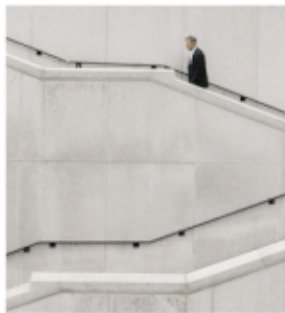


# Shams Media Services with OMNES Media to launch an Influencers Platform

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For Public & Private

## Influencer Marketing

OMNES Influencers' platform is the perfect choice for many public and private entities to meet their requirements and needs in the field of influencer marketing. The platform also provides a range of services for different business sectors.



Micro / Macro / Mega

## Professional Influencers

At OMNES Influencers, we endeavor to promote the work of influencers on social media platforms and across various disciplines, and help to get the influencers the maximum reach to a wider segment of customers. To come up with the



Do you want to be an Influencer?

## New Influencers

Influencers play a pivotal role in the wake of transformations in the business sectors worldwide. And of course they must be highly competent and skilled in the current scenario of smooth transition. OMNES Influencers open up

Shams Media Services, a subsidiary of Sharjah Media City (Shams), recently announced that it has entered a strategic partnership with OMNES Media, an integrated media and communications solutions company.

The Influencer's platform is designed to introduce a new generation of influencers to the social media world, through accredited academic and professional programs. These programs will be provided by Sharjah Media City (Shams) and will work to educate and upskill influencers and specialists in several sectors.

The OMNES Influencers platform will also include an open digital marketplace, which will enable business sectors to interact directly with influencers whether locally or internationally. Influencers will be recommended to businesses based on their campaign requirements, using the assistance of artificial intelligence and an advanced search engine.

Commenting on the partnership, H.E. Dr. Khalid Omar Al Midfa, Chairman of Sharjah Media City (Shams), said “The use of influencers is a vital and growing modern marketing tool for many businesses. So much so that the UAE now has several laws in place encouraging and supporting the use of influencers. We at Shams are delighted to partner with OMNES Media and be able to grant the necessary licenses and training programs as we lend a helping hand to these individuals embarking on their influencer journeys.”

Al Midfa continued, “Sharjah Media City will work to grant participants of the OMNES Influencers platform preferential rates when obtaining licenses. Shams was launched in 2017 as a hub for innovation and creativity, and we are keen to pursue these strategic partnerships which support young entrepreneurs. These up-and-coming individuals are the next generation of business marketing.”

Fahed Aldeeb, CEO of OMNES Media, said “We are delighted to enter into this partnership with Shams Media Services, which will open the door for many young people and allow them the opportunities to develop their skills and businesses within this growing sector.”

Referring to the importance of supporting influencers, Aldeeb continued “According to an opinion poll published by the international site Statista last year, 36% of marketing professionals collaborated with smaller-scale influencers in their marketing campaigns, whilst 30% of those surveyed had worked with celebrities and major influencers. This indicates the increasing importance that the role of influencers plays in promoting brands and influencing audiences, and we are pleased to support them alongside Shams.”

**Tags:** Shams Media Services, Sharjah Media City, Shams, OMNES Influencers, Khalid Omar Al Midfa, Fahed Aldeeb