

Client – Ziyana Yachts, Dubai

[Learn more...](#)

SOCIAL MEDIA

DIGITAL

PPC

MARKETING

SEO

BRANDING

E-MAIL

RAFIQ RIASAT

DIGITAL MARKETING

PORTFOLIO



**BOOST
TRAFFIC**



**BETTER
ROI**



**BRAND
VISIBILITY**



**COST
EFFECTIVE**



**WIDER
REACH**



**CONVERSION
OPTIMIZATION**

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[rafiq4bizgrowth](https://www.linkedin.com/company/rafiq4bizgrowth)



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ZIYANA YACHTS

Client:

Ziyana Yachts, Dubai
Rentals for Leisure & Tourism

Services Provided

- ✓ *Social Media Marketing*
- ✓ *Graphic Design*
- ✓ *Content Creation (Image & Video)*
- ✓ *WhatsApp Marketing*
- ✓ *E-mail Marketing*

Organic Social Media Engagement & improved Brand Visibility

Overview:

Ziyana Yachts, a premier luxury yacht charter based in Dubai, embarked on a mission to elevate the maritime experiences of its clientele by offering unparalleled luxury and bespoke services. The goal was to enhance Ziyana Yachts' brand visibility and customer engagement to enhance sales and revenue through a tailored organic social media marketing strategy, leveraging the allure of Dubai's shimmering waters and opulent lifestyle.



Client Background:

Ziyana Yachts epitomizes luxury yachting experiences in Dubai, offering premium yacht charters for intimate gatherings, extravagant events, and unforgettable adventures. Situated at the heart of Dubai Marina, Ziyana Yachts caters to potential clients seeking to indulge in the finest luxuries against the breathtaking backdrop of Dubai's iconic skyline.

Project Objectives:

- Increase brand visibility and engagement through organic social media growth.
- Showcase the unique offerings and experiences provided by Ziyana Yachts.
- Cultivate a sense of exclusivity and luxury through curated content and strategic B2B partnerships.
- Drive customer inquiries and bookings by highlighting the unparalleled service and hospitality.

Project Challenges (as a Startup in Market):

In Dubai's competitive yachting industry, Ziyana Yachts faces strong competition.

- The challenge lies in setting Ziyana Yachts apart from its competitors and effectively conveying the essence of luxury to a broad audience seeking diverse leisure experiences.
- Furthermore, the company encounters obstacles such as identifying and targeting the appropriate audience within the luxury travel niche, which requires a deep understanding of their preferences and interests. Establishing trust and credibility is paramount while managing and adjusting social media strategies to accommodate seasonal fluctuations in tourism and leisure activities during both peak and off-peak seasons.
- Navigating algorithms for organic reach on social media platforms poses a significant hurdle to achieving maximum visibility without exclusively relying on paid advertising. Moreover, crafting visually compelling content, tailoring strategies to accommodate fluctuating tourism seasons, and accurately measuring the return on investment of organic social media efforts further compound the complexities of the project.
- Lastly, managing user-generated content on platforms like Google reviews and localizing content for an international audience while maintaining brand consistency present challenges within Dubai's competitive luxury yacht rental market.

[Learn more >>>](#)

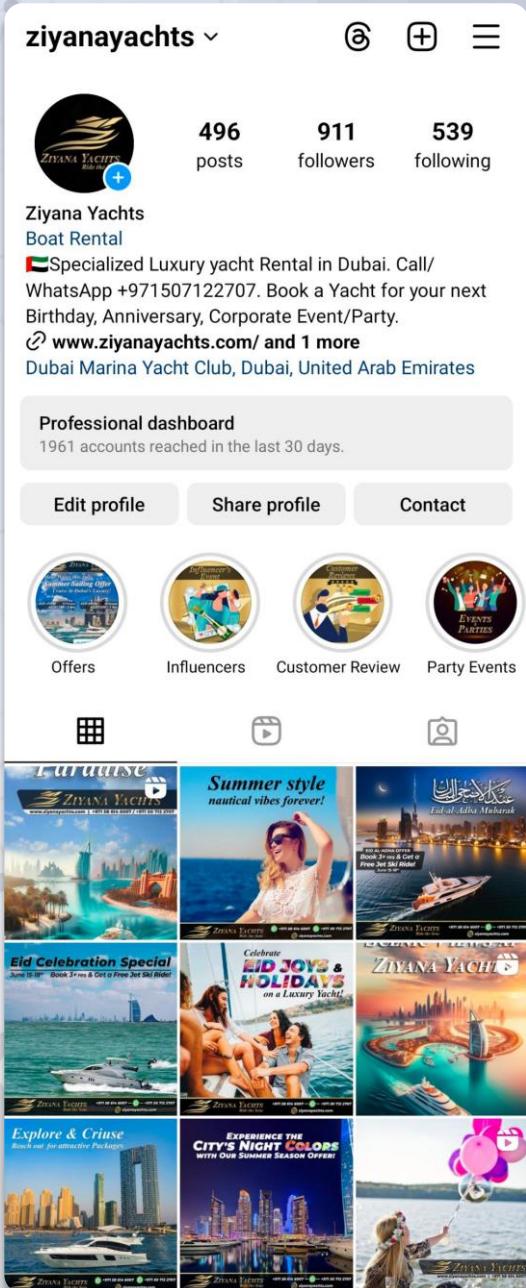
Organic Social Media Engagement & improved Brand Visibility

Project Approach: My strategy focused on creating engaging content that highlighted Ziyana Yachts' premium fleet, luxurious experiences, and bespoke hospitality. By showcasing Dubai's iconic landmarks, I aimed for the content to inspire a sense of wanderlust and luxury in the target audience. Additionally, utilizing trending hashtags, music, influencer collaborations, and strategic B2B partnerships amplified the reach, solidifying Ziyana Yachts' status as the pinnacle of luxury yachting in Dubai. To achieve these goals, I provided a range of services including Social Media Marketing, Graphic Design, Content Creation (Image & Video), WhatsApp Marketing, and E-mail Marketing.

Project Results: Organic social media strategies along with Paid Meta Ads significantly boosted Ziyana Yachts' brand visibility, customer engagement, and inquiries, resulting in increased bookings, sales, and revenue. The curated content resonated with the audience, enhancing the brand's exclusivity and aspirational appeal. This success underscores Ziyana Yachts' position as the premier choice for luxury yacht charters in Dubai.

Learn more...

