

# DIGITAL MARKETING SERVICES.

POWER YOUR MARKETING RESULTS



**Call Now**  
+971 50 786 4429



**Website**  
[www.netwit.ae](http://www.netwit.ae)





# ABOUT NETWIT

We are a digital marketing company in **UAE since 2013.**

Office in Dubai Silicon Oasis



Over last 10 years we have helped over 500 companies achieve their marketing results and generated thousands of new leads & calls which has helped them grow.

Our experienced team is passionate to learn new marketing techniques and help clients succeed with their advertising campaigns. We put our focus on learning and improving customer experience. We try to make it happen for you.

We must continue to innovate everyday and "Help our Clients Win" - because if YOU succeed, We Succeed.

# PAST EXPERIENCE

- Education – School, Training Institutes, Universities
- Government Departments
- IT Services & Software Companies
- Properties – Real Estate Agencies and Developers
- Financial Services & Insurance Companies
- Travel & Tourism Companies
- HR & Recruitment Services
- Healthcare – Hospitals, Dentists, Clinics
- Events & Entertainment Companies
- Many other B2B & B2C Companies





# WIT's MARKETING

## DIGITAL SERVICES



Social Media Ads on  
Facebook, Instagram, Youtube,  
LinkedIn, Snapchat, Twitter,  
Tiktok, Quora, Reddit



Social Media Management



Article & Content Writing



Mobile App Marketing



Google Ads



Messenger & WhatsApp Advertising



Website Development



SEO Services





# WIT's MARKETING

## OTHER SERVICES



Email Marketing



SMS Marketing



WhatsApp Marketing



Outdoor Advertising



Metro Advertising



Radio Advertising



Flyer Distribution



Public Relations - PR



Newspaper Advertising



Digital Marketing Training



# WIT's

## GOOGLE ADS



- **Google Search Ads:**

When people search for your products or services, your ads will show on 1st page to generate new leads & calls daily



- **Performance Max Campaign:**

This is new type of performance based campaign which delivers you leads and sales using AI in Ads. It works.

- **Google Display Ads:**

Your banner / image ads will show on top websites like news, entertainment, business, educational, lifestyle & apps + Remarketing

- **Youtube Video Ads:**

Got a video to promote your business. YouTube video ads are the best 5 seconds skippable ads

WIT's

# GOOGLE ADS



## WHAT YOU GET

- Google Ads Campaign Creation & Setup Ads
- Relevant keyword Research for profitable clicks
- Setting right Bidding strategy for lower CPC's
- Drafting Text & Image ads with Ad Extensions
- Setting up conversion & remarketing tracking
- Setting up analytics & linking with Google Ads
- Setting Location, language, ad scheduling



WIT's

# GOOGLE ADS



## WHAT YOU GET

- Utilizing proper Ad grouping & theming
- Analyzing competitor ads and market share
- Analyse & advise on Landing pages
- Monitor ad campaign & optimize for better performance.
- Once a month detailed reporting
- Dedicated account manager available on call



1 time Setup Fee of AED 1000 is applicable for all plans - 3 MONTH MINIMUM

# WIT's

# GOOGLE ADS - MANAGEMENT FEE

Our Monthly Management Fee. Your Monthly Google Ads Budget is additional

GOLD	SILVER	BRONZE	E-COMMERCE
<b>AED 4000</b>	<b>AED 2500</b>	<b>AED 2000</b>	<b>AED 4500</b>
<ul style="list-style-type: none"><li>• Search Ads (unlimited campaigns)</li><li>• Display Ads</li><li>• Remarketing Ads</li><li>• Performance Max</li><li>• Video Campaign</li><li>• 1 Landing Page</li><li>• GA4 Tracking + Linking</li><li>• Shopping Ads</li></ul>	<ul style="list-style-type: none"><li>• Search Ads (Upto 5 campaigns)</li><li>• Display Ads</li><li>• Remarketing Ads</li></ul> <p>✗ ✗ ✗ ✗ ✗</p>	<ul style="list-style-type: none"><li>• Search Ads (Max 2 campaigns)</li></ul> <p>✗ ✗ ✗ ✗ ✗ ✗</p>	<ul style="list-style-type: none"><li>• Search Ads (unlimited campaigns)</li><li>• Display Ads</li><li>• Remarketing Ads</li><li>• Performance Max</li><li>• Video Campaign</li><li>• GA4 Ecommerce Tracking &amp; Linking ✗</li><li>• Shopping Ads</li></ul>

