
RAB Digital UAE

COMPANY PROFILE



ABOUT US



WHO WE ARE ..?



WE OFFER THE BEST CONTENT THAT
CAN BE POSTED ACROSS
ALL SOCIAL MEDIA PLATFORMS.
WE HAVE A TEAM OF PROFESSIONALS
FROM DIFFERENT NATIONALITIES
WITH DIFFERENT LANGUAGES.
RAB DIGITAL CAN TRANSFORM
YOUR BUSINESS
TO MATCH WITH GCC MARKET

We know what your clients are thinking about,
how we can reach your target,
how to turn your vision into a reality and
we can help you to achieve your business
goals.

We are professional and experienced
in the digital marketing industry.

We guarantee maximum satisfaction.





RAB Digital is a digital marketing agency that assists companies to understand digital marketing and make use of online opportunities to grow their business.

We make use of forward-thinking techniques to connect people who love client products or services and introduce them to the brand online.



OUR MISSION ...

We specialize in data-driven digital marketing through our main service providing content marketing, graphic, **2D animation**, and social media management. Through digital innovation and our personalized approach, we have earned the reputation of being a leader in the digital marketing industry.





Our Values

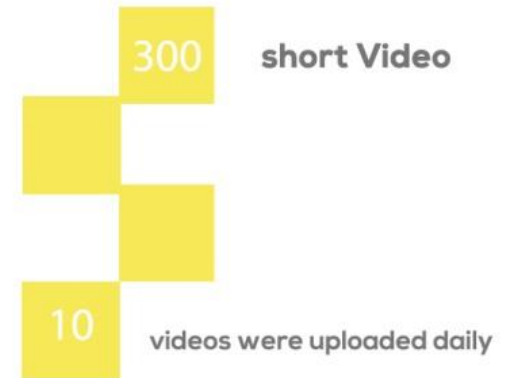
The key to our success is that we embrace change and collaboration. Being the best is not about having many staff, it's about having the most passionate and smartest ones. We build digital marketing teams around clients to align strategy, communication and measurable goals creating a potent and seamless integration. Our relationships are built on transparency, accessibility, and loyalty.



Emirates Red Crescent:

The UAE Red Crescent is a voluntary fundraising organization. We had the honor of working with this enterprise by supplying the articles and mobile video content which are included under their Channel on Snapchat and Instagram. Over 300 short videos were used from social media and Alasturi was used for Snapchat and Instagram channel, in addition to running a fundraising campaign in Ramadan. The campaign lasted for a month.

About 10 videos were uploaded daily with graphic animation and 2d animations. The donation was also managed through the application of the Emirates Red Crescent Authority.



"Ana Zahra" Snapchat Channel:



01

"Anna Zahra" is one of the popular channels in the Middle East and GCC. We partner with the Abu Dhabi administration to create a private channel and create daily items in different sizes that correspond to the length and width of the social media channels which include Snapchat, Instagram, YouTube and others social media platforms.

02

Through this cooperation with the most important state institutions in the United Arab of Emirates, Abu Dhabi TV, the channel was created and all the channel content was provided to outrank competing channels.



Abu Dhabi Media
Fakhama Program



Al-Ghurair Centre
Social Media Content



Content Creation

CONTENT CREATION



Digital Campaign:

Ajman Tourism:

