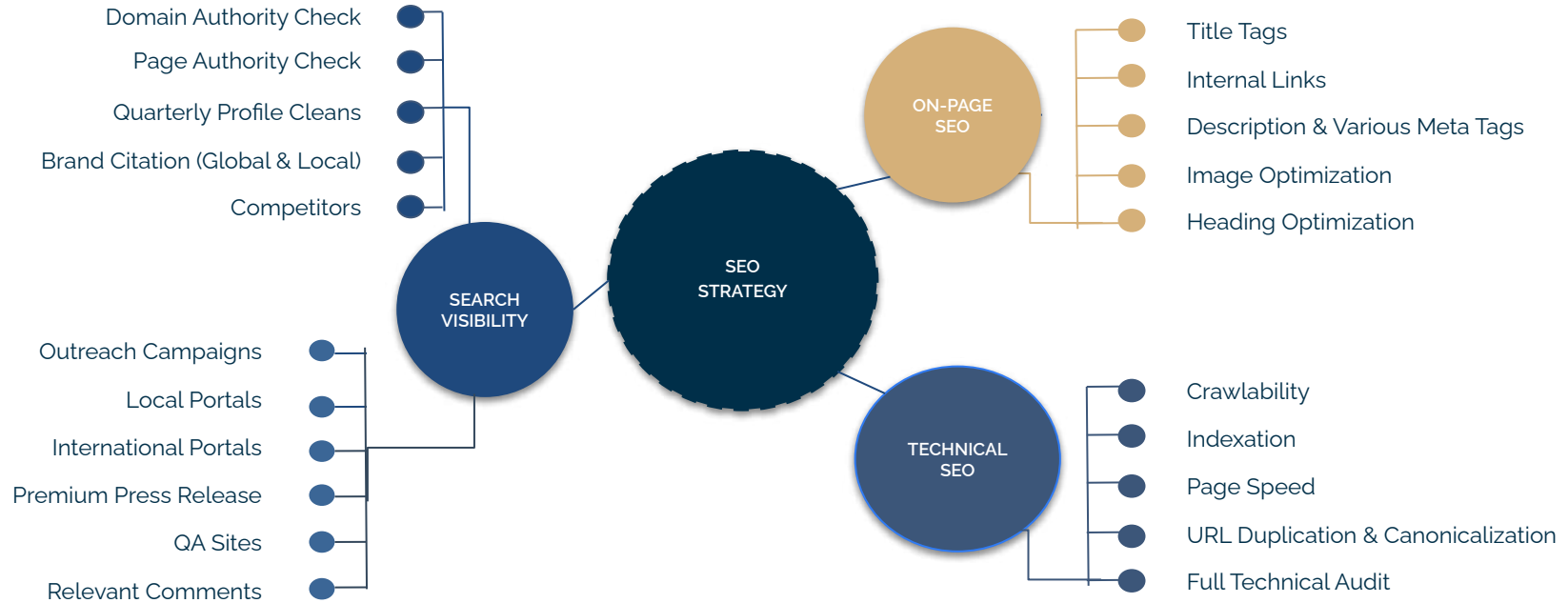
Utilizing our current understanding of the brand, we propose the given strategy. Throughout the engagement, our team will provide you with regular reports that focus on the key metrics of Search Engine Visibility, Volume of Traffic and the equivalent value of the traffic that we drive to your website through our activity.

Ongoing technical SEO strategy

Domain Authority Check

Page Authority Check

Quarterly Profile Cleans

Brand Citation (Global & Local)

Competitors

SEARCH VISIBILITY

SEO STRATEGY

ON-PAGE SEO

Title Tags

Internal Links

Description & Various Meta Tags

Image Optimization

Heading Optimization

Outreach Campaigns

Local Portals

International Portals

Premium Press Release

QA Sites

Relevant Comments

TECHNICAL SEO

Crawlability

Indexation

Page Speed

URL Duplication & Canonicalization

Full Technical Audit

Moving forward

01 Updating the keyword research and targeting new keywords depending on the keyword opportunity and competitor keyword rankings.

