

THE MID-MONTH *Magazine*

May 2023

**DIGITAL MARKETING
IN QATAR**

**ONLINE EXISTENCE
IMPORTANCE**

**SOCIAL MEDIA
USAGE IN QATAR**

Tips & Tricks

Top Trends

BB insights



Here are some interesting
STATISTICS
for digital marketing in

QATAR!



The Digital Advertising Market

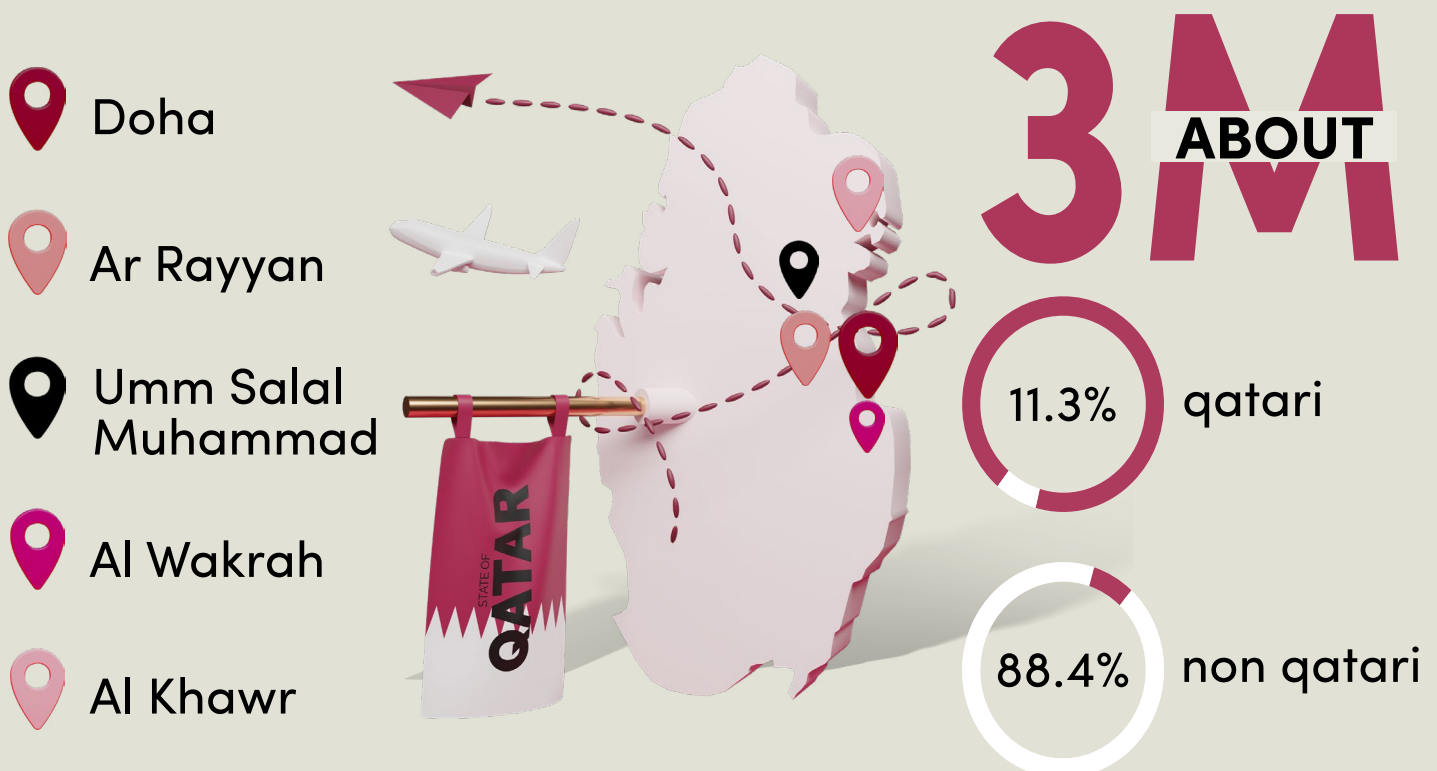
is set to experience significant growth, with projected AD spending reaching a total of **575.70\$ M** in 2023

Digital marketing in Qatar in 2023 is a dynamic and evolving landscape, driven by the increasing adoption of mobile devices, social media dominance, personalized experiences, and emerging technologies.

