



The makings of meaningful marketing: Ramadan 2020

FACEBOOK



A major Muslim festival

Ramadan is one of the most important time of the year for Muslims. It's a sacred month marked by fasting from dawn to dusk, emphasis on charity, meals with loved ones and preparing for Hari Raya. Ramadan is an opportunity to meaningfully build long-lasting customer connections and drive growth.



69%

Indonesians who agree Ramadan is a time to find the best deals¹



79%

of Ramadan observers say their favourite method for brands to approach them is via Facebook platforms²



98%

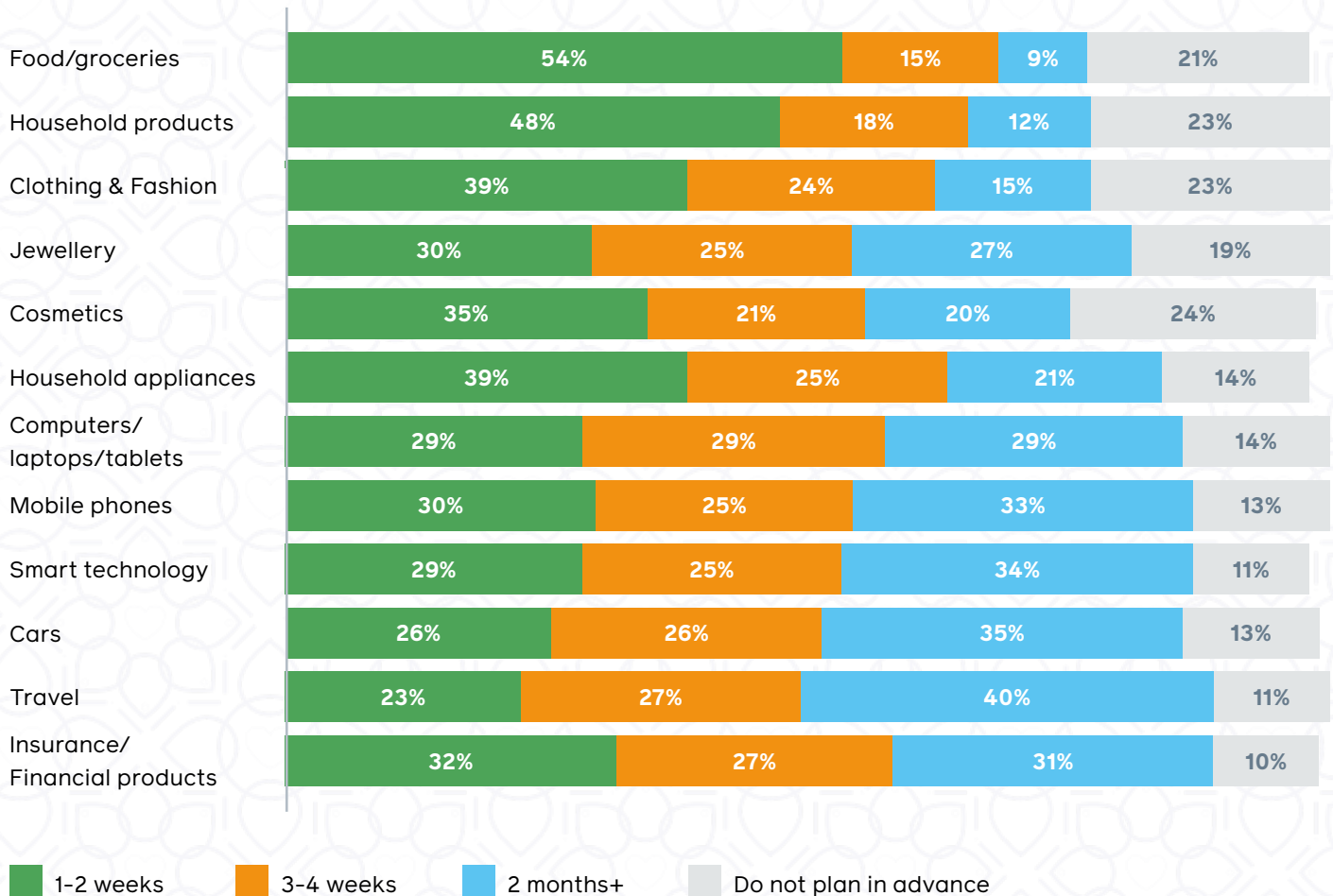
of Indonesians who observe Ramadan think it's more important than other festivals celebrated in the year³

Plan ahead

Majority of Ramadan observers globally plan purchases three weeks or more in advance of Ramadan. To ensure your campaign is ready to launch by this time, start preparing a month or more ahead of the holidays.

