



ArabClicks' Ultimate Guide to
RAMADAN
2021



IN THIS GUIDE

Discover what, when & how to promote!

Earn more in Ramadan '21!	-	3	Mark Your Calendar	-	11
Key Ramadan Facts	-	4	Ramadan Ad Design	-	12
How Covid Affects Ramadan	-	5	Timing is Everything!	-	13
Ramadan Shopping Trends	-	6	Social in Ramadan	-	14
Food Sales in Ramadan	-	7	Optimize for Mobile	-	15
Categories Up in Ramadan	-	8	8 Marketing Tips	-	16
Top Products in 2021	-	9	Study in Ramadan	-	18
Customer Budget Planning	-	10	Stay Updated	-	19



EARN MORE IN RAMADAN 2021!

Get ready for the biggest shopping event of the year

Welcome to ArabClicks' 2021 Ramadan Guide.

The Holy month of Ramadan is HERE - it is the TOP buying season of the year with up to 90% OFF major brands!

This is the season when your customers are looking for great products, discounts & coupons.

As an affiliate It is vital to know what your audience is looking for and how to meet their needs.

The Covid-19 pandemic has affected shopping & spending behaviors by increasing online shopping habits. Discover how this will impact your affiliate marketing strategy and learn how to maximize your earning potential in Ramadan 2021.

Start Now - create your Ramadan marketing plan TODAY!



