



SILK ROAD DIGITAL SOLUTIONS

Silk Road Partner Guide

Everything a referral partner needs to introduce Silk Road Digital Solutions to a business, what happens next, and how commissions are calculated and paid.
Version 1.0, September 2026. Prices are in AED and match the public packages page at the time of writing; the website always wins if the two differ.

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1. Who Silk Road is

Silk Road Digital Solutions (legal name: Tareeq Al Hareer Digital Solution) is an Emirati digital marketing and content company licensed in Sharjah by the Sharjah Economic Development Department (trade licence 909055, media permit MP-01-01-909055) and supported by Sharjah Entrepreneurship Support (Ruwad). The office is in the Expo Sharjah Building on Al Taawun Street, Al Khan, and the team serves clients across Sharjah, Dubai, Ajman, Abu Dhabi and the Gulf. Production runs with the partner studio ÉPOPÉE Studio.

The company profile counts more than ten years of experience, more than 250 projects, more than 60 brands and clients in more than six countries. Do not quote figures beyond these, and never quote a client's results unless Silk Road has published them.

What makes Silk Road different

- **Emirati and local.** A licensed Sharjah company with a physical office, not a reseller. Clients can visit, meet the team and sign a local contract.
- **In-house team.** Strategy, design, photography, video, copywriting and ads management sit under one roof, so a client has one contact and one invoice.
- **Arabic first.** The website, the content and the reporting are written natively in Arabic with English alongside it. Most Dubai agencies work in English only; Arabic content and Arabic SEO are a real advantage for local audiences.
- **A vetted creator community.** Silk Road runs a community of UAE content creators (reels, reviews, event coverage, long-term campaigns). Clients pick creators from public profiles on the website, and Silk Road handles the pricing, contracts, coordination and delivery.
- **Transparent packages.** Prices, deliverables and terms are published on the website. A client knows what they are buying before the first call.

2. The services in plain language

Silk Road sells eleven services. This is what each one means and who typically buys it.

Service	What the client gets	Who buys it
Design	Logo, brand identity, usage guide, social templates, menus, brochures, packaging	New businesses, rebrands, restaurants and retail
Photography	Product, food, clinic and lifestyle photography and video, shot for social media	Restaurants, perfumes and beauty, clinics, interiors, fashion
Digital Marketing	Strategy and campaigns across platforms, one plan and one report	Any business that wants one team instead of five freelancers
Content Creation	Reels, posts, stories and creator (UGC) content, planned monthly	Brands that need a steady feed of content
Project Development & Support	Structured support to launch, pivot or scale a project	Founders and SMEs at a turning point
SEO Services	Local, Arabic and technical SEO: Google Business Profile, bilingual pages, a fast site	Clinics, real estate, e-commerce, B2B suppliers
Website Design (Shopify & WordPress)	A store or website built for conversion	Retail, e-commerce, service businesses without a site

Service	What the client gets	Who buys it
Meta Campaign Management	Facebook and Instagram advertising with creative, targeting and reporting	Anyone with an offer and a budget
Snapchat Ads	Geo-targeted lenses and video campaigns for the Gulf audience	Consumer brands, events, F&B
TikTok Marketing	Native-style TikTok ads and creator content	Youth-facing brands, F&B, beauty, fashion
Google Ads Management	Search, Performance Max, YouTube and remarketing with proper conversion tracking	Clinics, real estate, automotive services, education, e-commerce

Every service page is on the website under /services (Arabic) and /en/services (English). If a client asks a technical question you cannot answer, send them the page or let the Silk Road team answer it on the call.

3. Packages and prices

The social media packages are the entry point for most clients. Prices are per month; the quarterly price is a discounted prepayment for three months (which is where "from AED 5,225 per month" comes from: Presence paid quarterly).

Package	Monthly	Quarterly (3 months)	Reels	Posts	Stories	Also included
Presence	5,500	15,675	4	8	20	Monthly content plan, copywriting and hashtags, monthly performance report
Growth	6,900	19,665	6	12	25	Everything in Presence, community management (comments and messages), a monthly shoot session
Impact	9,000	25,650	10	8	30	Everything in Growth, creative direction and campaign concepts, priority production and reporting

Two sector packages are sold per quarter only:

Package	Per quarter	Reels	Posts	Stories	Also included
Clinics & personal brands	15,000	5	5	10	One shoot session per month, AED 1,500 ad budget included, content that respects medical advertising rules
Restaurants & cafés	18,000	10	20	30	Food photography and video, AED 3,000 ad budget included, menu and offer creatives

Add-ons:

- **Ad campaign management:** AED 900 per month for ad budgets up to AED 3,000, or 30% of the budget above that. The media budget itself is paid by the client directly to Meta, TikTok, Snapchat or Google.
- **Branding package:** logo, colours, typography and a usage guide for AED 3,900, or AED 1,950 when combined with any social media package.

