

# Dubai Festival City



دبي فستيفال سيتي  
*Dubai Festival City*



Mira Mallah 28.Aug.2022

# Content Planning



# Social Media Utilization

## Facebook



- **Reels:**

In reels we should create educational and community videos to give the consumers an experience to have at home and get the amusement they will get when they visit us.

- **Posts:**

We should create more educational and promotional posts to engage the consumers and encourage them to visit us and have the best experience by projecting that in our feed.

- **Stories:**

We should create community stories where the consumers will know how their experience will be during their visit.

# Social Media Utilization

## Instagram



- **Reels:**

In reels we should create educational and community videos to give the consumer an experience to have at home and get the amusement he will get when they visit us.

- **Posts:**

We should include more engaging posts in for the consumer to have fun, tag, repost our feed. This will help us increase our engagement and reach rate.

- **IGTV:**

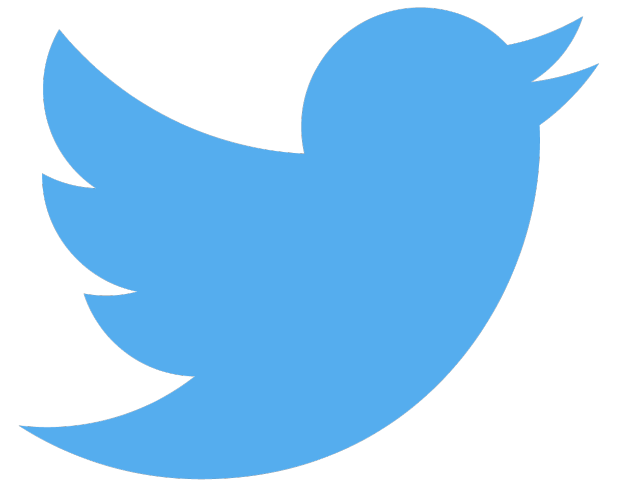
We can start using IGTV to create a series for our mall each episode talking about an attraction we have, an experience, or even we can include influencers where each episode is like a vlog for an experience in our mall

- **Stories:**

We should create engaging stories where the consumer will have fun while getting educated about our attributes just like using the question tab, the quizzes, boomerangs, and many more.

# Social Media Utilization

## Twitter



- Twitter is more of an informative platform and since DFC is fashion driven brand, we can utilize the platforms as a blog for different fashion updates. It will not be promoting offers and sales but it will be more focused on informing our consumers about the top fashion trends and different fashion news.

# Social Media Utilization

TikTok . Youtube . Snapchat



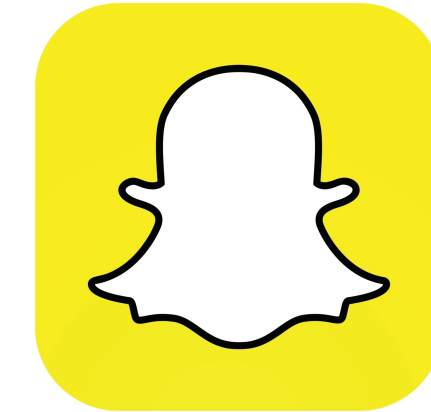
This form of user-generated content will increase our credibility, and helps us attract customers.

We should use this platform to create a more real life feel to our content for a user experience feel for the consumers.



YouTube Ads will advocate our global exposure and potential growth for reaching existing and new customers. This will lead to more effective communication.

We should focus on creating YouTube Ads to reach a wider audience with a quick 5 to 10 seconds video.



Snapchat is very popular among teens and millennials alike, even more popular with the middle eastern demographic.

