

# momentum

▶ digest

Top 3 Trends  
Redefining  
Digital

Trending  
News

Which tools  
do people  
use the most

MOMENTUM  
MEDIA 'S NEW  
WORKING HUB







# MOMENTUM MEDIA OPENS A NEW CHAPTER IN QATAR

Momentum Media's expansion into Qatar marks a significant milestone for the company, signaling its commitment to enhancing its global footprint in the digital marketing industry. With the launch of its new office in Qatar, Momentum Media brings its expertise in digital marketing, social media management, SEO services, and customized gifts to the heart of Doha. This strategic move not only strengthens Momentum Media's presence in the Middle East but also underscores its dedication to providing cutting-edge digital solutions to clients in the region.

Situated in the bustling district of Najma in Doha, Momentum Media's new office at Markaz Almana, 1st floor, Office no. 104, offers a convenient and accessible location for clients seeking innovative marketing solutions. The company's expansion into Qatar opens up exciting opportunities for local businesses to leverage Momentum Media's comprehensive suite of services to enhance their online presence, drive engagement, and achieve their marketing objectives effectively. As Qatar continues to witness rapid digital transformation, Momentum Media's presence promises to be a catalyst for driving innovation and growth in the country's digital marketing landscape.

With its launch in Qatar, Momentum Media reaffirms its position as a leading provider of digital marketing solutions, catering to the evolving needs of businesses in Qatar and beyond. As the company embarks on this new chapter of growth, it remains dedicated to delivering exceptional results-driven strategies and unparalleled customer service to empower businesses to thrive in an increasingly competitive digital ecosystem.



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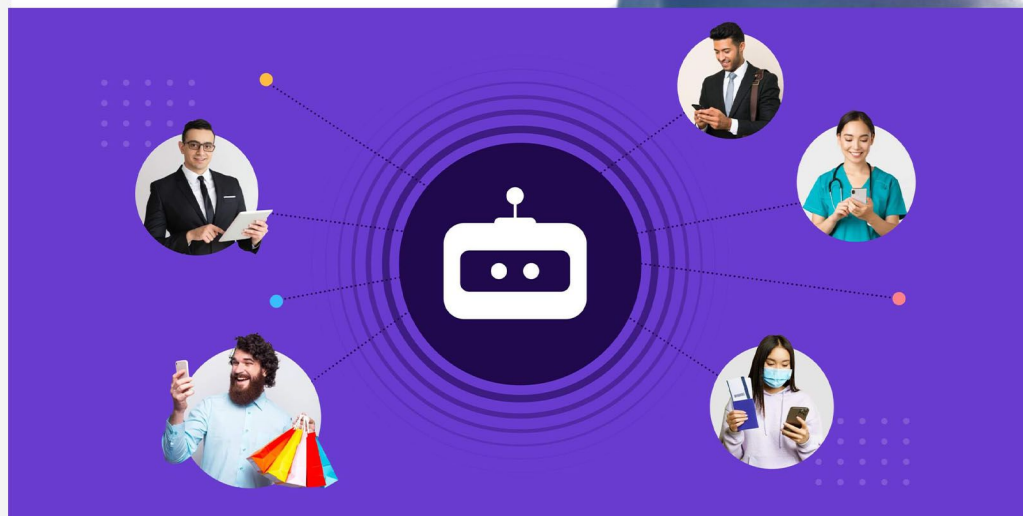
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## TOP 3 TRENDS REDEFINING DIGITAL WORLD



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## WHICH TOOLS DO PEOPLE USE THE MOST