Terms on the packages page: content for review within 48 hours of plan approval, two revision rounds included; monthly renewal unless cancelled in writing before the renewal date; fees non-refundable once production starts; ownership transfers on full payment, raw files stay with the studio; media budgets paid by

the client directly to the platforms.

SEO, Google Ads, websites, photography days and creator campaigns are quoted per project. Never estimate a quote yourself; say "the team replies within one working day with a plan and a price", which is the promise published on the site.

4. Showing the work

You do not need a deck. The website carries everything, in Arabic and English:

- **Portfolio:** tareeqalhareer.net/portfolio (English: /en/portfolio), filterable by sector: restaurants and F&B, perfumes and beauty, clinics and medical, real estate, interiors and furniture, fashion and retail, automotive services.
- **Packages:** /packages, with the tables above and the terms.
- **Services:** /services, one page per service with FAQs.
- **Hire a creator:** /hire, the public creator book. Useful for a brand that wants a person, not a package.
- **Blog:** /blog, organised in six categories: strategy, SEO, Google Ads, social media, content and careers. Good articles to send a prospect: "What a digital marketing agency costs in the UAE (2026 price guide, AED)", "How to choose a digital marketing agency in Dubai (2026 guide)", "Social media management packages - what is included and what to expect", "25 questions to ask before signing with a marketing agency in the UAE" and "Reels and UGC that sell".
- **Instagram and TikTok:** @tareeqalhareer on both.

Always send links with your referral code (section 8) so the introduction is attributed to you.

5. Who to introduce

Sectors where Silk Road has work to show

Restaurants and cafés, perfumes and beauty, clinics and personal brands (doctors, dentists, experts), real estate brokers and developers, interiors and furniture, fashion and retail, automotive services (workshops, detailing), and any service business in Sharjah, Dubai or the Northern Emirates that lives on leads.

Signals that a business is ready

- They have a product or service that is already selling, and a budget of at least AED 5,000 per month for marketing (or a one-off project such as branding, a website or a shoot).
- Their Instagram or TikTok is inactive, inconsistent or run by a relative "when there is time".
- They are opening a second branch, launching a menu, a clinic, a collection or a project.
- They ran ads themselves and "it did not work", or they have a freelancer who disappeared.
- They ask you "do you know someone who does social media?"
- The owner or a decision-maker is reachable; you can name the person who signs.

Signals that it is too early

- No licence yet, no product, "we will start next year".
- They want a guarantee of followers or sales before paying anything.
- They only want a one-off logo for under AED 1,000.

6. How to introduce Silk Road

The 20-second pitch

"Silk Road is an Emirati marketing company in Sharjah. They have their own team for content, photography and ads, they work in Arabic and English, and the packages start from about AED 5,225 a month with everything published on the site. Want me to introduce you?"

The 60-second pitch

"Silk Road Digital Solutions is a licensed Sharjah agency with more than ten years in the market. What is different is that the whole team is in-house: strategy, design, photography, reels, copywriting and ads, so you deal with one contact and one invoice. They write natively in Arabic, which most Dubai agencies do not, and they run a community of vetted UAE creators for reels and reviews. Packages are published: Presence, Growth and Impact from AED 5,500 a month, sector packages for clinics and restaurants, and project quotes for websites, SEO and Google Ads. I can send you the link; if you fill the short form they reply within one working day, no commitment."

WhatsApp template

Hi [Name], you mentioned you wanted help with [Instagram / ads / a new website]. I work with Silk Road Digital Solutions, an Emirati marketing company in Sharjah with an in-house content and ads team. Their packages and prices are public here: [https://tareeqalhareer.net/r/\[your-code\]](https://tareeqalhareer.net/r/[your-code]). If you leave your number on the form they reply within one working day; no obligation. Happy to join the first call if useful.

Email template

Subject: Introduction: Silk Road Digital Solutions

Dear [Name],

Following our conversation about [goal], I would like to introduce Silk Road Digital Solutions, a licensed Emirati digital marketing company in Sharjah: social media management, content and photography, Meta, Google and TikTok advertising, SEO and web design, with an in-house team working in Arabic and English.

Their packages and prices are published at [https://tareeqalhareer.net/r/\[your-code\]](https://tareeqalhareer.net/r/[your-code]) (English: /en). You can request a quote from the same page; the team replies within one working day.

The choice is entirely yours. Let me know if you would like a direct introduction.

