



If Gerald Chait had access to **digital marketing automation** of today, he wouldn't have said this famous quote, **"Half the money I spend on advertising is wasted; the trouble is I don't know which half"** At **Ci CORP** we help you to measure your ad expenditure

WE DEVELOP

DIGITAL MARKETING, DIGITAL STRATEGY, INTERNET MARKETING, SOCIAL MEDIA, EMAIL MARKETING, SEO, SEARCH MARKETING, BRAND AWARENESS, CONTENT CREATIONS, ENGAGEMENT, CREATIVE DESIGNING, PHOTOGRAPHY



EXECUTIVE SUMMARY

This presentation outlines a plan crafted with the intent of building your social media presence, primarily including: **Twitter, Facebook, Instagram, LinkedIn, YouTube, and Snapchat.**

By engaging an audience through social media channels, our team will demonstrate the ability to generate awareness, widen your personal or company's potential reach within your target market, and contribute to driving more website traffic, which will ultimately result in growth.

Of course, the most effective social media marketing happens over time when quality meets consistency. The following list describes each primary area of on-going focus:

- Creating Engaging Social Content
- Creating Mass Appealing Designs
- Posting Personal or Company Related Updates
- Promotions & Social Campaigns
- Integrate Social Media Activity into Other Marketing Plans
- Monitoring & Responding
- Analytics



Creating Engaging Social Content

Beginning with quick yet thorough planning/preparation, our team will plan out a dynamic ongoing **social content calendar** to guide you to your goals.

We will grow an increasing social audience and follower base through: hash tag campaigns, strong use of keywords, sharing/retweeting relevant news, "liking" posts, staying updated within the industry, and contributing our own unique content to broaden reach.

Creating Mass Appealing Designs

Using consistent visual **design elements** in your social media marketing efforts helps people recognize your updates. A strong visual brand helps you connect with your community and effectively convey your **brand's personality**. In short, it makes you memorable. We will help you to think about your brand's personality and how you can convey it with **colors, creatives** and **images**.

Posting Company Related Updates

Our plan is to engage our social media audience by sharing company news, press releases, events, employee spotlights, and more.

We will also pay close attention to industry trends, and share it. This will help to gain exposure with your **target market**.

Integrate Social Media Activity into Other Marketing Plans

With clear communication and monthly brainstorm meetings, we'll be able to consolidate the marketing initiatives to fit your goals and promotional material.

Campaigns via social media are more important than just sharing about giveaways, sales, contests, and/or promotions. We will agree on a schedule for a series of posts to keep up the exciting momentum for all prospective customers.

Promotions and Social Campaigns

We will utilize social channels to connect with your follower base, and **engage** them with **promotions** to get them excited about both **current events**, and the brand itself.

These campaigns can last as short as a day, or can run up to six months. We'll be able to analyze the results from each campaign, and then we will provide a report of it's success.

Results of campaigns can be compared so the most effective promotions, offers, or contests can be replicated.

Sustained Monitoring

It is important to regularly maintain marketing activity for maximum growth.

We will **continually monitor** each channel, and will respond to any questions, comments, and posts within a two hour time period. Two hours will allow us to confirm that accurate information is relayed back to the person asking.

Analytics

We will provide you with:

Daily and Weekly Analytics - Such as: follower growth, reach, demographics, comments, "likes", shares, retweets, etc.

Reporting - Summarizing various results and activities over each quarter.

We will set up a meeting to go over the results, to then tweak our approach accordingly.

S O C I A L S T R A T E G Y

You need a social media strategy - don't let anyone tell you any different. And we're not talking about posting a cute cat video once a week on Facebook with the hope that your customers think you're as adorable as said cat. You need to figure out where your target audience (you do know who that is, right?) is hanging out on the internet - is it Twitter, Facebook, LinkedIn, Google+, Pinterest, Instagram, Snapchat or some other online nook you're not yet aware of?

We also need to make sure your brand message is one that will resonate with your target market on social media. What information are they looking for? What problem can you solve for them? And where do they want to find the solution?

Finally, we'll uncover which social media channels are the best match for your website's conversion process. The real goal is to get a consistent traffic of buyers headed to your site so we want to make certain that we're catching your target at time when they're likely to buy and make it easy for them to do so, wherever they are.

Without getting too deep here, the internet, like the universe, is constantly expanding. There are new tools, new sites, new platforms, new rules, and new galaxies being discovered all the time.

But before you get overwhelmed thinking your site is going to get sucked into the black hole of online oblivion, we can help. By developing a social media strategy that is active instead of reactive, strategic instead of tactical, we'll put down some objectives and metrics that will make your website perform as if the Force is with you.



W H Y O U R A G E N C Y



As marketers, we pride ourselves on coming up with fresh ideas. It's how we stay relevant, and it's how we grow. We're social people. We understand how you can translate what may seem like the frivolous online interaction of your customers into engaging with them in a way that makes your brand more meaningful. We know who is where, what they're doing, and the best ways you can interact with them. It's like knowing the dress code for every occasion.

We're a team of data professionals who tackled the problem of understanding how the mixture of consumer behavior and exposure to marketing affects conversion, in the digital world.

The team at Ci CORP, previously known as Creativei Corp has been delivering creative digital innovation for over a decade, since five years we have positioned ourselves as Digital Marketing Experts in the region and served many international brands, celebrities and royals. Every team member is certified by either Google, Facebook, HootSuite, Adobe, HubSpot, Content Marketing Institute and many other digital service providers.

Our agency strategy is to achieve your marketing goals cost effectively, hence we combine our expertise with your human resource, (we also have

options of handling everything at our studios) during our operations, we visit your business locations, participate in your marketing meetings and finally train your staff and pass on the secrets of digital marketing which will enable your team to handle the digital strategy independently in future. Why? A recent international survey suggests that most companies change their agencies in a year or two (either unhappy with their services or rivalry between competing agencies). The report also revealed that when they change the agencies, the company loses a minimum of 6 months in transition, with us you will not lose, as your team will be efficient enough to handle the transition, if you decide to change us.

We are delivering proven social media and digital marketing results. We are committed to influencing optimal revenue growth, while exceeding our client's expectations. The founder was previously working and handling the digital marketing strategy of American University in the Emirates and handling over a million budget per annum. Currently we have several individual and corporate clients where we handle the complete digital marketing strategy.

S O C I A L M E D I A P A C K A G E

Your social brand identity matters.

In recent years, social media marketing has gone from an optional to imperative piece of a successful integrated online marketing strategy. According to HubSpot, social media produces almost double the marketing leads of trade shows, telemarketing, direct mail or Pay-Per-Click (PPC). That means that your prospects are using the internet to seek you out and will most likely take the opportunity to directly connect with you if they like how your company is represented online.

We know that 'social' is important for your business that's why we designed our social media packages to give you results but at a low cost.

