

May 2023

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Monthly Bulletin

**TRENDING
NEWS TODAY**



**EDU DRIVE,
THE LARGEST
EDUCATION FAIR
IN QATAR IS
STARTING SOON**

**3 KEYS
OF ONLINE
ADVERTISEMENT**

THIS IS DIGITAL ERA AND TIME TO ENHANCE YOUR BUSINESS ONLINE

In this world, we can't deny the impacts of social media channels and the growth of digital technology. This era brings an easy way to communicate with your customers through implementing the right digital marketing plan to grow online.

It is clear that if you are planning to expand your business and build your brand identity, choosing a digital marketing plan comes first place.

One of the most significant advantages of digital technology is that it allows businesses to reach a global audience quickly and efficiently. With the rise of social media platforms like Facebook, Instagram, and Twitter, businesses can now connect with customers from around the world with just a few clicks.

These platforms create a huge opportunity for each brand to create a strong presence in the industry and it leads to increased revenues.

Digital technology has also made it easier for businesses to streamline their operations and improve their efficiency. Various digital marketing tools including email marketing and search engine optimization (SEO) allow businesses to target their marketing efforts more effectively, reducing wastage and increasing the return on investment.

Possessing well-organized social media accounts assist in crafting a brand identity and trust.

Websites are an inevitable part of your digital growth. It makes the customers get an absolute idea about your business, products & services. With the help of social media accounts, you can easily communicate with your customers.

Keeping up to date with digital marketing tools can lead your way to success.

Our well-experienced professional team is here to assist you with the perfect plans to improve your presence in the digital marketing area. We introduce you to technologies and trends that emerge every day and keep your brand relevant.

The digital era presents great opportunities for businesses of all sizes. By joining hands with us, you can enhance your reputation, reach new customers, and stay ahead of the competition in the daily growing digital marketing field.



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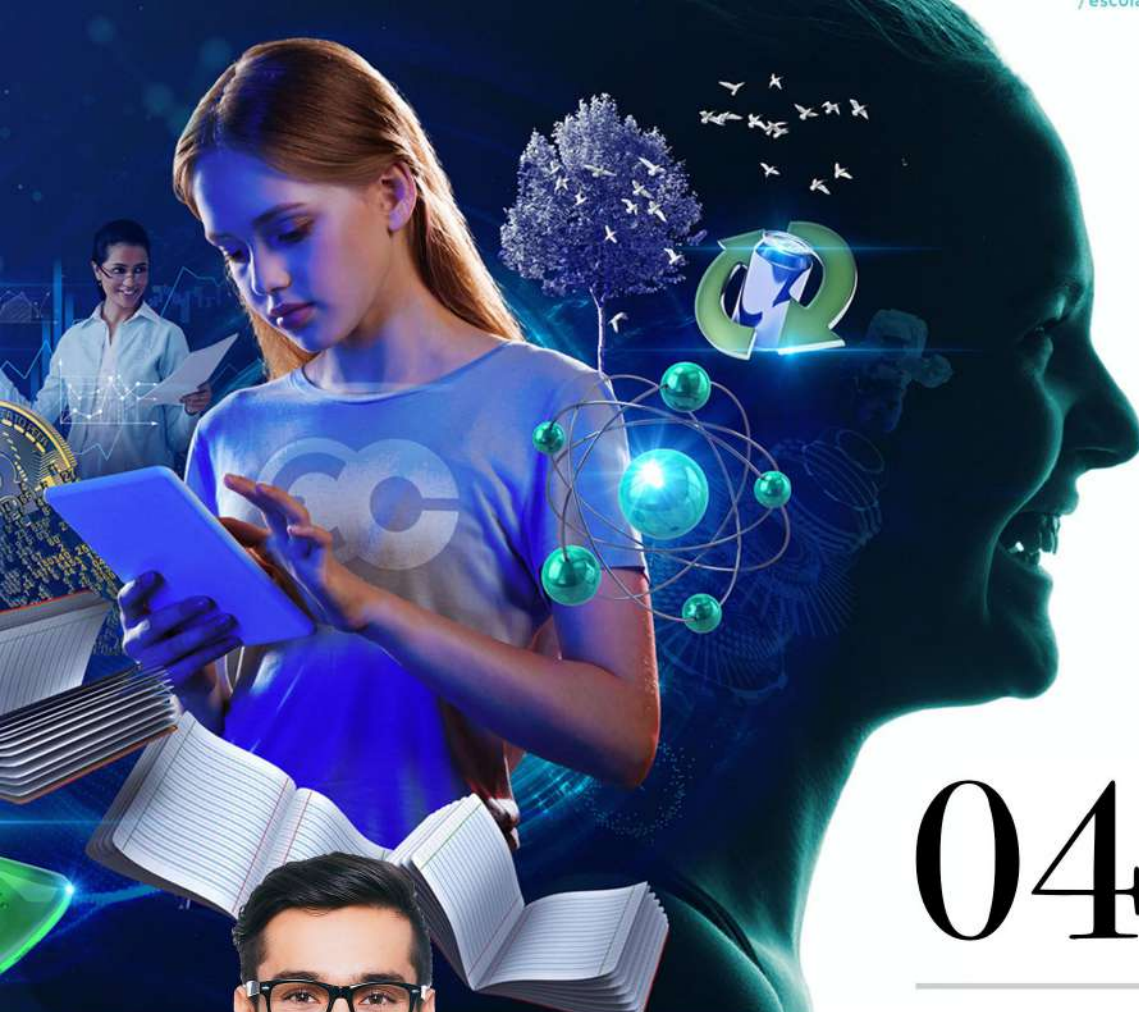
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EDU DRIVE, THE LARGEST EDUCATION FAIR IN QATAR IS STARTING SOON



