



ENJAZ HOLDINGS Influencer Marketing Proposal

Helping brands engage the right audience with impactful influencer marketing campaigns.

At Enjaz Holdings

we specialize in influencer marketing, digital campaigns, and e-commerce solutions. With years of experience across the GCC, we have worked with international brands such as TikTok, SHEIN, and global hospitality and automotive companies. Our mission is to create innovative strategies that connect brands with the right audience.

- Leading influencer marketing & digital campaigns agency in KSA & GCC.
- Worked with brands like TikTok, SHEIN, Bioaqua, global hospitality & automotive.
- Specialized in authentic, ROI-driven influencer campaigns tailored for the Saudi market.



Creative Ideas



Founding Day Influencer Campaign

Partner with influencers to highlight Saudi culture and traditions during Founding Day. Content can include traditional attire, storytelling, and heritage activities that connect



Ramadan & Eid UGC Unboxing Series

Launch special Ramadan and Eid-themed unboxing videos with influencers. Boxes can include limited-edition packaging, family-oriented products, or seasonal collections — making the campaign both festive and highly shareable.



National Day Celebration Challenge

Encourage followers to join a user-generated content challenge by sharing how they celebrate Saudi National Day using a branded hashtag. Influencers can kick off the challenge to drive massive engagement and patriotic spirit.



Riyadh Season

Collaborate with influencers to capture the excitement of Riyadh Season through on-ground activations, live moments, and short-form content.

Creators will showcase events, performances, and cultural experiences while naturally integrating the brand, connecting it to one of the Kingdom's biggest entertainment seasons.

Influencer Examples

● OVER 6.3 M



D.NABHAN

HEALTH & WELLNESS EXPERT

● OVER 4 M



JANA

MUSICAL ARTIST

● OVER 1.5 M



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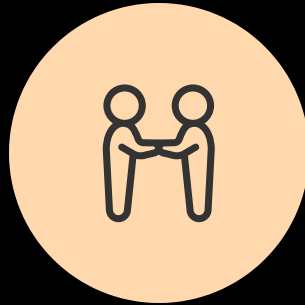
Lifestyle Influencer

Our Mission



Driving Brand Awareness

Our mission is to elevate our clients' brand visibility and reach through strategic influencer marketing campaigns.



Fostering Authentic Connections

We aim to build meaningful, long-lasting relationships between brands and their target audiences through influencer collaborations.



Delivering Measurable Results

Our data-driven approach ensures that we deliver tangible, ROI-driven outcomes for our clients' marketing objectives.

By aligning our mission with your brand's goals, Enjaz Holdings ensures impactful influencer campaigns that drive sustainable growth and deliver measurable value to your target audience.

Case Studies



TikTok GCC Awareness Campaign

- Objective: Establish TikTok as the go-to platform for entertainment and short videos in the GCC.
- Execution: Partnered with 200+ lifestyle & entertainment influencers across Saudi Arabia & UAE, creating localized content and challenges.

Results:

- 50M+ impressions within 2 months
- 12% engagement rate across campaigns
- Significant boost in app downloads & daily active users



SHEIN Fashion Influencer Drive

- Objective: Increase brand penetration and sales among Gen Z & Millennials in MENA.
- Execution: Activated 300+ fashion & lifestyle creators on Instagram & TikTok with hauls, styling videos, and discount codes.

Results:

- Results: • 20M+ views across influencer content
- \$2M+ sales revenue attributed to campaign codes
- 300% ROI compared to paid media benchmarks



