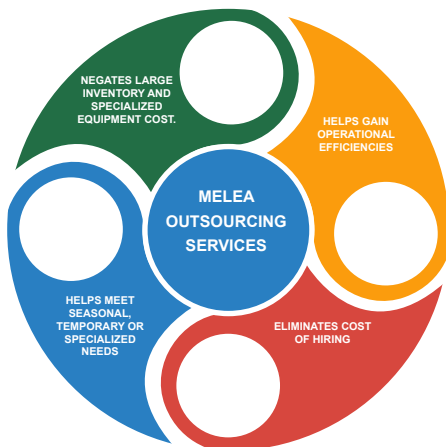




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Sorry, no smartphone please, we are Indian!

Times of India reports that smartphone sales in India have slowed significantly. Only one in five mobile phones sold in India is a smart phone.

Why? Reasons are many. Access to the internet, lack of localisation and regional language support and yes, cost!

The Indian smartphone market grew only by 15% in the quarter ended 30 June 2016 compared to 34% growth, same period the year before. If you are targeting individual customers thinking everyone uses phone to access internet, think again!

You could be missing out on 80% of your target market.

Which social media platform works?

There are so many Social Media platforms to choose from but which one works for you? This question, if correctly answered can strengthen your business and increase the brand visibility. Research indicates that 71 per cent of business owners are using Social Media platforms for brand awareness.

Most of us know the popular social medias around. Why, we even use these in our daily life. More accurately, what's life without Facebook, YouTube and Twitter. It is therefore, no accident that digital market heavily relies on these social media platforms to promote their brands. Let's look at some of the more common and certainly popular, social media platforms:

Facebook: As of March 2016, 1.65 billion people are using the website each month. This is handy when dealing with B2C products and software. Videos and photos too account for keeping the customers engaged on Facebook and the percentage goes as high as 93 per cent.

YouTube: This popular platform crossed 1 billion mark back in 2013. YouTube is known to work very well for brands that are visually driven. Therefore eCommerce, Media and show businesses find a mega trail on this platform.

Google+: Google+ is more commonly used among the top brands. B2B brands such as

General Electricals (GE), CISCO and HP are successfully using Google+ as a marketing tool.

Twitter: Tweeting is not so much of friends and family arena in India although it's becoming more popular among celebrities and commoners alike. It is more commonly used for B2B set ups. 50 per cent of B2B marketers view Twitter as an effective channel.

LinkedIn: LinkedIn is the most popularly used platforms by professionals. It provides vital information and reviews when researching for technologies and services to purchase.

Pinterest: When a business requires a strong visual impact that's where Pinterest could be used to create a solid impact. When we talk about Fashion, Shopping, Retail, eCommerce or may be where to find the female customers, business are taken to create a profile on Pinterest, and it would be the ideal social networking website for such businesses.

Of course the entrepreneurs need to assess whether the chosen social platform aligns with their target audience.

Indians prefer paying digitally!

A joint report by Google and Boston Consulting Group has stated that the Digital payments global market size will grow up to USD 500 billion by 2020.

81 per cent of the existing digital payments users prefer it to any other non cash payment method. The top three user activities have been online shopping, payment of utility bills and buying online movie tickets.

Going forward, the micro transactions in the industry will rise, estimating that the transactions under Rs 100 will contribute to 50 per cent of the person to merchant transactions.

Wake up black money markets! If you want more customers, be ready to accept digital cash!

Next issue of IOR

we will bring you more latest news and snippets on the raging trends and emerging technologies. Hope you will enjoy reading. To get latest news, register your email with us. All you need to do is send an email to us on info@meleaprivate.com