SHOPPING STARTS EARLY

Purchase planning by Ramadan shoppers before the start of the Holy month of Ramadan
(Global average by vertical)



Source: "Ramadan 2019: A time for reflection, connection and inspiration" consumer research by Kantar (Facebook IQ-commissioned online survey of 7,087 respondents in ID, PK, AE, SA, TK, EG, NG, FR, UK), May-June 2019

2 months+ in advance

>30%

Ramadan shoppers of Travel, Financial Products, Automotive and consumer electronics plan their purchases at least on average 2 months+ in advance



Ahead of Ramadan, Facebook wanted to explore how people's daily routines change during the season, the impact this has on buying behaviour and the opportunity it presents for marketers. So we commissioned Kantar to conduct an online quantitative study in Indonesia, Turkey, Nigeria, Saudi Arabia, Egypt, Pakistan, the United Kingdom and France. In total, more than 7,000 interviews were conducted. We also looked at Facebook internal data and third-party data to gain a more rounded understanding.

The 5 Ingredients of Meaningful Ramadan Marketing



Think bigger

Be where it matters

Master mobile storytelling

Let technology do the work for you

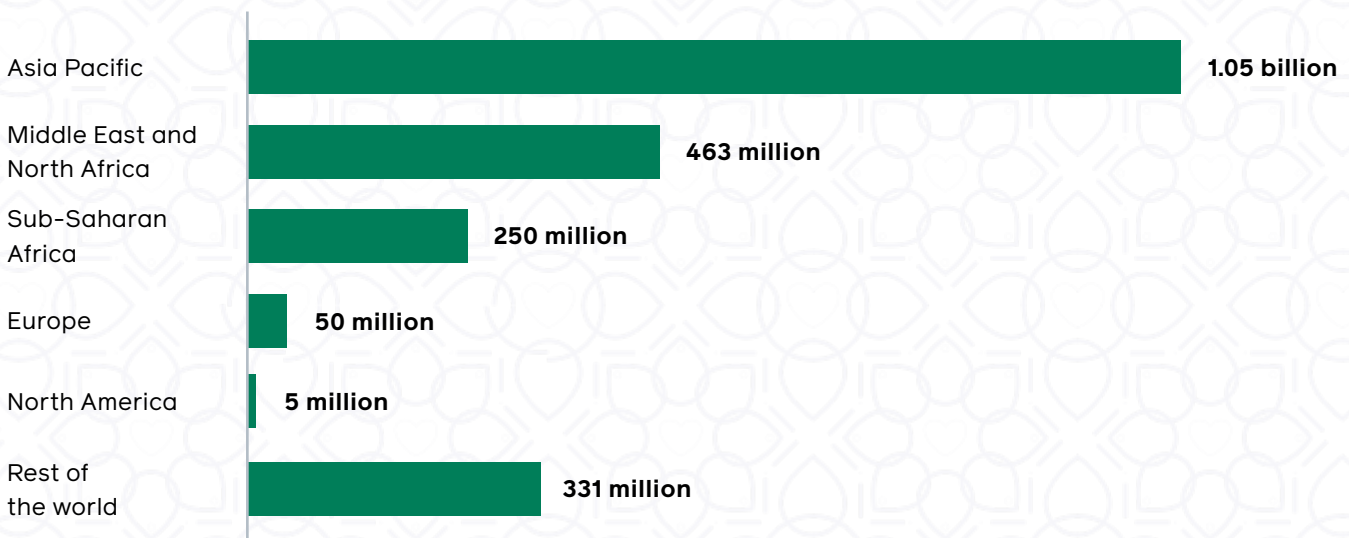
Measure what matters

1. Think bigger

THINK GLOBAL

As Ramadan is a global moment, it presents a large opportunity for businesses to serve customers who want to shop across borders.

Global Ramadan celebrants



35%

of Muslims reside outside the top 10 largest Muslim countries⁴

70%

of online buyers made a purchase from a foreign site across an entire year⁵

THINK BIGGER THAN ONE SCREEN

Television works better when paired with other media channels, allowing you to reach people who don't otherwise watch TV. A considerable number of Ramadan observers now engage in multi-screening, or the practice of viewing different devices at the same time. Therefore, extending your message beyond TV can drive better results.

