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Marketing is a process of communication and promoting products or services and it may involve various process and techniques for creating a set of information about a particular product and disbursement of this information among clients and society. The basic aim of marketing is to attract more customers and increase sales and profits. For a successful business, marketing is known as a backbone. In the absence of a strong marketing strategy, flourishing of a business is almost impossible. Various techniques and mediums have been developed to make marketing more effective. These may include: TV, Signboards or internet.

Marketing in Dubai

Dubai is one of the most popular places for many activities including business opportunities. Dubai entertains more number of visitors than any other place. Therefore, the chances of business prosperity have a ratio. Dubai has got world's best manufacturers and services providers. In this tough competition, a well built marketing strategy for every business company is a prerequisite. To cope with this situation, many marketing companies have started business in this part of the world. These companies have adopted various methods to help their clients promote their products and services very efficiently. Various techniques used by these companies include branding, social media marketing, internet marketing, search engine optimization, event management or exhibitions.

Branding Firms in Dubai

Brand is defined as a name, sign, design, logo or combination of these about a product or service with an aim to identify goods or services of one seller or group of manufacturers. Brand name helps to differentiate the products of a particular company from those of others using the names or logos such as Adidas, Gucci, Nike, etc.

Many marketing companies are the world's top branding firms and they have hired highly skilled professionals who have got exclusive knowledge of branding strategies. These firms can help in various aspects for promoting your brand name which may include defining your brand, defining objective of your brand, developing comprehensive brand strategy, focusing target market, exploring brand barriers, brand identity, logo creation and promotion.

Event Management

Basically event management is an element of project management which involves arranging and organizing festivals, conferences and events. It is again working as a marketing tool which belongs to strategic marketing. It includes press conferences, promotional events for various products or range of products, shows, festivals, etc. Event management in Dubai has emerged as a powerful technique to boost your brand. Top class fashion shows, concerts and award shows are frequently arranged and organized in Dubai by various companies providing services to the clients related to event management in Dubai. Main objective of these events is to support and make some particular brand popular.

Exhibitions in Dubai

Another popular and very effective marketing technique is holding exhibitions. For this purpose, museums, galleries or exhibition halls are used. These exhibitions sometimes are arranged to promote any single brand or range of products produced by one manufacturer. In other type of

exhibitions in Dubai, any marketing company, hotel or exhibition hall owner may arrange an exhibition where all the business companies are invited to come and promote their products and services.

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[Ashley Joseph](#) - About Author:

Ashley Joseph is creative writer and media agency representative in Alqudrah Advertising. She is specialist in writing on a [event management in Dubai](#) and a [branding firms](#). She has vast experience of advertising companies in UAE and a [exhibitions in Dubai](#)

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