02 Updating the internal linking on the website and submissions to websites of a greater Domain authority, which will improve the overall page and domain authority eventually.
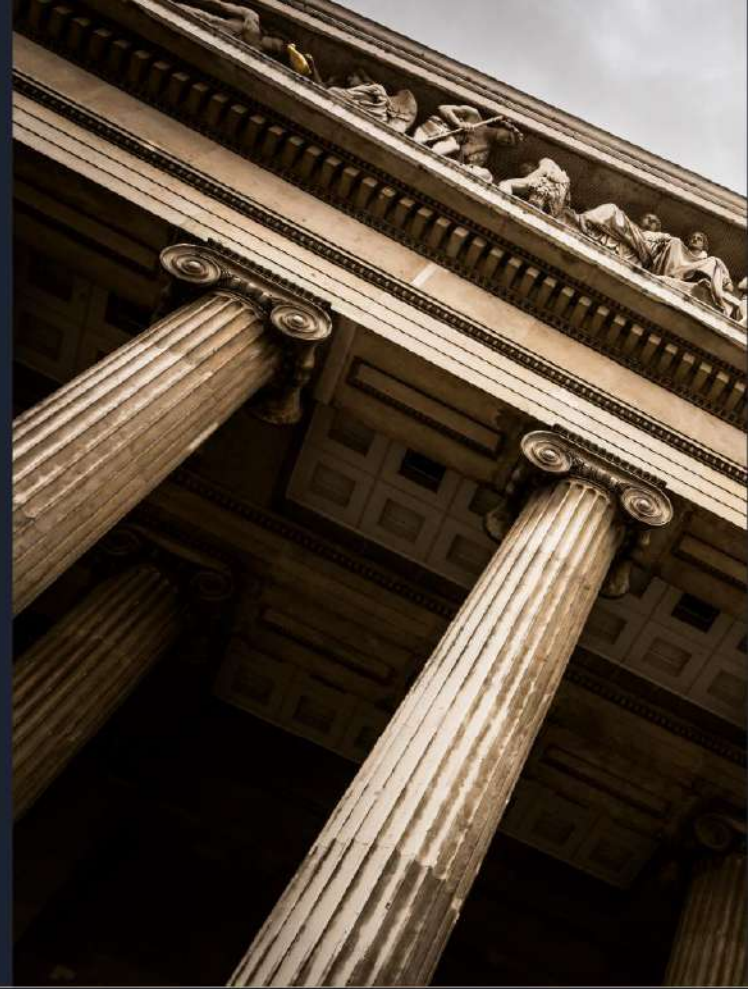
03 Creating new website content and updating blogs with fresh content. NEXA will make monthly recommendations for website content, new website pages, content pillars and blog titles to optimize for maximum search visibility.
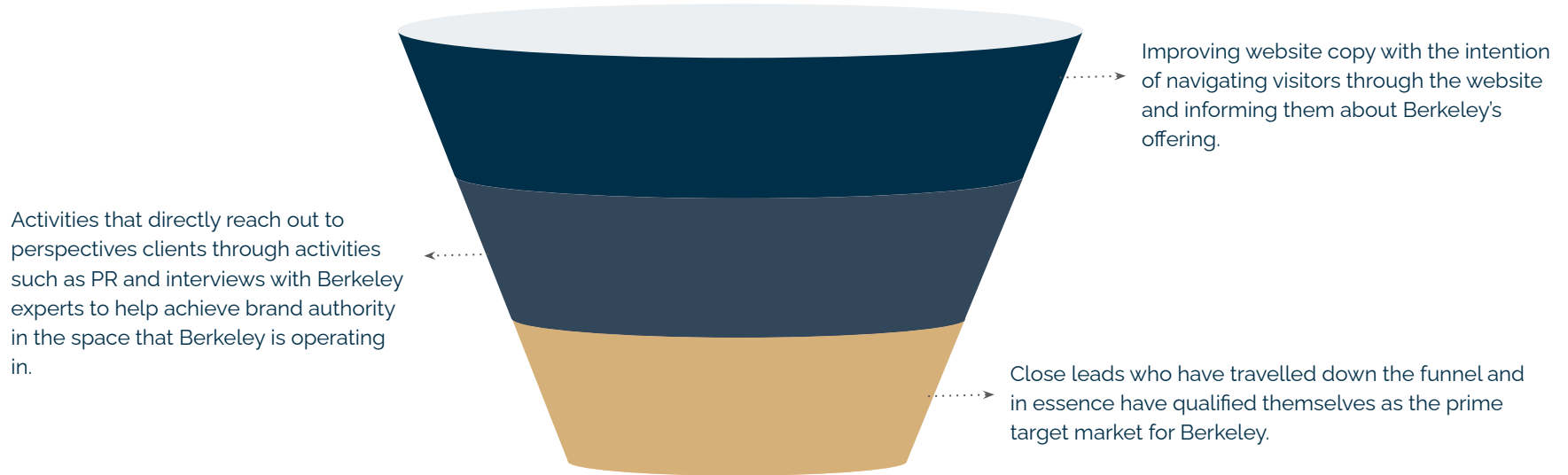
04 Re-evaluating and updating the Onpage elements to the website. NEXA will review all the current meta titles and descriptions on the website and make changes to the same according to the keyword research, which will accelerate the website ranking.
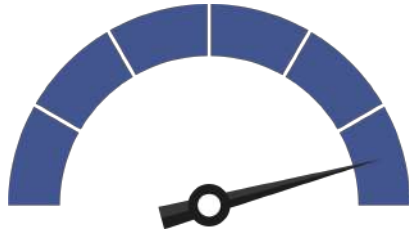
Content Strategy

Content Marketing Funnel

While taking into consideration the technical aspects of content recommendations relating to SEO (content acceleration) we must also consider the UX of visitors to the site and create content that will help inform and nurture them from prospects to clients.

Improving website copy with the intention of navigating visitors through the website and informing them about Berkeley's offering.

Activities that directly reach out to perspectives clients through activities such as PR and interviews with Berkeley experts to help achieve brand authority in the space that Berkeley is operating in.