			
	SILVER	GOLD	PLATINUM
Social Networks	Any two network	Any Four network	Any Seven Network
Posts and Updates	5 per week, per network	7 per week, per network	10 per week, per network
Profile Management	Basic	Advanced	Advanced & Optimized
Comments Monitoring	Within 96 hours	Within 72 hours	Real time, Max 24 hours response
Message Replies	Within 48 Hours	Within 36 hours	Within 24 hours
Dedicated Account Manager	No	No	Yes
Video Motions & GIF	No	Three GIF posts per month	Three GIF and One Video per month
Content Distributions	No	No	Yes
Content Creation	Yes	Yes	Yes
Arabic Contents	No	Yes	Yes
Wikipedia Submission	No	No	Yes
Optimized SEO	No	Basic	Advanced, plus keyword research
Followers & Likes	50 guaranteed fans per week	100 guaranteed fans per week	250 guaranteed fans per week
Custom Blogs/Articles	No	1 per month	2 per month
Social Ad Management	250 per week *	500 per week *	1500 per week *
Google Ad Management	300 per week *	600 per week *	1500 per week *
Monthly Report	Basic reporting	Advanced reporting	Complete report with competitor
Website Updates	No	Basic Only	Basic plus, keyword improvement
Bespoke Newsletter	No	One every two months	One every month
Keyword Research	No	Basic	Advanced
Competition or Campaigns	One every two month	One per month	Two per month

* This is not part of our fees, its your allowed spending which we can manage



All the above package includes,

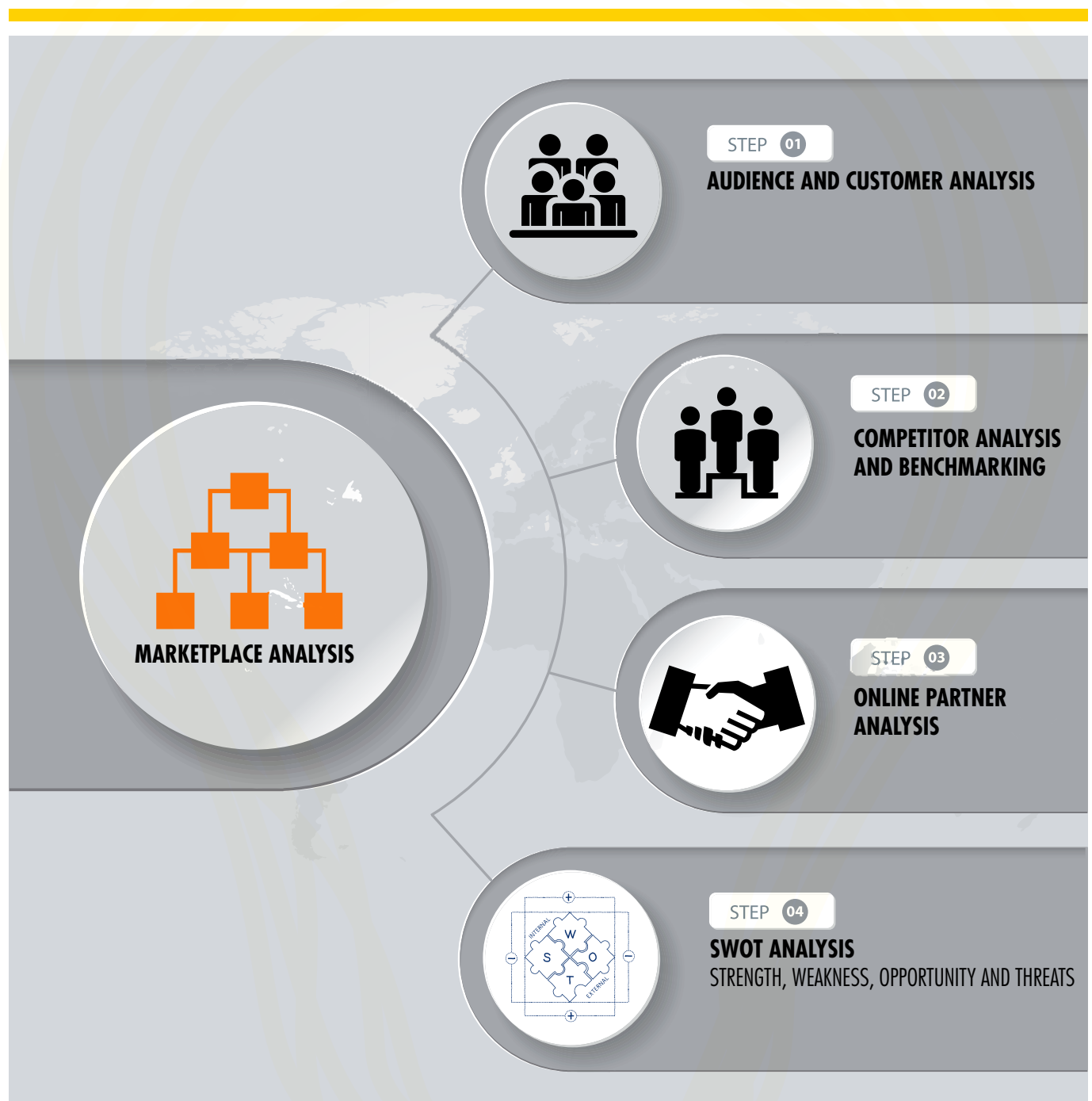
- Bespoke Designs for social media, but doesn't include videos (all videos has to be created by you or we have a production studio who can handle the video productions.)
- A detailed social calender for at least 15 days, but always flexible to add new posts based on the requirement.
- Create facebook, Twitter, youtube channel, blog post site/area, and other social media accounts, or update any existing accounts/blogs as needed (i.e. improved profile images and descriptions). This includes applying existing logos and marketing graphics or creating original profile content if required.
- Initial Activity: Transmit initial and introductory message over the selected social media outlets. Sustain extra activity during start-up period.
- Sustained Activity: When the initial social media activity is complete, regular activity must be sustained according to the social media marketing plan. Weekly or monthly sessions with the client are held to brainstorm ideas, topics, and messages for on-going activity, review social media results compared to the plan, and make adjustments as required.
- Transition/Hand-Over: Once this program is complete, the social media marketing activity will be handed over to the client marketing manager for long term activity. We will be happy to present an on-going sustaining proposal for social media marketing at that time. Throughout all the activities, we will present a professional representation of the your business or organization that align closely with other marketing and branding efforts.
- Once the contract is signed, one of our account manager will visit you regularly to understand your needs and your marketing strategies and goals.
- We will study the user behavior on the site using data metrics and conduct regular surveys.
- Help you optimize your site with help of your web development team to ensure no roadblocks exists.

Advanced Digital Automation



D I G I T A L M A R K E T I N G

At **Ci CORP** we move one step ahead, we combine the social media management, with social media marketing, search engine marketing, and internet marketing, aka **Digital Marketing**. Why Digital Marketing, a quick google search will reveal several interesting articles. Our **Digital Automation** will sync with your marketing goals, and we will provide you with a complete digital automation process to go along parallel with your conventional marketing strategies.



