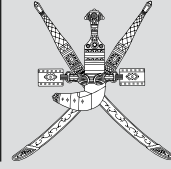




UNDER THE PATRONAGE OF



هيئة تقنية المعلومات
سلطنة عمان
Information Technology Authority
Sultanate of Oman

EVENT CATALOGUE 2016



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THE TECHNOLOGY EVENT OF THE YEAR

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SOCIALIZING YOUR BUSINESS



Today, at this very moment, there are 3.17 billion people actively using the Internet, within which 2.3 billion are online on Social Media. Twitter and Facebook combined have 450+ million users, while YouTube alone has over 1 billion users. Businesses have not failed to notice the magnanimous expansion of the social media sites, transforming the world from 3rd party dependency to direct connectivity. 38% of organizations had planned to spend more than 20% of their total advertising budgets on social media channels in 2015, up from 13% in 2014, and the numbers are rising every day. With social media, not only can one get a wide base of customers, but can also connect with their existing followers, and get their feedback that will help to improvise on future products. It is the future.

SOCIAL MEDIA, WHAT? WHO?

Andreas Kaplan and Michael Haenlein defined Social Media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content. In layman's language, social media is a category of Website centered on user participation and user-generated content, so you can share opinions, experiences, insight and perspectives with others. Facebook, Twitter, LinkedIn, YouTube are the major social media players in the market, although Instagram, Pinterest, Tumblr etc. are not far behind.

WHY DOES YOUR BUSINESS NEED TO GET SOCIAL?

With almost half the population of the world online on social networks, social media is a cult that cannot be ignored if one is in business. Businesses need people, and people are now online.

Through this medium a business can achieve exceptional reach, the factors being that it is:

- **USER BASED**
- **INTERACTIVE**
- **COMMUNITY DRIVEN**
- **SEARCH ENGINE FRIENDLY**
- **FLEXIBLE TO NEW ADDITIONS IN TECHNOLOGY**

KNOWING YOUR CUSTOMERS

For any business, the key to expansion is knowing your audience - especially their likes, dislikes and preferences. With technologies like Facebook Insight, one can segment the audience by demographics – age, gender, language, location and much more. This knowledge not just helps customize campaigns to target the right audience, but also assists in gaining key information about your competitors, thus helping you to improve your market intelligence. Dell, with its well-planned customer engagement model, closely monitors popular tech forums and gives immense importance to customer feedback. In fact, for their Mini Notebook, the developers at Dell fielded design ideas from interested customers, through a dedicated Twitter Account.



SEO

Social Media complements your Website. It redirects followers to your Website as well as promotes sharing of content, thus enabling higher ranking on Search Engine. Research shows that social media marketing enables faster conversion rate, generating leads at one third of the previous advertisement cost.

BRANDING

Social Media Marketing is a great branding tool. All you need to do is choose the right network for your business. Tumblr may not be a correct choice for an iron and steel business, but Instagram could add a lot of value. Next, you will need a well researched strategy to target the right set of people, implement the plan, track and measure return on investment.



A perfect social media plan is the one which has:

- **A PROPER BUSINESS GOAL**
- **MEASURABLE, RELEVANT, TIME BOUND OBJECTIVES**
- **CUSTOMER SEGMENTATION**
- **RESEARCH ON COMPETITORS**
- **TACTICS TO UTILIZE THE RIGHT CHANNEL**

- **CONTENT STRATEGY**
- **A SET BUDGET WITH PROPER ALLOCATION OF RESOURCES**
- **ASSIGNED ROLES**

Social Media Marketing: Latest Trends

FACEBOOK

Today, Facebook ranks number one with regard to the rate of conversion and with good reason. It is easy and intuitive to use for businesses and public alike. With its easy access to sharing information and understanding analytics, one can reap maximum benefit from this channel using certain tactics. The most important part is not the creation of a dedicated Business Page on Facebook but keeping it updated with fresh and engaging content, especially visual content. Research shows photos get 53% more views than ordinary posts while videos get 62% more engagement than photos. Live streaming videos are the latest fad. With Facebook 360 (very similar to Meerkat), you can showcase a more unfiltered, unedited, authentic side of your business, which will further establish you as a brand to be trusted. Contests are another great way to engage with your customers. Be it discount offers, free giveaways or a plain 'Like to get a chance to appear on our FB Cover' posts, offer campaigns instantly generate traffic. On advertising front, Facebook ads are a big part if you wish to generate revenue. Ad clicks have increased to 70% in these few years, and ad click-through rates are increasing 160%.

TWITTER

Twitter is often misconstrued as being only celebrity oriented and limited because of its 140 characters bracket. But what people overlook is that 24.6% of Twitter users are registered journalists, which makes it the ideal platform for breaking news and brand building. But engagement on Twitter is a slightly bit different. Unlike Facebook posts, Tweets without links get more engagement and hashtagging is key for creating and finding trending topics. Trendsmap is a great tool to find the relevant tags. As timing of the posts are crucial for visibility, Twitter Analytics helps to determine where most of your customers are, and posts can be scheduled according to specific time zones. And don't forget to have a 'Buy Now' Button if you are serious about generating sales using Twitter.



Empowering
The Community
Empowering **You.**



LINKEDIN


With over 380 million registered users, 4 million companies and presence in 200 countries, LinkedIn is rightly ascertained as the world's largest business network. It offers a chance of not just targeted visibility but also helps to know who is looking at you. Besides a fully functional and optimized user or company profile, a well-built and growing network is a prerequisite for generating valuable leads. Experts recommend creating a Sponsored Update Campaign that will help to connect to specific segment that you have targeted.



INSTAGRAM

E-Marketers predICT Instagram usage as a means of social media marketing to rise to 48.8% in 2016, overtaking Facebook by 14%. Marquee is a new marketing feature launched on Instagram in 26 countries. It is a high impact, single day ad that guarantees impression up to 3 times a day. With Marquee campaigns, Universal PICTures Home Entertainment has been able to receive millions of video views in a single day, and garner a 26 point lift in an ad recall.

Oman, with its technologically inclined population and growing social media penetration holds immense potential as a market to be explored and developed through the power of social media.



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