

The First Annual Conference of Islamic Economics & Islamic Finance, ECO-ENA, Inc., Canada
Venue: Toronto University: Chestnut Conference Center August 30th & 31st, 2013

Bassem Ghali

**Founder & Head of Client
Strategy at Green Lotus**

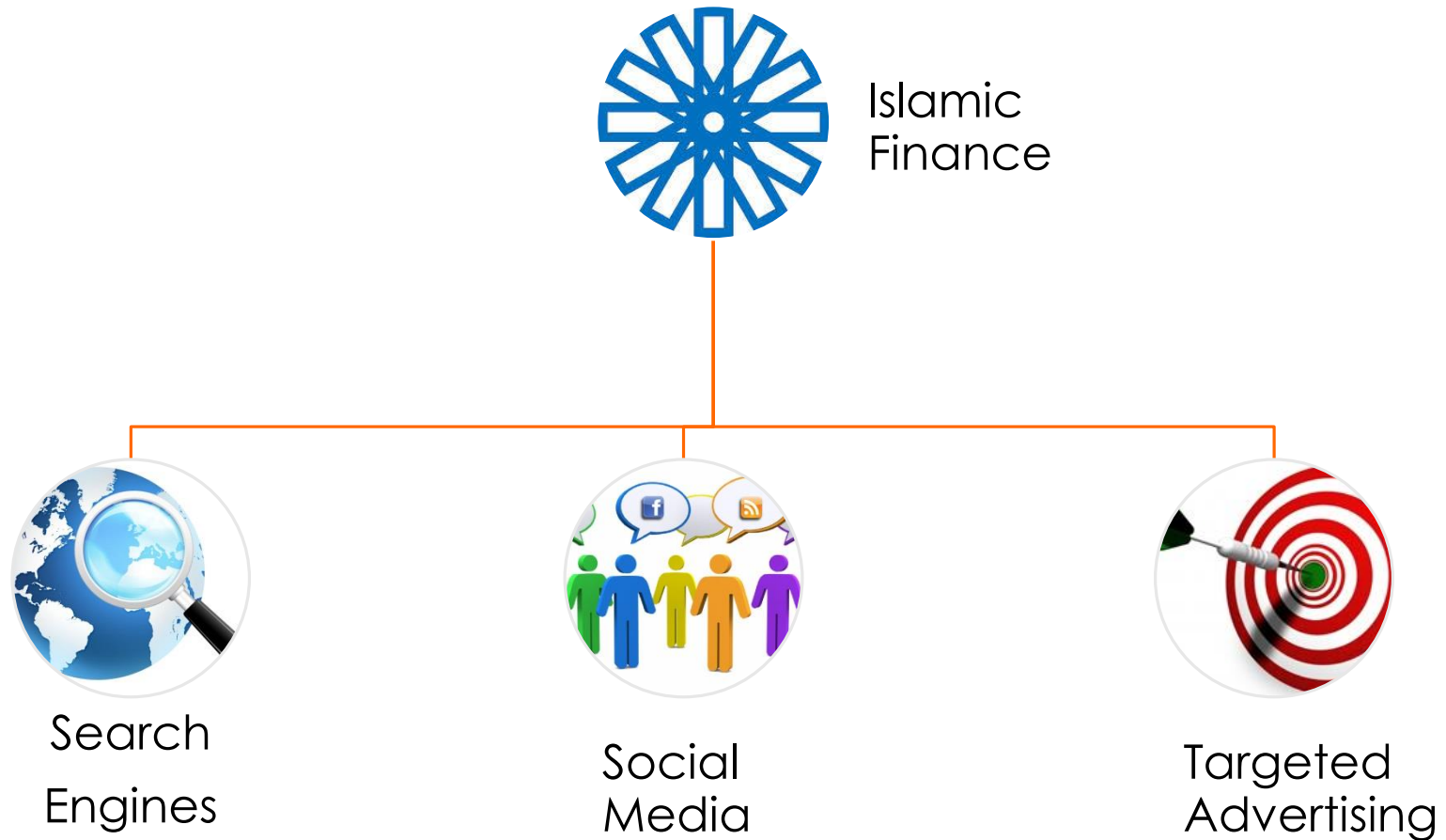
A search engine marketing strategist and speaker with more than 8 years of experience managing online marketing strategies for some of Canada's largest corporations including:



GreenLotus.ca

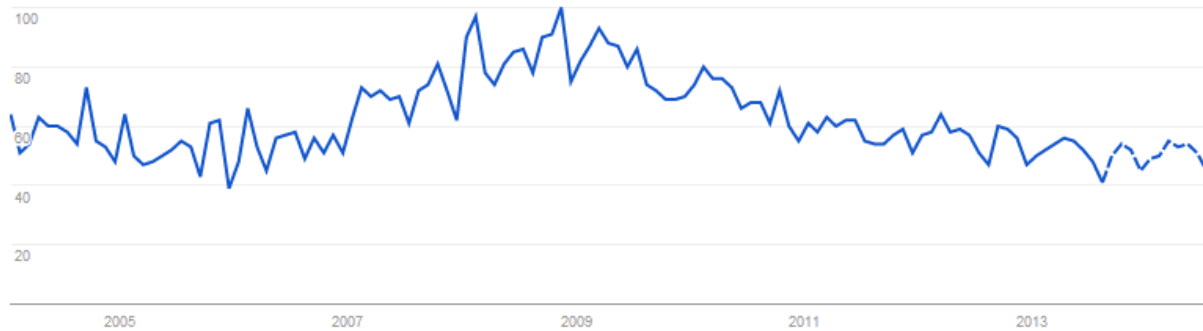
Bassem@GreenLotus.ca

Where Does “Islamic Finance” Live Online?



“Islamic Finance” Lives On Search Engines!

Google Insights Worldwide 2004 - Present



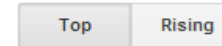
Embed

Regional interest ?



| | | |
|----------------------|-----|----------------------------------|
| Bahrain | 100 | <div style="width: 100%;"></div> |
| United Arab Emirates | 81 | <div style="width: 81%;"></div> |
| Malaysia | 80 | <div style="width: 80%;"></div> |
| Pakistan | 69 | <div style="width: 69%;"></div> |
| Bangladesh | 45 | <div style="width: 45%;"></div> |
| Qatar | 44 | <div style="width: 44%;"></div> |
| Nigeria | 31 | <div style="width: 31%;"></div> |
| Kuwait | 29 | <div style="width: 29%;"></div> |
| Singapore | 20 | <div style="width: 20%;"></div> |
| South Africa | 15 | <div style="width: 15%;"></div> |

Related terms ?



| Term | Index Value | Bar |
|--------------------------|-------------|----------------------------------|
| islamic banking | 100 | <div style="width: 100%;"></div> |
| islamic banking finance | 95 | <div style="width: 95%;"></div> |
| islamic bank | 85 | <div style="width: 85%;"></div> |
| malaysia islamic finance | 35 | <div style="width: 35%;"></div> |
| islamic finance uk | 20 | <div style="width: 20%;"></div> |
| islam finance | 20 | <div style="width: 20%;"></div> |
| islamic finance house | 20 | <div style="width: 20%;"></div> |
| islamic banks | 20 | <div style="width: 20%;"></div> |
| islamic finance news | 15 | <div style="width: 15%;"></div> |
| islamic finance jobs | 15 | <div style="width: 15%;"></div> |

“Islamic Finance” Lives On Search Engines!

Google insights - Canada

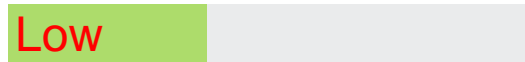
GOOGLE LOCAL TREND

GOOGLE ADWORDS



LOCAL COMPETITION

GOOGLE ADWORDS



LOCAL AVERAGE VOLUME

GOOGLE ADWORDS

1,464

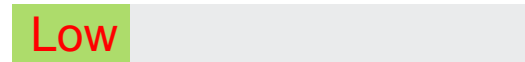
GOOGLE GLOBAL TREND

GOOGLE ADWORDS



GLOBAL COMPETITION

GOOGLE ADWORDS



GLOBAL AVERAGE VOLUME

GOOGLE ADWORDS

11,100

“Islamic Finance” Lives On Search Engines!

Keywords Analysis

| Keyword | Avg. monthly Searches | Competition | Avg. Cost Per Click |
|--------------------------------|-----------------------|-------------|---------------------|
| Islamic Finance | 8,100 | Low | \$0.51 |
| Islamic banking | 12,100 | Low | \$0.53 |
| Islamic bank | 4,400 | Low | \$0.37 |
| Public Islamic bank | 1,000 | Low | \$0.02 |
| Bank Islam online | 8,100 | Low | \$0.35 |
| Noor Islamic bank | 18,100 | Low | \$0.41 |
| Abu Dhabi Islamic bank | 9,900 | Low | \$0.05 |
| Islamic bank of Britain | 9,800 | Low | \$0.29 |

The Power of Having your Islamic Financial Business Optimized for Search Engines!

- Search engines are the tool of choice for solving unanswered questions, and finding a product or service!
- Nearly 250 million searches are performed per day on Google alone!
- 93% of consumers research products online before making a decision!
- Search Engines Optimization is the only form of marketing that puts your business (services or products) in front of prospective customers who are actively seeking what your company has to offer.
- If you do not optimize your online presence, your competition will, and you will be left behind!

“Islamic Finance” Lives On Social Media!

Facebook Analysis



Palestine Islamic Bank البنك الإسلامي الفلسطيني
Bank/Financial Institution

👍 28,644 like this
👤 People also like Bank of Palestine | بنك فلسطين, Palestine Monetary Authority - سلطة...

