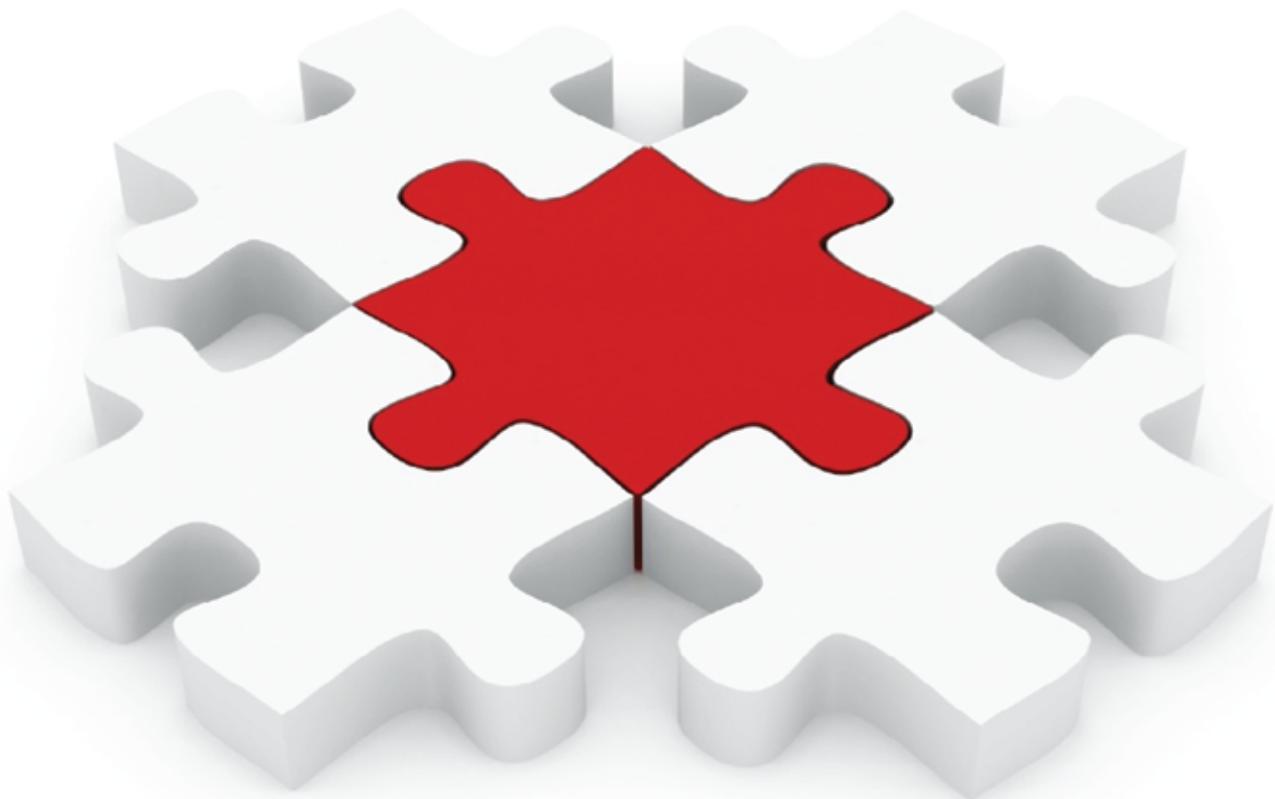


Nutshell



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Volume 3, October - December 2016



***SOCIAL MEDIA:
The New Hybrid Element
of the Promotion Mix***

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From the Chairman's desk

Dear Member,

To say that social media is a reality would be an understatement. Unlike a few years ago, today, getting an agreement of its impact on our daily lives via facebook, twitter, whatsapp and the likes, would be easy. The increase in internet connectivity and mobile connections is clearly propelling this impact. Social media has therefore amplified the power of consumer-to-consumer conversations in the marketplace, by enabling one person to communicate with literally hundreds or thousands of other consumers quickly and with relatively little effort. Marketers have to therefore look at social media as an important element in their media mix, to explore different avenues of influencing consumers through their media consumption.

Social media analytics plays a key role in analyzing data from social platforms by studying consumer behavior. Companies can then be empowered to use this data to improve customer experience and make better business decisions. In this issue of the Nutshell, our editorial partner, E&Y showcases the impact of social media in India and helps understand how analytics can help brands build effective businesses.

We would love to hear from you. Do share your feedback on isa.ed@vsnl.net

Regards,



Sunil Kataria
Chairman

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use some form of social media via computers, smartphones, tablets, game consoles, Internet-enabled TVs, handheld music players and e-readers.

Social media has amplified the power of consumer-to-consumer conversations in the marketplace by enabling one person to communicate with literally hundreds or thousands of other consumers quickly and with relatively little effort. It is a powerful communication tool, with social networks being one of the most dominant ways we



now communicate. The rules of engagement between a business and their audience have shifted. Gone are the days of one-way interaction. Today, people expect a multi-modal experience.

