

# Digital Trend Pakistan

Industry Research Report

APR 2015



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## PURPOSE

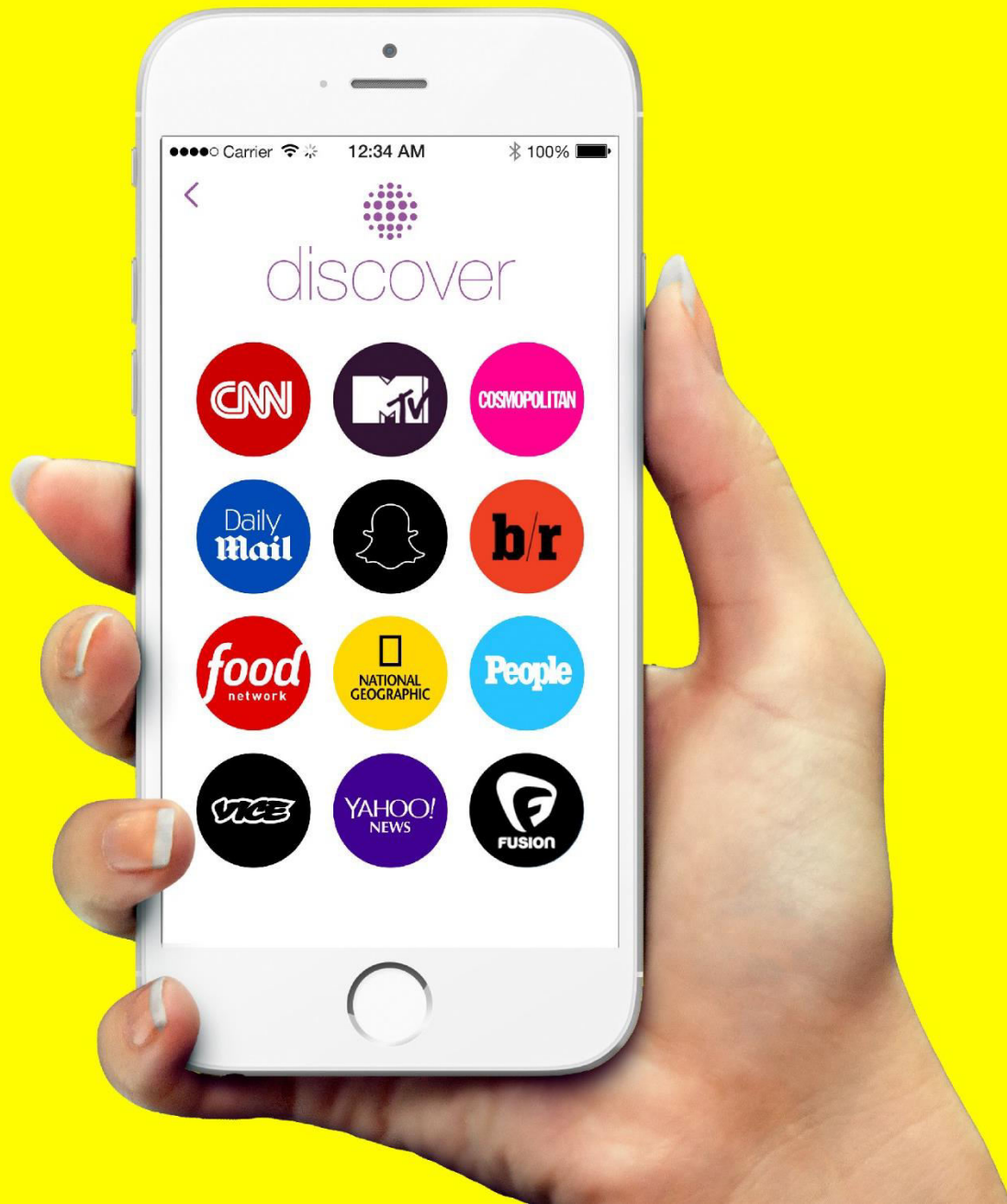
The purpose of this report is to give readers an overview of Pakistan's digital industry landscape. The report shows how social media is evolving and how brands locally and globally are effectively using the medium to reach out to an ever growing social audience. The report also includes research on trends, topics and innovations that are being talked about worldwide.

# **WHATS NEW?**

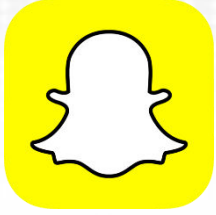
Snapchat Discover







Snapchat  
discover



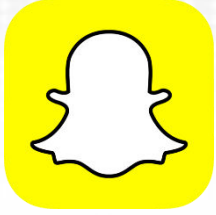
Snapchat has always celebrated the way that you and your friends see the world.

It's fun to experience different perspectives through Snaps, Stories and Our Story.