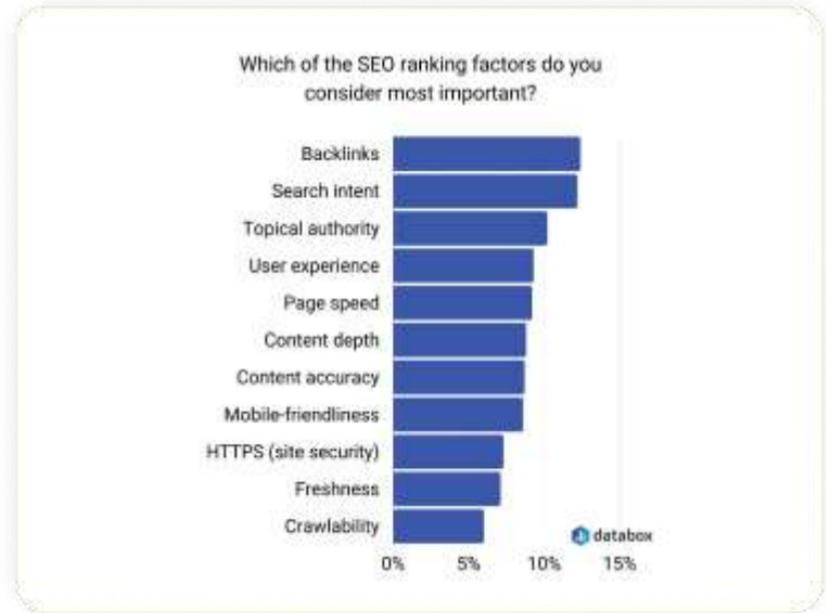
# WIT's SEO

# SERVICE

SEO Traffic is the best quality traffic who are highly engaged. Get Free traffic to your site. Rank your website on 1st page of Google. Decide for which keywords you want to rank your website.

Your website is optimized based on Best SEO Practices to get ranking boost

1st Page Ranking process takes 3 - 6 months and longer too depending on competition.



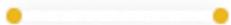
# WIT'S SEO

# SERVICE



## WHAT YOU GET

- Finalize which keywords you want to rank your website on 1st page
- Keyword Mapping with your website content pages for ranking
- Website Audit Report & Base keyword ranking report
- Website Current Speed Score Analysis Report
- On Page Recommendations Report
- 2 Blogs to be published on the website blog section



# WIT's SEO SERVICE



- Gaining Search Console and Analytics Access
- Gaining Google My Business Access
- Off Page Activities Plan Creation
- On Page Recommendations Implementations on the website
- Monthly SEO Reporting & Plan
- Dedicated Account Manager
- Minimum 6 months Contract



# WIT's SEO PRICING

## PACKAGE 1

No. of Keywords : 10  
Management Fee : AED 2000  
Blog Writing Cost : AED 500

PACKAGE 1  
TOTAL COST

AED 2500

## PACKAGE 2

No. of Keywords - 20  
Management Fee - AED 3000  
Article Writing Cost - AED 500

PACKAGE 2  
TOTAL COST

AED 3500

## PACKAGE 3

No. of Keywords - 10  
Management Fee - AED 2000  
Blog Writing Cost - AED 500  
Google Ads Mgmt Fee - 1500

PACKAGE 3  
TOTAL COST

AED 4000

## PACKAGE 4

No. of Keywords - 20  
Management Fee - AED 3000  
Article Writing Cost - AED 500  
Google Ads Mgmt Fee - 1500

PACKAGE 4  
TOTAL COST

AED 5000

# WIT's

## SOCIAL MEDIA ADVERTISING CHANNELS



WE  
MANAGE



YOUR  
OFFER

We manage Sponsored Ads on:

- Facebook Ads
- Instagram Ads
- YouTube Ads
- LinkedIn Ads
- Snapchat Ads
- Tiktok Ads
- Reddit / Quora
- Twitter Ads

Your Offer can be promoted  
on Social Media Ads with:

- Image Ads
- Video Ads
- Geofilters
- Carousel Ads
- Newsfeed Ads
- Story Ads

We use multiple targeting options in social media Marketing.  
Based on clients requirements & goals.  
Cost of creative is separate or client can provide as per guidelines.

