

THE MID-MONTH *Magazine*

**Do you feel
overwhelmed?**



**Is Offline Marketing
Still useful?**



Top Ternds



**Tips &
Tricks**

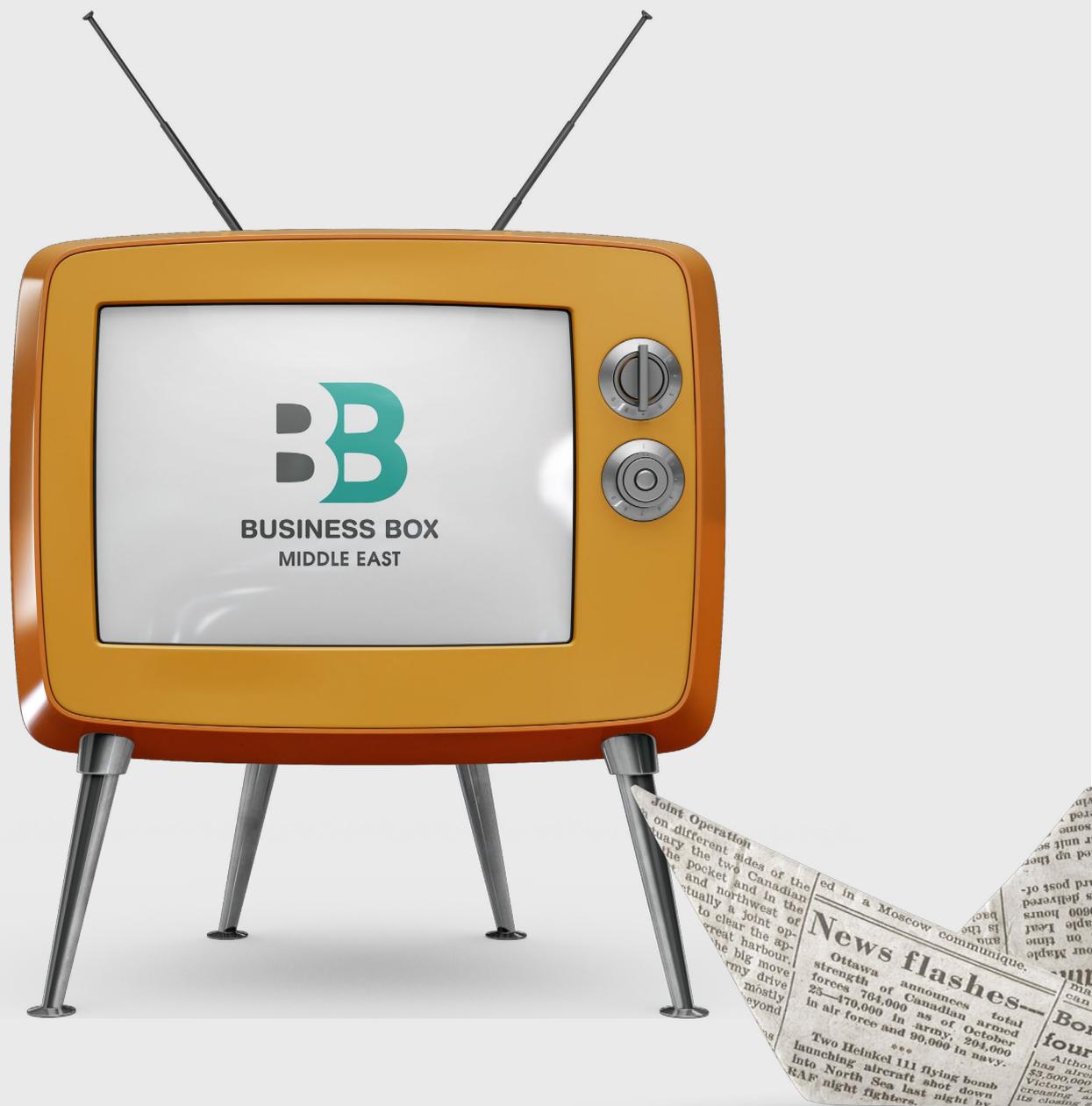


BB insights

**15 APR-15 May
Calendar**

Is Offline Marketing Still useful?

