Social Market Trends Middle East 03 2018

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Methodology









This report covers three social media channels: Facebook, Instagram and Twitter

120 Brands were analyzed to generate this report through Facelift Cloud's Analytics

8 Industries were analyzed

The main focus of this report is Middle Eastern social media accounts

Report Period: Q3 2018

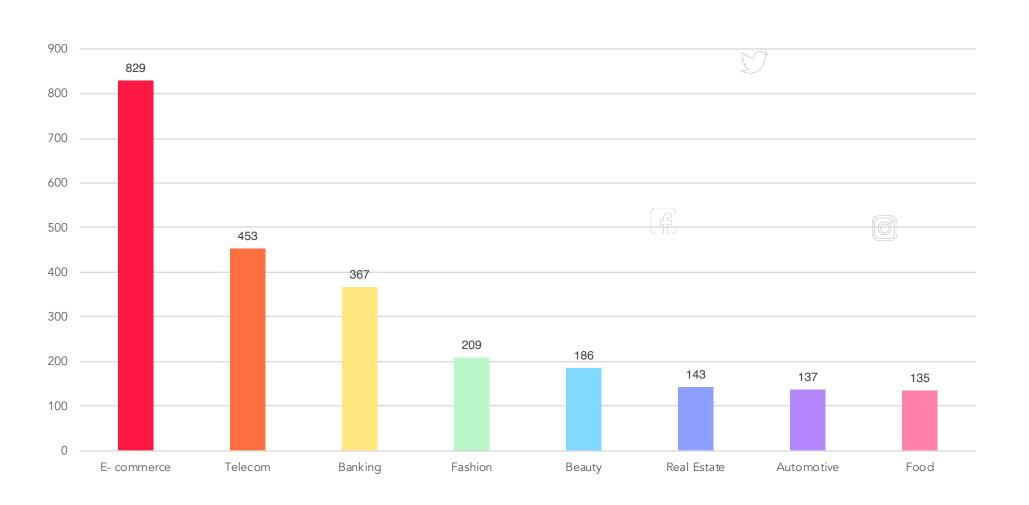
Analytical Tool: Benchmarking module of the Facelift Cloud

This report was compiled using only public data

Activity per Industry



AVERAGE NUMBER OF POSTS PER INDUSTRY - Q3 2018

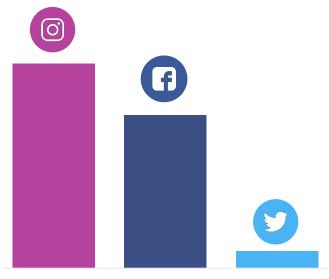


Engagement VS Fans



- Instagram is the most engaging social media platform
- An Instagram post creates 1.4 times more interaction than a Facebook post and 13 more interactions compared to a Tweet

With stories and multiple other formats of sharing visual content, Instagram is becoming a leading social platform with a potential to reach mass audience



Average number of engagement* per post



Facebook remains the largest network in terms of fan size across all industries

Facebook has existed for a longer period of time in comparison to the other social networks which still gives it an edge when it comes to the fan size





