

CASE STUDY

Social Media

CLIENT: **geidea.ae**

SECTOR: POS SYSTEM

COMPANY PROFILE

Geidea is a leading fintech and fully licensed payment service provider offering digital banking technology, smart payment terminals and business management solutions for both financial institutions and small businesses in retail and digital commerce. Founded in Saudi Arabia, the company is expanding rapidly across the region with operations in UAE and Egypt and is targeting seven more countries in the next two years, serving both financial institutions and small and medium businesses.

Founded in 2008 by Saudi entrepreneur Abdullah Faisal Al-Othman, the company believes that the latest payments and commerce technology should be accessible, affordable, and intuitive for everyone. The company continues to focus on its mission of empowering merchants with the tools to start, manage and grow their businesses which is at the heart of what Geidea does.

BACKGROUND STORY

When Geida reached out to NEXA in 2021, the brand had established itself as the leading payment solutions provider in Riyadh, Saudi Arabia, and was rolling out a plan to launch Geida in the UAE. As a well-established digital growth agency in the UAE and with a fully-rounded understanding of the target audience, NEXA stepped in to create an acquisition plan that included social media and performance campaigns designed to target entrepreneurs and business owners in the region.

As Geida had no presence in the UAE region, NEXA was tasked with a monumental challenge, and with strategic thinking, refinement and attention to detail, Nexa would create a brand awareness campaign that was designed to acquire quality leads and drive revenue for Geida.

SCOPE OF WORK

- Social media strategy to increase engagement and followers
- Facebook and Instagram
- Creative content including images, animations, video, and graphic design
- Ad campaigns
- English content