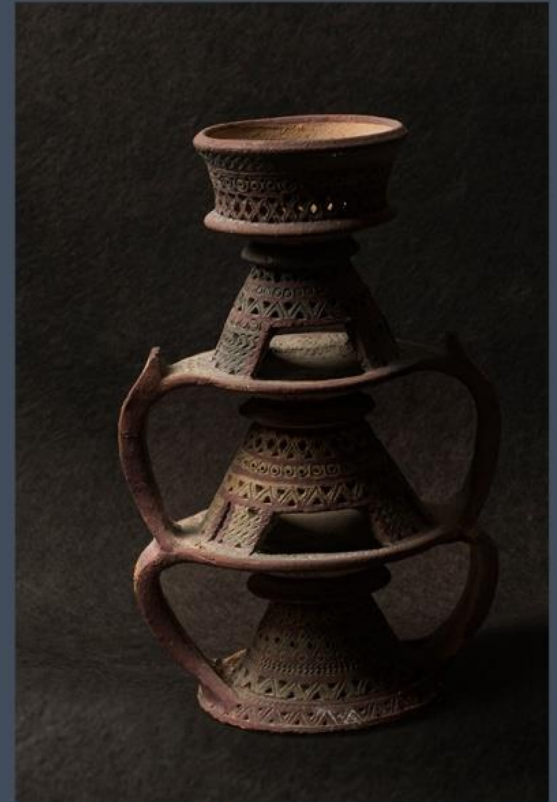
We partner with the "Ajman Tourism Authority" in managing the advertising campaign on all social media sites and TV channels. By creating official pages on their social media platform and achieving more than 2 million visitors in less than one month. A TV commercial was created in addition to the advertising posters that were used in the external and digital campaign. And more than 20 teasers, that are not more than 30 seconds. RAB team was praised by Ajman Tourism for the achievement that exceeds their expectations and for the successful management of the advertising campaign



Digital Campaign:

Dubai Heritage:

The content and holdings of the Dubai Heritage Foundation and the Emirati Museum were marketed through the management of the advertising campaign while the heritage center's holdings were promoted. The advertising campaign and the copying of antiques and products were managed by RAB digital.



Digital Campaign:

Ferrero Rocher:

This event activation, which was a prank to lovers, was performed on Valentine's Day. Where more than 20 dozen plates of food was served to the lovers in the JBR on the Day of valentine.



Graphic Explanation :

Abu Dhabi "Space" Program:

We cooperated with the Abu Dhabi Media Foundation through the "Space and the Future" program by providing graphics, animation and 3D models.

Ramadan Fillers:

Ramadan tips were presented during Ramadan on Abu Dhabi TV. The vertebrae were supplied through the infographic explanation and Chroma cut out.



Graphic Explanation :

The Year of Zayed: :

In 2018, it was called the Year of Zayed and we provide the infographic explanation video.



Infographic :

Abu Dhabi TV Program:

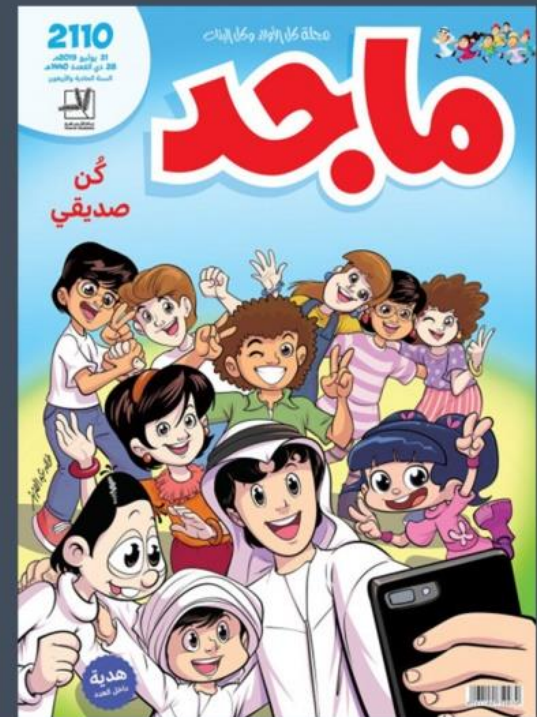
About 20 videos were produced with Infographic technology and 2D animation to Abu Dhabi Media Channel Programs.



Infographic :

Majed Kids Channel::

The project with "Majid channel" for children was done through several programs that are presented on the "Majid channel" which include drawing and animating cartoon characters with the 2D Animation technology. RAB also provided more than 100 identifiable infographic videos for children and corporations.