Instagram Insights



ziyanayachts ▾

496 posts 911 followers 539 following

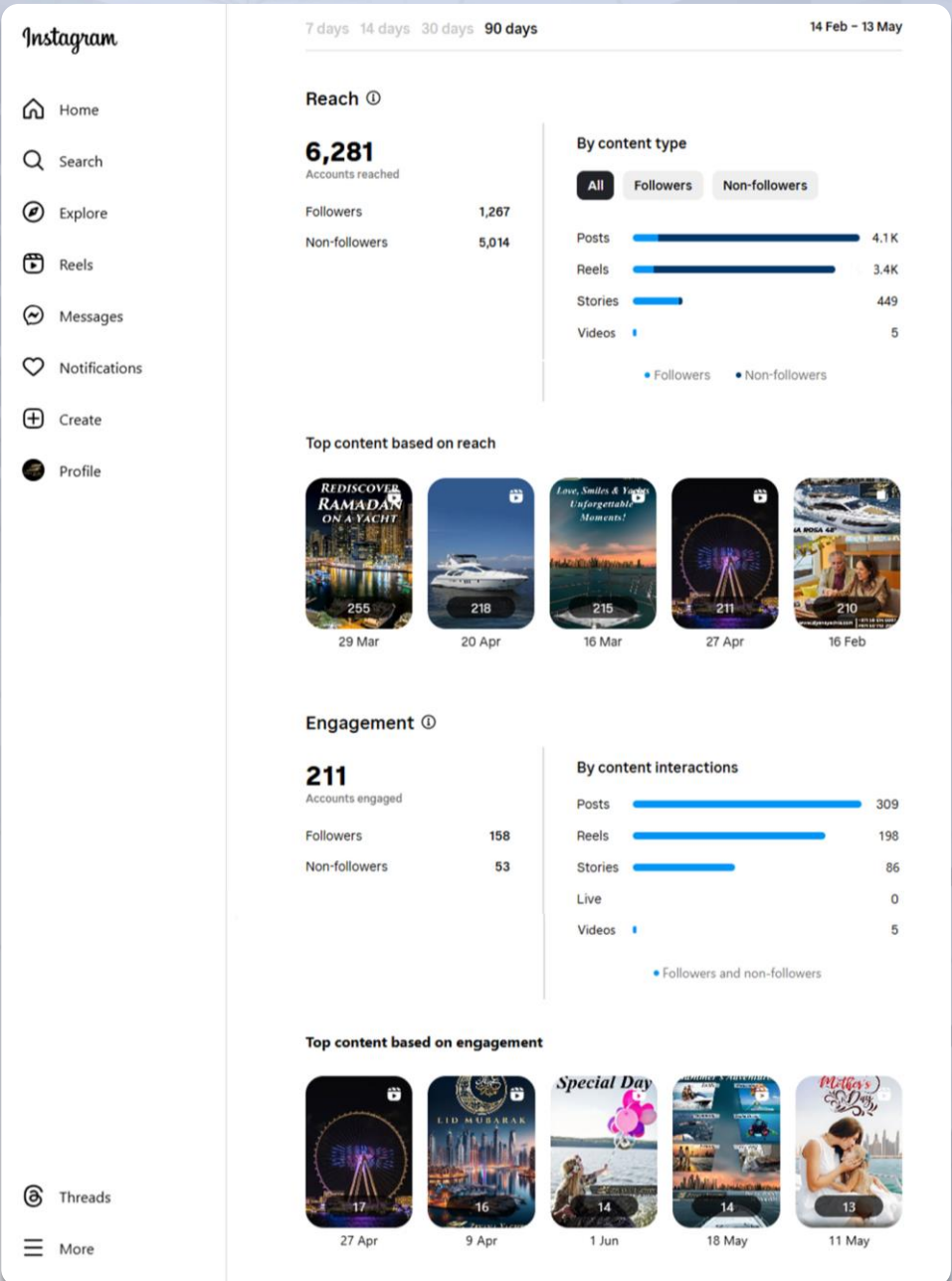
Ziyana Yachts
Boat Rental
Specialized Luxury yacht Rental in Dubai. Call/ WhatsApp +971507122707. Book a Yacht for your next Birthday, Anniversary, Corporate Event/Party.
www.ziyanayachts.com/ and 1 more
Dubai Marina Yacht Club, Dubai, United Arab Emirates

Professional dashboard
1961 accounts reached in the last 30 days.

Edit profile Share profile Contact

Offers Influencers Customer Review Party Events

Grid of 9 posts showing various yacht and event promotions.



Instagram

7 days 14 days 30 days 90 days 14 Feb - 13 May

Reach

6,281 Accounts reached

Followers	1,267
Non-followers	5,014

By content type

Posts	4.1K
Reels	3.4K
Stories	449
Videos	5

Top content based on reach

REDISCOVER RAMADAN ON A YACHT	255	29 Mar
Love, Smiles & Yacht Unforgettable Moments!	218	20 Apr
LA ROSA CL	215	16 Mar
LA ROSA CL	211	27 Apr
LA ROSA CL	210	16 Feb

Engagement

211 Accounts engaged

Followers	158
Non-followers	53

By content interactions

Posts	309
Reels	198
Stories	86
Live	0
Videos	5

Top content based on engagement

Special Day	17	27 Apr
LID MUBARAK	16	9 Apr
Special Day	14	1 Jun
Special Day	14	18 May
Special Day	13	11 May

Threads More

Explore Further >>>

AUGUST OFFER (TILL AUG 15!)

30 persons | AED 1650 / 3 hrs ▶ AED 625 / hr
 16 persons | AED 1250 / 3 hrs ▶ AED 475 / hr

Dubai's Night time Serenity Ocean Safari



ZIYANA YACHTS Ride the Seas +971 50 712 2707 ziyanyachts.com

Organic Social Media Engagement & improved Brand Visibility

Instagram Posts



Love's Milestones over the Scenic Escapes



ZIYANA YACHTS Ride the Seas +971 58 614 6007 +971 50 712 2707 ziyanyachts.com

Explore more >>>

August 6, 2023 at 4:57 AM

15 0 1 0

Overview

Accounts reached	734
Accounts engaged	16
Profile activity	1

Reach

734 Accounts reached

6.5% Followers 93.5% Non-Followers

March 15, 2023 at 7:08 AM

14 3 0 0

Overview

Accounts reached	515
Accounts engaged	17
Profile activity	0

Reach

515 Accounts reached

9.6% Followers 90.4% Non-Followers

December 3, 2023 at 3:47 AM

36 9 4 0

Overview

Accounts reached	471
Accounts engaged	38
Profile activity	20

Reach

471 Accounts reached

27.1% Followers 72.9% Non-Followers

ZIYANA YACHTS Celebration Time!

Won 2nd Prize

National Day Yacht Parade!

@ Dubai Marina Yacht Club

www.ziyanayachts.com | +971 58 614 6007



ZIYANA YACHTS

Ride the Seas

Make Waves this July

Summer Sailing Offer

Cruise in Dubai's Luxury!

AED 450/hr 16 Persons
AED1200 / 3 hrs

Majesty 48ft | Azimut 55ft

AED 600/hr 30 Persons
AED1600 / 3 hrs

Ocean Princess 80ft

+971 50 712 2707
ziyanayachts.com

Organic Social Media Engagement
& improved Brand Visibility

Instagram Posts



Romantic Sunsets

Over Blue Sea



+971 58 614 6007 +971 50 712 2707
ziyanayachts.com

July 15, 2023 at 2:12 AM

14 13 1 0

Overview ⓘ

Accounts reached	474
Accounts engaged	21
Profile activity	2

Reach ⓘ

474 Accounts reached

13.6% Followers 86.4% Non-Followers

April 1, 2023 at 8:55 AM

15 9 1 1

Overview ⓘ

Accounts reached	450
Accounts engaged	21
Profile activity	3

Reach ⓘ

450 Accounts reached

15% Followers 85% Non-Followers

December 20, 2022 at 2:11 PM

20 1 1 2

Overview ⓘ

Accounts reached	422
Accounts engaged	24
Profile activity	3

Reach ⓘ

422 Accounts reached

21.7% Followers 78.3% Non-Followers

Explore more >>>



ZIYANA YACHTS

Ride the Seas

Plan this Year's End Celebrations

HURRY UP! LAST HRS GRAB THE DEAL



The Majesty 50'

+971 50 712 2707
ziyanayachts.com

Immerse yourself in this summer's Peaceful Seascapes



SUMMER FAREWELL OFFER
 30 persons | AED 1650 / 3 hrs ▶ AED 625 / hr
 16 persons | AED 1250 / 3 hrs ▶ AED 475 / hr

ZIYANA YACHTS
 Ride the Seas

+971 50 712 2707
 ziyanyachts.com

Organic Social Media Engagement & improved Brand Visibility

Instagram Posts



Friendship on a yacht begins



JULY SUMMER OFFER
 30 persons | AED 1600 / 3 hrs ▶ AED 600 / hr
 16 persons | AED 1200 / 3 hrs ▶ AED 450 / hr

