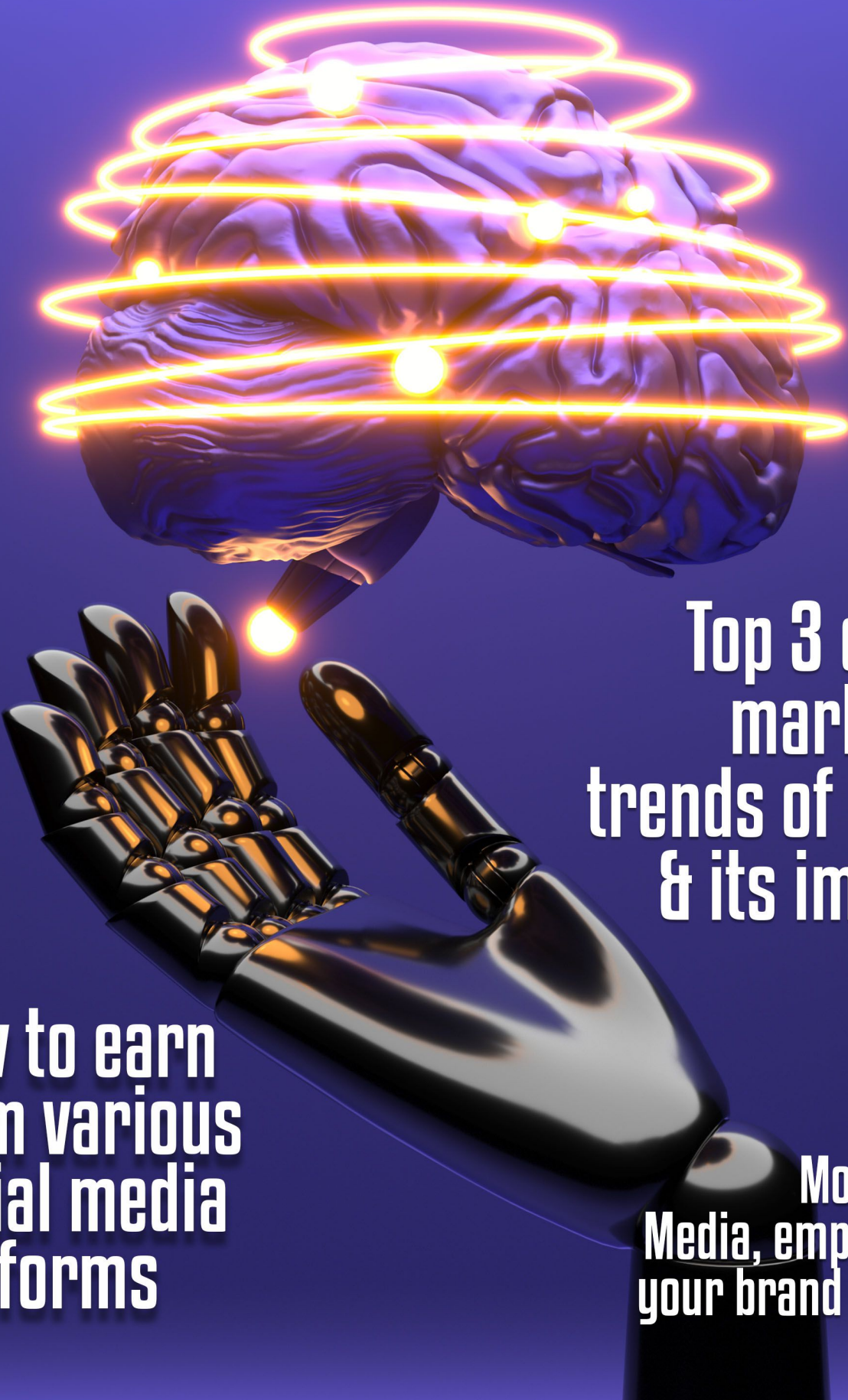


momentum

▶ digest

Monthly Bulletin



Top 3 digital marketing trends of 2023 & its impacts

How to earn from various social media platforms

Momentum Media, empowering your brand digitally

EDITORIAL

MOMENTUM MEDIA, EMPOWERING YOUR BRAND DIGITALLY

In the age of digital transformation, Momentum Media is unlocking your brand's growth by implementing the perfect plans and the right strategies. Standing as one of the top-ranked agencies, we are standing as a company that fuels the success of your business.

Our team focuses on driving every business to the next level.

We delve deep into clients' business models, values, and target audiences to create campaigns that leave a lasting impact.

The data-driven strategy we follow optimizes current efforts and informs future strategies for continuous growth of each brand.

With a team of experts dedicated to delivering accurate results, we are excelling in the industry and promise the desired outcome.

Join the journey and grow with us!



CONTENT



**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

Project Coordinator
Madhu Menon

Design & Layout
Galiya Sherin MC

Creative team
Julais Ev
Jasleen
Arshan
Shahid AK

04

Top 3 digital marketing trends of 2023 & its impacts



06

How to earn from various social media platforms

08

Trending News

Check out the talk on social media



Hello!

