



Digital Marketing Landscape Review - How to Reach Potential Dubai Property Investors in Pakistan

January 2020

Statement of the Problem

The potential Dubai property investors living in Pakistan would be the top income earners, or those whose families control large wealth reserves -approximately 10-15% of the total population as is reported in many reputable sources, what would be the most effective means of reaching them?

Characteristics of Potential Dubai Property Investors:

Age: 35 years old - 65 years old, with families

Gender: Male

Occupation: C-level executives, business owners, entrepreneurs of more than 12 years, senior government officials

Interests: Business, News & Politics, Finance, Real Estate, Investments

Behaviours: International travellers, prefers high-value goods and services

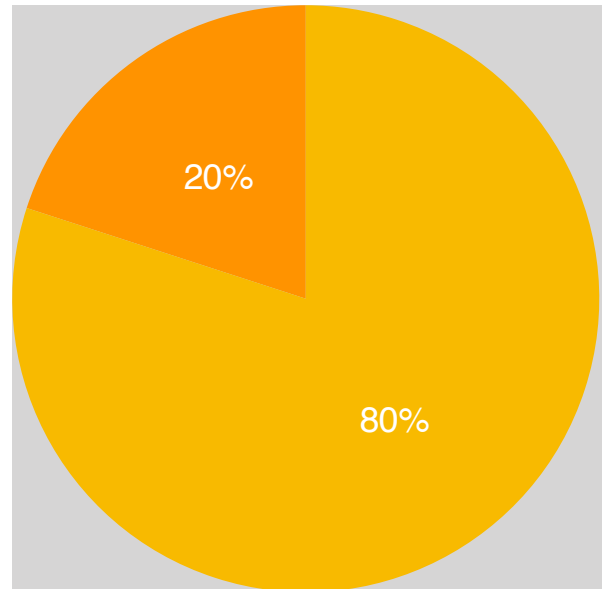
Important Notes:

- The likeliest centre of wealth in Pakistan are the cities: Karachi, Lahore, Islamabad; where instances of multidimensional poverty are recorded to be the least (10%).
- Internet advertising and consumption of internet advertisements will grow significantly more in 2020 according to PwC's Global Entertainment & Media Outlook 2016-2020
- A significant portion of adults (20 and above) prefer to get their information from television -depending on the age group, it roughly equates to 15 - 35% of that age group's population.
- English-only periodicals like *Dawn* (109,000), and *Business Recorder* (22,000) still have high readership among educated, upper class adults; which approximately makes up the top 10% of income earners.
- Youtube is used both as an informational and entertainment medium, particularly among students and young adults
- LinkedIn and Instagram audiences have continued to grow compared to that of Facebook, which has stagnated to 0.3% in the 12 months to Jan 2019.
- The growing popularity of these two sites can be attributed to the particular niche it serves for young adults: LinkedIn for business networking/employment, Instagram for elevation of social media profile.
- Facebook still has general mass appeal among all age groups, although still skewed towards young adults.

The Digital Landscape of Pakistan

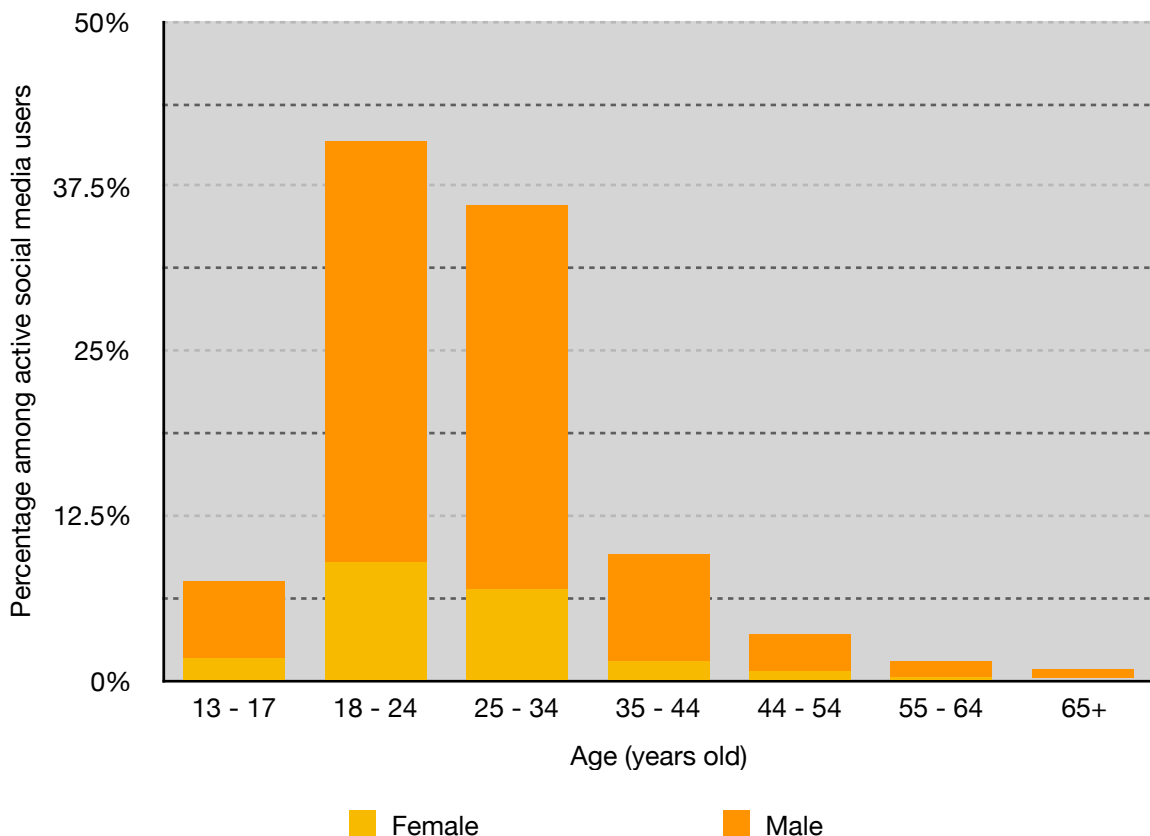
Usage of the Internet Among the General Populace in Pakistan January 2019