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3 Keys of Online Advertisement

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Viral News

Check out the talk on social media





EDU DRIVE, THE LARGEST EDUCATION FAIR IN QATAR IS STARTING SOON

Qatar: To introduce the greatest career options for students who completed Plustwo and Under Graduation, Edu Drive, an initiative by Momentum Media is starting soon in MES Central School, Doha, Qatar.

These three days long education fair will start from 25th May to 27th May.

Incorporating leading universities, Colleges, and Schools internationally, the fair aims to provide each student with the best career and higher study choices in the field of science, technology, engineering, arts, and mathematics.

Various sessions included in the program will be handled by experts in the field.

"We focus on gifting every student a bright future by extending immense opportunities for them. This Education Fair can be a tremendous option for students who plan to build an unmatching career" says Mr. Saif Valanchery, founder of Momentum Media & Organizer of Edu Drive.

Qatar is going to witness one of the biggest Education Fair and it opens the way for opportunities for students.

3 KEYS OF ONLINE ADVERTISEMENT

Making a company digitally grow means they are building its brand recognition, trust, and revenue. To make this possible, there are three major keys to take care of.

Make Your Brand Familiar

The industry demands attention and to earn your customer's looks for your company, making the brand name plays a key role. You can achieve it by using the possibility of implementing a dedicated digital marketing strategy.

Focus on the Target

Then maintain a normal social media account, concentrate on the service or products your company extends and focus on the target to make customers active on your page.

Know your audience and make your website & social media handles simply comprehensive.

Check on the Engagement Rate

Checking the engagement rates of accounts can give you a clear idea about where you have to boost your promotion. With this step, you can easily track customer interests and make them engaged with the right content. It helps in creating direct communication channels with the audience.

