



WCA Global

Social Strategy & Content Plan



WCA Services USP

Expert Guidance - Tailored Solutions - Training - Post-certification Support

Customer's Desires:



WCA Services USP

Expert Guidance - Tailored Solutions - Training - Post-certification Support

Competitor Weaknesses:



WCA Services USP

Expert Guidance - Tailored Solutions - Training - Post-certification Support

Your USP Ideas:



WCA Services Value

Expert Guidance

Tailored Solutions



WCA Services Value

Training & Knowledge Transfer

Post-Certification Support



WCA Strategy Goals

- **Increase Brand Awareness** – Expand your reach and visibility in your target market.
- **Build an Engaged Community** – Foster meaningful interactions and loyalty.
- **Establish Brand Trust & Credibility** – Position your brand as an industry leader.
- **Drive Conversions & Sales** – Turn engagement into measurable business growth.





WCA Targeted Industries

- Transport & Logistics Industries
- Hotel, Restaurants & Luxury Industries
- Electrical & Electronics Industries
- Oil and Gas Industries
- Education Industry
- Construction Industries
- Medical Devices
- Chemical Industries
- Automotive Industries





WCA Buyer Persona

Buyer Demography: UAE

Buyer Language: English - Arabic

Age: 30 - 65

Gender: Male - Female

Interests:



WCA Buyer Persona

Purchasing Power Level

High Purchasing Power (Large Enterprises & Government Entities)

- These organizations prioritize quality and compliance over cost.
- They seek premium consulting services, extensive training, and post-certification support.
- Price sensitivity is lower, but they expect top-tier service and proven expertise.



WCA Buyer Behavior

Corporate Buyer Persona (Large Enterprises & Government)

- **Research-Oriented:** They prioritize thorough research and comparisons.
- **Trust in Reputation:** Rely on referrals and strong industry reputations.
- **Quality-First:** Focus on high-quality services over price.
- **Internal Collaboration:** Decisions involve multiple stakeholders.
- **Long-Term Partnerships:** Seek ongoing support and audits.