ZIYANA YACHTS
 Ride the Seas

+971 50 712 2707
 ziyanyachts.com

Explore more >>>

August 27, 2023 at 6:56 AM

8 1 0 0

Overview

Accounts reached	454
Accounts engaged	9
Profile activity	0

Reach

454 Accounts reached

10.2% Followers • 89.8% Non-Followers

July 29, 2023 at 4:10 AM

10 8 0 0

Overview

Accounts reached	429
Accounts engaged	14
Profile activity	2

Reach

429 Accounts reached

11.9% Followers • 88.1% Non-Followers

August 7, 2023 at 8:57 AM

11 10 0 0

Overview

Accounts reached	354
Accounts engaged	15
Profile activity	0

Reach

354 Accounts reached

15.3% Followers • 84.7% Non-Followers

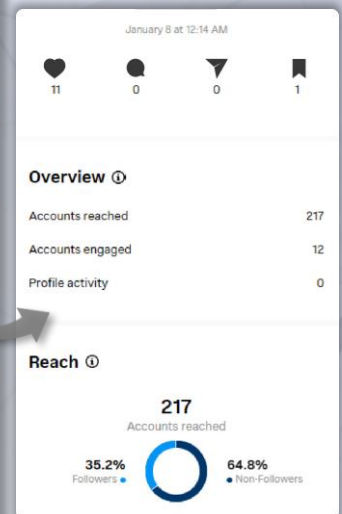
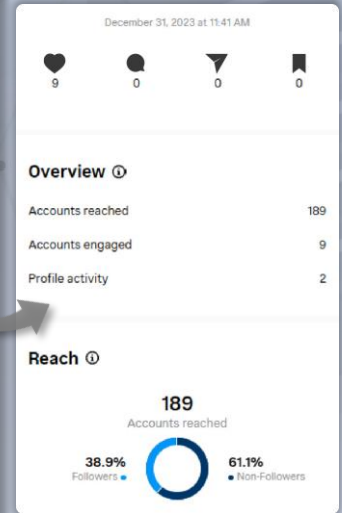


ROMANTIC ESCAPADES WITH Ocean Safari

AUGUST OFFER (TILL AUG 15!)
 30 persons | AED 1650 / 3 hrs ▶ AED 625 / hr
 16 persons | AED 1250 / 3 hrs ▶ AED 475 / hr

ZIYANA YACHTS
 Ride the Seas

+971 50 712 2707
 ziyanyachts.com



Explore more >>>

Facebook Posts



XMAS & NEW YEAR Deals
GRAB YOURS NOW!

18 Guests	3 Bedrooms	14 Guests	2 Bedrooms
2 Crew	1 Captain	2 Crew	1 Captain

Sapphire 55' **Gazelle 50'**

ZIYANA YACHTS

Post insights

Set sail into the New Year with Ziyana Yachts! 🌊 Book now & end the year in style with our XMAS & New Year...
Published by Ziyana Yachts · December 12, 2023 · 🌐

Some insights are only available when the total is at least 100.

Post Impressions	Post reach	Engagement
1,452	975	58

Interactions

👍	👎	😂	😭	🤔	🔥
9	0	0	0	0	0

Reactions: 9
Comments: 0
Photo Views: 2
Link Clicks: 11
Shares: 0
Other Clicks: 36

See Profile Insights Boost

Calling all Influencers. Register Your Interest now!

Ziyana Yachts Influencer's Event

Sept 1 2022 | 5 PM | Dubai Marina Yacht Club

ZIYANA YACHTS Ride the Seas

[Ziyana Yachts](#)
 [ziyanayachts](#)
 [@ziyanayachts](#)
 +971 50 712 2707
 zianayachts.com
 sales@ziyanayachts.com

Post insights

Calling all influencers, register your interest now! We are having an Influencers event on September 1st 2022 at L...
August 31, 2022 · Dubai · 🌐

Some insights are only available when the total is at least 100.

Post Impressions	Post reach	Engagement
1,503	1,295	182

Interactions

👍	👎	😂	😭	🤔	🔥
39	4	0	0	0	0

Reactions: 42
Comments: 12
Photo Views: 22
Link Clicks: 7
Shares: 2
Other Clicks: 97

See Profile Insights Boost

ZIYANA YACHTS Ride the Seas

AZIMUT 58'

Post insights

Tour the Ultimate Azimut 58' Enchanter the adventure of this Italian Masterpiece (Azimut 58'). Experience the be...
Published by Instagram · November 8, 2022 · Dubai · 🌐

Some insights are only available when the total is at least 100.

Post Impressions	Post reach	Engagement
364	338	38

Interactions

👍	👎	😂	😭	🤔	🔥
5	0	0	0	0	0

Reactions: 5
Comments: 0
Shares: 16
Other Clicks: 8

See Profile Insights Boost

Take a Look!

Explore more >>>



November 30, 2021 - Duration 0:25

3,326 49 0 -- 0



Click  to Discover the Reel

August 23, 2022 - Duration 0:18

1,276 23 0 8 0

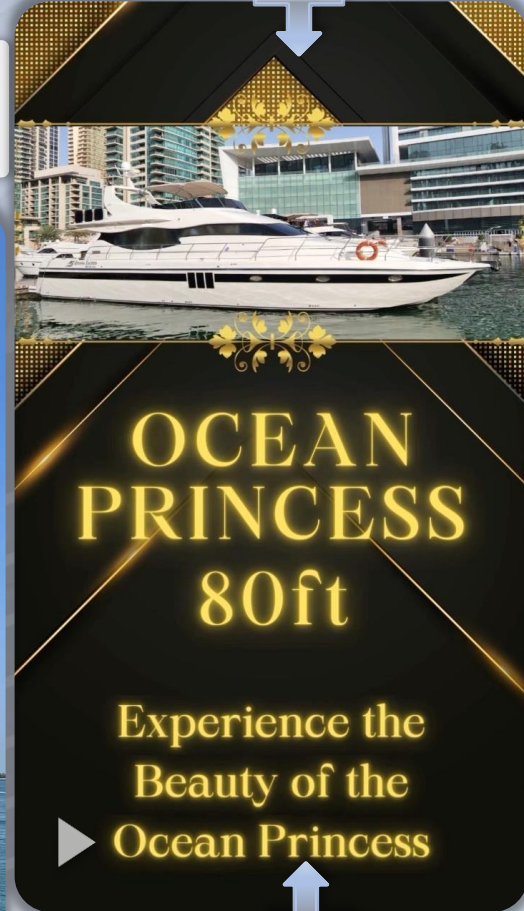


October 16, 2022 - Duration 0:20

936 79 0 1 0



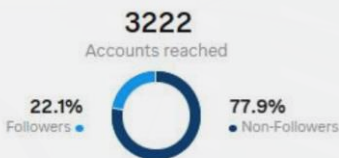
Customer's Unforgettable Yacht Experience



Overview

Accounts reached	3,326
Reel interactions	53
Profile activity	24

Reach



Overview

Accounts reached	903
Reel interactions	80
Profile activity	14

Reach



Overview

Accounts reached	1,119
Reel interactions	29
Profile activity	4

Reach



Explore more >>>



September 30, 2022 - Duration 0:13

742 54 0 0 1

Click  to Discover the Reel

*Scenic Views at
Ziyana Yachts*

August 19, 2022 - Duration 0:17

772 23 0 3 0

MEET



AZIMUT 58 ft

*An Italian
Masterpiece*

August 25, 2022 - Duration 0:47

515 19 0 0 2



ZIYANA YACHTS
Ride the Seas

Book a Yacht

*How would I book with
Ziyana Yachts?*

Overview

Accounts reached 660
Reel interactions 55
Profile activity 0

Reach



Overview

Accounts reached 439
Reel interactions 21
Profile activity 4

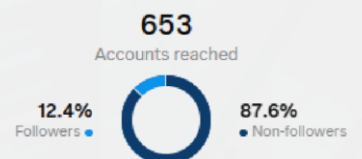
Reach



Overview

Accounts reached 653
Reel interactions 26
Profile activity 2

Reach



Explore more >>>



ZIYANA YACHTS
www.ziyanayachts.com | +971 58 112 2107

Cruise to Blissful tranquility!