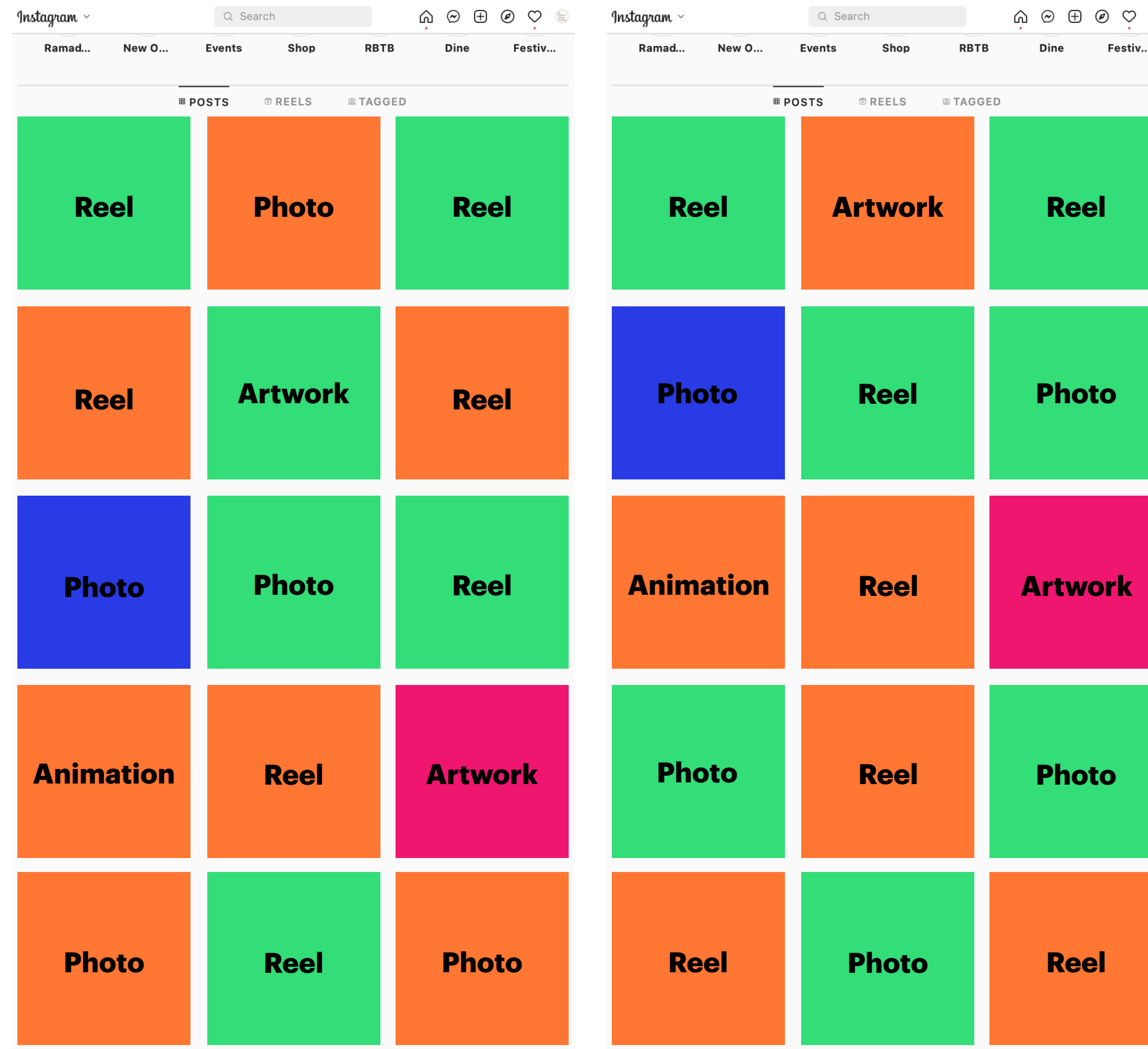
Snapchat will give us the opportunity to connect with our audience in real time. It will be particularly good for our campaigns and telling compelling, interactive stories and news throughout Snapchat Ads.



# Content Creation Content Plan

- Our brand should have a schedule of 7 posts per week to a maximum of 2 posts per day to keep the pages and the consumer up-to-date.

Here you will see the distribution of posts by categories and types for our Instagram feed in a month.



*This schedule will likely change based on the promotion plan for a specific campaign.*

