

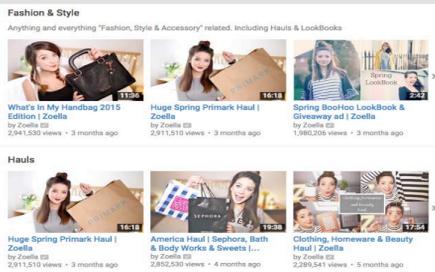


11 ways to encourage your customers to share your content

While there isn't any one magic solution to making business content go viral, you should be doing everything you can to create the most shareable content as possible.

This includes incentivizing not only your team, but also your customers, to post it on their social networks. 11 entrepreneurs from Young Entrepreneur Council (YEC) explain best strategies for doing so without seeming overbearing. Read details by clicking the Read More link below...

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How to create and manage brand advocates

While we may refer to them as brand advocates, those people who support a brand especially when it's facing some kind of crisis, are really just passionate fans.

Fans who are willing and able to dedicate their own time to support a brand online, or in person. Advocates are 83% more likely than others to share information about products with their network. But how does a brand get regular fans of its work to shift from a passive consumer of information, goods and services, into an active member of the brand community. Someone who takes the passion they have for the brand and tells other people about it?

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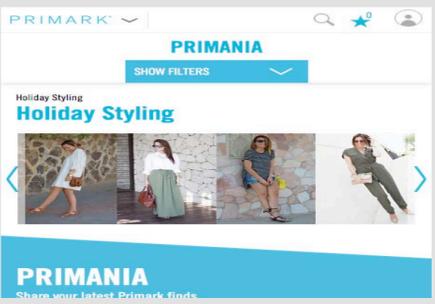
Why brands need to be relevant in real time

Consumers are constantly bombarded with invitations, whether it's to like, share, click or view a piece of content. It's therefore easy to see why many simply tune out.

In this post we are going to take a look at four of the key terms highlighted...

Reactive relevancy, Circumstantial relevancy, Behavioural relevancy, Location relevancy... Read details by clicking the Read More link below...

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Millennials and mobile: what marketers need to know

Marketing your business to millennials matters, and it means meeting them on their mobiles.

By 2020, millennials will account for one third of all retail spending. They've never experienced a world without the internet, and increasingly they shop, socialise and share content on mobiles. Millennials also don't trust traditional advertising. Read details by clicking the Read More link below...

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Organic vs manufactured SEO in the Middle East (infographic)

Here is a really useful infographic to explain the difference between organic and manufactured SEO.

It really couldn't have come at a better time, we were recently asked what is automated search engine optimisation and we really believe this a great way to answer that specific question.

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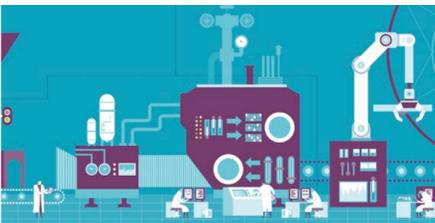


Best ways to keep your social media and email accounts safe (UAE)

You may not be aware that computer hackers can access your social media and email account easily. It's important that you watch your settings

Social media is all about networking and communicating, both personally and professionally. The following tips to social media security are essential to ensuring protection of your virtual personal space and avoid being scammed or spammed. The UAE has a comprehensive set of laws and guidelines pertaining to social media use in the country.

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Five things marketers need to know about programmatic

With almost two-thirds of marketers employing advertising for brand campaigns, it's clear: programmatic is top of mind for many digital marketers.

Here are five things marketers should know about the state of programmatic today...

1. It's still confusing.
2. Data is critical to make it work.
3. Programmatic inventory is increasingly diverse
4. It can be expensive.
5. Programmatic is the present and future of online advertising, sort of

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YouTube ad-free subscription service said to launch on October 22nd

YouTube is expected to release a subscription service that will get rid of ads; there is no secret there.

Sources have been told that a launch is to be expected by the end of October, but that is merely words. Those who need a bit more proof can now turn to look at an email YouTube content creators have been getting which asks that YouTube channel owners agree to a new set of terms of service, or else their videos "will no longer be available for public display or monetization in the USA". This action must be taken care of by October 22nd, which strongly suggests this may be the same day Google launches the new YouTube subscription service.

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