

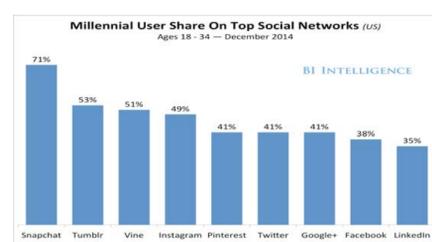
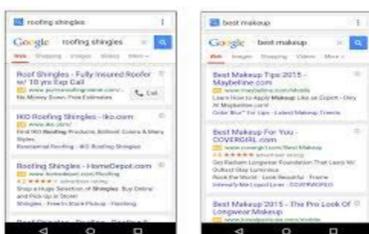


SEVEN WAYS SOCIAL MEDIA IS SHAPING THE BEAUTY INDUSTRY

IN A RECENT SURVEY 30% OF WOMEN ADMITTED THAT THEIR PURCHASING DECISIONS ARE INFLUENCED BY SOCIAL MEDIA.

Where the print ad once reigned supreme, the sponsored video is now King. With social media rapidly changing the way beauty brands connect and communicate with consumers, here are seven ways it's having the biggest effect. By building trust and authority online, as well as creating a place for fans to discover and discuss new products, customer feedback and word of mouth recommendations naturally occur.

[READ MORE](#)



What do Google's expanded text & local search ads mean for marketers?

Google announced a tranche of changes to its ad products this month.

Start preparing now for expanded text ads. Text ads will include more characters for the first time since Google launched AdWords.

For mobile, neatly summed up by the GIF below, this means two lines of headline and more description.

Expanded text ads. This expansion will occur on desktop, too, with more space to spread out across the page since right-hand-side ads were culled earlier this year.

[READ MORE](#)

3 smart mobile marketing trends to watch

2015 marked the first year that mobile traffic exceeded desktop internet use (at least in the U.S.), and 2016 is poised for even greater smartphone and tablet engagement among consumers.

Given larger technology trends and developments, consumers' growing use of mobile devices is not all that surprising, but it is game-changing – especially when it comes to motivating consumers to action.

Take advertising, for example. As the global media environment shifted from its print origins to its online present, the industry became entrenched in the idea that they were trading print dollars for digital dimes and, ultimately, mobile pennies.

[READ MORE](#)

Snapchat video ads outperform other social media platforms

A new white paper about the effectiveness of video ads on different platforms illustrates the ascendancy of Snapchat over the competition, according to research conducted by MediaScienceLabs and commissioned by Snapchat.

The study observed the usage behaviors of 320 participants on one or more of the following platforms: Snapchat, Facebook, Instagram, YouTube, and traditional TV. Participants navigated freely on the platform for one or two 10-minute sessions, during which they would receive six ads. These took the form of 30-second in-feed video ads on Facebook and Instagram, 30-second ads on YouTube and TV, and 10-second video ads on Snapchat.

[READ MORE](#)



Mobile Marketing: Native App or Responsive Website? Which one's better?

Marketers today usually have to choose between developing a native app or a responsive website for their mobile marketing strategy. Here are the pros and cons of both to help you choose one, or go for both, depending on your strategic goals.

You don't need to rush and build a mobile app just because every one seems to be doing it. In most cases a mobile-ready site ("responsive" is ideal) will meet most requirements. Mobile apps in general, allow for more creativity, and better interaction with your target audience.

Once you know, how your target audience or your customers use mobile to interact with your brand or any brand, you can decide whether you need a mobile-ready website, an app, or both.

[READ MORE](#)

UAE Ramadan retail sales continue downward trend



Sales have been down in Ramadan, but some analysts say there is growth, albeit at a slower rate.

The growth in retail sales in the UAE during Ramadan is failing to match that of last year. So far this month, sales have been down compared to Ramadan last year, but some analysts say there is growth, albeit at a slower rate.

It is normally a "poor month for retail sales", as many of those fasting stay away from malls during the day and fewer tourists visit the country, says Colin Beaton, managing director of Dubai-based retail consultancy, Limelight Creative Services.

[READ MORE](#)



Abu Dhabi and Dubai most expensive Middle East cities to live in

Abu Dhabi and Dubai are among the most expensive cities in the world to live, a survey revealed.

Dubai ranked the 21st most expensive city, up from 23 last year, while the capital came in at 25, up from 33. These moves followed a trend across the Middle East.

Hong Kong is the world's most expensive city, knocking the Angolan capital Luanda into second spot.

[READ MORE](#)



How to Engage your Audience with the Visual Power of Instagram

People come to Instagram for visual inspiration and the simple design allows captivating visual storytelling. Here's how to best engage your audience and inspire them with the visual power of Instagram.

Instagram is a highly engaged community with more than 400 million active users. More than 40 billion photos have been shared – of which 75% are outside the US. Instagram sees 80 million photos uploaded every day and gets 3.5 billion Likes daily. The numbers are compelling. But even more compelling is the format and the possibilities for brands.

[READ MORE](#)



How to build your SEO in 2016

Search engine optimization (SEO) is an important element to every brand's success.

Without remaining at the top of search engine results, taking precedence over the competition and being able to connect with your audience on more platforms, your brand is likely to take a backseat in its respective industry. Something that brands used to steer clear from due to relevancy in search results is long-tail keywords, which has changed for 2016. This is a key factor in increasing conversion numbers and accurate search results.

[READ MORE](#)



"Before we continue, please explain the following acronyms: SEO, SEM, PPC, CRM and LOL."