Marketers are leveraging these trends to create engaging campaigns that resonate with the Qatari audience, drive brand awareness, and boost business growth.

By staying abreast of the latest trends, embracing innovation, and understanding the unique characteristics of the market, businesses can thrive in the digital realm of Qatar.

QATAR POPULATION



Social media Advertising in Qatar

Do you imagine that ad spending in the social media advertising market is projected to reach US\$ 184.90 millions in 2023 in Qatar!

And it is expected to show an annual growth rate(CAGR 2023 - 2027) of 5.92%, resulting in a projected market volume of US\$232.70 millions by 2027!

In addition the Social Media Advertising market is poised for significant growth, **with the number of users projected to reach an impressive 3,017.00k users by 2027.**

The significance of transforming advertisements for mobile platforms cannot be overstated, particularly in the Social Media Advertising market.

By 2027, a substantial portion of total ad spending, amounting to US\$232.70 million, will be generated through mobile devices, accounting for 45.8% of total ad spending in the Digital Advertising market.

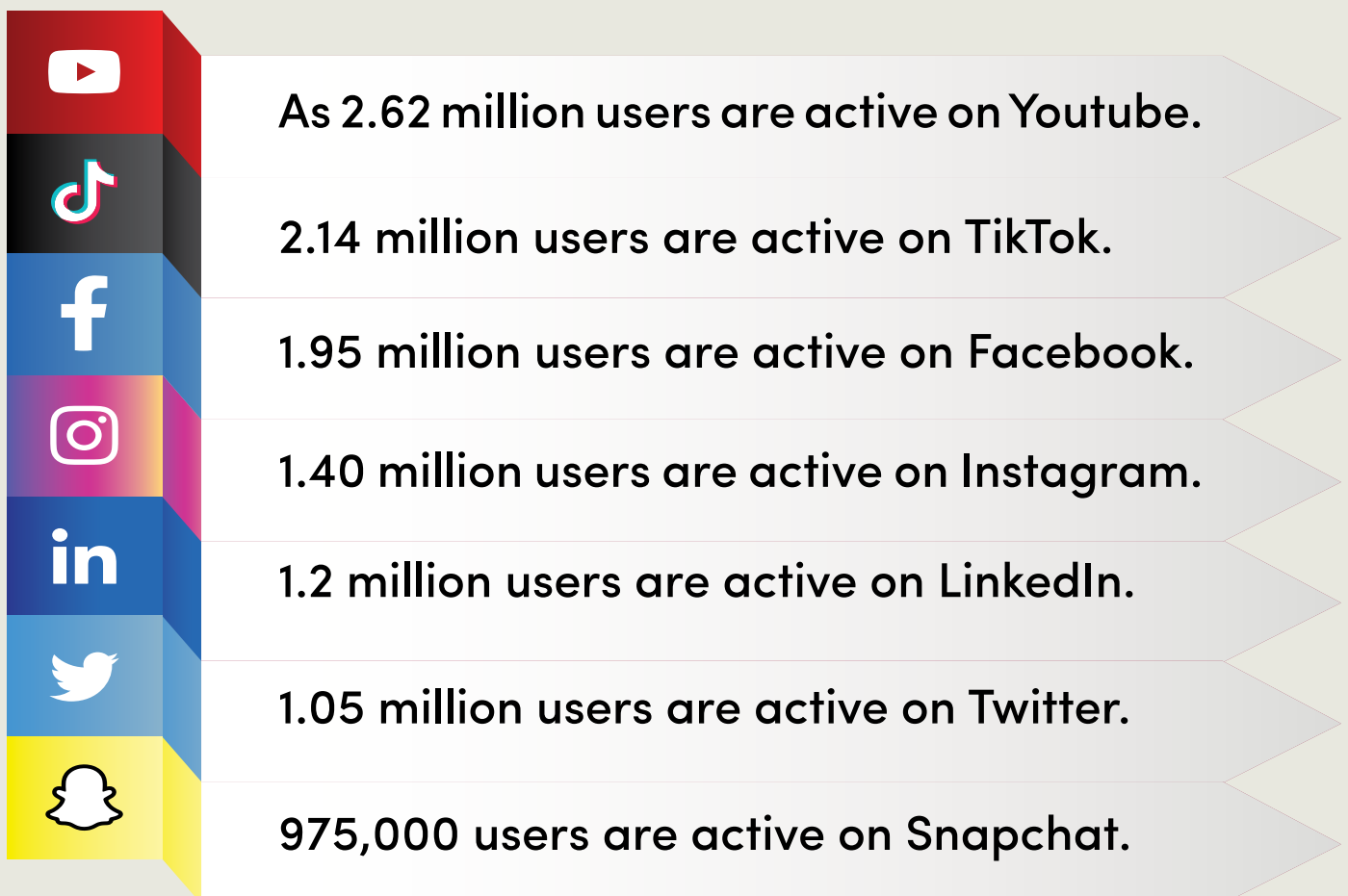
Notably, Google holds an estimated market share of 31% within the Digital Advertising market in 2022, solidifying its position as a dominant player in Qatar.

