



TRUST WELL
GROUP OF COMPANIES





TRUST WELL

ABOUT



Trust Well is an Abu Dhabi-based group operating across Real Estate and Business Solutions, with a focus on providing clients with Trusted Guidance and Professional Support.

The collaboration with Ahammed is intended to strengthen Trust Well's presence among relevant UAE audiences through authentic, informative and engaging Influencer Content.

MAIN OBJECTIVE

Build a strong and relevant network for Trustwell Real Estate and Trustwell Group to increase brand awareness, credibility, qualified inquiries, and business opportunities through strategic influencer collaborations.



WHY WE ARE INVESTING IN INFLUENCER MARKETING?



INCREASE BRAND AWARENESS

Make Trust Well more visible among UAE audiences,



BUILD TRUST & CREDIBILITY

People often trust recommendations and experiences from creators more than traditional advertisements.



GENERATE QUALIFIED LEADS

The objective should be to generate genuine inquiries rather than only views or followers.



REACH A WIDER RANGE OF AUDIENCES.

PARTICULARLY POTENTIAL:

1. Property Buyers
2. Property Investors
3. Business Owners
4. Entrepreneurs
5. UAE Residents
6. Expats Planning to invest In UAE
7. End Users of Property
8. Business owners.

EXPECTED CONTENT TYPE

Premium, Engaging, and Insight-Driven content highlighting the strength of the UAE's current economy, its future growth and development potential, and why the UAE presents a compelling opportunity for real estate investment. The content should emphasize the potential for long-term growth, attractive returns, and the advantages of investing in the UAE market at the right time.

LOCATION

Outdoor : Reem Island

Indoor : Trust Well Head Quaters.

CONTENT APPROACH

- Presence of a Trust Well Employee is Mandatory
- The content should feel natural and authentic, not like a forced advertisement.
- Present the Trust Well opportunity in Ahammed's own style while maintaining Trust Well's professional brand image.

EXPECTED CONTENT DIRECTION

- Reels IG AND TIK TOK Videos

CONTENT QUALITY EXPECTATIONS

- Correct Trust Well branding
- Accurate Information
- Strong Opening Hook

BEFORE PUBLISHING



STEP 1

Ahammed develops the concept



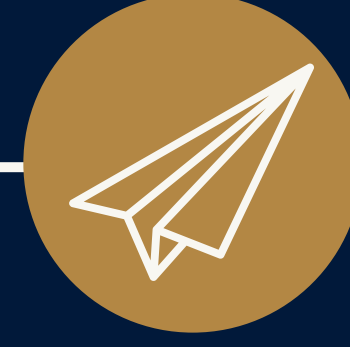
STEP 2

Trust Well team reviews the content for accuracy and branding.



STEP 3

Required corrections are made.



STEP 4

Final content is approved.

**THANK
YOU!**

