



The Power To **Influence**

INFLUENCER MARKETING SALES PACKAGE

2020



arab reach media services
الشركة العربية للإعلان و الخدمات العامة

Who **We** Are

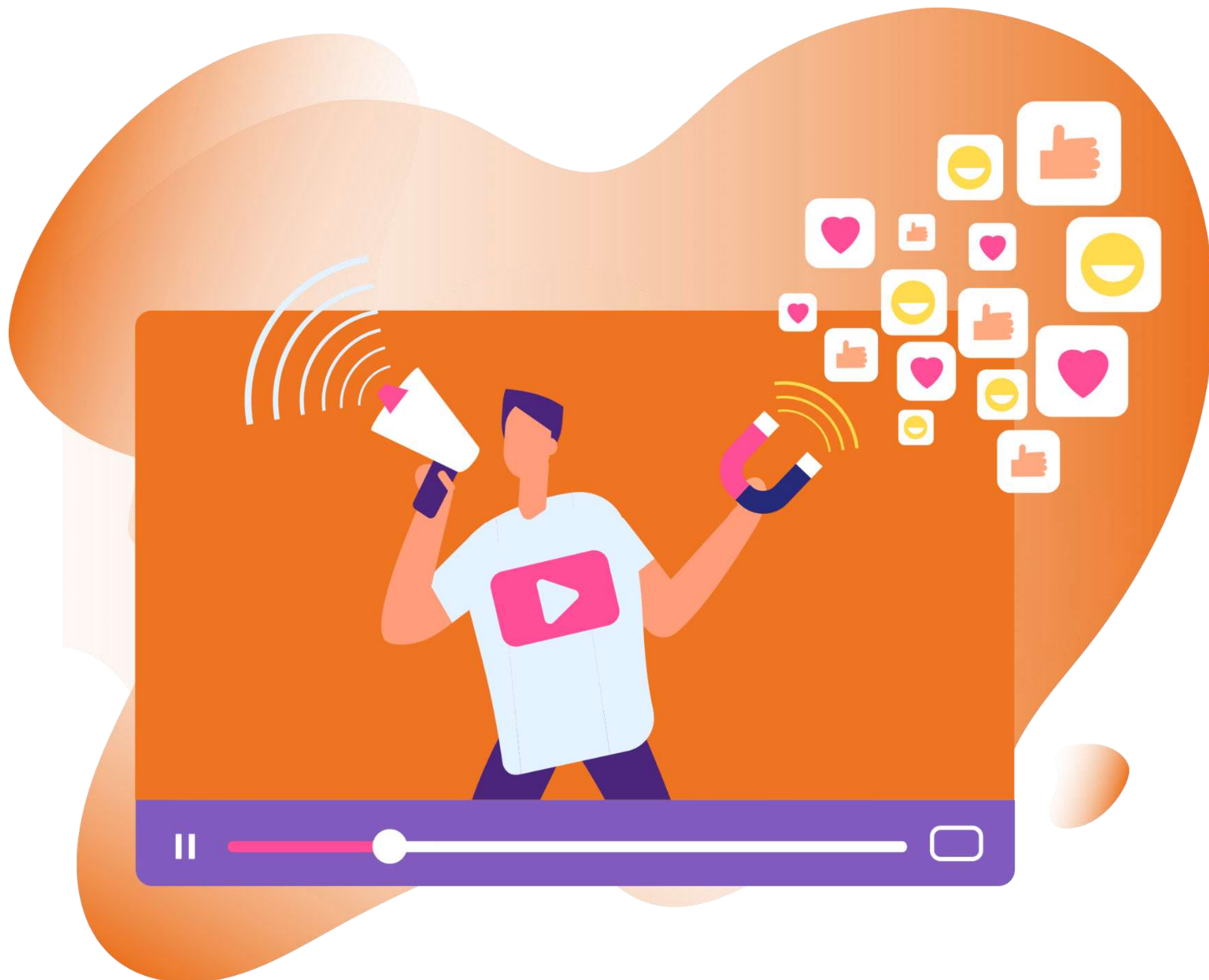


*ARM is a **marketing & media** company, that combines deep expertise in various disciplines under one roof; Content creation, Social Media, Digital Media, Digital Strategy and Nurturing/Managing Talents.*

By implementing best prices, strategic planning, proper monitoring, crisis management, and KPI achievement.