Now they've introduced **Discover** - a new section of the app where users can watch videos or read stories from a dozen different publishers like CNN, Vice or ESPN.

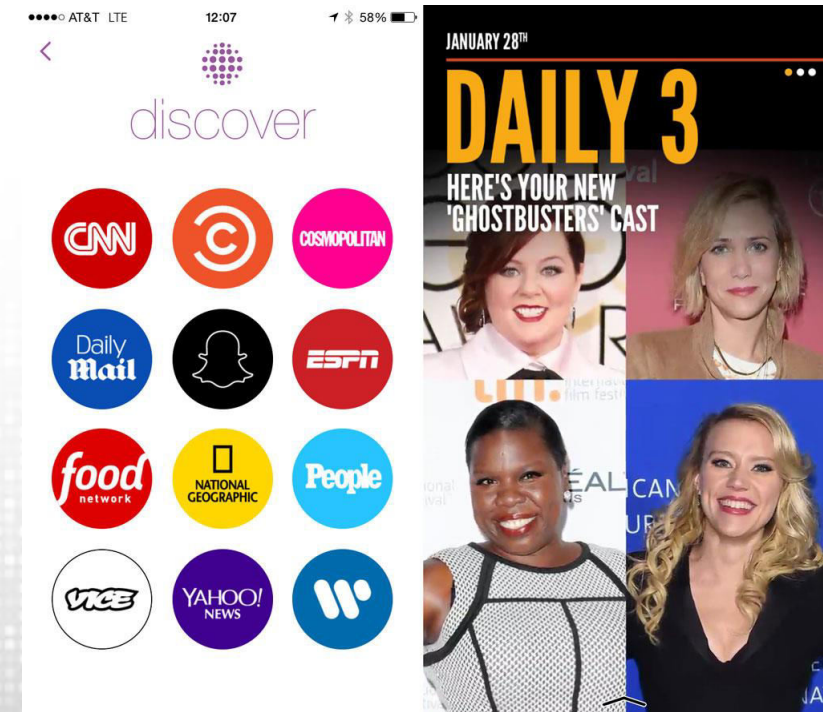
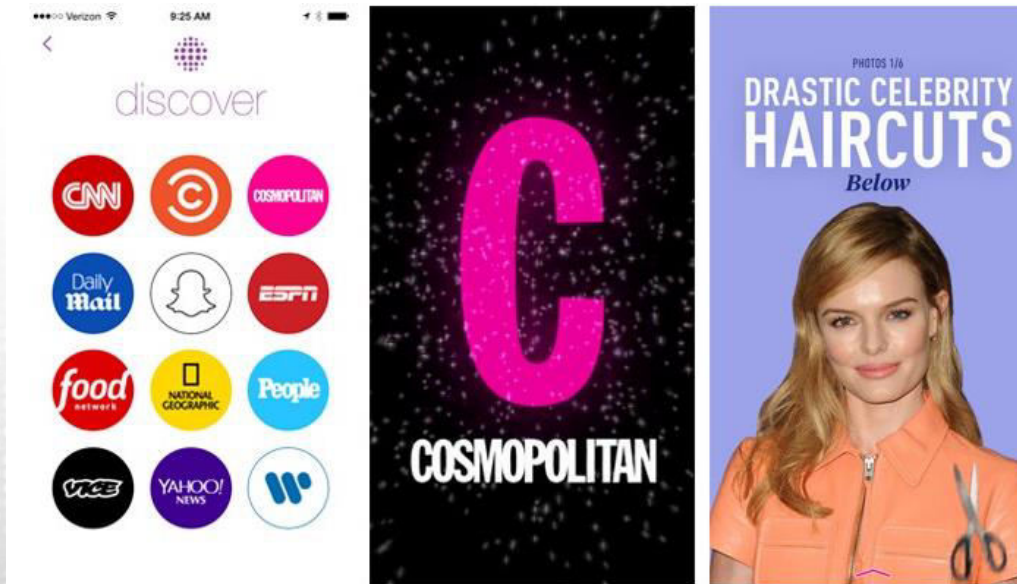


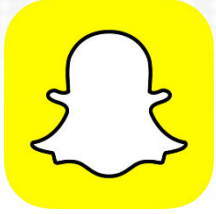




Snapchat Discover is a new way to explore Stories from different editorial teams.