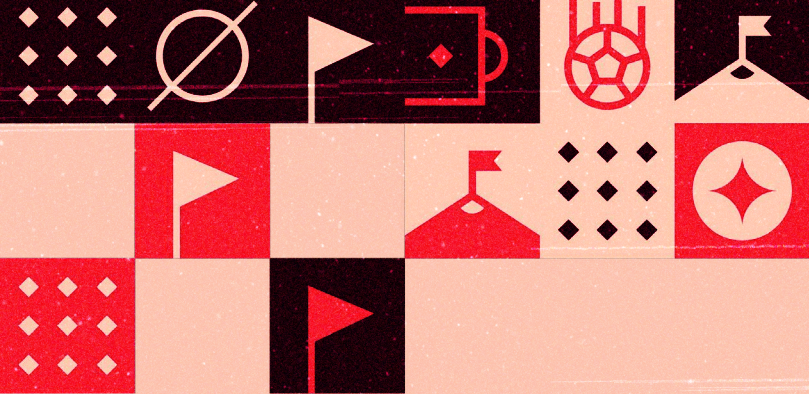
This highlights the growing importance of mobile advertising as businesses recognize the immense potential it holds in reaching and engaging with their target audience.

Mobile ads offer a unique advantage by allowing brands to connect with users on the go, providing a seamless and interactive experience.

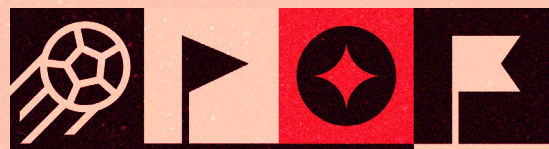
With the widespread use of smartphones and the increasing time people spend on their mobile devices, optimizing advertising campaigns for mobile platforms is essential for businesses to stay relevant and effectively communicate their message.

By embracing the mobile revolution in the Social Media Advertising market, businesses can leverage this powerful medium to drive brand awareness, increase customer engagement, and achieve sustainable growth in an ever-evolving digital landscape. **Almost 97% of the total population in Qatar are active social media users!**





SOCIAL MEDIA USAGE IN QATAR



Interested to know more about social media in Qatar?

Here are some findings that will help in understanding how Qatari's use social media platforms!

Social media has become an integral part of our lives, and Qatar is no exception.

With a high level of digital penetration and a tech-savvy population, social media has gained immense popularity among Qatari's.

In this article, we'll take a closer look at the social media landscape in Qatar and how many Qatari's use these platforms.

According to a recent report by the Digital 2021 Global Overview, Qatar has a population of 2.9 million people, with a total of **2.8 million active social media users**.

This means that approximately 97% of the population in Qatar uses social media platforms.

This is a significant increase compared to previous years and is reflective of the changing digital landscape in Qatar.

On a study that was done by the ministry of information and communications technology in Qatar, They asked about 14 activities that people do in social media platforms, including sharing photos and videos, meeting new people, asking questions, and sharing their opinions and here are the results:

WhatsApp, Youtube and Facebook, were the top platforms that people use in Qatar, With around 2.4 million active using WhatsApp, and around 2.2 million active users in Youtube.

- Specifically, Qataris are more likely to use whatsApp, Twitter and Instagram to find out news, and
- Non-Qataris that are living in Qatar use Facebook platform to find out news and updates.
- Facebook, Twitter, and Instagram also have a significant presence in the country, with 1.8 million, 640,000, and 490,000 active users, respectively.
- Non-Qataris like to share photos on Facebook, Qataris are more likely to share photos on WhatsApp, Snapchat and Instagram.


