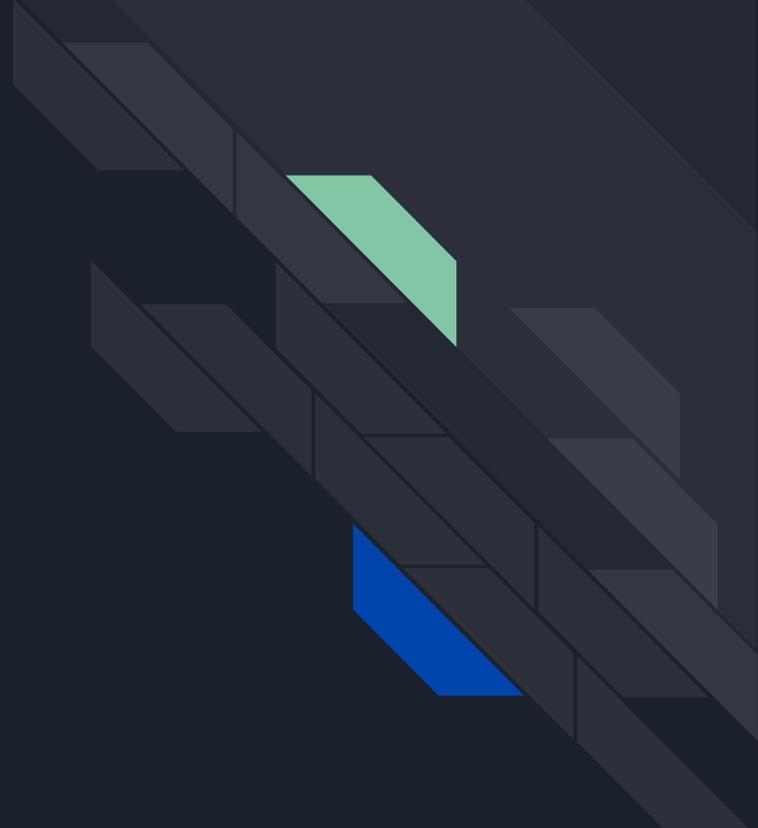
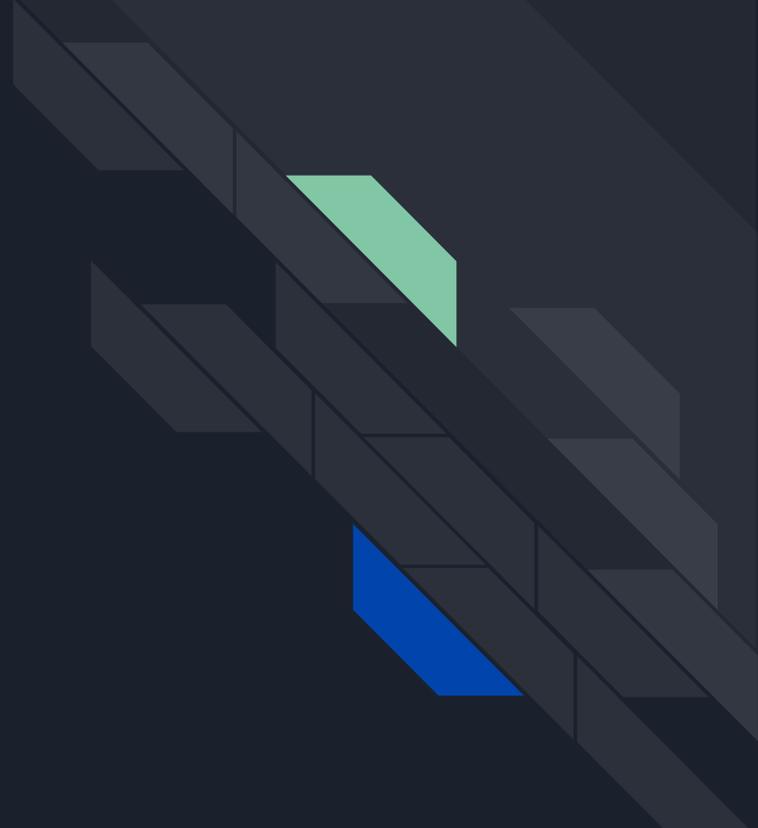


# Arab Social Media Forum

Presented by:  
Al Anood Al Rashdi  
Rawaa Al Wahaibi



Let's Inspire Our  
Clients!





