

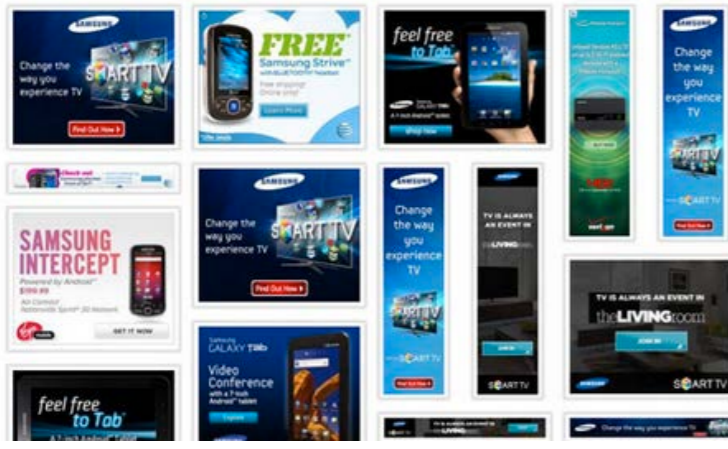


How user generated content is changing content marketing

Instead of creating content, we should be creating opportunities for content creation: instagrammable moments, inspiring experiences.

And instead of broadcasting, we should create opportunities for conversation. Audiences are in control of their own digital story. Businesses are no longer in the driving seat but instead must adopt the role of navigator; cleverly guiding the user's journey, but ultimately remaining vulnerable to the whimsy of the consumer.

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Banner Ads Can Be Creative and Effective

Banner ads get a bad rap, says Google Media Lab's Bob Arnold. To help clear their name, he shares a few insights on how smart creative strategies can improve banner efficiency and performance, using recent creative work from Google as examples.

Banner ads have been around since 1994, almost as long as the consumer internet. But let's face it, we've been there and done that. So marketers today often brush them aside in favor of buzzier formats like native and in-app mobile ads.

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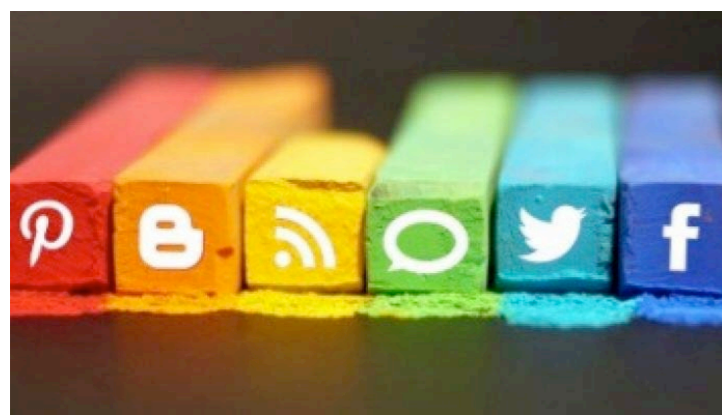


Using Social Media Contests for Lead Generation : Contests

People love to win prizes. They love to win in business and in life. They will usually be willing to give up a little personal information if they think that they will win something. Social media contests are no different.

As a business owner, it is simple for you to set up your own social media contest. Make sure that the theme of your contest is compelling and worthwhile to those people who you want to enter it.

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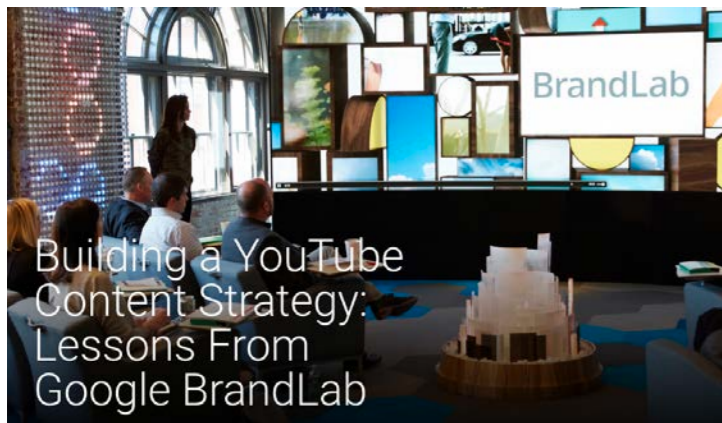


5 terrible social media mistakes people are making

Being a 24x7 medium, the risk of social media is that, users latch onto negative brand performance a lot more quickly than you want.

Startups that are just beginning to initiate their social media presence must not reinvent the wheel but simply start smart. No matter which part of the S-curve you are in as a firm, here are five terrible social media mistakes that you need to avoid!

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Building a YouTube Content Strategy: Lessons From Google BrandLab

Mobile, video, and programmatic. These are all top of mind for brands. But where does content development fit in?

At Google BrandLab, we get two primary questions from marketers about how they can keep up with the ever-increasing demand for video in this mobile revolution: "What video content should I make to best engage my audience while staying true to my brand?" and "How can I create that video content at scale?"

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UAE residents still prefer cash over card – survey

Cash continues to be the preferred method of payment for UAE residents, according to a survey carried out by payment solutions provider Network International.

The survey found that cash was the top payment method for UAE residents in 10 out of 12 purchases categories, ranging from groceries through to school fees. The next preferred method of payment was credit cards, followed by debit cards, prepaid cards and other payment methods including cheques and online banking.

More than a fifth of UAE residents (22 percent) said they do not have a debit card, while 29 percent said they do not have a credit card.

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7 Social Media Platforms That Could Explode Before 2016

Social media has been dominated fairly consistently by Facebook since the late 2000s, every year sees new emergent platforms that either fail in a blaze of glory, get gobbled up by one of the major players, or go on to see individual success on their own.

We're already more than halfway through 2015, but I'd wager we'll see at least some of the following platforms rise up in some way by the end of 2016:

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TV	40%	41%	40%	40%	41%	41%	40%
Newspapers	39%	38%	37%	35%	33%	32%	31%
Out-of-home	9%	8%	8%	8%	8%	8%	8%
Radio	5%	5%	6%	6%	6%	6%	6%
Internet	1%	2%	4%	6%	8%	9%	10%
Magazines	6%	5%	5%	5%	5%	5%	4%

Ad Spending in the Middle East Poised for Recovery

Young demographics and digital investment help ad spending overall

In 2011, significant political and cultural events affected much of the Middle East and North Africa. That change—compounded by weak global economic conditions—impacted and depressed marketing spending in the short-term, but now digital is helping the industry rebound, propelled by young demographics and growing technology adoption.

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