TOP 3 DIGITAL MARKETING TRENDS OF 2023 & ITS IMPACTS

As the time ticks, changes are happening around the world. We witness major updates in every area including healthcare, business, marketing and more.

Taking the marketing field, digital marketing plays a key role and it is undergoing several changes each day.

The storm of change is also bringing updates to major social media apps. From Mark's Meta to Musk's X, there are visible changes and we have yet to see the magic.

As changes arise, digital marketing also runs on the track of real updates.

Do you know what the three topmost digital marketing trends of 2023 are? Give it a read and learn more.

1. CHATBOTS

Even though chatbots have been in the market for a long time, increasing business chatbots are developing these days.

Several top-notch brands are engaging with customers and enhancing their overall experience by using the limitless possibilities of chatbots. Companies including Uber, and more are actively adapting the benefits of chatbots to their business.

2. ARTIFICIAL INTELLIGENCE & ONLINE MARKETING

Where people give more attention to valid proof, it is important to propagate your brand through testimonials including word-of-mouth advertisements, customer reviews, influencer marketing, etc.

These are the three major ways to promote a brand's products online and build a strong identity in the industry.

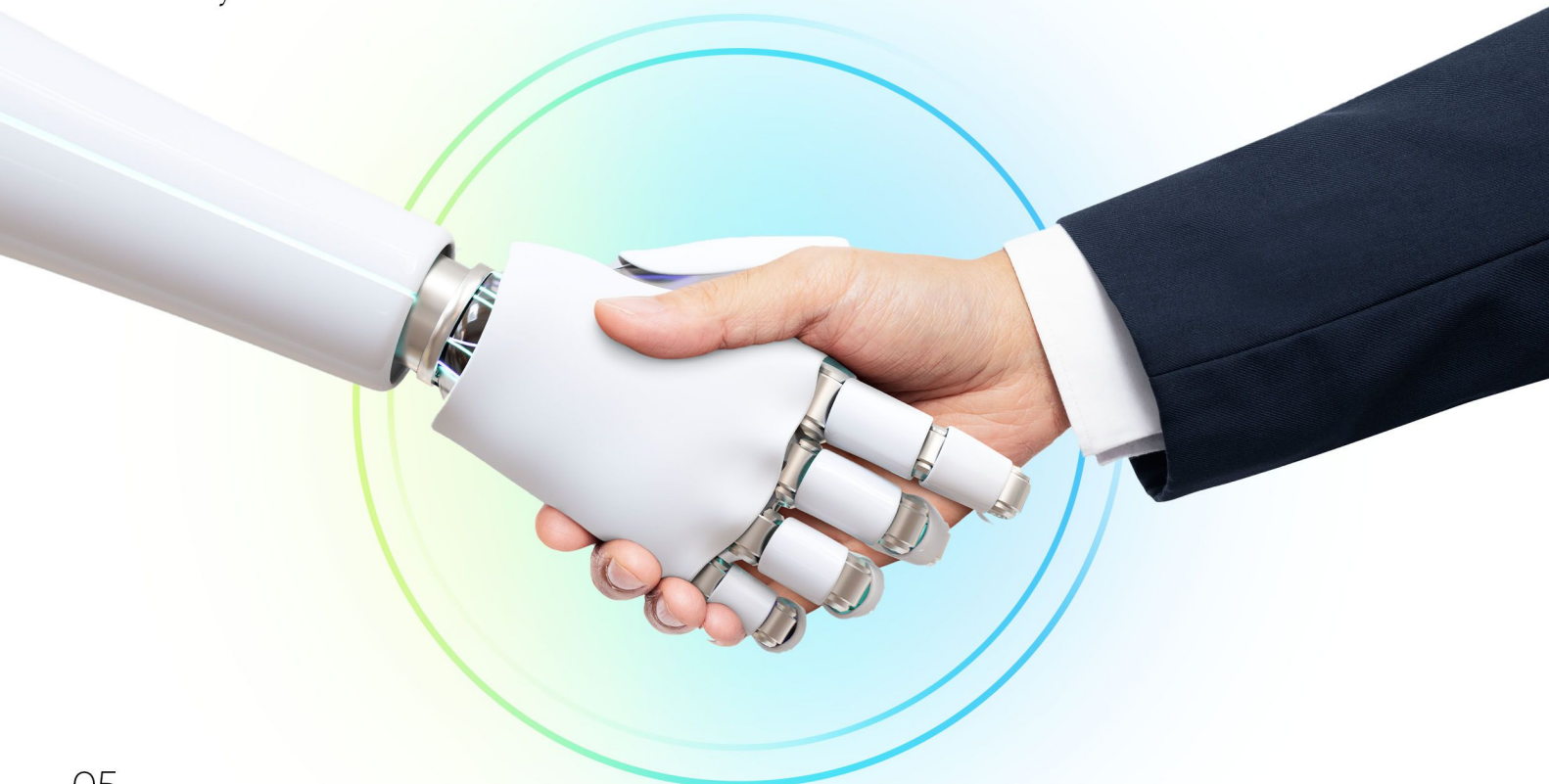
3. AUGMENTED REALITY (AR)

A different experience that combines real-world and computer-generated content, Augmented Reality is changing the conventional concept of advertisement and establishing a new phase of marketing.