# What We Are Going To Present?

Interested  
takeaway  
s that we  
could  
relate to  
our  
agency

About the  
forum

Mobile  
advertising

Omnichannel  
Digital  
Marketing

Social  
media  
relations

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 Security, Online Abuse, Content)
- **Session 2**  
Social Media Marketing (Platforms vs Agencies vs Corporates)
- **Session 3**  
Social Media Content & Influencers
- **Session 4**  
Social Media Insights & Analytics



# Omnichannel Digital Marketing

## Owned Media

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

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## Earned Media

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

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## Paid Media

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

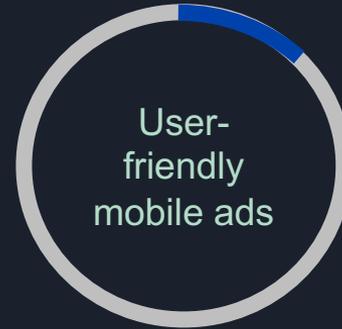
# Mobile advertising



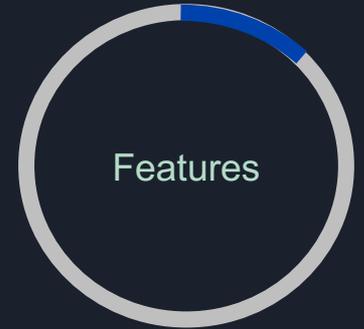
Mobile marketing  
User's profiles,  
demographics, habits  
and preferences



Will rise – 17.6% to  
\$333.25% billion



Boost brand name  
Generate higher revenue



Accessible  
Customer habits  
Cost efficiency  
Interactive

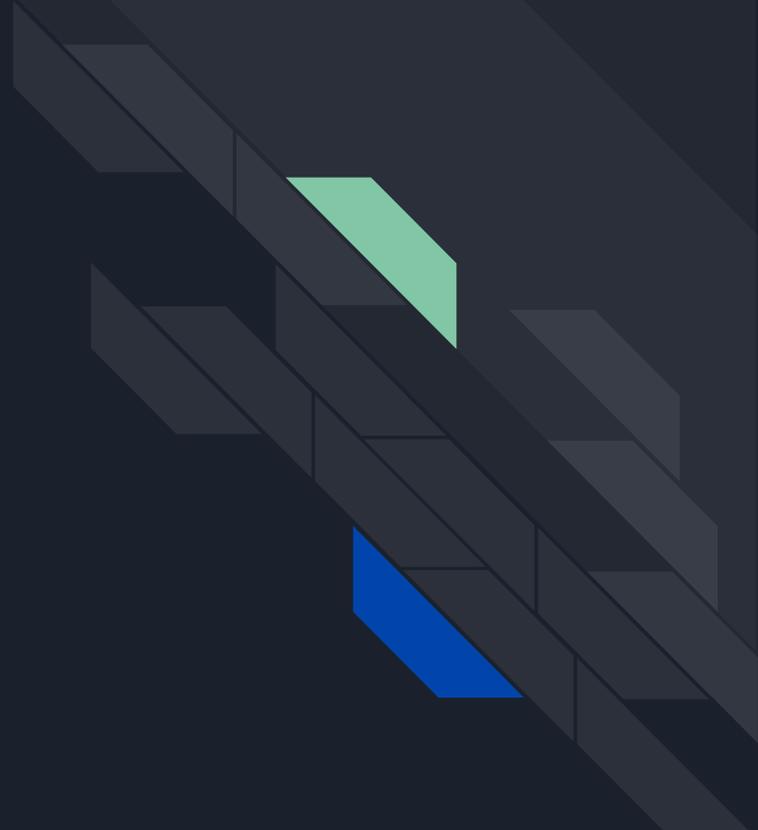
# Customer Journey



# 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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