👍 Like 🔍 **28k Likes**



Abu Dhabi Islamic Bank (Official)
Bank/Financial Institution

👍 94,875 like this
👤 People also like Emirates NBD, Commercial Bank of Dubai and other Banks

👍 Like 🔍 **94k Likes**



Yurizk - Islamic Finance Resources
Education

👍 23,641 like this
👤 People also like Enroll, The ExP Group and other Education pages

👍 Like 🔍 **22k Likes**



Dubai Islamic Bank
Bank/Financial Institution

👍 25,737 like this
👤 People also like Emirates NBD, Abu Dhabi Islamic Bank (Official) and other Banks

👍 Like 🔍 **25k Likes**



Islamic Finance Australia
Education

👍 20,480 like this
👤 People also like Islamic Online University, Language Teaching Professionals and ...

👍 Like 🔍 **20k Likes**

“Islamic Finance” Lives On Social Media!

One of social media’s greatest benefits to brands is the ability to scale up customer engagement with value creation.

The most immediate and valuable type of interaction were, until recently, facilitated mostly by one-on-one engagements that demanded extensive human resources and expenditures.

Engagement via social media has more to offer than recruiting customers and driving sales.



The Power of Social Media!

- Social media can help extend the customer life-time by creating loyalty, optimize by turning customers into brand advocates, and enjoy additional leads and sales.
- Engagement through social media can generate insights from customers which can lead to better products and services.
- Social media has the power to bring consumers closer to organizations, like never before!



Power your Islamic Financial Business with Targeted Online Marketing

- Spend your marketing budget only on prospective clients!
- Less expensive than purchasing advertising for TV, radio or print.
- Online marketing results are more measurable than traditional media campaigns, and campaign data & results are available immediately.
- Online marketing is affordable & accessible to any business size or type.
- Allows for the ability to create marketing messages changes on the fly.



Power your Islamic Financial Business with Targeted Online Marketing

Google Adwords

Targeting options:

- Keywords
- Location
- Language
- Interests
- Remarketing
- Device

Ad Formats

- Text Ads
- Image Ads
- YouTube Ads

[ING DIRECT High Interest - Great Rates & No Fees - ingdirect.ca](http://www.ingdirect.ca/)
www.ingdirect.ca/ ▼

Sign Up For An Investment Savings Account Now
 SuperStarSaver has 554 followers on Google+



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**ALLY BANK –
 “ONE OF THE BEST
 SAVINGS ACCOUNTS”**

– Money® Magazine, October 2012

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[learn more](#)

Power your Islamic Financial Business with Targeted Online Marketing Facebook Ads

Targeting options:

- Location
- Language
- Age & Gender
- Relationship status
- Interests & likes
- Connection (people or pages)
- Education

Ad Formats:

- Page promoting
- Offer promoting
- Image post promoting
- Video post promoting



Marketwired · Suggested Post

 Like Page



How social is your brand? Get some how-to's you can really use in this exclusive tip sheet!



8 Ways to Build your Brand with Social Media

www.sysomos.com

Download our free Tip Sheet for smart strategies that can help you tap into the power of social media and put you on the fast track to making sales.

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Macy's posted an offer.



Get 25% off your purchase of \$100 or more. Save BIG on the latest trends!

Get Offer
14,991 claimed this offer for free.

 Like · Comment · Share · 9 hours ago · 

 8,021 people like this.

 View all 249 comments

 1,320 shares

Power your Islamic Financial Business with Targeted Online Marketing LinkedIn Ads


Targeting options:

- Location
- Age & Gender
- Job Title
- Job Function
- Industry Geography
- Company Name
- Company Size
- LinkedIn Group


Ad Formats:

- Page promoting
- Image post promoting
- Video post promoting

Mercedes-Benz USA · Sponsored



The 2014 E-Class sets a new standard for excellence in its segment. Thoroughly reimagined, the E-Class is offered in a range of models including the quickest production sedan in the world. See what sets the 2014 E-Class apart: <http://lnkd.in/npRiTV>



2014 E-Class Overview -- Mercedes-Benz
youtube.com · Each iteration of E-Class is immediately tasked with raising the bar for both innovation and luxury, a lofty goal considering the vehicle that previously raised it: the preceding E-Class. And with its sharp lines, new cabin and...

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Tips on Mobile Usability

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MIXX Canada Conference

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Basic Online Marketing Rule: **Start Where Others Ended!**



At Green Lotus, We Love Our Clients!



Donate & Learn



Green Lotus Online Marketing Services:

- Lead Generation & ROI Optimization Services
- Search Engine Marketing Strategy
- Local Search Engine Optimization
- Social Media Marketing & Management
- Branding & Website Design

Contact me for a FREE Consultation!

Bassem@GreenLotus.ca