We Have The **Power**



We **Lead** Influencer Marketing that Delivers **Measurable** Results, making it a **scalable** advertising medium



I Am an Influencer

An “**influencer**” is someone with a public profile who has established credibility among large groups of people, and consequently will have a positive impact on a brand when associated with it by virtue of authenticity and reach.

Why **Influencer** Marketing?



They are a trusted voice: consumers are more likely to trust influencers who are believed to be transparent and genuine



They have authority and influence: 82% of consumers make a purchase after reading about a product or service on a blog



They build relationships: between their followers and brands, and give access to the brands to their niche market



They are expert communicators: they can achieve the brands' targets whether creating awareness or driving traffic or increase sales or just starting conversations with the targeted segments



They become brand advocates: when building a strategic long-term exclusive relationships

Client Servicing



We provide full-service through every stage of the influencer marketing process



CAMPAIGN PLANNING

Develop influencers campaign strategy based on given KPI's. Identify influencers based on experience and other search techniques, then obtain approval from the client



CONTENT CREATION

Help influencer to create content in various formats, and moreover, create user-generated content about the brand that can then be used on the client's platforms



INFLUENCER MANAGEMENT

Manage involvement of influencers at all campaign stages to guarantee delivering proper outcome as per the approved campaign strategy



ANALYZING & REPORTING

Track influencers campaigns in terms of commitment to the brief; schedule; delivery of influencers; overall performance; etc. and share results with the client