Close leads who have travelled down the funnel and in essence have qualified themselves as the prime target market for Berkeley.

Content Recommendations

HIGH

Define messaging and a clear journey for personas.

Increase text on core website pages to allow for an increase in keyword density.

Extra core pages to be added such as About Us.

MEDIUM

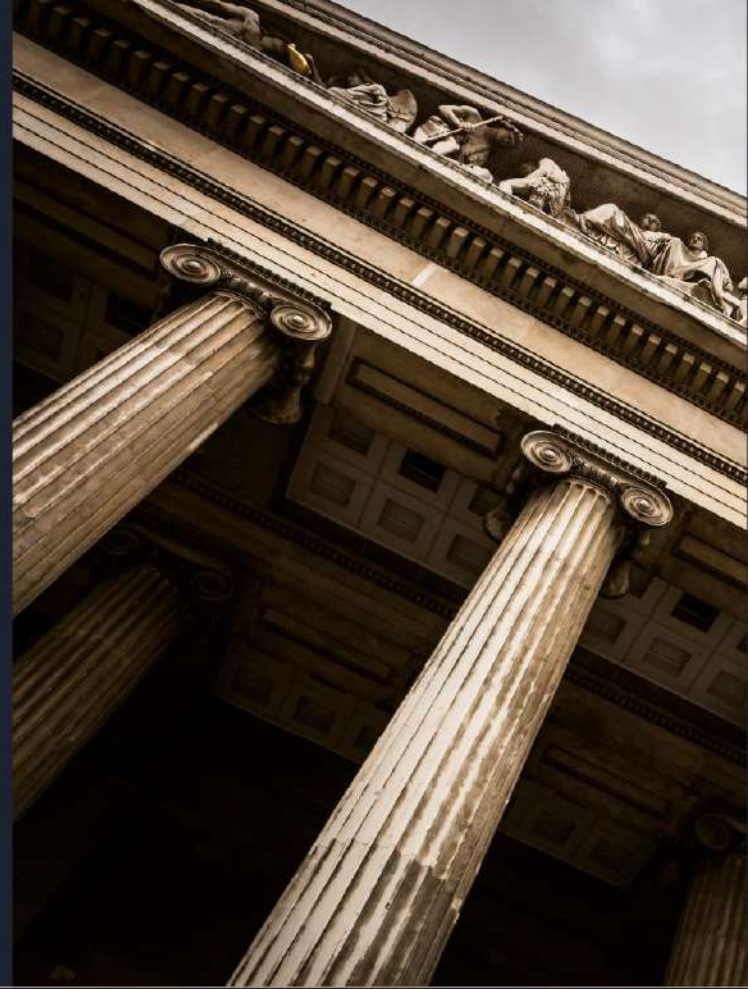Create a blog page to enable the regular addition of new content on to the site.

Consider having contact forms at the end of each page instead of CTA buttons,

LOW

Create explainer videos and downloads to help generate top of funnel leads.

Performance Campaigns

Marketing timelines

Q1 — **Q2** — **Q3** — **Q4**

Brand Awareness

Awareness campaigns to identify our targeted audience.

Engagement/Leads

Engaging audience in more related content answering the queries

Lead Generation

Find more potentials leads/clients

Retargeting

Remarketing campaigns using our previous prospects

Marketing funnels

Awareness Campaigns

=> Identifying audiences
Display Campaign Ads
YouTube Videos Ads

TOFU
Q1 - Prospects (High net worth individuals, investors, interested to invest in UK etc)

Engagement/Leads

=> Informative post promotion
Google Search Ads
LinkedIn Ads
Facebook/Instagram Ads

MOFU
Q2 & Q3 - Evaluation & Decision Making

Lead Generation & Remarketing

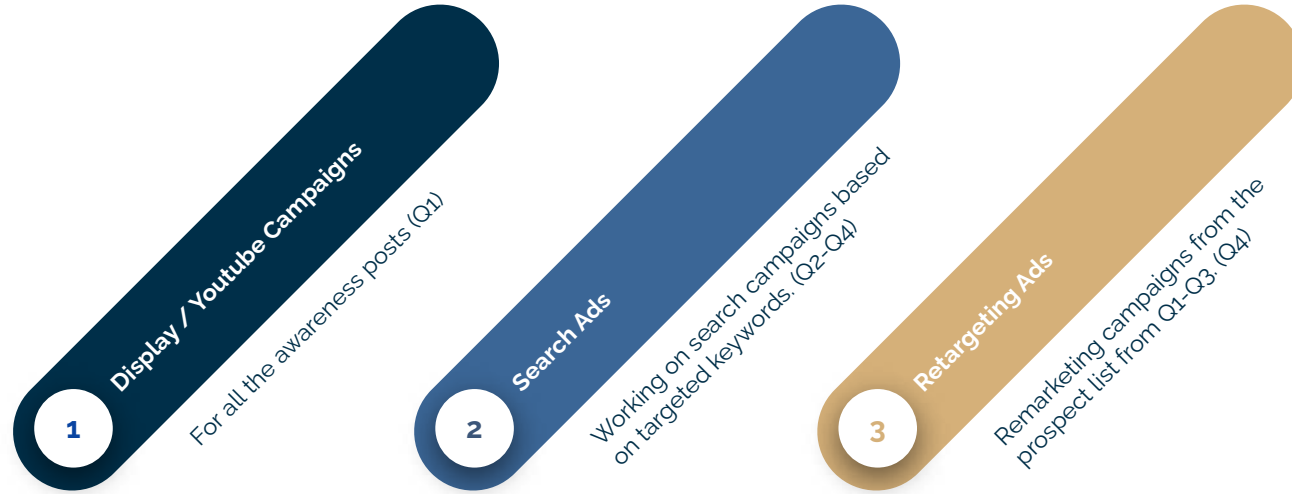=> Lead objective post promotion
Google Ads
Facebook/Instagram
LinkedIn
GDN targeting
Email marketing

