

REPORT

DUBAI CHAMBER
COMMERCE

DUBAI BUSINESS
WOMEN COUNCIL



INDUSTRY INSIGHT

GAINING PERSPECTIVE ON THE
MEDIA & MARKETING INDUSTRY



ABOUT

"Industry Insights" is an initiative representing a significant advancement in providing support to members of the Dubai Business Women Council (DBWC). The diverse series of roundtables intend to assemble a dynamic group of industry experts who are DBWC members and recognized specialists within their respective fields. These experts will converge to address current challenges and delve into potential opportunities within their respective fields.



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AGENDA

September 12, 2023 | 9AM - 11AM



Welcome and Introductions



Overview of the current Media and Marketing Landscape in Dubai



Opportunities and Challenges in Marketing / Digital Marketing landscape

MEDIA AND MARKETING LANDSCAPE

04

A Glimpse at the Current State of the Media and Marketing Landscape in Dubai in Recent Years



Rapid Growth
and
Diversification



Digital
Transformation



Content
Creation and
Storytelling



Influencer
Marketing



Events and
Experiential
Marketing



Data Privacy
and
Regulations



Local and
Multilingual
Marketing



Support from
Government Entities
and Government
Initiatives



E-Commerce
Growth



Video
Content



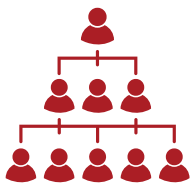
KEY CHALLENGES

05



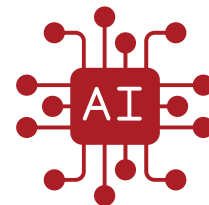
Landscape / operating landscape: how do businesses impact opportunities and challenges

Trust in organizations / how leaders need to steer the communication



Structure of teams

The future of communication: AI



Competition

Talent Acquisition in line with structure and governance



Changing Consumer Behavior

Ad Blockers



Budget Constraints

DISCUSSION POINTS :

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AN OVERVIEW ON INFLUENCER CHOICE

Introduction

In our recent group discussion, we deliberated upon the evolving dynamics of influencer marketing. It was unanimously acknowledged that influencers, once highly sought-after assets, have witnessed a decline in credibility over the past few years. Companies are increasingly hesitant to collaborate with them due to concerns regarding their historical lack of credibility and the complexities associated with influencer partnerships. Nevertheless, it was also widely recognized that influencers are a permanent fixture in the marketing landscape, and their impact will persist, albeit in a transformed manner.

The Influence of Credibility and Specialization

During our discussion, the issue of influencer credibility emerged as a central theme and was revisited a few times. It was highlighted that distinguishing between valuable influencers and those considered invaluable is key. The primary argument was that hiring micro-influencers, who are specialists in specific niches or areas, can be notably more impactful and budget-friendly when targeting a specific audience. The critical factor lies in the choice of influencer - one who possesses the ability to forge an emotional connection with the intended audience and alter perceptions of the brand through their specialized knowledge.

Micro-Influencers: The Key to Authenticity

Our dialogue emphasized the pivotal role of micro-influencers in achieving authenticity in influencer marketing campaigns. These individuals have emerged to be so powerful for building trust and credibility among audiences. Their perceived authenticity stems from their relatability and niche focus, allowing them to engage on a more personal level with their followers.

Combining Macro and Micro Influencers

One intriguing approach shared by a group member involved a hybrid strategy of enlisting both prominent (macro) influencers and micro-influencers to promote a brand. This approach aimed to capitalize on the fame of established influencers while simultaneously luring micro-influencers to participate.

EMPLOYEE RETENTION

Introduction

During our comprehensive discussion, a critical topic that emerged was the significance of creating an environment conducive to employee retention. It was widely acknowledged that retaining employees is not only dependent on monetary compensation; rather, a different approach that includes factors such as flexibility, purpose, well-being, and ethical workplace practices. These methods can play an instrumental role in ensuring employee satisfaction and longevity. Below is a summary of the key insights and strategies discussed during our session.

Non-Monetary Factors in Employee Retention

Our members emphasized that while competitive salaries are essential, they are not the sole motivator for employees to remain committed to a company. Factors such as workplace flexibility, a sense of purpose, and overall well-being significantly contribute to employee happiness and job satisfaction. Providing employees with the option for hybrid working hours, where feasible, was recognized to enhance work-life balance and job contentment.

Equity Participation

Another effective method to retain employees was offering equity in the company. Recognizing that monetary compensation may not always be feasible, granting employees a stake in the organization not only aligns their interests with the company's success but also serves as a valuable incentive to stay committed and engaged.

Effective Communication

Maintaining open channels of communication with employees was highlighted as a crucial strategy to reinforce their connection to the workplace. These regular interactions serve as a reminder of the positive aspects of their employment, fostering a stronger bond with their direct manager, team members, and the organization as a whole.

The Importance of Office Space

Our discussion emphasized the role of the physical office space in employee satisfaction. Creating a comfortable and inviting workspace can significantly impact an employee's attitude towards coming to the office. A well-designed and pleasant office environment can instill a sense of belonging and excitement in employees as they look forward to their daily work routine.

Talent Acquisition through Universities and Work Alumni

The concept of talent acquisition through University Alumni was introduced as a valuable strategy. Another great strategy would be leveraging the experience and network of former employees who have moved on to new opportunities can be a cost-effective and efficient means of recruiting top talent.

Ethical Workplace Practices

Our members also discussed the importance of fostering a safe and ethical work environment. Understanding employee rights and labor laws is very important to ensure the protection of employees and maintain trust within the organization. Setting a preference for ethical agencies over those known for unethical practices, encourages companies to maintain ethical standards and can play a big role in enhancing the well-being of the Media and Marketing community and the broader business world.

Conclusion

In conclusion, the evolving landscape of influencer marketing and the challenges of employee retention and ethical workplace practices call for a nuanced, adaptable approach. Specialization, credibility, and authenticity are at the forefront of successful influencer collaborations, while a multifaceted approach encompassing both monetary and non-monetary incentives, specialized roles, and ethical practices is essential for retaining and attracting top talent and fostering a positive organizational culture. Embracing these principles will undoubtedly help businesses thrive in the ever-changing landscape of the media and marketing industry and the broader business world.



ATTENDED BY DBWC MEMBERS:

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