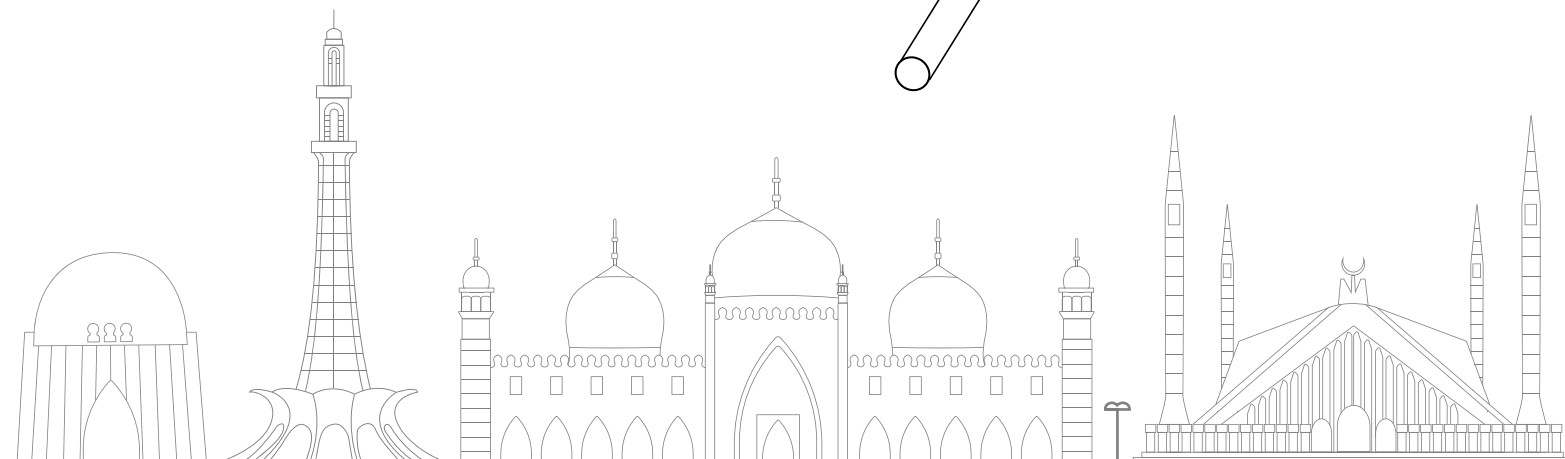
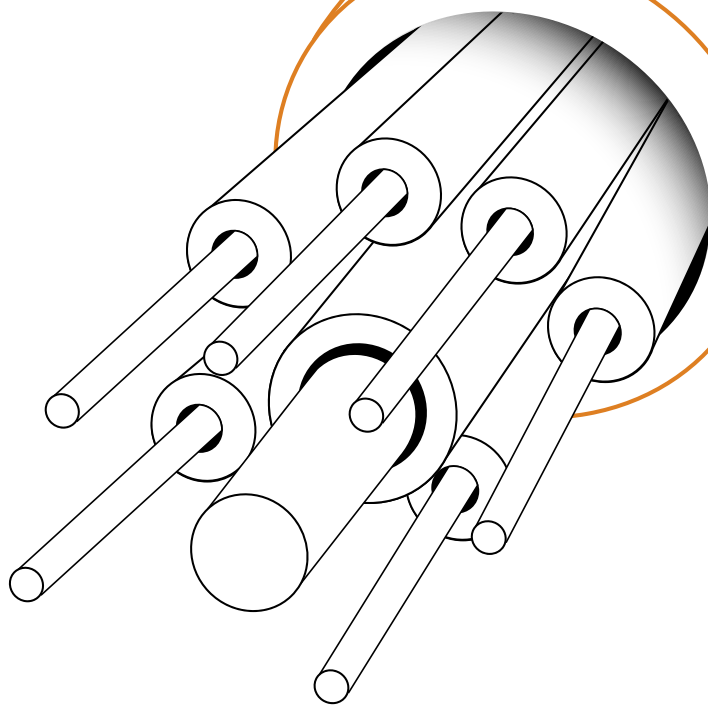


ping

APRIL 2024

Innovate
Transform
Thrive



Reader's Note

Welcome to our latest edition newsletter for the month of April! We're thrilled to share with you the latest updates, insights, and news from our organisation. In this edition, you'll find a wealth of valuable information, including upcoming events, industry trends, and exciting announcements. We hope you enjoy reading and find inspiration in the stories shared within these pages.

