

ADSENE

THE NETWORK
COMMUNICATION GROUP

**WE OBSERVE.
WE REBUILD.
WE COME BACK
STRONGER.**

First, I would like to extend my salutations to all of you who lived through the Beirut explosion on August 4th. I hope you and your families and loved ones are safe and sound. Having witnessed this horrific explosion at the port, our heartfelt sympathies go out to the victims and their families. We mourn each loss from this terrible tragedy alongside the Lebanese people. It is very important, during these hard times, to stay hopeful about the future. August 4th was probably the hardest day in Lebanese history, but it was August 5th that set the tone as to what our future will be. Hours after the third biggest explosion in human history, people from all around Lebanon were on the streets, cleaning, helping others out, looking for survivors. We owe it to the people of our country, and to these selfless volunteers to stay hopeful and positive and support such efforts in every way possible. Our colleagues expressed their solidarity with the suffering of the Lebanese people and helped where possible, and that gives us another push to keep going, to rise above difficulties as big as they may seem. We would like to also extend our thanks to our clients for their continuous support through thick and thin. Our partnership makes us stronger. We believe in a better tomorrow, one in which people do not lose their loved ones in a matter of seconds, one in which humans live in solidarity and the world has no place for hate, one in which Lebanon is the beacon of hope, culture, and prosperity, one in which Beirut is rebuilt.

Roger Sahyoun



CLÉVIE

Clévie, the ultimate beauty brand from Nahdi reveals the secret to taking care of your skin. Whether your skin is oily or dry, Clévie offers you the best solutions for timeless beauty.

HERSHEY'S

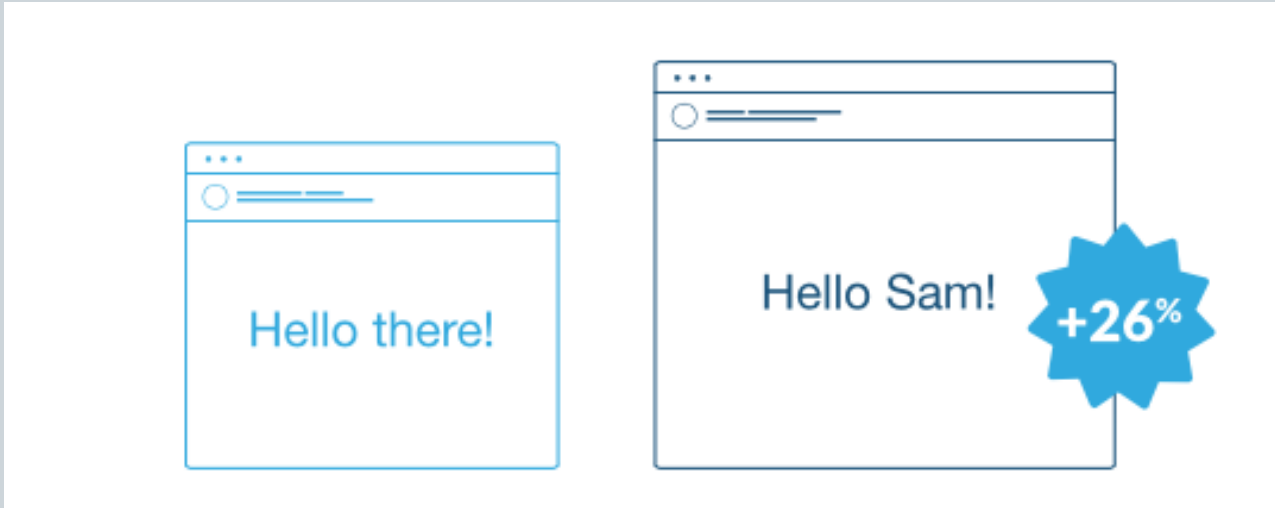
On the occasion of Eid Al Adha, we have sent Hershey's Filled Kissed to influencers in UAE & KSA to celebrate the Eid virtually with them.