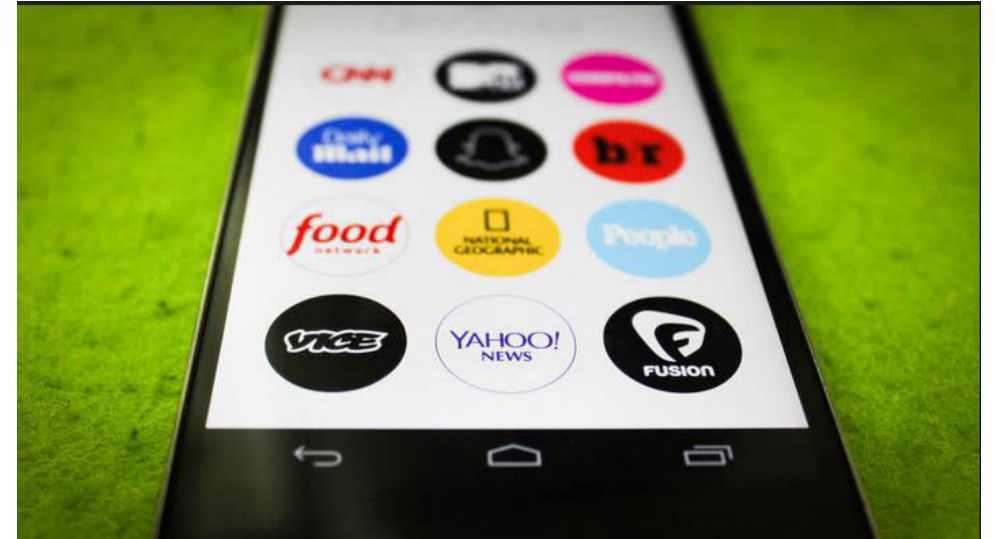
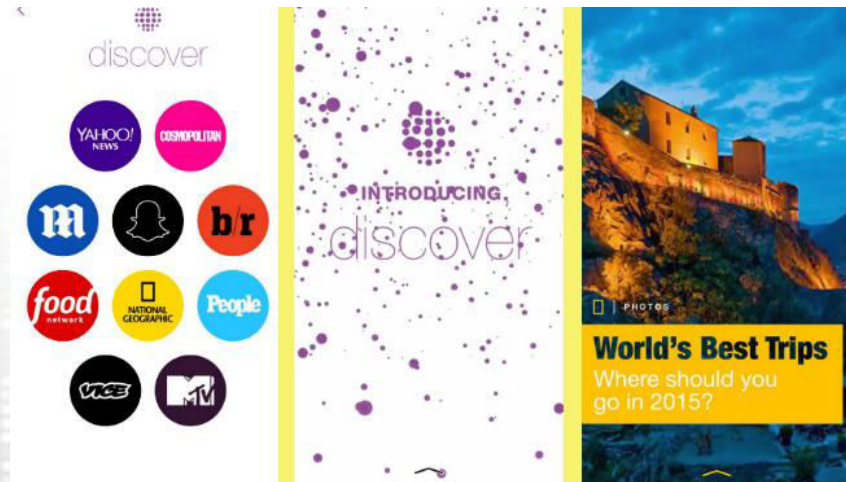
It is the result of collaboration with **world-class leaders** in media to build a storytelling format that puts the narrative first. This is not social media.





**Discover** is new, but familiar. That's because Stories are at the core - there's a beginning, middle, and end so that editors can put everything in order.

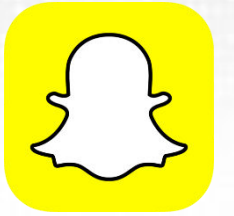
Every edition is refreshed after 24 hours - because what's news today is history tomorrow.



Discover is fun and easy to use. Tap to open an edition, swipe left to browse Snaps, or swipe up on a Snap for more.

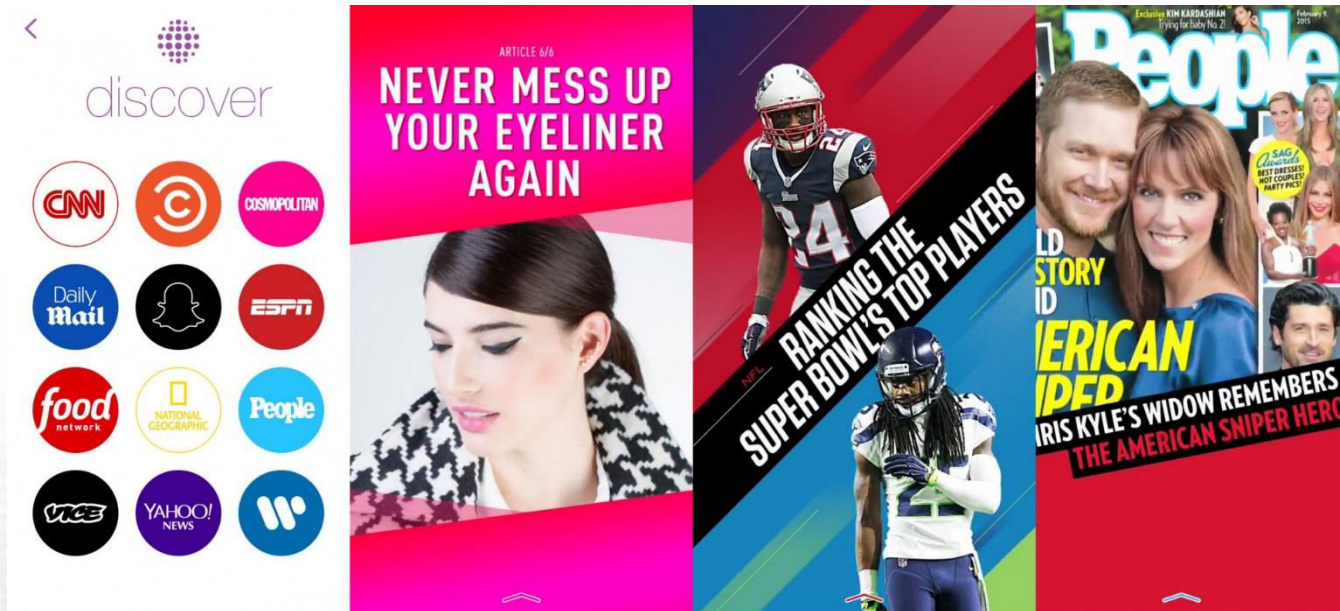
Each channel brings you something unique – a wonderful daily surprise!





