

NAVIGATING YOUR BRAND THROUGH RAMADAN 2021

A REPORT BY



RAMADAN 2021: HOW WILL THIS YEAR BE DIFFERENT?

The Coronavirus pandemic has presented a unique set of challenges for retailers. There has been an immense shift in consumer expectations and demands, as well as an adjustment to people's purchasing behaviour. One of the biggest changes has been the increase of customers migrating to online platforms. This could be to shop, to keep in touch with family and friends, or to find ways of keeping themselves entertained as customers continue to spend more time at their homes.

This report outlines a guide that will help retailers prepare their online marketing strategy for Ramadan 2021.

Key topics Include:

- Understanding who your customer is and when do they shop online
- How brands can measure their online success
- How COVID has driven digital sales and increased mobile phone usage
- Popular social media platforms
- The power of "influencers"
- How to demonstrate charitable values through social media and why it is important



METHODOLOGY

The charts used in this report have been taken from the following sources:

[Facebook Business Insights Interactive Report: Ramadan](#)

[Facebook Ramadan Marketing Insights And Recommendation Guide](#)

[Think With Google- The Super-Empowered Consumer In Ramadan](#)

All footnotes and resources mentioned in this report are click-able links that will direct you to the source.

Other Resources:

[Arcs&Curves- \[2021\] The Most Generous Guide on Ramadan Social Media Marketing & Trends: MENA Region](#)

[Big Commerce- Measuring Success: Analytics](#)

[Criteo- 5 Things to Know About Ramadan Marketing Campaigns in 2020](#)

[Facebook- How to use measurement to adapt your campaign during the month of Ramadan](#)

[Google- Winning With Ramadan Digital](#)

[Think With Google- Ramadan Part 1: Get Your Industry Insights Ready](#)

[Think With Google- 4 consumer shifts from the most digital Ramadan of all time – and what they mean for 2021](#)

**UNDERSTANDING
YOUR CUSTOMER
USING DATA-
DRIVEN INSIGHTS
CAN ACCELERATE
YOUR MARKETING
RESULTS**



**HOW COVID-19
SHIFTED CONSUMER
BEHAVIOUR AND
WHAT THIS MEANS
FOR RAMADAN 2021**



**USING SOCIAL
MEDIA PLATFORMS
TO OPTIMISE
YOUR CAMPAIGN
STRATEGY**



PART 1:

UNDERSTANDING YOUR
CUSTOMER USING DATA-DRIVEN
INSIGHTS CAN ACCELERATE
YOUR MARKETING RESULTS

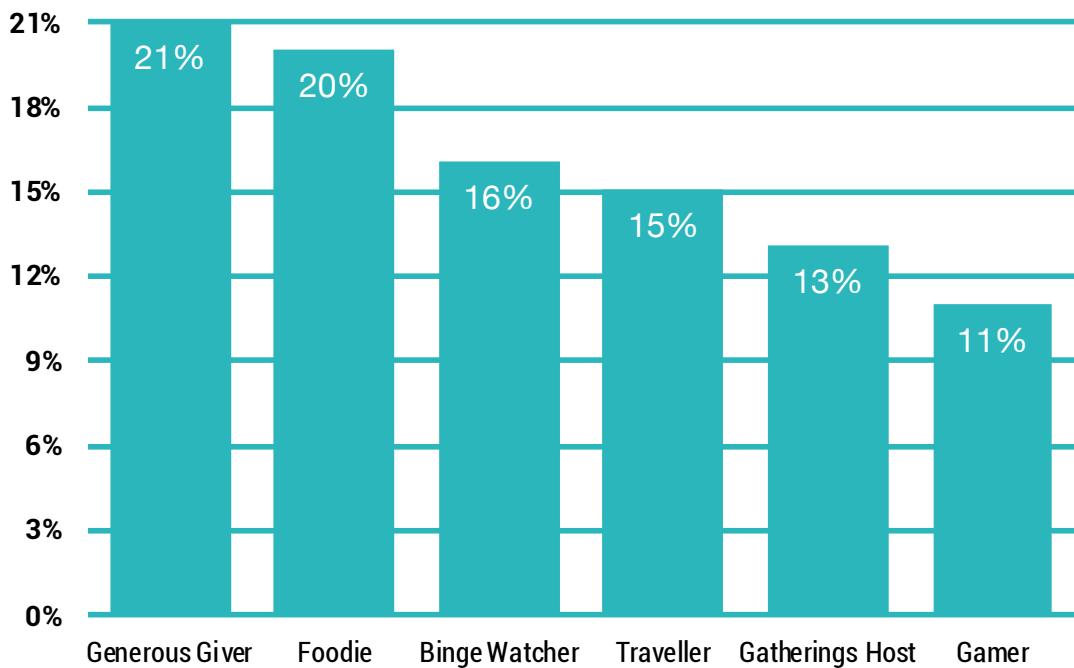
WHO IS YOUR CUSTOMER

The following chart is taken from a 2020 survey conducted by Google. Participants were asked to choose a lifestyle that they identified the most with over Ramadan. '**Generous giver**' was the most popular answer, as Ramadan is a time focused on good deeds and generosity. In fact, statistics from Youtube show that Arabic content that promotes good deeds reflects the highest rate of engagement during this season.*

WHAT DOES THIS MEAN FOR RAMADAN 2021?