DIGITAL MARKETING TRENDS

LESS EMAIL, MORE I-MAIL

Email continues to be a major channel of communication used for many purposes. It comes as no surprise that email marketing is evolving, as generic marketing emails aren't as effective as they once were. It is now a combination of automation, and more importantly, personalization. When you can trigger your email marketing to something specific, such as a user browsing a particular product, and then follow up with a promotional price or demo video in a personalized email, it can be very effective. Email is often the final trigger to motivate an action, especially when combined with your remarketing techniques.



TO SPEAK OR NOT TO SPEAK!

Thanks to Siri, Google, Alexa, and a host of other 'smart' devices, verbal interaction with devices is on the rise. People prefer to talk, and machines are finally catching up to that. However, this presents some interesting challenges. Conducting a voice search, is very different from typing a query, particularly in the results. When someone asks a device to conduct a search and the device replies verbally, it frequently supplies just one choice. Adopting a voice search strategy is about creating a unique, optimized customer experience that will foster relationships and build brand loyalty. Marketers targeting voice search users should remember to write in a conversational tone, using keywords that people speak rather than type. Doing this will help get the coveted position zero or featured snippets on Google.



IT'S ALL ABOUT THE MONEY!

Social messaging apps aren't just for staying in touch with friends and family. Businesses in all industries have taken a significant interest in apps like Facebook Messenger and WhatsApp in recent times. While traditional channels like email and social media are far from dead, there's no denying that people are more active on instant messaging apps. In the next 5-7 years, messenger marketing is expected to be the number one marketing channel in the world. Therefore, it's a logical step for brands to start connecting with people on these platforms. Marketing through Facebook Messenger generates 10 to 80 times more engagement than organic posts on the Facebook News Feed. Messaging apps allow companies to reach a broad audience via short, personalized texts. 63% of online consumers are more likely to return to a company website if it has a live chat option. In 2020, you can expect to see much more marketing in messaging apps.



SOCIAL MEDIA NEWS

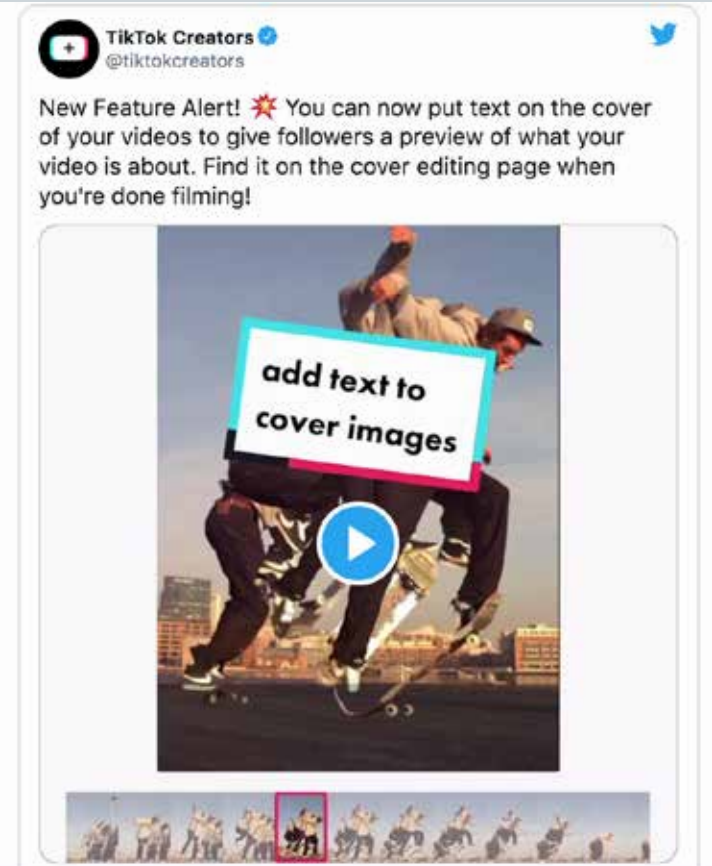
INSTAGRAM UPGRADE IS TOO REEL!