Kind regards, [Your name]

What not to promise

Describe what Silk Road does, point to the portfolio and the blog, and tell the client that a Silk Road team member, not you, handles the quote, the contract and the work. Beyond that:

- No results ("you will get 10,000 followers", "leads will double"). Say "they report monthly and you see the numbers".
- No discounts, free months, extra deliverables or payment terms. You cannot bind Silk Road; only a written quote from the team can.
- No timelines beyond "they reply within one working day".
- Nothing about other clients' budgets, contracts or results.

7. Objections and answers

"It is expensive." Presence is AED 5,500 a month (AED 5,225 when paid quarterly) for four reels, eight posts, twenty stories, a monthly plan, copywriting and a report. Ask what a junior in-house hire plus a freelance videographer would cost, and send the blog's UAE agency price guide. There are no discounts; what there is, is a public list of exactly what the money buys.

"We tried an agency and it did not work." Ask what they actually received: no plan, no report, content that did not look like them? Silk Road publishes its deliverables, reports monthly, and the portfolio is public, so they can judge the work before signing. The "25 questions" article helps them compare properly.

"We do it ourselves" or "my nephew posts for us." Posting is not the hard part; doing it every week with a plan, a shoot and a report is. Suggest they keep their account and their voice and let Silk Road produce, starting with Presence.

"Can you guarantee followers or sales?" No honest agency can, and Silk Road does not. What it guarantees is the deliverables, a monthly report with the numbers, and content the client owns once paid.

"We only need ads, not content." Ads need creative to run on, which is why the ad-management add-on (AED 900 a month for budgets up to AED 3,000) sits on top of a package and the sector packages include an ad budget. Let the team scope it on the call.

"A big Dubai agency would be safer." Silk Road is licensed in Sharjah with an office the client can visit, an in-house team, native Arabic and public prices. At a large agency a business of their size is a small account; here it is a named client with one contact.

8. Your referral link and code

Sign up at <https://tareeqalhareer.net/partners>. Once the team approves you, you get a code (3 to 24 lowercase letters, digits or hyphens) and a link: <https://tareeqalhareer.net/r/your-code>. Opening the link takes the visitor to the home page and remembers your code for 90 days; add ?to=/packages (or any other page path) to land them on a specific page, or add ?ref=your-code to any page link on the site. Anyone who then sends a quote request, a contact form or a creator hire request within those 90 days is attributed to you, and the site's WhatsApp buttons add "(ref: your-code)" to the message so a WhatsApp conversation can be recorded too. First referrer wins: a visitor who already carries another partner's code keeps it.

If a client contacts Silk Road by phone or in person instead, tell the team who introduced them (or ask the client to mention your name) so the referral can be recorded manually. If you want a different code, ask the team before your first referral is recorded.

9. What happens after a referral

1. **Introduction.** The client opens your link and submits a form, or you tell the team about the introduction. A referral appears in your dashboard with the status "new" and an expiry date 90 days later.
2. **First contact.** The Silk Road team contacts the client within one working day, by WhatsApp or phone.
3. **Qualified.** When the team confirms the client is a real fit (budget, sector, decision-maker), the status becomes "qualified".
4. **Won.** When the client signs and makes the first payment, the referral becomes "won" and a deal is created. The 12-month commission window starts with the client relationship.

5. **Lost or expired.** If the client declines, the status is "lost"; if nothing happens within 90 days of the introduction, "expired". An expired referral can be introduced again later, but the first-referrer rule applies to whoever introduces them next.

Your dashboard

Sign in at <https://tareeqalhareer.net/partners/me> with a one-time link that is emailed to you (valid 24 hours). You see:

- your code, link, tier and current rate;
- counts of leads, qualified referrals and won clients;
- each referral with its status and expiry date (client name and status only, no contact details);
- each deal with its start date, months used of the 12, and the payments that generated commission (date, amount, rate, commission);
- payouts by month, with amount, status and payment reference;
- your profile (name, phone, company, website and a note on how you prefer to be paid; never put account numbers in it, bank details go to the team by email).

You never see the client's contract, invoices, contact details or the work in progress. Client data stays with Silk Road.

