

Hayiy 2012

Digital Advertising

'Keeping up with the world'

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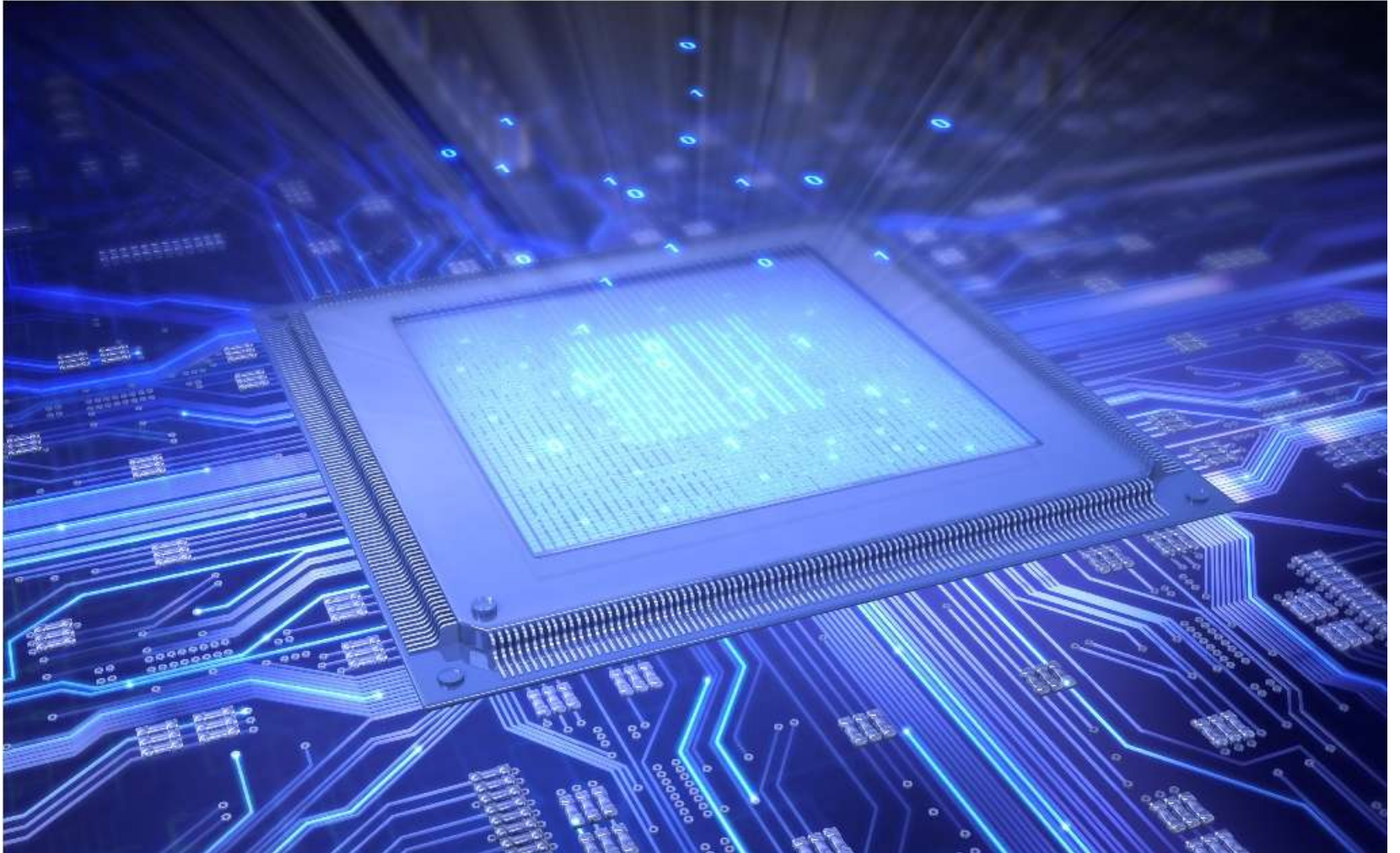
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Gazebeyä
Digital Advertising & Social Media Services

**“Entrepreneurship is not
just owning a business....
Entrepreneurship is a life
style”**

Technology is evolving at Break-Neck Speed





**Nobody want to lose the race...
Do you?!**

Internet Statistics 2011

Indicator	Internet Users	Penetration
Worldwide	2.27 Billion	32.7%
Egypt	29 Million	35.7%

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Occupied Palestinian Territory	5.3 Million	70.4%

What about the future?