BOFU
Q4 - Qualifying leads

Media plan - Google Ads

Display / Youtube Campaigns

1

For all the awareness posts (Q1)

Search Ads

2

Working on search campaigns based on targeted keywords. (Q2-Q4)

Retargeting Ads

3

Remarketing campaigns from the prospect list from Q1-Q3. (Q4)

Media plan - Social media (Active investors)

Social media platforms	Ad formats	Ad objectives	Target audience

Social media platforms
- Instagram Ads
- Facebook Ads
- YouTube Ads
- LinkedIn Ads
- Twitter Ads
- Snapchat Ads

Ad formats
- Carousel Ads
- Stories Ads
- Posts Ads

Ad objectives
- Brand awareness
- Video views
- Engagement
- Lead generation

Target audience
- **Location:** United Arab Emirates, Bahrain, Kuwait, Oman, Qatar, Saudi Arabia
- **Age:** 40-65+
- **People who match:**
  - *Interests:* Investor, Real estate investing, Investment strategy, Financial market, Foreign exchange market, Financial plan, Wealth management or Investment management,
  - *Behaviours:* Frequent international travellers or Frequent travellers,
  - *Industry:* Business and finance, Architecture and engineering, Business decision maker titles and interests, Business decision makers, Government employees (global) or Large business-to-business enterprise employees (500+ employees)

Media plan - Social media (New investors)

Social media platforms	Choosing Ad formats	Ad objectives	Target audience

Social media platforms
- Instagram Ads
- Facebook Ads
- YouTube Ads
- LinkedIn Ads
- Twitter Ads
- Snapchat Ads

Choosing Ad formats
- Carousel Ads
- Stories Ads
- Posts Ads

Ad objectives
- Brand awareness
- Video views
- Engagement
- Lead generation

Target audience

Location: United Arab Emirates, Bahrain, Kuwait, Oman, Qatar, Saudi Arabia
Age: 30-65+
People who match:
    Interests: Financial market, Financial plan, Investment management, Investment strategy, Foreign exchange market, Real estate investing, Wealth management, Investor, Real property, Business, Entrepreneurship, Investment, Property or Small business,
    Industry: Business and finance, Architecture and engineering, Government employees (global), Business decision maker titles and interests, Business decision makers, Management, Medium business-to-business enterprise employees (200-500 employees) or Small business-to-business enterprise employees (10-200 employees)

Media plan - Social media

- Estimated audience size = 19,900,000 - 23,400,000
- Daily reach: 66k - 191k

Please note: We will optimize the audience overtime to make it more specific and generate more leads

Media plan - Social media (LinkedIn Active Investors)

Social media platforms	Choosing Ad formats	Ad objectives	Target audience

Social media platforms
- LinkedIn Ads

Choosing Ad formats
- Carousel Ads
- Stories Ads
- Posts Ads

Ad objectives
- Brand awareness
- Website visits
- Engagement
- Video views
- Lead generation
- Website conversions

Target audience
- **Location:** United Arab Emirates, Bahrain, Kuwait, Oman, Qatar, Saudi Arabia
- **Age:** 30-65+
- **People who match:**
- **Job Seniority:**
  - Partner, Owner, CXO, VP, Director
- **Job Functions**
  - Business Development, Entrepreneurship, Real Estate, Finance
- **Member Interests**
  - Business and Management, Finance and Economy

Media plan - Social media (LinkedIn Active investors)

Forecasted Results

- Estimated audience size = 7,000,000+
  - 30-day spend: $180 - $300
- 30-day impressions: 12,000 - 34,000
  - CTR: 0.50% - 0.76% **\<Key result\>**
    - 30-day clicks: 86-250

Media Plan - Social Media (LinkedIn New Investors)

Social media platforms	Choosing AD formats	AD objectives	Target audience

- LinkedIN Ads

- Carousel Ads
- Stories Ads
- Posts Ads

- Brand awareness
- Website visits
- Engagement
- Video views
- Lead generation
- Website conversions

- **Locations (Recent or Permanent)**
  United Arab Emirates, Saudi Arabia, Kuwait, Oman, Bahrain