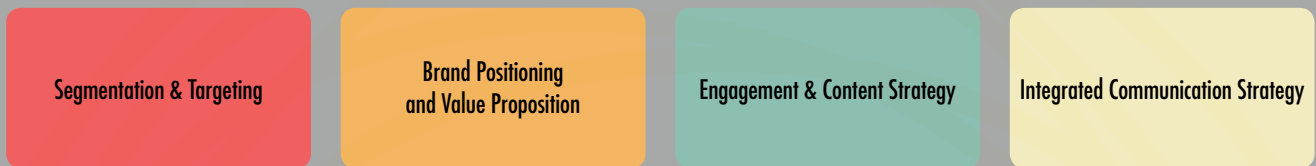
**KEY DIGITAL STRATEGIES:
HOW DO WE WANT TO GROW OUR ONLINE BUSINESS?**



**OBJECTIVE SETTING:
WHICH GOALS AND KPIs SHOULD WE USE?**



**STRATEGY:
HOW CAN WE ACHIEVE OUR GOALS?**



**TACTICS:
WHICH DIGITAL MARKETING ACTIVITIES DO WE OPTIMISE?**



RACE STRATEGY IN ACTION

AFFILIATE MARKETING (PARTNER)

- Affiliate Marketing Analytics
- Affiliate Marketing Strategy

CONTENT MARKETING MANAGEMENT

- Content Management Systems
- Content Marketing Planning
- Content Marketing Strategy
- Content Marketing Tools
- Managing Content Marketing
- Editorial Calendar Planning
- Influencer Bloggers Sourcing

DIGITAL MARKETING STRATEGY

- Customer Acquisition Strategy
- Customer Conversion Strategy
- Customer Retention Strategy
- Customer Segmentation & Targeting
- Digital Strategy Development
- Inbound Marketing Strategy
- Online Business and Revenue Models
- Online Marketing Mix
- Online Value Proposition

E-COMMERCE

- Customer Experience Examples
- Customer Reviews & Social Proof
- Ecommerce Analytics
- Ecommerce Fulfillment
- Ecommerce Strategy
- Merchandising
- Multichannel Retail Strategy
- Payment & Security
- Social Commerce
- Web Personalization

EMAIL MARKETING

- Behavioral Email Marketing
- Email Communications Strategy
- Email Creative & Copy-writing
- Email Deliverability
- Email List Management
- Email Marketing Analytics
- Email Service Providers Selections
- Email Targeting
- Newsletter Development (Content and Creative)
- Mobile Email Marketing

GOAL SETTING AND EVALUATION

- Customer Feedback
- Defining Goals and KPI's
- Performance Management
- Vision Setting
- Web Analytics Strategy
- Run Review Technical Architecture

GOOGLE ANALYTICS

- Google Analytics Campaign Tracking
- Google Analytics Integration
- Google Analytics Segmentation
- Google Analytics Setup
- Google Universal Analytics
- Optimization With Google Analytics
- Remarketing

INTERNET ADVERTISING

- Acquisition Email Marketing
- Ad Networks
- Behavioral AD Targeting
- Internet AD Creative
- Internet AD Targeting
- Internet Advertising Analytics
- Internet Advertising Strategy
- Online Sponsorship

LEAD GENERATION

- Event Marketing
- Lead Generation Analytics
- Lead Generation Strategy
- Marketing Automation

MANAGING DIGITAL MARKETING

- Capability & Performance Review
- E-Business Strategy
- Managing Digital Transformation
- Managing Marketing Technology
- Marketing Innovation
- Planning & Budgeting
- Resourcing Digital Marketing
- Web Project Management

MARKETING CAMPAIGN PLANNING

- Campaign Creative
- Campaign Planning
- Integrated Marketing Communications

Media Attribution
Media Selection
Offer & Message Development
Offline Media Integration
Sales Promotions

SYNC TRADITIONAL MARKETING PLANNING

Studying Your Marketing Plan & Strategy
Incorporating Traditional Marketing Models

MARKETPLACE ANALYSIS, IMPROVE

Competitor Analysis & Benchmarking
Consumer Buying Behavior
Customer Research & Analysis
Digital Marketing Laws
Macro Environment Analysis
Partner Analysis
SWOT Analysis

MOBILE MARKETING

App Marketing
Mobile Advertising
Mobile Commerce
Mobile Design
Mobile Marketing Analytics
Mobile Marketing Strategy
Proximity Marketing
QR Code Marketing
SMS Marketing Techniques

ONLINE PR

Influencer Marketing
Online PR Analytics
Online PR Outreach
Online PR Strategy
Real-Time Marketing
Reputation Management
Viral & Word-of-Mouth Marketing

ONLINE BRAND STRATEGY

Brand Development
International Marketing
Multichannel & Omni-Channel Strategy

PAID SEARCH MARKETING (PPC)

Local Paid Search
Multilingual PPC
Paid Search Analytics
Paid Search Creative
Paid Search Display Network

Paid Search Strategy
Paid Search Targeting

SEARCH ENGINE OPTIMIZATION (SEO)

Article Marketing
Blended or Universal Search
Directory Marketing
Index Inclusion
Internal Linking Strategy
Link-Building
Local SEO
Mobile SEO
Multilingual SEO
On-Page Optimization
SEO Analytics
SEO Content Strategy
SEO Strategy

SEARCH ENGINE MARKETING

Keyphrase Analysis
Branding
Landing Page
Local Search Marketing
Mobile
Public Relations
Shopping Search Marketing
Search Term Research

SOCIAL MEDIA MARKETING

Facebook Marketing
Google Plus Marketing
Instagram Marketing
Linkedin Marketing
Social Media Analytics
Social Media Governance
Social Media Listening
Social Media Optimization
Social Media Platforms
Social Media Strategy
Twitter Marketing
Youtube Marketing

USER EXPERIENCE UX

Accessibility
Customer Experience Management (CXM)
Findability
Information Architecture
Usability
User Testing
Website Design

Website Performance & Availability

Website Redesign Ideas and Suggestions

CONVERSION OPTIMIZATION

- AB & Multivariate Testing
- Checkout Optimization
- Conversion Optimization Strategy
- Home Page Optimization
- Landing Page Optimization
- Product Page Optimization
- Site Search Optimization

CUSTOMER ENGAGEMENT

- Crowd Sourcing
- Customer Communities
- Customer Engagement Analytics
- Customer Engagement Strategy

CUSTOMER RELATIONSHIP MANAGEMENT

- Profiling
- Customer Service and Support
- Targeting Models
- E-Contact Strategy
- E-CRM Strategy
- Social CRM
- User Privacy

PERSUASION MARKETING

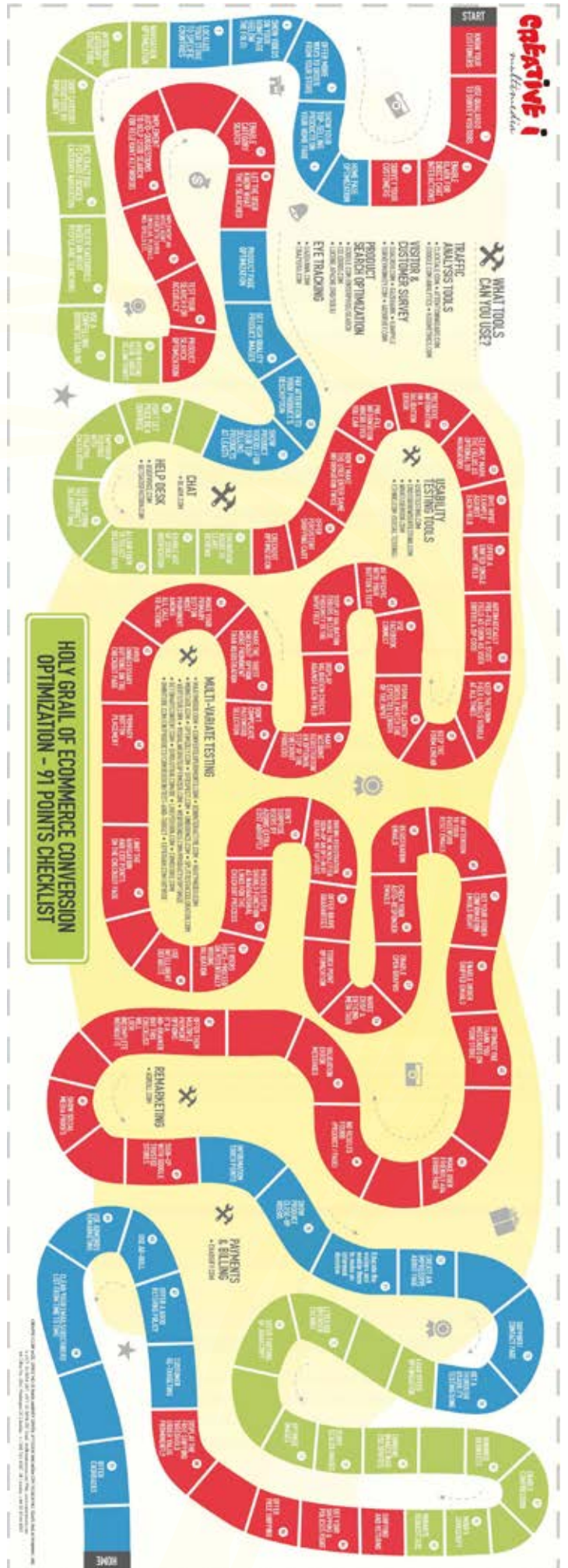
Auditing Site Effectiveness
Gamification
Marketing Personas
Online Copywriting
Persuasion Marketing Principles

