Grey Monkey



Your department, *without the payroll.*

360 MARKETING AGENCY · DUBAI

WHO WE ARE

A 360 marketing agency *in Dubai.*

Social, web, media and digital transformation. Four departments under one contract, with every fee published. Pay a fixed monthly fee, or a commission on the bookings we bring.

Dubai • Riyadh • Abu Dhabi • London

ONE CONTRACT

Four invoices and *nobody accountable.*

A social agency, a web developer, a media buyer, and somebody’s cousin for the rest. We replace all of them under one contract, with one person who knows the whole business and one number to call.

Days, not quarters

Landing pages live inside a week.

Your account, your data

The media budget stays in your own ad account, in your name.

One contact

One person who knows the whole business.

OUR APPROACH

One contract. One delivery plan.

Marketing

Social content and media planning, with scope, production and delivery agreed in one contract.

Technology

Websites, applications and business automation, with clear requirements, ownership and handover.

WHO WE WORK WITH

Built for businesses *that live on a season.*

Hospitality	Beauty & Wellness	Retail	Fitness	Education
Real Estate	Automotive	Clinics	Events	

THE SERVICES

Four departments. *One contract.*

01

Social

Produced for you, every channel.

02

Web

Built, hosted and maintained.

03

Media

Bought at broker terms.

04

Innovation

Systems, apps and automation.

01 · SOCIAL & CONTENT

Produced for you, *every channel.*

From 12 posts on two channels up to a full daily calendar with creative, captions, community management, and content days shot at your venue.

SERVICE	WHAT'S INCLUDED	FEE (AED)
Social starter	12 posts a month on two channels; creative, captions, scheduling	**5,000 / month**
Social full	Daily calendar across every channel; creative + video editing; community management; monthly attribution report	**10,000 to 15,000 / month**
Content day	Half-day shoot at your venue, one month of cut-down assets	**3,500 / day**
Brand starter kit	Logo refresh, tone of voice, templates, profile kit	**from 6,000, one-time**

Social full is the line most operators land on.

All figures in AED, exclusive of VAT. Fees indicative.

02 · WEB

Built, hosted *and maintained.*

Landing pages live in a week, corporate sites rebuilt in four versions to choose from, e-commerce with a real coded back end. Maintenance folded into one monthly line.

SERVICE	WHAT'S INCLUDED	FEE (AED)
Landing page	Designed, written and live in a week; hosting + support after launch	**5,000 + 200 / month**
Corporate site	Multi-page site from a proven layout, four versions, content migrated	**from 8,000**
E-commerce	Full store with payments, catalogue and order flow; coded back end	**from 15,000**
Maintenance	Uptime, speed, patches, small changes; priced per site	**1,000 to 10,000 / month**

All figures in AED, exclusive of VAT. Fees indicative.

Bought at *broker terms.*

Paid social and search with the budget in your own account, plus billboards, street furniture and bus stops through our negotiation bench. Season launch sprints when it matters.

SERVICE	WHAT'S INCLUDED	FEE (AED)
Campaign management	Paid social + search planned, bought and optimised; budget stays in your own account	**8 to 15% of spend, min 2,500 / month**
Offline placement	Billboards, street furniture, bus stops at broker terms	**broker rate + 10% booking**
Launch sprint	Two-week burst for an opening or season push: landing page, campaign, daily content	**12,000, one-time**

All figures in AED, exclusive of VAT. Fees indicative.

04 · INNOVATION · DIGITAL TRANSFORMATION

The repetitive work, *automated away.*

Booking systems, portals and internal tools built for you, your business number answered day and night, and the weekly repeated work handled end to end.

SERVICE	WHAT'S INCLUDED	FEE (AED)
Web or mobile app	Booking systems, portals, internal tools; scoped per build	**from 25,000**
Automation build	One repeated workflow automated end to end: reporting, invoicing, follow-ups	**from 12,000, one-time**
Call answering	Your business number answered day and night, bookings taken, calls routed, in your tone	**from 4,000 / month**
Hiring pipeline	Applicants filtered and ranked before anyone reads a CV	**from 6,000 / month**
Advisory	Three-month advisory block for a team adopting new tools, with governance	**from 10,000 / month**

All figures in AED, exclusive of VAT. Fees indicative.

HOW IT WORKS

Four steps, *on repeat.*

01

Onboard, once

Brand, tone and offers captured, access handed over. Under one hour of your time, never re-asked.

02

Produce, monthly

The full month built and scheduled, creative in four routes, media plan set against budget. Nothing for you to write.

03

Approve, in one pass

One link, the whole month. Comment on any post, swaps same day. Nothing goes out unapproved.

04

Report, in writing

Leads named and counted, spend against return, no vanity metrics. Next month adjusted from the data.

HOW WE CHARGE

Two ways to pay. *You choose.*

FIRST, ONCE

Setup

We audit what you have, fix what's broken, set up the accounts and the tracking, and research your competitors in detail.

5,000 – 10,000

AED, one-time, depending on the business

OPTION A

Fixed monthly fee

from **5,000** AED / month

- A flat number, agreed up front
- Scope written down before the first invoice
- Media budget stays in your own ad account
- Every line priced, as on the service slides

OPTION B

Commission

20% of every booking we bring

- Our fee moves with your results
- Every lead tracked in one system, from first click to closed booking
- Both sides see the same leads

COMMISSION, WORKED THROUGH

What 20% *looks like.*

50,000	40,816	8,163	32,653
Gross bookings	**Net bill**	**Our 20%**	**Yours**
10 bookings × 5,000 average bill	after VAT and service charges	of the net bill	after our fee

AED a month. Net assumes VAT and service charges at 22.5% combined. We confirm against your own figures before you sign.

Grey IT Monkey

Tell us what you need.
We'll send the quote.

No proposal fee. No commitment to hear it.