- **Company Growth Rate**
  3% - 10% company growth, 10% - 20% company growth, 20%+ company growth

- **Company Industries**
  Banking, Capital Markets, Financial Services, Investment Banking, Investment Management, Venture Capital & Private Equity

- **Member Interest**
  Finance and Economy
  Job Functions
  Entrepreneurship, Information Technology

- **Job Titles (Current)**
  Ecommerce Manager, Ecommerce Marketing Manager, Digital Marketing Manager, Ecommerce Project Manager, Digital Manager, Head Of Ecommerce, Senior Manager Ecommerce, Ecommerce Consultant, Ecommerce Specialist, Director Of Ecommerce, Marketing Manager

Media Plan - Social Media (LinkedIn New Investors)

Forecasted KPI's

- Estimated audience size = 7,300,000+
  - 30-day spend: $1,300 - $2,250
- 30-day reach: 250,000 - 430,000 **<Key result>**
  - 30-day average frequency: 1.6 - 2.8

Media Planning - Estimates
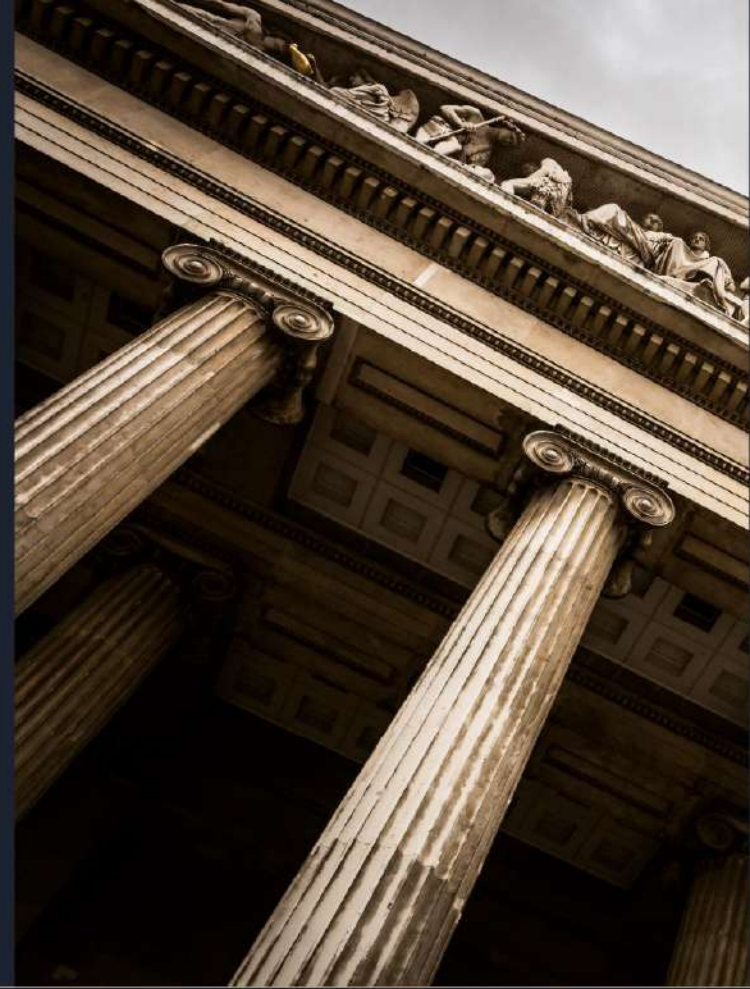
Media Plan - Q1

				One Month Media						
Ad Type	**Tactics**	**Objective**	**Total Budget**	**Media Spend**	**Est. CPM**	**Impressions**	**CTR**	**Clicks**	**Est. CPC**	
Google ADS	Display	1x Smart Display	AED 3,000.00	AED 3,000.00	AED 15.00	200,000	0.70%	1,400	AED 2.14	
	Youtube	1x Bumper AD	AED 4,000.00	AED 4,000.00	AED 18.00	222,222	2.00%	4,444	AED 0.90	
Social Media ADS	Facebook - Instagram	1x Brand Awareness	AED 8,000.00	AED 8,000.00	AED 14.00	800,000	1.00%	8,000	AED 1.00	
	Snapchat	1x Brand Awareness	AED 5,000.00	AED 5,000.00	AED 13.00	538,462	0.90%	4,846	AED 1.03	
	LinkedIN	1x Awareness	AED 8,000.00	AED 8,000.00	AED 20.00	560,000	2.00%	11,200	AED 0.71	
	Twitter	1x Awareness	AED 2,000.00	AED 2,000.00	AED 20.00	140,000	0.70%	980	AED 2.04	
Total			**AED 30,000.00**	**AED 30,000.00**	**AED 12.19**	**2,460,684**	**1.25%**	**30,871**	**AED 0.97**	

Rates & volume are based on estimates with small margins of error. Budget will be dynamically allocated among tactics based on performance.

|	
Total Ad Budget	AED 30,000.00
Total Ad Budget Spend	AED 30,000.00
Estimated Total Clicks	30,871
Estimated Total Impressions	2,460,684
Estimated Cost per Click	AED 0.97

NOTES & ASSUMPTIONS

Rates & volume are based on an estimate. Budget will be dynamically allocated among tactics based on performance.