Although online marketing has taken over these days, is of-
line marketing still relevant and useful? This is what we are
going to explore through this article!



First and foremost what do online and offline marketing exactly mean?

Online marketing is the method of using online channels to convey a message about a brand, product, or service to potential customers. Email, social media, display advertising, search engine optimization (SEO), and many other tools and strategies are utilized in online marketing. The goal of marketing is to reach out to potential customers through the channels they are using in order to read, connect and socialize on the internet.

On the other hand, **Offline Marketing** is pretty self-explanatory, it is any marketing strategy that does not need to be executed online. It refers to any advertising performed through conventional offline media such as

television, billboard ads, and printed material.

Now..mix the ingredients well!

Many professional companies and marketing agencies as well are now depending on online marketing as their primary platform. When compared to traditional marketing, it is much easier to track efforts in online marketing and somehow less expensive. Nonetheless, many conventional, offline marketing strategies may still be useful in developing and sustaining your company's online identity. In reality,



In fact, harmonizing online and offline strategies creates a holistic and unified strategy that ensures better outcomes and makes one approach support the other.

One easy approach to ensure that your offline marketing efforts are in sync with your online efforts is to include material that directs visitors to your online channels. Make sure that your printed materials include links that direct people to your online accounts or website, and vice versa.

Make sure to use the same designs, colors, and themes in both online and offline advertisements, which helps your audience recognize your brand much easier and remember your brand when they come across it on social media or in real life. All of this helps increase your brand awareness and recognition. Remember, keep the logo always there!



Defining your target audience is the key!

It is crucial to specify your target market and target audience in order to select the best approach to use; nevertheless, keep in mind that online marketing is not the only option to advertise yourself or your organization. Many traditional methods are still effective, It's a rule of thumb! if your target audience includes the elderly or if you are targeting a certain geographical area it is preferable to use suitable offline techniques.

Small businesses, that aim to make a reputation for themselves in their local community

can use suitable printed material in order to establish themselves in the limited area they serve. This might sound typical for businesses like small restaurants, local hairdressers, clinics, and boutiques. but it perfectly works!

Larger businesses with a large client base need to reach customers in a major city or wider area. Engineering corporations and chain pharmacies are examples of businesses that aim to be more familiar to their audience through traditional advertising methods. Posters, television advertising, and radio advertisement can help enhance the brand credibility by spreading the word about it.

From conferences to business cards .. It works!

One of the highest ROI (return on investment) of offline marketing channels, and marketing channels in general is conferences and events. They represent a terrific chance to meet and greet with your target audience and aid in building deeper ties with potential clients as well as raising more awareness of your brand.

Carrying a well-designed and neat business card is always a good idea because business card still stands strong no matter what! A business connection can happen at any time, whether it's at a networking event or in a coffee house. A potential client could be lost if you don't have a business card to exchange! It gives the opportunity to follow up and might help in developing a business connection!

In conclusion, a thorough analysis should be performed in order to make the best online/offline marketing blend. Hope this article has helped you to think more about considering multiple marketing channels and harmonizing them.

References:

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- <https://www.marketingevolution.com/knowledge-center/the-role->
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Do you feel overwhelmed?

Let me help you choose a platform!

We have previously talked about digital marketing and the importance of social media in advertising your services or products. There are a lot of social networks out there, and deciding which ones to use and developing a plan can be overwhelming. However, the good news is that you may begin by limiting your search to the most prominent and extensively utilized platforms.



Should we use Instagram or Facebook? Is it TikTok or LinkedIn? Where To start and how. It's undoubtedly tiring to keep engaged on all platforms and it's not professional as well to post for a period of time and then disappear, people don't like ghosting and it'll have a negative impact despite the efforts spent on them!