0:00 / 0:54

Viewer activity
How the post has performed since being published.

People reached	Plays	Minutes viewed
2.7K	2.8K	203

Audience engagement
How people have engaged with the post.

Likes	Comments	Shares
7	1	0

ZIYANA YACHTS
www.ziyanayachts.com | +971 50 712 2707

Book a Yacht & Enjoy Dubai's Stunning Views

0:00 / 0:58

Viewer activity
How the post has performed since being published.

People reached	Plays	Minutes viewed
1.4K	1.6K	93

Audience engagement
How people have engaged with the post.

Likes	Comments	Shares
8	0	1

Click to Discover the Reel

ZIYANA YACHTS
www.ziyanayachts.com | +971 58 112 2107

Ride the Dubai skyline

0:00 / 1:00

Viewer activity
How the post has performed since being published.

People reached	Plays	Minutes viewed
1.2K	1.2K	58

Audience engagement
How people have engaged with the post.

Likes	Comments	Shares
8	0	0

ZIYANA YACHTS
www.ziyanayachts.com | +971 58 614 6007

Experience Scenic Views that will amaze you!

0:00 / 0:35

Viewer activity
How the post has performed since being published.

People reached	Plays	Minutes viewed
1.1K	1.2K	93

Audience engagement
How people have engaged with the post.

Likes	Comments	Shares
10	0	0

Explore more >>>



Navigate Your Sailing Dreams!

ZIYANA YACHTS
www.ziyanayachts.com | +971 58 614 6007

Proposal

Wedding

Anniversary

Reunion

Birthday

Corporate

0:00 / 0:40

Viewer activity
How the post has performed since being published.

People reached	Plays	Minutes viewed
969	1.1K	45

Audience engagement
How people have engaged with the post.

Likes	Comments	Shares
6	0	0

Viewer activity
How the post has performed since being published.

People reached	Plays	Minutes viewed
831	881	40

Audience engagement
How people have engaged with the post.

Likes	Comments	Shares
5	0	0

Click to Discover the Reel

Why to book a Luxury Yacht to have fun >>>

0:01 / 0:15

Celebrate the moments with our Exclusive Fleet Luxury in Every Feature

Majesty 48ft | Azimut 55ft | Ocean Princess 80ft

+971 50 712 2707 | ziyanayachts.com

0:00 / 0:16

Viewer activity
How the post has performed since being published.

People reached	Plays	Minutes viewed
819	899	49

Audience engagement
How people have engaged with the post.

Likes	Comments	Shares
6	0	0

Viewer activity
How the post has performed since being published.

People reached	Plays	Minutes viewed
747	829	36

Audience engagement
How people have engaged with the post.

Likes	Comments	Shares
6	0	1

WANNA GO YACHTING? HABIBI! THEN COME TO DUBAI

0:00 / 0:51

Explore more >>>

ZIYANA YACHTS
Ride the Seas

+971 50 712 2707

zianayachts.com

Post Insights

Total Insights
Post Impressions: 2,341 | Post reach: 1,588 | Engagement: 266

Boosted on Sep 28, 2022

Keep boosting to grow your audience.

Boost again

Take a Look!

Post insights

Bumper Offer at Ziyana Yachts 30% OFF... We accommodate you a very friendly environment during...

Post Impressions: 2,341 | Post reach: 1,588 | Engagement: 266

Interactions: Reactions (12), Comments (0), Link Clicks (20), Shares (0), Other Clicks (84)

Boost again

Performance

Reach: 1,606 | Cost per Messaging Conversation Started: 6.96

Audience: This ad reached 1406 people in your audience.

Audience details: United Arab Emirates, Downtown Dubai, Business Bay, Dubai Marina Yacht Club, Sheikh Jumeirah 1, Sheikh Jumeirah 2, Sheikh Jumeirah 3, Sheikh Jumeirah 4, Sheikh Jumeirah 5, Sheikh Jumeirah 6, Sheikh Jumeirah 7, Sheikh Jumeirah 8, Sheikh Jumeirah 9, Sheikh Jumeirah 10, Sheikh Jumeirah 11, Sheikh Jumeirah 12, Sheikh Jumeirah 13, Sheikh Jumeirah 14, Sheikh Jumeirah 15, Sheikh Jumeirah 16, Sheikh Jumeirah 17, Sheikh Jumeirah 18, Sheikh Jumeirah 19, Sheikh Jumeirah 20, Sheikh Jumeirah 21, Sheikh Jumeirah 22, Sheikh Jumeirah 23, Sheikh Jumeirah 24, Sheikh Jumeirah 25, Sheikh Jumeirah 26, Sheikh Jumeirah 27, Sheikh Jumeirah 28, Sheikh Jumeirah 29, Sheikh Jumeirah 30, Sheikh Jumeirah 31, Sheikh Jumeirah 32, Sheikh Jumeirah 33, Sheikh Jumeirah 34, Sheikh Jumeirah 35, Sheikh Jumeirah 36, Sheikh Jumeirah 37, Sheikh Jumeirah 38, Sheikh Jumeirah 39, Sheikh Jumeirah 40, Sheikh Jumeirah 41, Sheikh Jumeirah 42, Sheikh Jumeirah 43, Sheikh Jumeirah 44, Sheikh Jumeirah 45, Sheikh Jumeirah 46, Sheikh Jumeirah 47, Sheikh Jumeirah 48, Sheikh Jumeirah 49, Sheikh Jumeirah 50, Sheikh Jumeirah 51, Sheikh Jumeirah 52, Sheikh Jumeirah 53, Sheikh Jumeirah 54, Sheikh Jumeirah 55, Sheikh Jumeirah 56, Sheikh Jumeirah 57, Sheikh Jumeirah 58, Sheikh Jumeirah 59, Sheikh Jumeirah 60, Sheikh Jumeirah 61, Sheikh Jumeirah 62, Sheikh Jumeirah 63, Sheikh Jumeirah 64, Sheikh Jumeirah 65, Sheikh Jumeirah 66, Sheikh Jumeirah 67, Sheikh Jumeirah 68, Sheikh Jumeirah 69, Sheikh Jumeirah 70, Sheikh Jumeirah 71, Sheikh Jumeirah 72, Sheikh Jumeirah 73, Sheikh Jumeirah 74, Sheikh Jumeirah 75, Sheikh Jumeirah 76, Sheikh Jumeirah 77, Sheikh Jumeirah 78, Sheikh Jumeirah 79, Sheikh Jumeirah 80, Sheikh Jumeirah 81, Sheikh Jumeirah 82, Sheikh Jumeirah 83, Sheikh Jumeirah 84, Sheikh Jumeirah 85, Sheikh Jumeirah 86, Sheikh Jumeirah 87, Sheikh Jumeirah 88, Sheikh Jumeirah 89, Sheikh Jumeirah 90, Sheikh Jumeirah 91, Sheikh Jumeirah 92, Sheikh Jumeirah 93, Sheikh Jumeirah 94, Sheikh Jumeirah 95, Sheikh Jumeirah 96, Sheikh Jumeirah 97, Sheikh Jumeirah 98, Sheikh Jumeirah 99, Sheikh Jumeirah 100.

