

# momentum

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**CONSISTENCY IN  
DIGITAL GROWTH**

**THE BEST  
SOCIAL MEDIA  
PLATFORMS FOR  
DIGITAL MARKETING**

**Understanding  
Demographics  
in Digital Journey**

**Introducing you to  
Pika LaBs**





رمضان كريم

# Ramadan Kareem to all from Team Momentum!

Wishing all our readers a blessed Ramadan! May this holy month bring you peace, reflection, and joy. From all of us at Team Momentum, we hope your days are filled with meaningful moments and spiritual renewal.

The excitement from the Asianet Qatar Business Excellence Award night still lingers with us! Collaborating with our business partner, Asianet News, and organizing the event was a remarkable experience. The energy and enthusiasm from that night continue to inspire us.



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# 04

## CONSISTENCY IN DIGITAL GROWTH

# 06

## THE BEST SOCIAL MEDIA PLATFORMS FOR DIGITAL MARKETING



# 09

## UNDERSTANDING DEMOGRAPHICS IN DIGITAL JOURNEY

# 10

## INTRODUCING YOU TO PIKA LABS

# 11

## TRENDING NEWS



# CONSISTENCY IN DIGITAL GROWTH

Consistency is a dynamic element crucial for digital growth. It requires a balanced approach of maintaining core brand elements while adapting to new trends and insights. Consistency in innovation—regularly updating products, services, and marketing strategies to align with current trends—ensures that businesses remain competitive and resonate with their audience.



## LONG-TERM STRATEGY AND PLANNING:

Consistency in digital growth is not just about regular activities but also aligns with long-term strategic planning. By setting clear objectives and consistently working towards them, businesses can achieve sustainable growth. This strategic approach involves regular assessments and adjustments to stay on course with the evolving digital landscape, ensuring that short-term actions contribute to long-term goals.

## BUILDING CUSTOMER TRUST AND LOYALTY:

Consistency fosters trust. When businesses consistently deliver on their promises, whether through product quality, customer service, or content value, they build trust with their audience. This trust is the foundation of customer loyalty, which is crucial for business sustainability. Loyal customers are more likely to return, make repeat purchases, and advocate for the brand, contributing to organic growth and a strong customer base.

## ENHANCING COMPETITIVE ADVANTAGE:

In a highly competitive digital environment, consistency can be a differentiator. By consistently offering high-quality experiences and content, businesses can stand out from their competitors. This differentiation helps in attracting and retaining customers, ultimately contributing to market share and competitive advantage.



# THE BEST 🥰 SOCIAL MEDIA PLATFORMS FOR DIGITAL MARKETING

When it comes to selecting the most effective social media advertising platform for booming business through digital marketing, understanding the unique vvv features and audience demographics of each platform is key. A multi-platform approach can be most effective, leveraging the strengths of each to engage with a broader audience and maximize the impact of digital marketing campaigns. Here's an extended look at the top platforms:



## Facebook

Boasting billions of active users globally, Facebook is a titan in the social media world. Its detailed targeting options, derived from extensive user data, allow businesses to pinpoint their ideal customers based on demographics, interests, behavior, and more. Facebook supports a variety of content formats, including text, images, videos, and live streams, making it a versatile choice for marketing campaigns. The platform also offers robust analytics tools, helping advertisers track performance and optimize their strategies in real-time.

## Instagram

A visual-centric platform, Instagram is renowned for its high user engagement. With a strong presence of younger demographics, it's an excellent venue for brands looking to tell their story through compelling imagery and videos. Features like Stories, Reels, and

IGTV provide multiple ways to engage with audiences creatively. Instagram also benefits from its integration with Facebook's advertising ecosystem, enabling cross-platform campaigns and analytics.

## Twitter

Twitter excels in real-time communication, making it perfect for topical content, customer service interactions, and timely updates. Its fast-paced nature and character limit encourage concise, impactful messaging. Twitter's hashtag system further enhances the visibility of promotional content, allowing businesses to tap into trending topics and events.





## LinkedIn

LinkedIn: Specializing in professional networking, LinkedIn is the preferred choice for B2B marketing. It connects businesses with professionals and decision-makers, facilitating targeted marketing efforts based on job titles, industries, and professional interests. LinkedIn's content tends to be more formal and business-oriented, including articles, company news, and professional insights.