40%

Ramadan observers who use mobile while watching TV⁶

39%

of millennials (18 to 34 years old) who celebrate Ramadan **don't watch TV**⁷



THINK ACROSS THE FUNNEL

Brand and performance marketing work better together. Think of scaling your campaign and breaking through with more holistic marketing, whether it's inspiring action or driving sales. Don't limit your marketing to one part of the funnel. Planning upper and lower funnel together means greater overall results.



55%

Correlation between driving efficient brand awareness outcomes and online sales outcomes⁸



2. Be where it matters

From discovery to purchase, shopping during Ramadan takes place mainly on social media.

90%

of Ramadan observers in Indonesia use the Facebook Family of Apps

Source: "Ramadan 2019: A time for reflection, connection and inspiration" consumer research by Kantar (Facebook IQ-commissioned online survey of 7,087 respondents in ID, PK, AE, SA, TK, EG, NG, FR, UK), May-June 2019

BE IN CONVERSATIONS

Connect with people beyond just transactions. Similar to how people keep in touch with family and friends during Ramadan, messaging is how many people are connecting with businesses, especially during key shopping moments.



Indonesia sale season shoppers who messaged a business⁹



Indonesian respondents who said they were more likely to buy from a business if they can contact them through an instant messaging service¹⁰



⁹ "Facebook 2019 Holiday Study" by Ipsos Marketing (Facebook-commissioned online study of 43,877 people ages 18+ across 29 markets (AE, AU, AR, BR, CA, DE, ES, FR, GB, HK, IT, JP, KR, MX, PH, PL, TH, CL, CO, CZ, DK, ID, IN, NL, RU, SE, TR, US and VN)), Oct. 2018 - Jan 2019 ¹⁰ Missing 10 Facebook IQ Source: "Facebook 2019 Holiday Study" by Ipsos Marketing (Facebook-commissioned online study of 1,505 respondents ages 18+ across Indonesia), Jan 2019

3. Master mobile storytelling

To craft effective stories, address how Ramadan observers use Facebook platforms to connect, entertain, discover and share. Eighty-six percent of Ramadan observers globally use mobile, so make sure your campaign is mobile-optimised!¹¹

FOCUS ON THE REASON FOR THE SEASON

To build breakthrough content, make sure to:



Be **authentic**



Present Ramadan messages **explicitly**



Speak to positive Ramadan values, evoke **emotion**

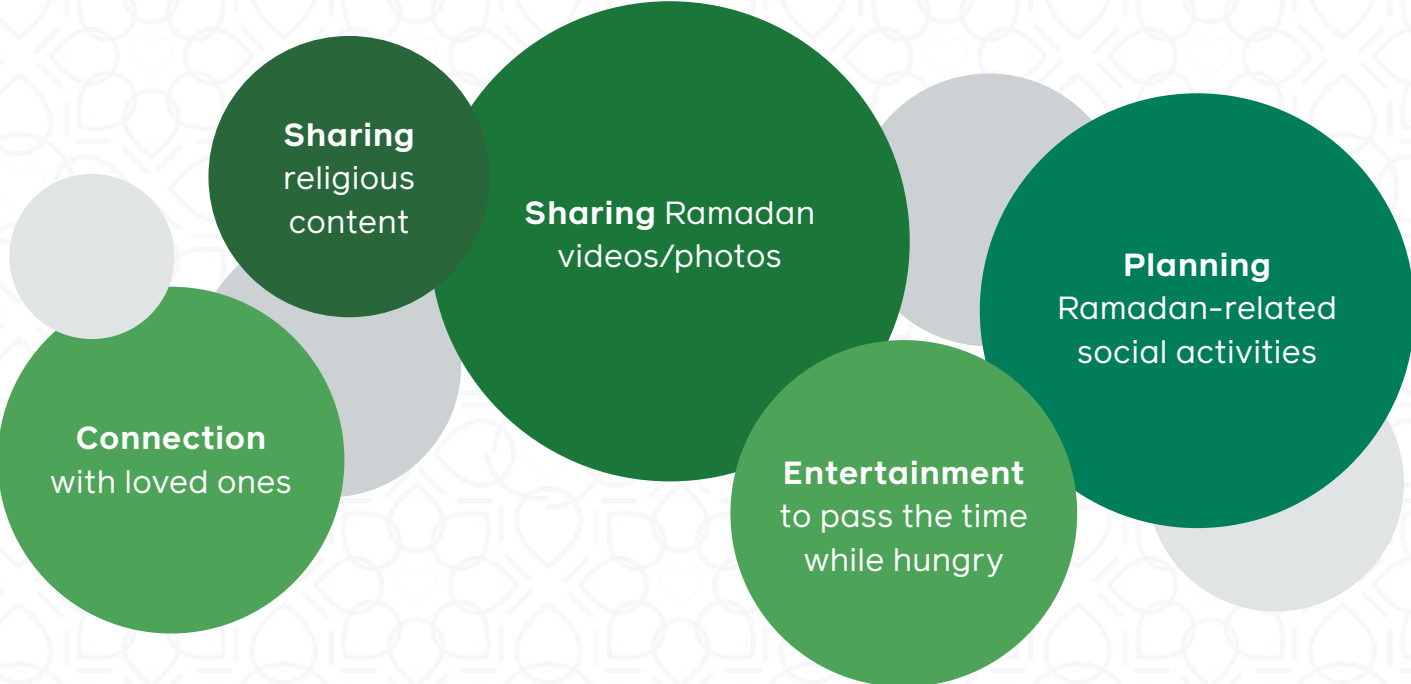


Capture attention with **promotions**



Incorporate everyday **customs**

The top reasons Ramadan observers use Facebook, Instagram, WhatsApp and Messenger are¹²:

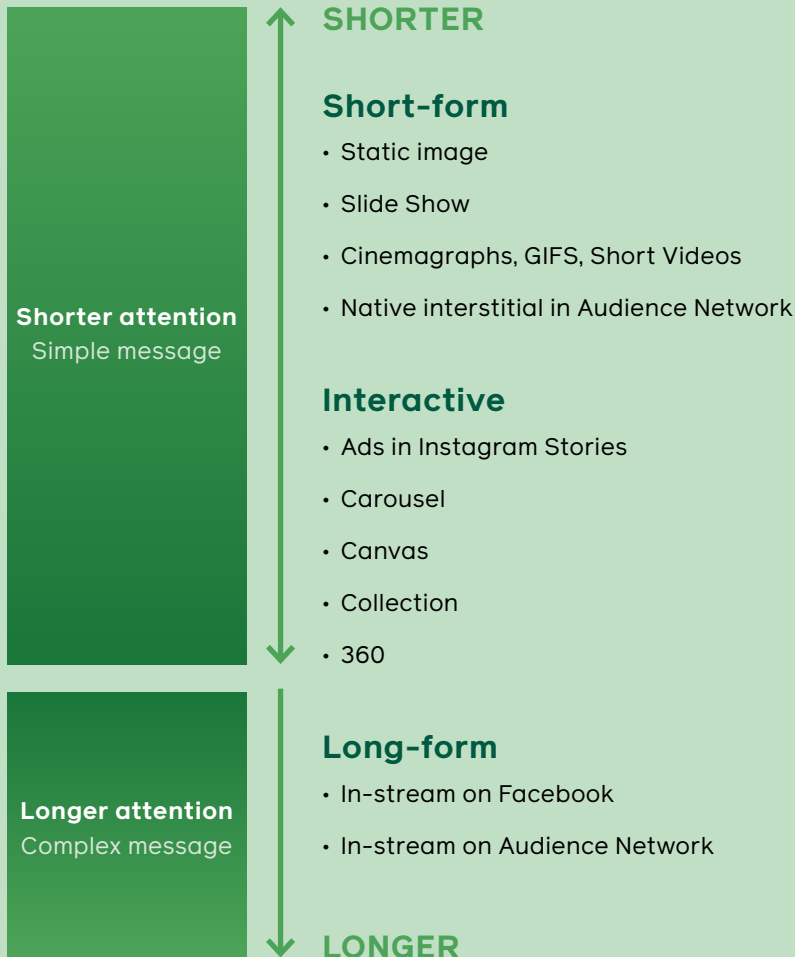


¹¹ "Ramadan 2019: A time for reflection, connection and inspiration" consumer research by Kantar (Facebook IQ-commissioned online survey of 7,087 respondents in ID, PK, AE, SA, TK, EG, NG, FR, UK), May-June 2019 ¹² "Ramadan 2019: A time for reflection, connection and inspiration" consumer research by Kantar (Facebook IQ-commissioned online survey of 7,087 respondents in ID, PK, AE, SA, TK, EG, NG, FR, UK), May-June 2019

THINK VIDEO

Video consumption continues to grow across the region. At the same time, you can use this format to help you deliver longer, more complex messages: Stories, Facebook Live and Augmented Reality are just some of the formats you can use to tell your story in new and creative ways.

