

momentum

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Monthly Bulletin

**TRENDING
NEWS TODAY**



**EDU DRIVE,
THE LARGEST
EDUCATION FAIR
IN QATAR IS
STARTING SOON**

**3 KEYS
OF ONLINE
ADVERTISEMENT**

THIS IS DIGITAL ERA AND TIME TO ENHANCE YOUR BUSINESS ONLINE

In this world, we can't deny the impacts of social media channels and the growth of digital technology. This era brings an easy way to communicate with your customers through implementing the right digital marketing plan to grow online.

It is clear that if you are planning to expand your business and build your brand identity, choosing a digital marketing plan comes first place.

One of the most significant advantages of digital technology is that it allows businesses to reach a global audience quickly and efficiently. With the rise of social media platforms like Facebook, Instagram, and Twitter, businesses can now connect with customers from around the world with just a few clicks.

These platforms create a huge opportunity for each brand to create a strong presence in the industry and it leads to increased revenues.

Digital technology has also made it easier for businesses to streamline their operations and improve their efficiency. Various digital marketing tools including email marketing and search engine optimization (SEO) allow businesses to target their marketing efforts more effectively, reducing wastage and increasing the return on investment.

Possessing well-organized social media accounts assist in crafting a brand identity and trust.

Websites are an inevitable part of your digital growth. It makes the customers get an absolute idea about your business, products & services. With the help of social media accounts, you can easily communicate with your customers.

Keeping up to date with digital marketing tools can lead your way to success.

Our well-experienced professional team is here to assist you with the perfect plans to improve your presence in the digital marketing area.

We introduce you to technologies and trends that emerge every day and keep your brand relevant.

The digital era presents great opportunities for businesses of all sizes. By joining hands with us, you can enhance your reputation, reach new customers, and stay ahead of the competition in the daily growing digital marketing field.



MOMENTUM DIGEST PUBLISHING

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EDU DRIVE, THE LARGEST EDUCATION FAIR IN QATAR IS STARTING SOON



05

3 Keys of Online Advertisement

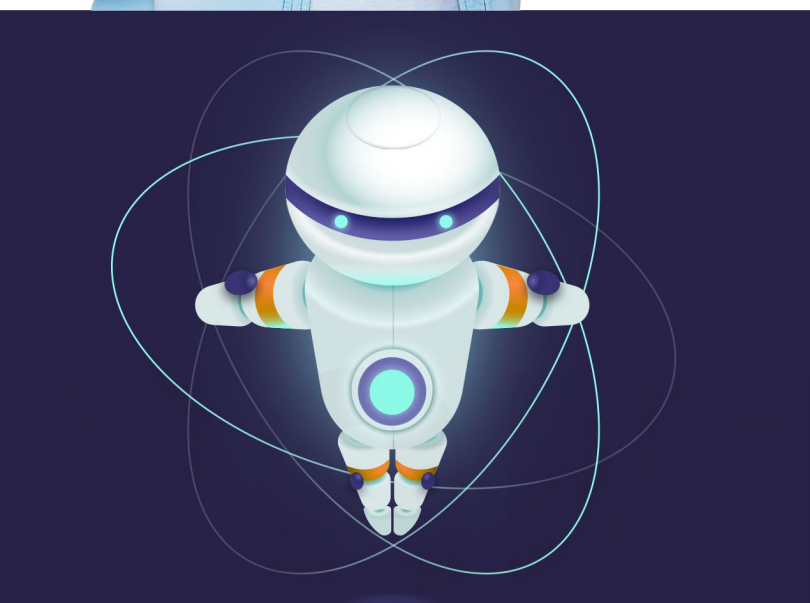
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Viral News

Check out the talk on social media






EDU DRIVE

EDU DRIVE, THE LARGEST EDUCATION FAIR IN QATAR IS STARTING SOON

Qatar: To introduce the greatest career options for students who completed Plustwo and Under Graduation, Edu Drive, an initiative by Momentum Media is starting soon in MES Central School, Doha, Qatar.

These three days long education fair will start from 25th May to 27th May.

Incorporating leading universities, Colleges, and Schools internationally, the fair aims to provide each student with the best career and higher study choices in the field of science, technology, engineering, arts, and mathematics.