Posts Per Industries



AVERAGE PUBLICATIONS PER BRAND, PER INDUSTRY - Q3 2018

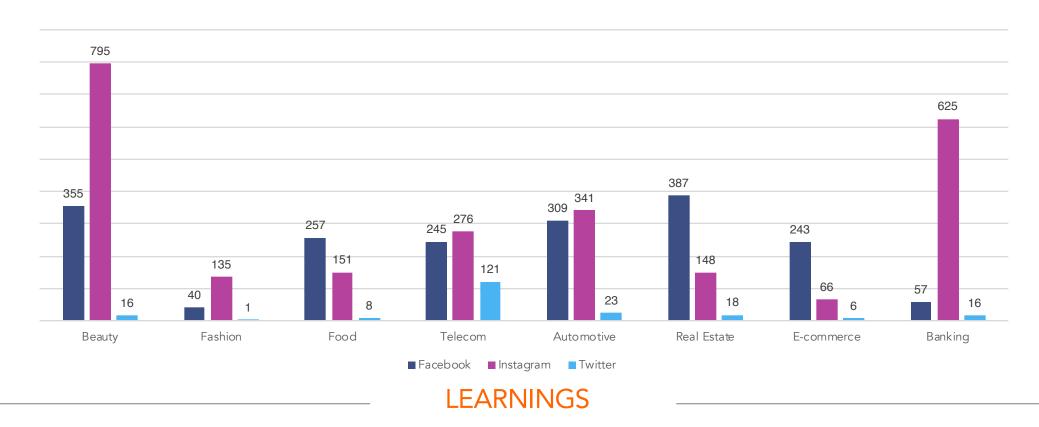


- Facebook is the network with highest publication frequency 1121 ≈ 400 post per month average
- Instagram comes second with 913 posts and an average of 304 posts per month
- Instagram is the preferred network for Beauty and Fashion industry, in terms of number of posts
- Twitter is favored by the Telecom industry with the highest number of tweets

Engagement & Industries



AVERAGE INTERACTION PER POST, PER INDUSTRY - Q3 2018



- Instagram remains the most engaging platform for Beauty, Fashion, Telecom, Banking and Automotive
- Facebook is more engaging for Food, Real Estate and E-commerce Industry
- Twitter is the most engaging for the Telecom Industry



E-Commerce



AVERAGE INTERACTION PER POST







243 Interaction

Interaction

Interaction

AVERAGE POST PER WEEK PER BRANDS

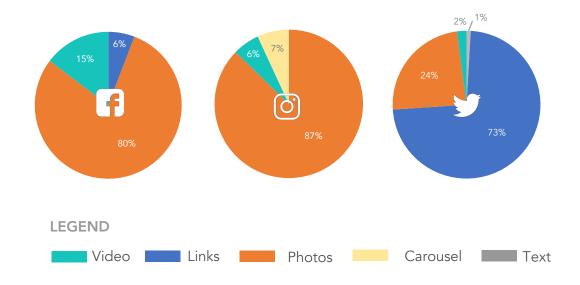






44 Posts 23 Posts 2 Post

TYPE OF CONTENT PER NETWORK



- E-commerce is the industry that posts the most with an average of 69 posts per week
- The most engaging platform is Facebook with 243 Interaction per post
- Photos are favored type on content both on Facebook and Instagram

E-Commerce









Telecom

Telecom



AVERAGE INTERACTION PER POST







245 Interaction

276 Interaction

Interaction

AVERAGE POST PER WEEK PER BRANDS





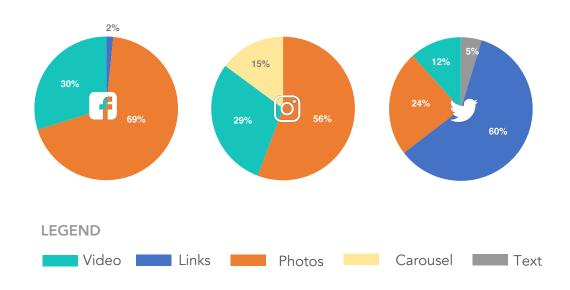


12 **Posts**

Posts

Post

TYPE OF CONTENT PER NETWORK



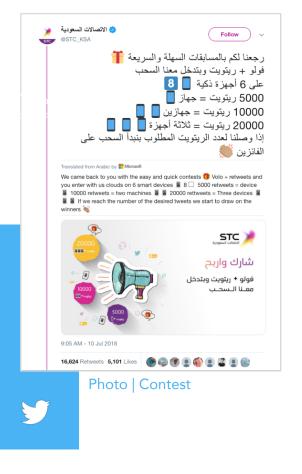
- Facebook and Instagram are the most engaging platforms for Telecom with an average of 245 interactions per post on Facebook and 276 on Instagram
- Most of the posts are published on twitter even though Facebook and Instagram are more engaging
- Photos are favored type on content both on Facebook and Instagram followed by video posts
- 60% of tweets are links and 24 are images