Social media companies tell us what to read based on what's most recent or most popular. We see it differently. We count on editors and artists, not clicks and shares, to determine what's **important**.

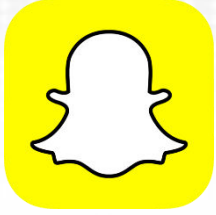
Discover is different because it has been built for creatives.



All too often, artists are forced to accommodate new technologies in order to distribute their work.

This time we built the technology to serve the art: each edition includes full screen photos and videos, awesome long form layouts, and gorgeous advertising.





# Key Take-Outs

## How can brands leverage Snapchat Discover?

With Discover, Snapchat has elevated its game to a level which other social media networks haven't been able to. With Discover, Snapchat has launched a digital medium that is social, but not social media.

Discover opens up a whole new realm of possibilities with its "right after it happens" concept. Brands can leverage this to provide their fans with updates on what the brand is up to literally within seconds. Due to the growing number of media brands publishing on it, consumer goods brands can also partner with them to do the following:

- Partner with leading media publishers to create short branded content
- Develop short 5-10 second spots which are accurately targeted at their core target audience

All in all, Snapchat is a fast growing medium brands must not ignore!

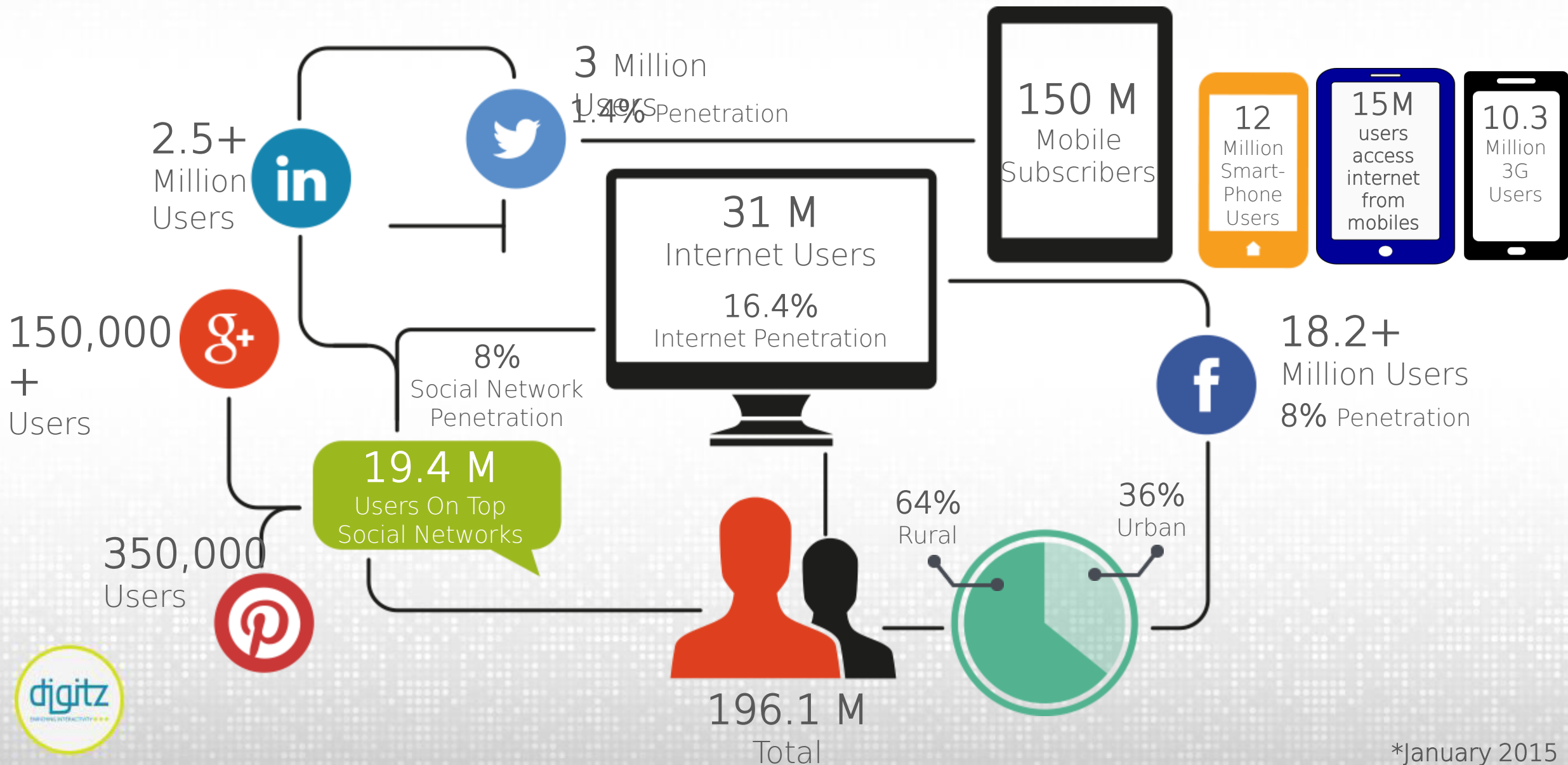


# **DIGITAL LANDSCAPE**





# PAKISTAN DIGITAL LANDSCAPE



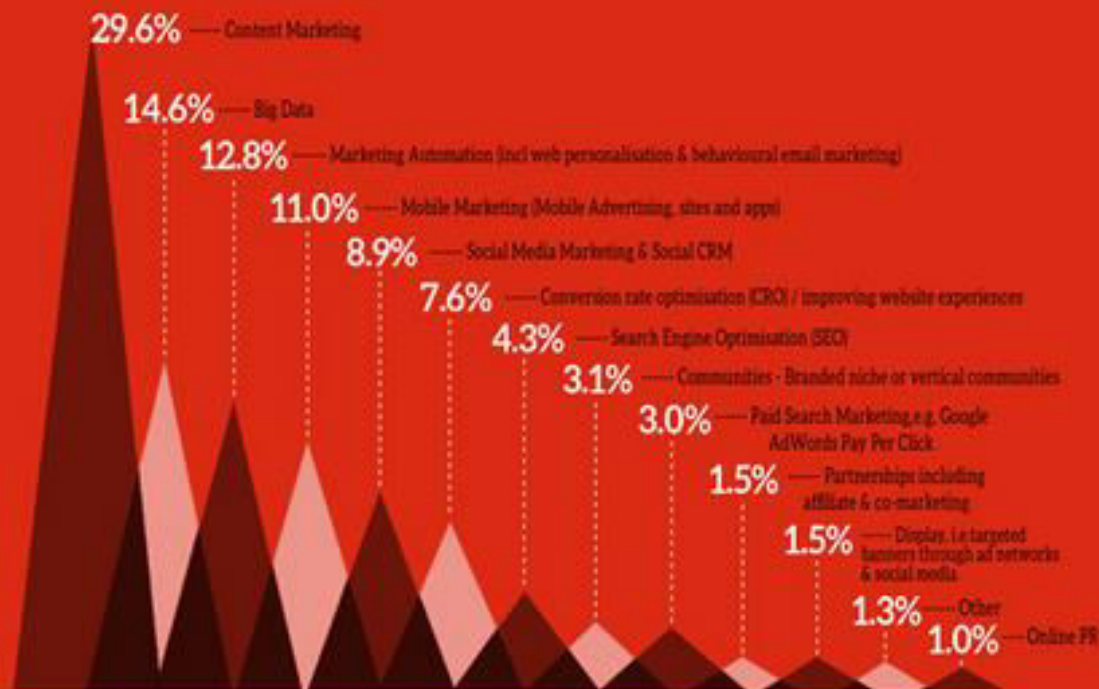
\*January 2015

# **DIGITAL INSIGHTS**

## 8 Content Marketing Trends for 2015



## Most Commercially Important Digital Marketing Trend for 2015



Businesses from all markets and verticals are making concrete plans for boosting their content marketing efforts, like B2B marketers increasing their content marketing budgets and creating more content than what they ever did before.

Even major brands are joining in the fray, with as much as 69% steadily increasing their content production and will continue to do so in 2015.