This data shows that many of those celebrating Ramadan are looking for content and services that will enhance their generosity over this period. **Brands can use this knowledge to tailor their campaigns and offers in a way that would respond to the desires of this customer group.** In doing this, brands would appeal to a large customer group and may attract a more customers to their brand.

RAMADAN LIFESTYLES



* The Super-Empowered Consumer In Ramadan- Google

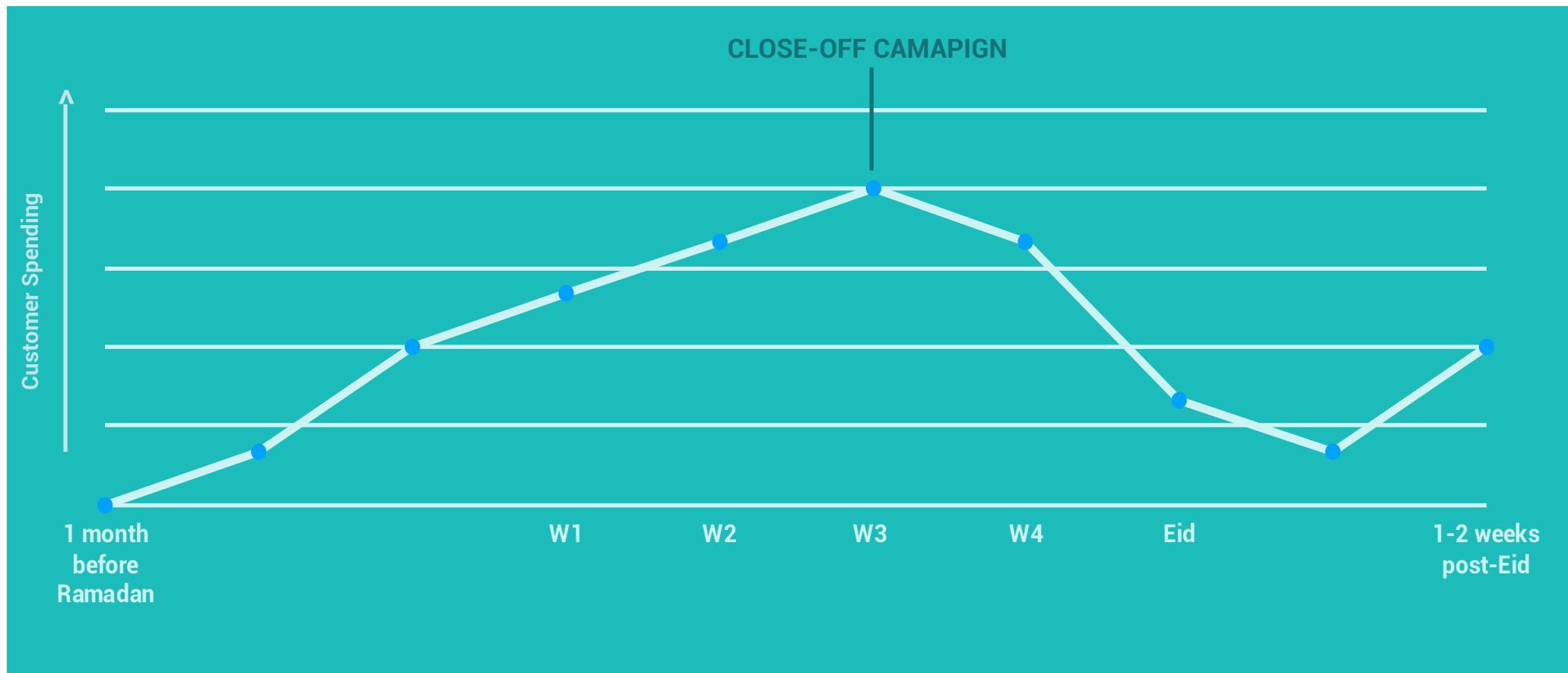
THE GENEROUS GIVER

At its core, Ramadan is a time of giving whether that is giving up food, giving to those closest to you, or giving back to the community. During the month of Ramadan, Muslims are encouraged to give generously by charities, and marketers should be encouraged to do the same by using their platforms to promote charitable acts.

CUSTOMER PROFILE

- Embodies the spirit of Ramadan through prayer and charity
- Looks online for ways to give back. As a matter of fact, 'donations and charitable giving' reached an all-time high on Google Search and YouTube in 2020
- Downloads Muslim Pro and Holy Quran apps
- Watches religious content and songs





START YOUR CAMPAIGNS EARLY

Data shows that consumers start researching and buying products at least one month before Ramadan begins. Being prepared and running your campaigns early may increase awareness towards your product and put your brand in a good possession to benefit from the influx of spending that occurs during the holy month. In fact, sales rise almost 50% during the third week of Ramadan.

EID AL-FITR

There are moments during the season where conversions plummet. During the week of Eid al-Fitr, when Muslims traditionally break the Ramadan fast, **sales begin to fall**. Therefore the most promising period to interact and connect with customers is before Eid al-Fitr, during the second half of Ramadan.

TAKE ADVANTAGE OF SUNDOWN

A study conducted by Criseo revealed that those who partake in Ramadan are shopping after they break their fast, which is observed from dusk to dawn. People even shop right before the fast begins, with **sales at 4 AM increasing by 17% over the Ramadan period**. The report notes that there is a dip around 6PM, when customers are having their first meal after the fast, and are not thinking about shopping.*

* 5 Things To Know About Ramadan Marketing Campaigns in 2020

MEASURING SUCCESS

Once retailers have gathered data to understand who their market is and what their spending patterns are, they must monitor their own internal performance against these factors. This will help brands understand whether their strategies are meeting the demands of their consumers, and also allow them to assess their marketing performance.