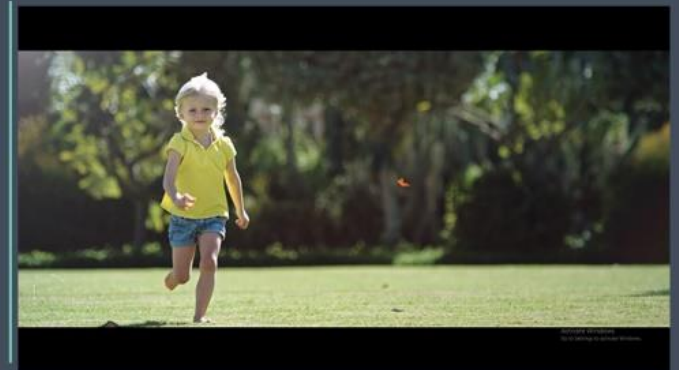


TVC:

Dubai Municipality:

Through the future vision of Dubai in 2025, it was promoted through an advertisement video to explain the vision of Dubai's healthy climate on the environment. This ad was intended for Dubai Municipality in cooperation with RAB and was filmed with 7K quality with Red Camera.

<https://vimeo.com/379988175>



TVC:

Rose Arbaji Beauty:

The Beauty program with Rose Arbaji. A program focusing on teaching makeup methods and trending fashion. The collaboration took place through the TV commercial of the program.

<https://vimeo.com/381126213>



TVC:

Sharjah Chamber of Commerce and Industry "Export Centre":

The cooperation with Sharjah Chamber of Commerce and Industry was done through the promotional video, through which a detailed explanation of the Chamber's export center services is provided to work on attracting investors. The video was shown on German and international channels and on all social media platforms.

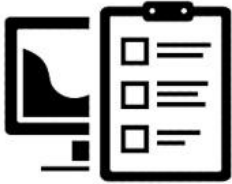
<https://vimeo.com/378973854>



Our Services

**Content Creation, Graphic, Video Content,
Digital Marketing, Social Media Management,
Digital Campaign, Content Writing**





Content Creation

Digital media has gone beyond traditional ones and it now involves transacting all businesses online. For these channels, there is need to create content that attracts the attention of your visitors and convince them to purchase your products or services. RAB digital offers the needed content that you need.

Great website content inspires, informs and entertains your audience. It builds online presence by cultivating trust and credibility while empathizing with your target audience.

RAB Digital creates relevant content that starts conversations with prospects. We nurture those discussions into relationships which eventually lead to sales, by sharing great stories about your business and delivered at the right time on the right channels.

We launch brands through innovative marketing, from idea generation to conversion. With campaign measurement and analytics tracking, we combine the creative power of in-house designers, writers, and videographers with the search data of your highest-value prospects. The results are stronger brand awareness, proven ROI and greater search presence.

Certain content are proposed for different purposes and it's essential to know the limitations and strengths of each content. You tell us your goal and we will help you layout your content creation strategy.



Graphic

Our video graphics company has a dedicated in-house team that specializes in video graphics. We have been serving different industries for many years. We offer graphic videos, infographics, 2D Animation. We understand the nuances and success factors for any graphics video production of the following industries:

- Finance & Banking.
- Healthcare.
- Insurance.
- Technology (SaaS Explainer Videos).
- Retail (Consumer Goods).
- Non-profit organizations.



.. Graphic

Our infographic designers will give your brand a visual lift by creating complex data into shareable and digestible graphics that drive value. RAB Digital design team will help you convert new clients and establish industry expertise through designing infographics and other graphical assets.

If you want to get noticed, the best approach is to make an impression on the viewers through 2D animation videos. We offer the best 2D animation services and will help you in making a fantastic 2D animation for your brand that will leave a powerful impression on the audience.

At RAB Digital, we promise you timely delivery of the project with top-quality. Your brand will stand out from your competitors. What are you waiting for? Contact us today and get the best animation services by the best graphic company.



Video Content

The digital online platform is a massive sea of uncharted waters for many businesses. And the opportunity to reach new audiences is incredible and so the challenge is exciting.

RAB Digital has a team of professional and talented writers, animators and composers. Anyone re-branding their website will know the value of a great background video that is personalized to your brand image.

We offer InstaStory Video and Snapchat (1080x1920) vertical Size, Full HD and Cinema frame.