facelift

Telecom







Beauty

Beauty



AVERAGE INTERACTION PER POST







355 Interactions

795 Interactions

Interactions

AVERAGE POST PER WEEK PER BRANDS





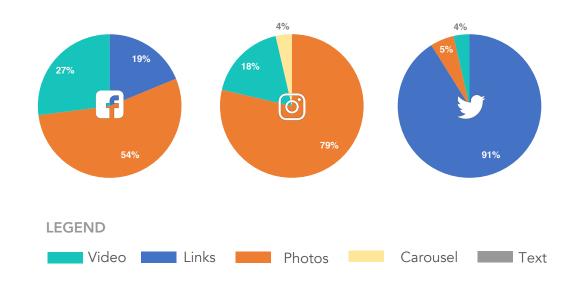


5 Posts

9 Posts

Posts

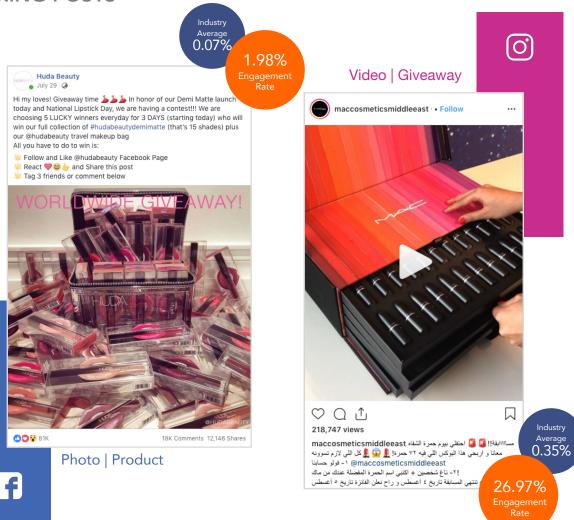
TYPE OF CONTENT PER NETWORK

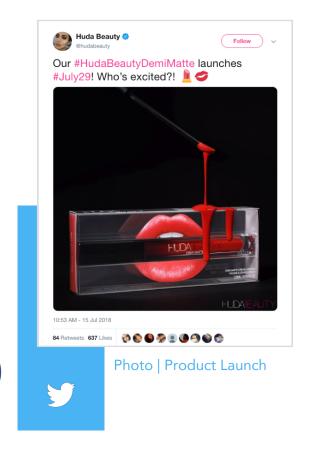


- Instagram remains the most engaging platform for Beauty, with an average of 795 interaction per post.
- Video and images are favored type on content on Facebook and Instagram
- 91% of Tweets contain external links
- Most of the posts for the beauty industry are published over Instagram

