

THE MID-MONTH *Magazine*

August 2022

Tips & Tricks
S.M.S.R.T

15 Aug-15 Sep
Calendar



**They are influencing YOU !
Let's talk about influencers..**

BB insights

**What's wrong
with Tiktok**

Top Trends

What's wrong with Tiktok

It started with short musical videos. It went viral. It changed the structure of other apps, and now it might be banned! What's TikTok? and what's wrong with it?





Platform	TikTok
Founder	Zhang Yiming
Developer	ByteDance
Initial release	2016
Active users	1 Billion Monthly
Operating system	iOS & Android
Installations	+3 Billion
Net Worth	\$75 billion
ByteDance Net Worth	\$425 billion

What is it?

TikTok is an app based on a short-form video concept with a wide selection of sounds and songs, along with the option to add special effects and filters. Videos range in length from 15 to 60 seconds. There is also an option to directly add videos created on the user's phone or to shoot them using the app.

The format is ideal for comedy and entertainment. But there is widespread interest in infotainment these days. Influencers who have loyal followers share quick pieces of advice and recommendations in addition to personal branding. Cooking, personal finance, beauty, and fashion are all common subjects for infotainment videos. The format is increasingly being used to promote and sell goods and services.

Long story short

The beginnings of TikTok are distinct from the typical fairytale startup story we have heard hundreds of times. It is not an empire of a couple of friends who had a brilliant idea in their garage.

The name TikTok refers to the short length of the videos. It was released in September 2016 by the Chinese start-up ByteDance. The app's exponential rise in popularity actually started in late 2017, when it bought Musical.ly, a rival app, and transferred its 200 million users to their platform.

How does it become this popular?

Celebrity collaborations have been a strategic component in their plan for international growth. Aside from paid partnerships, the brand gets another advantage from the platform's popular social influencers and celebrities. Not only for uploading content to the platform, but they also advertise TikTok on other social media platforms, particularly Instagram, bringing in new users.

Despite being a global app, this app has a strong emphasis on localized content is an important factor in its popularity. The app frequently hosts regional competitions and challenges and uses local hashtags to catch local trends.

Is it really threatening National Security?

The US is concerned that TikTok is gathering private information from Americans that could be used by the Chinese government for spying, despite the accusations being vague and clueless. Every significant Chinese company, as what happened previously with Huawei, is said to have an internal cell that reports to the party in charge, with many of its agents assigned to collecting secret data. Until now, Tiktok is innocent until proven guilty. Can anybody else smell sinophobia in the air?

Ads and Promotion.

You can promote your video content using the paid feature called Tiktok Promote. You can choose from three different goals: video views, website visits, or new followers. Before beginning your promotion, determine your audience, set your budget, and schedule the length of your advertisement.

In-feed video advertisements need to adhere to each country's regulations and to the app policies and formatting standards in order to display properly and increase engagement. Create a video that is between 9 and 15 seconds in length, less than 500MB in size, and one of the following file types: .mp4, mov, mpeg, .3gp, or.avi.



Influencers & marketing

Yes, they are Influencing

your decision!

The social media world is extremely dynamic and continually expanding, and the whole world is as well. As a result, marketers from various industries are investing in social media marketing and influencer marketing after the realization of its massive impact and fruitful results.



Influencer marketing is a form of social media marketing, which benefits from the endorsement and promotion of products and services by influencers on social media platforms. More than 80% of consumers say that social media, particularly influencer content, has a significant impact on their purchasing decisions.