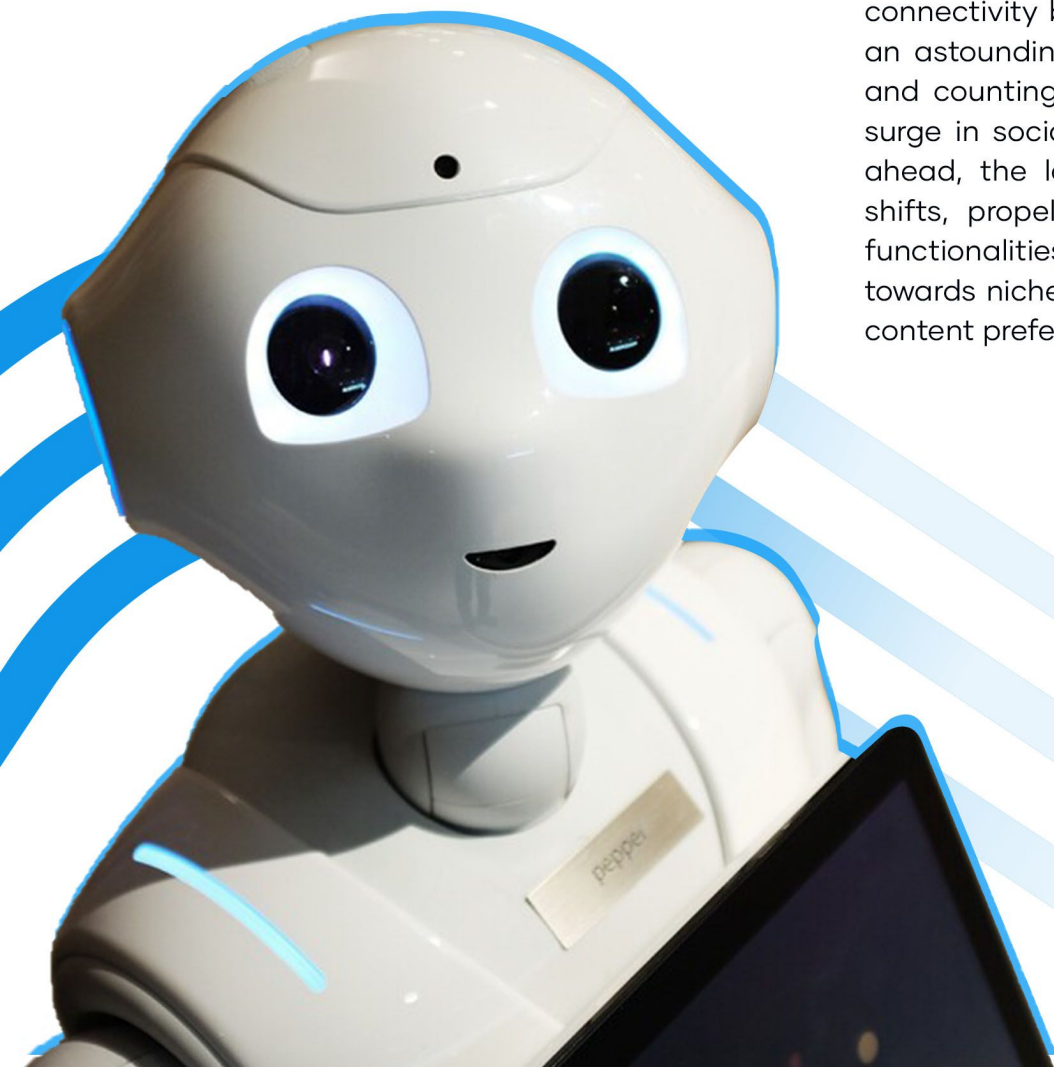
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## MOMENTUM MEDIA 'S NEW WORKING HUB



# TOP 3 TRENDS REDEFINING DIGITAL WORLD

In an era where social media transcends borders and boundaries, the pulse of digital connectivity beats stronger than ever, with an astounding 4.95 billion users worldwide and counting. Anticipating an exponential surge in social media activity in the years ahead, the landscape undergoes seismic shifts, propelled by the integration of AI functionalities and the migration of users towards niche platforms tailored to specific content preferences.



# AI EMPOWERMENT

With over 80% of marketers reaping the benefits of AI-driven tools to streamline workflows, the paradigm shift towards delegating social media tasks to artificial intelligence heralds a new era of efficiency. As AI adoption skyrockets, a staggering 103% increase in the utilization of AI for text revision underscores its pivotal role in reshaping content creation strategies. Notably, the integration of AI extends to caption generation, with more than 40% of social media marketers leveraging its capabilities to craft compelling narratives.



# AUTHENTICITY REIGNS SUPREME

Amidst the digital cacophony, authenticity emerges as the cornerstone of social media success, eclipsing the allure of meticulously curated content. Real-time engagement and relatable posts resonate with audiences weary of contrived narratives, setting the stage for a paradigm shift towards genuine connections. As authenticity becomes non-negotiable, brands navigate towards fostering genuine interactions that foster trust and loyalty.







