ELECTRONIC PRESS KIT

Last update: May 15th 2015
Presentation

Born as blog and later evolved into a site and then a real portal, DubaiBlog is now the brand bringing websites and social pages about Dubai, UAE and GCC in general under one network. Founded in 2007 with a different name, the portal got the current name in 2009; our organization is involved in promoting international trading and relationships, helping European businessmen to open a branch or a newCo, develop activities, and offer their products and services in the countries of the Persian Gulf. The most important aspect is to support businessmen in having a correct approach to trade with Dubai, UAE and the Arab Culture. We also help professionals, businessmen, companies in:

- developing their advertising, communication strategy and mottos on websites, email and other platforms, through the use of multimedia content and SEO techniques
- overseeing the creation of websites in English, Arabic, and other languages and monitoring the trends of visitors
- promote their brand on our web and social channels
- ensuring media coverage during events
- support our customers to develop / strengthen public relations in the area
- overseeing lead generation and Direct Email Marketing (DEM) strategies
- putting a positive spin on the promotion of products and services offered by our customers

Today, the portal aims to develop the Arab culture, to provide useful information for those who want to visit Dubai, UAE and GCC as tourist or business travelers: trip planning, business opportunities, exhibitions, events, tours, nightlife and much more.
Websites directly owned, with language and main target

www.dubaiblog.it - ITALIAN people all over the world

www.dubayblog.com - ENGLISH speakers all over the world

www.dubayblog.ae - local ARAB community

new www.dubaiblog.us - US audience

www.abudhabiblog.it - ITALIAN people all over the world

www.adudhabiblog.com - ENGLISH speakers all over the world

www.abudhabiblog.ae - local ARAB community

www.maltablog.it - ITALIAN people all over the world

www.dubayjobs.com - ENGLISH website for jobseekers from all over the world

www.tobetravelagent.com - ENGLISH audience

www.marysamelemakeup.com - ENGLISH audience

All the websites are hosted on different providers, in order to maximize the effect of a link building campaign using just those websites. We have chance to guest posts also on other websites realized for our customers in different languages.

Some statistics from the main websites:

Some peaks: 20,000 visit in one day on an article talking about “Costa Concordia collision” (that was the key phrase ranked in Google) on tobetravelagent.com; 800 visit in one day for an article talking about Expo 2020 Dubai: new job opportunities all over the Region less than 1 month after the publication of the website.
**Dentista a Dubai? Apre la prima clinica dentistica italiana**

Giugno 9th, 2014 | 26 Commenti

Facebook.com/DubaiBlog
Instragram: DubaiBlog
#DubaiBlog

More than 300 likes in less than 24hs

**Expo 2020 Dubai: new job opportunities all over the Region**

March 23rd, 2013 | 76 Commenti

Facebook.com/DubaiBlog
Instragram: DubaiBlog
#DubaiBlog

More than 800 visits on a single page in one day, more than 500 Likes
more than 700 Likes on this page taken for the Jordanian band Autostrad
(we were the only official media for the band during that concert)

some of the media marketing campaign we’ve managed, including the one for The Majlis
brand owned by the Al Maktoum Royal family
Digital media partner of:

- Middle East Film & Comic Con (for last 3 years)
- Dubai Tour 2014
- Desert Warrior Challenge (for last 2 years)
- Spartan Race 2015

and many other events.

Official blogger during several Red Bull events.

Sponsored by Nikon for DSLR equipment, SEAC SUB for scuba equipment, NiMAR for underwater housing and lights. Nico de Corato is also contributor of many local magazines, included OutdoorUAE, Divers for the Environment, Arab Afro Trade.
Official digital media partner and blogger for the powerboat team Nicolini Offshore (XCAT Championship) and Tommy Racing (Class V1)

Our interview for the Italian magazine: Millionaire

The Mobile Show: Digital Media Partner and speaker about Social Media Marketing in the Mobile World
Partial social statistics

Facebook.com/DubaiBlog: Official FB page +7K Likes

Facebook.com/DubayBlog: Arabic FB page +23 Likes

+ other minor FB pages in other languages

Instagram (dubaiblog): +6K Followers

Twitter (dubayblog): +4K Followers

Linkedin: +1,5K direct connection for Nico de Corato

Google+: +1K people across several accounts

Staff

Graduated in Telecommunication engineering with a Master Thesis about telemetry in motor sport competition, in 2004, Nico de Corato lands in Dubai for the first time in the same year, as person in charge for the timing system of the World Powerboat Championship Class 1. In 2007 he starts his freelance activity as business consultant for the Italian companies willing to approach the Emirati market and opens a first website about Dubai.

Nico de Corato – owner and founder admin@dubaiblognetwork.com

Daniel D. Brecht – American / English free lance contributor

Tania Ciliberto – personal assistant pa@dubaiblognetwork.com

Roberto Fabio Scoppa – Business Development Manager marketing@dubaiblognetwork.com

Massimo Ziino – Italian freelance contributor and photographer

Autoor Tawfiq – Arabic / English freelance contributor, translator: info@traduzionidubai.com