RAMADAN IN NUMBERS

1.8

billion celebrants

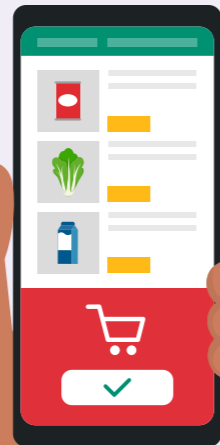


24%

of the globe's population

64%

of Muslims plan to spend more in Ramadan



BIGGEST shopping day of **2020** was in **Ramadan**



Searches for Ramadan **2021** up **2400%**

75%

of shoppers looking for bargains online in Ramadan



HOW COVID CHANGED SHOPPING

99%

shoppers concerned
about Corona

+55%

purchases
online

-50%

in-person
shopping

+50%

credit-card
purchases

+18%

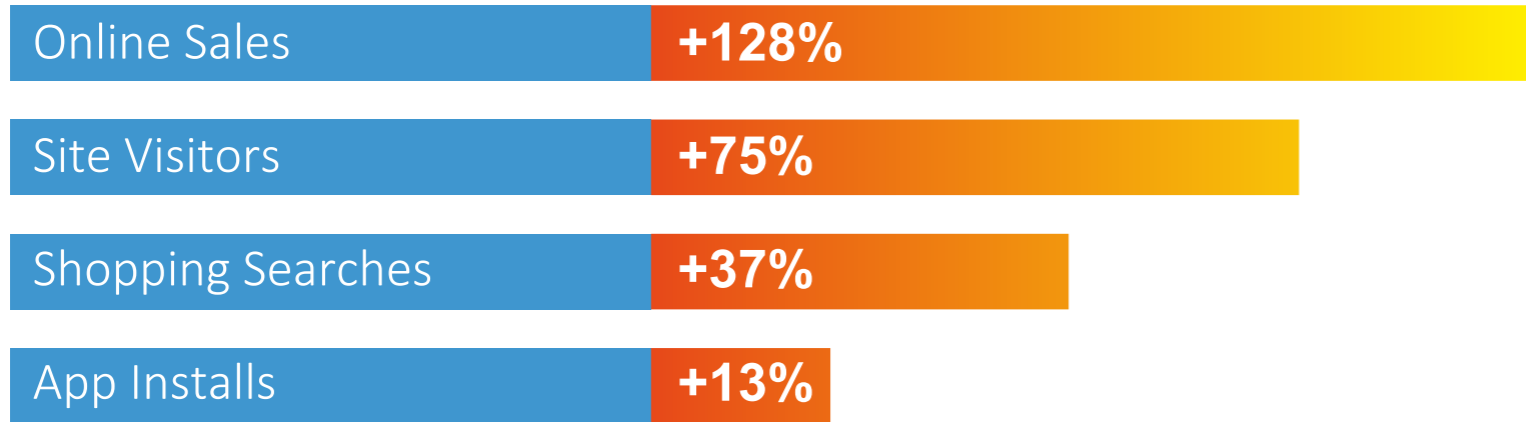
new online
shopper



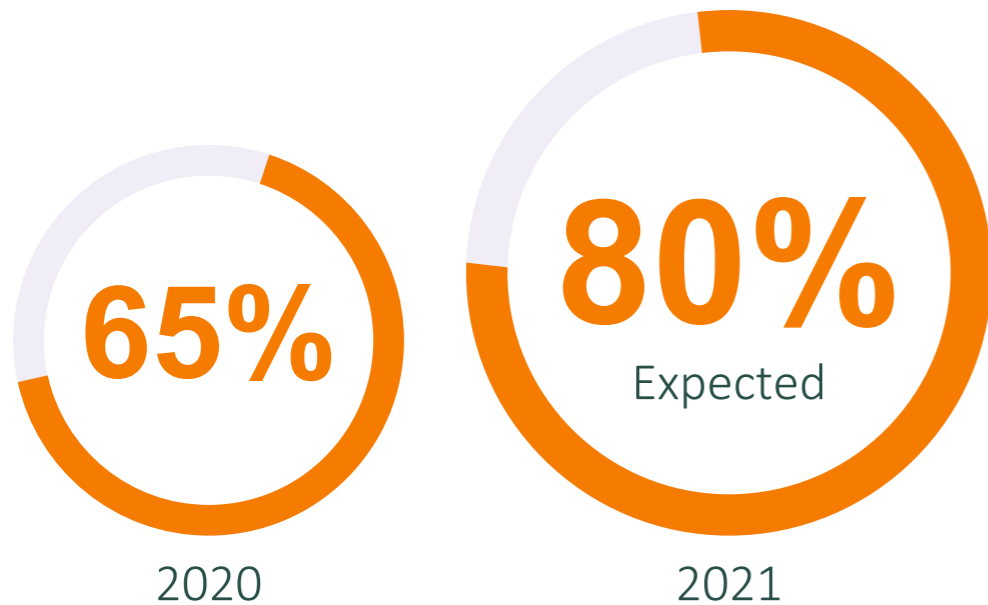
TRY IT:

This Ramadan, promote a home-based lifestyle- and all the products that go with it.

SHOPPING GROWTH IN RAMADAN



Yearly Increase in GCC Online Purchases



TRY IT:

Take advantage of increased site visits and purchases - push products you KNOW your followers will love in Ramadan 2021. Find out what's trending - read on!

RAMADAN FOOD FESTIVAL

The most-shopped category in Ramadan 2020 was FOOD

2019 - 2021 year-on-year growth



GCC food delivery
up **200%**

125%
more Ramadan
food searches



Grocery app use
up **78%**
in Ramadan

23%
growth in week 1
ALONE



Starting the week before Ramadan, recipe searches go up **1000%** week-on-week!

PURCHASE GROWTH BY CATEGORY



Mobiles
+148%



Food / Grocery
+58%



TV / VOD
+43%



Watches
+115%



Takeout / Restaurant
+51%



Gaming
+32%



Home & Living
+114%



Shopping Platform
+49%



Fashion
+95%



Health / Beauty
+46%



TRY IT:

Choose 3 categories for your channel and focus on them in Ramadan 2021!