METHODS TO ANALYSE YOUR ONLINE PERFORMANCE

MONITOR YOUR METRICS: Gather consumer behaviour insights by tracking your metrics (likes, shares, impressions, comments, views).

RE-EVALUATE YOUR GOALS: To understand how your marketing is performing, consider what is most important to your business. This will highlight the right objectives that need to be put into place and clarify which KPIs and metrics link to them.

POPULAR KPIs FOR TRACKING ONLINE PERFORMANCE*:

- Website traffic (including new visitors and returning visitors)
- Conversion rate
- Bounce rate
- Referral traffic
- Click-through-rate (CTR)
- Pay-per-click (PPC)
- Site speed
- Average time spent on your site (or specific landing page)
- Average order value
- Page views

* Big Commerce: Measuring Success: Analytics

PART 2:

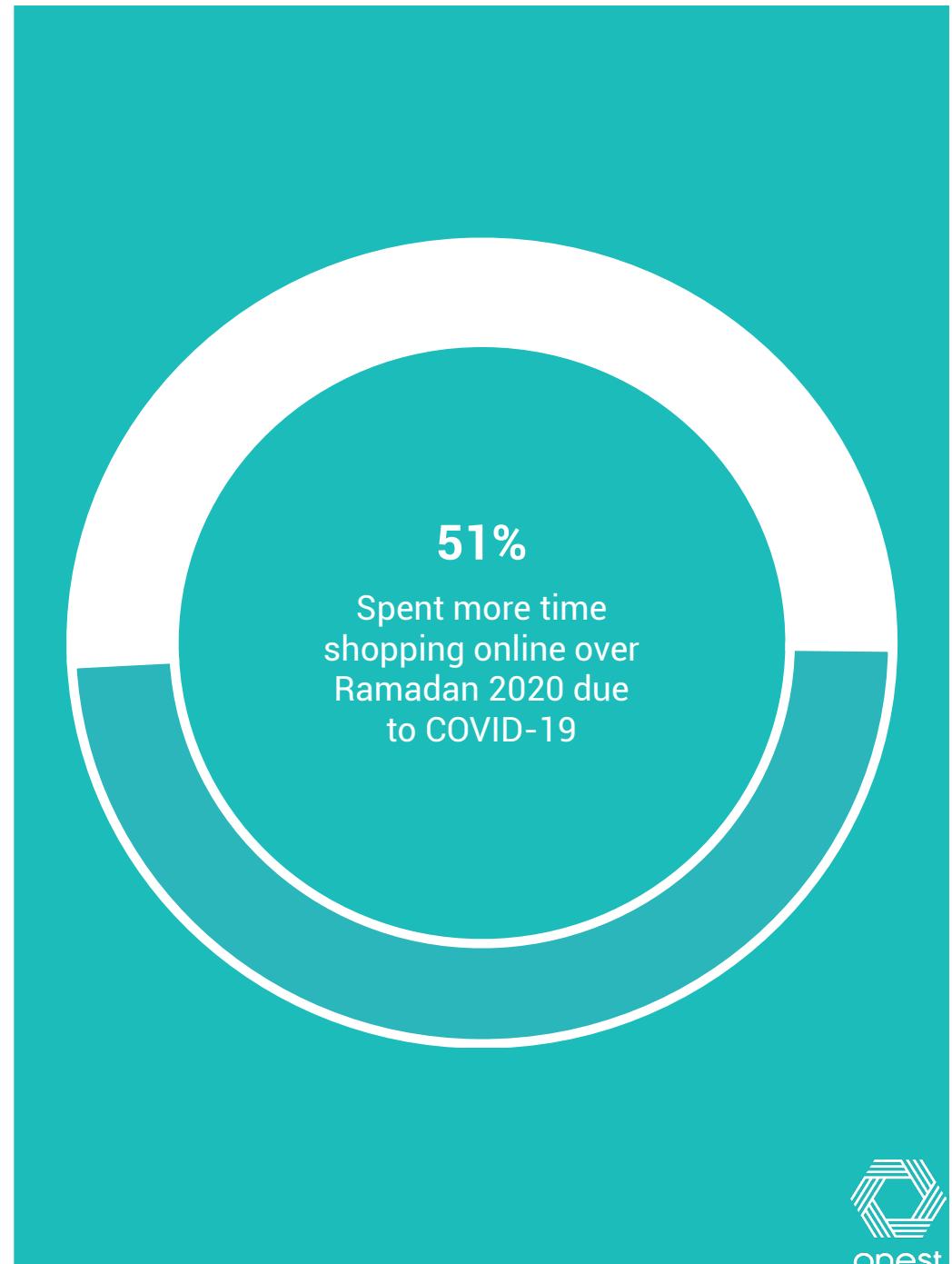
HOW COVID-19 SHIFTED
CONSUMER BEHAVIOUR
AND WHAT THIS MEANS FOR
RAMADAN 2021

THE RISE OF DIGITAL SALES

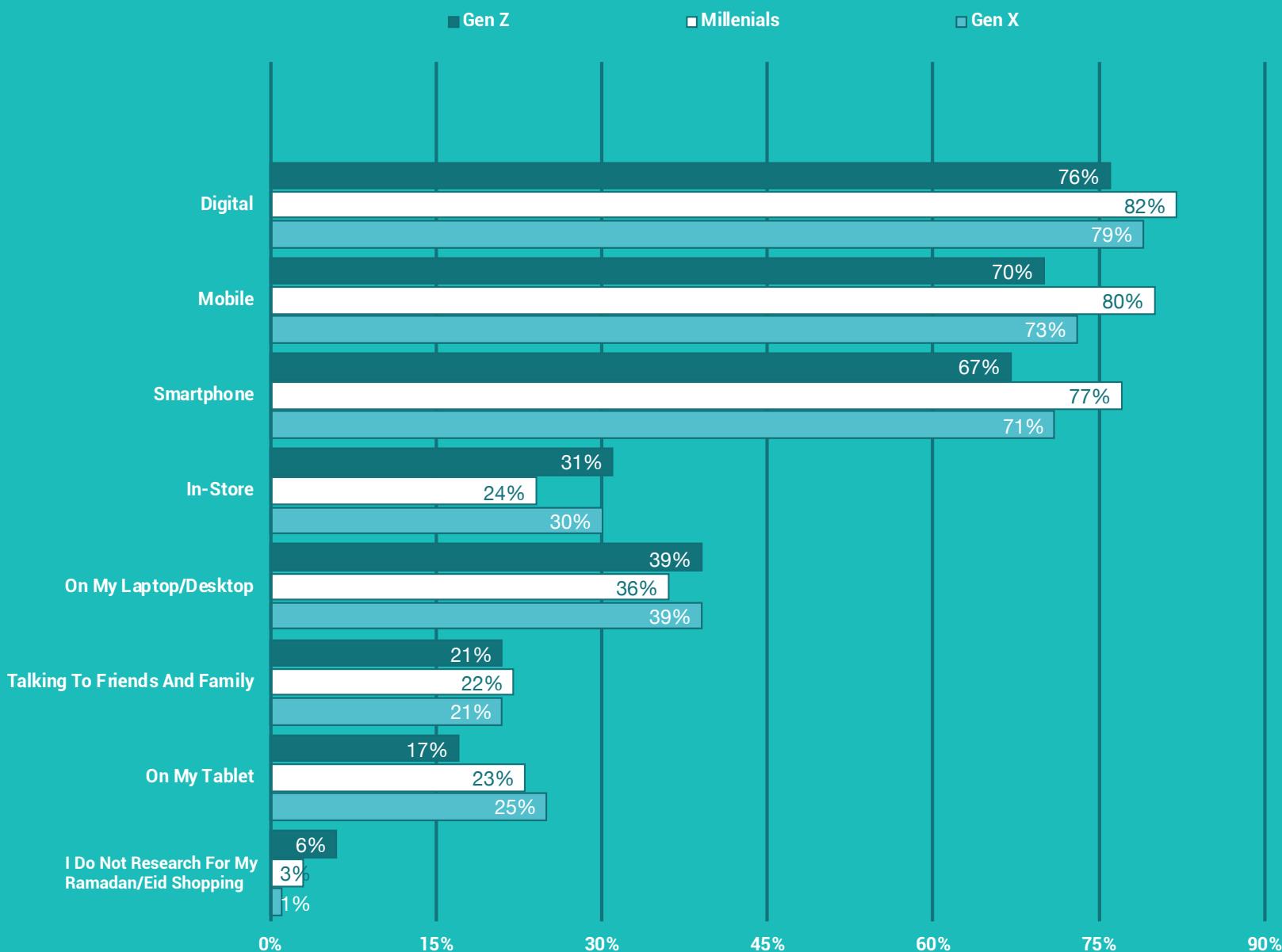
In 2019, 49% of consumers stated that they were likely to increase their online spend over Ramadan. However nobody could have predicted the extent of this increase, which was amplified by the COVID-19 pandemic. **During Ramadan 2020, online shopping was the biggest shopping moment in MENA**, triumphing Black Friday and White Friday sales.

A NEW DEMAND FOR SAFETY

Much of this increase comes down to people feeling safer when shopping online rather than going into physical stores while the pandemic continues to dominate our lives. With such a huge influx of online shopping, **retailers must make sure that they provide an online shopping experience that is convenient, safe and user friendly as more people opt to shop online**.



DEVICES USED WHEN RESEARCHING POTENTIAL RAMADAN PURCHASES



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This survey is taken from the Facebook Interactive Ramadan Report 2020, with participants from the UAE.

