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We live in the information age where information is available across the globe. The world is under the agony of being at the receiving end of a plethora of information from the market. The information could be about your business, the products or services or any other information. From the sender's perspective, be it a business owner or the marketer, the challenge remain the same. The bigger challenge is to reach the right audience at the right moment with the right strategy. No one can define the index of this "right" moment or the strategy. But it is the opportunity exploited that defines "right" at a given point of time. As we enter 2018, we will learn from our failures that we faced in previous years. Let's talk about a few of them.

It has been evident for so many years now that it is the online presence of a business that introduces them to the world. The website is the landing point for the prospective customer to the business. The experience of the customer on the website or the portal determines whether they want to do business with you or just leave. Yes, the battle to be won is the customer experience on the website. And the challenge will just not be restricted to the UI design or the ease of navigation through the website but also a good brand image or a total downfall. It is as simple as to understand why WhatsApp overpowered Hike or Viber. Don't you just feel easy using WhatsApp instead of Viber? According to World Advertising Research Center data from 2017, 53% of brands will prioritize Customer experience as one of their strategies in the digital world. Tap on to your spot with this.

The second-most important opportunity that all of us as a marketer will increasingly look up to is the Artificial Intelligence. Gone are the days when AI was considered a challenge. It has been spreading like fire and is expected to influence marketing in 2018. In fact, they don't just enhance a customer's experience on the website by reading the demographic data & then providing personalized content. But also, minimize the effort in the minutest possible details while executing the online marketing plans. Amazon's Alexa, Apple's Siri and Microsoft's Cortana have already become integral in user's lives. These voice assistant tools are not just managing or sending out the answers to the questions but will also start working as a marketing and advertising tools, as predicted by WIX, a cloud-based web development platform. The last but not the least challenge which is also an opportunity is the Consumer Data of the business. The challenge that this data possesses is that of its privacy. For a business, it is the consumer data which plays a key role in mass one-to-one marketing. And it would

hurt your business if your customers are being taken away by someone else with a little more powerful strategy than yours. The opportunity that consumer data gives is that of targeting them with personalized content on a website or the portal.

The challenge that remains common for all the marketers is the presentation of the product or service at the right moment and with the right end goal to the right people. People, in general, have become desensitized and swiftly distinguish between marketing messages or the organic content. They sense what appears as what is for purely selling of the product or what is fresh and less forced on them. This was and will remain a bigger challenge in 2018 too. And this can not only be controlled by a transparency ethic in building the message but by also taking into consideration two minor yet important facts. One, keeping a tab on your customer's online habits. When are they online, when do they usually make a purchase or when are they doing just a window-shopping? Two, make content the kingdom of your marketing. As already said, people have started to figure out what is organic and what is for selling, it is important to bring out more relevant, honest and right content in your message.

Acknowledging and understanding that Consumers have become a lot tech-savvy and smarter than before would probably help the marketers a little more. There is no technology that is not easy to learn & use. But this ease has become a challenge to the businesses and marketers. Because keeping pace with the users of these technologies would now involve a greater planning and expanding the existing resources that involve this planning. The opportunities for the coming year lies in our perception of the business & its consumers. All we need to do is make the most out of it. Because, Albert Einstein once said, "Creativity is Intelligence having fun."

Add Video on Google Business Listing

It is getting better with every year. Google has come up with a new feature for the business listings. The business owners can now add videos on their Google Business Listings. Adding to this new feature, Google is also allowing users to give their reviews on these videos. Seems like, advertising your business on Google is becoming more transparent! A new challenge? You bet!