Bioaqua (MENA) — TikTok & Livestreams

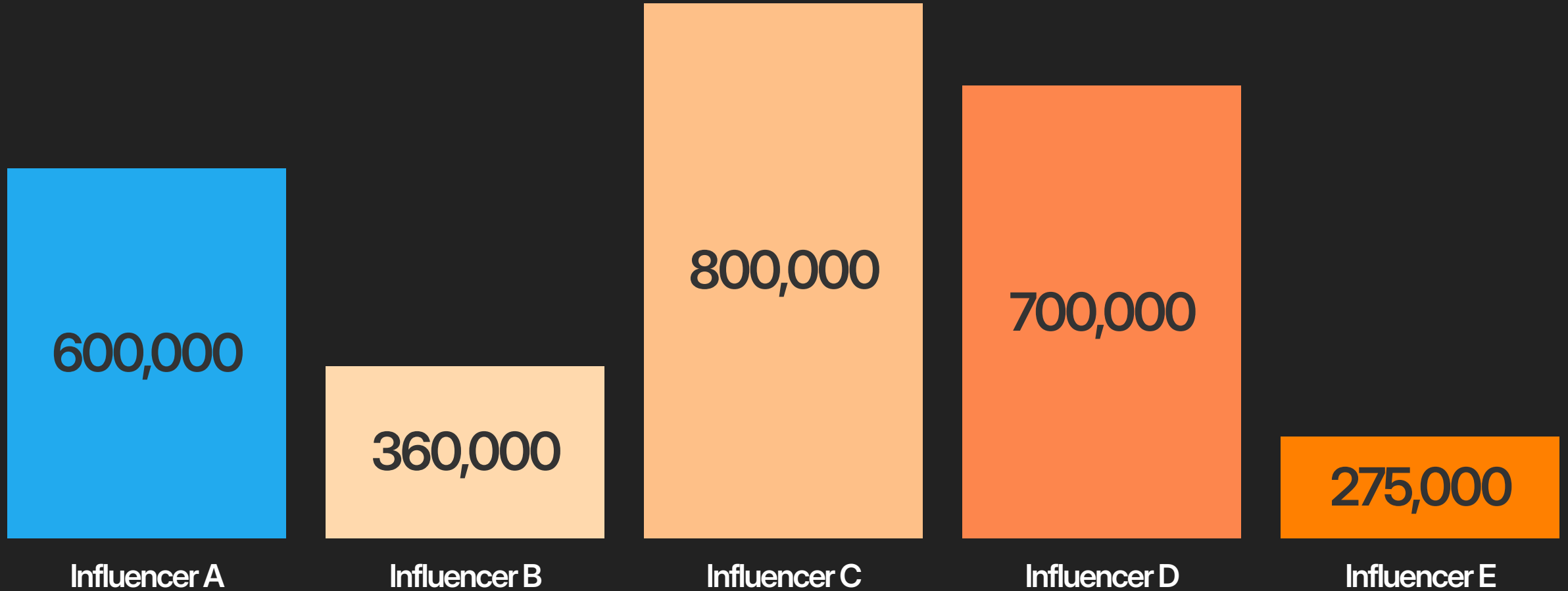
- Objective: Boost brand awareness & drive sales
- Execution: 1,000+ creators generated 10,000+ short videos and ran dedicated livestream series

Results:

- 100M+ exposures in under 6 months
- \$1M+ sales revenue generated
- Viral items: sheet masks, BB cream & 24K cream
- Single livestream GMV exceeded \$2,000

Influencer Examples

Average Views, Engagement Rate, and Follower Count



Timeline

Week 1

- Campaign kickoff
- Influencer recruitment
- Content planning

Weeks 2

- Influencer content creation
- Initial brand approvals

Week 3

- Final content revisions
- Campaign launch

Weeks 4

- Active campaign monitoring
- Optimization & engagement boosting

Week 5

- Performance reporting
- Final results analysis
- Next steps & recommendations

Next Steps



Call to Action

We invite you to move forward with Enjaz Holdings to launch a high-impact influencer campaign.



Proposal Summary

This proposal outlined our vision, influencer strategy, and proven results through successful campaigns with brands such as TikTok, SHEIN, and Bioaqua.



Next Steps

- Step 1: Confirm proposal approval
- Step 2: Sign service agreement
 - Step 3: Influencer shortlisting & briefing
 - Step 4: Campaign launch & reporting



Contact Information

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We are excited to collaborate with your brand on this influencer marketing campaign and look forward to the opportunity to bring our strategic expertise and creative ideas to life. Please let us know how you would like to proceed, and we will be happy to discuss the next steps.



Thank You!

For your attention

Closing / Thank You

Thank you for considering our agency to run your influencer marketing campaign. We are confident that our expertise and unique approach will deliver exceptional results for your brand. We look forward to the opportunity to collaborate and bring your vision to life.