Pakistan, who in 2015 had fixed-broadband internet connection to only 6% of total households, will continue to see significant increases in internet users, due to better infrastructure and cheaper access. However, the adoption of social media has been left mostly to students and young adults.

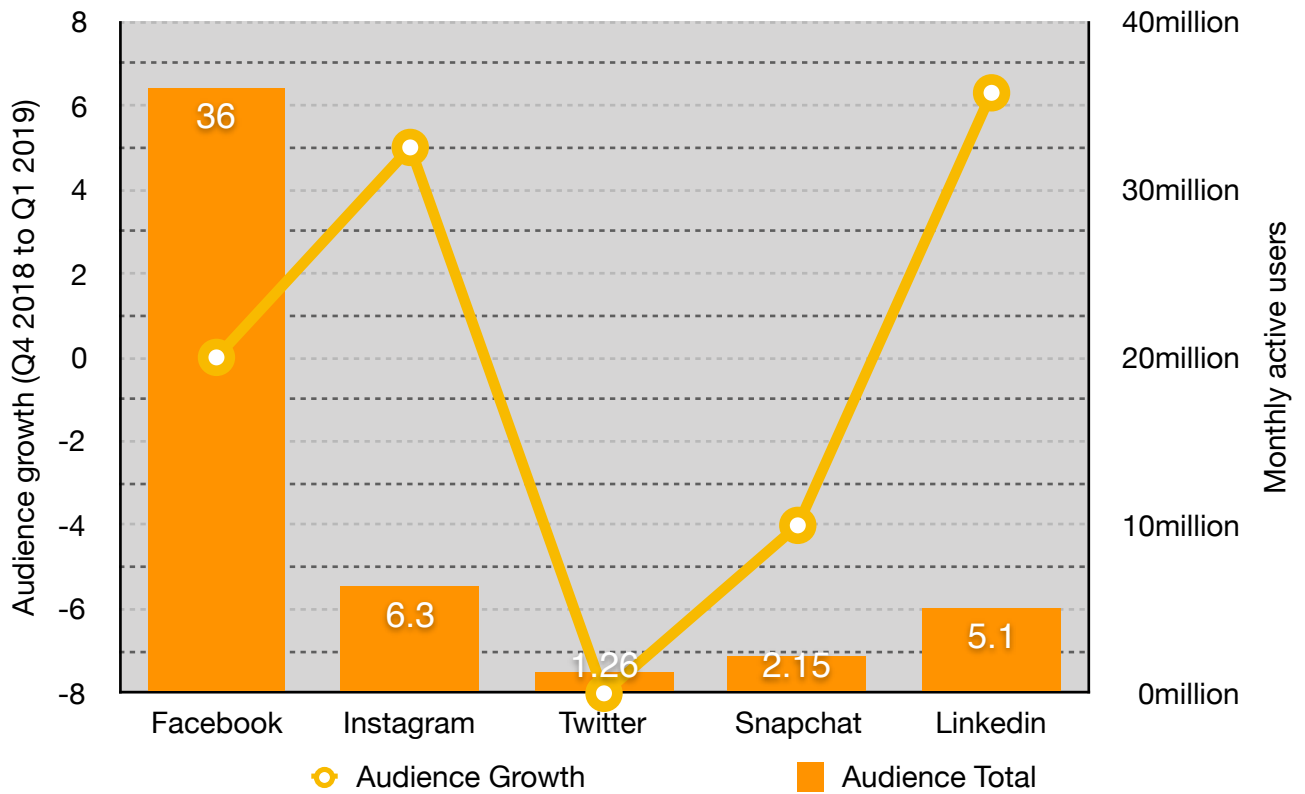


● Non-internet users ● Internet Users

Profile of Monthly Active Social Media Users

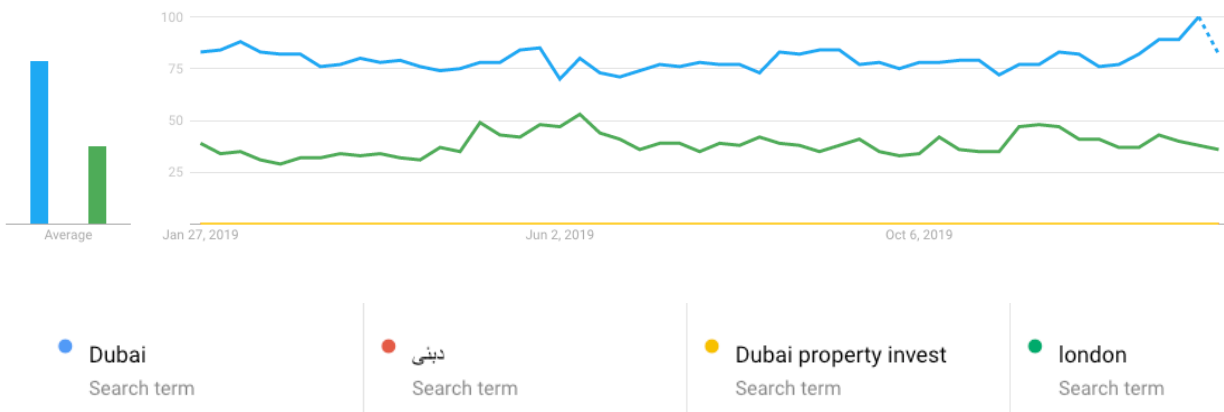


Active Social Media Users Among Internet Users in Pakistan



Social media use has been on the rise over the past few years, particularly Instagram and LinkedIn.

Is 'Dubai' a popular search term in Pakistan?



Yes and no, see in the chart below the relevant queries associated with each search term.

Relevant Search Queries According Primary Keyword			
Dubai	دبئی	Dubai Property Invest	London
Dubai jobs	-	Dubai pakistan home invest	Weather London
Jobs in dubai	-	-	London university
Dubai visa	-	-	Uk
Dubai islamic	-	-	Unzip London
Dubai islamic bank	-	-	University of London
Dubai to par	-	-	Time in London
Dubai time	-	-	London city
Dubai currency	-	-	Weather in London
Dubai hotel	-	-	Islamabad to London
Dubai ticket	-	-	London Bridge

Below are further charts to illustrate the current digital landscape in Pakistan.

Top Websites (Jan 2018 - Jan 2019)				
#	Website	Category	Monthly Traffic	Duration Per Visit
1	youtube.com	TV & Video	92,300,000	31 minutes
2	google.com	Search	75,500,000	12 minutes
3	google.com.pk	Search	51,000,000	11 minutes
4	facebook.com	Social media	46,000,000	17 minutes
5	yahoo.com	News	8,500,000	8 minutes