IMPORTANCE OF THE MOBILE PHONE

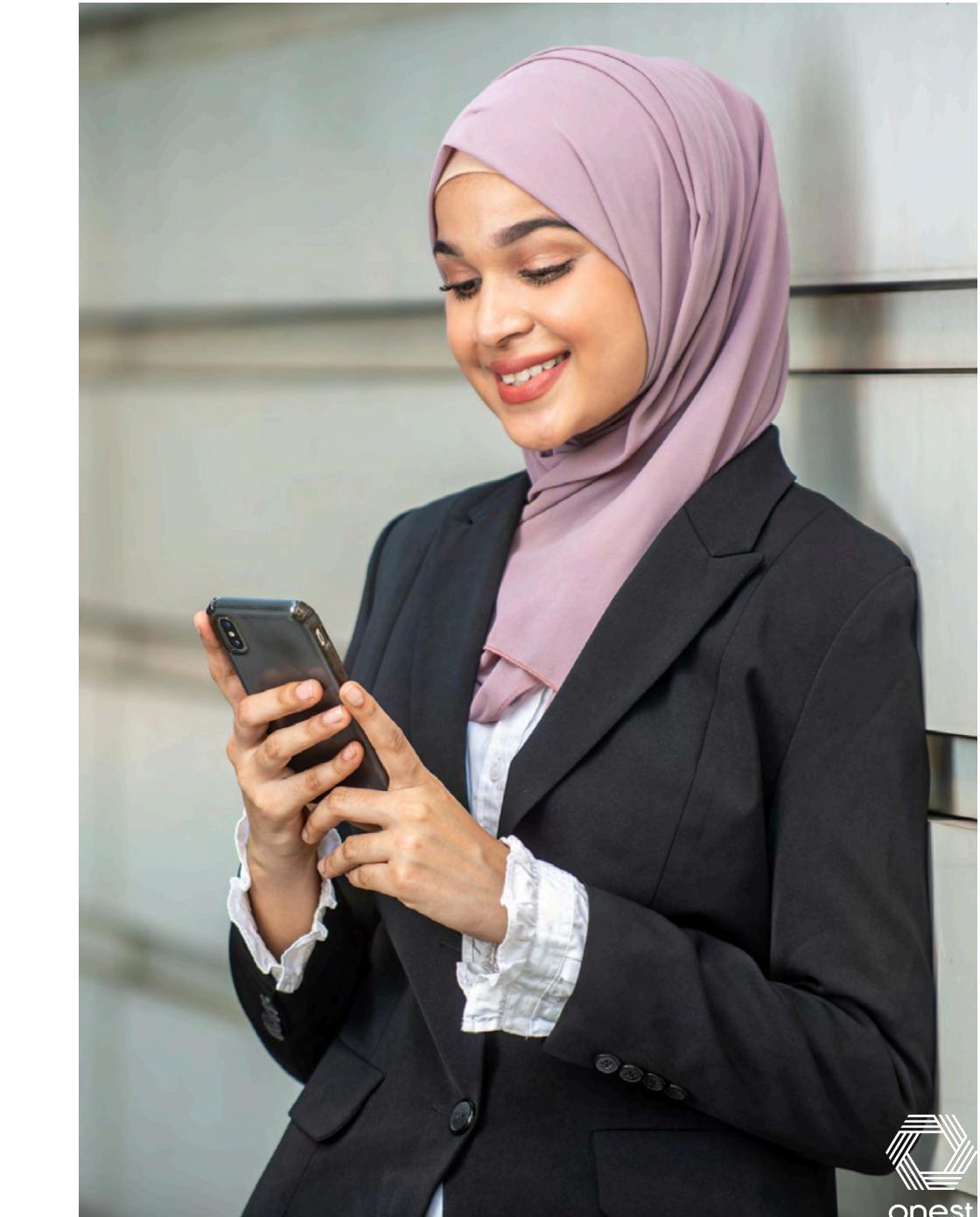
Ramadan is a time for self-reflection but also a time of joy and celebration to be spent with loved ones. In 2020, people turned to their digital devices to connect with others. In particular, people took to their mobiles to connect with family and friends and to keep up-to-date. **A study conducted by Facebook revealed that 48% of those celebrating Ramadan and Eid in 2020 believed that they spent more time on their mobile device over the season.**

WHAT CAN RETAILERS DO?

Looking ahead to 2021, retailers must create campaigns and websites that are **mobile optimised** to reach the large number of people that are taking to their mobile phones. Furthermore, the Facebook survey on the following page demonstrates that this trend has spread across all age groups in the UAE, therefore there is huge potential to capitalise on this opportunity.

TAKE INTO ACCOUNT THE USE OF MULTIPLE DEVICES:

For an accurate performance analysis, remember that some individuals interact with brands across different devices. Most measurement tools treat this as separate actions from separate people.



POSSIBLE APPROACHES TO ALIGN WITH THIS ONLINE SHIFT

USE DYNAMIC ADS

Inspire and connect with customers who have expressed interest in your brand or your competitors.

SHOPPING VIA SOCIAL MEDIA PLATFORMS

Make it easy to purchase your product through social media platforms by using **Instagram shopping** or **Facebook Pixel**.

CLICK AND COLLECT

If you are a brick and mortar business, promote contactless collection using messaging and online ads.

MAKE YOUR CONTENT ACCESSIBLE

Using **multi-country, multi-language dynamic ads** will ensure that your brand is reaching a wider, global audience

COMMUNICATE TO CUSTOMERS VIA APPS THEY'RE ALREADY USING

Such as Whatsapp or Facebook Messenger. According to a Facebook study more than 3 in 4 in Asia-Pacific said they were more likely to buy from a business they can message.

CAMPAIGN BUDGET OPTIMISATION

Improve your return on investment by automatically setting distribution spend to top-performing ads, set in real time.

DYNAMIC ADS FOR BROAD AUDIENCES (DABA)

Directs your ads to, people who have expressed an interest in your products even if they haven't yet visited your website or app.