Details

Completed

Get more messages

Amount spent: 158.70

Ad budget: 158.70

Estimated VAT (5%): 7.93

Total amount: 166.63

Up to 30% Summer Discounts

Book Now!

Birthday, Anniversary, Proposal, Wedding

ZIYANA YACHTS
Ride the Seas

+971 50 712 2707

zianayachts.com

Post Insights

Total Insights
Post Impressions: 2,984 | Post reach: 1,420 | Engagement: 86

Boosted on Jul 3, 2022

Keep boosting to grow your audience.

Boost again

Post insights

Summer is here! Why not have a yacht party? Ziyana is now offering over 30% off when you book a yacht with...

Post Impressions: 2,984 | Post reach: 1,420 | Engagement: 86

Interactions: Reactions (27), Comments (5), Photo Views (10), Link Clicks (4), Shares (4), Other Clicks (36)

Boost

Performance

Reach: 1,004 | Cost per Messaging Conversation Started: 8.75

Audience: This ad reached 1004 people in your audience.

Audience details: United Arab Emirates, Downtown Dubai, Business Bay, Dubai Marina Yacht Club, Sheikh Jumeirah 1, Sheikh Jumeirah 2, Sheikh Jumeirah 3, Sheikh Jumeirah 4, Sheikh Jumeirah 5, Sheikh Jumeirah 6, Sheikh Jumeirah 7, Sheikh Jumeirah 8, Sheikh Jumeirah 9, Sheikh Jumeirah 10, Sheikh Jumeirah 11, Sheikh Jumeirah 12, Sheikh Jumeirah 13, Sheikh Jumeirah 14, Sheikh Jumeirah 15, Sheikh Jumeirah 16, Sheikh Jumeirah 17, Sheikh Jumeirah 18, Sheikh Jumeirah 19, Sheikh Jumeirah 20, Sheikh Jumeirah 21, Sheikh Jumeirah 22, Sheikh Jumeirah 23, Sheikh Jumeirah 24, Sheikh Jumeirah 25, Sheikh Jumeirah 26, Sheikh Jumeirah 27, Sheikh Jumeirah 28, Sheikh Jumeirah 29, Sheikh Jumeirah 30, Sheikh Jumeirah 31, Sheikh Jumeirah 32, Sheikh Jumeirah 33, Sheikh Jumeirah 34, Sheikh Jumeirah 35, Sheikh Jumeirah 36, Sheikh Jumeirah 37, Sheikh Jumeirah 38, Sheikh Jumeirah 39, Sheikh Jumeirah 40, Sheikh Jumeirah 41, Sheikh Jumeirah 42, Sheikh Jumeirah 43, Sheikh Jumeirah 44, Sheikh Jumeirah 45, Sheikh Jumeirah 46, Sheikh Jumeirah 47, Sheikh Jumeirah 48, Sheikh Jumeirah 49, Sheikh Jumeirah 50, Sheikh Jumeirah 51, Sheikh Jumeirah 52, Sheikh Jumeirah 53, Sheikh Jumeirah 54, Sheikh Jumeirah 55, Sheikh Jumeirah 56, Sheikh Jumeirah 57, Sheikh Jumeirah 58, Sheikh Jumeirah 59, Sheikh Jumeirah 60, Sheikh Jumeirah 61, Sheikh Jumeirah 62, Sheikh Jumeirah 63, Sheikh Jumeirah 64, Sheikh Jumeirah 65, Sheikh Jumeirah 66, Sheikh Jumeirah 67, Sheikh Jumeirah 68, Sheikh Jumeirah 69, Sheikh Jumeirah 70, Sheikh Jumeirah 71, Sheikh Jumeirah 72, Sheikh Jumeirah 73, Sheikh Jumeirah 74, Sheikh Jumeirah 75, Sheikh Jumeirah 76, Sheikh Jumeirah 77, Sheikh Jumeirah 78, Sheikh Jumeirah 79, Sheikh Jumeirah 80, Sheikh Jumeirah 81, Sheikh Jumeirah 82, Sheikh Jumeirah 83, Sheikh Jumeirah 84, Sheikh Jumeirah 85, Sheikh Jumeirah 86, Sheikh Jumeirah 87, Sheikh Jumeirah 88, Sheikh Jumeirah 89, Sheikh Jumeirah 90, Sheikh Jumeirah 91, Sheikh Jumeirah 92, Sheikh Jumeirah 93, Sheikh Jumeirah 94, Sheikh Jumeirah 95, Sheikh Jumeirah 96, Sheikh Jumeirah 97, Sheikh Jumeirah 98, Sheikh Jumeirah 99, Sheikh Jumeirah 100.

Details

Completed

Get more messages

Amount spent: 78.50

Ad budget: 78.50

Estimated VAT (5%): 3.50

Total amount: 82.00

Forget Flowers And Dinners This Valentine's Day. Take Your Significant Other For An Unforgettable Experience...

ZIYANA YACHTS
Ride the Seas

+971 50 712 2707

zianayachts.com

Post Insights

Total Insights
Post Impressions: 46 | Post reach: 36 | Engagement: 9

Boosted on Feb 9, 2022

Keep boosting to grow your audience.

Boost again

Post insights

Forget Flowers And Dinners This Valentine's Day. Take Your Significant Other For An Unforgettable Experience...

Post Impressions: 46 | Post reach: 36 | Engagement: 9

Interactions: Reactions (7), Comments (0), Shares (1), Other Clicks (1)

Boost again

Performance

Reach: 1,507 | Cost per Messaging Conversation Started: 7.91

Audience: This ad reached 1507 people in your audience.

Audience details: United Arab Emirates, Downtown Dubai, Business Bay, Dubai Marina Yacht Club, Sheikh Jumeirah 1, Sheikh Jumeirah 2, Sheikh Jumeirah 3, Sheikh Jumeirah 4, Sheikh Jumeirah 5, Sheikh Jumeirah 6, Sheikh Jumeirah 7, Sheikh Jumeirah 8, Sheikh Jumeirah 9, Sheikh Jumeirah 10, Sheikh Jumeirah 11, Sheikh Jumeirah 12, Sheikh Jumeirah 13, Sheikh Jumeirah 14, Sheikh Jumeirah 15, Sheikh Jumeirah 16, Sheikh Jumeirah 17, Sheikh Jumeirah 18, Sheikh Jumeirah 19, Sheikh Jumeirah 20, Sheikh Jumeirah 21, Sheikh Jumeirah 22, Sheikh Jumeirah 23, Sheikh Jumeirah 24, Sheikh Jumeirah 25, Sheikh Jumeirah 26, Sheikh Jumeirah 27, Sheikh Jumeirah 28, Sheikh Jumeirah 29, Sheikh Jumeirah 30, Sheikh Jumeirah 31, Sheikh Jumeirah 32, Sheikh Jumeirah 33, Sheikh Jumeirah 34, Sheikh Jumeirah 35, Sheikh Jumeirah 36, Sheikh Jumeirah 37, Sheikh Jumeirah 38, Sheikh Jumeirah 39, Sheikh Jumeirah 40, Sheikh Jumeirah 41, Sheikh Jumeirah 42, Sheikh Jumeirah 43, Sheikh Jumeirah 44, Sheikh Jumeirah 45, Sheikh Jumeirah 46, Sheikh Jumeirah 47, Sheikh Jumeirah 48, Sheikh Jumeirah 49, Sheikh Jumeirah 50, Sheikh Jumeirah 51, Sheikh Jumeirah 52, Sheikh Jumeirah 53, Sheikh Jumeirah 54, Sheikh Jumeirah 55, Sheikh Jumeirah 56, Sheikh Jumeirah 57, Sheikh Jumeirah 58, Sheikh Jumeirah 59, Sheikh Jumeirah 60, Sheikh Jumeirah 61, Sheikh Jumeirah 62, Sheikh Jumeirah 63, Sheikh Jumeirah 64, Sheikh Jumeirah 65, Sheikh Jumeirah 66, Sheikh Jumeirah 67, Sheikh Jumeirah 68, Sheikh Jumeirah 69, Sheikh Jumeirah 70, Sheikh Jumeirah 71, Sheikh Jumeirah 72, Sheikh Jumeirah 73, Sheikh Jumeirah 74, Sheikh Jumeirah 75, Sheikh Jumeirah 76, Sheikh Jumeirah 77, Sheikh Jumeirah 78, Sheikh Jumeirah 79, Sheikh Jumeirah 80, Sheikh Jumeirah 81, Sheikh Jumeirah 82, Sheikh Jumeirah 83, Sheikh Jumeirah 84, Sheikh Jumeirah 85, Sheikh Jumeirah 86, Sheikh Jumeirah 87, Sheikh Jumeirah 88, Sheikh Jumeirah 89, Sheikh Jumeirah 90, Sheikh Jumeirah 91, Sheikh Jumeirah 92, Sheikh Jumeirah 93, Sheikh Jumeirah 94, Sheikh Jumeirah 95, Sheikh Jumeirah 96, Sheikh Jumeirah 97, Sheikh Jumeirah 98, Sheikh Jumeirah 99, Sheikh Jumeirah 100.