# WIT's SOCIAL MEDIA PRICING - KPI BASED

## AD IMPRESSIONS

100,000  
200,000  
500,000  
1 Million  
5 Million

## AD CLICKS UP TO

1,000  
2,000  
5,000  
10,000  
20,000

## COST (AED)

3,000  
5,000  
10,000  
18,000  
40,000

The above pricing is based on **broad targeting options** on Facebook, Instagram, snapchat, YouTube (video views is separate charge ).  
Not LinkedIn as its more expensive. Cost of creative is separate and client needs to provide us access to their social media profiles.



# WIT's SOCIAL MEDIA ADS MANAGEMENT

MONTHLY MGMT FEE: AED 2500

- Marketing on 2 social media channels
- Creating 5 image ads for promo
- Access to your social media profiles
- Adding Pixel and tracking codes
- Setting up ad strategy and campaign
- Monitoring & Optimizing campaigns
- Weekly communications
- Monthly Reporting
- For Ad Spends up to **AED 10,000**

MONTHLY MGMT FEE: AED 3500

- Marketing on 3 social media channels
- Creating 10 image ads for promo
- Access to your social media profiles
- Adding Pixel and tracking codes
- Setting up ad strategy and campaign
- Monitoring & Optimizing campaigns
- Weekly communications
- Monthly Reporting
- For Ad Spends from **AED 10,000+**

One time setup fee for AED 1000 is applicable.

Social media Marketing is advised for 3 months to get better results. Additional creatives may cost extra. Proper coordination is needed from client side to improve marketing results.

# WIT's SOCIAL MEDIA MANAGEMENT

# SERVICE

## WHAT WE OFFER

- CONTENT CREATION

We will create Image Designs Captions and Hashtags. After that, we will do schedule the posts through Meta Business Suite.

- CONTESTS

Social Media Contests are one of the best ways to engage with your audience, raise brand awareness and build a community around your brand.

- CAMPAIGNS (Boost/Sponsored Ads)

A Social Media Campaign should focus on a singular business goal, whether its on Facebook, Instagram, Twitter, LinkedIn or YouTube. We will run paid ADs campaign on all relevant social platforms, this included Engagement, Traffic, Brand awareness to your website.

**Note :** Comment replies, Message Monitoring are not included.



# WIT'S SOCIAL MEDIA MANAGEMENT

# SERVICE

- CAMPAIGNS (Boost/Sponsored Ads)

A Social Media Campaign should focus on a singular business goal, whether its on Facebook, Instagram, Twitter, LinkedIn or YouTube. We will run paid ADs campaign on all relevant social platforms, this included Engagement, Traffic, Brand awareness to your website.

- REPORTING

You will receive a report once a month which will include a number of people visited your website, engagements, traffic, impressions, leads.



**Note :** Comment replies, Message Monitoring are not included.



Platform	Basic	Standard	Advanced
<b>Facebook Management</b>	Basic (AED 1000)	Standard (AED 2000)	Advanced (AED 4000)
Page Setup			
Postings	2 Per week	2 Per week	3 Per week
Community Management	—	—	—
Boost Posts	—	10,000 Impressions	25,000 Impressions
Sponsored Ads	—	25,000 Impressions	50,000 Impressions
<b>Instagram Management</b>	Basic (AED 1000)	Standard (AED 2000)	Advanced (AED 4000)
Postings	2 Per week	2 Per week	3 Per week
Sponsored Ads	—	10,000 Impressions	50,000 Impressions
<b>LinkedIn Management</b>	Basic (AED 1000)	Standard (AED 2000)	Advanced (AED 4000)
Postings	2 Per week	2 Per week	3 Per week
Sponsored Ads	—	5000 Impressions	10,000 Impressions

# WIT's SOCIAL MEDIA MANAGEMENT



Platform	Basic	Standard	Advanced
Twitter Management	Basic (AED 1000)	Standard (AED 2000)	Advanced (AED 4000)
Postings	2 Per week	2 Per week	3 Per week
Sponsored Ads	—	10,000 Impressions	20,000 Impressions
Snapchat Management	Basic (AED 1000)	Standard (AED 2000)	Advanced (AED 4000)
Postings	1 Per week	2 Per week	1 Per week
Sponsored Ads	25,000 Impressions	25,000 Impressions	100,000 Impressions
YouTube Management	Basic (AED 2500)	Standard (AED 4000)	Advanced (AED 8000)
Postings	1 Per week	2 Per week	1 Per week
Sponsored Ads	10,000 Video Views	25,000 Video Views	50,000 Videos Views

# FUNNEL BUILDING + EMAIL AUTOMATION



## WHAT YOU GET

- **BETTER QUALITY LEADS**

Funnel Building is a new, most effective concept of advanced marketing which drives better quality leads.