Apart from being a great marketing tool, it is organic, cost effective and reliable. It is fast and unwrapped. In today's day and age, it has made it easier for businesses to reach out to potential consumers and users to showcase



their products and eventually convert them into their customers.

It is important that people choose and nurture the social platforms that works best for their business.

The global social network landscape has transformed significantly over the past few years with the rise of Snapchat, Instagram and other major players entering the market.

More than 80% of social network users worldwide will use a mobile phone to access those networks this year. By 2020, this total will expand to nearly 86% of global social network users.

Social media marketing helps businesses achieve a number of goals, such as :

- Increasing website traffic.
- Building conversions.
- Raising brand awareness.
- Creating brand identity and positive brand association.
- Improving communication and interaction with key audiences.

Some Social Media Business Stats to take a look at :

- Social networks earned an estimated \$8.3 billion from advertising in 2015.
- Only 20 Fortune 500 companies actually engage with their customers on Facebook, while 83% have a presence on Twitter.
- The top 3 content marketing tactics are



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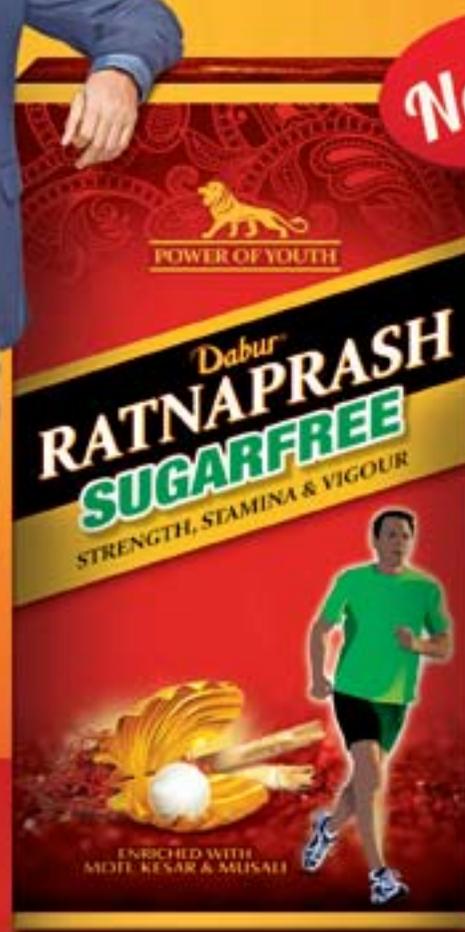
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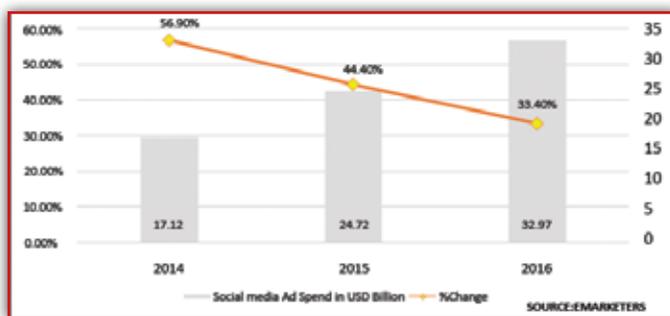
- More than 40 billion photos have been shared so far and there are around 3.5 billion Instagram Likes per day.
- When Instagram introduced videos, more than 5 million were shared in 24 hours.

Social Media Comparison Infographic



SOURCE: LEVERAGE NEW AGE MEDIA

Social Network Ad Spending Worldwide



India's Penetration into Social Media

India is among the top five countries in the world when it comes to the pace of growth in internet users. While the global average for growth in internet users is around 19 percent, India is at 90 percent.

There are about 153 Million active Social Media users in India. This counts for about 23% rise in the number of active Social media users as compared to March 2015.

India has 1.01 billion mobile connections and



out of 153 Million active Social Media users, 130 million are on mobile.

India's advertising market is in the midst of digital spending boom, with recent news suggesting increased spending on formats like video that will help push overall investment in the country's online ad. sector to more than \$1 billion by 2017.

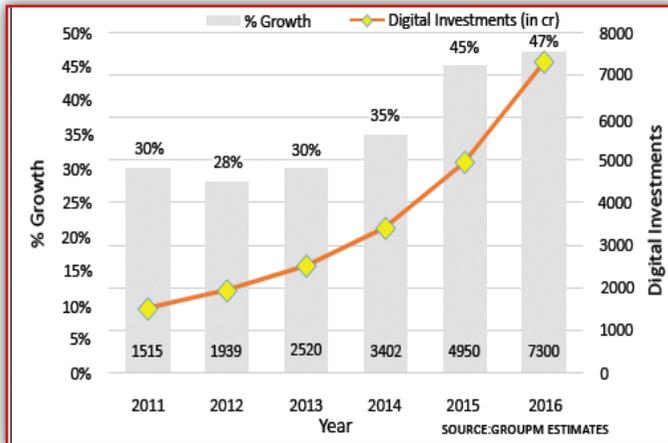
Majority of the country's brand marketers focus their efforts on Facebook and Google. Other well-known social platforms like Twitter, YouTube and Instagram, while still popular,



