

*"Having tried several organizations I settled on Span Global Services because I was able to be more specific with the ideal buyer that I wanted to target with my campaigns. To get specific EMEA contacts can be sometimes challenging if you want to get targeted data for multiple countries across the EMEA region, but with you I didn't need to worry about any of it."*

**- Katrina Pier**  
Event Marketing Manager

DUBAI TRAVEL TYCOON MADE

**\$1.35**BN

FROM ONE YACHT PARTY

## Abstract

Our client (from Dubai's hospitality industry) was organizing their annual yacht party. They were planning to invite the elite of Dubai to make the occasion coincide with the unveiling of the new addition of their marine fleet. The event became a grand success and later on it became the foundation to putting our client's name in the marine luxury tourism map in UAE. Below is a brief account of how our chosen focus groups made it happen.

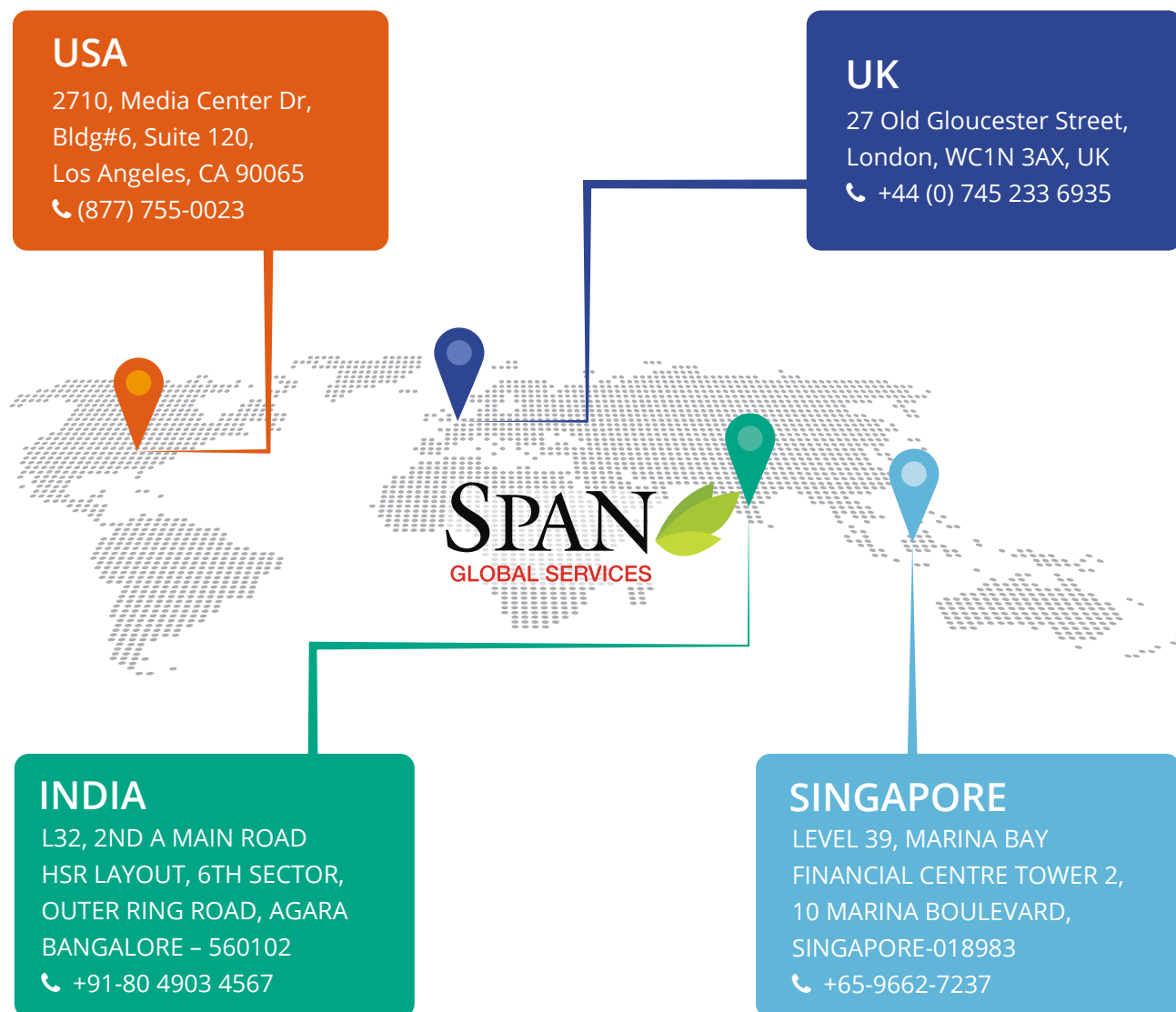
## Client

Headquartered in Switzerland, our client operates a renowned and successful hotel-chain in the Middle East. Apart from multiple hotels, outlets and luxury tourism packages, our client is also involved in numerous adventure sports activities in the region. With this venture, they wanted to appear in Dubai's marine tourism map.

OBJECTIVES	SOLUTIONS	RESULTS
<b>Finding HNI Prospects:</b>  Too much competition in Dubai's hospitality space had saturated the market for high networth clients, making them virtually unreachable	<ul style="list-style-type: none"> <li>Super-targeted HNI Prospect List for subjects above \$50m turnover</li> <li>Geo-targeted segmentation of 7 OPEC &amp; GCC countries</li> <li>Past Event Attendees in white-collar events in Dubai for last one year</li> </ul>	<ul style="list-style-type: none"> <li>&gt; <b>2476</b> HNI prospects accumulated in total from the ME region</li> <li>&gt; <b>291</b> HNI contacts from Dubai alone</li> </ul>
<b>Brand Personalization:</b>  Brand image had to match to target group's (HNI) expectations	<ul style="list-style-type: none"> <li>Created a seamless brand experience through design and functional cohesiveness across all its digital platforms</li> <li>Re-imposed the brand image on multiple digital channels, including PPC &amp; mobile ad spaces</li> </ul>	Social media campaigns on: <ul style="list-style-type: none"> <li>&gt; LinkedIn: <b>200+ Fresh Followers</b></li> <li>&gt; Twitter: <b>625 New Retweets for a single post</b></li> <li>&gt; Facebook: <b>1.1k New Followers</b></li> </ul>
<b>Event Promotions:</b>  Get the buzz going around the event and the unveiling simultaneously by utilizing our data effectively	<ul style="list-style-type: none"> <li>Personalized One-on-One Email Campaigns</li> <li>Social Media Campaigns</li> <li>Direct Mail Campaigns (Video Brochures and other Premium print materials)</li> </ul>	Avg. performance of first 5 campaigns: <ul style="list-style-type: none"> <li>&gt; Opens: <b>29%</b></li> <li>&gt; CTR: <b>17%</b></li> <li>&gt; Conversions: <b>10%</b></li> </ul>
<b>Buyer Journey Tracking &amp; Follow-up:</b>  Post event follow ups and to convert interests into viable opportunities	<ul style="list-style-type: none"> <li>Following up on each email and phone query post and prior to the event</li> <li>Regular lead nurturing campaigns</li> <li>Direct integration to client's CRM to add new leads in real-time</li> </ul>	Total Deal Amount from all follow-ups from the event: <b>US\$1.35bn</b>



## REACH OUT!



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