



# Five Key Techniques to Market Your Way to Success in the UAE

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# The UAE is steadfast in doubling its \$421-billion economy by 2031.



The With the UAE's commitment to developing **industry-friendly laws** and **tax regimes** to encourage increased commercial activity, the conditions are favorable for all types of businesses, including start-ups, to establish themselves and grow exponentially in the Gulf nation.

Consumers are fueling the UAE's impressive economic growth, spending lavishly to give the industry a much-needed boost.

Consumer spending in the UAE is expected to grow 3% this year to \$146 billion, and 4.3 percent over the next five years to \$175 billion, according to Euromonitor, a London-based market research firm.



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**\$146 billion**  
**2021**

**\$175 billion**  
**2026**

While the UAE provides an excellent business environment, a comprehensive marketing strategy is vital for any foreign enterprise to generate more business and stay ahead of the competition.

The pages that follow outline some of the best strategies that foreign firms can use to market their way to success in the Gulf region.



# 1

## Understand consumer behavior

High internet penetration, well-developed e-Payment systems, and a tech-savvy population have altogether led to a digital shift in shopping habits in the Covid-19 times.

The value of the UAE's retail e-Commerce market rose 53 percent to a record \$3.9 billion in 2020, while the m-Commerce market is projected to grow at 18.9 percent between 2020 and 2025 to reach \$3.9 billion by 2025.

Foreign companies must therefore devise a marketing strategy that takes into account the UAE's rapidly changing digital landscape as well as consumers' growing preference for newer online modes of buying and availing services.



# 2

## Optimise website to bring business

Having a website is not enough; it must draw traffic and generate business. As a result, the marketing strategy should centre on developing a functional website that is consumer-centric and offers a great journey experience.

- Search Engine Optimisation (SEO) will help place your portal in the top of the online search directory and improve its visibility.
- Having add-ons and pop-ups to guide customers till the completion of purchase can add to the positive experience, prompting them to return to your website for more purchases.
- Secure your website from cybercriminals to keep your and consumers' data safe and transactions secure.

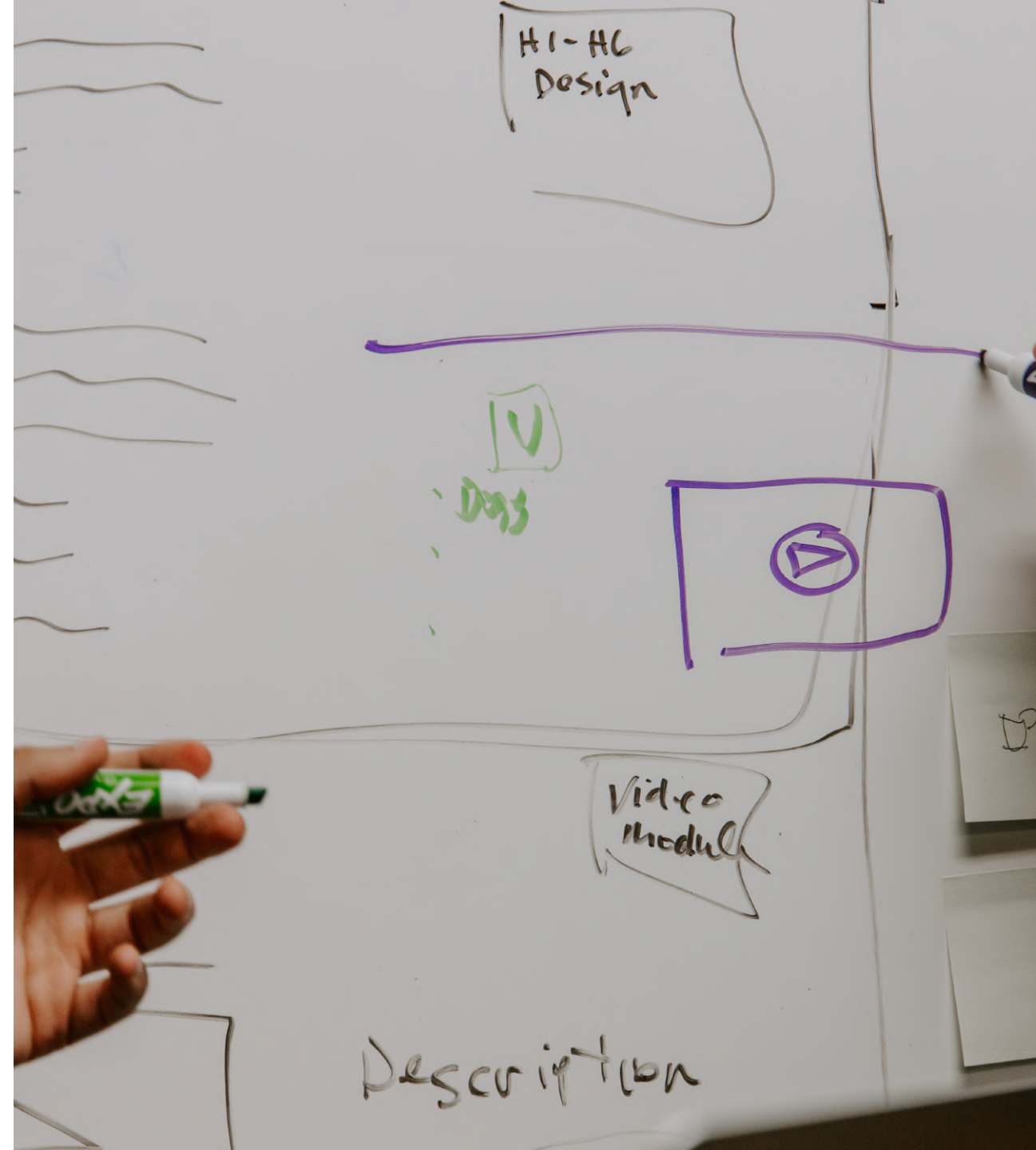


# 3

## Marketing with a personal touch

Maintain constant communication with your current and potential customers.