Planning Process

Four steps to ensure optimum results for each campaign

1 INFLUENCER SELECTION

Based on the brief of the client and the desired outcome



2 PLATFORM SELECTION

We select the most effective social media to achieve the client's objectives



3 FORMAT SELECTION

Identify post formats or combination of formats to be posted by each influencer



4 SETTING FREQUENCY

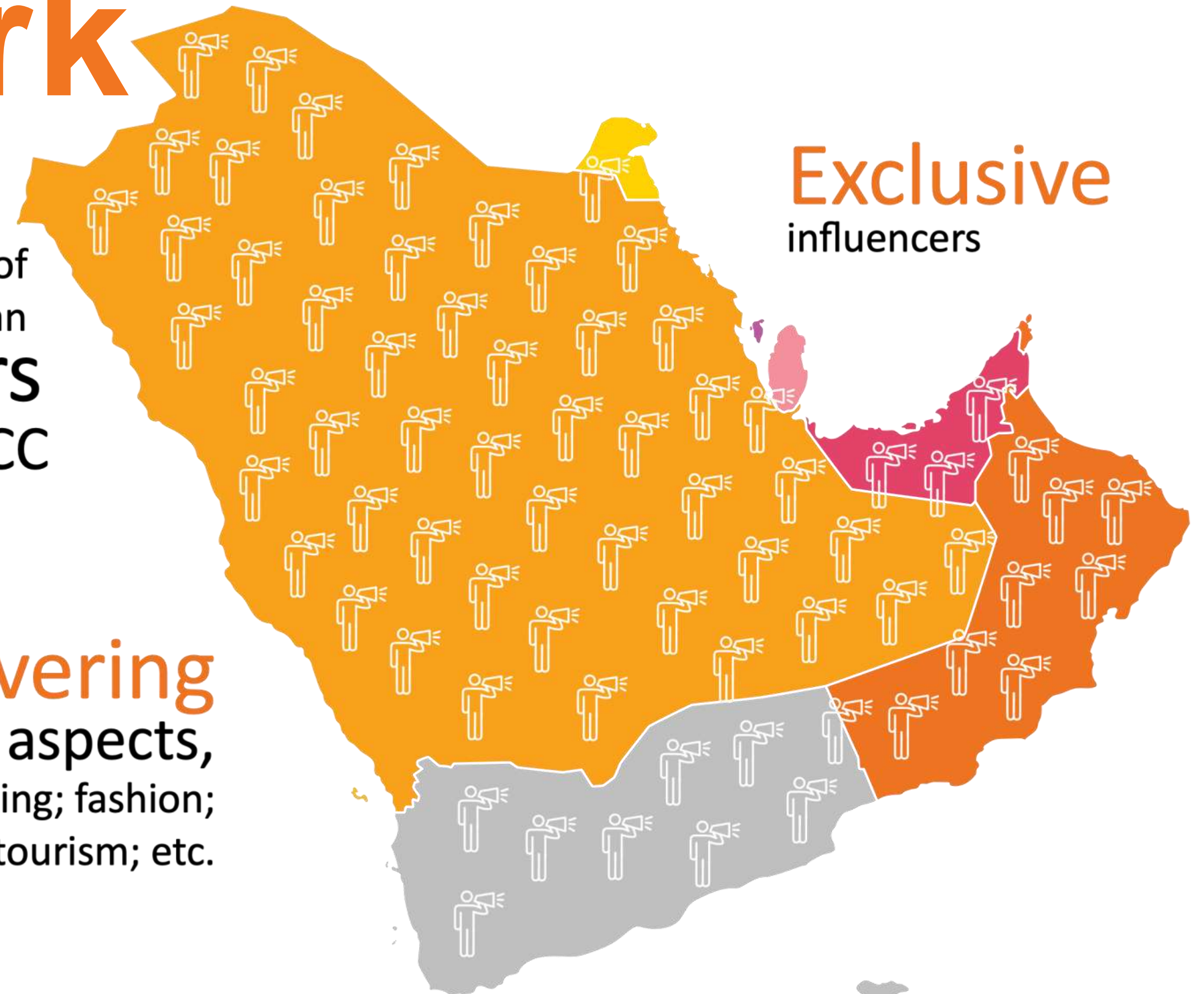
Influencer participation in any campaign must be with the right dose, and need to be published at the right timing to stand out away from crowds, and to make sure that influencers are not overwhelmed with brands in the same period

Our Network

Access to an Extended network of
more than
300 influencers
across KSA & GCC

Covering
wide range of business aspects,
such as lifestyle; sports; cooking; fashion;
cars; travel and tourism; etc.