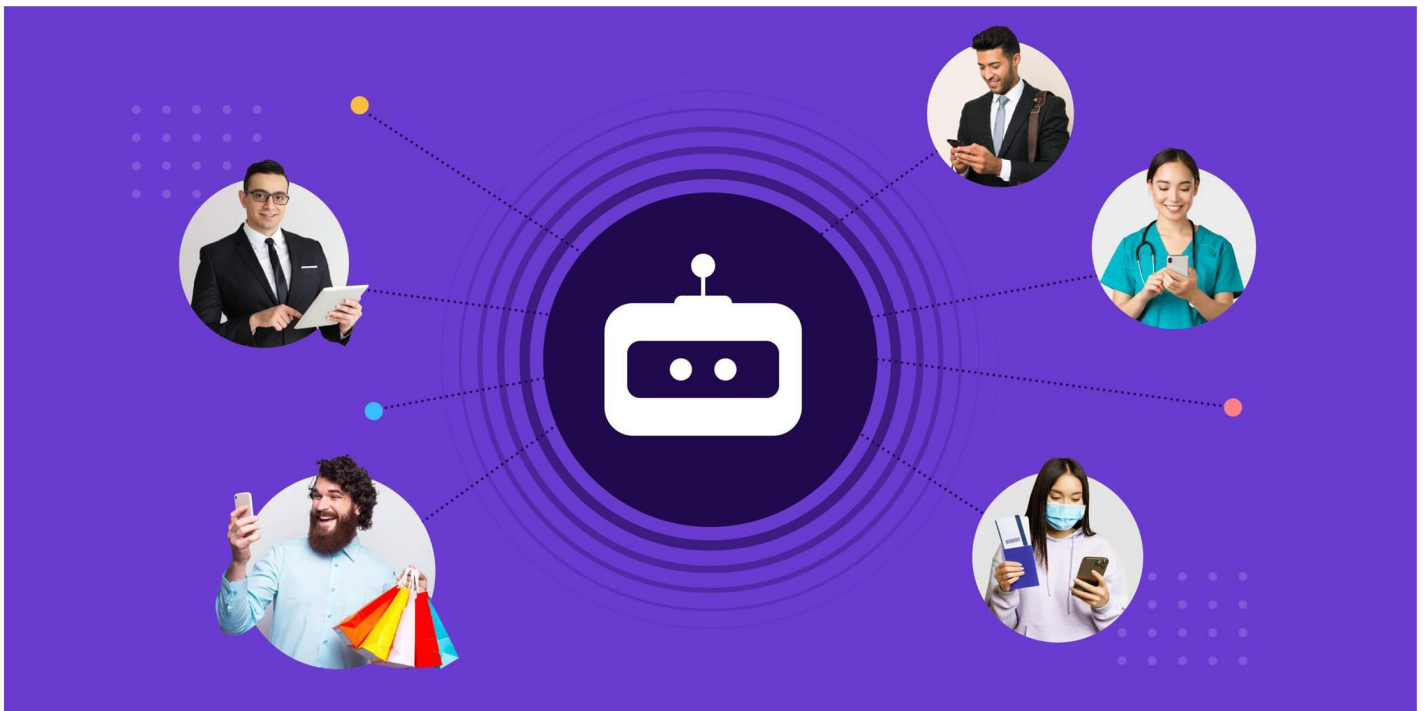
# SHORT-FORM VIDEO DOMINANCE

As attention spans dwindle, the ascendancy of short-form video content emerges as a potent force reshaping digital engagement. Fueled by platforms like TikTok boasting 1.4 billion monthly active users and Instagram's introduction of Reels, the allure of bite-sized content captivates audiences across demographics. With influencers leveraging short videos to amplify brand narratives, the convergence of microcontent and influencer marketing emerges as a formidable strategy to captivate audiences and drive brand resonance.

Amidst the evolving social media landscape, brands stand at the precipice of innovation, poised to harness the transformative power of AI, authenticity, and short-form video to forge meaningful connections in the digital realm. As the trajectory of digital engagement unfolds, embracing these trends emerges as imperative, propelling brands toward unparalleled growth and resonance in an ever-evolving digital ecosystem.