Device- All

Media Spend

Twitter 6.7%
LinkedIN 26.7%
Snapchat 16.7%
Display 10.0%
Youtube 13.3%
Facebook - I... 26.7%
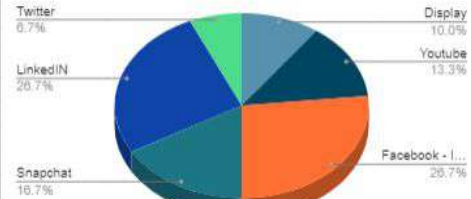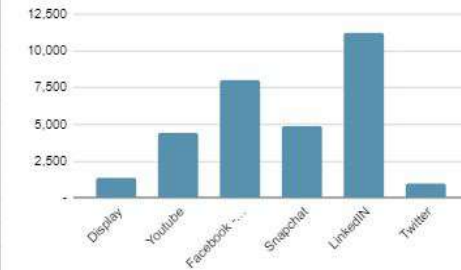
Clicks

Media Plan - Q2

One Month Media Plan									
Ad Type	Tactics	Objective	Total Budget	Media Spend	Est. CPM	Impressions	CTR	Clicks	Est. CPC
Google Ads	Search	1x Brand and Related Keywords	AED 15,000.00	AED 15,000.00	AED 220.00	68,182	4%	2,727	AED 5.50
	Dynamic ADS	1x Brand and Related Keywords	AED 5,000.00	AED 5,000.00	AED 13.00	538,462	0.90%	4,846	AED 1.03
Social media Ads	Facebook - Instagram	1x Traffic	AED 5,000.00	AED 5,000.00	AED 13.00	384,615	2.00%	7,692	AED 0.65
	Facebook - Instagram	1x Engagement	AED 5,000.00	AED 5,000.00	AED 13.00	538,462	0.90%	4,846	AED 1.03
	Facebook - Instagram	1x Lead Generation	AED 5,000.00	AED 5,000.00	AED 13.00	538,462	0.90%	4,846	AED 1.03
	LinkedIN ADS	1x Engagement	AED 5,000.00	AED 5,000.00	AED 13.00	538,462	0.90%	4,846	AED 1.03
	LinkedIN ADS	1x Lead Generation	AED 10,000.00	AED 10,000.00	AED 13.00	1,076,923	0.90%	9,692	AED 1.03
	Twitter	1x Leads	AED 2,000.00	AED 2,000.00	AED 13.00	215,385	1.70%	3,662	AED 0.55
	Snapchat	1x Engagement	AED 3,000.00	AED 3,000.00	AED 69.00	43,478	0.40%	174	AED 17.25
Total			AED 55,000.00	AED 55,000.00	AED 13.95	3,942,429	1.10%	43,332	AED 1.27

Rates & volume are based on estimates with small margins of error. Budget will be dynamically allocated among tactics based on performance.
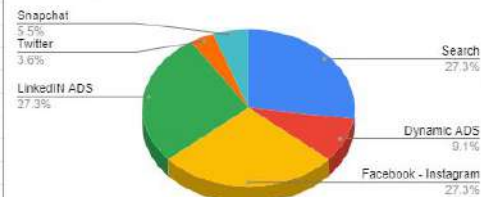
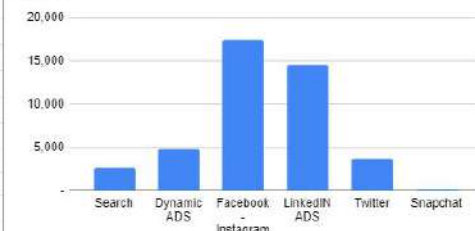|	
Total Ad Budget	AED 55,000.00
Total Ad Budget Spend	AED 55,000.00
Estimated Total Clicks	43,332
Estimated Total Impressions	3,942,429
Estimated Cost per Click	AED 1.27

NOTES & ASSUMPTIONS

Rates & volume are based on an estimate. Budget will be dynamically allocated among tactics based on performance.

Device- All

Media Spend

Clicks

Media Plan - Q3

			One Month Media Plan						
Ad Type	**Tactics**	**Objective**	**Total Budget**	**Media Spend**	**Est. CPM**	**Impressions**	**CTR**	**Clicks**	**Est. CPC**
Google Ads	Search	1x Brand and Related Keywords	AED 20,000.00	AED 20,000.00	AED 225.00	88,889	7.00%	6,222	AED 3.21
	Youtube ADS	1x Bumper Ads	AED 5,000.00	AED 5,000.00	AED 18.00	277,778	1.20%	3,333	AED 1.50
Social media Ads	Facebook - Instagram	1x Traffic	AED 10,000.00	AED 10,000.00	AED 14.00	714,286	2.00%	14,286	AED 0.70
	Facebook - Instagram	1x Lead Generation	AED 10,000.00	AED 10,000.00	AED 17.00	588,235	1.70%	10,000	AED 1.00
	Twitter	1x Conversion	AED 5,000.00	AED 5,000.00	AED 40.00	125,000	1.20%	1,500	AED 3.33
	LinkedIN	1x Lead Generation	AED 10,000.00	AED 10,000.00	AED 88.00	113,636	0.50%	568	AED 17.60
	Snapchat	1x Traffic	AED 5,000.00	AED 5,000.00	AED 55.00	90,909	0.40%	364	AED 13.75
	Snapchat	1x Conversions	AED 5,000.00	AED 5,000.00	AED 55.00	90,909	0.40%	364	AED 13.75
Total			**AED 70,000.00**	**AED 70,000.00**	**AED 33.50**	**2,089,642**	**1.75%**	**36,637**	**AED 1.91**