- Engage via email and newsletters, informing about new products and services, special offers, and upcoming events.
- Webinars and e-conferences can raise awareness about your company and strengthen your customers' trust in your brand.
- Professional online platforms such as LinkedIn are excellent for interacting, soliciting feedback, and promoting one's business.
- A review or rating system, as well as sending email requests for review, can provide valuable feedback to a company.
- Online advertising on Google and social media platforms in the form of banners, pop-ups, pay-per-click, and classified ads, can help generate a great amount of e-Commerce.



# 4

## Amplify brand presence offline

The most effective marketing strategies combine offline and digital campaigns for maximum impact.

- Implement visual merchandising, radio and television campaigns, advertisements in leading publications, flyers, and billboards in prime locations.
- Sponsor events, conferences, seminars, and exhibitions.
- Run a single campaign across multiple channels to maximise the use of copy, images, and promotional materials, resulting in a higher return on investment.

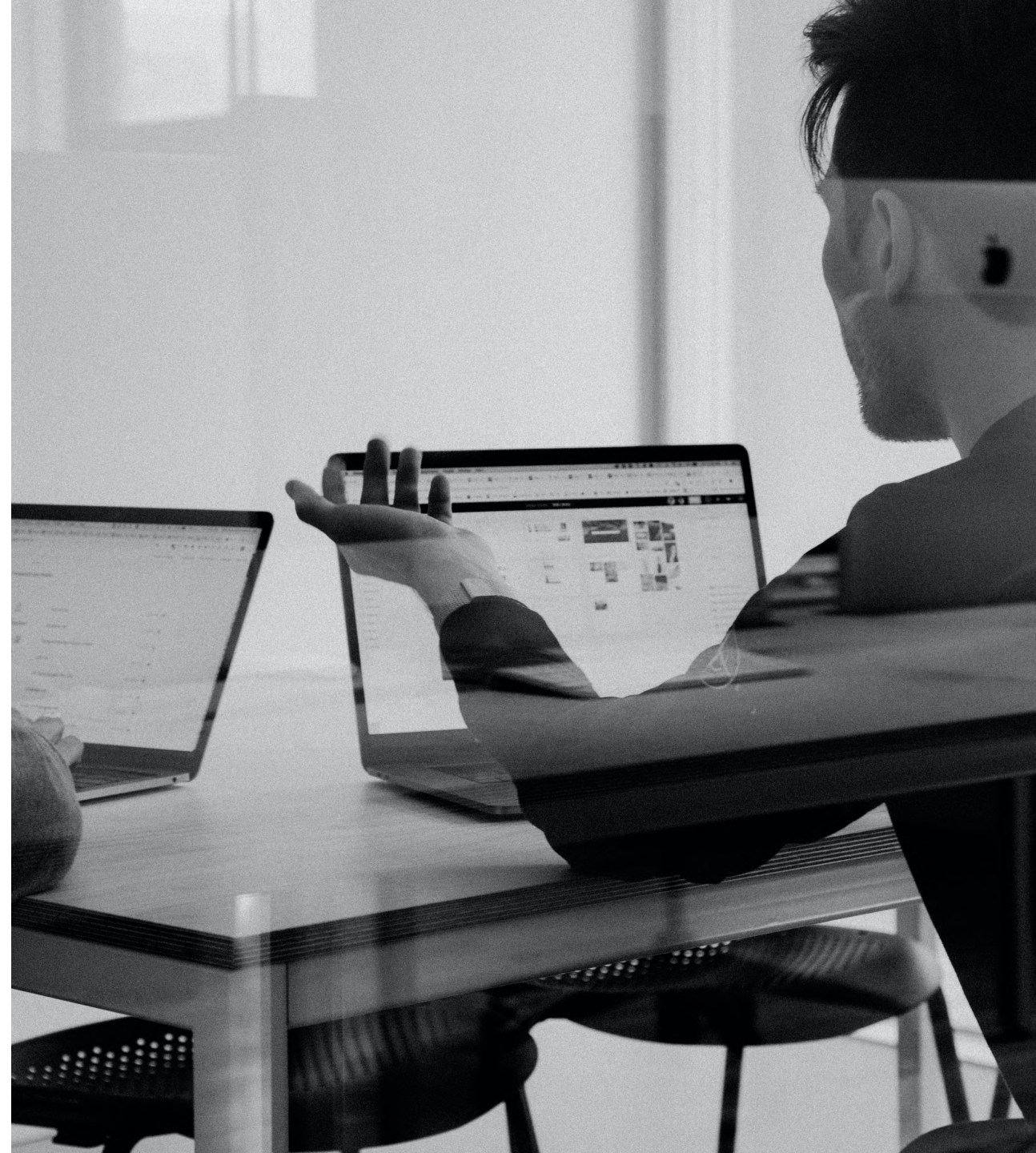


# 5

## Hire a specialised marketing agency

With a better understanding of the market, marketing agencies can develop targeted strategies and plans to propel your company to new heights.

Certain types of advertising necessitate the approval of government agencies. A marketing agency will be useful because it is familiar with the procedures and regulations that are required for each type of marketing.



# Conclusion

Quality services and products, along with the right mix of marketing strategy that keeps 'consumer experience' central to its planning can do wonders to any business in the fast-growing economy of the UAE.

In a competitive environment, a strategic marketing plan supports the overall business plan, especially those of foreign firms, and objectives, and promises greater success.

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