

6 Ways to Increase Arab Sales Online

Any market entry plan should include strategy and tactics for reaching your target audience effectively within that region. How a product is marketed in some regions of the world may be very different from how it should be marketed in the Middle East. In this post we will examine some of the unique ways you should be marketing and selling your products to Arabs.

1. Think Tribe & Family with Arabs

On the level of independence scale Arabs are considered to be collectivists. Collectivists show a high degree of loyalty commitment to their group, family, and tribes. They are committed to their extended family unit and they feel a strong responsibility as a representative of their group. The group as a whole and individually takes responsibility for each member of the tribe.

Marketing Application

When optimizing and designing your website to target collectivist cultures like Arabs you should apply these tactics

- Focus on the community or family in the imagery of the website.
- Honor and respect tradition, status, and cultural maxims.
- Honor those in authority and the elderly

Below are some examples of these principles.



The screenshot shows the website of the Central Bank of the U.A.E. The header features the bank's logo and name in Arabic and English. Below the header is a navigation menu with various service categories. The main content area includes a photograph of a meeting of officials, a sidebar with a list of services, and a table showing the exchange rate of the Dirham against the US Dollar.

صفحة البداية

من نحن | القوانين والتشريعات | إصدارات المصرف المركزي | المركز الإعلامي | روابط خارجية هامة | البنوك والمؤسسات المالية الأخرى | الدليل الإرشادي للبنوك | الخدمات

صفحة البداية
الأسئلة الأكثر شيوعاً
كلمات المحافظ
المسكوكات التذكارية
فرص العمل
الاقتراحات والشكاوى
ميناى خدمة المتعاملين
الاشتراك في تنبيهات البريد الإلكتروني
بريد الموظفين

سعر ابيور اليوم

سنة	6 أشهر
1.17714	1.00143

مرحبا بكم في موقع مصرف الإمارات العربية المتحدة المركزي على شبكة الإنترنت. ستجدون هنا معلومات وبيانات وتحليلات حول مهام وتنظيم وأنشطة المصرف المركزي، وكذلك معلومات تتعلق بالبنوك والمؤسسات المالية الأخرى التي تقع تحت إشراف المصرف المركزي.

تمثل المسؤولية الرئيسية للمصرف المركزي في رسم وتطبيق السياسات المصرفية والائتمانية والنقدية بما يكفل نمو الاقتصاد الوطني لدولة الإمارات بشكل منزن.

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استطلاع آراء المجتمع
شارك بربايك

See the clear difference below between how Nissan markets their Pathfinder in Saudi Arabia compared to how they market the same vehicle in the US. The Saudi picture portrays the family in the car, the grandfather honored in the passenger seat, and a clear story about the car. The US pictures the empty Pathfinder and the plain facts about the SUV.