Various sessions included in the program will be handled by experts in the field.

“We focus on gifting every student a bright future by extending immense opportunities for them. This Education Fair can be a tremendous option for students who plan to build an unmatched career” says Mr. Saif Valanchery, founder of Momentum Media & Organizer of Edu Drive.

Qatar is going to witness one of the biggest Education Fair and it opens the way for opportunities for students.

3 KEYS OF ONLINE ADVERTISEMENT

Making a company digitally grow means they are building its brand recognition, trust, and revenue. To make this possible, there are three major keys to take care of.

Make Your Brand Familiar

The industry demands attention and to earn your customer's looks for your company, making the brand name plays a key role. You can achieve it by using the possibility of implementing a dedicated digital marketing strategy.

Focus on the Target

Then maintain a normal social media account, concentrate on the service or products your company extends and focus on the target to make customers active on your page.

Know your audience and make your website & social media handles simply comprehensive.

Check on the Engagement Rate

Checking the engagement rates of accounts can give you a clear idea about where you have to boost your promotion. With this step, you can easily track customer interests and make them engaged with the right content. It helps in creating direct communication channels with the audience.

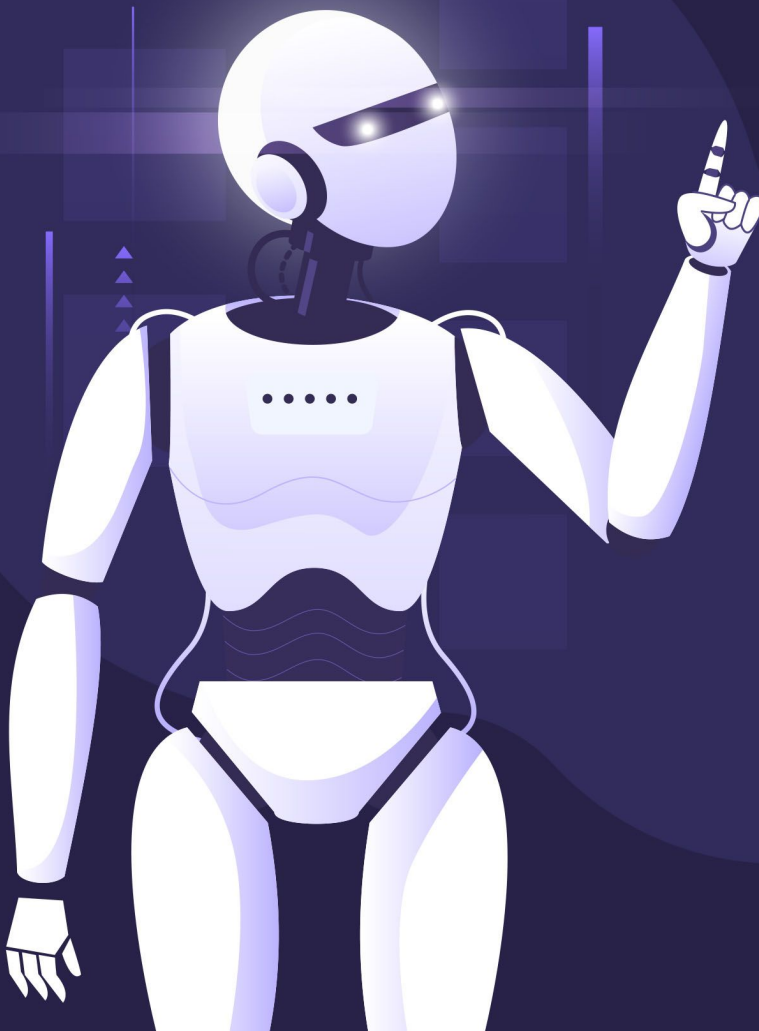


The Impact of Artificial Intelligence On Social Media

Artificial intelligence (AI) has had a significant impact on social media in recent years. Here are some ways in which AI has affected social media:

Personalized content: Social media platforms use AI algorithms to analyze user behavior, preferences, and interests to provide personalized content. This means that users are more likely to see content that is relevant to them, which enhances their user experience.

Targeted advertising: AI algorithms are also used to analyze user data to provide targeted advertising. This means that businesses can reach their target audience more effectively, and users are more likely to see ads that are relevant to them.