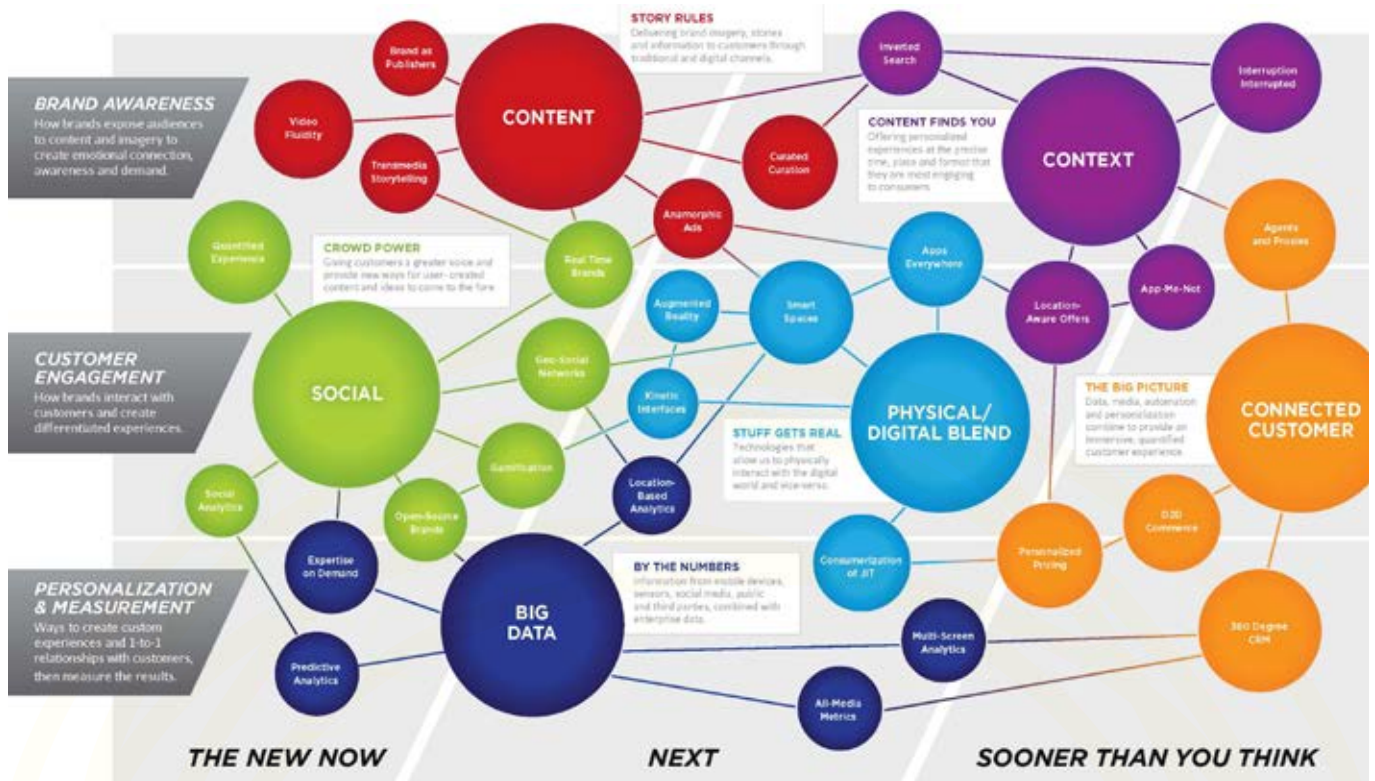
AFFILIATE MARKETING

Affiliate Marketing Analytics
Affiliate Marketing Strategy

B2B DIGITAL MARKETING STRATEGY

- B2B Content Marketing Best Practices
- B2B Email Marketing
- B2B SEO Best Practice
- B2B Social Media Marketing
- B2B Strategy
- B2B Website Design





the **DIGITAL ENTERPRISE** **U R HERE** REVOLUTION



SOCIAL BUSINESS

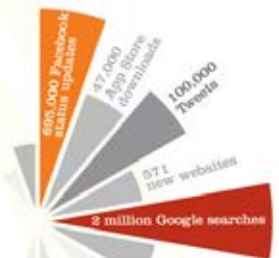
★★★★★

23% **62%**

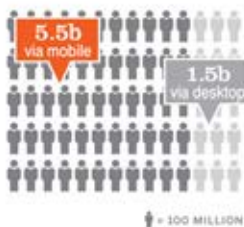
Fortune 500
companies
with blogs

Fortune 500
companies
active on Twitter

IN ONE MINUTE ...



MOBILITY HOW THE WORLD GETS ONLINE

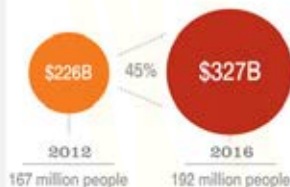


MOBILE STRATEGY

31%

OF COMPANIES REPORT THEY ARE
JUST STARTING TO DEVELOP
A MOBILE STRATEGY OR HAVE
NO MOBILE STRATEGY AT ALL.