WHAT IF _ ENGLISH **نيسان باتفايندر 2013** 

التصنيفات ألوان الفيديو الصور الخصائص لمحة  Innovation that excites

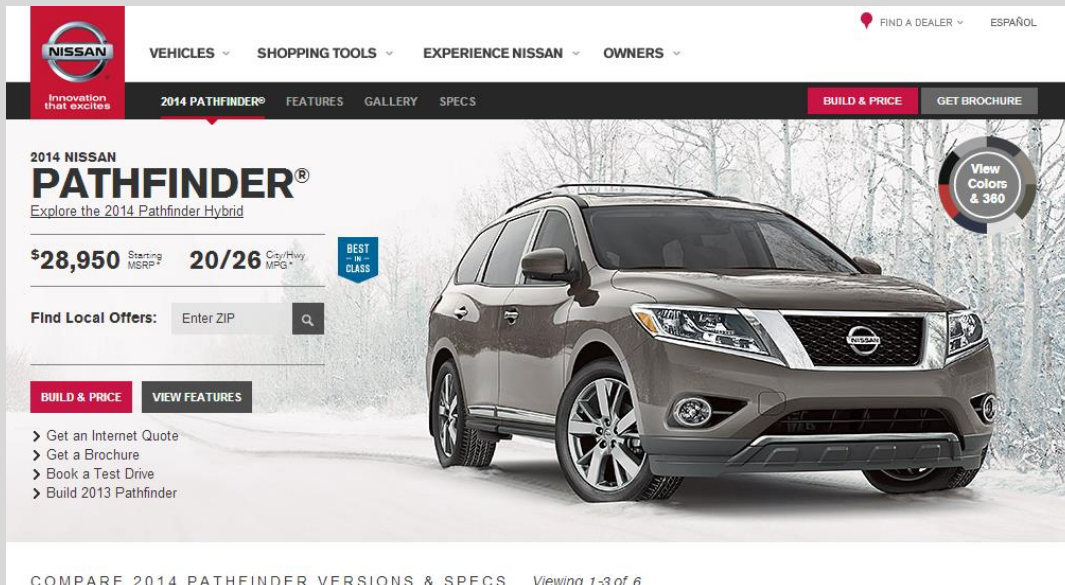
نيسان باتفايندر الجديد كلياً


الجيل الجديد من سيارات الدفع الرباعي على مدار أكثر من 26 عاماً، كانت العربات الأسطورية تمضي جنباً إلى جنب مع الإصدارات الجديدة من السيارات الرياضية متعددة الاستخدامات. وقد طوّرت باتفايندر كافة مزاياها مثل قدرتها الموثوقة على تسلق التلال بفضل نظامها الفريد للدفع الرباعي الذي يتكيف مع الظروف أكثر من أي وقت مضى. فضلاً عن التقوية التوربية لتقليل الحركة بتقنية التخمير المستمر لضمان قوة أكثر سلامة وراحة في صف المقاعد الثالث مع سهولة الوصول إليها. ونظام شتتة الرؤية الشاملة الذي يعد ميزة حصرية في فئة ويضمن لك سهولة الركن. أوجّهنا إلى الجيل الجديد من سيارات الدفع الرباعي.

نيسان، إبداع يثير الحماس.

[عرض الصور](#) [عرض الخصائص](#)

« تنزيل الكتيب »



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2. Relationships are more important than results

Though results are still important in Arab world, nothing gets done without forming a relationship first. Arabs believe that a lot can be revealed about a person by sitting down to have a cup of tea together. In the online world sitting down to have a cup of tea with a customer probably isn't possible but there are several ways that you can build a strong relationship with your customer without actually meeting with them in person.

Email Marketing

Email allows you to have several touch points with your Arab prospects, customers and clients. When you get an Arab on your email list and start to drip feed them valuable information you build trust over time as they see you aren't just about selling your services but you also give away a ton of value for free.

Social Media

There's a reason social media marketing is so popular in the Middle East. Social media gives companies the opportunity to communicate with their Arab audience virtually. One way communication may be enough at times but to get the best results companies should be responsive to social media users that reach out to them.

Webinars

If you have a product or service that needs detailed explanation webinars can be a way to connect with you audience in a special way. Webinars can often be the next best thing to giving a prospective customer a one to one meeting. Webinars also give that personal touch while allowing customers to evaluate your company.

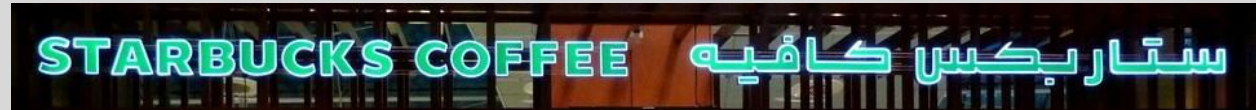
Live chat and customer support

Many Arabs are new to making purchasing online. They are used to shopping in malls and souqs where they can get their questions answered immediately by a store employee. In light of this it's important to help Arabs make the transition by adding a relational touch to your website by including live chat functionality.

3. Arabic is powerful

In countries like Saudi Arabia, Arabic is used for nearly everything, making it so a large portion of the population does not speak English. According to [one study](#), “87% of consumers who can't read English don't buy products or services at English-language websites.”

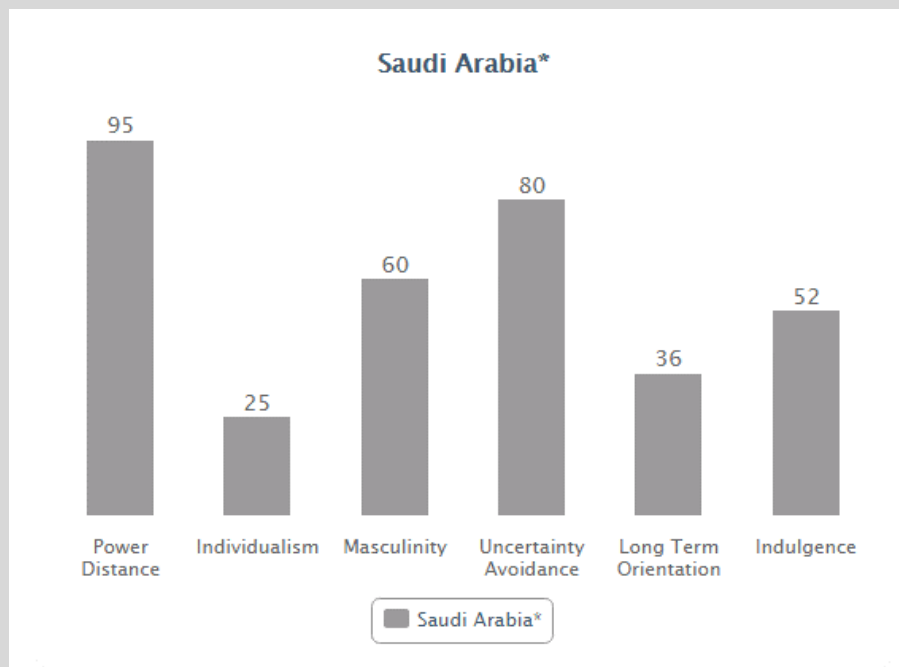
To add to this even if your Arab audience speaks some English they still may be much less likely to purchase products from you. 55% of respondents in a language survey stated that they only buy from websites where information is clearly presented in their own language.