# 1

## #CONTENT MARKETING Will Be More Targeted and Personal

*"So content will become targeted and more personal! Content marketing will take a seat at the table, with budget and someone with authority to drive strategic content programmes."*



Content marketing in 2015 will now go for a micro-targeting approach, where businesses can really get to connect and know their customers in a more personal and deeper level. This will foster trust that generates customer loyalty which will bode well for the business in the long term.



The site personalization technologies widely used in eCommerce will now be utilized by other industries for personalizing content distribution to customers - resulting in better and more targeted responses and results.

# 2 #CONTENT MARKETING

## Will Use More Paid Placements



More businesses are projected to increase their spending in paid placements in these various social channels now that non-sponsored or organic content are getting even less natural exposure, just like the 44% decline at Facebook due to changes in their algorithms.

One major attribute in paid placements that digital marketers should consider is the use of native advertising, or basically using the native form and function of the platform to structure ads making them appear more like ordinary content instead of blatant advertisements.



82%  
↑  
BRAND LIFT

Native ads are better in generating higher engagement and as much as 82% in brand lift increase. On top of that, purchase intent can jump up to 53% higher when native advertising is used.



# 3 #CONTENT MARKETING Will Use More Marketing Automation Tools



Digital marketers are starting to get more comfortable in using technology for their marketing, and by 2017 businesses are expected to spend more in this channel.



As much as 40% of marketing leaders agree to the fact that they need to boost and improve their technologies. One such technology that will be of major use for content marketing in 2015 will be marketing automation tools.



The chart above graphically illustrates how varied existing marketing automation systems are. These suites however are focused more in the integration of traditional marketing activities many businesses and marketers are now familiar of, but not so much on marketing automation.

Those who have managed to integrate an automation system into their marketing mix enjoyed the benefits of generating 50% more conversions.





# 4 #CONTENT MARKETING Will Use More Professional Writers



Brands have now evolved into full publication channels that give value to targeted customers with relevant and high-quality content. This prepares them for further changes in search algorithms that target and penalize poor content and prioritize high quality content.



Businesses should focus more on building their own content marketing team composed of professional writers and content creators.



With an editorial team, they can focus on creating top-notch content used for marketing that are fully optimized for better placements and engagement strategies.

# 5 #CONTENT MARKETING

## Will Focus More on Distribution



In content marketing, creating high quality and relevant content is at the core and backbone of all your marketing efforts. Success in content marketing has a second part which is focused more on distribution and publication.



Surprisingly, previous research indicate that only 26% of digital marketers are actually focusing and investing in distribution.



Without proper and strategic distribution channels, content can go anywhere except for your targeted audiences, which will not bode well for you in terms of generating revenues.



Digital marketers in 2015 will focus more in optimizing their distribution channels to make sure their precious content reach equally precious targeted audiences.

# 6 #CONTENT MARKETING

## Will Marry Social Media Marketing

In 2015, expect content marketing and social media marketing to end their getting-to-know-you stage and eventually marry for a full-blown content marketing strategy across robust social channels.



Social media is definitely not considered a mere fad at this point but as a very important distribution channel.

94% of marketers agree to its importance and by 2015 expect to see more businesses including social media in their content marketing mix.





# 7 #CONTENT MARKETING

## Will Boom with Mobile Marketing

Mobile marketing is really big and integrating this in your content marketing mix will make your campaigns go boom with positive results.



Just take for example the astronomical success of brands like Coca Cola, American Express, IBM and Red Bull.

More and more people are using mobile devices like smartphones and tablets and sooner or later mobile marketing will dominate the whole digital marketing scene.



New mobile channels are emerging, such as the Forrester prediction that by 2020, a fifth of all sales will be generated from information collected by mobile and wearable devices. Businesses will do well in preparing for this trend in 2015.

# 8 #CONTENT MARKETING

## Will Go Supernova with Visual Storytelling

There is so much noise in the online waves that marketers need to develop more creative and more engaging content marketing channels to rise above the noise and reach their targeted audiences.



Visual storytelling will definitely boost the chances of your content to stand out from the rest of the mundane contents and get the attention it deserves from targeted audiences.

Experts like Ann Handley, Jay Baer and Joe Pulizzi agreed on a recent Pardot webinar that videos will still be a big thing in 2015 just like it had been in 2014.



On top of that, marketers will re-discover podcasts and other audio content to boost the storytelling appeal in their content marketing strategies.

*Content marketing is definitely going to get bigger in 2015 so it is high time for business owners to embrace these strategic efforts – and boost their overall digital marketing efforts for better and more profitable results.*



# NEWS BYTES





# NEWS BYTES

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Umall](#)

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an Instant](#)

[Sehat.com.pk  
Launches  
Nationwide Cash on  
Delivery](#)

[Standard  
Chartered Bank  
Sets Up First  
Digital Branch](#)

# **DIGITAL 101**







# Digital Glossary

**DYNAMIC SITE:** Content such as text, image and form fields on a web page that change according to each user's needs and information.