MUST-HAVES FOR 2021

Lifestyle items everyone wants this year:



Apple Watch / iPhone



iRobot Roomba Vacuum



Samsung Mobile



Victoria's Secret Basics



JBL Earbuds / Speaker



Nike Air Force



LG TV



Adidas Yeezy



Dell Laptop



Fashion - BooHoo, PrettyLittleThing, Cardin, Moschino, Armani



Philips Air Fryer



Perfume & Bags - Versace, Gucci, Dior, Chanel, Roberto Cavalli, Tom Ford, Davidoff



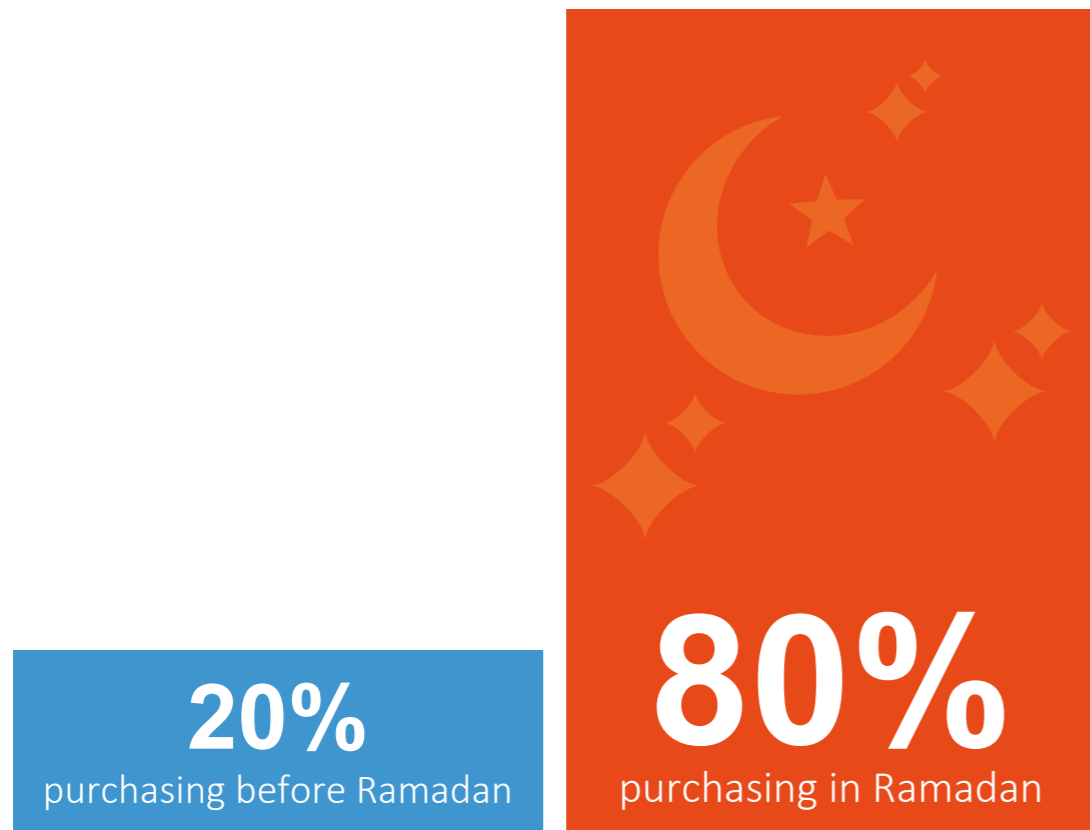
Bosch Oven Range



TRY IT:

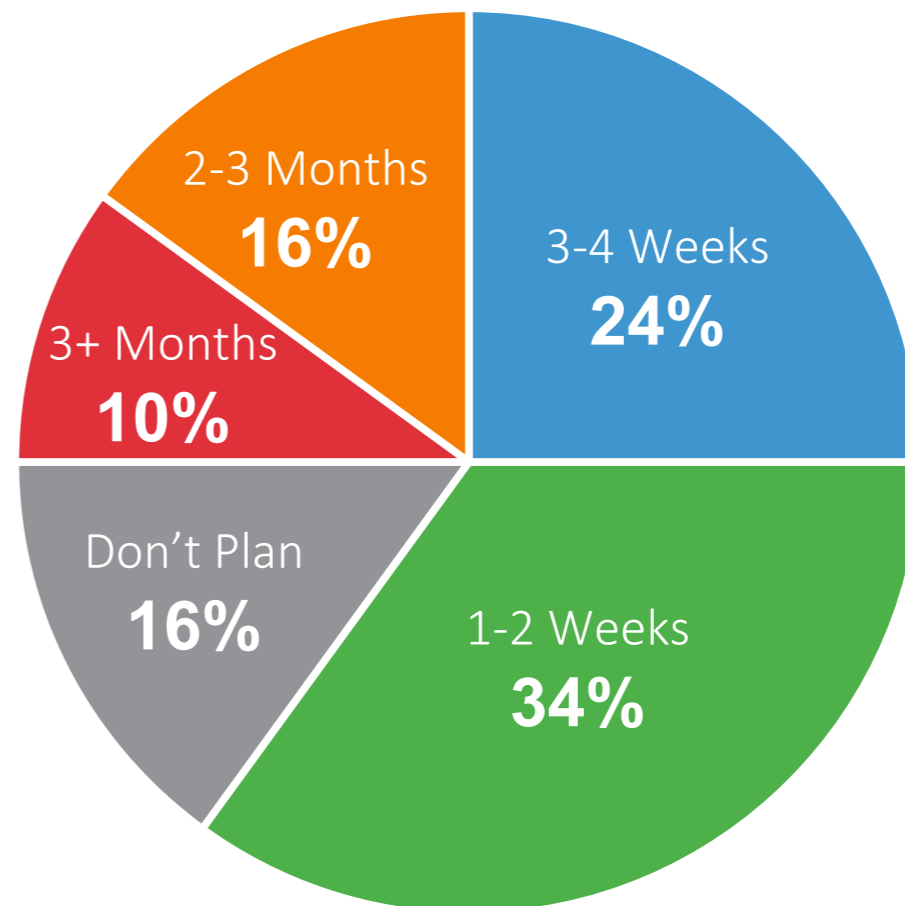
Choose 2-3 trending products you know your audience will LOVE & review them in your channel. Then follow up with HOT sale prices!

RAMADAN BUDGET PLANNING



RAMADAN PURCHASE JOURNEY

84% researched major Ramadan purchases before the holy month



TRY IT:

Plan ahead & earn more in Ramadan 2021! Share product recommendations early to influence more purchase decisions.

RAMADAN 2021 - MARK YOUR CALENDAR

Pre Ramadan

March 1 - April 12

Dazzle them - wow your audience with content on user passions like food & spirituality

Promote: Food, Spirituality, Home & Decor

First Half Ramadan

April 12 - 26

Convince them - give solid advice on products, prices & stores

Promote: Grooming, Fashion, Gifts

Second Half & Eid

April 28 - May 15

Support them - deliver rock-bottom prices on the products and brands they are looking for.

Promote: Appliances, Branded Fashion

WHAT'S THE PERFECT FORMULA FOR RAMADAN ADS?

Because Ramadan ads have established themselves as a legit source of Ramadan entertainment, it's important to get the formula right so you can wow your audience and keep their attention.

