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Melea Outsourcing Services Pvt Ltd

Suite No.226, DLF Galleria
District Centre, Mayur Place, Mayur Vihar
New Delhi 110 091 India

tel: +91 11 4506 0183
fax: +91 11 4506 0197
email: info@meleaprivate.com



Falguni Nayyar, CEO of the famous e-commerce fashion brand Nykaa says, "We should treat social media as more of a brand building tool as opposed to a revenue generating medium". Some of us may agree with this and some of us may not. Social media platforms connect people across the world. These platforms could be Facebook, Twitter, Google Plus, Pinterest, Tumblr etc. But when it comes to marketing on these channels, one often looks out for all the possible options where they could earn a good amount of revenue while doing marketing on these channels. But hold on! Nayyar says, social media can be put to its best use if it is used as a branding tool. A marketer would always want its product or service to be well known by its target audience before they could finally step into a full-fledged business. This is what we call as branding, a very fundamental but important step to a successful business.

Facebook has an average of 2 billion active users. Having such a huge traffic, Facebook has used its platform very tactfully in earning advertising revenue of \$26.9 Billion. And this was possible because apart from connecting with the audience, businesses could run their ads to a larger audience in order to mark a presence. But recently Marketnomics, a blog on marketing tells us that Facebook has changed its algorithm. This means that, unlike before now the advertisement an entrepreneur would want to run on Facebook for free will not be able to do so anymore. Facebook now allows only 16% of the people, who are the most active users, to see updates on the page they liked about a brand or product. So, in order to appear to a larger audience businesses must pay to get visible on one's newsfeed. Sadly, the free ride is over for those who have a large chunk of followers but not every follower of them is as active. Facebook has indeed increased its revenue by changing its algorithm and number of paid ads. But this change has affected a large number of entrepreneurs who wants to build a presence amongst their target audience.

Apart from Facebook, Twitter serves as the second-most preferred channel when it comes to branding and advertising. Twitter has huge foot fall too, around 328 million of them! But Twitter has its own drawbacks. Its paid-ads are again a big hurdle for those ventures who have just stepped into the market. In order to relate to a larger number

of users, one has to re-tweet the posts which already have a huge chunk of people following them. Alternative is to pay to appear at the top in the "suggestion to follow" section. It might not be easy for an entrepreneur to spend much if they are thinking to do branding about their business.

As noted above, the other players in the market include Google Plus, Pinterest and Tumblr. Google Plus profiles are automatically generated as one sign ups for the Google. As of 2015, Google Plus had 6.6 Million active users. This figure is indeed small in comparison to Facebook and Twitter but Google Plus has one amazing feature. Since it is directly linked to one's Gmail Account, a promotional event discussions would directly go into the users email account under the promotions or social tab. To connect with active users on Google Plus, one can create "circles" as per the required target audience where the posts, talks and group chats would be visible only to them. Similarly, on Pinterest which has 100 million plus users, people pin the posts on their dashboards if they plan to make a purchase. Ad Week, an online source for news and highlights for marketers tells us that, due to increased usage of Pinterest, a large number of brands worldwide are joining Pinterest.

Google Plus and Pinterest are not just the other two options other than Facebook and Twitter. There are other channels too, like Tumblr, LinkedIn or Slide Share that definitely comes in the race when we talk about branding by the entrepreneurs. Branding on these social media channels doesn't really necessarily cost for basic marketing although it is labour intensive & has an indirect cost. So, one may decide accordingly and try out other channels too if they are just about to start their venture.

Messaging feature rolls out within Google My Business

Google has launched a messaging feature for Google My Business for United States users. This feature when activated, appears on one's Google local panel or in the maps listing. The advantage of this feature is that viewers can communicate via text messaging, if they don't wish to get a call from the business profiles.

User interaction is on rise with technological advances.