ONLINE RETAIL U.S. OUTLOOK: GROWTH

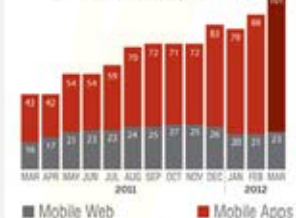


BIG DATA

90%
OF THE
WORLD'S DATA
WAS CREATED IN
THE LAST
2
YEARS

APPS

WHERE MOBILE USERS SPEND TIME
(billions of minutes per month)



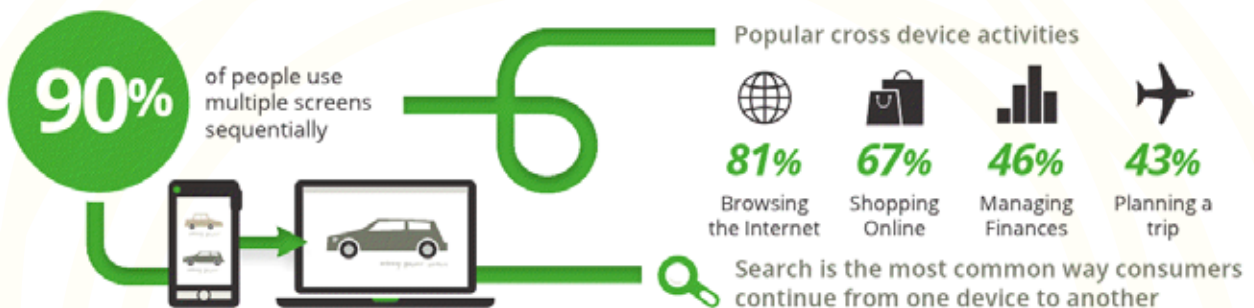
The New Multi-Screen World

Understanding Cross-Platform Consumer Behavior

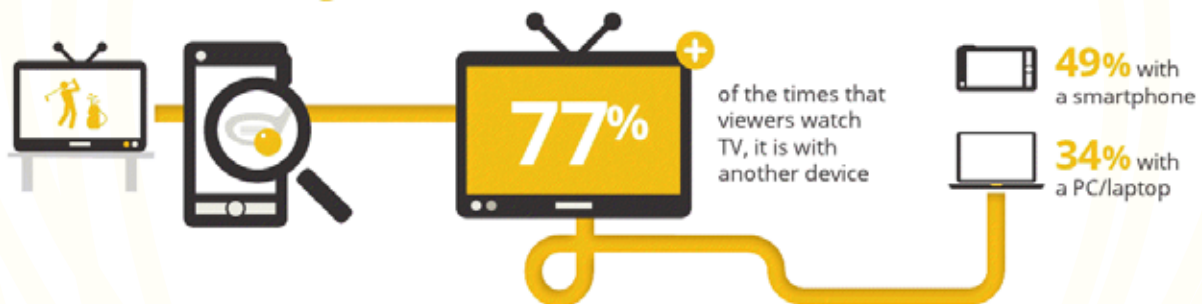
Majority of media consumption is screen-based



Consumers move between multiple devices to accomplish their goals



Television no longer commands our full attention



Online shopping is a multi-screen activity



Source: Google/Ipsos/Sterling, 2012

Google

Mobile Marketing Stats 2014

Mobile marketing is changing how we communicate as more and more consumers access the internet, social media and email through their mobile devices.

25%

of online searches are done on a mobile device.

70%

of mobile searches lead to action on websites within 1 hour.



Americans spend on average,

2 Hours

a day on a mobile device.



1 in 7 people worldwide use smartphones.



60%

of social media time is spent on a smartphone or tablet.



Learn more on how to take advantage of mobile trends:
<http://bootcampdigital.com/mobile101/>



Types of Mobile Marketing

- App-based
- Mobile Search Ads
- SMS Messages
- Local Ads
- Mobile Image Ads

DIGITAL MARKETING INFLUENCE ON ECOMMERCE IN 2015

36%

36% of UK internet users are willing to purchase via social media.

3.5X

Omnichannel customers spend 3.5 times more.

5.5X

Conversion rate is 5.5 times higher after clicking a personalised recommendation.

54%

54% would consider ending retailer relationship if they are not given tailor-made, relevant content and offers

6X

6X higher transaction rate from personalised emails.

110

DIGITAL MARKETING stats



SEO



Of those surveyed, identified keyword/phrase research as the most effective SEO tactic - MarketingProfs

Search is the #1 driver of traffic to content sites, beating social media

300x - Iron Paper

DIGITAL MARKETING TECH

Of B2B marketers use marketing automation tools to deliver targeted content by stage of the buyer's journey - Kippost



INFLUENCER MARKETING

22%

Of marketers rated influencer marketing and email as the most cost-effective online customer acquisition channel - Tomson

1 in 3

People come to a brand through recommendation - Brandon Murphy

ANALYTICS & REPORTING



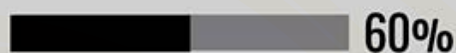
Of marketers said they have no content effectiveness measurements in place and **49%** are using only basic metrics such as clicks and downloads

- ioninteractive

CONTENT MARKETING

Content marketing costs 62% less than traditional marketing and generates **3x** as many leads

- Demand Metric



of marketers create at least one piece of content each week

- emarketer

SOCIAL MEDIA

28%

Of teens selected Snapchat as the most important service in 2016, edging Instagram's 27%

- AdWeek

+80%

Of pins on Pinterest are re-pins compared to 1.4% of tweets retweeted

- Jeff Bullas

MOBILE



Of local searches lead mobile visitors to visit stores within one day

- Search Engine Land



95%

of marketers agree that a multi-channel strategy that allows them to target customers is important for their organisation



49%

of marketers have to go to IT or another department when they need to add, manage or edit content on their websites



51%

of marketers claimed to be unable to react to new channels, devices, trends or competitors with their current technological capabilities



46%

of organisations suffer from delivering poor customer experiences that can cause abandonment

20 Captivating MARKETING STATISTICS

that will drive
2014

WHAT TO EXPECT

\$ 135 billion

In 2014, marketing teams will spend \$135 billion dollars on new digital marketing collateral.



78% CMOs think custom content is the future of marketing.



25% Internet advertising will make up nearly 25% of the entire ad market by 2015.

“Marketers will use dynamic content to deliver highly personalized experiences to the right audience at the right time.”

TRENDS IN THE MARKETING MIX

SOCIAL MEDIA

Social marketing budgets will **double** over the next 5 years.

EMAIL

Emails with social sharing buttons increase click through rates by **158%**

CONTENT

Nearly **50%** of companies have content marketing strategies.

EVENTS

67% of B2B content marketers consider event marketing the most effective strategy.



SEO

33% of traffic from Google's organic search results go to the 1st item listed.

PR

73% of reporters think press releases should contain images.

PPC

72% of PPC marketers plan to increase PPC budget in 2014.

WHAT TO CONSIDER

for your digital audience



52% of all marketers have found a customer via Facebook in 2013.



B2B companies that blog generate **67% more leads** than those that don't.



43% of all marketers found a customer via LinkedIn.

55%

In 2013, 55% of marketers worldwide increased digital marketing budgets.



Customer testimonials have the highest effectiveness rating for content marketing at 89%.



Videos on landing pages increase conversions by **86%**.



65% of your audience are visual learners.



Inbound marketing delivers **54% more leads** than traditional outbound marketing.

60,000

Visual data is processed 60,000 times faster by the brain than text.

SURPRISING STATS:

DIGITAL MARKETING

The popularity of digital marketing

User Breakdown

MOBILE USERS



INTERNET USERS



WORLD POPULATION



83

BILLION
IN SOCIAL MEDIA
REVENUE FROM
ADVERTISING IN 2015



53%

OF INTERNET USERS AGES
18-29 HAVE AN
INSTAGRAM ACCOUNT

TOP 3

MOST POPULAR WEBSITES



46%

of people say a website's
#1 when establishing
credibility.



1850
LIKES

*How Does Your Website Stack Up
To Your Competitors?*

VIDEO MARKETING TRENDS 2015

"It is crucial for marketers to start creating and incorporating video as part of their content strategies."