The best Ramadan ads include -



trustworthiness



shared cultural values



sentimentality



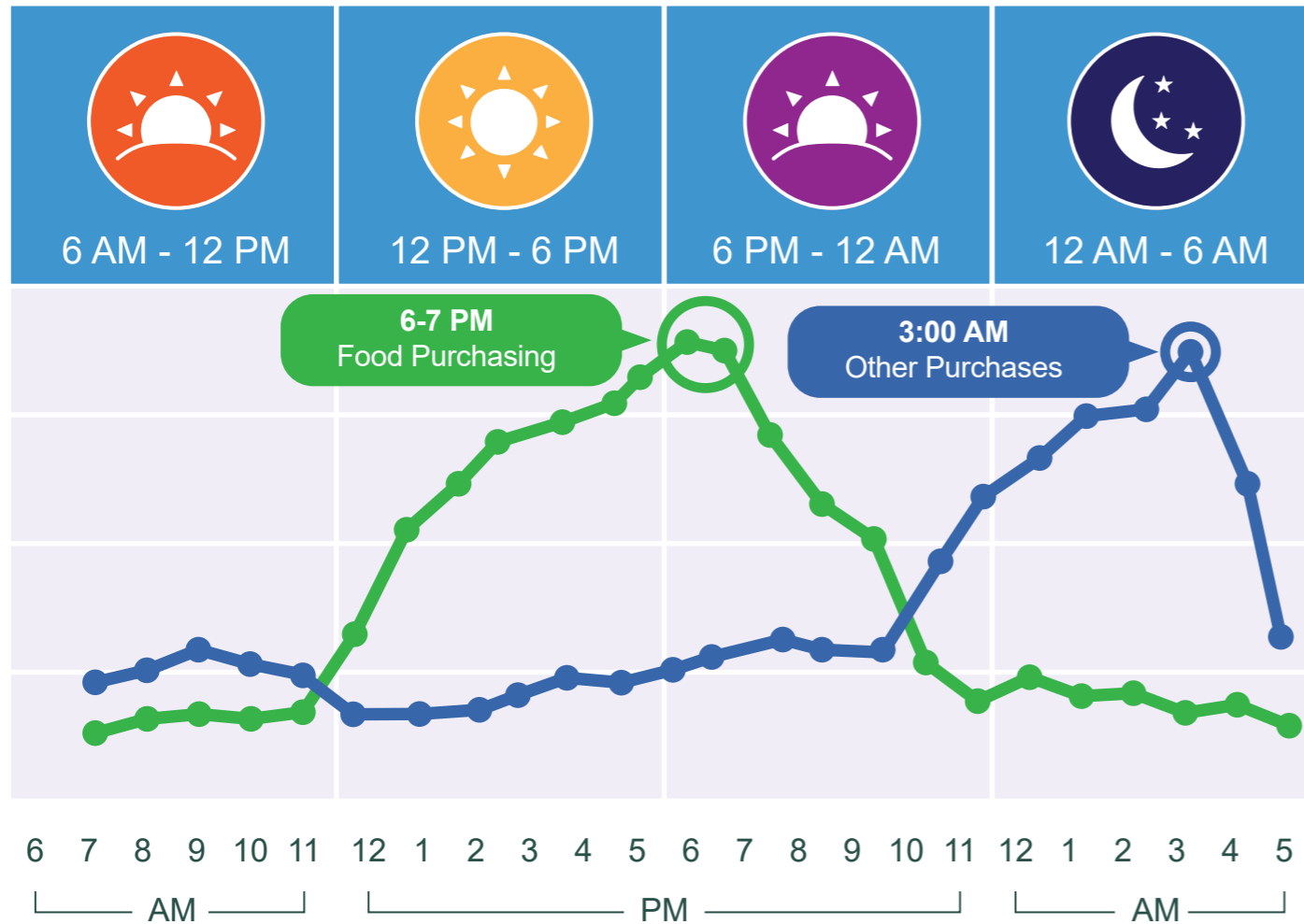
touch of humor



TRY IT:

Plan some video posts with just the right mix of magic elements to boost your income this Ramadan 2021.

PROMOTE THE RIGHT PRODUCT AT THE RIGHT TIME!



- Ramadan sees **1950%** increase in Iftar searches
- Heavy shopping till **6/7pm** then steep drops
- **21%**: shop during afternoon breaks
- **3am** = best time for Facebook posts
- **4am** = purchases up **17%** in Ramadan



TRY IT:

Boost your earnings with a series of daytime campaigns focussed on take-out, groceries and kitchen appliances. For everything else, schedule posts for the wee hours of the morning!

Know what they're looking for & when!