Instagram announced Reels: a new way to create and discover short, entertaining videos on Instagram. Reels invites you to create fun videos to share with your friends or anyone on Instagram. You can record and edit 15-second multi-clip videos with audio, effects, and new creative tools, share reels with your followers on Feed, and, if you have a public account, make them available to the wider Instagram community through a new space in Explore. Reels in Explore offers anyone the chance to become a creator on Instagram and reach new audiences on a global stage.



TikText!

Now, when you tap on the 'Select Cover' option as you upload your TikTok clip, which is the frame that users will see on your profile and in discovery feeds, you'll also be able to add custom text, in various styles, specifically for your cover image. That could be another way to draw viewers to your posts, with simple explainers as to what your video is about.

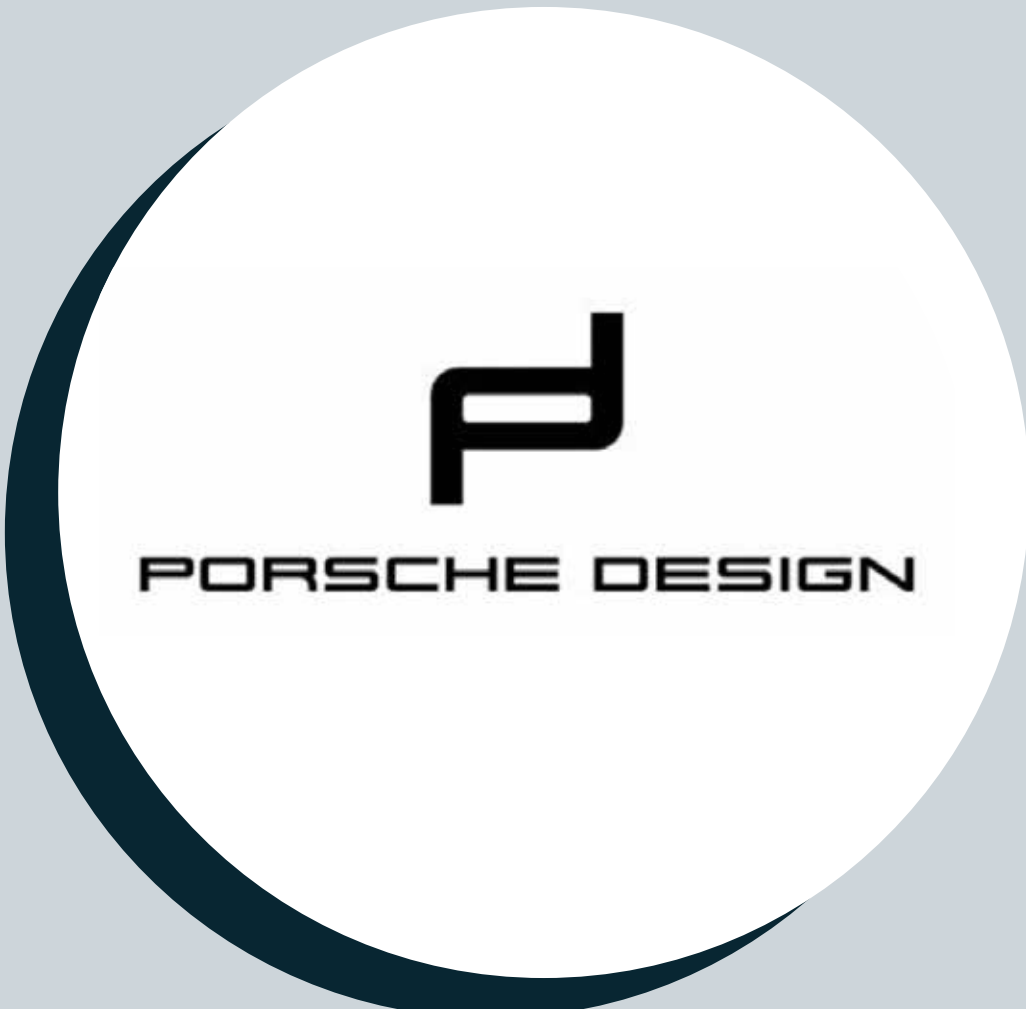


YOU DON'T NEED FB MESSENGER TO USE FB MESSENGER!