Happy reading!

Warm regards,

Team Marketing





Mr. Babar Baig

Secretary SCOMM

LUXURY REVIEWED

then and now...

In the 1960s a Car was a luxury..
In the 70s a Television was a luxury..
In the 80s a Telephone was a luxury..
In the 90s a Computer was a luxury..
But today spending time in absence of all these is a luxury...

Luxury is no more going on a cruise trip or eating food prepared by a renowned chef...

Luxury is eating fresh organic food grown in your own backyard...

Luxury is not having an elevator in your house...

Luxury is the ability to climb 3-4 storeys of stairs without difficulty...

Luxury is not the ability to afford a huge refrigerator...

Luxury is the ability to eat freshly cooked food 2-3 times a day...

Luxury is not having a home theatre system and watching the Himalayan expedition...

Luxury is physically experiencing the Himalayan expedition...

Luxury is not getting treatment from the most expensive hospital...

So what is a Luxury now..??

Being healthy.,
Being happy.,
having a loving family.,
being with loving friends.,
living in an unpolluted place.,
Luxury is inhaling fresh air.,
Luxury is getting pure water.,
Luxury is to get sun shine.,
and above all heartfelt of laughter.

**Have a Luxurious Life and
Happy moment**





Ms. Wafa Basit

Sr. Marketing Strategist

Influencer marketing has soared in popularity due to its ability to foster authentic connections with consumers. Unlike traditional ads, which may feel impersonal and intrusive, influencer content often feels more genuine and relatable. As a result, brands can effectively reach their target audiences and drive engagement and conversions.

Behind the Strategy: Embracing the Power of Influencer Marketing in the Digital Era

In today's digital age, traditional advertising methods are facing stiff competition from a new phenomenon: influencer marketing. This innovative approach leverages the popularity and credibility of social media influencers to promote products and services to their engaged audiences.



One of the key benefits of influencer marketing is its ability to tap into niche markets. With influencers spanning a wide range of industries and interests, brands can collaborate with influencers whose followers align with their target demographic, ensuring maximum impact and relevance.

Moreover, influencer marketing offers unparalleled opportunities for storytelling and creativity. Influencers have the freedom to create engaging content that seamlessly integrates branded messaging, resulting in campaigns that feel organic and captivating.



As brands continue to navigate the ever-evolving digital landscape, influencer marketing has emerged as a powerful tool for driving brand awareness, engagement, and ultimately, sales. By harnessing the influence of trusted voices on social media, brands can forge meaningful connections with consumers and stay ahead in the competitive digital marketplace.

Celebrating Eid-ul-Fitr with Multinet:

Spreading Joy & Unity!

The Human Capital team spread Eid cheer across Head Office and Regional Offices by distributing Eidi and Suits to non-management staff. Special arrangements, including delicious meals and treat boxes, were made for shift-based teams, ensuring everyone felt appreciated and celebrated. Plus, the sweet touch of traditional 'Sheer Khurma' on the first day added to the festive vibes! These gestures reflect our commitment to fostering a positive work environment and thanking our incredible staff for their unwavering dedication. Let's continue spreading joy and unity together!

Some snippets from the celebration.



Empowering Connectivity at the 24th ITCN Asia-Lahore:

Multinet Shines as Official Connectivity and Infrastructure Partner!

Before the event, we sparked excitement with a dynamic Pre-ITCN campaign, proudly announcing our role as the official connectivity partners, setting the stage for seamless networking and innovation at ITCN Asia 2024! Also setting up booths for branding by MyCloud & Multinet.



Followed by the campaign from April 18th to 20th, ITCN Asia 2024 unfolded as a thrilling three-day extravaganza, pulsating with excitement and tech wonders! Our booth dazzled attendees with a captivating showcase of cutting-edge services and technological innovations, setting the stage for fruitful collaborations and inspiring insights. It was an immersive experience, where industry leaders converged to explore the forefront of technology and chart the course for future advancements.



