

IK Arabia YouTube Plan

Videos

Brand Identity: The video should follow our company's brand identity

Video Intro

- showing our logo in the video intro
- branded music intro beside the logo intro
- Warming welcoming word in Arabic in friendly (Hi pals, Hi lords) not in a formal way
- 30 seconds of the content brief and after that we direct the players to subscribe by voice and show up subscription button
- At the end of the video, we show up the logo with the website's link to direct the players to it

Video content

- Duration from 10 to 15 minutes
- How to videos to: shows the players how to play and educate them about the game tips and tricks (and sending hidden messages to lead them to recharge)
- Notify about the events to get ready and educate them
- After writing the content write it in a funny friendly script

Video content Graphics

- Video graphics will use the game screen record supported with 2D animations
- 2d animations with a storyboard

Voice over

- The voice-over accent is preferred to be the most understandable, widely, known accent in the Arab countries
- Should not be tough accent that should be friendly

Sample

<https://youtube.com/@ArabGamesNetwork>

Reels

- Duration 1 minute
- Content shows cinematic game trailers
- Content shows animated content
- <https://www.youtube.com/@ArabGamesNetwork/shorts>

SEO & Community

Omar