Rates & volume are based on estimates with small margins of error. Budget will be dynamically allocated among tactics based on performance.
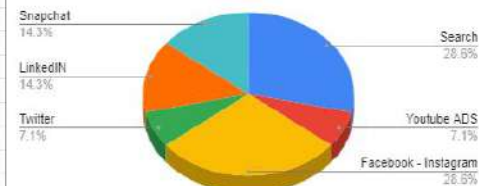
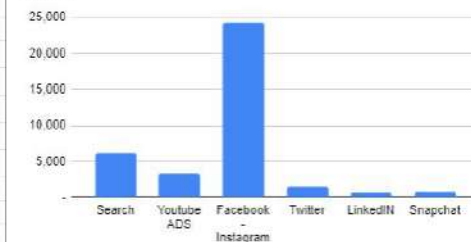|	
Total Ad Budget	AED 70,000.00
Total Ad Budget Spend	AED 70,000.00
Estimated Total Clicks	36,637
Estimated Total Impressions	2,089,642
Estimated Cost per Click	AED 1.91

NOTES & ASSUMPTIONS

Rates & volume are based on an estimate. Budget will be dynamically allocated among tactics based on performance.
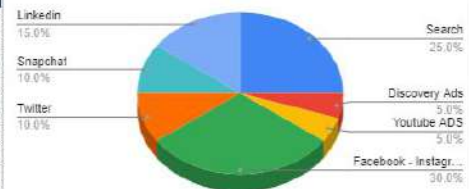
Device- All

Media Spend

Clicks

Media Plan - Q4

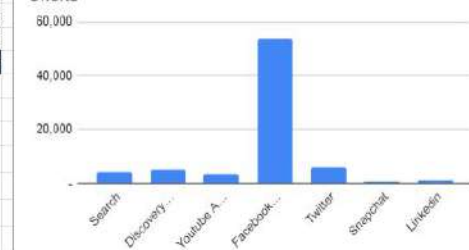|			One Month Media Plan						
Ad Type	Tactics	Objective	Total Budget	Media Spend	Est. CPM	Impressions	CTR	Clicks	Est. CPC
Google Ads	Search	1x Brand and Related Keywords	AED 25,000.00	AED 25,000.00	AED 230.00	108,696	4.00%	4,348	AED 5.75
	Discovery Ads	1x Retargeting	AED 5,000.00	AED 5,000.00	AED 12.00	416,667	1.20%	5,000	AED 1.00
	Youtube ADS	1x Bumper Ads	AED 5,000.00	AED 5,000.00	AED 18.00	277,778	1.20%	3,333	AED 1.50
Social media Ads	Facebook - Instagram	1x Traffic	AED 10,000.00	AED 10,000.00	AED 13.00	769,231	2.00%	15,385	AED 0.65
	Facebook - Instagram	1x Retargeting	AED 10,000.00	AED 10,000.00	AED 13.00	769,231	2.00%	15,385	AED 0.65
	Facebook - Instagram	1x Engagement	AED 5,000.00	AED 5,000.00	AED 13.00	384,615	4.00%	15,385	AED 0.33
	Facebook - Instagram	1x Awareness	AED 5,000.00	AED 5,000.00	AED 13.00	384,615	2.00%	7,692	AED 0.65
	Twitter	1x Conversion	AED 5,000.00	AED 5,000.00	AED 30.00	166,667	2.00%	3,333	AED 1.50
	Twitter	1x Retargeting	AED 5,000.00	AED 5,000.00	AED 19.00	368,421	0.70%	2,579	AED 1.94
	Snapchat	1x Conversion	AED 10,000.00	AED 10,000.00	AED 77.00	129,870	0.50%	649	AED 15.40
	Linkedin	1x Conversions	AED 5,000.00	AED 5,000.00	AED 55.00	90,909	0.40%	364	AED 13.75
	Linkedin	1x Leads	AED 5,000.00	AED 5,000.00	AED 55.00	90,909	0.40%	364	AED 13.75
	Linkedin	1x Traffic	AED 5,000.00	AED 5,000.00	AED 55.00	90,909	0.40%	364	AED 13.75
Total			AED 100,000.00	AED 100,000.00	AED 24.70	4,048,518	1.83%	74,180	AED 1.35

Rates & volume are based on estimates with small margins of error. Budget will be dynamically allocated among tactics based on performance.

