

momentum ▶ digest

Monthly Bulletin

Digital
marketing
Trends
in 2023

**'ELEPHANT
WHISPERERS'**
won Best
Documentary
Short on
Oscar 2023

Voyage Is
Crossing
Borders
Happily!



HOW POWERFUL SOCIAL MEDIA STRATEGIES ASSIST A BRAND IN GROWING CONSTANTLY

This era of digital marketing & updating technologies demands every business an accurate social media strategy to enhance branding and trust.

It assists in reaching potential customers and raising annual income. By promoting products & services timely, each company can touch the sky of victory.

It is important to stay out of the crowd to Mark a place in the industry. To make it possible, developing the right social media strategies to improve digital marketing is significant.

We are discussing some of the major ways to improve digital marketing with the help of perfect social media strategies in this editorial.

Primarily, every businesses need to identify their target audience to create personalized and relevant content.

A bunch of data offered by social media platforms like Facebook, Instagram, and Twitter can be used to create targeted and personalized content that resounds with the target audience.

Secondly, Various social media platforms demand different requirements for the content, such as image size, text length, video format, etc. Optimizing content ensures that it reaches the targeted audience.

As a final point, businesses need to engage with their audience on social media platforms.

These platforms let you engage with your audience in various ways including responding to comments, participating in discussions etc. By monitoring the feedback and comments, your business can come up with alternative solutions to improve.



**MOMENTUM DIGEST
PUBLISHING**

D-75, BIZCOSPACE,
Infra Futura Building,
Seaport Airport Road, Kakkanad,
Cochin-India 682 021

+91 9946 127 111
+91 9946 128 111
info@momentummedia.in

Publisher
Jazim Maliyakkal

Chief Editor
Saif Valanchery

Editor
Raiza Shajitha

Production Director
Roshni Madhusudhan

General Manager
Risal Babu C

Editor | Website
Ameen Ahsan F

Design & Layout
Galiya Sherin MC

Administrator
Shamla Abdulla

Creative team

Julais Ev

Navami R

Jasleen

Arshan

Aswin

04

VOYAGE IS CROSSING BORDERS HAPPILY

Voyage, the saga of trips starts with contentment

05

Highlights of Voyage 2023

06

3 major digital marketing trends in 2023

The marketing world is growing with opportunities

07

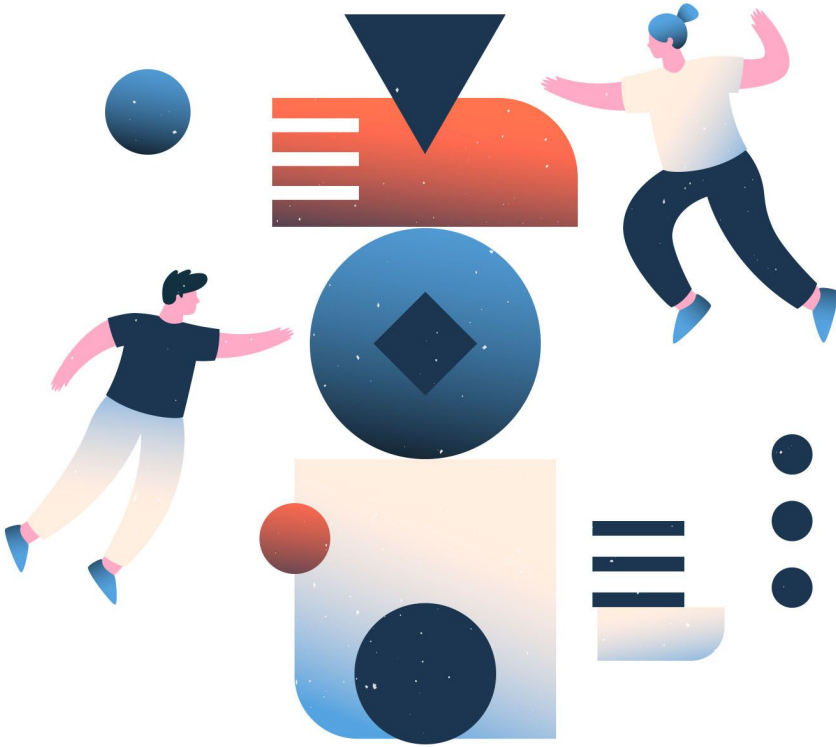
3 major graphic designing trends in 2023

The creative community bringing back those vintage tones

08

Viral News

Check out the talk on social media



VOYAGE

IS CROSSING BORDERS HAPPILY!

