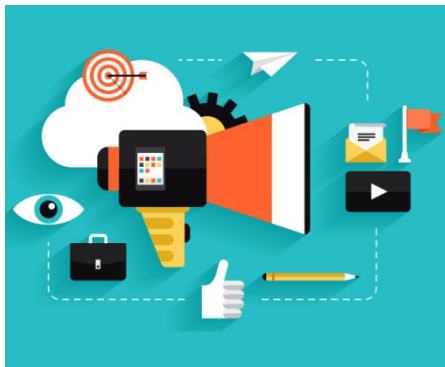


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Remember the last time a video-ad popped up on your screen just before a movie or a music video was about to start on YouTube. There are varieties of ads that one sees on YouTube, in between apps on mobile phones or while scrolling down Facebook news feed. The genre of these ads too varies differently. Some could be about a newly launched mobile phone, latest product by a fashion brand or a trailer of an upcoming movie. The interesting point is that the search made by a user might not be relevant to the ad but still, the ad pops up on the screen. The broadcast of such ads has become relatively higher in the past couple of years. This increasing trend is commonly called as video-marketing.

Video-marketing has not only become very popular these days but also a golden opportunity for brands and businesses to create a presence in the market. In fact, it is not restricted only to creating a presence but also about building awareness about a newly launched service or product amongst the general public and their customers. The credit to this increasing trend of video marketing is equally divided between the viewers and the advertisers. For viewers, watching short videos are not only entertaining to watch but also easy to remember. On the other hand, for advertisers, it is easier to portray their idea through a short video. According to Social Samosa, an online publishing company on Industry trends and analysis, men spend 44% more time than women on YouTube. On the other hand, videos with a total of 48 hours of running time are uploaded every minute on YouTube. And with such a huge amount of videos on Social media channels, their sharing amongst the viewers increases by 10 times. Having a large audience with a simultaneous sharing of the videos is a win-win situation for every marketer who wants to create brand awareness or launch a new product or service.

The social media channels surfed daily like YouTube, Facebook, Snapchat or Instagram have marked their presence. YouTube that was launched in 2006 reached a phenomenal rate of 1 billion views per day by 2009. Similarly, on Facebook, a social networking site, 100 million hours of video are watched daily. Snapchat, a mobile based application has a viewing of 10 billion

videos daily. The future of these DIY (Do It Yourself) Videos, Video Ads etc. on social media channels is believed to reach sky-high percentage. It is expected by the end of 2020, globally 75% of mobile traffic will be by videos. It will not only add to the number of video viewers but the viewing source will be mobile phones too. It is no wonder that, 80% viewers prefer the mobile phone version of ads rather than a desktop or TV. Globally, an average user spends around 9.5 minutes on YouTube per day.

These numbers reveal why social media channels are bombarded with short videos or video ads all the time. Of course, it is the intent of the viewer. According to a study by Animoto, a cloud-based video creation service 96% of the viewers in present day prefer to watch videos before they make an online purchase decision. No surprise that Amazon spends \$3 billion on their video content. The reason that lie underneath this trend is simple. Videos are easy not only on eyes but also on the thought process. Similar to this, adding Videos while doing email marketing have shown an increase in conversion for the businesses by 2-3 times more and gaining customer loyalty by a further 35%. So now, before one wonders "why so many video ads", one can understand that increasing number of videos is directly proportional to the viewer preference.

Voice Search Tool Will Be Add In Google Webmaster

The latest Google Search Console Analytics report tells us that seeking information through voice search will be coming to webmasters. The objective behind this move is that the administrators of the webmasters could get an easy access to a particular section on their webmaster tool with the help of voice search.

The Voice Search tool would be similar to the existing Google Assistant and Google Standard Voice Seek tool.

Watch out for the exciting future.