OF ALL INTERNET TRAFFIC IN 2017 WILL BE VIDEO

74%

OF MARKETING PROFESSIONALS WORLDWIDE NAME VIDEO AS THE TYPE OF CONTENT WITH BEST ROI

52%

"Marketers can learn about views, how much content was viewed, in what order and geographical locations"



VIDEOS APPEAR TO BE MORE PROMINENT AS THEY CONTAIN AN EYE-CATCHING THUMB-NAIL IMAGE ENCOURAGING MORE CLICKS



"Video is the preferred communication style for customers. Start converting text-based information into video-based."



65%

OF VIDEO VIEWERS WATCH MORE THAN 3/4 OF A VIDEO

93%

OF MARKETERS USE VIDEO FOR ONLINE MARKETING, SALES OR COMMUNICATION



"Video content can create an entirely new communication to reach new audiences faster."

USING THE WORD "VIDEO" IN EMAIL SUBJECT LINES BOOSTS OPEN RATES

19% CTR RATES BY
65%
REDUCE UNSUBSCRIBES
26%



B2B AND B2C MARKETERS WORLDWIDE NAME VIDEO AS A

TOP 3

MOST EFFECTIVE SOCIAL MEDIA MARKETING TACTIC



33% OF TABLET OWNERS WATCH ONE HOUR OF VIDEO PER DAY ON THEIR DEVICE

"Mobile video engagement is predicted as one of the top social video trends that will continue to grow in 2015."



5 COOL DIGITAL MARKETING STATS

FROM THE LAST WEEK
(W/C 18TH APRIL 2016)



HIGHER ROI
THAN TV IN
THREE
QUARTERS OF
CAMPAIGNS

BRITS ARE...



...MORE
LIKELY TO
OPEN AN
EMAIL WITH
AN EMOJI.

POOR CONTENT COSTS YOU SALES

PERCENTAGE OF CONSUMERS...



...SAID PRODUCT
INFORMATION IS
VERY IMPORTANT
WHEN MAKING A
PURCHASE
DECISION.



...RETURNED AN
ONLINE PURCHASE
IN THE LAST YEAR
DUE TO POOR
PRODUCT CONTENT.



...HAVE ABANDONED
THEIR ONLINE
SHOPPING CART DUE
TO POOR PRODUCT
DESCRIPTIONS OR
LOW QUALITY
IMAGES



Social Media Users Statistics 2016





Influencer Marketing 101

What better way to attract new followers and customers than through an industry influencer?

What consumers are saying about influencers...

20%

of women will consider purchasing products supported by influencers.



68%

of consumers trust online opinions from other consumers.



30%

of consumers under 32 spend time on social media digesting peer written content.

47%

of US readers consult blogs to find new trends and ideas.



Conversions can increase 3-10x when brands share content through influencers in their industry.



What brands are saying about influencers...



Giveaways and sweepstakes earn higher earned media value and engagement than any other influencer marketing strategy.

88%

of influencers tell friends about the brands that sponsor them.

72%

of influencers share additional posts about their sponsors outside of any contractual agreement.

44%

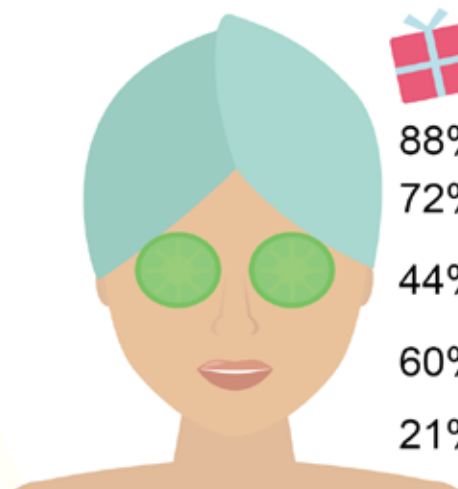
of influencers decide to work with a brand because the opportunity is relevant to their own audience.

60%

of fashion and beauty brands have an influencer marketing strategy in place.

21%

of fashion and beauty brands plan to invest in it over the next 12 months.



How brands are using influencers...

84% say they find influencers manually versus using influencer identification tools.

69% say they most often use influencers when launching new products.

72% say the relevancy of the influencer and their audience is more important than their reach.

85% say email is the most effective channel to reach influencers.

59% say influencer marketing budgets will increase in 2016.