- **LANDING PAGE**

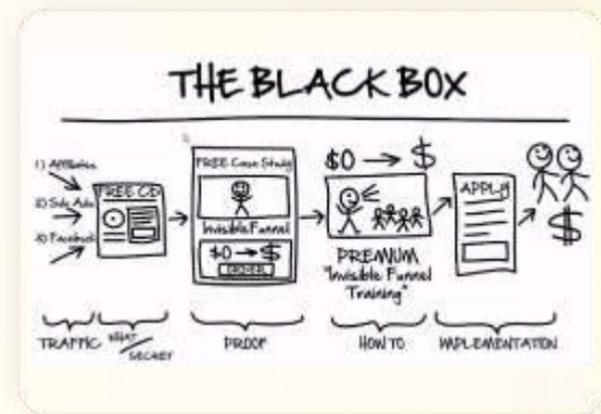
Only people who are interested in what you're selling will read through the landing page content and enquire.

- **ENQUIRY ON YOUR BEST OFFERS**

You can feature your top 3 best-selling products or services with exclusive offers under a single landing page.

- **EMAIL AUTOMATION**

Through email automation, series of automated emails about the properties is sent to improve the chances of engagement.



# WIT's EMAIL-MARKETING SERVICE

We have over 5 Million B2B & B2C Email Database. This can be used to send emailers. You tell us your target audience & send us your marketing email template or emailer and we will send the email to our database. Email report highlighting email open & click rates are provided after 3 working days. The database is based on below targeting options

- Nationality
- Industry
- Gender
- Income
- Educational Level
- Job title
- Employer
- Experience Industry
- Experience Job role





# WIT's EMAIL MARKETING PRICING

Mass Market Generic Database With Open Rates of 1 - 5%	
NUMBER OF EMAILS	COST AED
100,000	AED 2000
200,000	AED 3000
500,000+	AED 4000

Targeted & Premium Database With Open Rates of 1 - 5%	
NUMBER OF EMAILS	COST AED
10,000	AED 3000
20,000	AED 5000
50,000	AED 9000

E mail Creative needs to be provided by client or charged extra of **AED 750**. Results are not guaranteed.  
Reports on open and click rates will be provided. Email Software panel can be provided

# WIT's SMS MARKETING SERVICE

We have over 6 million SMS Database which can be used to send messages. The sms is sent on both Du & Etisalat networks. SMS Sender ID is mandatory, so you need to submit your trade license The SMS database is based on below targeting options:

- Nationality
- Industry
- Gender
- Where they live
- Where they work
- Phone bill
- Interest
- Income
- Employer
- Experience Industry
- Experience Job role

## Notes

- English SMS Text = 149 characters
- Arabic SMS Text = 70 characters
- SMS Sender ID Approval Letter to be signed & stamped on your company letterhead.
- Your Trade License is needed
- SMS Sender ID Text = 11 Characters



# WIT's SMS MARKETING PRICING

NUMBER OF SMS		COST AED
25,000		AED 2000
50,000		AED 3500
100,000		AED 6000
200,000+		AED 11,000

\* Send SMS to cities, areas, nationality, gender, age groups and other targeting options. Reporting is shared after 3 working days which contains number of sms sent, delivered and not delivered. No sms database numbers are shared and results are not guaranteed.

# WIT's WHATSAPP MARKETING

# SERVICE

Over 4 Million Database is available which can be used to send whatsapp. The database is based on below targeting options:

- Nationality
- Local
- Income
- VIP
- Area

## Notes

- Sender name or number not possible. Messages will go from random numbers.
- You can either send picture or video or audio or text or PDF file. Also you can send text along with picture or audio or video or PDF file with maximum 250 character length.
- Maximum size of picture or audio or video would be 1.5 MB. Video will consume 2 credits even if it's 1.5 MB.
- After each campaign we will share you detailed report



WIT's

# WHATSAPP MARKETING PRICING



PACKAGES	VALIDITY	AED/MESSAGE	TOTAL (AED)
50,000 WhatsApp Marketing Credits	Unlimited	0.7	3500
100,000 WhatsApp Marketing Credits	Unlimited	0.6	6000
250,000 WhatsApp Marketing Credits	Unlimited	0.5	12,500
500,000 WhatsApp Marketing Credits	Unlimited	0.4	20,500

# WIT's WEBSITE DESIGNING



In an era where your online presence is paramount, Newit's Website Designing Services are tailored to make a lasting impact. Our team of skilled designers and developers collaborates seamlessly to create visually stunning and functionally robust websites that reflect your brand identity and engage your target audience effectively.

