

momentum ▶ digest

Monthly Bulletin

**New
strategies
inside**

**QATAR
STUNS
THE
WORLD**

**Enjoy football
with your
audience**

**INTERNET
HAS
FOOTBALL
FEVER**



INTERNET HAS FOOTBALL FEVER

Flags are everywhere, and we mean all the 32 nations flag in streets and corners of every nation that has many football fanatics.

The digital era has been fully embraced by the football industry. Clubs are creating more individualised content in an effort to connect with their fans and generate new revenue as a result of the ongoing technological advancements.

The internet and social media have opened up a new line of communication for participants in the industry, including teams, fans, sponsors, and others. The key is the personalised content that the football industry can produce, and you can now communicate before, during, and after the game.

Social media platforms like Instagram and Twitter have given fans a personal look into the lives of their favourite players, who have previously appeared distant from fans, as well as their interactions with one another. Manchester United and England player Marcus Rashford, for example, has won hearts and minds online for all of his good deeds - and even influenced the UK government to extend free school meals for disadvantaged children into the summer holidays. Indeed, footballers have four of the top ten most liked Instagram posts ever, with a total of over 80 million likes.

Football fans' enthusiasm spreads across the internet. Tik Tok is no exception. The Qatar World Cup has flooded social media with content ranging from Bukayo Saka's spelling school to team analysis and score predictions.

Since the tournament began, videos with the hashtag #FifaWorldCup have been viewed over 12 billion times, according to TikTok data.



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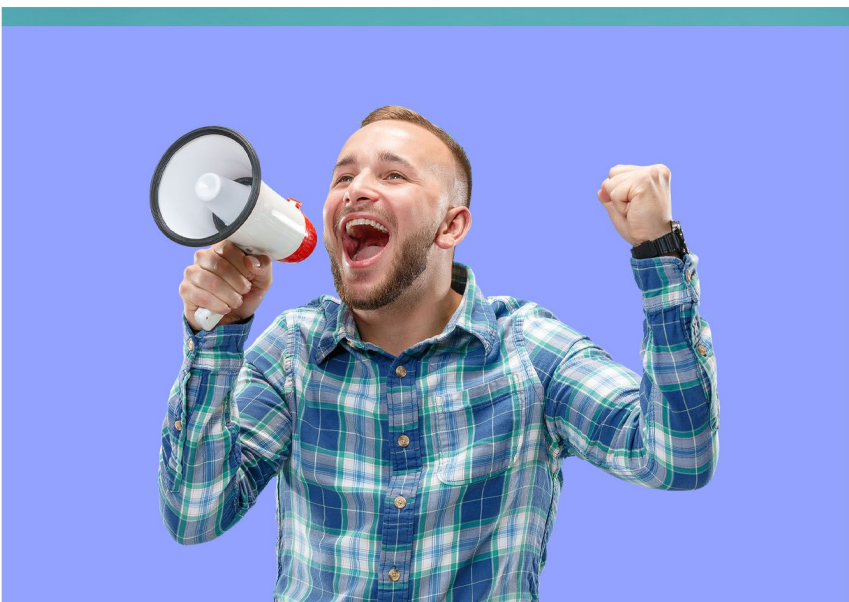
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The Nattu Nattu dance, or watching a football game 40,000 feet in the air. All is viral in social media



Football Engagement Ideas For Your Brand

Give your audience a puzzle to solve

Ask your online audience to complete a crossword puzzle with a picture of your preferred soccer team if you want to increase the visibility of your brand. By allowing those who complete the puzzle to enter a drawing for a prize, you can increase participation.

To gauge the level of your audience's knowledge, create a quiz.

Finding out the degree of fan knowledge on a topic can be done by asking a series of quiz questions about a team or a particular game. There could be a time trial component to the test as well. More people will take part and compete if the quiz has a time limit. You like the idea of an exam that is timed?