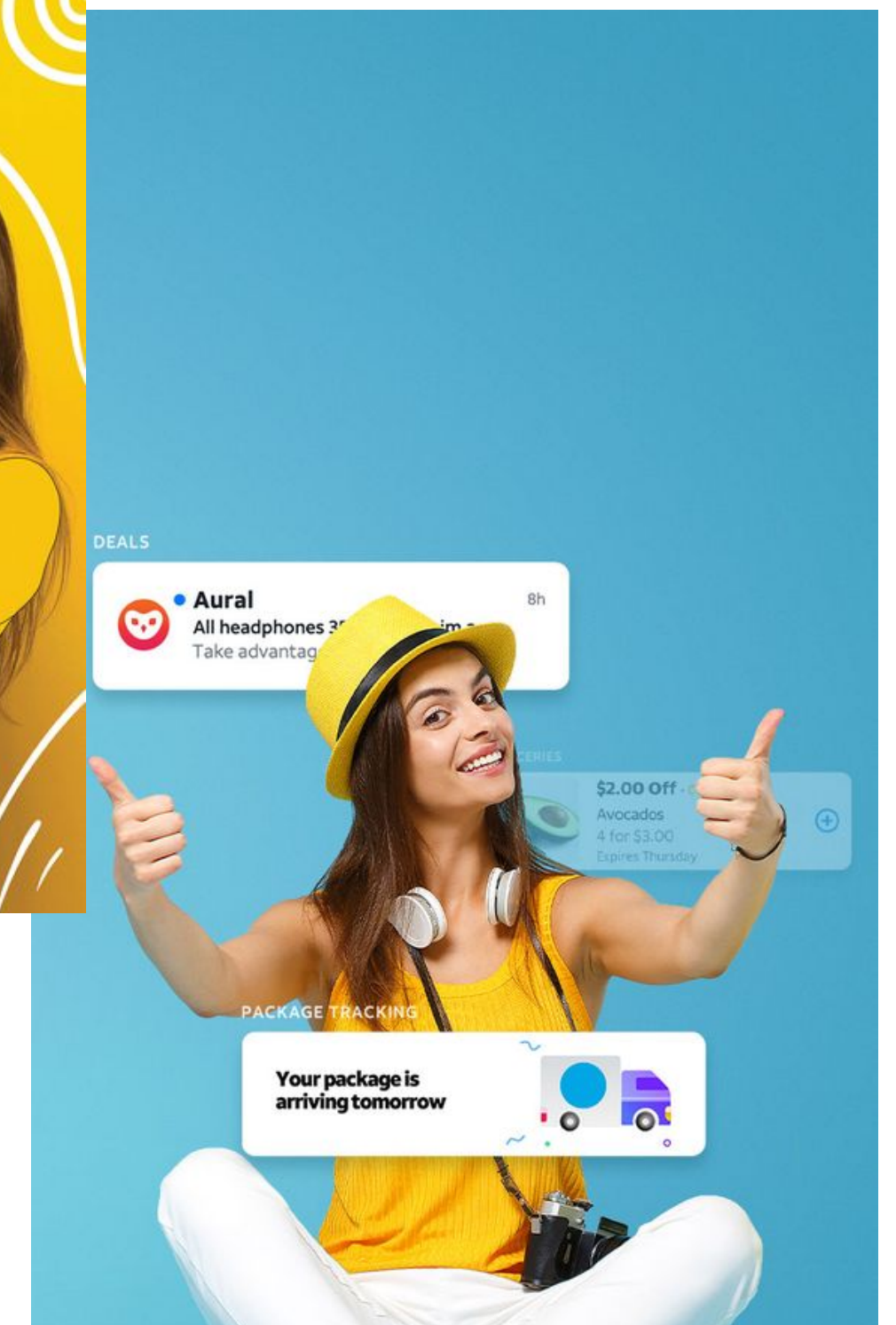
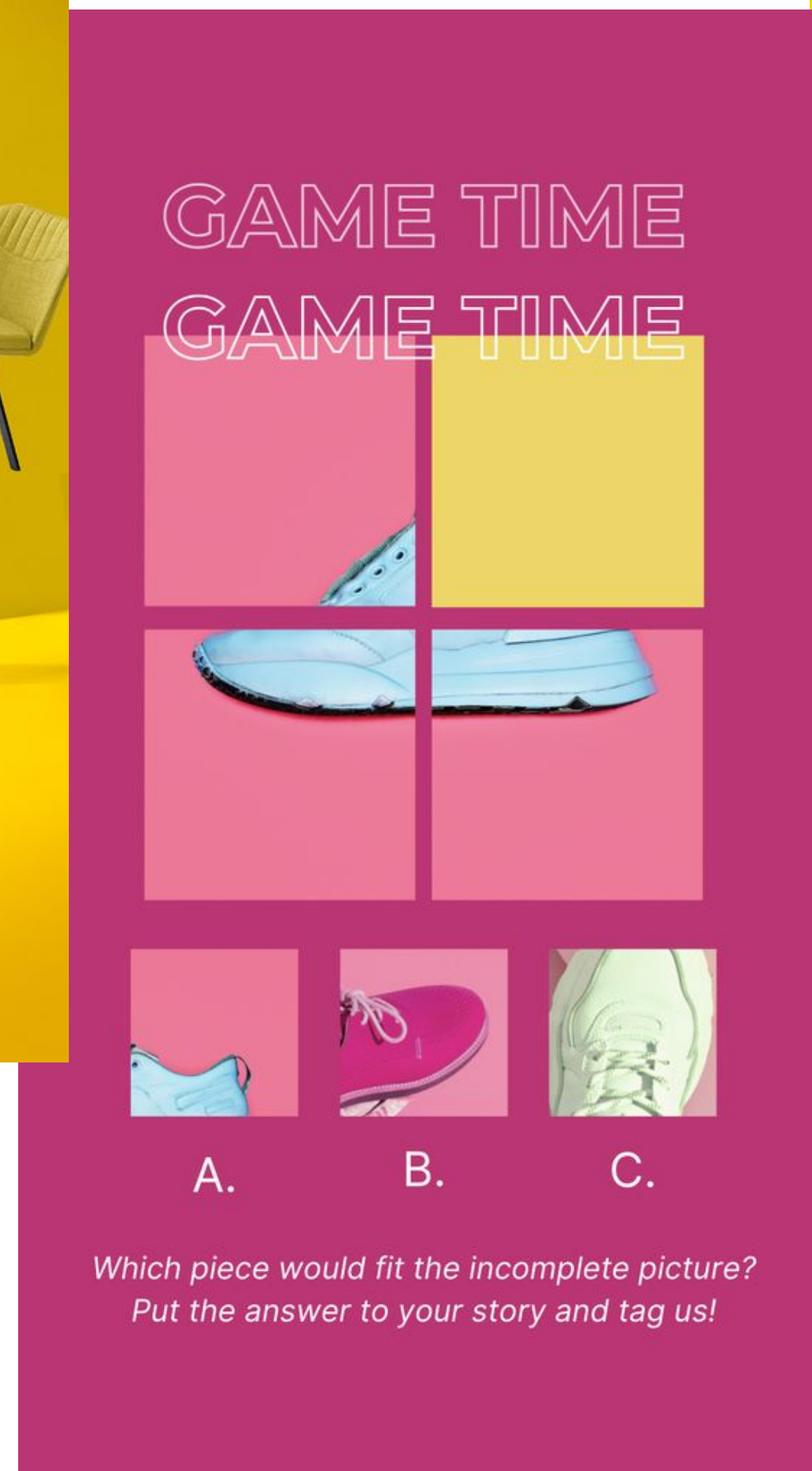
*Reels might turn into a videos based on the content.*