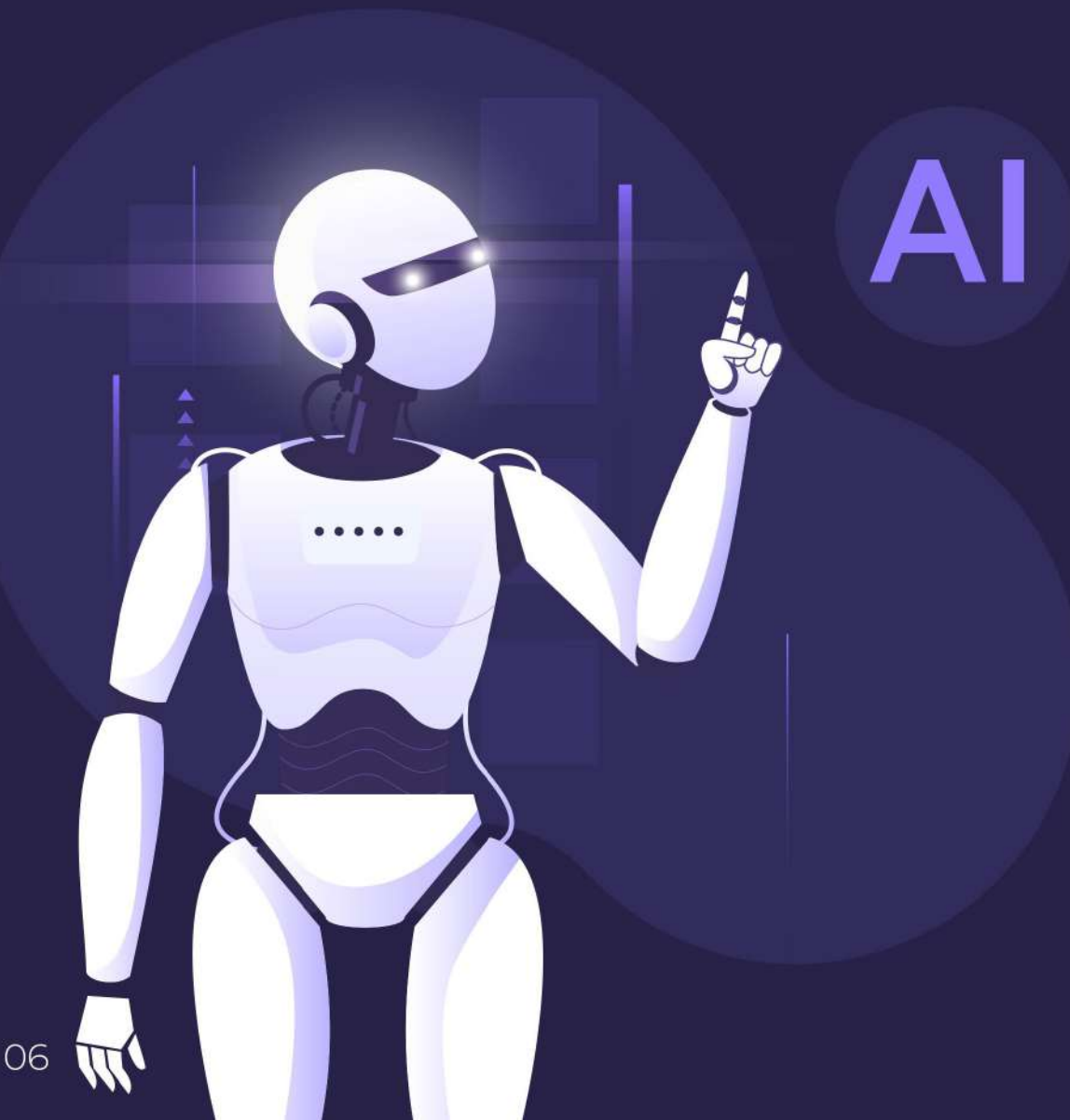


The Impact of Artificial Intelligence On Social Media

Artificial intelligence (AI) has had a significant impact on social media in recent years. Here are some ways in which AI has affected social media:

Personalized content: Social media platforms use AI algorithms to analyze user behavior, preferences, and interests to provide personalized content. This means that users are more likely to see content that is relevant to them, which enhances their user experience.

Targeted advertising: AI algorithms are also used to analyze user data to provide targeted advertising. This means that businesses can reach their target audience more effectively, and users are more likely to see ads that are relevant to them.

