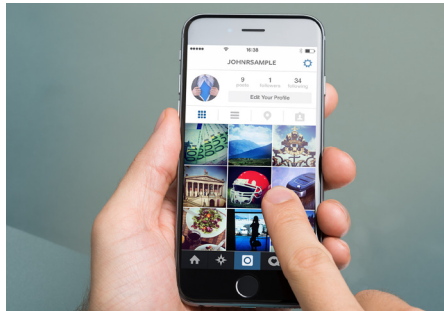
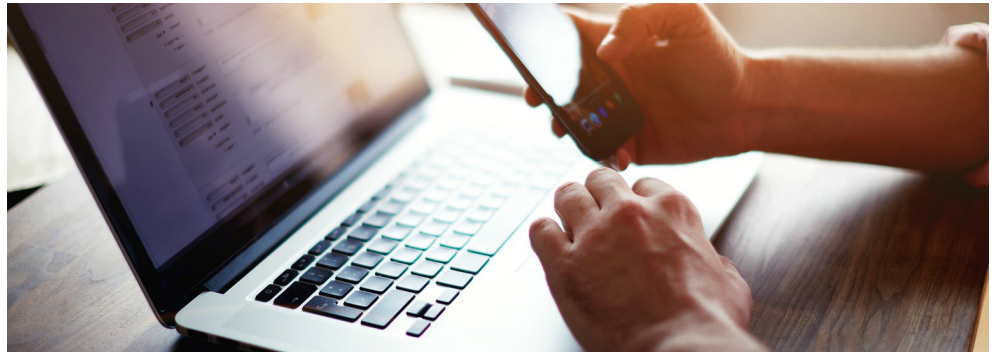


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New Instagram tools to help businesses

With more and more using Instagram for marketing and as a platform to interact with their customers, it's no wonder that Instagram is no longer just a social media site of the elite and celebrities. Recognising its own market power, Instagram has launched new business tools that include the following:

Business Profiles: This new feature is a free feature added to accounts that wish to be acknowledged as a business on Instagram. This feature allows the businesses to decide the way their customer would interact with them. The customers can call, text or email and get directions too.

Insights: This feature gives pertinent information about the followers a business has and helps the business understand which posts have received better responses. All these can be found on the mobile app. This feature enables a business to offer relevant and timely posts to the customers.

Promote: The 'promote' feature allows the user to turn the well performing posts into advertisements from within the app itself. It offers a user to select the target audience or the user can accept Instagram's suggestions. The new analytic tools help the business to review how the top posts are performing, the audience demographic analysis, the location of followers and the availability of user graphics like when the customers access Instagram.

Indian Smartphone market on growth in Q2

After seeing a successive decline in the last two quarters, the smartphone market finally showed improvement with 17 per cent growth in the second quarter of 2016. This is as reported by International Data Corporation (IDC), a renowned market research firm. The Lenovo's one million shipment bandwagon was joined by additional three vendors. Samsung like before led the smartphone market with 25.1 per cent share.

While Gartner shared a similar trend report for the global sales of smartphones in the second quarter of 2016. They observed a 4.3 per cent increase over the same period in 2015. They also reported a decline in sales of Apple.

India 2nd-largest base for Facebook with 155 million users

India is now known to be the home to the world's second largest user base for Social Media giants like Facebook, LinkedIn and others as observed by NASSCOM.

Facebook on 14th September, 2016 made an official announcement saying that India has about 80 million users of Facebook Groups where people are gathering and supporting a common interest.

India has 155 million monthly active users as of June 2016. Facebook's Groups Products Manager Adit Vaidya said, "India is the third market, after the US and UK, where we are launching this feature", he added that subjects such as parenting, schools and education, food and sports, were the most popular. This feature was introduced to bring the likeminded people together to learn, support or rally around a common bond or interest.

Top Hacks to SEO and SEM

The two domains of social media and search are constantly evolving. The observations listed below may help you stay ahead of the curve:

Mobile Optimisation: Reinforced by the Mobilegeddon update, Google favours mobile friendly websites. Using a responsive web design helps user experience of the visitors regardless of the device.

Voice Searches: Voice searches lean toward long tail keywords, so these could help rank in increasing the search ranking.

Local Searches: Google's launch of My Business, gave more importance to local SEO. It is imperative to have the business listed on Google.

'Buy Now' Feature in Social Media: Many social media platforms like Facebook and Pinterest have introduced 'Buy Now' feature. It offers great opportunity to connect with the target audience at once without moving away from the app. More social media sites will introduce this feature soon.

More interesting news in the next issue of IOR by MELEA OUTSOURCING SERVICES.

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