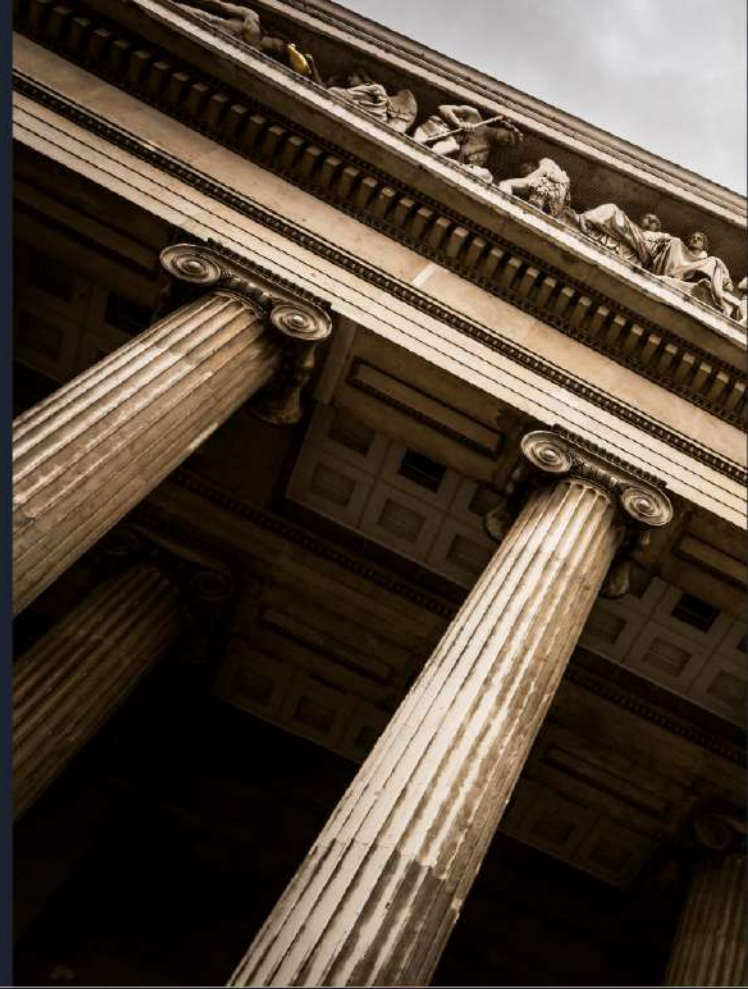|	
Total Ad Budget	AED 100,000.00
Total Ad Budget Spend	AED 100,000.00
Estimated Total Clicks	74,180
Estimated Total Impressions	4,048,518
Estimated Cost per Click	AED 1.35

Media Spend

Linkedin 15.0%
Snapchat 10.0%
Twitter 10.0%
Search 25.0%
Discovery Ads 5.0%
Youtube ADS 5.0%
Facebook - Instagr... 30.0%

Clicks

Media Plan - Total Estimates

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total / Avg
Spend (AED)	24,000	27,000	30,000	50,000	53,000	55,000	65,000	67,000	70,000	90,000	95,000	100,000	**726,000**
CPM	AED 9	AED 11	AED 10	AED 16	AED 16	AED 14	AED 15	AED 14	AED 13.0	AED 16	AED 15	AED 14.0	**AED 12**
Impressions	2,666,667	2,454,545	3,000,000	3,125,000	3,312,500	3,928,571	4,333,333	4,785,714	5,384,615	5,625,000	6,333,333	7,142,857	**52,092,137**
CTR	0.70%	0.87%	1.20%	1.00%	1.30%	1.40%	1.70%	1.85%	1.90%	1.95%	2.07%	2.50%	**1.01%**
Clicks	18,667	21,355	36,000	31,250	43,063	55,000	73,667	88,536	102,308	109,688	131,100	178,571	**889,203**
Engagement Rate	8.00%	9.00%	8.00%	8.00%	8.00%	9.00%	10.00%	11.00%	11.00%	12.00%	13.50%	14.00%	**8.20%**
Engagement	213,333	220,909	240,000	250,000	265,000	353,571	433,333	526,429	592,308	675,000	855,000	1,000,000	**5,624,883**
Leads	168	192	324	281	388	495	737	885	1,023	1,316	1,573	2,143	**9,525**
Cost Per Lead	AED 142.86	AED 140.49	AED 92.59	AED 177.78	AED 136.75	AED 111.11	AED 88.24	AED 75.68	AED 68.42	AED 68.38	AED 60.39	AED 46.67	**AED 76.22**

Key takeaways

- Total proposed budget => 726k

- Total estimated impressions => 5.2 million

- Total estimated clicks => 889k++

- Estimated leads => 9k++

Next Steps

1	Initial feedback and further distribution to stakeholders.
2	Follow-up meeting & discussion for any further feedback.
3	Further analysis and understanding of Novus by Berkeley Assets & website.
4	If we required Nexa can pull together a proposal (including costs) based on requirements.

Thank You!