6	whatsapp.com	messaging	8,000,000	2 minutes
7	wikipedia.org	Reference	6,600,000	4 minutes
8	daraz.pk	e-commerce	5,700,000	7 minutes
9	twitter.com	Social media	5,300,000	11 minutes
10	live.com	Email	4,900,000	10 minutes

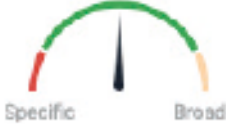
Top Property Portals in Pakistan		
Website	International Property	Alexa Page Rank in Pakistan
zameen.com	Has international property listings	68
mitula.com	No international property listings	872
trovit.com.pk	Has international property listings	1813

Recommendations:

- A. Using the characteristics of potential investors, we can develop a targeting scheme in Facebook and LinkedIn, afterwards we can forecast the following results for a limited 7-day campaign
- B. Explore advertising opportunities with *The Business Recorder*, since a huge portion of newspaper's readers are potential investors according to the characteristics listed above.
- C. Explore programmatic advertising opportunities with property portals (if available), or with a local digital agency

Facebook

Audience Size



Your audience is defined.

Potential Reach: 330,000 people ⓘ

Estimated Daily Results

Reach ⓘ
26K - 76K

Link Clicks ⓘ
291 - 841

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

LinkedIn

Forecasted Results ⓘ

Target audience size
250,000+

[Show segments](#)

1-day **7-day** 30-day ⓘ

7-day spend
\$240.00 - \$420.00

7-day impressions
18,000 - 71,000

CTR
0.48% - 0.72%

7-day clicks **Key Result**
160 - 360

Forecasted results are estimates and do not guarantee actual performance. [Learn more](#)

Action Plan