The high social media usage in Qatar can be attributed to several factors, such as the country's young and tech-savvy population, the high level of smartphone ownership, and the government's push towards digitalization.

Social media platforms are also used by businesses in Qatar to connect with their customers and promote their products and services.

It's worth noting that while social media usage in Qatar is high, the government does regulate online content to ensure it aligns with the country's values and cultural norms. This includes blocking


ONLINE EXISTENCE IMPORTANCE IN QATAR FOR BUSINESSES





Having an online presence is essential for businesses in Qatar, as it allows them to reach a wider audience and compete in a digital marketplace.

Here are some key reasons why having an online existence is important for businesses in Qatar:

- 1** Increased visibility: A strong online presence can help your business reach a larger audience and increase visibility to potential customers. By having a website and social media accounts, you can make it easier for people to find and learn about your business.
 - 2** Improved customer engagement: Social media platforms provide businesses with an opportunity to engage with customers on a more personal level. By responding to comments, messages, and reviews, you can build a relationship with your customers and create a loyal following.
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- 3** Greater credibility: A professional and informative website can help establish your business's credibility and legitimacy. It can also provide customers with important information such as your location, hours of operation, and contact information.
 - 4** Cost-effective marketing: Compared to traditional forms of advertising, online marketing can be more cost-effective and efficient. By utilizing digital marketing techniques such as social media advertising and search engine optimization (SEO), you can reach your target audience.
 - 5** Access to customer data: An online presence can provide businesses with valuable data on customer behavior, such as website traffic, social media engagement, and purchase history. This information can be used to improve marketing strategies and better understand customer needs and preferences.



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BB insights

Of all the countries in the Middle East, Qatar is considered a hub for fashion, beauty, and lifestyle influencers.

With a high standard of living and a tech-savvy population, it's no surprise that many Qatari's turn to social media to keep up with the latest trends and lifestyles.

Here is **BB INSIGHTS** for the influencers that have gained immense popularity among Qatari's



1.5M
Followers
Abdullah
AlGhafri



5.8M
Followers
Mohamad
Ghayad



2.7M
Followers
Mohamad
Adnan



985K
Followers
Haneen
Alsaify

Tips & Tricks





Travelling To Qatar And Starting A New Business?

Here are some tips and tricks for you!

- 01 Learn about the local culture and customs:**
As it's important to be respectful of local customs and traditions.
- 02 Network with local business owners:**
As building relationships with other local business owners can be a valuable way to gain insight into the local business landscape, as well as to potentially establish partnerships or collaborations.
- 03 Hire a local sponsor or partner:**
In order to operate a business in qatar, it's typically necessary to have a local sponsor or partner. This individual or company can help navigate local regulations and cultural nuances, and can serve as a valuable resource in establishing and growing your business.

04

Know your target market:

Qatar has a diverse population, with residents from a wide range of nationalities and cultural backgrounds. It's important to understand the needs and preferences of your target market, and to tailor your business strategy accordingly.

05

Invest in marketing and advertising:

Building brand awareness and reaching potential customers can be a challenge in a new market. Consider investing in marketing and advertising efforts, such as social media campaigns, influencer partnerships, or local print or radio ads.

06

Increase your interest in technology:

Qatar is a highly digital society, with high rates of internet and smartphone usage. Consider leveraging technology to enhance your business operations and reach new customers, through strategies such as e-commerce, mobile apps, and social media marketing.



Top Trends





Jordan

#زفه_الامير_حسين_عيسي_السقار
#جمعه_مباركه
#ميسي
#نجوي_كرم_شغل_موسيقي



KSA

#قمر_الليله
#اوراوا_الهلال
#ساعه_استجابه
#ميسي



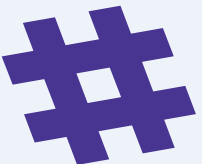
UAE

#صباح_الخير
#الاهلي_بيراميدز
#taylor
#الاهلي_بيراميدز



QATAR

#DohaDL
#DiamondLeague
#الاهلي_بيراميدز
#تشارلز_الثالث



15 May

Calendar

15 June

May

17 May

World Hypertension Day

25 May

Jordan Independence Day

31 May

World's No Tobacco Day

June

5 June

World Environment Day

14 June

World Blood Donor Day

16 June

AFC Asian Cup



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