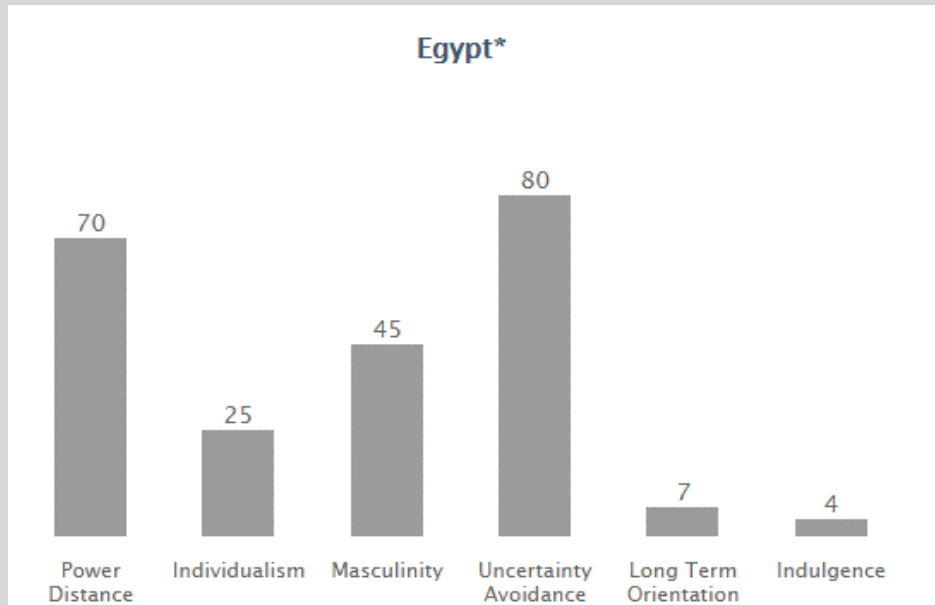
Starbucks has gained impressive market share in the Middle East in part because they understand the power of language.

4. Realize that Arabs aren't all the same

Assuming that all Arabs are the same is a mistake. Even we look at [Hofstede's country comparison](#) based on several cultural factors we find that there are significant differences between Arab nations. Saudi's may rank relatively high in the indulgence category while Egyptian are extremely low.



Notice the differences between the chart above and the chart below.



The largest brands in the world understand these difference and have localized messaging and advertising in each country in the Arab world.

This factor shouldn't scare away small brands though, there is much overlap in the culture across all Arab nations so you can have some success by having the same messaging across the whole region. For example you see above that KSA and Egypt have the same exact level of individualism and uncertainty avoidance. Just be aware that as you grow there may be additional opportunities you are missing by not tailoring your message to specific countries in the region.

5. Sell status with luxury

We've found that luxury brands do very well with Arabs, especially in [GCC](#). We've seen that even in the midst of obstacles to purchases, websites that sell luxury goods can get very large orders from the region. In fact one trait that is common among luxury website that sell goods and services in the region is abnormally high conversion rates.

Arabs come from a society that is focused on honor and shame. Great amounts of time are spent trying to earn or maintain honor while avoiding shame. Luxury products are one way Arabs can attain a form of honor and respect very quickly.

How to companies respond to this trait in Arabs when marketing online?

1. If you have a have luxury products in your offering focus on those first. If you don't, consider how you might make some of your products to appear more luxurious. Could you create a limited edition that come in fancy packaging? Often the difference between a basic product and

the limited edition can be small improvements that add little additional cost but can significantly increase your profit margins.