- Engagement
- Promotional
- Community
- Educational



# Content Creation

## Look and Feel MoodBoard *Inspirations*





# Community Management Captions

For this post it will be educational talking about the kids activities and their experience in Dubai Festival Mall

Caption:

Did you know that Dubai Festival Mall has up to 5 fun places where your little ones will enjoy and look forward to for their next visit!

You can check our Blog to know more about the children activities in Dubai Festival Mall.

هل تعلم أن دبي فيسٲيفال سيتي مول يتضمن لغايت ه أماكن لأطفالك كي يتمكنوا من اللعب وإمضاء أجمل الأوقات والأضلاع لزيارة دبي فيسٲيفال سيتي مول مرت أخرة!

يمكنك التطلع على مقالاتنا حول أنشطة الأطفال في دبي فيسٲيفال سيتي مول.

This post will be an engagement post with a game to play to engage people to interact and visit us

Caption:

Want to win a voucher of 250 AED to spend in Dubai festival Mall?!

Now is your chance all you have to do is:

1. Follow @dubaifestivalcitymall
2. Like our post and Tag 3 of your friends and family
3. Answer the question in the comments section down below

3 Winners will be selected on the 1st of October! Stay tuned.

تريد أن ترحب قسيمة شراء بقيمة ٢٥٠ درهم لإنفاقها في دبي فيسٲيفال سيتي مول؟!

كل ما عليك فعله أن تتبع الخطوات التالية:

١. تابع صفحة @dubaifestivalcitymall

٢. الإعجاب و التعليق على المنشور وإضافت ٣ من أصدقائك وعائلتك

٣. الإجابة على السؤال في قسم التعليقات في الأسفل

٣ رابحين سيتم إختيارهم في ١ من أكتوبر! أبقوا على إطلاع.

*We can use different languages also in our content in specific national events just as in Diwali we can use Hindi to deliver a direct message to our Indian customers.*

**Thank you**