## KEY FEATURES

- CUSTOM DESIGN
- USER-FRIENDLY NAVIGATION
- RESPONSIVE DEVELOPMENT
- SEO INTEGRATION

# WIT's WEBSITE DESIGNING

# SERVICE



## PRICING DETAILS

We offer flexible pricing packages to accommodate diverse business needs, ensuring affordability without compromising quality.

- **BASIC WEBSITE PACKAGE**

**PRICE:** AED XXXX (Includes up to X pages, basic features)

- **ADVANCED WEBSITE PACKAGE**

**PRICE:** AED XXXX (Includes up to X pages, advanced features, and SEO optimization)

- **E-COMMERCE WEBSITE PACKAGE**

**PRICE:** AED XXXX (Includes up to X product pages, e-commerce functionalities, and secure payment integration)

- **CUSTOM SOLUTIONS**

For unique and specialized requirements, we offer personalized quotes based on your specific needs.

# WIT's FLYER DISTRIBUTION

# SERVICE



At Netwit, we understand the power of tangible marketing materials in creating lasting impressions. Our Flyer Distribution Services offer a strategic approach to connect your brand with potential customers in the UAE. Whether you're launching a new product, promoting an event, or increasing brand awareness, our dedicated team ensures that your message reaches the right audience.



## KEY FEATURES

- **STRATEGIC PLANNING**

We analyze your target demographics and design a customized distribution plan to maximize your impact.

- **PROFESSIONAL TEAM**

Our experienced distribution team ensures that your flyers are delivered accurately and on time.

- **REAL-TIME TRACKING**

Stay informed with our real-time tracking system, providing insights into the progress of your flyer distribution campaign.

# WIT's FLYER DISTRIBUTION

# SERVICE



## PRICING DETAILS

Our pricing structure is designed to provide flexibility and affordability, allowing businesses of all sizes to benefit from our flyer distribution services.

- STANDARD PACKAGE

**PRICE:** AED XXX per 1,000 flyers

- PREMIUM PACKAGE

**PRICE:** AED XXX per 5,000 flyers

- CUSTOM PACKAGES

Tailored solutions for unique marketing goals and extensive distribution needs.

# WIT's WEBSITE DEVELOPMENT



We have inhouse developers and designers who can make websites based on:

- Wordpress
- Php
- Dot Net
- Custom Websites
- Ecommerce website
- Mobile App Development
- Landing Page Development
- Hosting Service and integration
- Email Marketing Software
- Custom Development



WIT's

# WEBSITE DEVELOPMENT NOTES

## Notes

- A typical 5 -10 page wordpress based website can cost around AED 3500 and take 2 weeks to complete.
- Cost can go higher to AED 10,000 too depending on website feature requests
- Client will provide all necessary content and images for the website. We will purchase the theme and develop SEO friendly website which is responsive design and fast loading.
- 30 days website bugs and fixes support after website is developed and gone live. After this period, client can go for AMC ( Annual Maintenance contract ) if they want someone to regular manage the site



# WIT's CONTENT CREATION

# SERVICE



We have copywriters and bloggers who can provide required content as needed.

Get Content for:

- Company Profile pages
- Services Presentations
- Content for ad creatives
- Images & Animated Videos
- Online Product description and e-commerce store
- Copywriting and improving existing copy
- Images & Animated Videos
- Flyers and banners
- Social Media Content



# WIT's CONTENT CREATION PRICING



TASKS	TOTAL (AED)
Blog Writing	AED 100 for 500 words
Creative Content for ads and titles	AED 500 per project
Flyers, brochure or banner designs cost	AED 1000 for 2 creatives
1 min animated video creation	AED 2000
30 seconds animated videos	AED 1000
10 images designs	AED 1000

Further Discounts available on bulk requests

# WIT's PAY PER LEAD

# SERVICE



Pay Per Lead means, you pay only when you get the leads / calls. This means you don't have to pay for the marketing services. We create the marketing asset and then promote your services to help you get leads. Depending on your business, we will promote via email marketing, display ads, programmatic ads, Social media ads, and help you get daily traffic & leads.