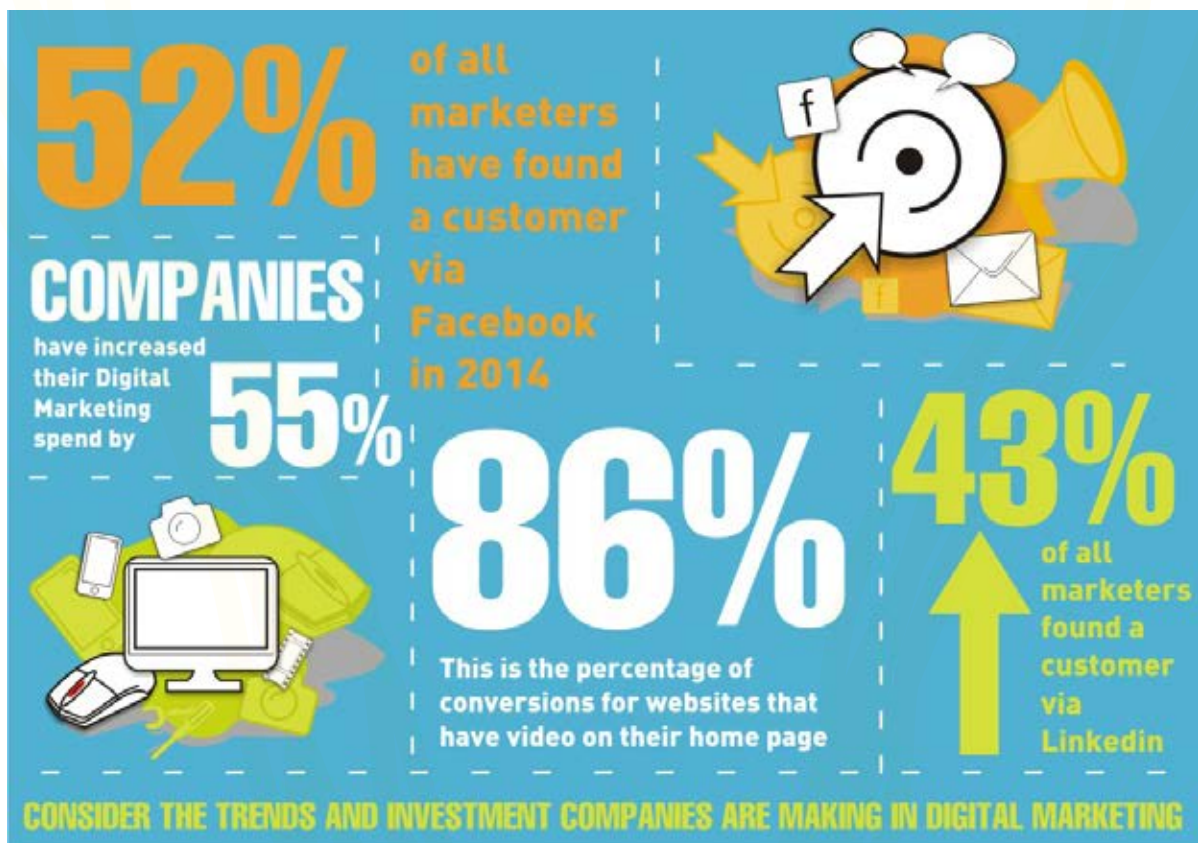
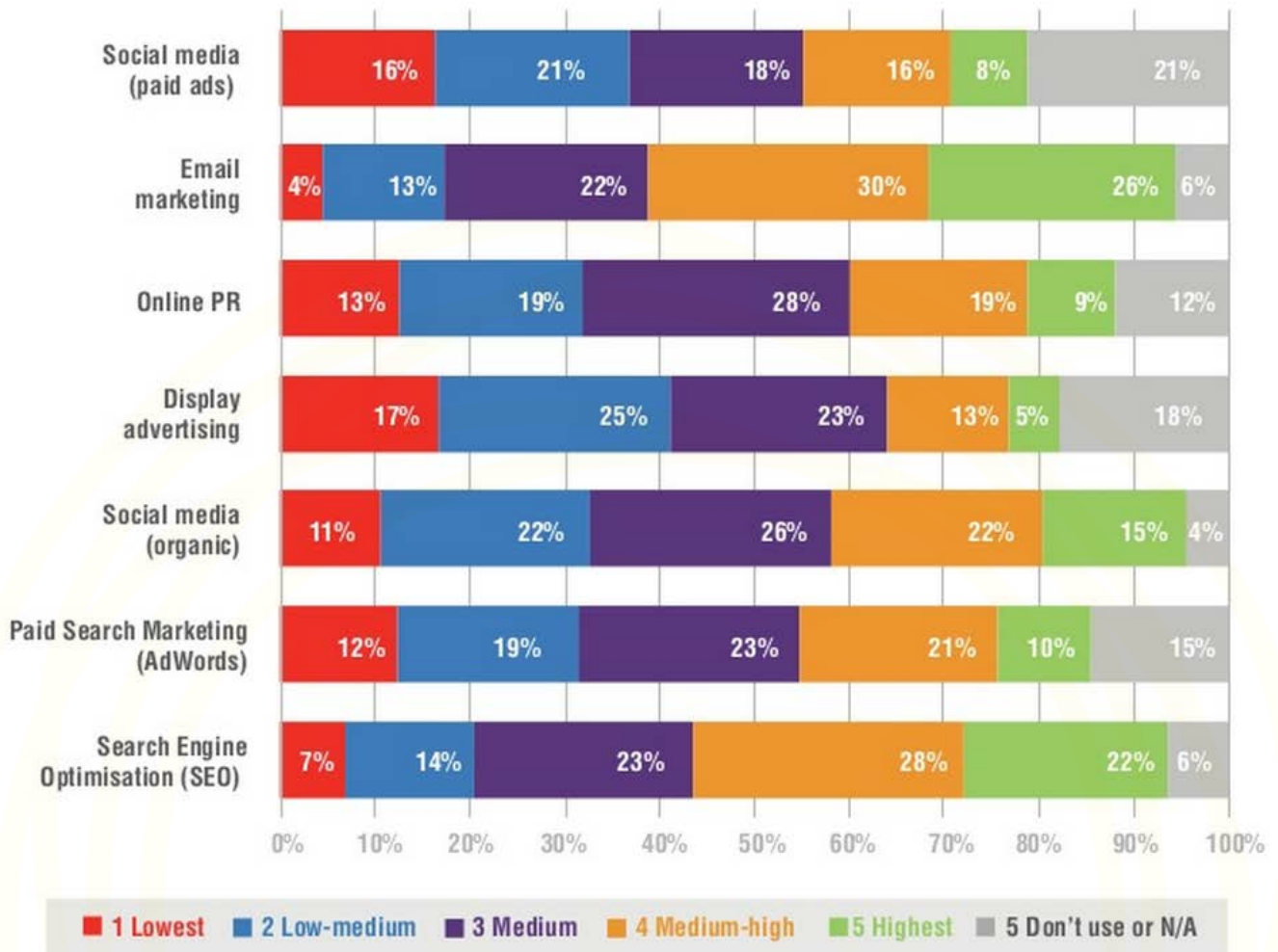


How YOUR brand can use influencers...

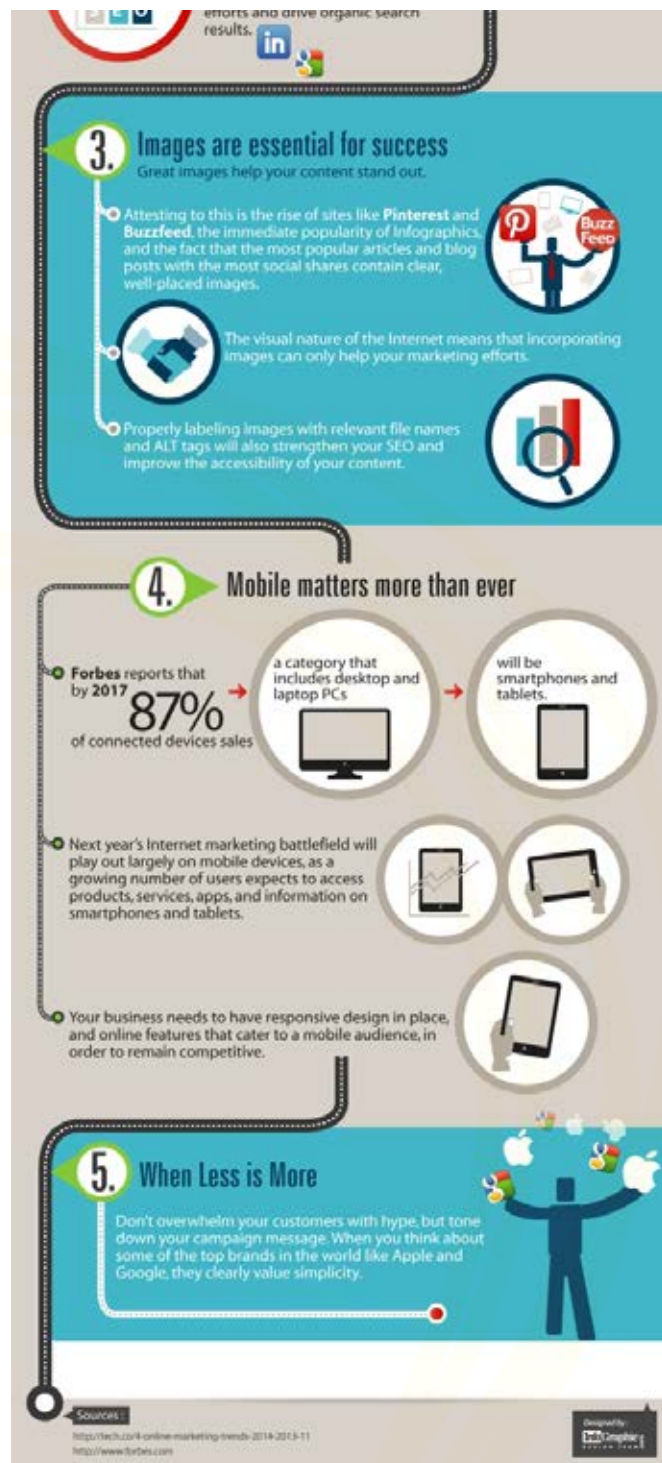
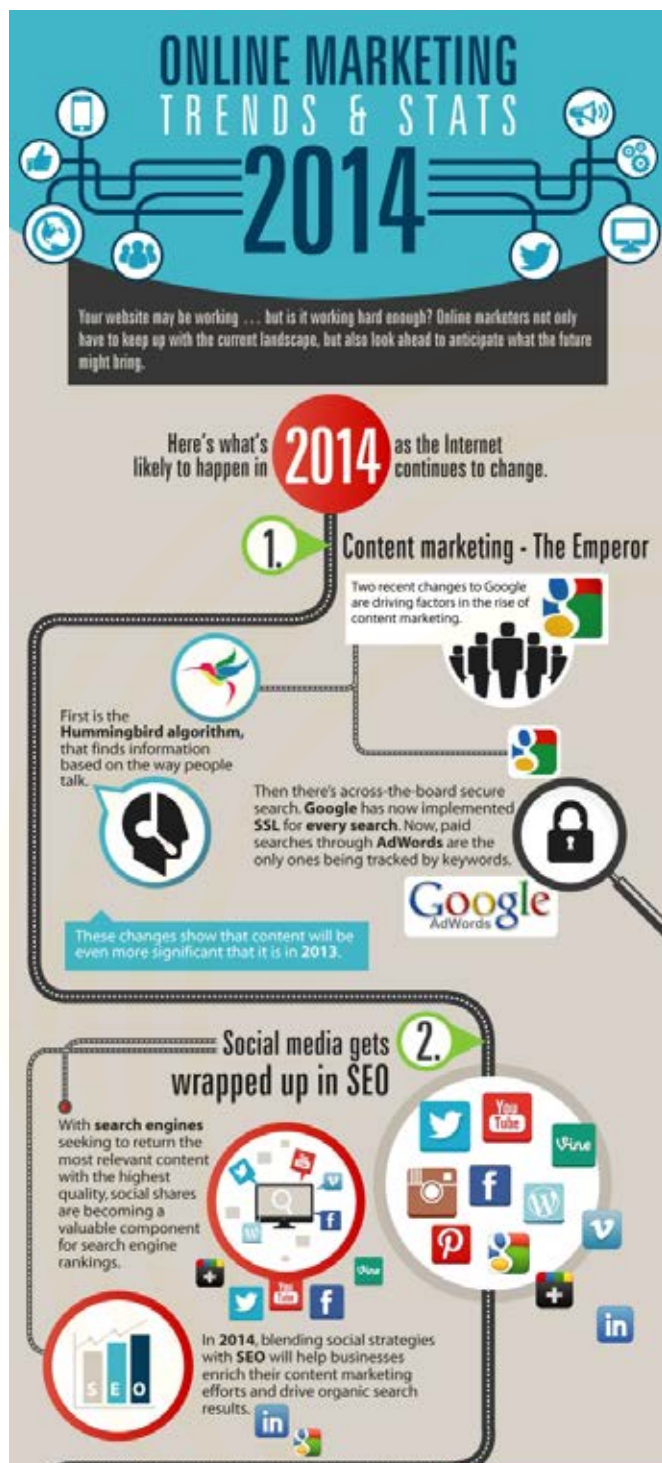


