



جود JOOD

مؤسسة دبي للمساهمات المجتمعية

Dubai Community Contributions Establishment

Social Media Case Study



Understanding

Jood

Jood (مؤسسة دبي للمساهمات المجتمعية) is a government backed digital giving platform in Dubai, operating in the non-profit and community contributions space. Our partnership focused on translating this vital community role into a dominant, engaging social media presence that drives awareness, trust, and active participation.



The

Challenge

↳ Low Brand Awareness & Discovery

A reliance on traditional post formats failed to capture the attention of non-followers, severely limiting the platform's organic reach.

↳ Inefficient Ad Spend

The urgent need to optimize paid campaigns to drive high-volume, low-cost landing page views for contribution initiatives.

↳ Platform Misalignment

Treating all social platforms equally rather than tailoring content to unique strengths, resulting in wasted effort on low-performing channels.



Objectives & KPIs

Surpass 1M+ Views

Increase total reach and views across all platforms to establish a dominant digital presence.

Cost-Efficient LPVs

Drive high-volume traffic to the contribution portal through optimized paid campaigns.

Grow Organic Discovery

Increase the percentage of non-followers reached, specifically leveraging Instagram Reels.

Maximize Engagement

Boost interactions through highly shareable, emotionally resonant content during key periods.

The Strategy

Audience Targeting

Broad awareness targeting during Ramadan to capture top-of-funnel interest, followed by precise retargeting for website visits.

Channel Selection

Meta (Facebook & Instagram) selected as the primary engine for paid traffic and organic discovery; LinkedIn utilized for B2B credibility.

Brand Positioning

Positioned Jood as a modern, seamless digital platform for goodness, utilizing a confident, empathetic, and culturally rooted tone.

Content Pillars

Pivoted heavily toward short-form, high-impact video content (Reels) to drive discovery, supplemented by strategic multi-photo storytelling.

Execution & Deliverables

Social Media Management

Rigorous, consistent posting schedule maintained across Instagram, Facebook, LinkedIn, and X.

Content Production

Creation of high-production Reels, strategic multi-photo posts, and professional B2B announcements.

A/B Testing

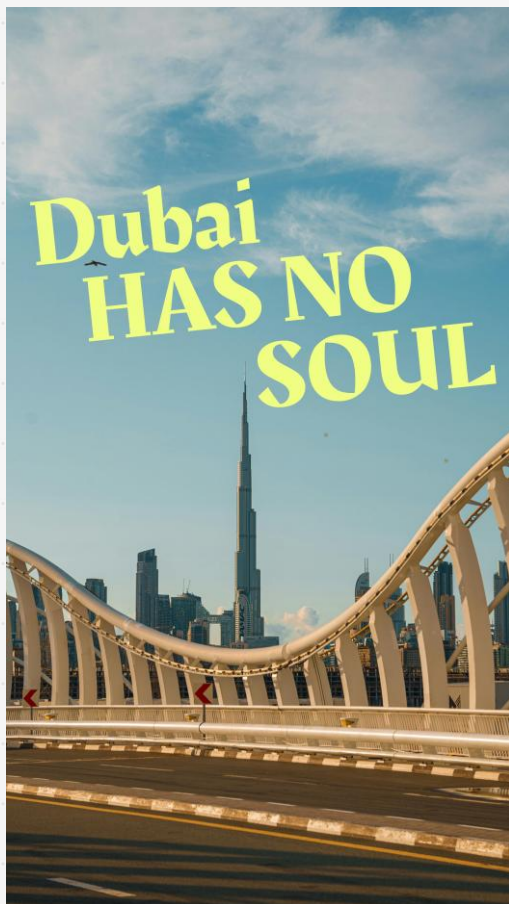
Running multiple ad variations simultaneously to identify the lowest Cost Per Result.

Paid Ads (Meta)

Execution of 5 targeted ad campaigns on Facebook, optimizing for Landing Page Views.

Algorithmic Optimization

Tailoring video lengths and hooks to maximize 3-second view rates and completion rates.



Creative Spotlight

Dubai Has No Soul

A provocative hook that challenged misconceptions and drove massive engagement, proving that bold, culturally resonant content drastically outperforms standard informational posts in reaching non-followers.

201,853

TOTAL VIEWS

128,111

ACCOUNTS REACHED

24 Hrs

TO VIRAL IMPACT

The Results

1.8M+

TOTAL VIEWS

Exceeded 1.8M views across Meta platforms, driving massive brand awareness.

+494K %

FACEBOOK GROWTH

Achieved 1.4M views on Facebook, a staggering increase compared to the previous period.

79.9%

NON-FOLLOWER REACH

Generated 408K views on Instagram, with 79.9% coming from non-followers via Reels.

AED 0.66

BEST COST PER LPV

Highly efficient ROAS for traffic, delivering 2,892 Landing Page Views at under AED 1.00 average.

201K+

VIRAL REEL VIEWS

"Dubai Has No Soul" reel reached 128K+ accounts and generated 201K views in its first 24 hours.

What Made It

Work



Short-Form Video Dominance

Instagram Reels accounted for 70.5% of all views and 85.6% of all interactions. The algorithm heavily favors this format for reaching non-followers.



Provocative Hooks

Content that challenges the audience or sparks debate (e.g., "Dubai Has No Soul") drastically outperforms standard informational posts in shares and comments.



Data-Driven Resource Allocation

Data analysis revealed X (Twitter) was underperforming. The strategic decision to reallocate resources to Meta platforms maximized overall ROI.

Why It *Matters*

This methodology combining data-driven platform selection, highly optimized short form video for organic discovery, and ruthlessly efficient paid campaigns for scale is entirely repeatable.

By continuously analyzing performance data and pivoting resources to the highest yielding formats, this strategy ensures sustained growth, lower acquisition costs, and an ever expanding digital footprint. It is a proven blueprint for turning digital presence into tangible community impact.



ZAINI MEDIA

Thank You