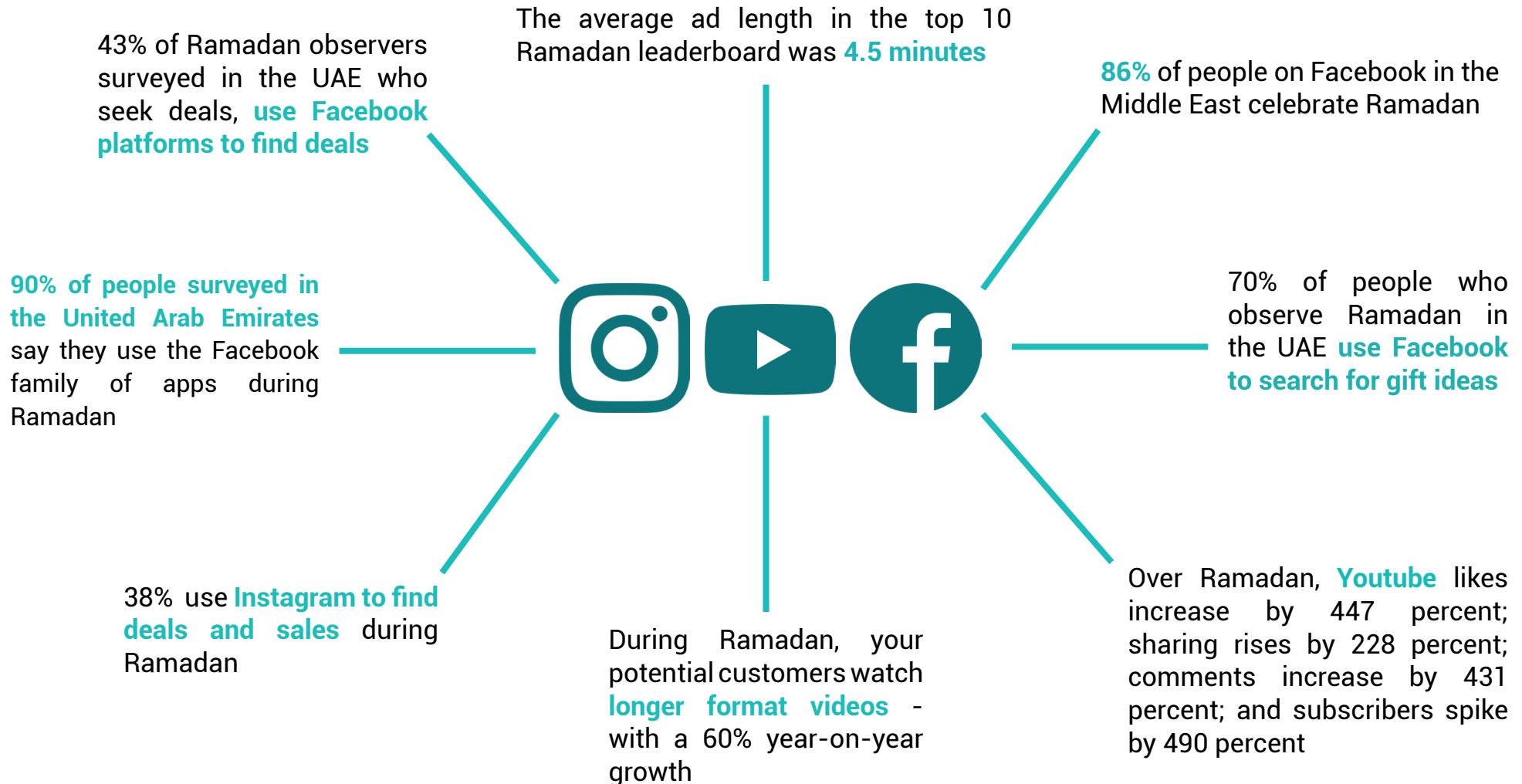
MOBILE OPTIMISATION

Make sure your campaign and website is mobile optimised, to provide a more user-friendly experience.



PART 3: USING SOCIAL MEDIA PLATFORMS TO OPTIMISE YOUR CAMPAIGN STRATEGY

SOCIAL MEDIA PLATFORM STATISTICS



* The following statistics have been taken from various Facebook surveys that can be found [here](#)