SOCIAL IN RAMADAN



58 Million

more Facebook hours



50%+

consider purchasing from Instagram



40 Million

from MENA on Telegram



300%

more YouTube viewing including -



75 Million

Ramadan Tweets

+22% Sports

+20% Video Games

+30% Travel

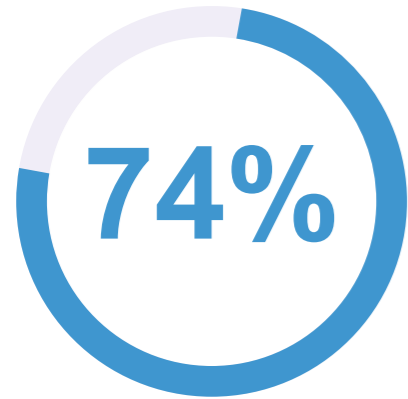
+27% Religious Content



TRY IT:

Optimize your social channel this year so it's Ramadan-ready! Want to multiply your impact? Try paid ads this Ramadan.

OPTIMIZE FOR MOBILE IN RAMADAN 2021



of all online purchases are from mobile



sales growth potential by optimizing for mobile



TRY IT:

If you're a publisher, optimize your website for mobile & see how your revenues grow!



WHAT MAKES RAMADAN 2021 DIFFERENT?

With all the changes due to COVID-19, how will 2021 be different from other years?

01

Food is IN

Since people are fasting, they are more focussed on food- and with Covid-19, they're ordering in!

Push groceries, restaurant delivery & kitchen appliances to earn...

02

Fitness is FUN

Ramadan searches for exercise went up 115% in 2020.

Share exercise gear that appeals to your fans stand-out style + your affiliate link or code!

03

Local is TRENDY

Even though people are buying most things online- they favor brands that they know and trust from before Covid-19.

Push local brands by geo - make that trust connection and increase your sales!

04

Personal Improvement is IN

- 300% increase searches for 'online learning'
- Organizing & cleaning videos up

Support them with products to help them achieve their work & lifestyle goals.



05 Entertainment is UP

- Search results up 60%
- App downloads up 37%
- Podcasts up 92%

People are spending more time than ever on their screens. Push TVs, Video Games, & services.

07 Religious Connection

Also, people are not going out to mosques and iftars as much in 2021, so they'll be looking for religious content online.

- Muslim app searches went up 1860%
- YouTube & Google 'donations & charity' searches reached all time HIGH

06 Online Community

Going 'dark' in Ramadan can cut engagement by 40%.

Give your followers a sense of community & get re-visits! You can also give Covid-19 support & info.

08 Try Paid Ads

Ramadan 2020 saw + 94% spend on paid social ads. Audiences are demanding- and getting higher quality Ramadan Ads.

*Try paid ads in Ramadan 2021 & earn more!
See our guides*




STUDY THIS RAMADAN WITH ARABCLICKS ACADEMY!

Learn the Top Affiliate Marketing Secrets for Success:



**FREE
AFFILIATE
MARKETING
COURSE**


Check out Ramadan Articles:



Ramadan 2021 Affiliate Marketing Guide




Arabclicks Marketing Guide To Eid Al-fitr 2021




Target your Ramadan Social

Increase your Organic Reach:



6 Hacks for Facebook & Instagram Creative

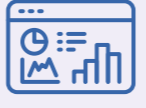


Optimize your content on Facebook and Twitter

Improve your Search Engine ranking:



What is SEO?




SEO for beginners - Arabic




SEO for Experts - Arabic

How to create successful Paid Campaigns:




Google Ads



Google Ads



You
Tube



TikTok

STAY CONNECTED IN 2021

Get Ramadan Eid Gifts from ArabClicks -
RealTime discounts & deals on our TOP offers!



Deals & Coupons

in real-time!



Email

keep an eye on your inbox



Telegram

t.me/arabclicks



ArabClicks

sign in to see the BIG offers



Facebook

join our community



ArabClicks App

download for iOS/Android



TRY IT:

Join ArabClicks' community to learn trade secrets from our best affiliates. I want in!

*Have a Blessed
Ramadan & Happy Eid!*