2. Include imagery of the product in a setting that makes it appear more expensive.



3. Spend additional time on creating compelling copy (in Arabic & English) about the features and benefits of the product. If you can craft a story about how the product impressed friends or family of the owner all the better.
4. Market your status symbol next to other places of status. Bentley does a good job of this by sponsoring this post on the most influential Arabs. Hey if you can't be one of the most influential Arabs under 40, at least you can try to get some status with a Bentley.



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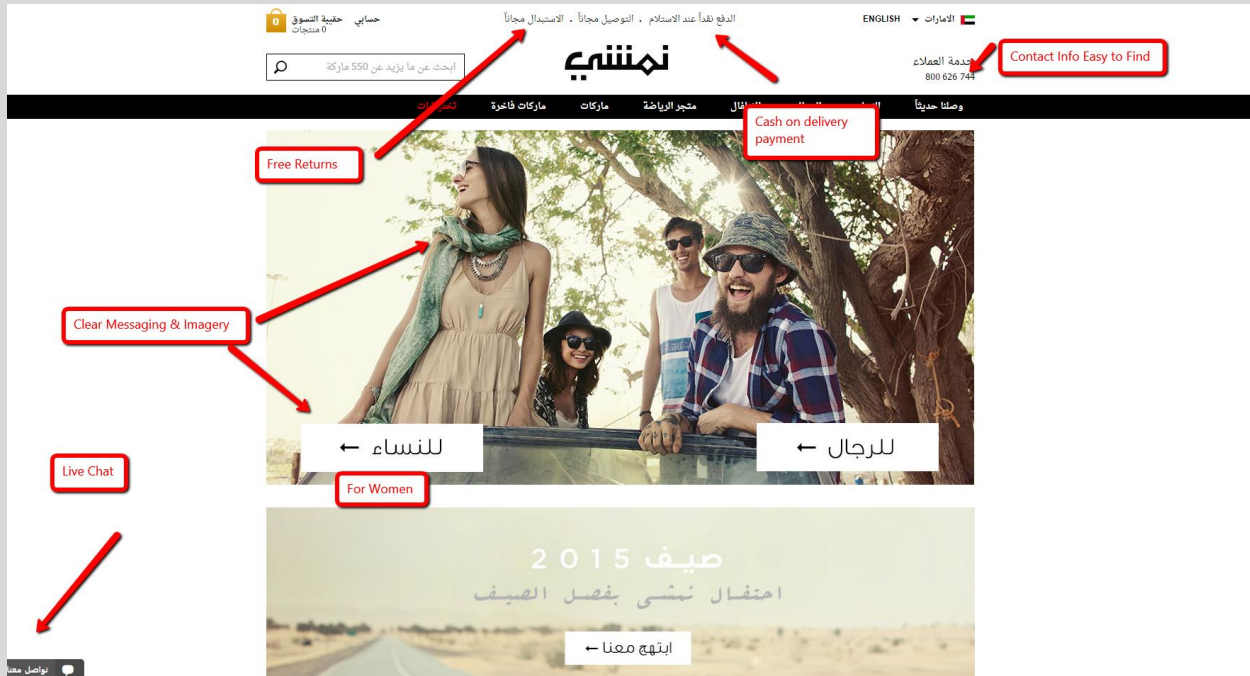
Sunday, Apr 19, 2015 9:23 AM Welcome to the 2015 Arabian Business Power List, our guide to the planet's 100 most influential young Arabs

Photos

6. Avoid Uncertainty

Most Arab nations rank very high in the cultural category of uncertainty avoidance. As a result of this extreme importance should be given to making things very clear and easy to use for your audience. Here are seven factors to consider to consider reduce uncertainty on your website.

1. Make language clear and straight to the point.
2. Avoid imagery that could confuse the end user. Focus imagery promotes the main goal of the page.
3. Make your check out process easy to follow.
4. If possible include pricing in your visitor's currency.
5. Make information about shipping and policies easy to find.
6. Include trust symbols continuously through the site like secure site verifications.
7. Include a money back guarantee or free returns policy.
8. Include a live chat feature to clear up any additional uncertainty they may have.



Once a website visitor moves from uncertain to secure and comfortable with your website you may find that they are extremely loyal and come back regularly to make purchases.

In conclusion, understand that many of the tactics listed above can significantly increase your sales among Arabs when they are implemented correctly. Please understand that many of the demographic stereotypes in this post are generalities and will not apply in every single circumstance. With that said using this general understanding of Arab culture can help you make significant strides with your online marketing efforts in the Arab world.