Beauty







Fashion



AVERAGE INTERACTION PER POST







40 Interactions 135 Interactions

Interactions

AVERAGE POST PER WEEK PER BRANDS



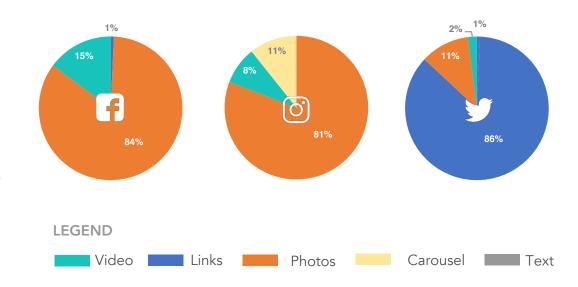




4 Posts 8 Posts

5 Posts

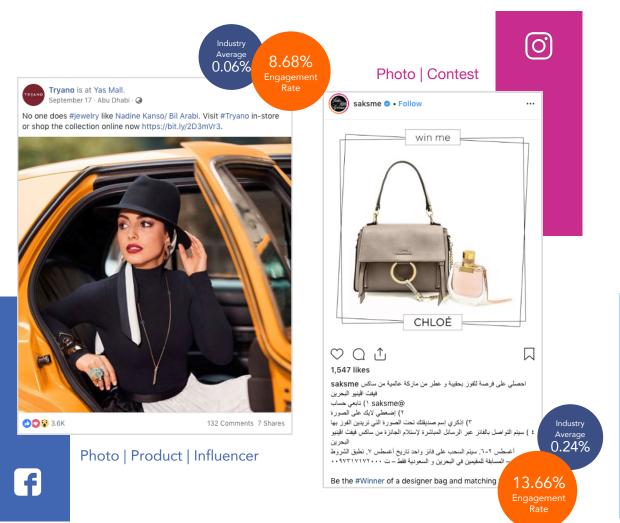
TYPE OF CONTENT PER NETWORK

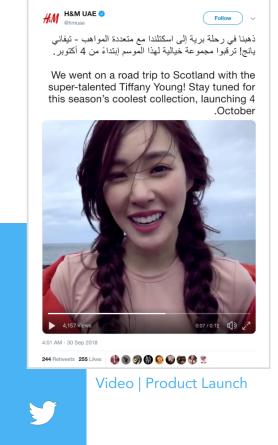


- Instagram remains the most engaging platform for Fashion with an average of 135 interaction per post
- Images are favored type on content both on Facebook and Instagram
- 86% of tweets are links with very little engagement

Fashion

facelift







Banking



AVERAGE INTERACTION PER POST







5/ Interaction

625 Interaction

Interaction

AVERAGE POST PER WEEK PER BRANDS





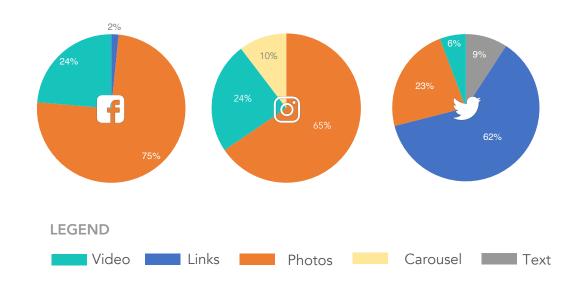


16 Posts

14 Posts

Post

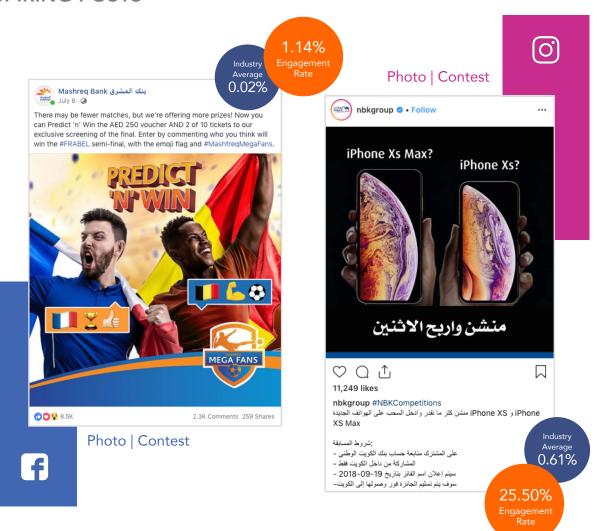
TYPE OF CONTENT PER NETWORK



- Instagram is the most engaging platform for Banking industry with an average of 625 interactions
- Most of the post are published on Facebook and Instagram
- Photos are favored type on content both on Facebook and Instagram followed by video posts
- Twitter is mostly used for links and photo posts in the Banking industry

Banking

facelift





Real Estate

Real Estate



AVERAGE INTERACTION PER POST







387 Interaction

Interaction

Interaction

AVERAGE POST PER WEEK PER BRANDS



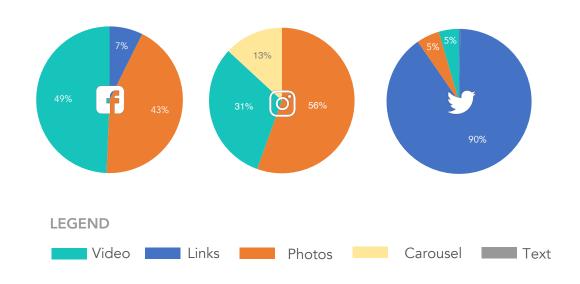
Posts





4 Posts **4** Post

TYPE OF CONTENT PER NETWORK



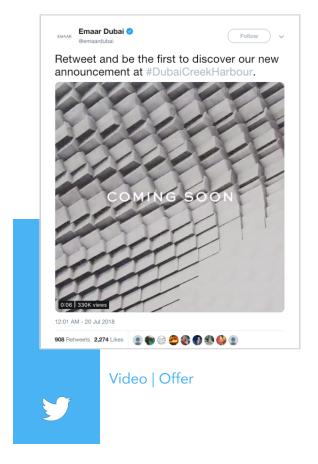
- Facebook is the most engaging platform with with an average of 387 interactions per post on Facebook
- Videos are favored type on content on Facebook
- On Instagram images are 56% of post and and videos 31%