**ENTRY PAGE:** The first web page visited when someone enters a website.

**FAVICON:** Favorite Icon - a small icon that identifies a bookmarked site. It can also show in a browser's address bar, making it a worthwhile branding effort.

**GEOGRAPHICAL TARGETING:** Also known as geo-targeting or geo-locating. Used to allow you to see where your visitors come from and give them specific information that is relevant to them based on their location.

**HIT:** A hit, though often mistaken for a measure of popularity, is a request from a user's browser or web server to view a particular page, file or image.

**KEY PERFORMANCE INDICATOR:** A metric that indicates whether a website is achieving its goals.

# HASHTAG CLOUD





## Trending Hashtags in Pakistan

#GayariMartyrs

#FakePTIFakeTabdeeli

#ThankYouKhanSahab

#PTISharamKaro

#NawazIsDisgraceFor

NA

#SohaibMaqsood

#KhwajaAsif

#WorldHealthDay

#ThingsWeShouldNotD

o

#IFeel





# **TOP FAVORITE PICKS FROM AROUND THE WORLD**





# TOP FAVORITE PICKS FROM AROUND THE WORLD

## Samsung Smart TVs Can Order Domino's Pizza in Time for March Madness

Just in time for this year's final round of March Madness, Domino's is unveiling its latest digital "assist" for fans who are too involved with the games to get off the couch to order pizza.

Using Domino's AnyWare technology, customers are able to order pizzas via their Samsung Smart TVs.

Click here to read more:

[Dominos Samsung](#)



## How Groupon Not So Innocently Planned Its Most Popular Facebook Post Ever

When you know your company's next social media post is going to get trolled, it pays to plan accordingly.

That's the lesson from Groupon's massive success on Facebook last week, when a stellar social response by an in-house team turned the

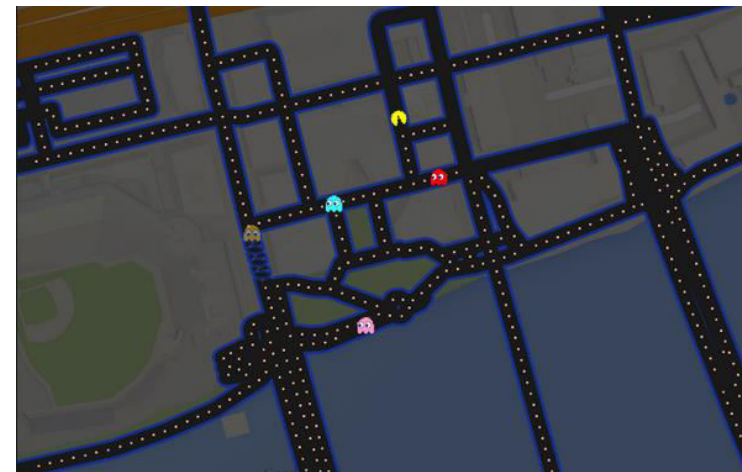
Banana Bunker into a gold mine of fan engagement and sales.

Click here to read more:

[Groupon's most popular Facebook post](#)



## Pac-Man gobbles its way through Google Maps



Just in time for April Fool's Day, Google has rolled out a cool new feature on Google Maps that allows you to play the classic arcade game Pac-Man using ANYWHERE IN THE WORLD as your maze. It's easy to play: Simply pull up Google Maps on your desktop browser, click on the Pac-Man icon on the lower left, and your map suddenly becomes a Pac-Man course.

Click here to read more:

[Pac-man on Google maps](#)

# **HOT DISCUSSION TOPICS ON DIGITAL**





# > HOT DISCUSSION TOPICS ON DIGITAL

Instagram Matures for Brand Engagement  
[Instagram for brand engagement](#)

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101 Ways to Drive Traffic to Your Website  
[Drive traffic to your website](#)

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Facebook's new event subscription button is a groupie's dream come true  
[Facebook subscribe button](#)

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Target: Emotional social vital to customer experience management