Exclusive
influencers





Snapshots of Influencers

Sports Influencers



Walid Al-Farraj
7M+

Sports Media
KSA-GCC
-Arab World



Battal Al-Gaus
6M+

Sports media
KSA-GCC



Khalid Al-Shnaif
5M+

Sports media
KSA-GCC



Adel Al-Tuwaijri
2.8M+

Sports Media
KSA-GCC



Omer Al-Sumah
1.6M+

Football Player
KSA-GCC



Ibrahim Al-Bekiri
610K+

Sports Media
KSA

Social Influencers



Faiz Al-Malki
6.7M+
Actor-Activist
KSA-GCC
-Worldwide



Adwa Al-Dakeel
1.5M+
Business
- Travel
KSA-GCC



Abdullah AlJumah
520K
lifestyle
KSA



Mansur Al-Regebah
1.5M+
Awareness
- Entertainment
KSA



Faisal Al-Abdul Karim
1.7M+
Awareness
- Education
Riyadh - KSA



Dr. Sumayah Al-Nasser
656K+
Life & Awareness
Coach
KSA

Entertainment Influencers



Ibrahim Saleh
🐦 800K+ 📷 1M+
Media
- Entertainment
KSA



Hesham Al-Huwaish
600K+ 📷
Entertainment
- Awareness
KSA



Khalid Al-Farraj
250K+ 🐦
Media
- Entertainment
KSA



Ali Al-Humeidi
117K+ 🐦
Entertainment
KSA



Mohammed Al-Shehri
🐦 65K+ 📷 88K+
Cinema
- Entertainment
KSA



Abo Nourah
5M+ 📷
Entertainment
Riyadh-KSA

Food Influencers



Raneen Judah
155K+

Cooking
KSA



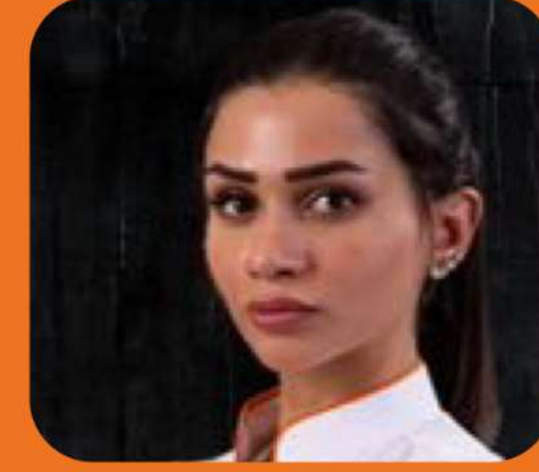
Ahmed Al-Zamel
3.7M+

Cooking
KSA-GCC
-Arab World



Hesham Ba-Eshen
2.4M+

Cooking
KSA-GCC



Sama Jad
99K+

Cooking
KSA



Chef Osama
243K+

Cooking
UAE- Egypt



Bin Gasem
7M+

Cooking
-Entertainment
Riyadh-KSA-GCC

Media Influencers



Yasser Al-Shamrani

134K+

Media - Radio
Riyadh - KSA
- GCC



Lamia Ghaleb

106K+

Presenter
KSA



Rashid Al-Fuzan

411K+

Economy - Media
KSA - GCC



Amirah Al-Abbas

600K+

Media - Radio
KSA



Badr Al Zedan

1.2M+ 1.5M+

Media - Lifestyle
- Sports
KSA-GCC



Sarah Dandarawi

359K+

Journalist / Presenter
KSA-GCC

Media Influencers



Maha Abdullah
85K+

Presenter
KSA - GCC



Mohammed Al-Musa
700K+

Presenter
- Entertainment
Riyadh-KSA



Suha Nowailaty
410K+

Presenter
KSA



Khalid Al-Mutrafi
935K+

Media-Journalism
KSA-GCC
-Arab World



Omnia Al-Deayeg
211K+

Media - Radio
KSA



Waleed Said
1M+

Sports Media
Jeddah-KSA

Travel & Tourism Influencers



Raha Muharrak
75K+ 

Travel
- Adventure
KSA-GCC



Naif Hamdan
310K+ 

History
- Literature
Riyadh-KSA



Nanoosh
247K+ 

Travel - Tourism
KSA



Dahmantini
56K+ 

Travel
KSA - GCC



Anas Iskandar
373K+ 

Travel - Tourism
KSA



Nihal Felemban
98K+ 

Travel - Food
KSA

Fashion Influencers



Afnan Albatel
12M+  

Travel - Food
KSA



fouz
4.5M+  

fashion & lifestyle
KSA



Lama Alakeel
580K+ 

fashion & beauty
KSA



Rafal Sariah
118K+ 

fashion & beauty
KSA



Nojoud Alrumaihi
278K+ 

fashion & lifestyle
KSA



Sausan AlKadi
177K+ 

fashion & lifestyle
KSA

Automotive Influencers



Hasan Kutbi
329K+

Auto
KSA



Bakur Azher
2.5K+

Auto
KSA



Ahmad Alshehri
322K+

Car
KSA



Saja Kamal
57K+

Automotive-sports
KSA



Akdora ZTV
123K+

Auto
KSA



attasss
71K+

Auto -Mercedesbenz
KSA

Let's Talk and Share

SHUKRAN!