With Flying Point Digital managing everything from social media monitoring to social content creation, you can rest assured that your brand has an effective retail and e-commerce social strategy in place, and effective influencers to help grow your audience.

Channel cost effectiveness in 2015







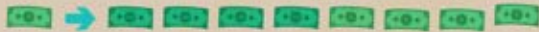
30 DIGITAL MARKETING STATISTICS YOU SHOULDN'T MISS

EMAILS

Email opens on smartphones and tablets have raised **80%** over the last six months



Average return on email marketing investment: **\$44.25** for every dollar spent



85% of people would rather provide an email for an ebook vs paying with a tweet



BLOGS & POSTS

BLOGS

Blog give sites more indexed pages and more indexed links

Indexed links **97% more**

Indexed pages **367% more**

Blogs are **63%** more likely to influence purchase decisions than magazines



Companies that blog **15%** or more times per month get **5x more traffic** than companies that don't blog



LIST POSTS

List posts get **200%** more links than normal posts



List posts with images get **332%** more links than normal posts



List posts with images and videos get **547%** more links than normal posts



POSTS

The average content length for a web page that ranks in the top 10 results for any keyword on Google has **at least 2000 words**



If a post is greater than 1500 words on average it receives **68.1%** more tweets and **22.6%** more Facebook likes than a post that is under 1500 words



Posts with a title length between **10 to 18 words** are on average more linked to than those with less or more



Articles with images get **94%** more views than those without



Publishers who use infographics grow in traffic an average of **12%** more than those who don't



Companies see a **55%** increase in leads from increasing pages from 10 to 15



VIDEOS

Using videos on landing pages can increase conversions by **86%**



Videos get **267%** more links than normal posts



58% of your audience will stop watching a video within the first 90 seconds



Video keeps prospect customers on site up to **2 minutes** longer



20% of people will read text while **80%** of people will watch a video with the same exact content



Viewers retain **58%** of what they see but only 10% of what they read



Websites with videos are **50 times** more likely to be ranked on Google's first page



A consumer who views a product video is up to **144%** more likely to add that product to his cart than a consumer who watches no video



ONLINE SHOPPING

67% of consumers say that quality of a product image is very important in selecting and purchasing the product



Consumers who receive email marketing spends **83%** more when shopping



Consumers who receive email marketing make orders **44%** larger



Consumers who receive email marketing order **28%** more often



Personalized emails improve click-through rates by **14%** and conversion rates by **10%**



Average buyer consults **11 consumer reviews** on the path to purchase



The average click through rate from banner advertising is **2.1%**





DIGITAL MARKETING TRENDS 2015



MOBILE OPTIMIZATION



Responsive Websites will be more critical in 2015

Mobile optimization is expected to take a big leap in 2015. Mobile-specific content will be created for mobile phones which incorporates the rules of: Responsive Web Design & Advertisement



SOCIAL MEDIA MARKETING

Social Media Marketing will be recognized as one of the pillars of marketing. In 2015, it is expected to be used as a solid and effective distribution platform



"Highly
stressing

88%

of marketers



CONTENT MARKETING

Content Marketing is said to make an even greater impact in 2015. Money from PPC, SEO and social media will be allocated to content



93%

of B2B marketers used Content Marketing in 2014

42%

said they considered their Content Marketing strategy effective

90%

of organizations market using content



SOCIAL PAYMENTS

Small businesses will highly benefit from a 'one click payment' option from social media websites. Apps such as Twitter allow businesses to sell their products instantly and directly on the user's newsfeed without leaving the

" Highly stressing on B2C interaction "

88%
of marketers will use LinkedIn as a solid B2B marketing platform

42% of marketers plan to increase using Instagram this year



Instagram has over
200
Million Users

The app will be essential to businesses as the preferred image-sharing platform

@ REPURPOSE EMAIL MARKETING

It is expected that content from emails will be repurposed and will now be featured as friendly downloadable PDFs, eBooks and Whitepapers



Twitter allow businesses to sell their products instantly and directly on the user's newsfeed without leaving the app

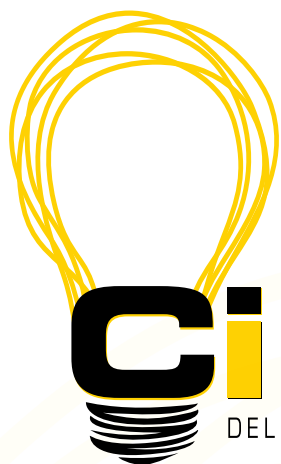


{ } REINVENT NATIVE ADVERTISING

Native Advertising will be reinvented. It will shift from being solely promotional content to more relevant content



Native advertising will gain more importance



ci CORP

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