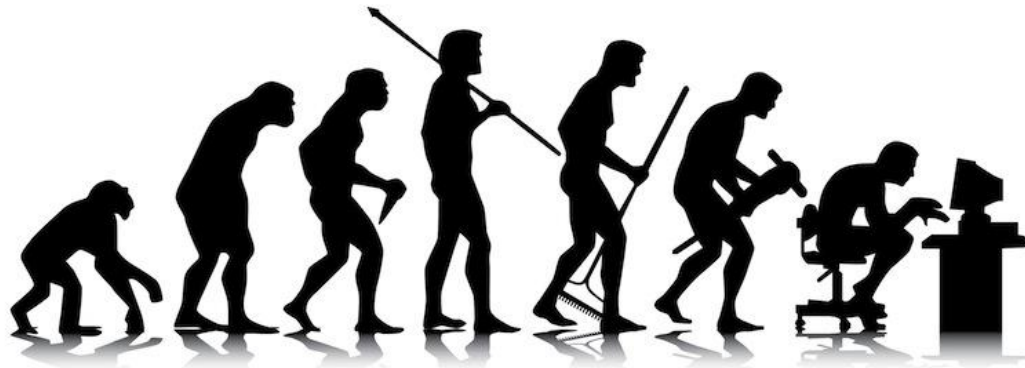


SMM evolution in Armenian Businesses



Worldwide SMM Business Trends

Source: Jan Rezab Report in Engage Prague 2016 conference.

Jan Rezab founder of Socialbakers.com(<https://www.linkedin.com/in/janrezab/>)

<https://www.engageprague.com/>

Trends

2012-Engagement

Content SMM

2013-Socialy
Devoted

Social Media Support SMM

2014-Socialy Native

Presence in all social media platforms

2015-Data Driven

Metrics, Metrics, Metrics

2016-News Feed
Optimization

Video optimization-Video, Live, GIF
Mobile Optimization-Instant Article, Canvas

Create.Future

2017 trend

prediction

Armenian SMM Business Trends

Source: Our observation, research and experience.

Trends in Armenia

2012-local ignoring Only Global brands goes to SM

2013-By the way SM accounts opened BTW

2014-Opportunity In SM business saw an opportunity

2015-Cheap AD Channel
CPA lookalike 0.01\$

2016-SME BOOM All Business Goes in SM

Create.Future

2017 trend in Armenia

SM Understanding

Questions? ;)