

PROPOSAL · POWER MEDIA · 2025

# Social Media Management Proposal

Building Power Media's digital presence with impact — turning the UAE's most powerful outdoor placements into a commanding online brand.

— ABOUT POWER MEDIA

# Dubai's premier name in outdoor advertising.

Power Media is one of the UAE's leading **Out-of-Home (OOH) advertising** companies. Since 2021, we've built a powerful network of premium hoardings, billboards and unipoles across Dubai's most strategic corridors – from Sheikh Zayed Road to Al Khail Road.

From rental to large-format printing, Power Media delivers **turnkey campaigns** that command attention day and night – already trusted by leading regional and global brands.

**2021**

ESTABLISHED

**15+**

PRIME LOCATIONS

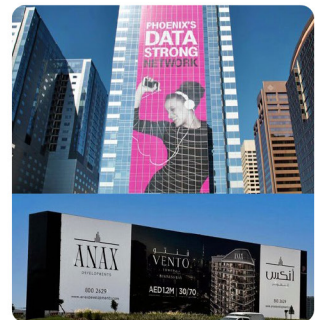
**550K**

DAILY REACH / SITE



— THE POWER MEDIA LANDMARK

SELECTED PLACEMENTS ACROSS THE UAE




TRUSTED BY  
LEADING BRANDS

**Etihad Airways · IKEA · noon · talabat · Deliveroo · Aldo · Max**


— WHY SOCIAL MEDIA MATTERS

# Turn street-level impact into digital authority.


Power Media already owns the streets. Social media takes that same presence and makes it visible, searchable and shareable — everywhere your future clients already are.

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- 01**  **Build brand awareness**  
Stay visible to audiences far beyond a single billboard.


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  - 02**  **Showcase outdoor campaigns online**  
Bring every live placement to a wider digital audience.


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  - 03**  **Attract advertisers & agencies**  
Make it easy for brands to discover, trust and book Power Media.

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  - 04**  **Build trust & credibility**  
A polished, active profile signals a serious media partner.

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  - 05**  **Turn campaigns into proof**  
Every live site becomes shareable proof of performance.
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**In short — social media makes Power Media's **offline dominance impossible to ignore online.****

— SOCIAL MEDIA STRATEGY

# An Instagram-first strategy built for visibility.

Instagram is the primary platform – visual, fast-moving, and the first place brands and agencies look. The approach is simple and consistent.



## Professional brand presence

A clean, consistent, premium profile that reflects Power Media's scale.



## Campaign showcase posts

Highlight live billboards, hoardings and wraps as they go up.



## Reels for visibility

Short, motion-led content that reaches well beyond followers.



## Carousel posts for storytelling

Walk audiences through locations and campaigns step by step.



## Stories for regular updates

Stay active and top-of-mind, several times a week.



## Strong captions & clear CTAs

Every post points to an action – enquire, book, follow.

— HIGHLIGHTS & CONTENT IDEAS

# A profile that's organised and client-ready.

INSTAGRAM HIGHLIGHT CATEGORIES



Campaigns



Locations



Billboards



Clients



Offers



Behind the Scenes



Testimonials



Contact

CONTENT IDEAS

• Billboard showcase

• Campaign spotlight

• Location feature

• Client success post









• Short reels of media placements

Every category and post type is designed to make Power Media **effortless to explore** and easy for advertisers to contact and book.

— MONTHLY MANAGEMENT OVERVIEW

# Everything handled, every month.

A simple, consistent monthly rhythm — fully managed, end to end, so the profile stays sharp without any extra effort from your team.

 <b>Content planning</b>	 <b>Post design</b>	 <b>Caption writing</b>	 <b>Reels support</b>
 <b>Story updates</b>	 <b>Highlights setup</b>	 <b>Posting schedule</b>	 <b>Monthly performance review</b>



The goal — keep Power Media **active, professional and visible online**, every single month.

— EXPECTED OUTCOME

## What this delivers for Power Media.

Consistent, professional social media compounds over time. Here's the payoff for Power Media:



A stronger, more consistent online presence



Better brand credibility with advertisers



More visibility for live campaigns



Easier, faster client inquiries



Stronger positioning in the UAE advertising market

— LET'S TALK

## Let's Power Your Digital Presence

Social Media Management Proposal for Power Media

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