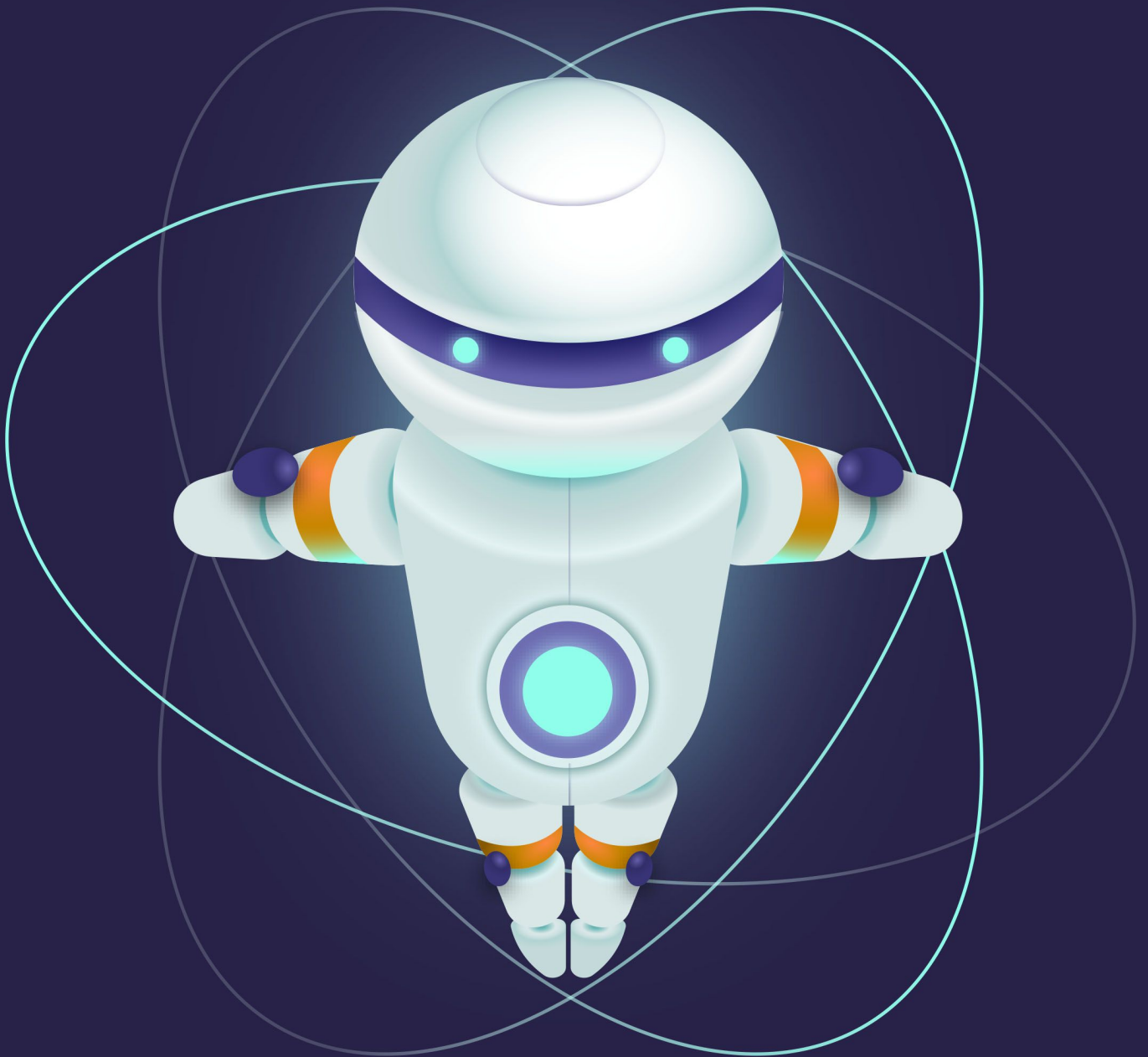
AI

Content moderation: AI is used for content moderation on social media platforms. AI algorithms can detect and remove inappropriate or harmful content, such as hate speech, bullying, and violence. This helps to create a safer and more positive environment for users.