The event was graced by our esteemed COO, Mr. Atif M. Tahir, who held the distinguished position of Guest of Honor. His presence added a touch of prestige to the event, underscoring our commitment to leadership and innovation in the tech industry.



Strengthening Team Connections:

After a successful opening at ITCN, management treated all the heads to a well-deserved team dinner. It was a relaxed evening away from work, providing an opportunity to unwind and foster stronger connections. A night of camaraderie and rejuvenation!



Security Spotlight:

Our Blogs sections for the Security Awareness:

How to Spot and Avoid Phishing Emails?

In today's digital age, social media has become an integral part of our daily lives. From connecting with friends and family to promoting businesses, social media platforms offer endless opportunities. However, with this increased connectivity comes the risk of security threats.

Protecting your personal information and online identity is essential to safeguarding yourself against cyber threats. Here are 10 easy steps to enhance your social media security:

Be Skeptical of Unsolicited Emails:

Phishing emails often masquerade as legitimate messages from trusted entities, such as banks, government agencies, or popular online services. Exercise caution when receiving unsolicited emails, especially if they request sensitive information or urge you to take urgent action.

Check the Sender's Email Address:

One of the telltale signs of a phishing email is an unfamiliar or suspicious sender's email address. Before clicking on any links or providing any information, verify the sender's email address to ensure it matches the official domain of the purported sender. Be wary of misspelled or slightly altered email addresses, as these are common tactics used by phishers to deceive recipients.

Look for Red Flags:

Phishing emails often contain red flags that can help you identify them as fraudulent. These may include grammatical errors, spelling mistakes, or generic greetings such as "Dear Customer" instead of addressing you by name. Additionally, be cautious of emails that evoke a sense of urgency or pressure you to act quickly without proper verification.



Avoid Clicking on Suspicious Links:

Phishing emails often contain malicious links disguised as legitimate URLs. Before clicking on any links embedded in an email, hover your mouse over them to preview the destination URL. If the URL looks suspicious or unfamiliar, refrain from clicking on it and delete the email immediately.

Verify Requests for Personal Information:

Legitimate organizations will never ask you to provide sensitive information, such as passwords, account numbers, or Social Security numbers, via email. If you receive an email requesting such information, do not respond or provide any personal details. Instead, contact the organization directly using official contact information to verify the request's authenticity.

Educate Yourself and Stay Informed:

Stay informed about the latest phishing trends and techniques by reading up on cybersecurity best practices. Familiarize yourself with common phishing tactics and share your knowledge with friends, family, and colleagues to help them recognize and avoid phishing scams.

Enable Spam Filters and Email Security Features:

Take advantage of spam filters and email security features offered by your email provider or IT department. These tools can help identify and block suspicious emails before they reach your inbox, reducing the risk of falling victim to phishing attacks.

By following these simple tips and remaining vigilant when checking your email, you can significantly reduce your risk of falling victim to phishing attacks. Remember, when it comes to protecting your online security, an ounce of prevention is worth a pound of cure.



Penning Thoughts

Dear Readers,

We hope this message finds you well and that you've been enjoying our recent newsletter editions. As the Senior Marketing Strategist here at Multinet, I wanted to take a moment to extend a heartfelt thank you for your continued support and engagement.

It's been our pleasure to share valuable insights, updates, and exciting adventures with you through our newsletters. We're thrilled to hear that many of you have found them interesting and informative.

But guess what? The best is yet to come!

In the upcoming editions, we're gearing up to unveil even more captivating content, filled with fresh insights, industry trends, and engaging adventures. Your input and feedback are invaluable to us, guiding our efforts to deliver content that resonates with you.

So, stay tuned! The journey ahead promises to be filled with even more exciting discoveries and valuable insights.

Thank you once again for being a part of our community and for your unwavering support. Together, let's make the upcoming editions of our newsletter even more memorable and enriching.

Ms. Wafa Basit

Sr. Marketing Strategist, Multinet Pakistan

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Feel free to reach out to us for queries, submissions, and suggestions at
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Cheers to our readers!

Your enthusiasm keeps us motivated.
Until next time!



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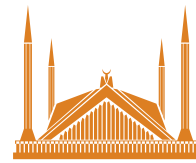


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