WCA Buyer Behavior



WCA Buyer Pain Points



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WCA Buyer Journey

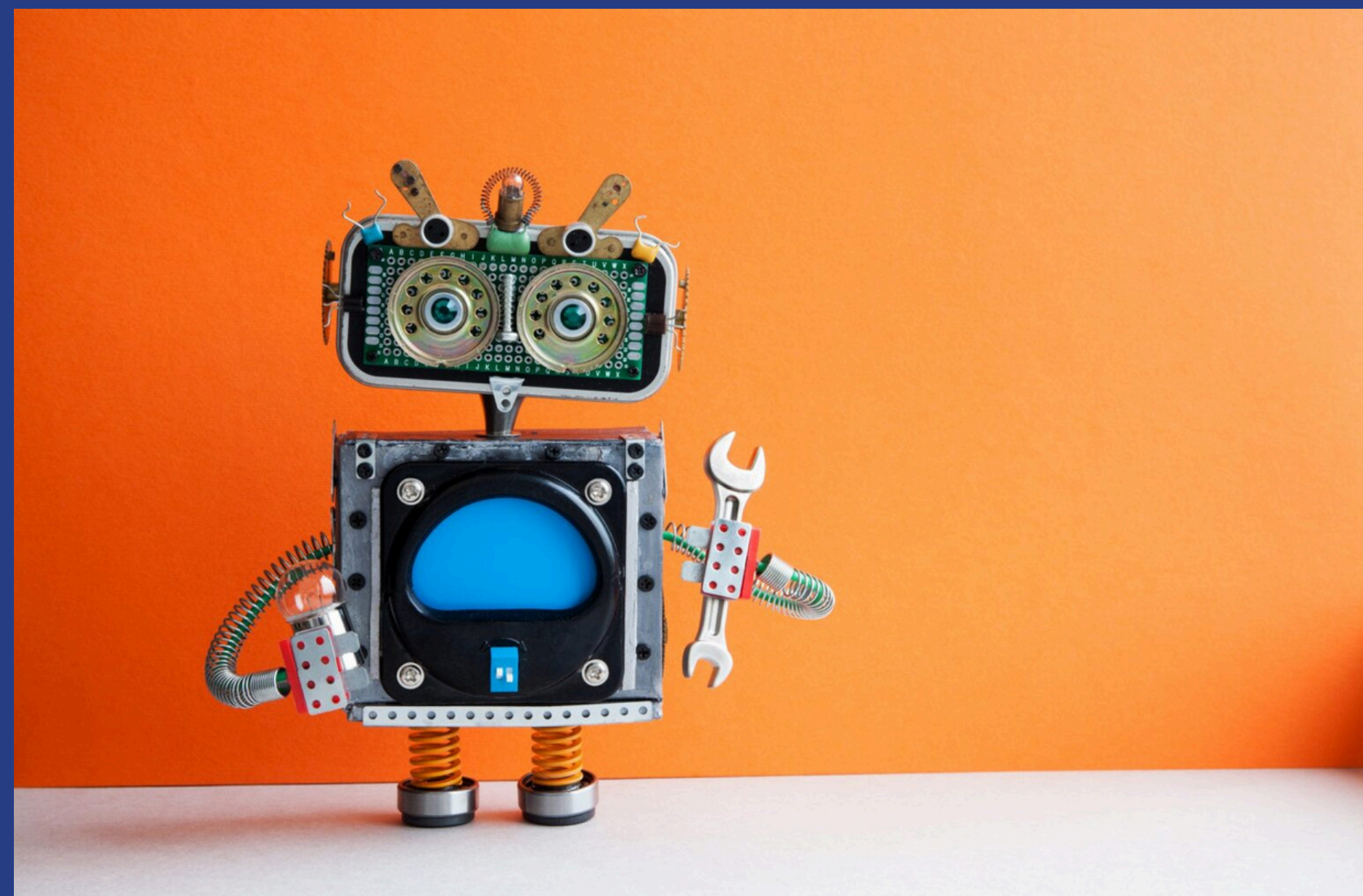




Preferred Communication Channels



WCA Attraction Tools

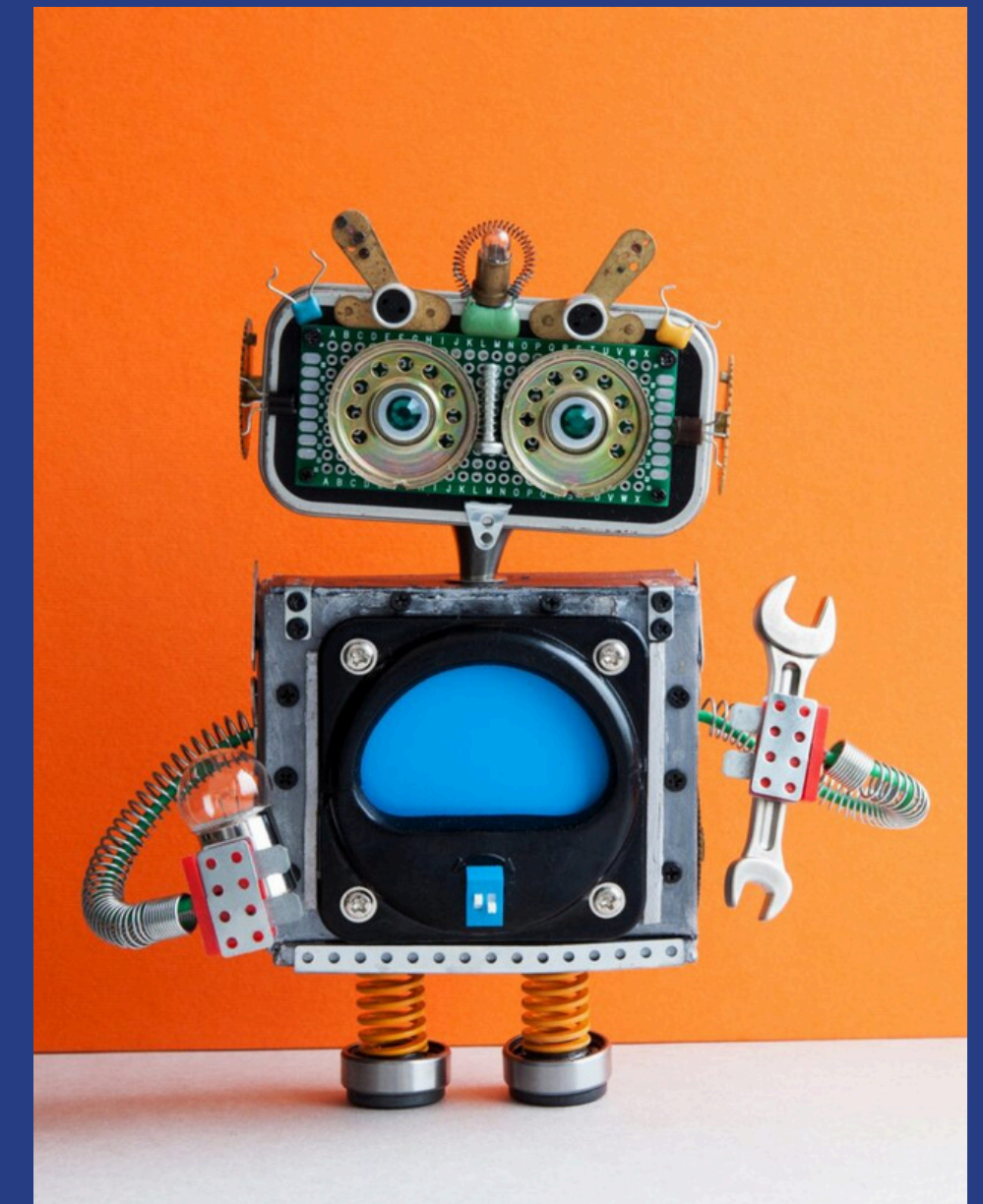


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WCA Content Context

- Problem Representation
 - Points of Difference
 - We are the closest to you
 - Your quality matters to us
 - Providing Value
- Impact After Use
 - Giveaways
 - Offers and Discounts
 - Success Partners
 - Google Reviews