Quizzes on personality

Personality tests provide yet another excellent platform for advertising. Contrary to knowledge-based trivia quizzes, personality quizzes are much more appealing to a broad audience; even those who are

not particularly knowledgeable about the sport can enjoy them. These personality tests have a viral effect, quickly being passed from one user to the next.

Here are some examples according to age group
 High school: “Which Football Position Should You play?” or “Which Type of Fan are You?”
 College: “Which College Mascot are you?” or “Which Georgia Southern Eagles Player are you?”
 Professional: “Which Green Bay Packers Player are you?” or “Which Type of Tailgater are You?”



Polls

Engaging sports fans through polls is a great opportunity. Throughout the season, capitalise on trending issues and invite audience participation. Using polls to engage your audience is entertaining, and the results make for interesting reading. Such as the upcoming Match winner guessing contest poll contests in Instagram. Lucky guessers will have a chance to win exciting offers!



Utilize a virtual photo booth to assist the group

This will work out well if you have a talented creative team. Consider that your national team from is poised to advance in the game and perhaps win the trophy. Why not request pictures from fans instead of written messages of support for the players? To make their photos more unique, participants can add frames and stickers. Images with your logo and the club's logo on them are an example of this. Participants may download and distribute the final images among their social networks.



TIME TO RETHINK SEO STRATEGY



Google has some good news for you, just in time for the end of the year! Prepare to rethink your SEO strategy, as the company has released the definitive guide to understanding the current ranking system and abandoning out-dated practises. They have now clarified which ranking systems they use to rank search results and also introduces new terminology, such as defining "ranking systems" and "ranking updates." The term "system" refers to a constant concept that is always in use in this context. "Updates," on the other hand, refers to a one-time change to the ranking systems.

The ranking algorithms of Google.

- **Hummingbird:** When it debuted in 2013, it marked a significant advancement in Google's ranking system.

- **Mobile-friendly content ranking system:**

It preferred content designed specifically for

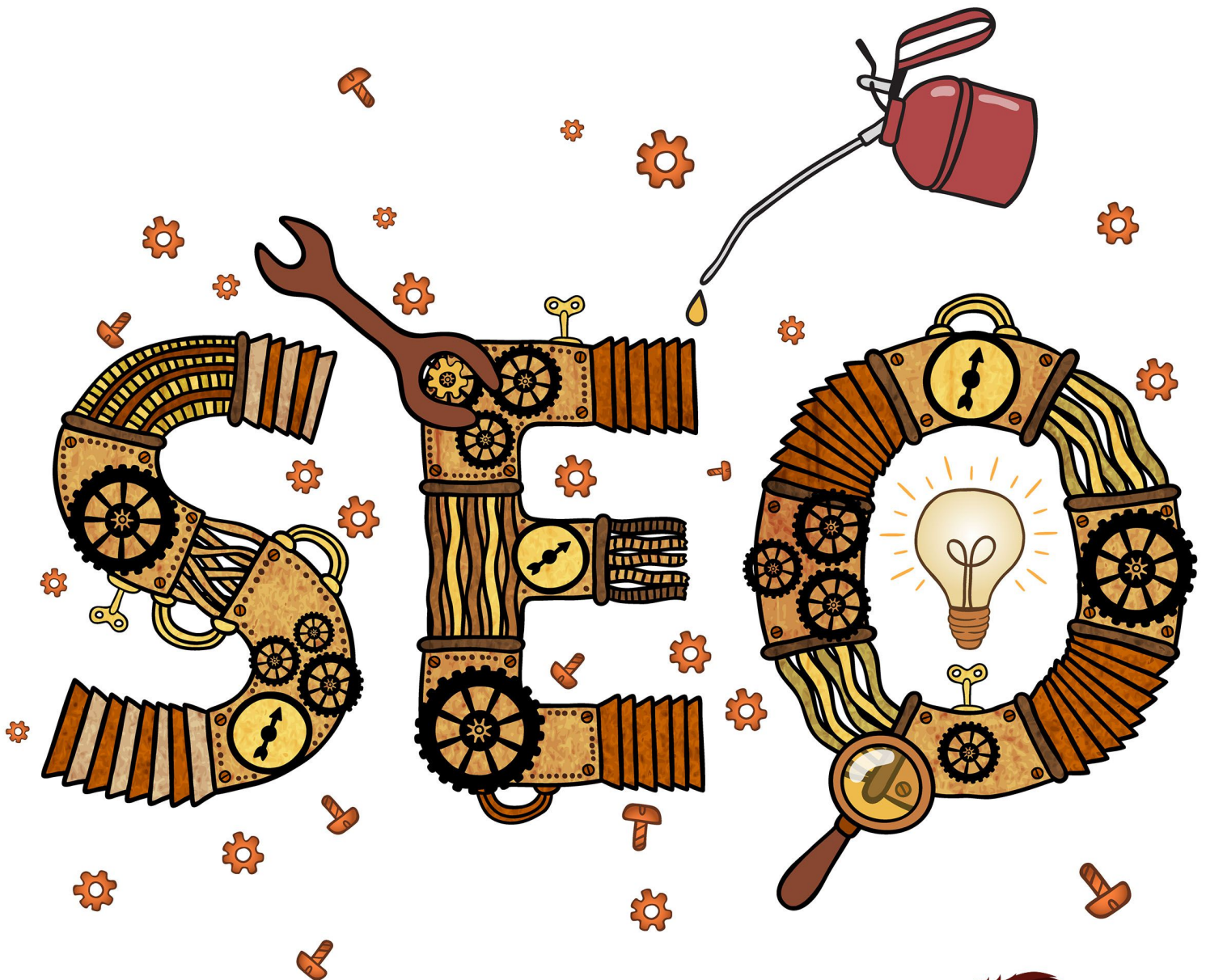
mobile experiences. It is now integrated into Google's page experience system.