## QUALIFIED LEAD MEANS

- Right name, number, email and has voluntarily seen our ads, clicked and visited the landing page to enter their details.

## PRICING

- While pay per lead isn't feasible for all industries, we need to study your business and target market. Typically the cost per lead varies from **\$30 - \$100** and you pay for **100 leads** and we start the lead generation process. There is also a 1 time setup cost to get things moving. **The setup and process takes 1 week.**

# WIT's MOBILE APP MARKETING

SERVICE

Got an app to promote?

Get more app installs & app engagements through effective app marketing strategies. We use digital to promote your apps. Some of the marketing channels are:

- Google's Universal App Campaigns ( Search, Display, Youtube, Mobile Apps, Gmail placements )
- Facebook & Instagram Ads App Install Campaign
- Snapchat & Twitter Campaigns for app download
- Programmatic Ads Mobile Websites & App advertising
- TikTok App Installs
- Apple App Ads in Search



# WIT's MOBILE APP MARKETING PRICING

## Number OF APPS

1 Android Apps

i 10S Apps

1000 apps

## COST (AED)

AED 2 - 3

AED 3 - 5

AED 2000 - 3000

# WIT's PR-PUBLIC RELATION



- INTERVIEW

Pitching for interviews across different media mix

- OPINION PIECES

Pitching for opinion pieces across different media mix

- BRAND / PRODUCT & INDIVIDUAL PROFILING

Profiling the brand and key spokesperson across different media

- FEATURES

Strategizing relevant PR stories & pitching it across different media

- SPEAKING ENGAGEMENTS

Facilitate speaking opportunities for the key spokesperson at relevant conferences, seminars and workshops.

- EVENTS

Creating awareness about the press event and issuing of press invitations with follow up calls. Ensuring strong attendance from leading media including a strong broadcast and photographer contingent with strong positive coverage.

# WIT's PR-PUBLIC RELATION



- NEWS & ANNOUNCEMENTS

Pitching for important news and announcements across different media mix

### PR DELIVERABLES

- MEDIA RELATION

- Developing a media list in accordance with the brand / product /
- Pitching & Ensuring coverage in preferred media

- PRESS MATERIAL DEVELOPMENT

Development of press material including media invites, press releases, Q&A's and speeches

- MEDIA MONITORING & COVERAGE

### MEDIA OUTREACH

- Newspapers & Magazines
- TV & Online Media

# WIT's PR-PUBLIC RELATION



- 1 PRESS CAMPAIGN DEVELOP KEY PROFILES
  - Strategize & Draft English Press Material
  - Translate English Press Material into Arabic
  - Distribute English & Arabic Press Material to Media
  - Follow-Up with Media & Monitor & Secure Coverage
  - Submit a Summary Report

ALL PR ACTIVITIES CAN BE DONE FOR AED 5,000 - 8000 + GIFT  
VOUCHERS FOR THE MEDIA PROFESSIONALS

# EMAIL MARKETING

# SERVICE



**Got ton of email database and need help to send emails? This service is for you. See requirements:**

- We will setup Email Server & IP to help you send bulk emails
- Client will need to purchase domains and share details
- Client provides us the email database
- Software will check email data if it is clean to be used
- Client provides us Email Content, Subject line, sender name, reply id & website link
- We will check email subject line for spam % before sending



# EMAIL MARKETING

- We will create email templates - maximum 2 designs in a month
- Weekly Email report on Email Opens, clicks, unsubscribes & bounce rate
- Email bounce management. ( Why email bounces )
- Email Campaign logins will be provided
- Unlimited IP Blacklisting & Domain Help





# EMAIL MARKETING

# SERVICE

EMAIL MARKETING PACKAGES	100,000 EMAILS /MONTH	200,000 EMAILS /MONTH	300,000 EMAILS /MONTH
With Email Management	<b>AED 2500</b>	<b>AED 4000</b>	<b>AED 5500</b>
Without Management	<b>AED 1500</b>	<b>AED 2500</b>	<b>AED 3550</b>

# SOME OF OUR CLIENTS



PURAVANKARA®



homes*o*us

NUTANIX

Atlas Copco

VEEAM



LALS GROUP

nexthink  
change your perspective



India



APPAREL  
Abbas Bhambhani Group



SPREE  
THE CLUB



zameen.com  
Pakistan's No.1 Property Website



DAISO  
JAPAN





# Unless you try, you'll never know.

Complete your marketing the right way and see results soon.

[Start Your Journey](#)

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