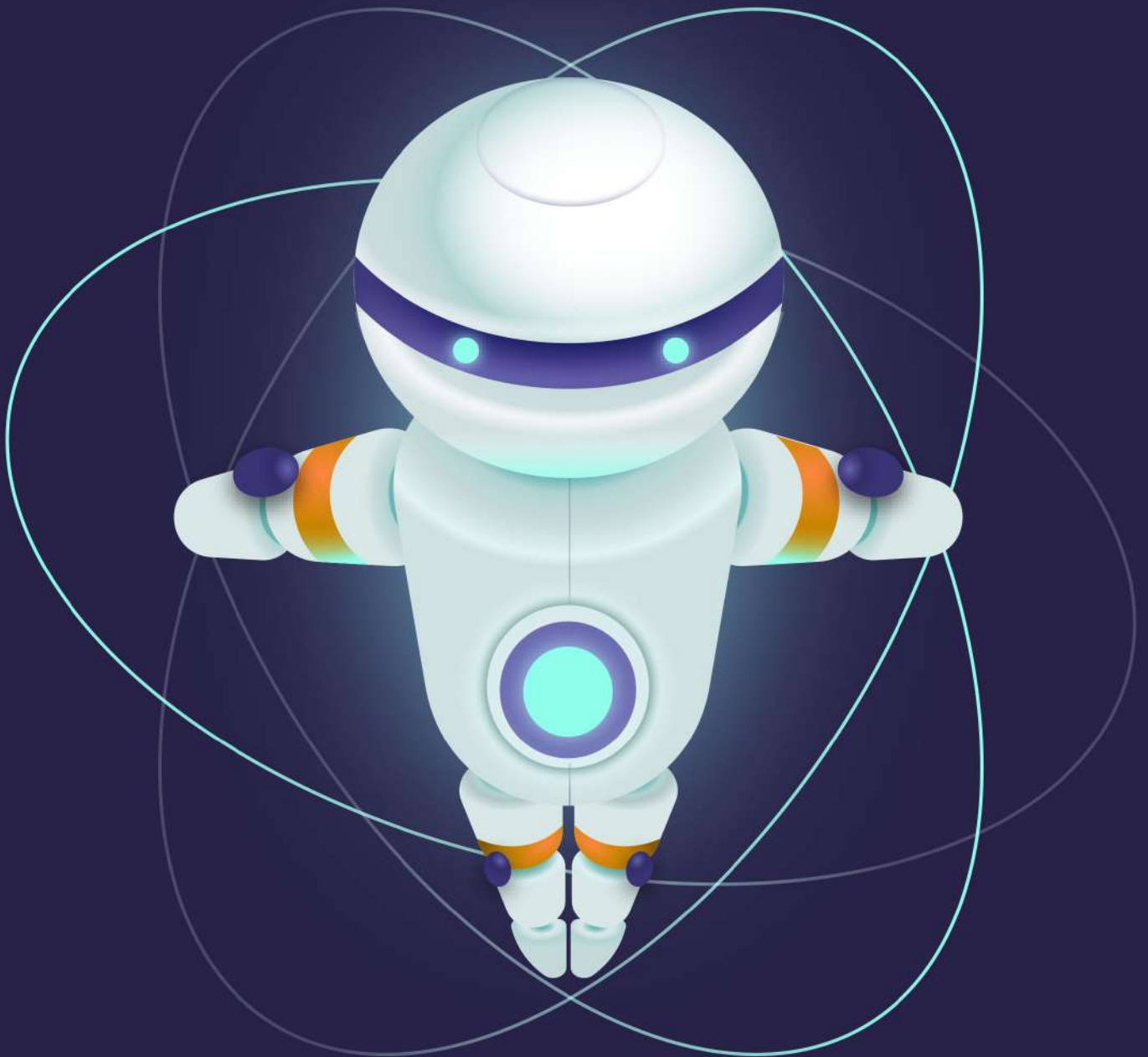


Content moderation: AI is used for content moderation on social media platforms. AI algorithms can detect and remove inappropriate or harmful content, such as hate speech, bullying, and violence. This helps to create a safer and more positive environment for users.

Fake news detection: AI algorithms are used to identify fake news and misinformation on social media platforms. This is important because fake news can have a significant impact on public opinion and can even influence elections.

Chatbots: Chatbots powered by AI are used by businesses to provide customer service and support on social media platforms. This means that users can get help quickly and easily, which enhances their user experience.

Overall, AI has revolutionized the way social media operates and has greatly enhanced the user experience. However, there are also concerns about the impact of AI on privacy and the potential for AI to be used for malicious purposes.





EDU DRIVE 2023

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CREATING YOUR DIGITAL WINGS **media**
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"A VISION FOR
THE FUTURE"

INAUGURAL MOMENTS



VIRAL NEWS



Elon Musk Announces that He's Hired a New CEO to Replace Him at Twitter as it is a Big Job



Meta Begins Testing Generative AI Elements for Facebook and Instagram Ads



**GET READY TO BE
A PART OF QATAR'S
LARGEST EDU FEST**

DOPA
NEET Coaching



**EDU
DRIVE**

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Powered By



In Association with



**MAY
25th
2023**

Thursday

**Time: 5:00 PM
to 9:00 PM**

**MAY
26th
2023**

Friday

**Time: 3:00 PM
to 9:00 PM**

**MAY
27th
2023**

Saturday

**Time: 10:00 AM
to 9:00 PM**

**Venue: MES Indian
School Doha, Qatar**

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Fest
2023**

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SPEAKERS

**25-MAY-2023
Thursday**

07.30 PM



Dr. SALEEL HASSAN
PRINCIPAL
IN CHARGE SIS

CAREER PLANNING

**26-MAY-2023
Friday**

05.00 PM



FIROZ PT
COUNSELLOR & TRAINER
CIGI DOHA

WHAT AFTER +2

**26-MAY-2023
Friday**

07.00 PM



Dr. JAZEEM KOORANKOT
LICENSED CLINICAL PSYCHOLOGIST &
SOLUTION FOCUSED THERAPIST

**5 KEY STRATEGIES
TO BUILD YOUR
DESIRED FUTURE.**

**27-MAY-2023
Saturday**

10.00 AM



HENNA LULU M.S
CURRICULUM
COORDINATOR, QISH

**INTELLIGENCE
CHALLENGE**

**27-MAY-2023
Saturday**

05.00 PM



FAIZAL AK
TRAINER,
CIGI DOHA

**STUDY OPTION IN
QATAR AFTER +2**

**27-MAY-2023
Saturday**

06.30 PM



Ad. Issuddin K K
VICE CHAIRMAN &
TRAINER, CIGI DOHA

CAREER Q&A



YENEPLOYA
MEDICAL COLLEGE

COACH INDIA
ACADEMY THRISSUR
MEDICAL & IIT COACHING EXPERTS
EAST FORT JUNCTION, THRISSUR



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FUTURE SIMPLIFIED



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