The mid-month will suggest you a tool of prioritization in order to decide which platform to choose, There are many different scoring models out there in order to prioritize options, but ICE primarily separates itself from the pack by being simpler and easier than most of the alternatives. Because ICE only requires three inputs (Impact, Confidence, and Ease) for each idea under consideration.

Each keyword is given a score ranging from 1 to 10, with the sum of all three digits determining your overall ICE score. Each project is ranked in priority order, starting with the one with the greatest number.

	(10/) Impact	(10/) Confidence	(10/) Ease	(30/) ICE Score
facebook				
Instagram				
Tiktok				

Impact - Determine the extent to which this effort will have an impact. Will this platform has a positive influence on the customers, and if so, how much?



While assessing the impact, consider whether this platform will assist you in achieving your overall strategic goal.

Confidence – Your confidence score can be backed up either by insights of similar products or services being advertised on a specific platform or by gut instinct or both. The question is, how confident are you that this platform will have a high ROI? How risky is it to invest time and resources into this platform in particular?



While measuring confidence with your team you want to measure the known risk factors as well as the unknown and potential risks associated with the platform.

Ease - How much time and effort will it take? Do you need to take some courses before you start or do you need to hire a specialist?



Consider the team's capacity, capabilities, and available resources when considering easiness.

After this process, you can now sort the potential platforms based on their score. Chose one or two which have gotten the highest ICE score and simply get started!

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<https://www.campaignmonitor.com/resources/knowledge-base/which-social-media-platform-is-best-for-marketing-a-business/>

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Eid Mubarak

Tips & Tricks



1

Host a contest
& conduct a giveaway!
It's all about Eid gifts.

2

Offer your customers
something new, everything in
Eid is brand new and
beautiful.

3

Get inspired
by our nostalgic rituals
and memories

Happy Eid !

BB insights



A good marketing plan is a plan that conveys the right message to the right audience. In order to do so, marketers used to build fictitious personas representing their customers and customers-to-be. Because understanding your customers deeply helps you create suitable content, build a tailored plan and take strategic actions which ultimately will be in the best interest of your business.



Dr. Muhannad

Age: 30-45

Occupation: Doctor

Needs: - Number of clients
- Connections
- Credibility

Interests: Evidence-based medical content, Personal branding.

Challenges: Lack of time, mediocre marketing skills.