Pair your video format to the right viewing behaviour and message



60 mins

will be spent watching mobile video daily in 2020 by an average consumer across the globe¹³

32%

Growth in average online video watch time every year from 2013 to 2018¹⁴

50%

of time spent watching conventional TV is now spent watching online video¹⁵

CREATE A BETTER EXPERIENCE BY REDUCING FRICTION

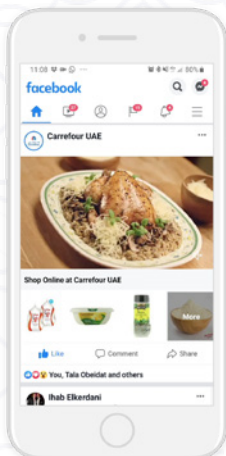
Optimise your campaign for mobile with the aim of reducing friction. Friction is any extra step or inconvenience while shopping. Shoppers may become frustrated and back out of a purchase when they encounter friction. These include site errors, lack of information about a product, out of stock items or refusal to accept a form of payment. From Stories to augmented reality, help your customers have a better experience using the broad range of solutions from the Facebook Family of Apps.

82%

of Indonesia year-end shoppers experienced at least one problem while shopping on mobile

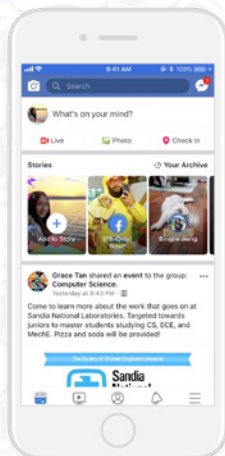


PEOPLE CRAVE FRICTIONLESS SHOPPING EXPERIENCES



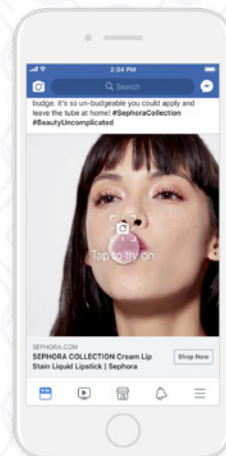
Collection

Make it easier for people to discover, browse and purchase in a visual and immersive way.



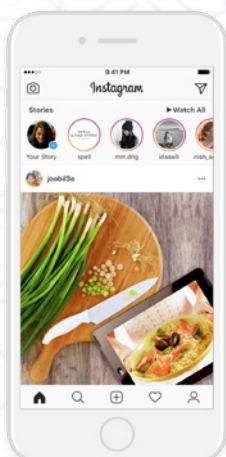
Instant experiences

Grab attention and tell a story about your brand.



Augmented reality

Take advantage of some new ways for creative storytelling.



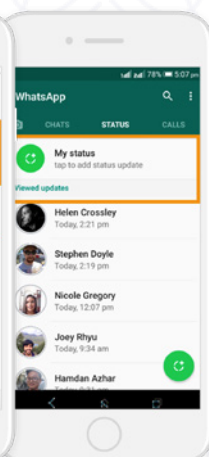
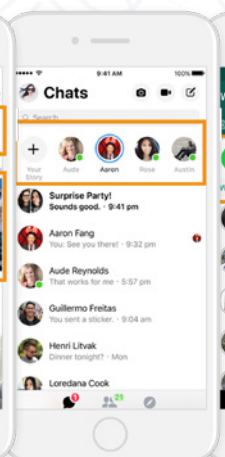
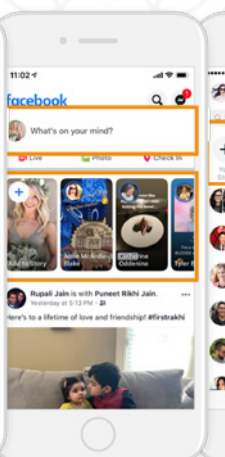
Instagram Shopping

Immersive storefront for people to explore your best products.



Stories

Fullscreen, immersive experience powered by Facebook targeting to drive deeper connections with consumers. Stories-first creatives have a +64% higher chance in outperforming default creative in ad recall, and +67% higher chance to outperform in purchase intent.



