

# MEDIA PLAN

**RIYADH CONVENTION  
AND EXHIBITION CENTER  
RIYADH, SAUDI ARABIA**

**04-06  
F E B  
2019**

Organised by:



## SAUDI FRANCHISE EXPO MARKETING CAMPAIGN

### PR & Media Communications:

- Develop PR Plan that will include monthly press releases with updated news about the partnership and the role of the Tazaj
- Partnership with top media outlets (TV Channels, Radio Stations and Newspapers)

### PR COVERAGE

### Promote the message

- Communicate and connect with business influencers to present successful SMEs and Franchise stories and to promote Saudi Franchise Expo platform
- Assign Ambassadors / Influencers / Bloggers / Public figures to speak and promote the expo

### 360° MARKETING

### INFLUENCER MARKETING

- Create alliance with public associations and other government entities in related sectors.

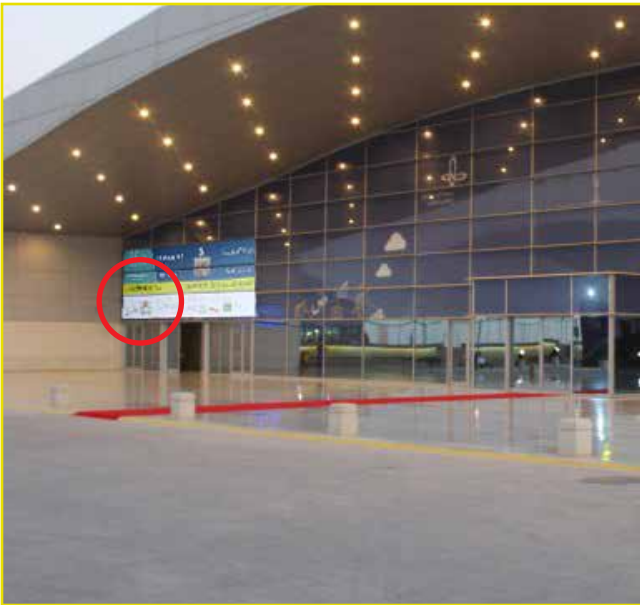
### Marketing Channels (Online & offline marketing tools)

- Social media
- Online advertisements in online news websites and in top social media bloggers' accounts (Twitter & Snapchat)
- Print Media (advertisement in specialized magazines)
- Google AdWords/ display network/ Youtube advertising campaign
- Multimedia and video production (making small videos and infographics to promote through different social media platforms)

### DIGITAL AND DIRECT MARKETING

# ONSITE BRANDING AND MARKETING COLLATERALS LOGO PLACEMENT

Outdoor



### Venue Branding



### Registration

### SFE Seminars and Workshops



### Press Conference and Signed Agreement Stage



Invitation Cards

visitor and exhibitor lanyards and badges



### Official Show Catalogue



Back Cover

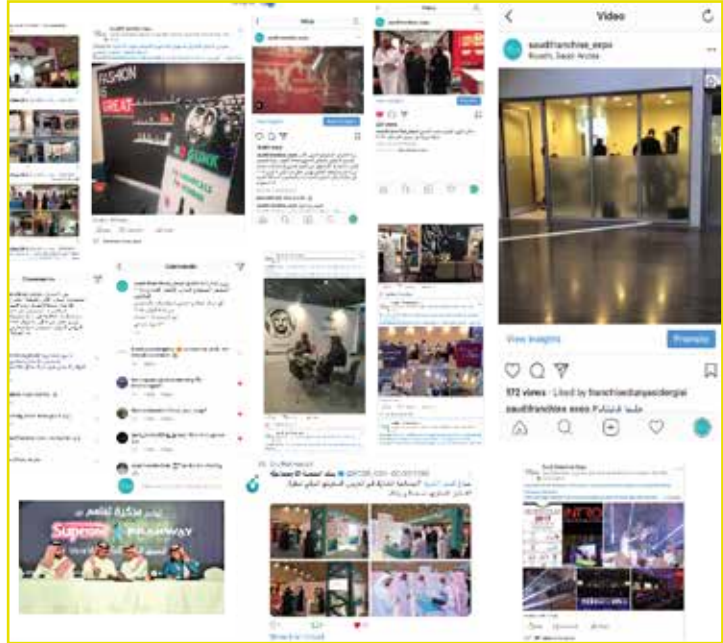
Front Cover

## E newsletter

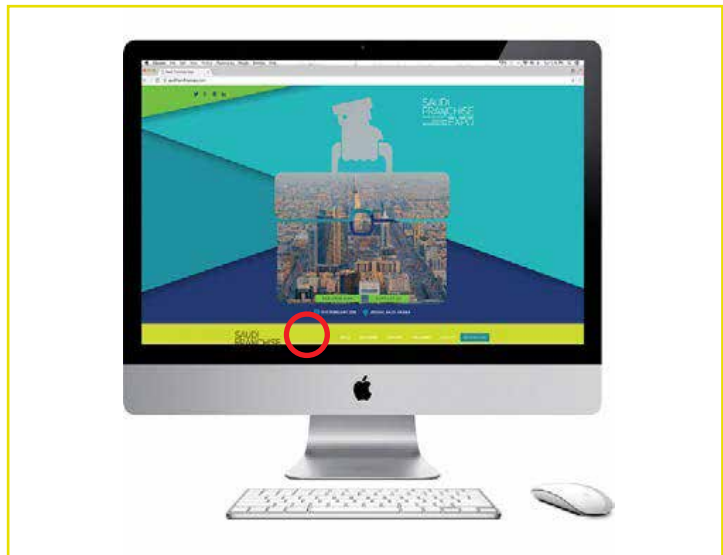
- \* Dedicated emailer to the show's database
- \* Logo on all digital communications footers (emailers, e-newsletters, e-invitations)



## Social Media



## Website



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