



FOUR KEY CONTENT MARKETING PRINCIPLES

BRANDS HAVE REALISED THAT CONTENT IS BOTH AN EFFECTIVE AND ESSENTIAL ROUTE TO REACHING AND ENGAGING CUSTOMERS.

In 2016, 77% of companies planned to increase their content marketing budgets, as revealed by the Econsultancy-Oracle Marketing Cloud Marketing Budgets report.

Job roles in marketing, be they individual, agency or departmental, are increasingly referencing 'content' as part of their titles, reflecting the growing importance of the concept at all levels.

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New Year resolution: To quit social media?

Is one of your New Year's resolutions to quit social media and claw back your free time? If so, you're not alone.

Close to 8 in 10 people wish to banish their Facebook, Twitter, Instagram and Snapchat accounts — and countless other networks and apps — new research suggests.

Almost 4 in 10 people, out of 4,800 users polled worldwide by anti-virus firm Kaspersky Lab, say they find social media a waste of time. But pulling the plug is not as easy as it seems. A fear of losing friends and the neat catalogue of memories captured in cyberspace keeps more than 6 in 10 people from pulling the plug.

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Google Says Faster Mobile Ads Are Boosting Clickthrough Rates Up to 200 Percent

As tech giants continue their push to speed up load times for advertising and publishers across the mobile web, early numbers from one of them seem to show that faster ads really do work better.

According to research released today by Google and Teads, the video tech company, mobile publishers using Google's AMP (Accelerated Mobile Pages) video inventory perform better than those that stick with the traditional mobile web. Results showed publishers using AMP, an open-source Google initiative, saw clickthrough rates increase by 200 percent, completion rates increase by 15 percent and ad performance increase 18 percent. Nearly 100 publishers are now using AMP including Mashable, Rodale, L'Express and Trinity Mirror.

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This New Study Is All the Proof You Need That Programmatic Is an ROI Winner

New research says you could be leaving money on the table by not investing in programmatic.

Programmatic has fundamentally changed the landscape for marketers by creating data-rich digital campaigns to target an audience. However, programmatic has typically been seen as a tertiary channel to other traditional forms of media like television, radio and even digital.

Advancements within programmatic and high consumer adoption of digital and mobile have raised questions like: "Does traditional media still provide the greatest yield or will a new media mix that leverages a greater focus on programmatic provide a higher ROI?"

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Social media is a tool for change, say Emirati youth

The transformation of the UAE as one of the most dynamic countries in the world is accelerated, among other things, by its true understanding of technology's empowering capacity.

Just as the government is raising the bar on smart initiatives, Emiratis are also using technology, especially social media, to create a powerful communication platform from which they can address their concerns and ideas to the region and world.

Emirati youth speaking to Gulf News referred to social media apps such as Facebook, Instagram, and Twitter as tools for change. With more government departments and entities switching to social media as one of their main sources of communication with the public, residents are finding it easier to receive the country's latest announcements and voice their opinions about a variety of social issues and events.

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Arab Social Media Influencers Club launched



The club will be a new platform to maximise the role and contribution of Arab social media influencers

The club will be a new platform to maximise the role and contribution of Arab social media influencers and expand their participation in the promotion of Arab societies.

The club will also give influencers the chance to affect development and growth in their societies and help enhance creativity among youth through their online reach, as many Arab influencers have millions of followers on social media.

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Mobile Marketer's Classic Guide to Mobile Advertising

Welcome to the sixth annual edition of Mobile Marketer's Classic Guide to Mobile Advertising.

As consumer engagement on mobile devices such as smartphones and tablets matures, so does willingness to engage with mobile advertising.

Indeed, the mere act of becoming mainstream has made mobile more attractive to advertisers looking to reach consumers where they conduct their work, home and play lives.

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Instant social: How can brands connect with people in the moment?

Brands have had great success using social media to start conversations with fans and followers.

However, with the advent of instant social apps, brands now need to find new ways to connect in the moment.

Content must remain engaging and sharable, but also be relevant to the individual and the moment in question.

Let's take a look at a few selected examples, before examining the benefits and risks of instant social.

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Higher LinkedIn usage by women in the Arab World

Arabic language used least on social media by UAE users

While men continue to dominate the percentage of social media users in the Arab World, more women are using LinkedIn to search for job opportunities, showed the Arab Social Media Report 2017.

The report, which includes 22 countries in the Arab World, showed that while the number of overall male social media users is double that of women, 32 per cent of Facebook users are women and 27 per cent of LinkedIn users are women.

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"I finally found a social networking site worth joining. It's called Leave-Me-The-Hell-Along-Book!"