Real Estate

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Food

Food



AVERAGE INTERACTION PER POST





151



257 Interactions

Interactions

Interactions

AVERAGE POST PER WEEK PER BRANDS





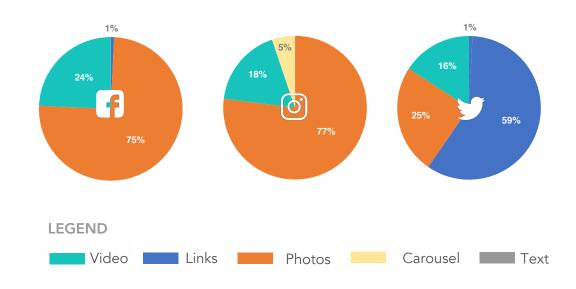


5 Posts

4 Posts

Posts

TYPE OF CONTENT PER NETWORK



- Facebook is the the most engaging platform for Food with an average of 257 interaction per post
- Images are the most favored type on content both on Facebook and Instagram followed by video posts
- 59% of tweets contain external links

Food

facelift

INSPIRING POSTS



0.91%





Automotive

Automotive



AVERAGE INTERACTION PER POST







309 Interaction 341 Interaction

23 Interaction

AVERAGE POST PER WEEK PER BRANDS



Posts



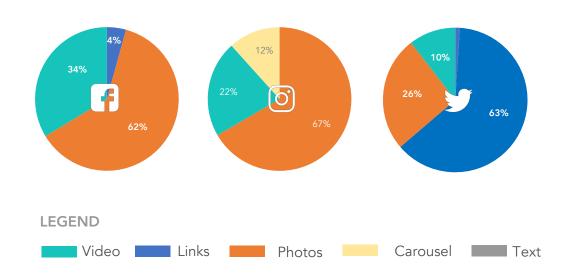




4

Post

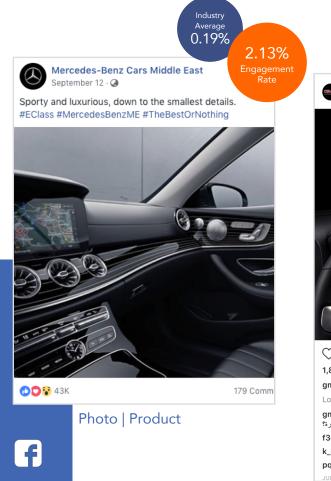
TYPE OF CONTENT PER NETWORK

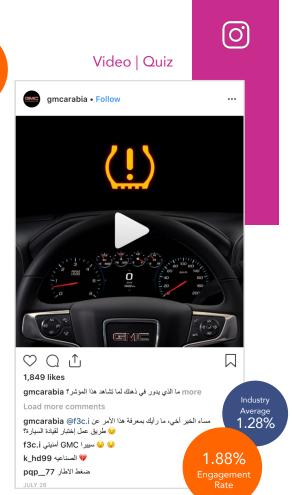


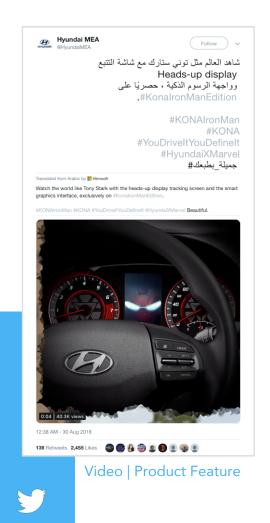
- Instagram and Facebook are the most engaging platforms for Automotive industry with an average of 341 interactions per post on Instagram and 309 interactions per post on Facebook
- Photos are the favored type of content both on Facebook and Instagram followed by video posts

Automotive

facelift









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+971 4 551 5746 mena@facelift-bbt.com