Fake news detection: AI algorithms are used to identify fake news and misinformation on social media platforms. This is important because fake news can have a significant impact on public opinion and can even influence elections.

Chatbots: Chatbots powered by AI are used by businesses to provide customer service and support on social media platforms. This means that users can get help quickly and easily, which enhances their user experience.

Overall, AI has revolutionized the way social media operates and has greatly enhanced the user experience. However, there are also concerns about the impact of AI on privacy and the potential for AI to be used for malicious purposes.





EDU DRIVE 2023



INDIA | QATAR | UAE | KSA | OMAN



"A VISION FOR
THE FUTURE"

INAUGURAL MOMENTS



VIRAL NEWS



Elon Musk Announces that He's Hired a New CEO to Replace Him at Twitter as it is a Big Job



Meta Begins Testing Generative AI Elements for Facebook and Instagram Ads



**GET READY TO BE
A PART OF QATAR'S
LARGEST EDU FEST**



DOPA
NEET Coaching
Presents

EDU DRIVE

Organized by **momentum medio**
Powerd By **Reigate Builders (P) Ltd**

In Association with
JGI JAIN **pt** **@lert** **BRITISH COUNCIL IELTS**

MAY 25th 2023
Thursday
Time: 5:00 PM to 9:00 PM

MAY 26th 2023
Friday
Time: 3:00 PM to 9:00 PM

MAY 27th 2023
Saturday
Time: 10:00 AM to 9:00 PM

Venue: MES Indian School Doha, Qatar

FREE ENTRY

**Educational
Fest
2023**

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& RAISE YOUR FUTURE!**

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SPEAKERS

<p>25-MAY-2023 Thursday 07.30 PM</p>  <p>Dr. SALEEL HASSAN PRINCIPAL IN CHARGE SIS CAREER PLANNING</p>	<p>26-MAY-2023 Friday 05.00 PM</p>  <p>FIROZ PT COLUMNIST & TRAINER, CIGI DOHA WHAT AFTER +2</p>	<p>26-MAY-2023 Friday 07.00 PM</p>  <p>Dr. JAZEEM KOORANKOT LICENSED CLINICAL PSYCHOLOGIST & SOLUTION FOCUSED THERAPIST 5 KEY STRATEGIES TO BUILD YOUR DESIRED FUTURE.</p>
<p>27-MAY-2023 Saturday 10.00AM</p>  <p>HENNA LULU M.S CURRICULUM COORDINATOR, QISH INTELLIGENCE CHALLENGE</p>	<p>27-MAY-2023 Saturday 05.00 PM</p>  <p>FAIZAL AK TRAINER, CIGI DOHA STUDY OPTION IN QATAR AFTER +2</p>	<p>27-MAY-2023 Saturday 06.30 PM</p>  <p>Ad. Issuddin K K VICE CHAIRMAN & TRAINER, CIGI DOHA CAREER Q&A</p>

YENENOYA MEDICAL COLLEGE	COACH INDIA ACADEMY THRISSUR MEDICAL & IIT COACHING EXPERTS FAST FORT JUNCTION, THRISSUR	Aptech COMPUTER EDUCATION Unlock your potential	GLINKS FUTURE SIMPLIFIED	LSC Malta	SETHU INSTITUTE OF TECHNOLOGY	iQuery AUSTRALIA & NEW ZEALAND				
HINDUSTAN COLLEGE OF PHARMACY	A.P.U ASIA PACIFIC UNIVERSITY OF TECHNOLOGY & INNOVATION	Learntech STUDY www.learn2ready.com	Wanayab MYMENTOR HOPE INSIDE	VISAT GROUP OF INSTITUTIONS www.visat.in	FIITJEE INTERNATIONAL EDUCATION CENTER	QISH QATAR INSTITUTE FOR SPEECH AND HEARING				
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986 Malayalam	GULF TIMES	MEDIA GURU PRO	Ragam Library Doha, Qatar	RAG HOLIDAYS MIDDLE EAST/AFRICA	HELPLINE GROUP Helping Businesses...	KERALA ENTREPRENEURS CLUB	POST IT GOOD	GOODWILL CARGO	ALFALAH OPTICS	MAPS & VOGS