Qatar: Organized by Momentum Media Doha, Qatar 'Voyage, A journey through the salty veins of Arabia' was an astonishing event that a group of like-minded persons joined as a team to explore various parts of Arabia including Egypt, Jordan, and Saudi Arabia.

It was conducted on 25.02.'23 with a mission to know the world better and seek future opportunities.

The 5 days long journey was on MSC's luxurious cruise ship after they reached Cairo, Egypt. The package included food, entertainment, and a special package to visit each place.

Joined hands with Rag tours & travels, Qatar Airways Holidays, and Media One TV the program was a huge success with all their support.

"We envisioned expanding the opportunities of opening a different world of sceneries to everyone with an unforgettable journey through the red sea and it was a great success," Says Mr. Saif Valanchery Momentum Media Executive Director.



M
momentum[®]
media
CREATING YOUR DIGITAL WINGS
INDIA | QATAR | UAE | OMAN | KSA

VOYAGE
A Journey through the salty veins of arabia

Media Partner
MEDIA
one

Travel Partner
QATAR
AIRWAYS
HOLIDAYS

Powered By
RAG
TOURS AND TRAVELS



VOYAGE, THE STORY OF JOURNEYS & DREAMS

Organized by Momentum Media, Qatar, and a team of travel enthusiasts, 'Voyage, A journey through the salty veins of Arabia' was concluded successfully with a heart full of memories & blessed moments.

Team Voyage is planning to conduct more trips in the coming days that would take your heart away. Stay tuned for more exciting updates!





3 MAJOR DIGITAL MARKETING TRENDS IN 2023

A. PROGRAMMATIC ADVERTISING

The display space in the search engine on the website is accepted by using algorithms & machines in Programmatic advertising.

It lets the customer choose more options and buy more products. Acting as a tool to optimize their needs, programmatic advertising assists in increasing the purchase rate and demand for the products.

Switching to programmatic advertising from traditional methods like negotiations, proposals, etc. enhance customer flow & constant profit.

B. VISUAL SEARCH

Considering the top trends in digital marketing and online selling, visual search takes a major place in the list.

It brings the customer a next-level shopping experience and helps in saving shopping time.