Facebook has launched a new update for its Messenger chat plug-in for websites, which enables businesses to prompt direct message conversations with visitors to their site via a pop-up chat window. Facebook has updated the design and format of the plug-in, and made it easier to integrate into your website code. But the biggest change is that website visitors will now be able to start a Messenger conversation with your business, from your website, without having to log on to Messenger to do so.



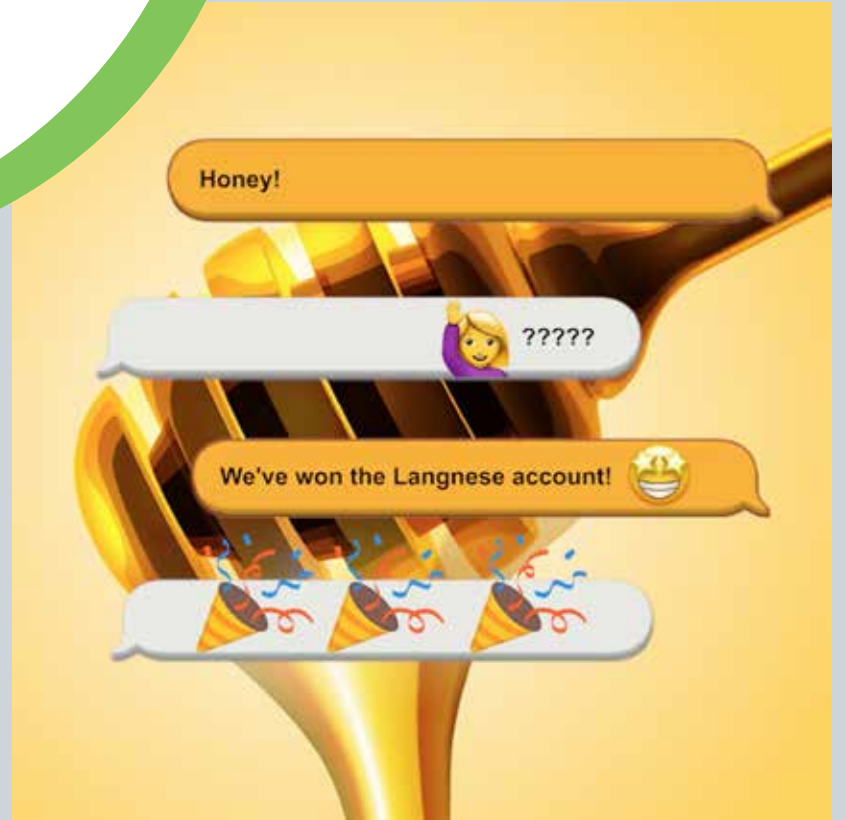
AGA ADK



EQUATION



WETPAINT



MEET RITIKA



RITIKA DUDEJA

Meet @Ritika Dudeja Equation's Senior Biddable Executive. Having been with the group since 2019. She is an enthusiastic individual who is motivated and driven to help the brands grow and create innovative digital approaches for them in order to reach their goals effectively and efficiently. Hence, her job involves working on an array of verticals ranging from Digital Strategy to execution of the campaigns on varied digital platforms and eventually giving recommendations to the clients. She praises Equation Media for helping her grow professionally by giving her free reign but also helping her in realizing her full potential professionally and personally. Besides being a full time Digital Marketer, she is also a full time pet lover. Her weekends mostly involve volunteering at the local shelters in Dubai. One of the quotes that speak dearly to her "Tell me and I forget. Teach me and I remember. Involve me and I learn." -Benjamin Franklin

BIRTHDAYS



ROMY & HAMZA'S BIRTHDAY



MAYA'S BIRTHDAY

EVENTS



PIZZA PARTY



TEAM