WCA Video Context

LinkedIn

- Educational Video
- Success Story
- Testimonial Videos
- **Tone:** Formal

Instagram

- Ad Reels
- Success Story
- Testimonial Videos
- **Tone:** Semi Formal / Funny

Website

- Educational Video
- Success Story
- Testimonial Videos
- **Tone:** Formal

X

- Educational Video
- Success Story
- Testimonial Videos
- **Tone:** Formal



WCA Press Release

LinkedIn

- One Time Per Months

Website

- One Time Per Months

Instagram

- NA

X

- NA



WCA Images

LinkedIn

- Solid images, not retouched
- Do not use personal images
- Use partners logos
- Jpg 100 - 200pxl

Instagram

- Solid images, not retouched
- Do not use personal images
- Use partners logos
- Jpg 100 - 200pxl
- Use the agreed templates

Website

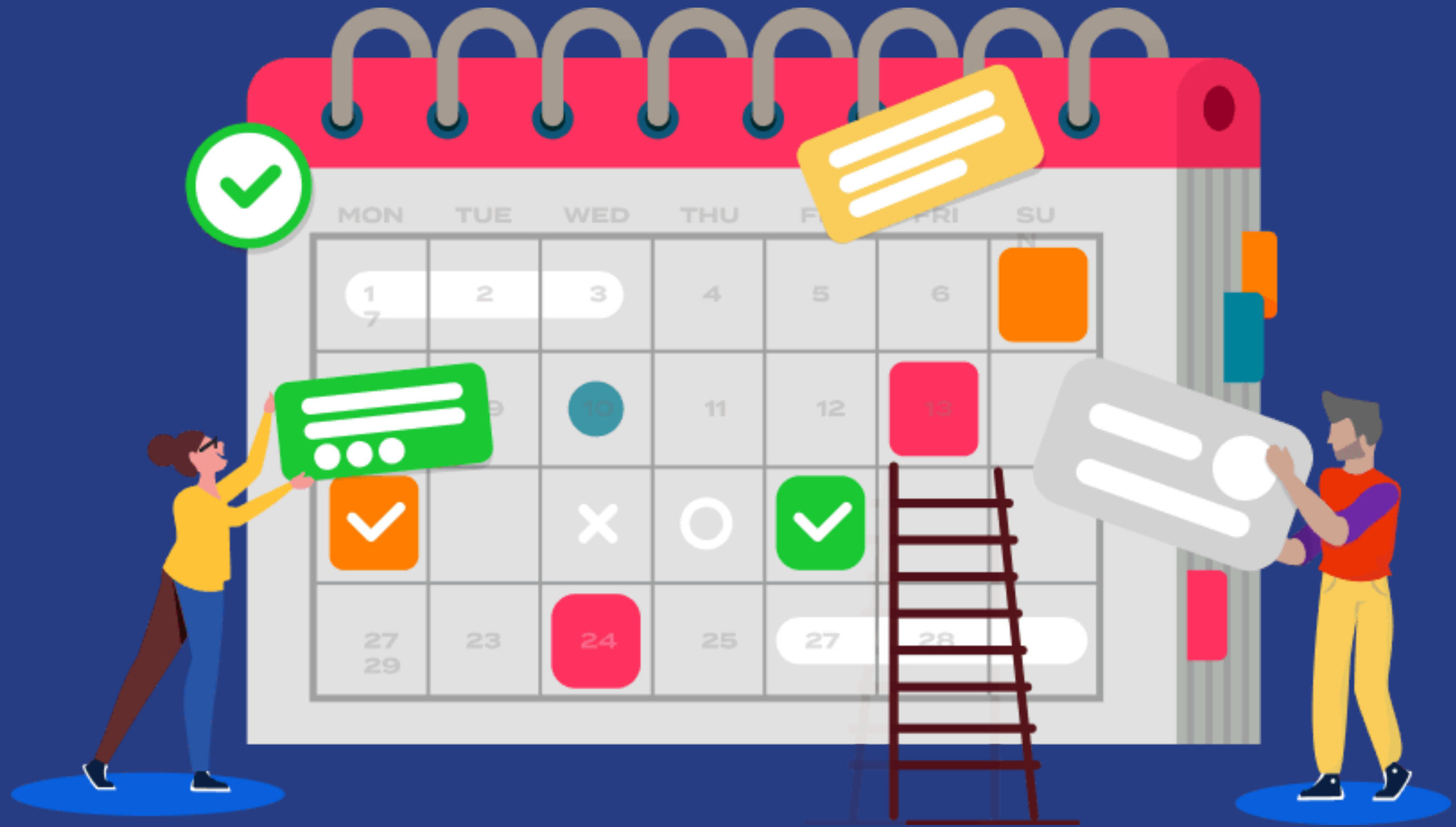
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WCA Schedules



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**Next file will be the
WCA Campaigns Budget**