10. Commission rules in full

- **What earns commission:** money a referred client actually pays to Silk Road during the first 12 months of the client relationship: packages, quarterly prepayments, add-ons, project fees (websites, SEO, shoots, creator campaigns). Media budgets paid by the client directly to Meta, Google, TikTok or Snapchat never count. The commissionable amount of each payment is the amount shown on the payment line in your dashboard.
- **Rate (tier):** 4% base; 6% once you have three or more won clients; 8% from five won clients. Won clients are counted across your whole history as a partner.
- **The rate is applied per payment,** at your tier on the day the payment clears. Reaching a new tier raises the rate on future payments of all your deals; it does not recalculate past payments.
- **12-month window:** payments after the twelfth month of a client relationship do not earn commission, even if the client stays.
- **Attribution:** first referrer wins. A referral is valid for 90 days from the introduction. No self-referrals (your own email or business), no existing clients, no leads that are already open with Silk Road, no Silk Road employees.
- **Payout:** commissions are released in monthly payouts after the client's money has cleared. Businesses invoice Silk Road for the payout amount (add 5% VAT if you are VAT-registered; check the current rule for your case). Individuals receive the amount as a referral bonus under the referral agreement, by bank transfer to the account they have given the team by email.
- **Refunds and disputes:** if a client payment is refunded or reversed, the commission on it is reversed in the next payout. Silk Road decides attribution questions.

Worked example 1: a monthly retainer

Your first referred client signs the Growth package at AED 6,900 per month and pays monthly for a year. At the base rate of 4% each payment earns AED 276; over 12 payments that is AED 3,312. If, in the client's month 7, you reach three won clients, the remaining six payments earn 6%: AED 414 each. Total for the year: $6 \times 276 + 6 \times 414 = \text{AED } 4,140$.

Worked example 2: a quarterly prepayment

A restaurant signs the Restaurants & cafés package at AED 18,000 per quarter and pays four quarters in the year. At 4% each quarterly payment earns AED 720; at 8% (five or more won clients) it earns AED 1,440. The month a payment clears is the month it appears in your payout.

Worked example 3: a one-off project

A client you introduced buys the branding package at AED 3,900 and nothing else. You earn 4% of 3,900 = AED 156, paid in the monthly payout after the payment clears. If the same client comes back within 12 months of their first payment and takes a social package, those payments also earn commission; after month 12, they do not.

Worked example 4: tiers

Client A (won in March), B (May) and C (August) make you a three-client partner in August: from that day, every payment from A, B and C, and from any later client, earns 6%. Clients D and E, won in November, move you to 8% from November onwards.

11. Rules and ethics

- **No spam.** No bulk messages, no cold WhatsApp broadcasts to purchased lists, no comments on other agencies' posts. Introduce people you actually know or who asked you.
- **No ads on the brand name.** Do not run Google, Meta or TikTok ads on "Silk Road", "Tareeq Al Hareer", "ريرحل القيرط" or misspellings, and do not register domains or social handles that imitate the brand.
- **No promises you cannot keep:** no discounts, free work, guaranteed results or timelines.
- **No misrepresentation.** You are an independent partner, never an employee or "the Silk Road sales team". Do not sign anything on Silk Road's behalf.
- **Marketing material.** Use only the material Silk Road provides or publishes (this guide, the website, the public social posts). Do not edit the logo or the prices.
- **Confidentiality.** Anything you learn about Silk Road's clients, pricing negotiations or internal processes stays confidential. What you see in your dashboard is for you only.
- **Disclosure.** If you promote Silk Road publicly as a creator and are paid for it, disclose it as an ad (#ad / #نالاع) and check the current UAE advertiser permit rule for paid promotion on social media.
- **Your own compliance.** Business partners should check that their licence allows commission or referral income; individuals should check the current rule on freelance permits and personal income in the UAE. Silk Road cannot advise on your tax or licensing position.

Breaking these rules ends the partnership and forfeits unpaid commissions.

12. FAQ

Can I refer a client I already work with as a consultant or accountant? Yes, if they are not already a Silk Road client or open lead. Tell them you are a referral partner.

What if two partners introduce the same business? The first recorded introduction wins, provided it is still within its 90 days.

What if the client contacts Silk Road without my link? Ask them to mention your name, or email the team the same day with the business name and the person you spoke to. The team can record the referral manually while it is still fresh.

When am I paid? Monthly, for payments that cleared in the previous month. Businesses send an invoice for the amount shown in the dashboard; individuals are paid the referral bonus to the bank account they gave the team by email.

Can I refer myself or my own company? No. Self-referrals (partner email equals lead email, or the same business) are rejected.

Can I offer a discount to close the deal? No. Pricing is Silk Road's decision; ask the team if a client needs a tailored package.

Do I get commission on the media budget? No. Only what the client pays to Silk Road counts.

13. Contacts

- Business line (calls and WhatsApp): +971 50 805 5546
- Email: info@tareeqalhareer.net
- Website: <https://tareeqalhareer.net> (Arabic) and <https://tareeqalhareer.net/en> (English)
- Office: Expo Sharjah Building, Al Taawun Street, Al Khan, Sharjah, UAE
- Partner sign-up: <https://tareeqalhareer.net/partners>
- Partner dashboard: <https://tareeqalhareer.net/partners/me>