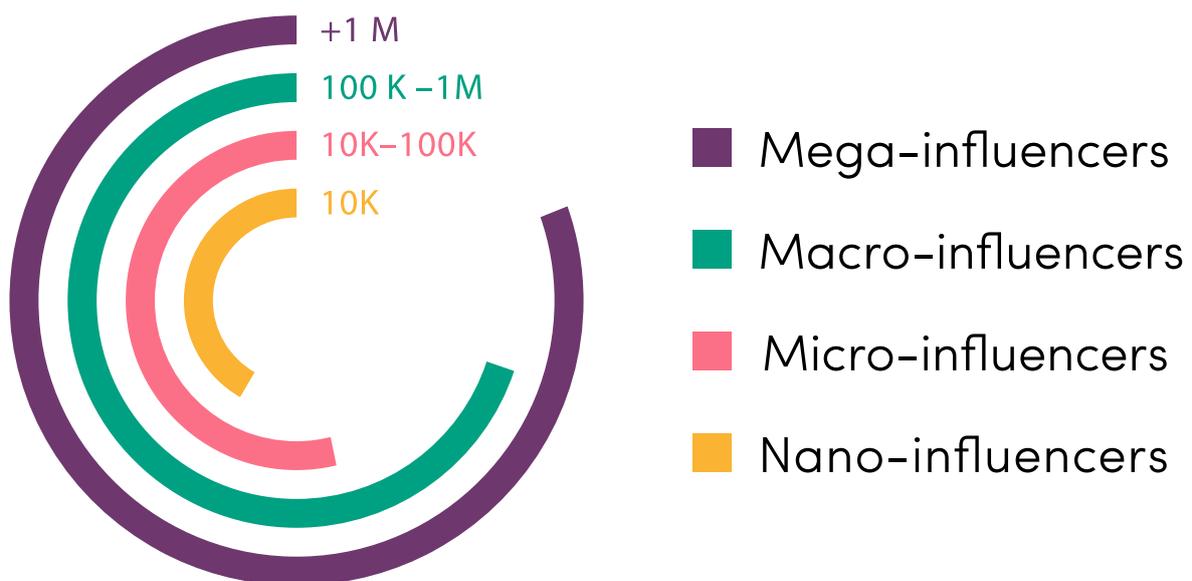
It combines both traditional and modern marketing strategies and transforms the concept of celebrity endorsement into content-driven marketing campaigns for the modern era. With more interactive and engaging content which is the influencer marketing key differentiation point.

Brands have partnered with influencers more frequently in recent years. If you simply advertise your company on your own, you might not be able to reach as many people as you could with the support of influencers. According to the most recent survey conducted by influencer marketplace Tomoson, businesses are witnessing a significant return on investment from influencer marketing, earning \$6.50 for every dollar invested. The preferred social media channel is still Instagram. In 2021, 93% of American marketers wanted to use Instagram for influencer campaigns. But pay close attention to TikTok, it's gigantifying!

Who is an influencer?

Simply said, an influencer is someone who has the power to influence others. Influencers can be found anywhere, unlike celebrities. Anybody might be one. Their actual online and social media followers are what give them influence. A well-known fashion photographer on Instagram, a knowledgeable cybersecurity writer on Twitter, and a reputable marketing executive on LinkedIn, all of these individuals might be considered influencers. There are significant people in every field; you just need to identify them, numerous people will have hundreds of thousands or even millions of followers.

Types of social media influencers



Things to keep in mind when planning for Influencers campaigns:

1. Observe the guidelines

Governments all around the world are taking serious steps in regulating social media marketing. It's critical to understand the rules of influencer marketing before stepping in. For individualized social media advertising, Saudi Arabia has launched

People can obtain a three-year license for 15,000 Saudi Riyals (\$4,000) by going to the General Commission for Audio-visual Media website, providing they follow the government's requirements on content and use an account that has been registered with the commission. It is forbidden for non-Saudis to publish adverts on social media without a license.

Here in Jordan, The Jordanian Ministry of Finance made the announcement that social media influencers and individuals who make money from social media will begin paying taxes, including both the general sales taxes and income tax. "Ignorance of the law is no excuse" so understand the rules well before getting started!

2. Do your Research.

Before choosing who to collaborate with, it is essential to carry out research on campaign candidates. Check out possible partners' followers, follow them, and consider how they could be able to market your brand in novel ways that will expand your audiences as you do your research. Ask them why they want to work with you or find out if they have any prior experience working with companies similar to yours. They should be interested in working with you for reasons other than just financial profit!

3. Authentic followers are the target followers

Examine the comments and interactions of an influencer's followers to determine whether they are real, and check if they have a lot of spammy-looking or automated interactions. The influencer may have purchased likes and follows to increase their follower count, which is bad for your brand because those followers won't care about you. Some online tools may help you understand if their followers are valid and relative or not!

That's all what you need to start with, remember that we're always there for you, contact us for more tips and tricks about influencer insights and campaigns, we are only one click away!