Mr. Saleem

Age: 35-55

Occupation: Pharmacy owner

Goals: - Sales - Customers

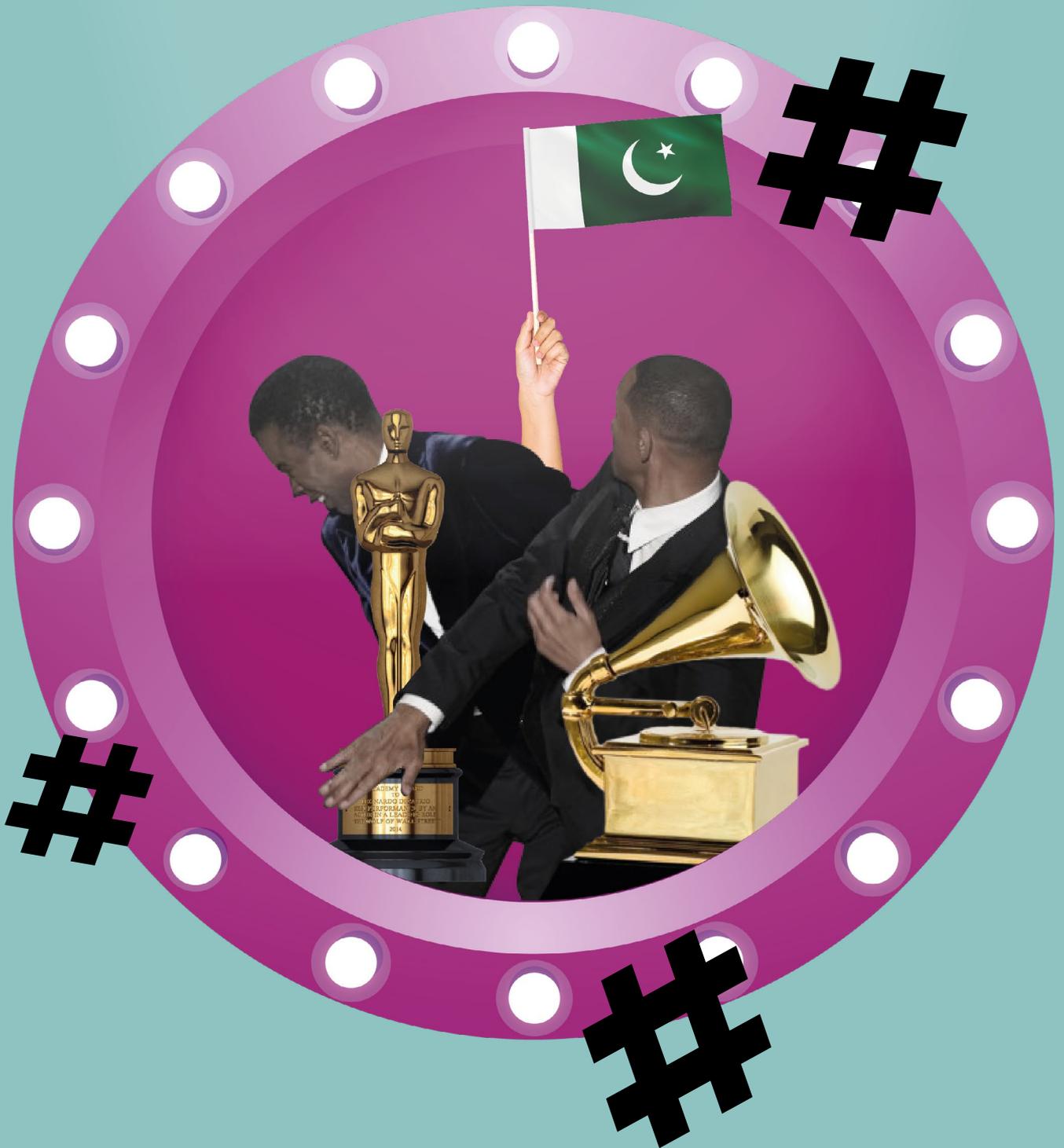
Interests: Building a strong local reputation, Interactive online content.

Challenges: Mediocre marketing skills.



Many more details can be added based on data collected, previous experiences, or both, in order to understand your customers deeply and adjust your plans accordingly! That was an example of our customers' persona, Start now and create yours!

Top Trends



#SuperBowl



Jordan

#Oscars
#GRAMMYsTNT
#PTD_ON_STAGE_LV



KSA

#GRAMMYs
#Oscars
#امپورٹڈ_حکومت_نامنظور



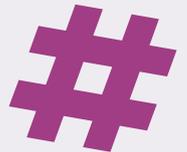
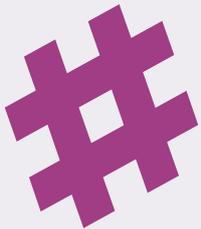
UAE

#GRAMMYs
#Oscars
#امپورٹڈ_حکومت_نامنظور



QATAR

#GRAMMYs
#Oscars
#امپورٹڈ_حکومت_نامنظور



15 Apr

Calendar

15 May

April

17 April

World hemophilia

18 April

World heritage

22 April

National Earth

24 April

Easter day

26 April

World book & copy write

May

1 May

Bladder cancer awareness
International Workers' Day

2 May

Eid Al Fitr

3 May

World press freedom

10 May

World lupus

12 May

International nurses



BUSINESS BOX

MIDDLE EAST



Build . Boost . Bright



AlSharif Nasir Bin Jamil St. Grand Center (32)



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