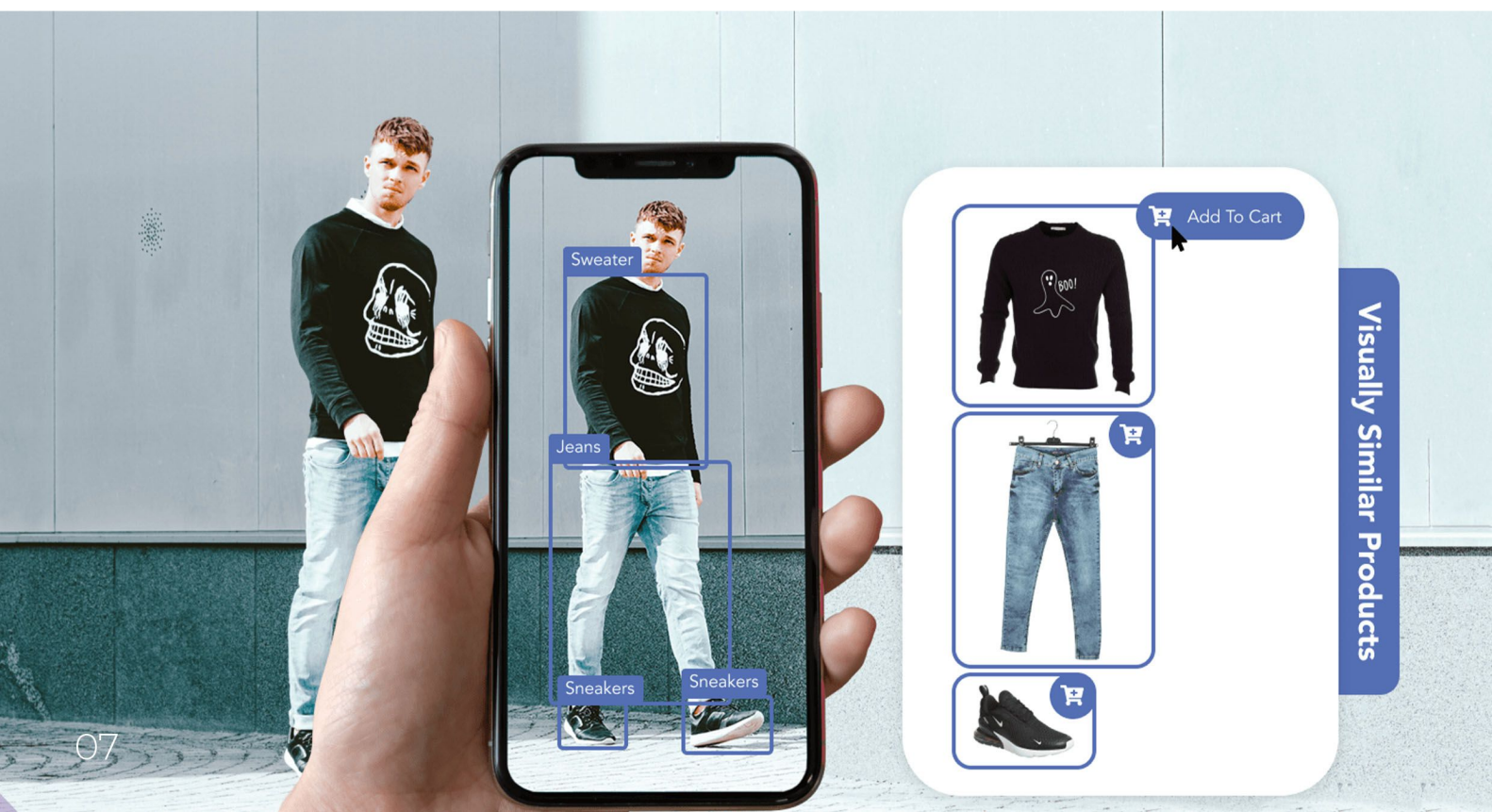
In visual search, users can upload a picture to search for similar products or customers can use their device to capture an image of the products and search for the same ones.



C. GEN Z MARKETING

Gen Z is not just about the future generation, but the current young generation.

They carry \$143 billion in purchasing power till now and using their skills to market brands can bring a visible change in the selling and earning profit.



GRAPHIC DESIGN TRENDS

A. RISOGRAPH

A printing technique introduced in the mid-'80s by the Riso Kagaku Corporation in Japan is now emerging as a trend in the graphic design field in 2023. It is now being reimagined for digital, abstract graphics and it brings a vintage tone.



B. RETRO LINE ART

Many designers are concentrating on minimal line art to develop illustrations that focus on light-hearted ads, humor & fun. It can be considered as recreating the nostalgic memory of vintage drawing with felt-tip markers and it is a design trend in 2023.



C. FOLK BOTANICAL

Patterns consider a significant point in designing, especially nature patterns. In 2023, the definition of nature patterns is changing into shaky doodles, rough textures, and incompatible coloring. This trend redefines familiar nature themes into surprising, whimsical drawings.



'Naatu Naatu' from RRR won Best Original Song, and 'The Elephant Whisperers' won Best Documentary Short on Oscar 2023

VIRAL NEWS



Kochi's Air quality drops & AQI crosses 200



The future scope of Digital Marketing in the Indian Internet business will be worth US\$160 billion by 2025

YOUR BUSINESS DESERVES THE BEST DIGITAL MARKETING SERVICE!



TEAM MOMENTUM MEDIA GOT YOU COVERED WITH

- Online Branding
- Website development
- SEO Services
- Social Media Marketing
- Online & offline campaigns
and more



M
momentum[™]
media
CREATING YOUR DIGITAL WINGS
INDIA | QATAR | UAE | KSA | OMAN

Enquire Now

📍 Doha - Qatar 📞 +974 3356 8111, +974 3365 8111

📍 Cochin, India 📞 +91 9846 126 111, +91 99461 28111

www.momentummedia.in