EAST RIVER ESSENTIALS

YOUR MONTHLY GUIDE TO WHAT'S HOT IN DIGITAL

EXECUTIVE SUMMARY

February being a month of digital workshops and trainings for East River, we are featuring them in our exclusive newsletter and Digibits our clients should be up-to-date with.

- **Best Practices**
  - *LinkedIn Session on Content Marketing*
- **Know Your Digital**
  - *Facebook Training for Home Entrepreneurs*
- **HFT by L'Oreal Professionnel**
  - *Digital Training Session for Conversion to Salons*
- **Best Practices**
  – *Facebook Ramadan and Eid Workshop*
- **Oreo Strawberry goes Live**
  –*PR win for East River*
- **Why Burger King Is Advertising a Moldy Whopper**
  – *AdWeek*
- **SNAPCHAT | Approaching 5 Million Users from Pakistan**
  – *Jventures*

DIGIBIT OF THE MONTH:

WHAT ARE THE CHANGING CONSUMER BEHAVIORS, NEW TECHNOLOGIES, AND INDUSTRY TRENDS THAT ARE SET TO DISRUPT MARKETING IN 2020?

READ HERE

BEST PRACTICES - EAST RIVER'S FIRST LINKEDIN SESSION ON CONTENT MARKETING

East River hosted its first ever LinkedIn session and took this opportunity to inform their clients on the new content marketing practices since this platform is the biggest corporate communication platform, and is continuously growing in Pakistan.

Some key takeaways from the webinar were the four content archetypes, content & creative best practices, and trust & safety guidelines.

Special thanks to Natasha Salleh, APAC Market Development Lead at LinkedIn for taking time out from her schedule.

KNOW YOUR DIGITAL - FACEBOOK TRAINING FOR HOME ENTREPRENEURS

We conducted our first-ever Facebook Workshop for home entrepreneurs. Speaking to a variety of home entrepreneurs, we found that even those who were heavy spenders on the platform were having trouble moving forward as they needed support in understanding the data they were accumulating and the information available online was not enough.

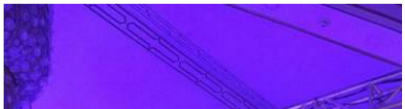
We were able to guide many of them on the best practices for creative & content as well as spoke individually to each of the entrepreneurs to understand their current campaigns and recommend tweaks where necessary.

HFT BY L'OREAL PROFESSIONNEL - DIGITAL TRAINING SESSION FOR CONVERSION TO SALONS

L'Oreal Professionnel Pakistan had its first-ever Hair Fashion Tour this year featuring their international ambassador Tarek Rizk. The HFT was not just a show of different hair trends but also had a digital marketing training session with East River's Chief of Technical Operations Fatir Siddiqui.

This session included insights on how to find the right audience for your salon, in order to make promotions and then conversion easier than before.

Some key target points for digital conversion, ad placements, and increase in your CTR were also presented.



BEST PRACTICES - FACEBOOK RAMADAN AND EID WORKSHOP

Cindy Nguyen, Facebook representative for Pakistan, flew in from Singapore for a special Ramadan session on brand building, conversion, and increasing a consumer's cart size and retain them.

According to Facebook's Ramadan study, shopping for the season begins as early as 3 weeks prior to commencement – this is the best time for brands to launch their promotions .

Another important insight given was which formats to target since millennials in Pakistan are largely found on mobile devices – creatives should also be mobile centric for example Canvas Ads and vertical posts.

OREO STRAWBERRY GOES LIVE- PR WIN FOR EAST RIVER

This February, Oreo Pakistan hosted #DrawWithOreo, a digital submission competition where participants drew/painted their ideal Oreo Strawberry World using an open Oreo Strawberry cookie!

The campaign was a massive success, with an 85% positive sentiment score and a zero percent on negative sentiment, making it one of East River's biggest PR wins; hosted across the public Oreo Facebook and in the Facebook Group, Karachi Chefs at Home. While also receiving a whopping 1100+ entries in total which were not shabby at all!

WHY BURGER KING IS PROUDLY ADVERTISING A MOLDY WHOPPER

There are only two eras in advertising: ads that were released before Burger King's Moldy Whopper and ads that were released after Burger King's Moldy Whopper.

One moment, thin as a dagger's edge, lies between the two—and we are living in it at this very instant.

Burger King unveiled a global ad campaign aimed at highlighting its commitment to dropping all artificial preservatives. Such campaigns, while applaudable, come and go somewhat without generating much more than a passing interest.

READ MORE

200% increasein audience from Pakistan in the last 12 months!

One of the fastest growing social networks in Pakistan currently, especially among Genz & millennial segments.

The only social platform with a female penetration of over 50%.

To make sense of this amazing growth, we have put together a deck explaining what is so unique about Snapchat.

SNAPCHAT APPROACHING 5 MILLION MONTHLY ACTIVE USERS IN PAKISTAN

READ MORE

Stay tuned for more East River updates

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