# WHICH TOOLS DO PEOPLE USE THE MOST

## 1-Rise in Chatbot Adoption



The utilization of chatbots has witnessed a notable surge in recent years, attributed to a growing preference for online research and a reluctance to engage in in-person transactions. This upward trend in chatbot usage is not solely driven by increased demand but also by significant advancements in their realism and functionality. Innovations in artificial intelligence (AI), machine learning (ML), natural language processing (NLP), and

customer sentiment analysis have collectively contributed to enhancing chatbots' ability to interact in a manner akin to human conversation. Consequently, businesses are optimizing their customer service offerings, delivering enhanced experiences without substantial additional investments.



## 2- Emergence of Conversational Commerce



Hello Rhea, your order is out for delivery and will reach you before 9 pm. Your delivery agent is Hussain and his contact number is [+65 1234 4321](tel:+6512344321)

hey, thanks 🍷



In the realm of customer experience (CX), the value proposition of quality interactions is gaining prominence over mere cost considerations. As consumers increasingly prioritize exceptional experiences, conversational commerce emerges as a pivotal strategy for enhancing engagement and satisfaction levels. This approach, also known as conversational marketing or chat commerce, leverages communication platforms and messaging applications such as WhatsApp and Facebook Messenger to market products, engage with consumers, and provide support throughout the entire sales funnel.

## 3- Surge in Voice Search Usage

The advent of Generation Z, characterized by a predisposition towards non-typing input methods, has propelled the ascent of voice search functionalities. With a penchant for bypassing traditional keyboard interactions, this demographic cohort demonstrates a strong inclination towards voice-enabled search mechanisms. Leading voice assistants like Amazon's Alexa, Google Assistant, and Apple's Siri have seamlessly integrated into daily routines, reflecting the widespread adoption of voice-driven interactions as the preferred mode of information retrieval and task execution.



# MOMENTUM MEDIA'S NEW WORKING HUB

Momentum Media has marked a significant milestone with the inauguration of its new office space in the heart of Qatar, at Toyota Signal in Markaz Al Mana. It reflects both the success of past endeavors and the bright future that lies ahead. Momentum Media's business partnership with Kerala's number one channel, Asianet News, is a testament of its commitments to the company's goals.

The event, held on Feb 01, 2024, itself was a grand affair, with speeches, ribbon-cutting ceremonies, and tours of the new space. Momentum Media Partner, Mr. Hamad Salim and Executive Director, Mr. Saif Valanchery jointly supervised the operations.

It was attended by prominent figures in the field, including Asianet News Franchise Consultant Mr. Sheji Valiyakath, ICC President Mr. A.P. Manikandan, ICBF President Mr. Shanavas Bava, ISC General Secretary Mr. Nihad Ali, ICC Former President Mr. Baburajan. Notable Business figures such as Mr. Joppachan, Mr. Ziad Usman, Mr. Jayaprasad, Mr. Sabith Zahir, Mr. Varkey Boban, Mr. Kottukkal Hussain, Ms. Haritha Hussain, Ms. Shaini Kabir, Mr. Majid Ali, Mr. Muhammad Aslam, Mr. Jamsheer Hamsa, Mr. Nisar Ikra, Mr. Haris, Mr. Faisal Rasaq, Mr. Ali Hassan, Mr. Shaheen M.P, Mr. Haider Chungathara, Mr. Shabir and Mr. Hamsa Safar graced the occasion.

The event also celebrated the hard work and dedication of everyone involved. As we embark on this new chapter, the company's commitment to excellence, sustainability, and technology has been, once again, strongly engraved and restored. Here's to creating a workspace that inspires innovation and fosters creativity!







## Israeli PM Netanyahu publishes details of his plan for postwar Gaza

Israel will control security in a demilitarised Gaza Strip and play a role in civilian affairs after its war on Hamas ends, according to a plan Prime Minister Benjamin Netanyahu submitted to his Cabinet for approval. While lacking specifics, the plan marks the first time he has presented a formal postwar vision. Netanyahu's insistence on an open-ended Israeli role in running Gaza runs counter to key US proposals for a revitalised Palestinian autonomous government eventually governing both Gaza and the Israeli-occupied West Bank as a precursor to statehood.



Taliban authorities have stated that their participation in UN-convened talks on Afghanistan would not be beneficial unless certain conditions are met. These talks, set to start on Sunday in Qatar, aim to discuss coordinated international engagement with Afghanistan.



The Biden administration is preparing to send bombs and other weapons to Israel that would add to its military arsenal even as the U.S. pushes for a ceasefire in Gaza, the Wall Street Journal reported on Friday, citing current and former U.S. officials.