- **Panda system:** Introduced in 2011, this system preferred high-quality and original content. It was incorporated into Google's core ranking system in 2015.

- **Secure sites system:** Introduced in 2014, this system preferred HTTPS-secured websites. It is now included in the page experience system. Google has transformed the majority of the retired rankings into essential needs to be met by their core ranking system or Google's page experience.

With Google on a mission to deliver quality search results and a positive user experience, this garbage has no place in the SERPs.

If you generate, copy, or spin content automatically, don't be surprised if you get a pure spam



penalty. Having said that, natural language generation (NLG) programmes have been used successfully at the enterprise level to create content at scale. NLG is a type of artificial intelligence (AI) that generates content based on data input.

Nothing beats original content written by humans for smaller businesses. Even though we have mentioned the points above, SEO requires patience. SEO, unlike other popular marketing channels, does not work immediately. Most professionals expect to see results in as little as two months, but SEO can take up to a year to work. While every company's SEO strategy is unique, most can expect to see significant results in 6 to 12 months.

SEO is a constantly changing practise. Whether you consider yourself a marketing professional or a novice, the only way to stay on top of your game is to understand what works and what is out of date.

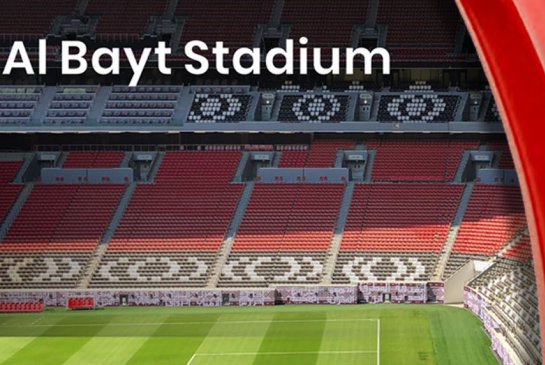


COASTAL QATAR FIFA STADIUM SEATING

OUR PROUD CUSTOMER



Ahmed Bin Ali Stadium



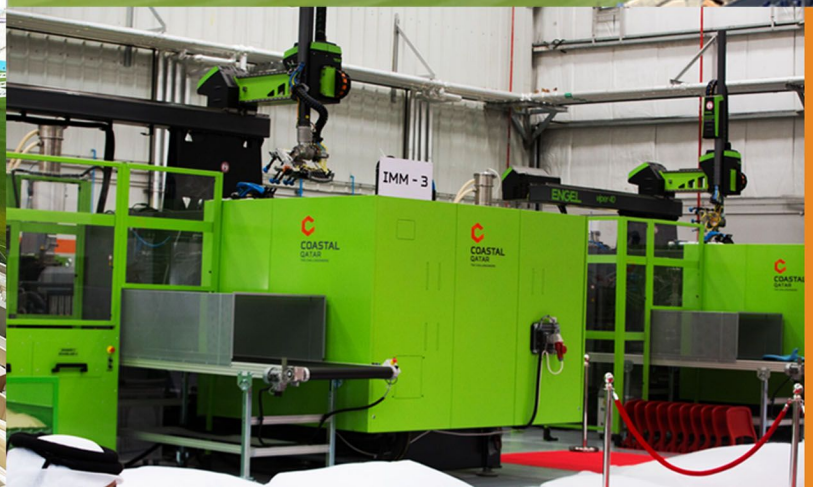
Al Bayt Stadium



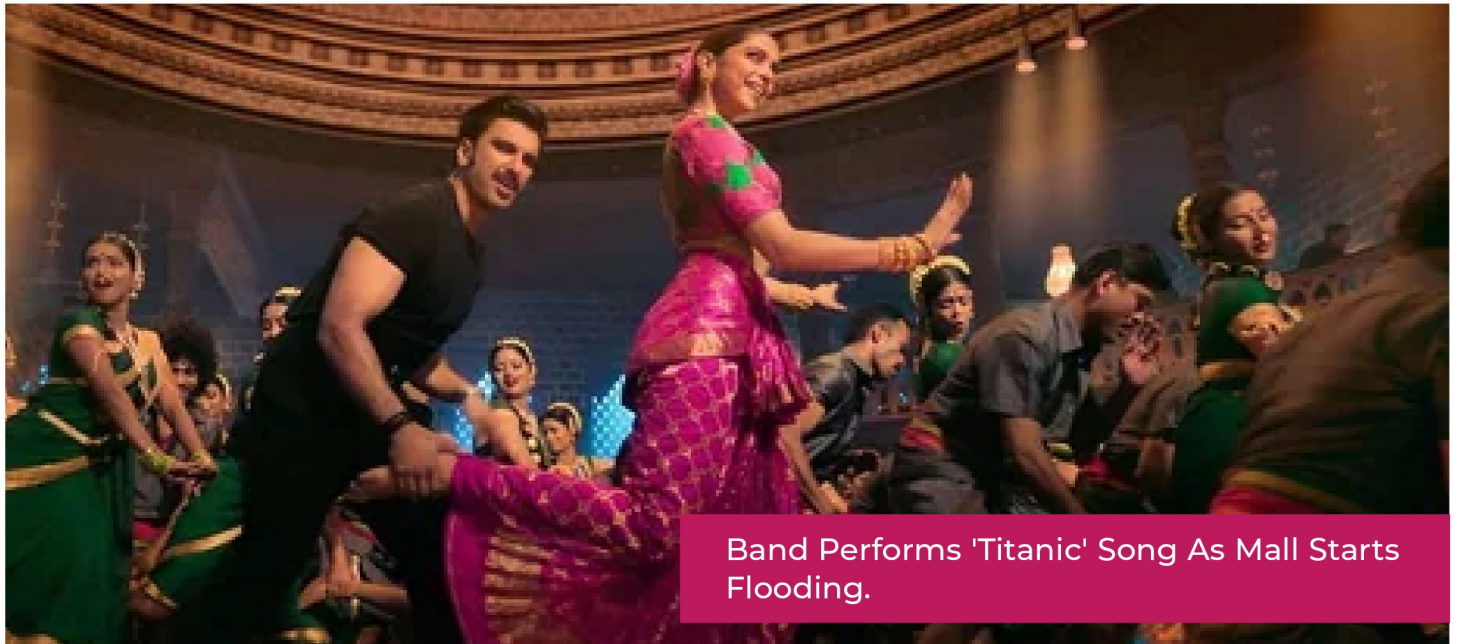
Lusail Stadium



**Design,
Manufacturing
& Installation**



VIRAL NEWS



Band Performs 'Titanic' Song As Mall Starts Flooding.



Woman creates paint from KFC chicken, netizens are impressed



Futuristic video of metro dropping kid directly in bedroom takes internet stunned



Football fans watch FIFA World Cup 2022 match 40,000 feet in air



LinkedIn user shares thought-provoking words of wisdom from 92-year-old man he met at a cafe



AND HIS
WARRIORS
BECOME

THE KING CHAMPIONS



FIFA WORLD CUP QATAR 2022

- Messi become the @adidas Golden Ball Award winner; first player to win twice
- Emi Martinez takes the @adidas Golden Glove Award.
- Enzo Fernandez wins our Young Player Award.



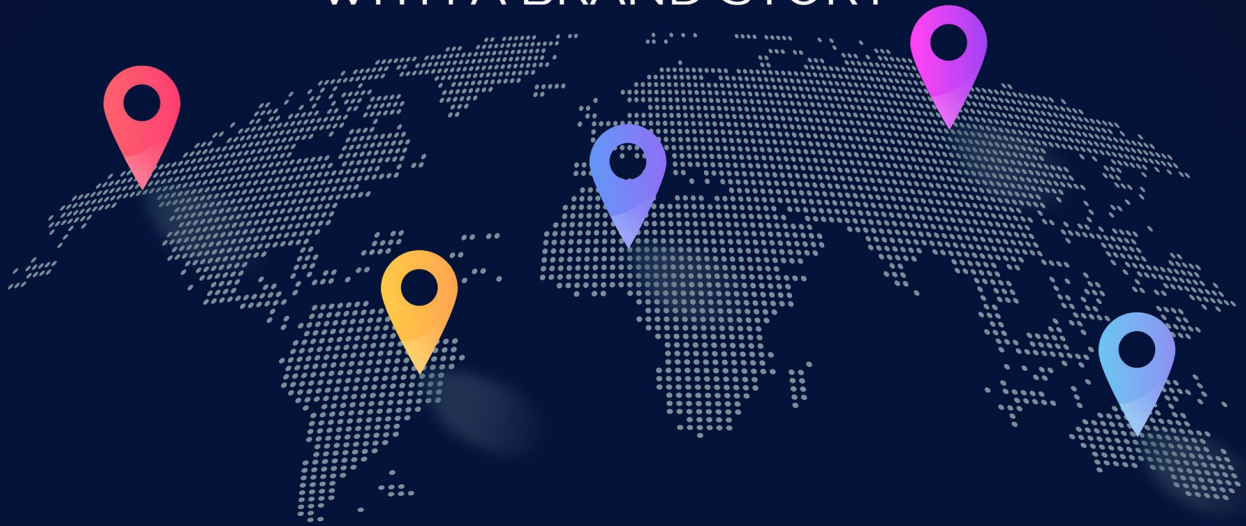
Kylian Mbappe has won the FIFA Golden Boot trophy, after scoring the most goals in the tournament.

He grabbed two assists and scored a total of eight goals, including three against Argentina on Sunday in an exhilarating final at Lusail Stadium.





SPREADING YOUR DREAMS AROUND THE WORLD WITH A BRAND STORY



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