BB insights

Influencers campaign



Hello here again! It's always a pleasure for us to tell you about our experiences! As we've mentioned earlier, there's no denying that social media influencers reach a broad target audience and have a significant influence on their followers. So what about creating a well-designed influencers' campaign that helps you grow big?

We at **Business box middle east** can assist you in running your influencer campaign for the maximum results; finding the ideal match for your requirements and objectives is what we do best!

Let us show you how we build a **fascinating** influencer campaign.



Define your target audience.



Picking matching influencers based on insights and interests



Design the campaign according to your budget and their services



Developing relevant message to be transmitted to the audience



Releasing the campaign and following up with the results!

Don't hesitate to contact us for more, and let the adventure begin!

Tips & Tricks

S.M.A.R.T



Are you falling off track while trying to meet your objectives? Is it very challenging to finish a project? Or do you usually don't get your job done at all due to procrastination? Are your goals too big to be done or too small to be tracked?

Alright, Let us introduce you to a trick that might help you set realistic and achievable goals within a certain timeframe.

Before designing your tasks make sure they meet the following criteria:



That simple!

Top Trends





Jordan

#GazaUnderAttack
#Taiwan
#crypto



KSA

#القمة_السعودية_الامريكيه
#قمة_جده_للامن_والتنميه
#GalaxyZFlip4



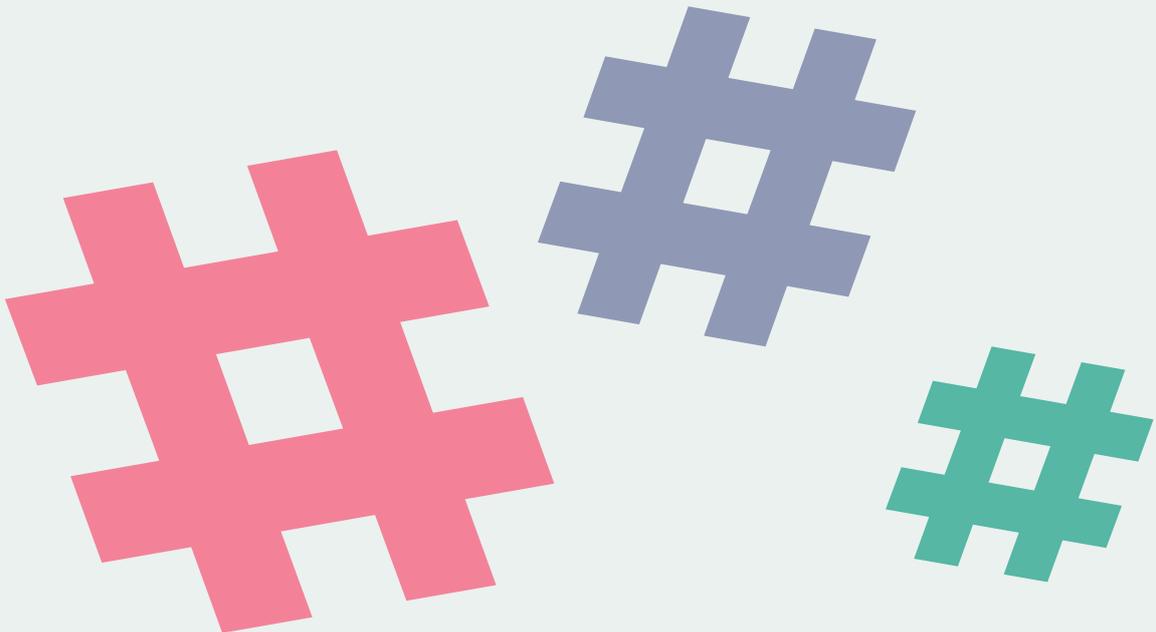
UAE

#GazaUnderAttack
#SummerSlam
#NFTCommunity



QATAR

#GazaUnderAttack
#Taiwan
#ادعم_قرارات_الاهلي



15 August



Calendar

15 September

AUG

17 Aug

World Photography Day

20 Aug

World Mosquito Day

31 Aug

International Overdose Awareness Day

SEP

- Childhood Cancer Awareness Month
- National Suicide Prevention Month
- Pulmonary Fibrosis Awareness Month

3 Sep

World Beard Day

8 Sep

International Literacy Day

10 Sep

- World Suicide Prevention Day
- World First Aid Day Celebration

13 Sep

International Chocolate Day





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