## TikTok

This platform has rapidly gained traction, especially among Gen Z and younger Millennials, for its short-form video content. TikTok's algorithm promotes high user engagement and has the potential to make content go viral. Brands can leverage this by creating entertaining, creative, and relatable content that resonates with a younger audience.







# UNDERSTANDING DEMOGRAPHICS IN DIGITAL JOURNEY

Understanding demographics is crucial in digital growth, as it allows businesses and marketers to tailor their strategies to specific segments of the population. It can give businesses a competitive advantage. By identifying and targeting specific demographic groups that competitors are overlooking, a business can capture untapped market segments and differentiate itself in the marketplace.

Demographics provide valuable insights into the characteristics of different population segments, including age, gender, income, education level, and occupation. This information helps businesses tailor their marketing efforts to the preferences and needs of their target audience, leading to more effective and efficient marketing campaigns.

For businesses looking to expand globally, understanding the demographics of different regions or countries is essential. Cultural, economic, and social differences can significantly affect consumer behavior, and demographic analysis can guide businesses in adapting their strategies to international markets.



# INTRODUCING YOU TO PIKA LABS

Pika Labs, founded by Demi Guo and Chenlin Meng, launched three months ago, is an innovative AI text-to-video tool transforming text and image prompts into engaging videos. This versatile platform enables anyone to create high-quality video content with ease. Currently free for non-commercial use, Pika Labs outputs videos with a watermark and shares them publicly. Users can register via Discord or Google, with Discord recommended for an optimized experience.



## Ship Dali crashes into Baltimore bridge

A large cargo ship hit the Francis Scott Key Bridge in Baltimore on 26 March 2024, causing parts of it to collapse into the Patapsco River, injuring people, and disrupting one of the busiest US Eastern Seaboard ports. Two survivors were rescued, one hospitalized, after the incident around 1:30am. The ship, nearly 289m long, had a power issue and lost propulsion before the crash, leading to emergency traffic stoppage on the bridge.



### QATAR CHARITY implements 'Feeding the Fasting Project'

Due to the persistent humanitarian crisis in Gaza, Qatar Charity (QC) continues its humanitarian efforts in the Strip as part of its Ramadan campaign 'Endless Giving'. Under the 'Feed the Fasting' project, Qatar Charity distributes meals, food packages and bags of flour. Qatar Charity is actively implementing its Ramadan projects in 40 countries worldwide. Contribute easily through Qatar Charity! Request a 'Home Collector' via app ([qch.qa/app](https://qch.qa/app)) or call 44920000. You can also donate at QC branches and collection points in malls.



### Umrah trip costs drop this Ramadan

The cost of Umrah packages for the last 10 days of Ramadan this year is around 40% less than the past year, a number of Haj and Umrah companies' owners and operators have pointed out. Many people go for the tourist visas rather than the Umrah visa, since it is currently easily attainable. This has helped in reducing the prices and make companies in the field offer more competitive rates and better and diversified packages.

# CONGRATULATIONS AWARDEES



Asianet News, in collaboration with Momentum Media organized the first edition of Qatar Business Excellence Awards on February 29, 2024, acknowledging successful enterprises that triumphed over challenges. Winners received the awards from Kerala's Agricultural Minister, Mr. P. Prasad, while certificates were presented by Dr. Ravi Pillai. The event, graced by community leaders, also featured IBPC Chairman Mr. JK Menon as the guest of honor.



Made in Qatar (Manufacturing) Excellence Award - Coastal Qatar | Service Sector Excellence Award GWC | Healthcare Excellence Award Naseem Healthcare



Export Excellence Award Qplast ( Qatar National Plastic Factory) | Education Excellence Award MES Indian School | Financial Excellence Award City Exchange | Construction & Trading Excellence Award Petro Q



Best Emerging SME Becon Group | Retail Excellence Award Al Rawabi Group of Companies | Special Jury Award Al Muftah Rent a Car | Special Jury Award Reyada Medical Centre



**Reigate Builders has soft launched its 14th and 15th project : Laurel Haven and Lyndale Park**

Laurel Haven at Thondayad facing the bypass, and Lyndale Park, conveniently located just 500 meters from Koottoli. Both prestigious projects boast a suite of amenities, including luxurious swimming pools, marking a new era of upscale living.



Mr. Surej Kumar, General Manager of Asianet News Middle East, presented the franchisee agreement to Mr. Saif Valanchery, Executive Director of Momentum Media, alongside Franchisee Consultant Director Mr. Sheji Valiyakath during the Asianet News launch event.