Arab Social Media Forum

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Let's Inspire Our Clients!

What We Are Going To Present?

Interested takeaway s that we could relate to our agency About the forum

Social media relations Omnichannel Digital Marketing Mobile advertising

Customer Journey

About the forum (ASMF)

Specialized event in the region to target purely social media topics and sharing both clients' and agencies' experience in dealing with social media platforms and different social engagement approaches.

- Session 1:Social Media in the Sultanate in Oman (Cyber
- Session 2
 Social Media Marketing (Platforms vs Agencies vs Corporates)
- Session 3
 Social Media Content & Influencers

Security, Online Abuse, Content)

Session 4Social Media Insights & Analytics

Omnichannel Digital Marketing

Owned Media

Website, blogs, social media, catalogs, email, mobile apps, brochures etc.

Earned Media
News stories, customer
testimonials, blog posts,
articles etc.

Paid Media

Paid keyword ads, banner ads, magazine ads, sponsorships, etc

Mobile advertising



Mobile marketing User's profiles, demographics, habits and preferences



Will rise – 17.6% to \$333.25% billion



Boost brand name
Generate higher revenue



Accessible
Customer habits
Cost efficiency
Interactive

Customer Journey

| Awareness | Search | Evaluation | Purchase | Experience | Loyalty | Advocacy |
|--|---------------------------------------|--|---------------------------------------|---|--|----------------------------------|
| Browsing the web | search for alternatives | Evaluate the options | Buy your product | Experience Your product | Re-Purchase your product | Recommen d your product |
| Social ads, Social automation , Influencer marketing | SEM, SEO, Marketplace marketing | SEO, Content marketing, Marketplac e, marketing | Organic channel, SM shopping | Organic social, Email marketing, owned media | Organic social, Email marketing, Social ads, SMS, Push notification | Organic social, Social ads |

Social Media Relations

Why social media is consider to be one of the most important assets any company needs to focus on?

- Sales
- Audience
- Reputation/ Success

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