Details

Completed

Get more messages

Amount spent: 99.00

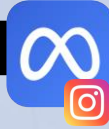
Ad budget: 99.00

Estimated VAT (5%): 4.75

Total amount: 103.75

Explore more >>>

Paid Ads - Meta



Ad insights

Posted on August 31, 2022 at 3:03 AM

26 Likes, 3 Comments, 9 Shares, 1 Saves

Overview

Reach	1,892
Content Interactions	39
Profile activity	45
Ad taps	22
Ad goal	
Messaging conversations started	14
100% from latest ad	

Reach

1,892
Accounts Center accounts reached
1580 from latest ad

Post interactions

Likes	26
Shares	9
Comments	3
Saves	1

Profile activity 45

Messaging conversations started	14
From latest ad	22
Profile visits	26
From latest ad	5
Follows	3
External link taps	2
From latest ad	0

Ad 22
Ad taps

Ad goal
Messaging conversations started

Status: Completed

Spend: AED59.93 of AED60.00
100% spent

Ad details
Audience: People you choose through targeting
Budget & duration: AED60.00 over 1 day

Ad audience

Ad insights

Posted on February 20, 2023 at 5:11 AM

10 Likes, 0 Comments, 0 Shares, 1 Saves

Overview

Reach	1,041
Content Interactions	11
Profile activity	12
Ad taps	23
Ad goal	
Messaging conversations started	9
100% from latest ad	

Reach

1,041
Accounts Center accounts reached
914 from latest ad

Post interactions

Likes	11
Saves	10
Comments	1
Shares	0

Profile activity 12

Messaging conversations started	9
From latest ad	23
Profile visits	3
From latest ad	1
Follows	0

Ad 23
Ad taps

Ad goal
Messaging conversations started

Status: Completed

Spend: AED54.00 of AED54.00
100% spent

Ad details
Audience: ZY book aud
Budget & duration: AED54.00 over 3 days

Ad audience

Explore more >>>

Instagram Reels (Influencers) 

August 2, 2023 - Duration 1:28

523K 44.8K 94 116 889



January 17 - Duration 1:27

6,081 43 8 6 6




Click  to Discover the Reel

Overview ⓘ

Reach	59,003
Reel interactions	45,899
Ad goal	
Profile visits	874
From latest ad	

Reach ⓘ

59,003
Accounts reached


22.5% Followers ●  77.5% Non-Followers ●

Overview ⓘ

Accounts reached	5,352
Reel interactions	63
Profile activity	0

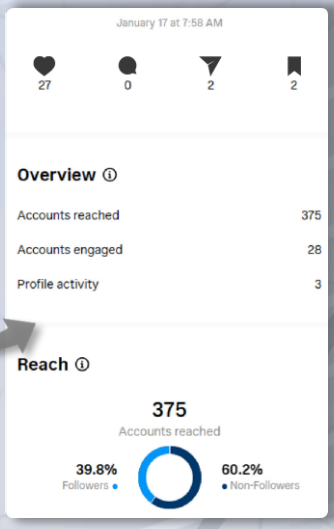
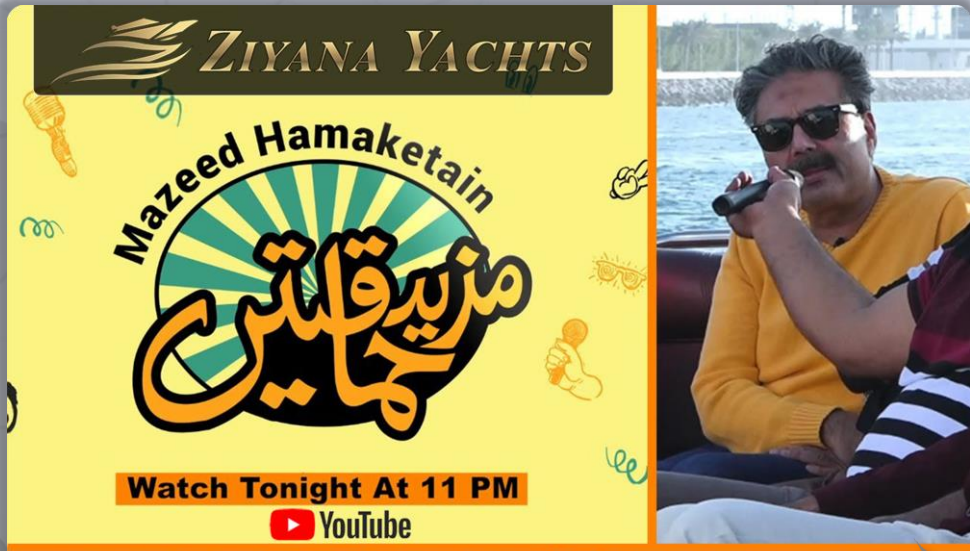
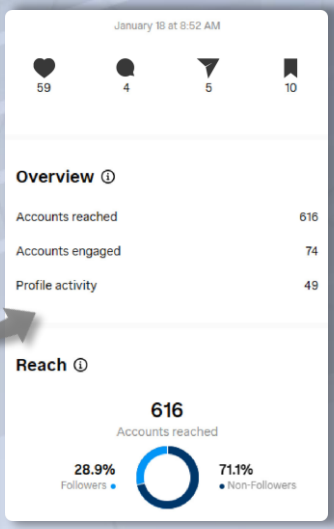
Reach ⓘ

