



# 2017 Presentation

# Summary

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# About us

- Digital Media Unit is a media house based in Beirut – Lebanon with offices in Dubai and Armenia.
- It was founded in February 2013.
- It has over 11 years of experience in the digital field. It represents exclusively several websites in Lebanon, in the Levant & GCC regions.
- It provides a full service of digital advertising opportunities for all the MENA region with a digital media strategy implementation and an integration and web presence optimization.
- Its services include also advertising on all portals, social media strategy & management and mobile applications ads.
- It deals with local and international agencies in Lebanon and abroad.



# Our Services

1. Strategic Media Planning
2. Media Buying
3. Monitoring and optimizing the campaigns performances
4. Web presence optimization
5. Creation, execution and management of social media campaigns
6. Mobile advertising



# Our Services



# Exclusive Websites

## News

[Al-akhbar.com](http://Al-akhbar.com)

[Elnashra.com](http://Elnashra.com)

[Addiyar.com](http://Addiyar.com)

[Futuretvnetwork.com](http://Futuretvnetwork.com)

[Aljoughouria.com](http://Aljoughouria.com)

[ImLebanon.org](http://ImLebanon.org)

[Almada.org](http://Almada.org)

[Kataeb.org](http://Kataeb.org)

[Almustaqbal.com](http://Almustaqbal.com)

[Lebanondebate.com](http://Lebanondebate.com)

[Dailystar.com.lb](http://Dailystar.com.lb)

[tayyar.org](http://tayyar.org)

## Business

[Arabeconomicnews.com](http://Arabeconomicnews.com)

[Businessechoes.com](http://Businessechoes.com)

[Eliktisad.com](http://Eliktisad.com)

## Social & Entertainment

[Alhasnaa.com](http://Alhasnaa.com)

[Beirut.com](http://Beirut.com)

[Cineklik.com](http://Cineklik.com)

[Elfann.com](http://Elfann.com)

[Fitnstyle.com](http://Fitnstyle.com)

[Hayatouki.com](http://Hayatouki.com)

[Nogarlicnoonions.com](http://Nogarlicnoonions.com)

[961street.com](http://961street.com)

## Sports

[Elsport.com](http://Elsport.com)

[Goal.com](http://Goal.com)

[Sportkello.com](http://Sportkello.com)

[365scores.com](http://365scores.com)

# Exclusive Networks

Adintop Network



Jordanian News Network



# Other Portals

We have preferential rates on :

- [www.almanar.com.lb](http://www.almanar.com.lb)
- [www.beiruting.com](http://www.beiruting.com)
- [www.biser3a.com](http://www.biser3a.com)
- [www.lebanese-forces.com](http://www.lebanese-forces.com)
- [www.lebanonfiles.com](http://www.lebanonfiles.com)
- [www.mtv.com.lb](http://www.mtv.com.lb)
- [www.naharnet.com](http://www.naharnet.com)



# SMS Service

We have a revolutionary digital tool that:

- Can display images, maps, social media links and many more...
- Allows you to view real time statistics and tracking.
- You can access feedback from surveys & quizzes.
- Generates reports for your campaigns.

Your SMS will:

- Be captivating
- Come alive
- Be interactive
- Be enjoyable to read
- Be more expressive
- Give you feedback



# SMS Service

How it looks like:

●●●● touch 12:49 PM 66%

< Messages A new life Contact

Text Message  
Tue, Feb 10, 11:52 AM

Own your dreams for \$115,000&\$10,000 down payment. Colina Bouar by Sayfco Holding apartments 100-155sqm: pool, gym & market [04711733](http://04711733) <http://mmkr.mobi/s/7f666>



BOUAR  
colina

Another project by



SAYFCO  
H O L D I N G

\$115,000  
with \$10,000  
down payment



**Perfect location:** Wake up every morning to a fresh feeling that can only come from a location like this. Set on a green hillside overlooking the picturesque coastline of Tabarja, Safra and Bouar, Colina Bouar is just two minutes from the main coastal highway of Keserwan and a short five minute drive to the sea.



**Project details:** Feel the difference of living in a brand new neighborhood where nature blends with modern architecture. Exclusively limited to 18 low-rise blocs with only four floors per bloc and with apartments from 100 to 155 sqm, Colina Bouar gives value to your space and wellbeing.



Text Message

Send

# Geo Targeted SMS Service

The Geo Targeted SMS service is a new and unique solution to target customers at their real-time location with different advertising SMS messages.

The Geo Targeted SMS service defines the perimeter around a given location, such as a Retail Stores or Malls, and then the SMS messages will be dispatched to users entering that fence at the most appropriate time and place.



# Geo Targeted SMS Service

## Locations

- ABC Achrafieh
- ABC Dbayeh
- City Center
- City Mall
- Le Mall Dbayeh
- Le Mall Sin El Fil
- Beirut Souks
- Biel
- Airport



# Social Media Services

Instagram account creation + Management

Facebook Page creation + Management

Instagram campaigns

Facebook campaigns

LinkedIn campaigns

Pinterest account creation + Management

YouTube channel creation + Management

Google Display Network

Google Search



# Contact us

## Digital Media Unit

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Thank You



digitalmediaunit™