Influencer marketing

Use creators to become part of the Ramadan community. A Facebook-commissioned survey shows 49% of 18- to 34-year-olds worldwide have discovered holiday gift ideas from influencers.

Facebook Watch

Facebook Watch is a dedicated place on Facebook to discover and enjoy original shows and the latest videos in sports, beauty, entertainment and more.

4. Let technology do the work for you

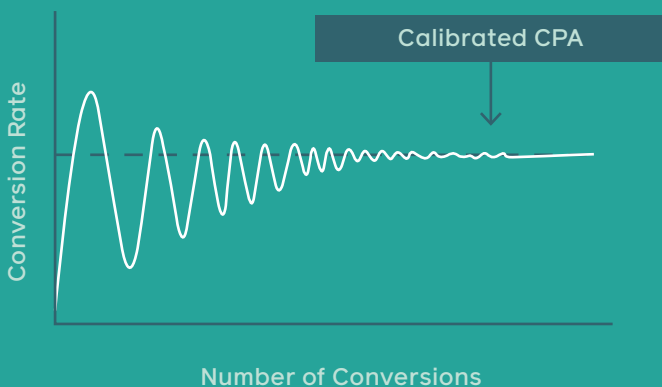


SAVE TIME THROUGH AUTOMATION

Automation and machine learning are your best bet to improve efficiency, giving you more time to focus on strategy and creatives. This is especially important in the highly competitive Ramadan month.

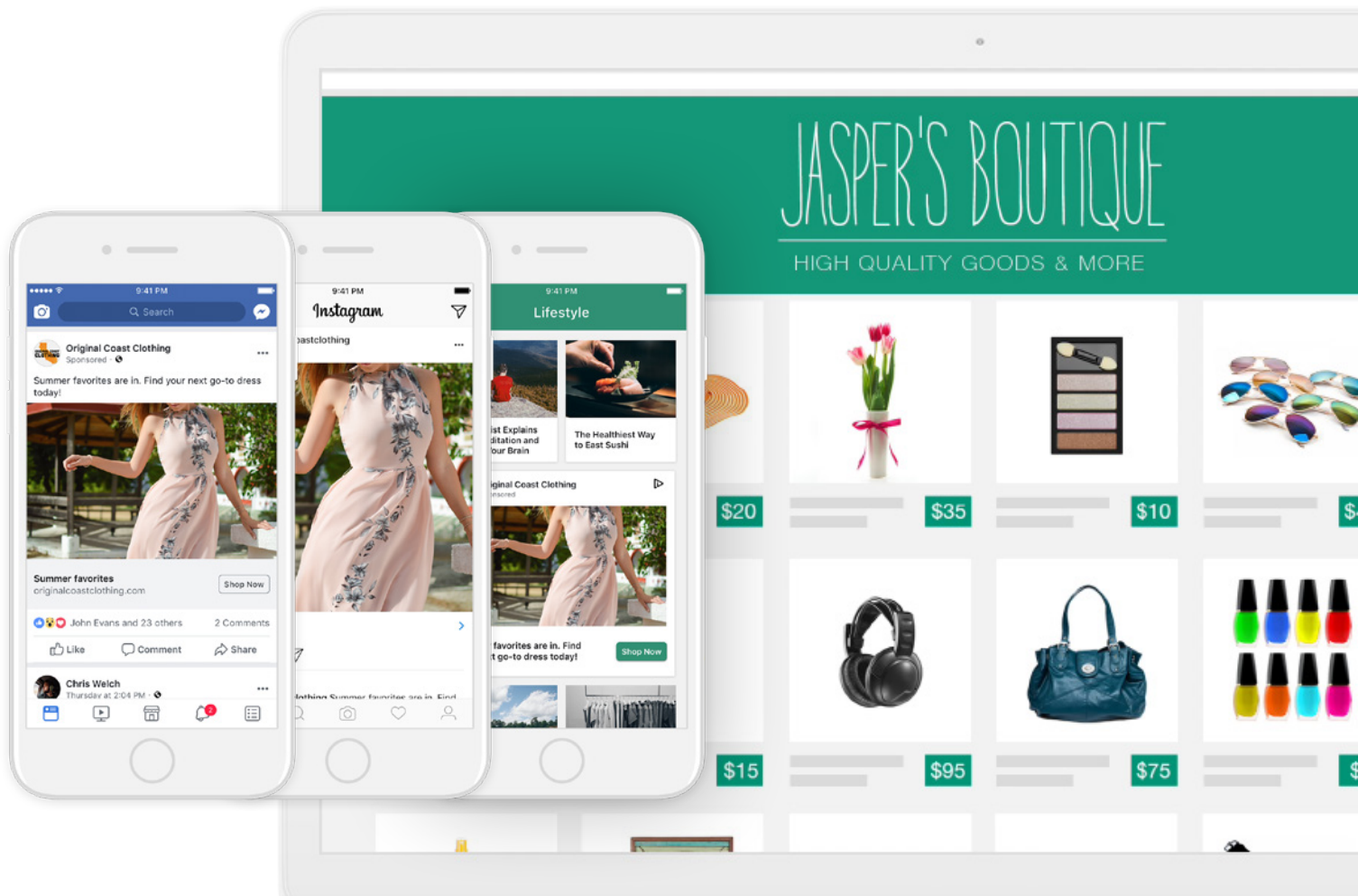
BUT FIRST, UNDERSTAND CAMPAIGN LEARNING PHASE

