



## The 4 Major Digital Ad Formats Face Off

**Not only did rich media ads deliver 267 percent more clickthroughs than a traditional banner, but banners also came in dead last in in-screen impressions.**

Much has been said about the death of the traditional banner ad, and new benchmarking research from Adform highlights the format's inability to compete with more dynamic digital offerings. Telecommunications companies seem to have already tapped into this trend, as one recent report said they are putting as much as 77 percent of their mobile spend in rich media and video ads.

[Read More >>](#)



## Instagram Is Now Bigger Than Twitter With 300 Million Monthly Users

**It's also debuting verified accounts and purging fake followers**

Instagram now has 300 million monthly users, picking up 100 million since March. The photo- and video-sharing app has surpassed Twitter's official user count of 284 million. Facebook's companion company, bought for \$1 billion in 2012, announced the milestone today, as well as the fact that it will start handing out verified accounts, the kind coveted by Twitter's users.

[Read More >>](#)



## Facebook to Brands: No More Free Rides

**Facebook announced a move this month that will make it more difficult for brands to reach their fans through purely organic marketing efforts.**

Instead, if brands want to reach the widest possible audience on the social media site, they will need to invest in ads. In January, the site will curb the number of overly promotional posts users see from brand and celebrity pages. The company says it's responding to users who are tired of seeing posts that push them to buy a product or app; enter promotions with no context; or view actual ads disguised as posts. However, it won't limit the visibility of paid ads.

[Read More >>](#)



## The State of Retail Content Marketing – Brands emerging as publishing pioneers

**54% of consumers say they would consider no longer shopping at a retailer that failed to deliver them tailor-made, relevant content.**

That's the reality of the world retail brands live in today. They need to become masters of serving the right content, to the right people, in the right places. A perfect formula doesn't exist, but a few brands are emerging as publishing pioneers, creating rich, targeted content that drives sales and engagement. Facebook "Likes" can be a useful gauge of a brand's impact, but the top 100 retailers on the network only average a two percent engagement rate, according to Compendium. The social media landscape is shifting quickly, and it's crucial that brands understand what social sites are most effective.

[Read More >>](#)



## What's the Difference Between SEO and SEM?

**Here's a really simple, but refreshing look at the two key areas of Search...**

Just when we get a grasp on SEO someone goes and throws the letters S-E-M at us. Oh great. Search Engine Marketing, something else to master. The difference between the two is clear as mud, right? Don't panic. That's why I'm here; to help clear up the mystery in one sentence.

SEO is an organic method to reach the coveted prize known as the front-page-of-the-Google-search through the use of keywords and other strategies as a way to become more visible. SEM is about determining the right keywords and placing them in paid advertising as a way to become more visible.

[Read More >>](#)



## Making English More Present in Moroccan Media

**Is it not high time that Moroccans, the intelligentsia in particular, called for voicing their concerns in the most widely-spoken language worldwide?**

Is it not high time that Moroccan students and teachers of English demanded that they stay in touch with the latest, authentic news in English to best comprehend what is going on in their society, making use of the language they learn and teach? Would it not be an advantage for us to use English, in its both written and spoken forms, to impart to the whole world that Morocco is also a land of investment potential, especially since this is the global language of the international business community.

[Read More >>](#)



## Dubizzle is most searched local brand in UAE in 2014

**Dubai-based classified ads website Dubizzle was the most searched local brand via Google during 2014, new research has revealed.**

The website beat the likes of Emirates Airline, Air Arabia and Etisalat to top the list announced by Google in its 14th Annual Year in Search. The report offered a unique perspective on the year's major events and hottest trends based on searches conducted in the UAE. This year's trending searches showed growing interest in people, movies, games, sports and events.

[Read More >>](#)



## Launch of Alwaleed's Alarab news channel delayed to Feb

**The launch of Alarab, a 24-hour news channel which will target Arabic-speaking viewers across the Arab world and beyond, has been delayed until February 2015**

Prince Alwaleed Bin Talal Bin Abdulaziz Al Saud, chairman of Kingdom Holding Company and owner of Alarab News Channel, announced the launch date for transmission will be February 1. Previously, it had been reported that the Bahrain-based news channel would begin operations before the end of 2014. The news channel, which was first announced by Prince Alwaleed in 2011 and is an independent venture from Kingdom Holding Company and Rotana Group, will join the ranks of Al Jazeera, Al Arabiya and Sky News Arabia.

[Read More >>](#)