5,352
Accounts reached

2.7% Followers ●  97.3% Non-followers ●

Explore more >>>

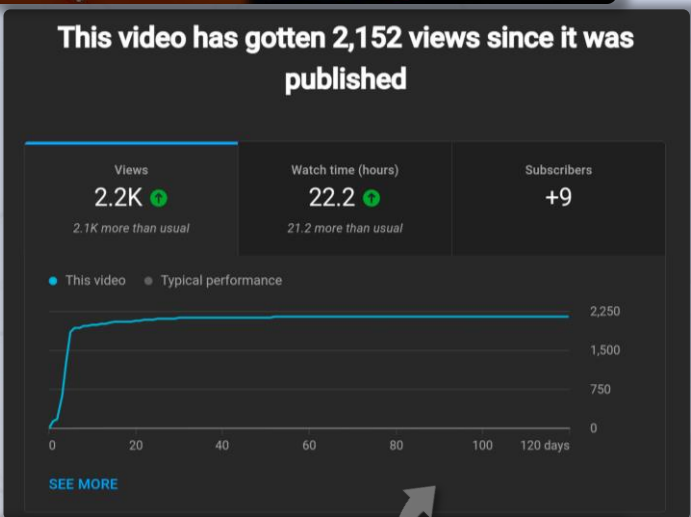
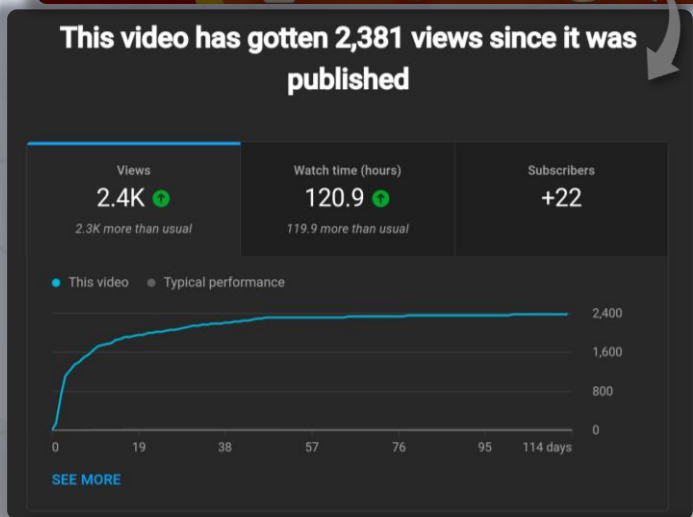
Instagram Posts (Influencers) 



Explore more >>>

YouTube Content (Influencers)

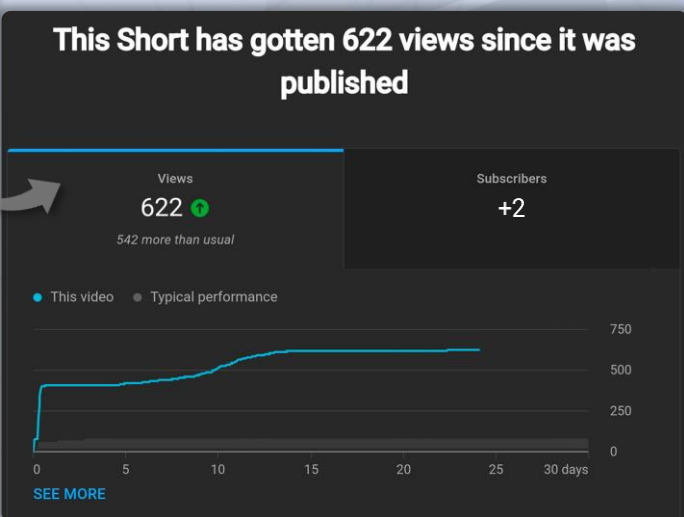
Click to play the Video



Click to play the Video

Explore more >>>

YouTube Content



Click to Discover the Reel



Explore more >>>

OLD LOGO



NEW LOGO



[Learn more...](#)

LOGO VARIATION



BUSINESS UNIT LOGO



DIGITAL TRAFIQ



Elevating Brand Presence with

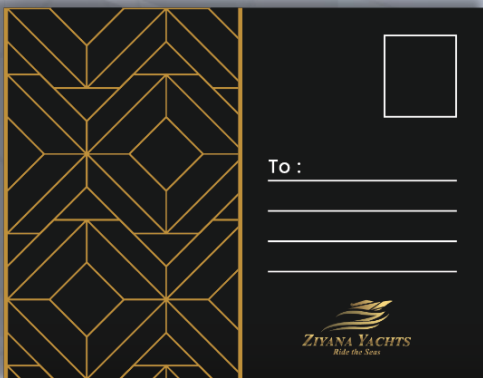
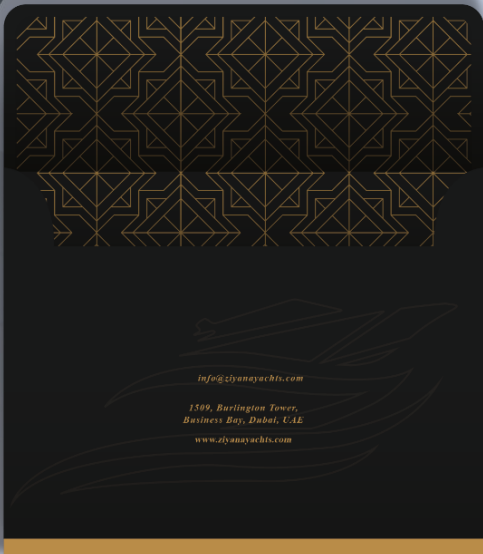
Graphic Design

Logo Rebranding

The Logo for **Ziyana Yachts** encapsulates the essence of the azure waters of the Arabian Gulf, where luxury meets adventure in the heart of Dubai. A sleek, modern Z shape seamlessly integrates with the undulating sea waves, cradling a majestic yacht as it sails triumphantly. Below, the name 'Ziyana Yachts' proudly stands, along with the tagline 'Ride the seas', inviting all to embark on a journey of elegance and excitement. This emblem heralds a new era for our brand, replacing the old with a vision that speaks to the boundless horizons of luxury yachting in Dubai.

Ziyana Luxe Car Rental's logo reflects Dubai's plush getaways, blending luxury with the thrill of the open road. Mirroring Ziyana Yachts, it features a Z-shaped wave cradling an elegant sports car, inviting sophisticated excitement.

[Explore more >>>](#)