2020

Worldwide Population

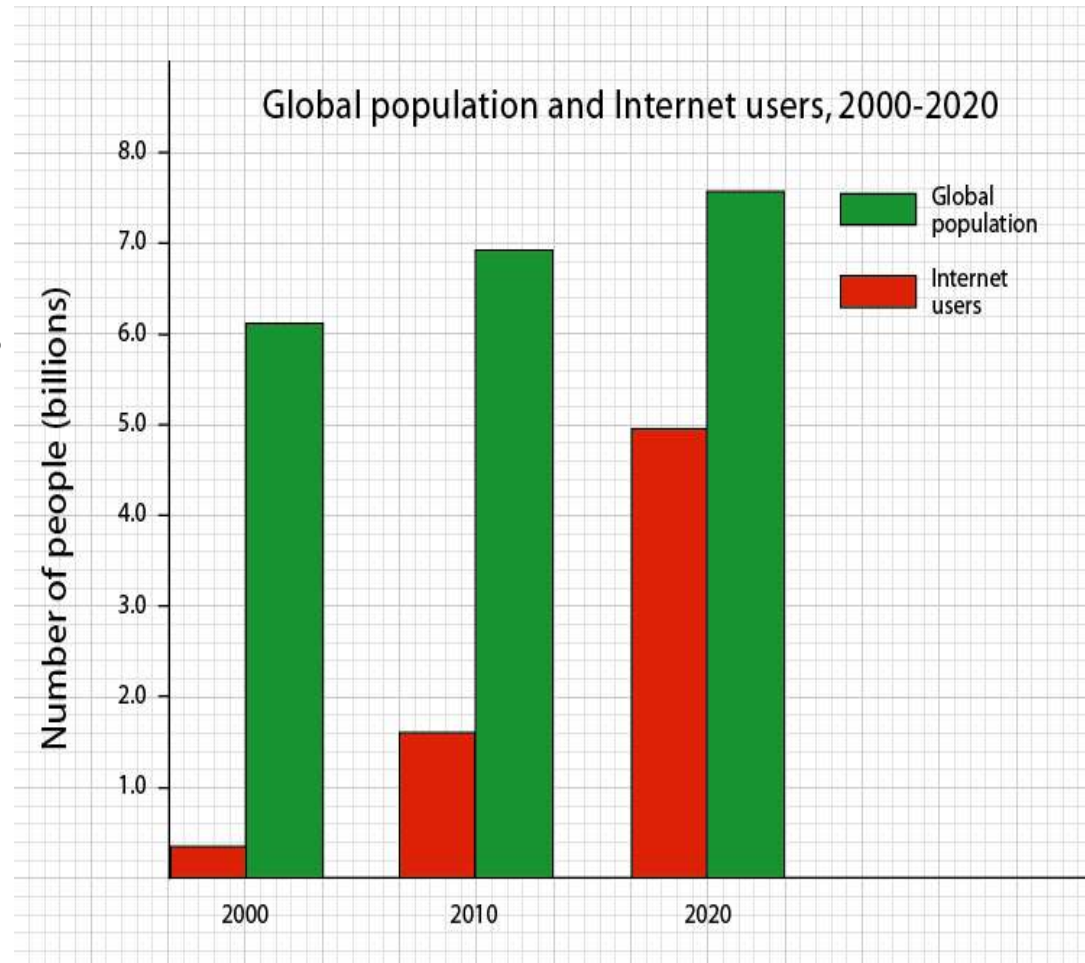
7.6 Billion

Worldwide Internet users

5 Billion

Penetration

65.8%



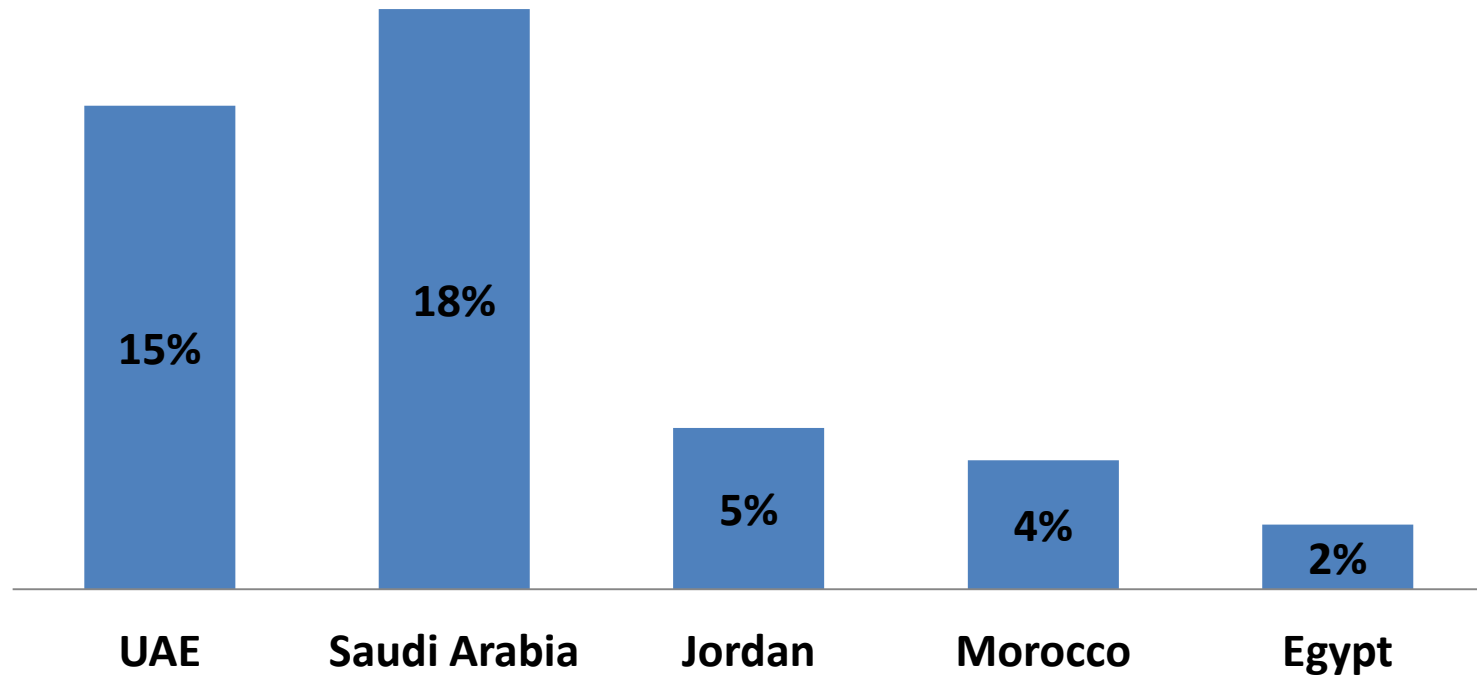


Don't wait till the future becomes present... you have to step into the

FUTURE

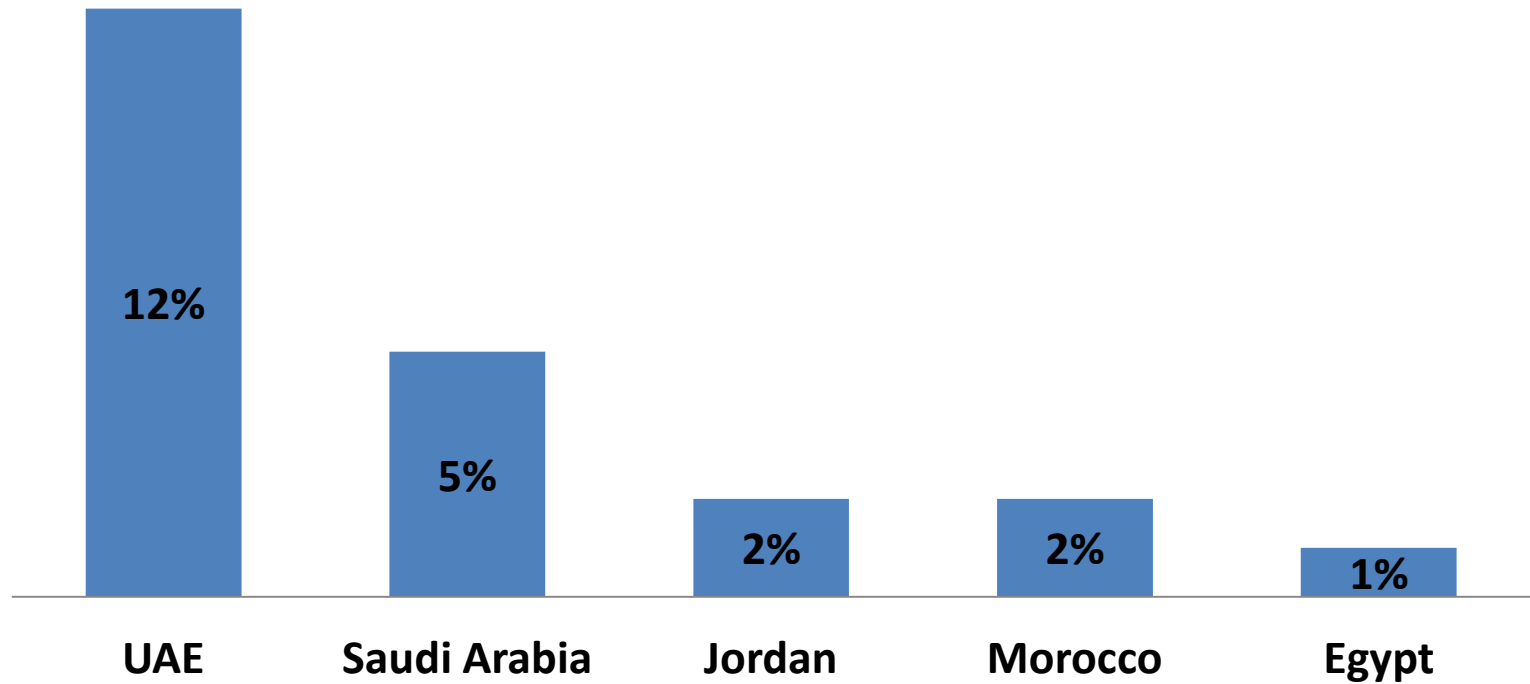
Now... Back to the present

e-Commerce statistics for Middle East show:



Online Research

Also:



Online Purchase

Get Ready... It's getting **DIGITAL!**





Digital Advertising

Vs.

Traditional Media



Digital Advertising Market Facts:

Egyptian Market (2011):

- Online Ads Spending: **45 Million EGP**
- SEM Spending: **20 Million EGP**
- Display Spending: **25 Million EGP**
- Online Ads Spending to total Ads spending: **2%**
- Global ratio: **11.8%**
- First World ratio: up to **20%**

2014 Forecast

Online Ads Spending: **100 Million EGP**

Online Ads Spending to total Ads spending: **10%**

How can

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Help you?

Top 100 winners training:

A 5 sessions training course will be provided. This course covers the following topics:

- a- Introduction to Digital Advertising & Social Media**
- b- Social Media marketing in depth**
- c- Introduction to Search Engine Marketing (SEM) & Google AdWords**
- d- Google AdWords: Display campaigns**
- e- Measuring online campaign performance**

Top 10 winners training:

An advanced 5 sessions training course will be provided. This course covers advanced techniques used by professional digital marketers to build and optimize a successful online campaign. This course covers the following topics:

- a- e-Marketing strategic thinking**
- b- Advanced Social Media Marketing & Viral Seeding**
- c- SEM advanced tools**
- d- Display campaign Advanced tools**
- e-Monitoring and optimizing online campaigns**

Thank You

&

Good Luck

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