

IOR



INDIAN OUTSOURCING REVIEW
May 2017



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



An Alternate to Google AdWords for Start-Ups

The age of digital marketing has bombarded people all at once. It is not restricted to the attack of ads and information about various products and services in the market. However there is a serious side to it. Digital Marketing is a prime tool for start-ups to reach their audience. However, to these start-ups reaching their audience is not always easy or cheap. Amidst all the competition and the race to catch hold of their audience, every entrepreneur wants to be fully aware of the latest marketing and advertising tool. Certainly, Google AdWords remain the first preference for most ventures.

AdWords is an advertising platform supported by Google. These are the ads that we see on Google search result pages and Gmail in the form of display ads. It is one of the simplest tools where the advertiser reaches its audience through the use of keywords. While use of AdWords is relatively new, its unbelievable success in reaching out to people in a short span of time is phenomenal. AdWords has features that can make sure that the ad catches the hold of the audience, targeting a particular geographic area or a specific time in a day depending on the usage of the device (desktop or mobile). Such advanced features don't come cheap and AdWords turns out to be considerably costly for a start-up. For instance, a keyword that an entrepreneur wants to use for the advertising of their product online might have been already taken up by some other big firm making its cost and ranking too high to be easily afforded by a start-up. To name a few of the most expensive keywords in the last year's ranking were Insurance that cost around \$54.91, Software \$31.7, Health \$21.24, Yoga \$16.5, Classes \$25.79 etc. Other than this, mistakes such as spelling errors while typing keywords would be another deadly mistake as not only the service or product would come into audience search but it will also be penalised by lower rankings.

The above drawbacks should not discourage a start-up. There are many other offline media options available that are cheaper as well as effective. To quote some, one can choose conventional marketing such as Radio as a stepping stone for advertising or marketing of their product or services. With the right selection of radio channel and a legitimate timing to broadcast the advertisement, it can cost as low as \$464.42 per week with a Cost per Reach (CPR) of \$0.015. Similarly, if an advertiser chooses Gas and Electricity bills to reach the audience that may even cost lower such as at the CPR of \$0.015. Bulk-SMS targeting is another feasible pick-up of \$0.015. Correspondingly, if the target audience is restricted to a particular geography, the marketing can be done through malls and local shopping venues. Start-ups should not be scared of using conventional tools when it comes to marketing. In a start-up, most of the matters revolve around financial concerns. And in this scenario for them to know alternative ways to reach the audience is fortunate. Hopefully the conventional tools would keep the hopes of Start-ups undamaged.

AdWords Tracked 4 Billion Store Visits & Aims to Improve Accuracy

Google recently disclosed that store visits in the global scenario are crossing 4 billion. Store visits are basically a measurement of the traffic that is marked on a site.

Google said that they have more innovations that will further increase store visits for advertisers giving the following insights for a more complete view of performance:

- Richer store visits data with high level of accuracy
- Deep learning helps in predicting better store visits in challenging scenarios
- New mapping initiatives improve how we define location geometry
- Higher-quality survey data to verify store visits

So you may see your store visits counts increase and such visit's data get more reliable. It is a challenging task but if anyone can do it that would be Google.