▲ Envelop



▲ Diary Gift

Explore more >>>



◀ Cups



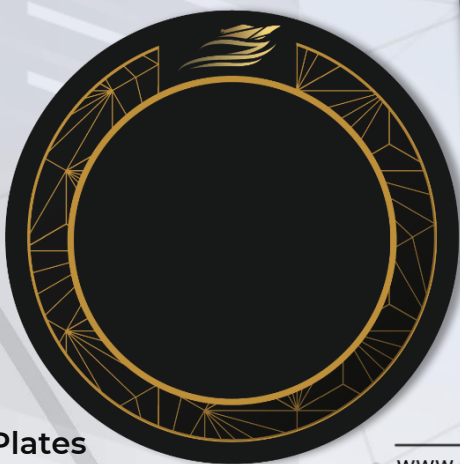
◀ Business Cards



Storage Cards



Yacht Flag



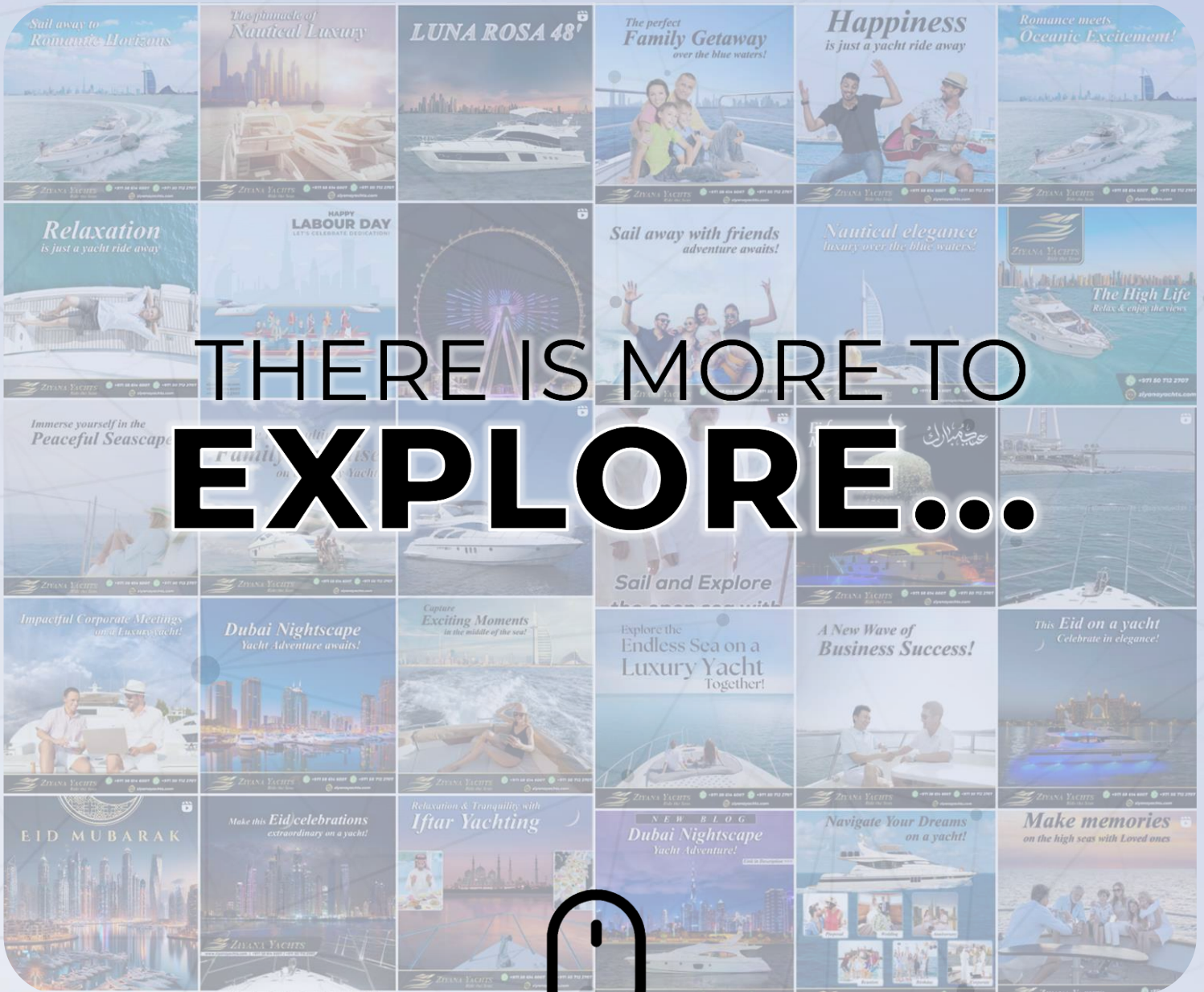
Plates



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Instagram Posts



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 Forever in *Love*
 on a yacht!

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May 5, 2023 at 11:11 PM

15 8 0 0

Overview

Accounts reached 386
 Accounts engaged 16
 Profile activity 4

Reach



February 9, 2023 at 6:03 AM

10 0 0 0

Overview

Accounts reached 362
 Accounts engaged 10
 Profile activity 2

Reach



March 8, 2023 at 5:38 AM

10 0 0 0

Overview

Accounts reached 324
 Accounts engaged 11
 Profile activity 1

Reach



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Explore Horizons

Embark on Romance's Waves!

INDO-PAK CELEBRATION OFFER

30 persons | AED 1650 / 3 hrs ▶ AED 625 / hr
 16 persons | AED 1250 / 3 hrs ▶ AED 475 / hr

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Organic Social Media Engagement
& improved Brand Visibility

Instagram Posts



Sail into luxury on your
Special Day

30 persons | AED 1600 / 3 hrs ▶ AED 600 / hr
 16 persons | AED 1200 / 3 hrs ▶ AED 450 / hr
 JULY SUMMER OFFER

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August 21, 2023 at 4:00 AM

10 2 0 0

Overview

Accounts reached 379
 Accounts engaged 11
 Profile activity 1

Reach



July 16, 2023 at 5:11 AM

13 2 0 0

Overview

Accounts reached 368
 Accounts engaged 14
 Profile activity 2

Reach



May 15, 2023 at 9:53 AM

9 2 0 0

Overview

Accounts reached 352
 Accounts engaged 10
 Profile activity 2

Reach





Explore
Scenic Views
Over the Blue Sea



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Instagram Posts



Share your
Magical Moments
over the Waves!



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February 8, 2023 at 4:58 AM

10 0 0 0

Overview

Accounts reached	451
Accounts engaged	10
Profile activity	2

Reach

451 Accounts reached

12.1% Followers 87.9% Non-Followers

May 17, 2023 at 7:01 AM

7 0 0 0

Overview

Accounts reached	386
Accounts engaged	7
Profile activity	1

Reach

386 Accounts reached

8.6% Followers 91.4% Non-Followers

December 27, 2022 at 2:17 PM

13 0 0 0

Overview

Accounts reached	333
Accounts engaged	13
Profile activity	0

Reach

333 Accounts reached

22.1% Followers 77.9% Non-Followers

Explore more >>>



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& improved Brand Visibility**

Instagram Posts



December 9, 2023 at 6:51 AM

12 0 0 0

Overview

Accounts reached	322
Accounts engaged	12
Profile activity	1

Reach

322 Accounts reached

22.1% Followers • 77.9% Non-Followers

January 8, 2023 at 9:41 AM

17 1 0 1

Overview

Accounts reached	288
Accounts engaged	18
Profile activity	4

Reach

288 Accounts reached

39% Followers • 61% Non-Followers

June 24, 2023 at 3:19 AM

9 8 0 0

Overview

Accounts reached	246
Accounts engaged	15
Profile activity	2

Reach

246 Accounts reached

14.6% Followers • 85.4% Non-Followers

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Learn more...

Instagram Reels



September 2, 2023 - Duration 1:04

367 19 1 2 1

Click  to Discover the Reel

June 13, 2023 - Duration 1:05

389 19 3 2 0

March 29 - Duration 1:30

320 10 0 1 0

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+ 9 7 1 5 0 7 1 2 2 7 0 7

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**REDISCOVER
RAMADAN
ON A YACHT**



Overview ⓘ

Accounts reached 378
Reel interactions 23
Profile activity 3

Reach ⓘ



Overview ⓘ

Accounts reached 248
Reel interactions 11
Profile activity 0

Reach ⓘ



Overview ⓘ

Accounts reached 260
Reel interactions 24
Profile activity 1

Reach ⓘ



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New Year's Celebration
Yacht Awaits!

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0:00 / 0:15

Viewer activity
How the post has performed since being published.

People reached	Plays	Minutes viewed
983	1K	48

Audience engagement
How people have engaged with the post.

Likes	Comments	Shares
3	0	0

Viewer activity
How the post has performed since being published.

People reached	Plays	Minutes viewed
947	1K	46

Audience engagement
How people have engaged with the post.

Likes	Comments	Shares
2	0	0

Click to Discover the Reel

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0:00 / 0:12

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ziyanayachts | zyanayachts.com

0:00 / 0:16

Viewer activity
How the post has performed since being published.

People reached	Plays	Minutes viewed
763	838	39

Audience engagement
How people have engaged with the post.

Likes	Comments	Shares
3	0	0

Viewer activity
How the post has performed since being published.

People reached	Plays	Minutes viewed
667	718	35

Audience engagement
How people have engaged with the post.

Likes	Comments	Shares
2	0	0

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THE MAJESTY 50' TOUR

0:01 / 0:59

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THANK YOU!