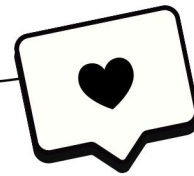
With the convenience of tapping into mobile devices, Augmented Reality allows brands to give their customers a whole new experience.

With AR, consumers can try products before they purchase them.

In conclusion, combining the possibilities of smart marketing is increasing and it assists in developing a whole new market behavior where both brands and customers are delighted.



How to earn from various social media platforms



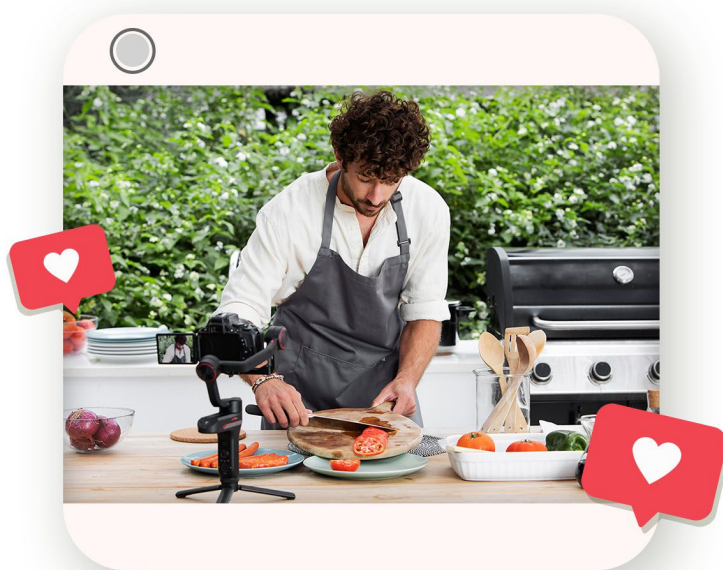
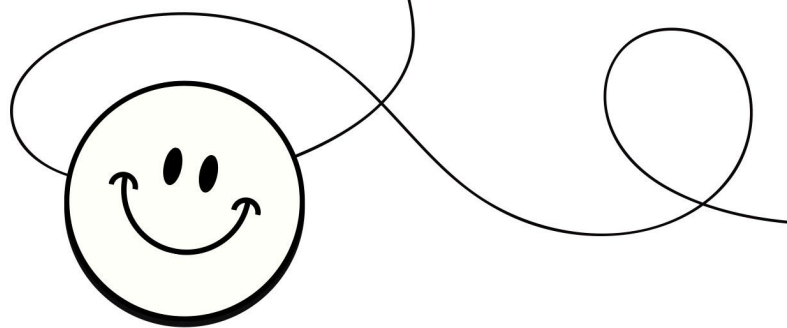
Where everyone thinks of earning money in the best way, digital platforms are opening exciting ways to earn a good income.

Social media content creators can make a decent income by using the chances of various platforms including Facebook, Instagram, YouTube etc.



Instagram & Brand Collaboration

Collaborating with several brands is the best way to get income through social media platforms. The brand pays content creators to post their products/services on their accounts. Through this, they can increase the visibility of their brand and attract more people to their products/services. Content creators can also use the possibilities of various apps where they are paying for brand collaborations.



YouTube Vlogs

You can build a new world on YouTube by creating a channel and start earning money. Your channel is your personal presence on YouTube. Each YouTube account has one channel attached to it. A YouTube account is the same as a Google account, and creating a YouTube account will grant you access to other Google products, such as Gmail and Drive.

You need at least 4,000 watch hours in the previous 12 months and 1,000 subscribers to start earning money on YouTube.

Building an audience is key to making money on YouTube. You need people to watch your ads to make any money off of them. There is no one secret to getting more subscribers. Creating the best content and pulling more people to your channel is the key to getting good income.

Nowadays, these are the best ways to earn money through digital platforms. Start your digital journey today and embrace your ambitions!

VIRAL

NEWS



On September 9 and 10, the G20 New Delhi Summit was held in New Delhi, hosted by India as the G20 Presidency, and Mr. KISHIDA Fumio, Prime Minister of Japan, attended it.



Saudi Arabia aims to transform into a global metal hub. The industry is expected to contribute some \$75 billion to Saudi GDP by 2030



Qatar's QIA to invest \$1 billion in India's Reliance Retail Ventures. Reliance Retail has previously raised about Rs 472.6 billion from various global investors

Keep Your Moments With
Momentum Media



ORGANIZING & MANAGING EVENTS



ISUZU
business event



Pharma care
New outlet inauguration



our services

- ▶ Digital Marketing
- ▶ Social Media Management
- ▶ Search Engine Optimization
- ▶ Website Development
- ▶ Corporate Gifts
- ▶ Media Add Agency

www.momentummedia.in

📍 Doha - Qatar ☎ +974 3356 8111, +974 3365 8111 📍 Cochin, India ☎ +91 9946 127 111, +91 9946 128 111