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momentum digest



INSTAGRAM MUSE
A NEW ERA OF AI POWERED CREATIVITY

WHY BILINGUAL BRANDS WIN MORE IN QATAR

THE SAVE BUTTON
THE MOST UNDERRATED SIGN IN SOCIAL MEDIA ?

TIKTOK FOR BUSINESS IN QATAR

Beyond the Noise

October brings a reminder that not everything important demands our attention loudly.

Some messages need to be heard, some stories need to be shared, and some conversations can make a difference far beyond the moment they begin.



Pink Month brings this message closer to home. **Breast Cancer Awareness Month** is more than a pink ribbon or campaign visual; it is about promoting early detection, sharing reliable information and encouraging conversations that can make a difference.

The same applies to brands and businesses. More content does not always mean more impact, and greater visibility does not automatically build trust. What matters is reaching the right audience with a message that connects, communicates value and inspires action.

At **Momentum Media**, we believe effective communication begins with purpose. This October, let's look beyond the numbers and ask ourselves: **"What did our message make possible?"**

Because the most powerful messages are the ones that truly matter.

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INSTAGRAM MUSE

A NEW ERA OF AI-POWERED CREATIVITY



Instagram is introducing Muse, bringing AI-powered creativity into the social media experience. It opens new possibilities for generating visuals, exploring creative ideas, and producing engaging content more efficiently.

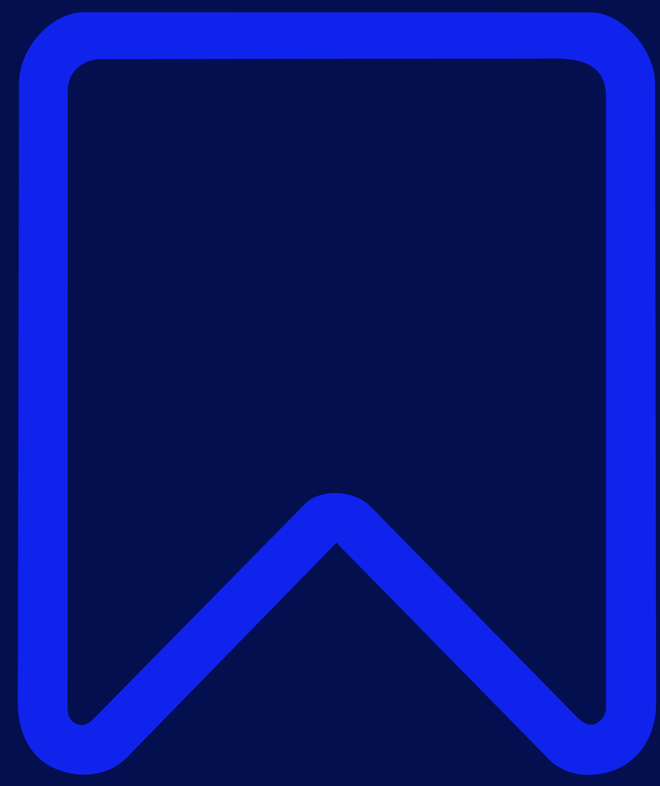
What does this mean for businesses? Brands can explore fresh campaign concepts, create eye-catching visuals, and experiment with new content styles while saving time on production.

The key is combining AI with human creativity. Authentic storytelling, brand identity, and cultural relevance remain essential to creating content that connects with audiences.

For businesses in Qatar, Muse represents another opportunity to explore AI-driven content creation and stay ahead in the evolving digital marketing landscape.

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THE SAVE BUTTON: THE MOST UNDERRATED SIGN IN SOCIAL MEDIA?



Not every post gets a like. Not every Reel gets shared. But some posts are worth keeping.

Think about the last time you saved a recipe, bookmarked a travel destination or stored a marketing tip on Instagram. You didn't necessarily want to share it with the world. You simply wanted to find it again.

That small tap tells an interesting story about how people use social media.

BEYOND THE LIKE BUTTON

Likes are quick reactions. Saves serve a different purpose: they let users keep content for later.

For marketers, this creates an opportunity to think beyond posts that attract immediate attention. Tutorials, checklists, useful tips and step-by-step guides can give audiences a reason to return to a post long after they've scrolled past it.

Instagram also uses saved posts as part of its personalisation and recommendation systems. However, saves aren't officially confirmed as its single most important ranking signal.

THE METRIC MARKETERS SHOULD NOTICE

A post with fewer likes isn't necessarily a failure. If people save it, they may have found something useful enough to keep.

Rather than judging performance by likes alone, marketers can compare saves with reach, examine which formats people keep and use those insights to plan future content.

The goal isn't to make every post save-worthy. It's to make every post worth someone's attention.

WHAT MAKES CONTENT WORTH SAVING?

- **Useful information:**
  Tips people want to revisit.
- **Practical inspiration:**
  Ideas for travel, food, fashion or everyday life.
- **Easy-to-follow guidance:**
  Tutorials and checklists that solve a problem.
- **Reference-worthy content:**
  Information people may need when making a decision.

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Why Bilingual Brands Win More in Qatar



Qatar's diverse population includes Qatari nationals, Arab expatriates, South Asian communities, and international professionals. Brands that communicate in both Arabic and English can connect with a wider audience and better reflect local language preferences.

Bilingual content goes beyond translation

Effective marketing requires Arabic content that feels natural, culturally relevant, and written for its audience not simply translated from English.

Every platform needs the right tone

Professional Arabic may suit LinkedIn, while conversational Gulf Arabic can create a more natural connection on TikTok and Snapchat.

Bilingual SEO creates a competitive advantage

Optimising websites for both Arabic and English search terms helps businesses reach customers using different languages and discover opportunities in less competitive search markets.

Cultural moments strengthen engagement

Ramadan, Eid, Qatar National Day, and Garangao offer valuable opportunities for bilingual campaigns that connect with local audiences, build trust, and encourage long-term brand loyalty.

TikTok for Business in Qatar

Is It Time to Take It Seriously?

TikTok is active in Qatar, with **1.54 billion** global users in 2026.

TikTok is no longer just an entertainment platform. It is becoming a powerful channel for businesses to reach younger audiences, build brand awareness, and attract customers. With users increasingly searching for products, services, and local recommendations directly on TikTok, businesses without a presence risk missing valuable opportunities.



TikTok

The algorithm creates opportunities for every business

Unlike platforms where follower count heavily influences reach, TikTok can push engaging content to large audiences, even from accounts with relatively few followers.

TikTok Shop presents future opportunities.

As in-app shopping expands across markets, Qatar's retail, beauty, F&B, and lifestyle businesses can prepare to turn content engagement into sales.

What works in Qatar?

Authentic, locally relevant videos perform well. Behind-the-scenes clips, product tips, team stories, and customer FAQs can help brands connect naturally with audiences.

The ROI opportunity is significant

With high user engagement and growing search behaviour, TikTok offers businesses another way to reach potential customers and strengthen their digital presence.

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With **5+ years** of expertise, **Momentum Media** has established a strong presence in Qatar's digital landscape, empowering brands across diverse industries. Backed by a growing team of **30+ professionals**, we offer end-to-end digital solutions, including social media management, performance marketing, personal branding, SEO, website development, branding, and creative media production. Driven by innovation and results, we help businesses strengthen their digital presence, reach the right audiences, and achieve sustainable growth.

Our Services

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