2D motion graphics incorporated with live-action footage can be a great visual way of getting your story to your audience.

Our directors are professionals in finding distinctive ways to make a promotional video attractive and memorable.



Social Media Management

Social media a platform that is used for business growth. Any business needs to grab the attention of the target audience through blog posts, content or articles that gives detailed information about products or services. We can help businesses to manage their social media channels and grow their brands.

Every day, millions of users on social media platforms are interacting, sharing and following brand pages. Social media is a big platform for businesses to connect with their audiences. However, establishing a social media presence is an acquired expertise. The necessity of having a good social media profile is undeniable - it's no longer an option, your customers are already on social media.



Social Media Management

A successfully managed social business page will create a two-way conversation that no other channel can produce, driving quality leads to your site and building brand loyalty. Our social media management services will put your company in the front, along with saving you time and stress by monitoring activity and creating content for you.

Our objective is to create content that educates and directs your audience. We will create a variety of posts, from videos and articles to industry news and company facts, scheduling them at optimal times to maximize who is seeing your content. Personalizing each post to reflect your brand, our content will inspire action from your audience to engage, share and follow your social activity.



Content Writing

Are you thinking of taking a cue from the leaders in the industry and outsource a number of your copy needs? Then you need the best-in-class content strategy agency that can balance quality with quantity when it comes to website copy and remain true to your brand. That's where RAB Digital comes in. A one-stop-shop for all your professional content writing services.

RAB Digital will work with your team, giving you access to a wide range of experienced professionals who can secure the win for you. Whether you're searching for help with your case study creation, blog copy, email marketing campaigns, website content or PR origination, you can depend on our team of professionals to support your content needs while driving profitability to your business. We understand that copy doesn't do anything for a company if it does not drive behavior or evoke emotion. Thus, the team at RAB Digital is dedicated to developing custom content that convert, inform, engage and inspire.



Community Management

Your job is not complete until you start posting on your channels. RAB digital can help you with community management service and how attract more prospective clients that are interested in your business. Replying the comments of your clients and making a good relation with your audience is very important and we will help you do all these essential services.

Many business owners find it difficult to strike a balance between running a business while interacting with their clients on social media. As a result, the two suffer. When you contact us for your online community management, we bring experienced, certified and trained social media team to your brand online communities.

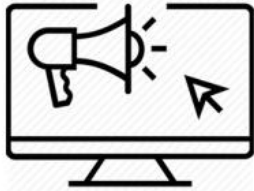


Community Management

To get you started on social media, we can assist you to rebrand your online image, and set up your social profiles. The next step is to get your Twitter and Facebook page account verified. From there, we offer a steady stream of content that generates brand mentions, engagement and growth online.

Our social media experts will monitor engagement and seek new online followers, turn them into fans, and then into customers. This is a major element of a successful online business growth strategy that every business need, especially in an increasingly competitive environment.

When we manage your social media channels, we work to develop your unique brand voice and communicate with your followers. We want to engage, excite, inform, listen, and promote your services to your growing followers and improve your brand's reputation.



Digital Campaign

It's not only about the amount you spend on your advertising campaign, it's always about the engagement you get and making your target audience purchase your products or services. When you want to boost your social media and online presence, you need to target people who are interested in your product or service. You can pay a little amount to reach more people if you have knowledge of digital marketing campaign. This is why you need the help of a professional digital marketing company like RAB to manage your digital campaign.



Digital Campaign

RAB Digital is one of the most sought after digital marketing companies and our digital campaigns are imitable for peers. Our client is always expanding and we get requests for different kinds of digital campaigns. Some are interested in Search Engine Optimization (SEO), some needs social media marketing (SMM) campaign and some show interest in Email marketing. We have different teams for these types of digital marketing campaigns. The results of our campaigns speak for us and our amazing results have made us the best in the best digital marketing industry.

RAB Digital is a leading digital marketing agency that focuses on growing your business successfully with online marketing services. Whether you want to increase traffic to your website, conversions or increase your brand awareness, we can help you design a digital marketing campaign that can help you reach your goals.

Thank You

RAB digital UAE



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Thank you for watching !