

Social Media Management Services in the UAE: A Quick Guide

What they include, what affects the price and how to choose a provider in Dubai, Sharjah and Abu Dhabi

Social media management services are ongoing services where an agency plans, creates, publishes and reports on your social media accounts to bring you enquiries, bookings or sales. In the UAE, good social media management services also cover Arabic and English content and fast replies on WhatsApp. Read the full article here: <https://modsolutions.io/it-services/blog/social-media-management-services-uae>

Modsolutions.

Digital Social media management

Be a part of our mission to revolutionize social media marketing.

OUR SERVICES:

- Pay Per Click Advertising (PPC)
- Social Media Marketing (SMM)
- Search Engine Optimization (SEO)

MORE INFORMATIONS:

www.modsolutions.io

Why social media management services matter in the UAE

The UAE is one of the connected markets, in the world. DataReportal Digital 2026 report says the UAE has 11.3 million internet users, 99 percent of the UAE population. UAE customers compare brands read reviews and send messages on platforms before UAE customers call. If an account is quiet or slow an account will not attract enquiries.

Source: DataReportal, Digital 2026: United Arab Emirates (datareportal.com).

What social media management services include

- **Strategy:** goals, audience, platforms and content themes.
- **Content creation:** short videos, graphics and captions, often in English and Arabic.
- **Publishing:** a content calendar you approve before posting.

- **Community management:** replies to comments, direct messages and WhatsApp Business enquiries.
- **Paid ads:** campaigns on Meta (Instagram and Facebook), TikTok, LinkedIn or YouTube.
- **Reporting:** monthly results showing reach, leads and cost per lead.

Best platform by business type

Platform	Works best for
Instagram	Retail, beauty, food, real estate, clinics and lifestyle brands
TikTok	Product demos, restaurants, entertainment and younger buyers
LinkedIn	B2B, recruitment, consulting and professional services
Facebook	Local communities, events, older audiences and retargeting
YouTube	Longer videos, tutorials and Shorts for search visibility

Start with one main platform and one supporting platform. Spreading a small budget across five usually gives weak results on all of them.

What affects the price of social media management services

Prices vary because the work varies. Ask for an itemised quote in AED. These factors move it most:

- Number of platforms managed
- Posts and videos per month
- English only, or English and Arabic
- On-location shoots or studio production
- Paid ads management (the ad budget itself is paid to the platform)
- Community management and WhatsApp support hours
- Influencer fees and reporting depth

What to expect in the first 90 days

- **Days 1 to 30:** audit, strategy, profile setup, first approved content and tracking.
- **Days 31 to 60:** testing formats and audiences, first monthly report on leads and cost per lead.
- **Days 61 to 90:** scale what works, improve targeting and plan the next quarter.

Paid campaigns can bring enquiries within weeks. Organic growth is slower, with clearer progress after about three months. Be careful with anyone who promises a fixed number of followers or leads before they understand your business.

10 questions to ask before you hire

- 1 Can you show real UAE case studies with numbers?
- 2 Will I own my social accounts and ad accounts?
- 3 Do you write Arabic natively?
- 4 Do you provide a written strategy first?
- 5 Is pricing itemised, with ad spend shown separately?
- 6 Do you report on leads and cost per lead?
- 7 Who will manage my account day to day?
- 8 Is the contract flexible, with a clear notice period?
- 9 Do you know the advertising rules in my industry?
- 10 Can you track WhatsApp and phone enquiries back to a post or ad?

If a provider cannot answer five or more clearly, keep looking.

Frequently asked questions

What are social media management services?

They are services where a team plans, creates, publishes and monitors your social media content, replies to your audience, manages paid ads and reports on results.

Do I need Arabic content in the UAE?

In most cases, yes. Arabic and English content reaches a wider mix of Emirati, Arab expat and international customers. Choose a provider who writes Arabic natively.

How long until I see results?

Paid campaigns can produce leads within weeks. Organic growth usually shows clearer results between months 3 and 6.

Next step

ModSolutions provides social media management services for businesses in Dubai, Sharjah, Abu Dhabi and across the UAE, with a free consultation and an itemised quote in AED.

Full guide: <https://modsolutions.io/it-services/blog/social-media-management-services-uae>

Service page: <https://modsolutions.io/it-services/social-media-management>