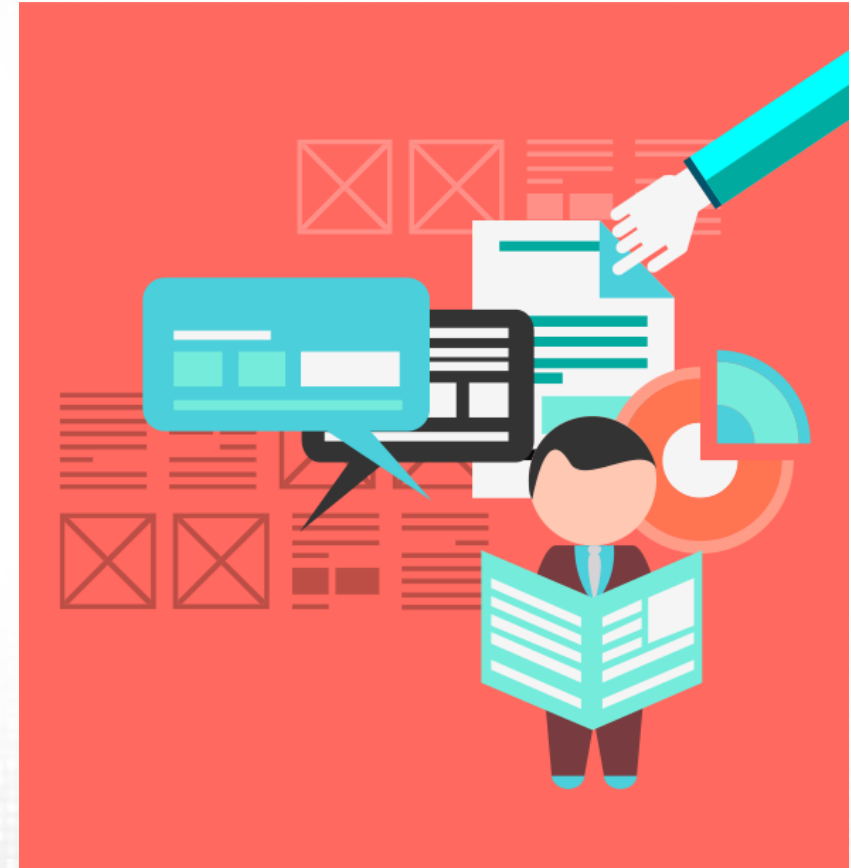
[Social customer experience management](#)

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Marketers Are Eager to Tap Into Snapchat's Treasure Trove of Millennials  
[Snapchats treasure trove of millennials](#)

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3 ways small businesses can use video marketing  
[Video marketing for small businesses](#)



# **TRENDING VIDEOS TO WATCH**



# ➤ TRENDING VIDEOS TO WATCH

## Lane Bryant Bashes Victoria's Secret With 'I'm No Angel' Campaign



The Lane Bryant #IMNOANGEL initiative celebrates women of all shapes and sizes by redefining society's traditional notion of sexy with a powerful core message: ALL women are sexy," the brand says.

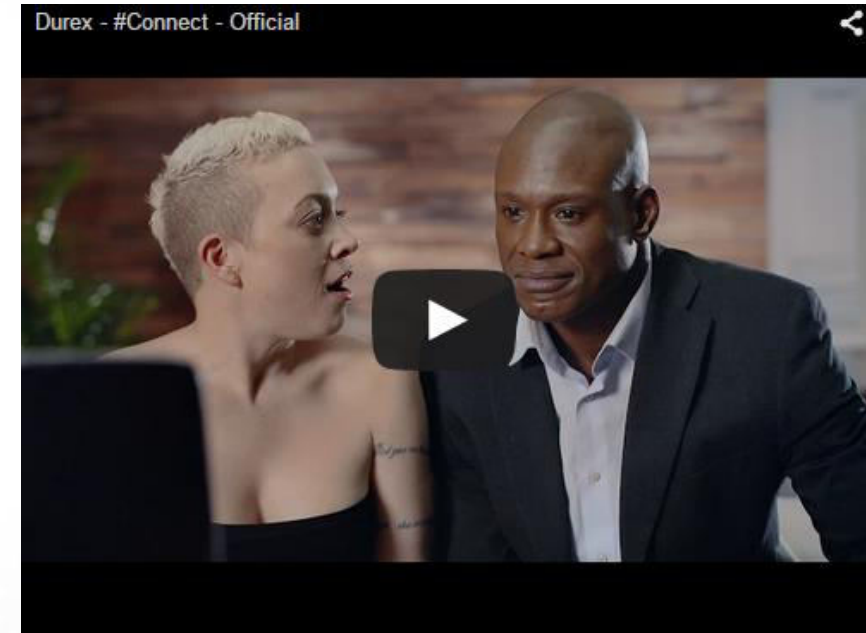
It's a direct dig at Victoria's Secret, and social media is loving it. The video received over 1 million views since its release 4 days ago. (6<sup>th</sup> April, 2015). Women have jumped on the trending hashtag, posting their own photos and declarations

Click here to play the video:

[#ImNoAngel](#)



## Durex #connect




Durex has launched a new campaign purporting to show couples a new way to utilize mobile tech to up their game in the bedroom, created by creative agency of record Havas. The video has made quite an impression online already, racking up over 21 million views on YouTube in under a week.

Click here to play the video:

[Durex #connect](#)





We'd love to hear from you.  Please send your feedback on this report to [hello@thedigitz.com](mailto:hello@thedigitz.com)