


RAMADAN DIGITAL MARKETING CHEAT SHEET 2019

STEP 01 Get Your Data-Driven Industry Insights Ready

➔ Contrary to common belief, several industries actually witness peaks in business during Ramadan. **Be present online in Ramadan in the right way**

 **Auto sales rise** during the last 2 weeks of Ramadan as people look for offers before they expire.

 **Gaming peaks:** Demand for gaming consoles and equipment increase in preparation for summer holiday that has coincided with Ramadan over the last few years.

➔ **Take consumer interests into account when optimizing your media plan**



Knowing what people like to watch gives you an indication to where they spend their time. Broadcast search data show that it's not only original **Arabic series** that spike during Ramadan, but that people still heavily search for **Turkish Dramas**.

➔ **Consider the topics people actively search for in order to inspire your creative messaging**

nutella

For example, Nutella cleverly used the fact that searches for traditional desserts like Knafeh peak during Ramadan to create a series around making Arabic, traditional Ramadan sweets using Nutella.



The **beauty** industry also witnesses a boost during Ramadan, resulting in several brands opting for beauty-themed YouTube web series in Ramadan, including Maybelline's Makyaj wa Banat



Apparel **shopping** spike in search queries 10 days before Eid as people comb the online world to be inspired and to purchase the latest Eid looks.

➔ Leverage tools at your fingertips, such as Google Trends to better understand demand for your industry, and Google Analytics to analyze traffic patterns to your website and guides on targeting.

STEP 02 Plan Your Creative Approach

➔ Next, we look into how to use data and insights to inform a creative strategy.

➔ More than half of all Ramadan videos viewed organically on  **YouTube** last year were ads.

➔ During Ramadan, people are in **the mood for stories**. Increasingly, stories are in the form of ads.



Web series are popular: Multi-part stories, web series or what we call "hub" content on YouTube works, especially during Ramadan.

➔ We're seeing a shift from the **dominance of service brands**. More industries focusing on their Ramadan communication as a result. The Lantern Award winner last year was Toyota ALJ's Khebayyes & Abu Hurayyes series - the first auto brand to win this distinction in three years.



➔ **'Family' and 'togetherness'** are still key themes. Most of the top 10 ads are still dominated by these themes infused with song and dance.

➔ **Celebrities** are not a must, but when used right, they generate results. This was the case with Orange Egypt, the 2017 Lantern Award winner.

➔ During Ramadan, **longform content** is king because people are in the mood for stories.

➔ Audiences connect most with ads that moved them. Whether the ad included a catchy song or your favorite creator, a successful brand is one that **evokes an emotion**.

STEP 03 Understand Your 6 Ramadan Audiences

➔ We analysed specific data and trends to uncover **six key Ramadan audience personalities** to better understand their reasons for engaging with specific content on YouTube.

1

The Dedicated Watchers

love ads, games and broadcast content, with majority of views on mobile

2

The Devoted Fasters

connect with their spirituality online, from Umrah searches to Quran guidance

3

The Foodies

search for iftar and suhoor recipes as well as restaurant information

4

The Groomers

search for beauty looks for suhoor and Eid gatherings, as well as tips on how to stay healthy during Ramadan

5

The Travellers

search for all aspects on the travel journey online, from inspiration to hotel bookings, particularly in preparation for Eid break

6

The Gifters & Shoppers

love to search for trendy Ramadan and Eid looks as well as gifts for loved ones

➔ YouTube is a companion during Ramadan, **a platform where these 6 personas can do 4 things:**



WATCH

During Ramadan, they love watching YouTube videos anytime, anywhere: particularly music and broadcast series



LEARN

They also turn to the online world to learn, whether it's how to make lentil soup or perfecting a cat eye for a Ramadan beauty look



PLAY

They love watching people play games online, ranging from video gaming to football content



EXPLORE

YouTube is a go-to platform for planning and searching purposes, perfect to explore ahead of travels or researching reviews before making a purchase

STEP 04 Unlock Your Media Plan

➔ You can base your media strategy on **targeting the right audiences** at the right time.

Attract

In order to **build reach and awareness**, it is key to focus on a user's interests and passions.

Foodies, devoted fasters and shoppers are ideally targeted in **the first week of Ramadan** when people are connecting to their spiritual side.

Shoppers can also be effectively targeted again in the final week of Ramadan as they prepare for Eid festivities, along with travellers and groomers.

Connect

At **the consideration and intent stage**, a consumer is aware and interested in your brand, but still open to other suggestions. Lock them in by focusing on intent to influence consideration.

Foodies and shoppers should be targeted at the start of Ramadan, when researching recipes for iftars and shopping for suhoor looks are top of mind.

It's also a good idea for brands to communicate with **travellers, groomers and shoppers** towards the **end of Ramadan**, when people are finalizing summer holiday plans and looking for makeup tips and gifts to celebrate Eid.

Assist

The final part involves targeting those who have **demonstrated loyalty or particular affinity to a brand**.

At this stage, **foodies, shoppers and beauty mavens** are ideally targeted closer to Eid