To make the most of Facebook automation, set aside a learning phase. During the learning phase, the delivery system is exploring the best way to deliver your ad set. Ad sets exit the learning phase as soon as their performance stabilises.



The higher the budget spent on learning, the higher the cost per action. To prevent this, avoid:

- **Frequent edits**
Don't edit the ad sets or ad until it has exited the learning phase. Editing will cause an ad to re-enter the learning phase
- **Having too many ad sets**
- **Low conversion volume and constrained set-ups**
Maximise audience size, leverage all available placements and have at least 50 conversions per week



AUTOMATION IS YOUR BEST BET FOR EFFICIENCIES



Media Automation

Navigating the Learning Phase

Automatic Placements

One creative, many placements.

Campaign Budget Optimisation

Improve return on investment by automatically distributing spend to top-performing ad sets in real time.



Creative Automation

Dynamic Ads

Automatically promote your entire catalogue to people likely to buy that specific product(s).



Targeting Automation

Automated audiences

Find the right people based on actions they've taken, such as through Dynamic Ads for Broad Audiences (DABA) targeting. DABA allows you to reach people who've expressed an interest in your products even if they haven't yet visited your website or app.

5. Measure what matters

Know the impact of your efforts by measuring your outcomes. Doing so will help you understand what worked and what didn't and give you insights on how to improve your next campaign.

FOCUS ON KPIS RELEVANT TO YOUR BUSINESS

Make sure you match your KPIs to what's important to your business. Here are some examples across verticals.

CPG



Auto



Finserv



Retail



E-com



Business outcomes

- Brand Perceptions

- Household Penetration

- Sales Volume

- Brand Awareness

- Dealership Visits

- Car Sales

- Brand Awareness

- New User Acquisition

- Retention

- Brand Awareness

- Online & Offline Sale Vol

- ROAS

- Brand Awareness

- New User Acquisition

- Retention

GO BEYOND CLICKS AND LIKES: USE THE RIGHT MEASUREMENT SOLUTIONS

There is a whole array of solutions to help businesses understand the true value of their investments. Go beyond clicks and likes and ensure you're using mature measurement solutions from Facebook.

Facebook is committed to measuring advertisers' marketing activities — on platform, off platform, across channels and publishers. For this, we are working with reputable measurement partners like Nielsen and Kantar to enable a measurement that focuses on business outcomes, including audience, brand and sales.

On and Off Facebook

- Ads Reporting

- Split Testing

- Geo Testing

- Brand Lift (Facebook, Nielsen, Millward Brown)

- Conversion Lift

- Offline Conversions

Cross-publisher

- Reach Reporting

Partners

- Viewability

- Verification Partners

Attribution

- Facebook Attribution

- MMM Data Feed



Get Started



Plan your campaign

Map it out using a well-thought-out media plan. Strategise how you will conduct your campaign and measure its performance.



Find inspiration

Learn how other businesses launched their campaigns during Ramadan. Find insights and ideas at Shared by Facebook.



Explore solutions

Build your campaign with support from Facebook's Family of Apps.

SHARED BY FACEBOOK

Find inspiration and explore solutions from our global Ramadan page.

Visit <https://www.facebook.com/business/m/sharedbyfacebook>