



Marketing, smarter



EXPERIENCE

Digital marketing has always been at the heart of Focal First. Our co-founder Abba, completed a BA (Hons) Business and Marketing degree at one of the UK's most reputable business schools. Abba went on to play a key role in the digital transformation of one of the largest blue-chip (FTSE 100) retailers in the United Kingdom, moving up the ranks quickly to a senior position in the content marketing team.

Thriving on challenge, Abba relocated to Dubai, ready to conquer the digital sphere in the Middle East. Working with one of the fastest growing service companies in the UAE, he garnered the support network and resources to transform the business to being one of the most innovative in the GCC region.

Focal First now represents an exciting chapter, encapsulating the wealth of experience acquired throughout this ambitious journey thus far. Recognising the need to manifest a set of key differentiators, Abba's message is that Focal First is like no other agency.



OUR CORE INDUSTRIES



Retail and Hospitality; primarily **e-commerce retail, hotels, food & beverage** and **transportation** are our core industries that our expertise lie within, with over fifty percent of our team either previously owning, managing or worked in a sector of retail and hospitality.

Using the wealth of our knowledge and expertise across a range of industry verticals, we have worked with small independent businesses and major international organisations. We believe every business possesses the ability to be an industry leader within their own right. Having the right tools and know-how is key to reaching the top.

Gone are the days of flyers and leaflets; we understand the growing need for institutions within all sectors to embrace marketing opportunities which shift their priorities towards innovative means of digital communication.

All our services are developed and implemented with care, attention to detail, and the highest degree of quality assurance.



CREATIVE MARKETING CONSULTANCY

- Launch Research and Implementation
- Research & Development
- Marketing Plan Creation
- Marketing Strategy Implementation
- Brand Building
- Digital Audits – Quality Assurance
- Project Management
- Competitor Analysis
- Online Reputation Management
- Loyalty Programs
- Offers Management
- Public Relations

**ALL SERVICES INCL. THE PERSONAL ATTENTION OF THE MOST
DEDICATED CARE TEAM IN THE INDUSTRY**

THE FOCAL FIRST QUALITY PROMISE

Why are we the **first** and **last** choice for our clients? The following are some of our key differentiators in the market – and why our clients choose to go with us rather than another agency. Our service, mission, standards, values and ethos are based on the following:



Our Mission

We only aim to fulfill your objectives, and ultimately achieve your goals - our compensation for this effort is secondary, and we realise that we cannot deliver on our service promise if our primary focus lies elsewhere.



Our Years of Experience

Our team have worked extensively in digital marketing and content for top U.K FTSE 100 firms, and regional GCC companies. Our team members are native English speakers and writers who are well versed with the mechanics of the international market.



Unparalleled Quality Assurance

All our services get an internal quality assurance sign off before delivery. This is over and above the standard testing implemented by most agencies. You'll realise you spend less time correcting post-production errors, because we've done that part for you, as if we were you.

THE FOCAL FIRST QUALITY PROMISE



Bang for the buck

Our prices are excellent value, yet we don't compromise on quality. We can't guarantee that we're the cheapest, but the quality of service we provide will reflect your specifications with best value.



***Transparency –
we're clear as day***

We won't confuse you with technical or marketing jargon as a cheap excuse or cover up - everything is explained concisely, so that you clearly understand each step we take together.



***Honesty is imbedded
in us***

We listen to your problems. We'll never sell you a service that we don't think you need. We value long-term relationships.



Support when you need it

Our commitment is to respond to you within a reasonable time frame. We will always be responsive.

THE FOCAL FIRST QUALITY PROMISE



We're crazy about tech

We'll give 100% commitment to providing solutions in line with best practices and technological advancements in the industry.



We like numbers

We'll provide data analytics for advisory and performance management purposes so that you can see results as they happen - i.e., what your ROI is.



Creative, crazy, competent

We're small enough to care, big enough to deliver, and creative enough to think up, down and sideways. Creativity is in our DNA.



The Focal Values

Quality, honesty, reliability and professionalism are the focal values of our company. We're transparent and committed to delivering quality-centric results.