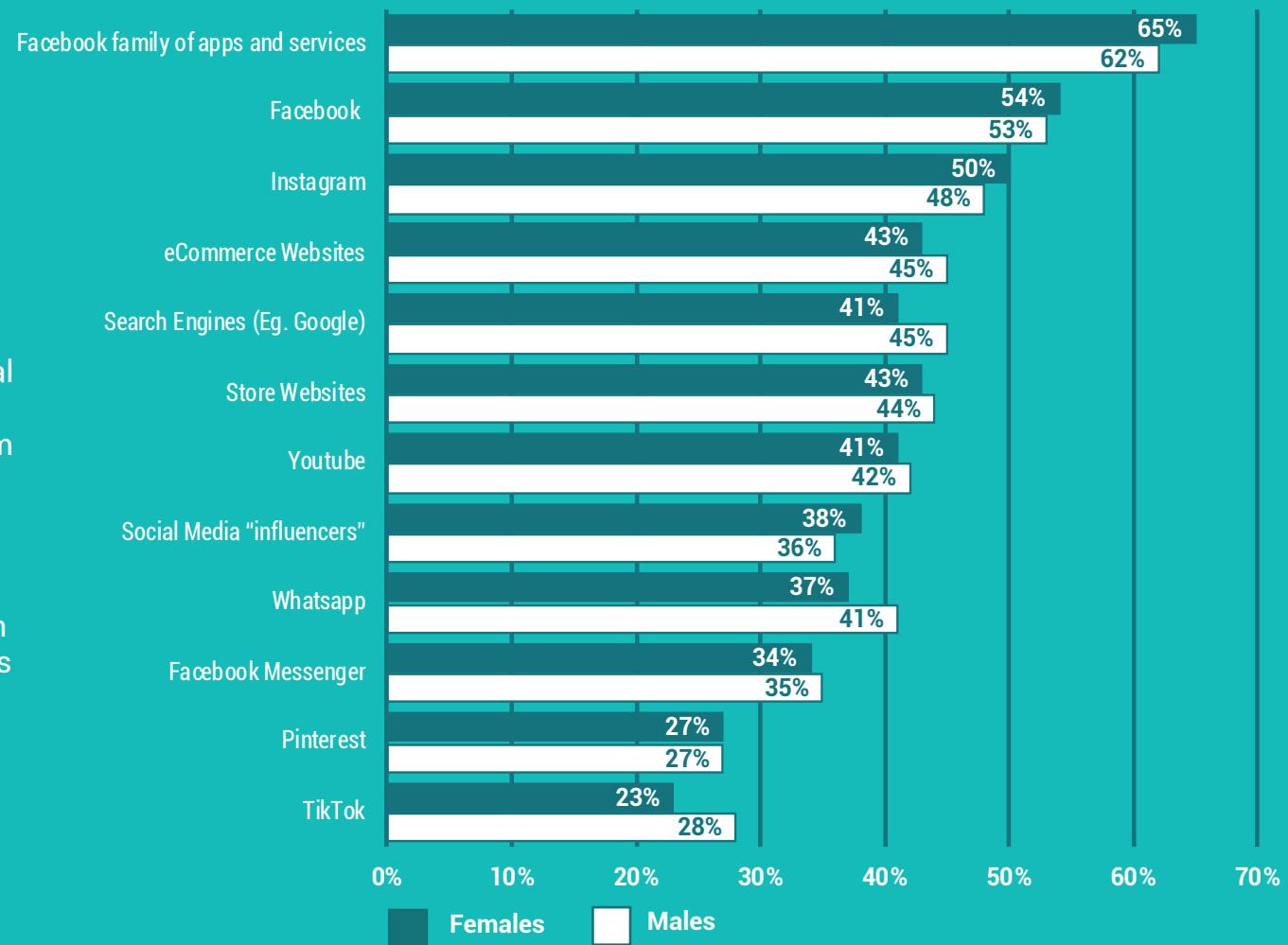
PLATFORM USAGE BY AGE GROUP



- Whatsapp, TikTok and Youtube are more popular with males
- More males use search engines and eCommerce websites
- Both genders use Pinterest equally



- Females tend to mostly carry out research via social media platforms such as Instagram or Facebook
- Social media influencers are more popular with female consumers in the UAE.



INFLUENCERS AND DIGITAL CONTENT CREATORS

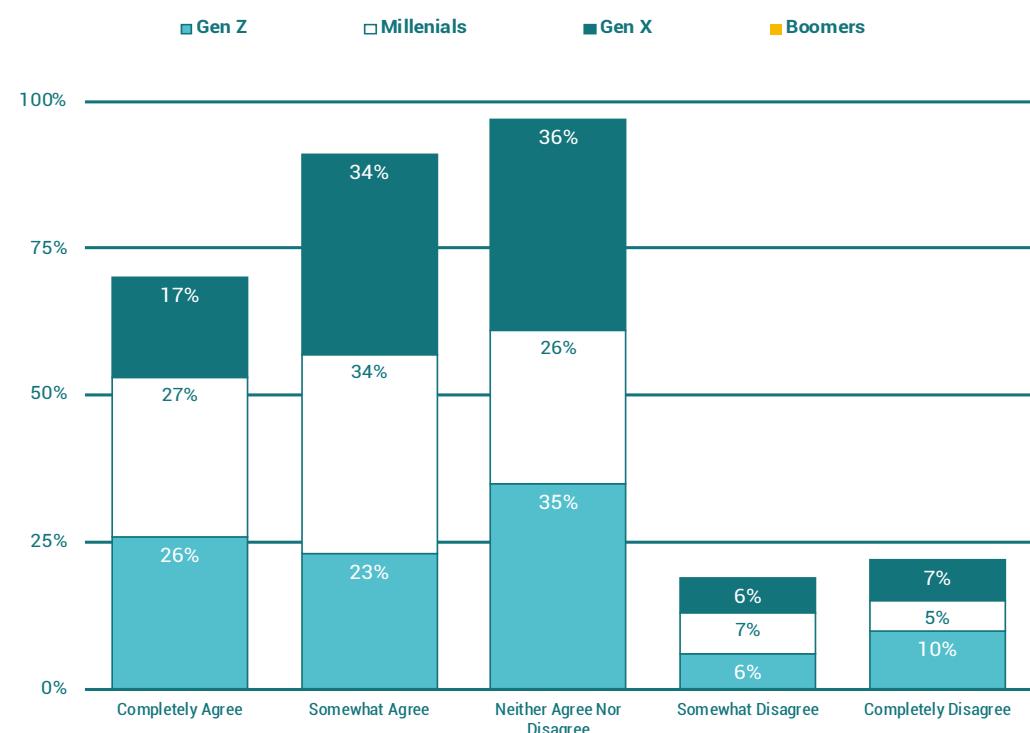
A new research by the BPG Cohn & Wolfe Influencers Survey (in association with YouGov) uncovered that using social media influencers to drive consumer brand awareness has reached "record highs" within the UAE. In particular, for those marketers trying to target millennials. Teaming up with influencers or digital content creators may get your brand more visibility as **consumers are 71% more likely to make a purchase based on social media recommendations.***

INSIGHTS TO CARRY FORWARD TO RAMADAN 2021

The data in this chart is taken from a YouGov survey, commissioned by Facebook, between May 23 and June 13, 2020. The figures represent the sample of people surveyed in the UAE. Participants were asked whether they agreed with the following statement: '**I am most likely to trust a brand who partners with a trustworthy influencer**'. Note that most age groups neither agreed nor disagreed, however more people tended to agree rather than disagree. It may then be beneficial to work with an influencer to gain trust from your customers this Ramadan.

There were not enough samples to represent Boomers.**

CONSUMERS ARE MORE LIKELY TO TRUST A BRAND WHO PARTNERS WITH A TRUSTWORTHY INFLUENCER



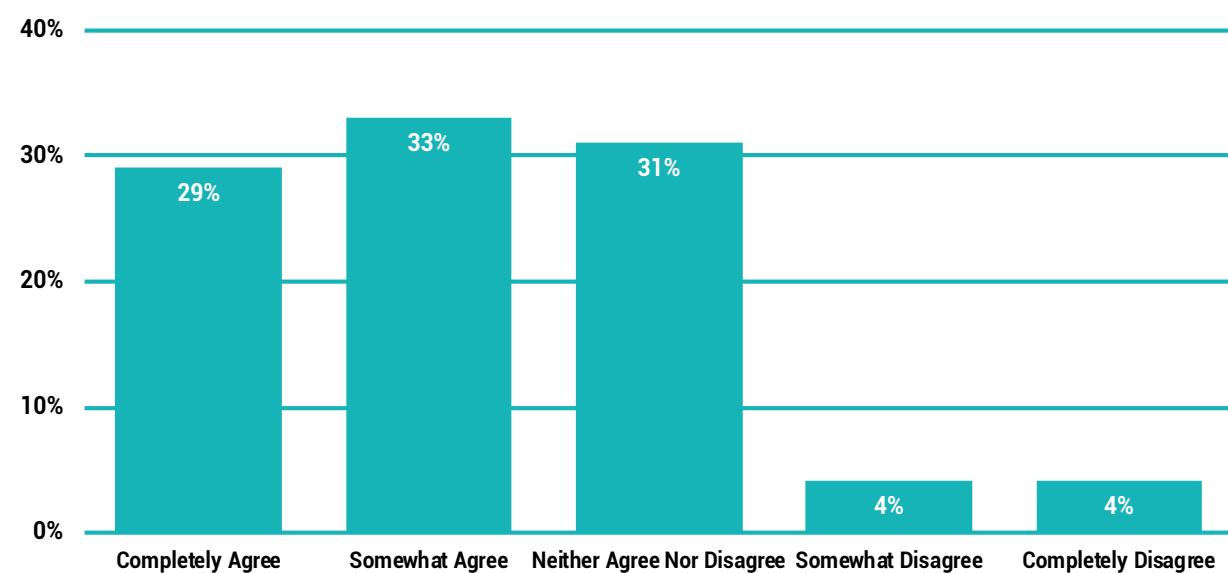
* [2021] The Most Generous Guide on Ramadan Social Media Marketing & Trends: MENA Region. Facebook Interactive Ramadan Report

USING SOCIAL MEDIA PLATFORMS TO DEMONSTRATE AUTHENTIC VALUES

A 2020 Facebook study revealed that 91% of Ramadan observers/shoppers have engaged in charitable activity over Ramadan. During this month where there is so much awareness around charity, generosity and devotion, it is important for brands to also express their values and be transparent about causes that they care about. Looking forward to 2021, retailers can make use of [Facebook and Instagram's fundraising and donation features](#) to encourage the act of giving and demonstrate awareness around causes that are close to your businesses' heart.*

The data below represents answers from a 2020 survey, where those who adhere to Ramadan in the UAE were asked: '[I have become more interested in a brand/product after learning about their business practices this holiday season.](#)' The results show that customers care about a brand's values, and therefore retailers should try and highlight their charitable goals during Ramadan 2021.**

MORE INTEREST IN A BRAND/PRODUCT AFTER LEARNING ABOUT THEIR CHARITABLE ACTS



* [Facebook Ramadan Insights and Recommendations](#)

** [Facebook Interactive Ramadan Report](#)

CONCLUDING REMARKS

KNOW YOUR CUSTOMER

Understand your customer's interests and needs over the Ramadan period.

UNDERSTAND THEIR SPENDING PATTERNS

Analyse when they spend their money over Ramadan, and when they are engaging with brands.

TAKE YOUR BRAND ONLINE

COVID-19 has increased online usage, therefore it is important for brands to make their products available to purchase through online methods.

ESTABLISH YOUR OWN METHODS TO MEASURE YOUR ONLINE SUCCESS

Keep track of your online success to understand how well your campaigns are performing and whether customers are engaging with them.

REMEMBER MOBILE OPTIMISATION

Consumers are using their mobiles more than ever so make sure that your brand is reachable on mobile devices.

MAKE USE OF SOCIAL MEDIA PLATFORMS

Both men and women research products via social media platforms so make sure that your brand has a presence on social media.

COLLABORATE WITH INFLUENCERS

Influencers are a great way to create trust between your product and your customers, as consumers value the opinion of influencers.

PROMOTE CHARITABLE VALUES

Ramadan is a time that is mainly focused around increasing your charitable acts. This is also expected of brands/

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