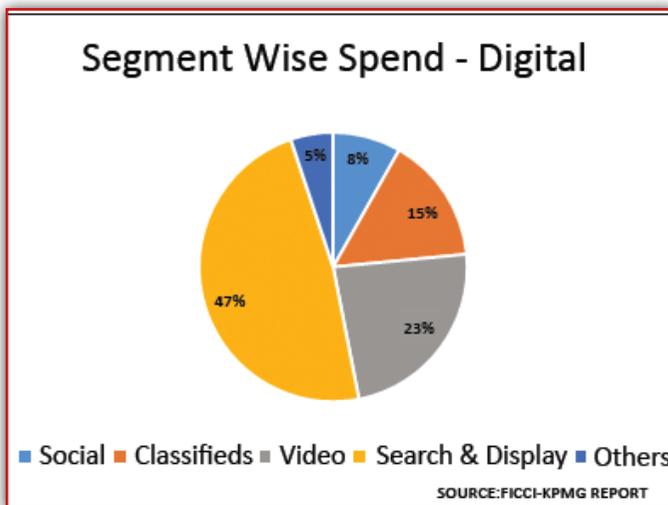
trailed Facebook and Google by margins of 20 percentage points or more.

Digital Investments in India

Investments in Digital has also increased in India. There has been a 47% growth in Digital Investments in India in 2016.

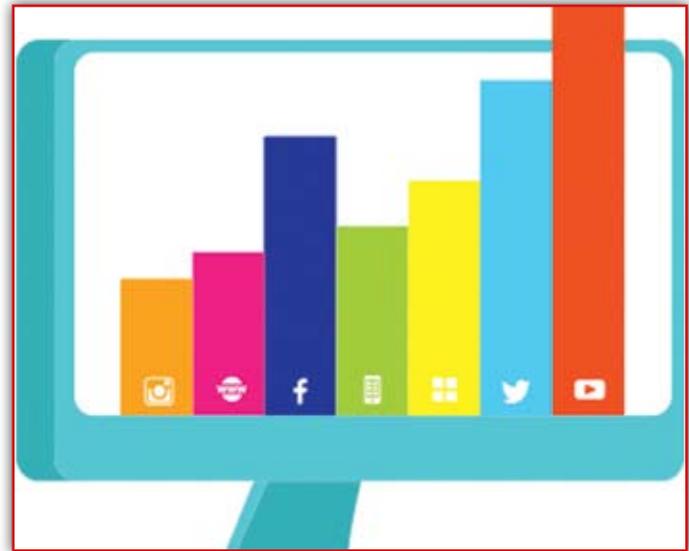


When it comes to Digital, **8% spends are on Social Media** as compared to other segments like Video, Search & Display, etc.



Social Media Analytics - A way to help companies meet their business goals

Social media analytics gathers data from social platforms and analyses it. While not an easy task, the job of **social media analytics tools** is to make this content useful and effective



for business. It helps businesses grow and evaluate the impact of marketing campaigns, by helping the organizations understand their target audience. Analytics also help companies make better business decisions and build a strong strategy. It also improves customer experience and satisfaction and build brand awareness.

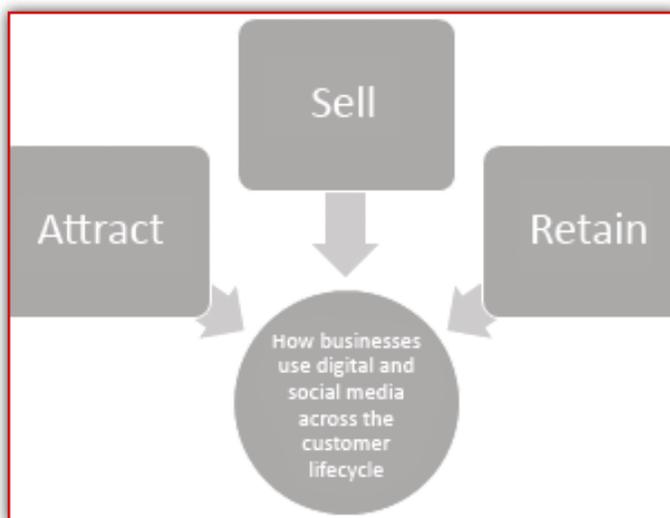
Social media helps in lead generation, thereby increasing customer engagement and responsiveness. It helps in measuring and improving brand awareness by getting deeper insights on what consumers are saying about their brand and the success of their promoted hashtags. Such analytics can highlight



problems and weaknesses to discover new trends and avoid brand crisis.

With the advances in technology and brands coming up with something new every day, social media analytics can help a firm learn from the competition. Monitoring and analysing unstructured information help companies stay informed about the latest from competitors, as well as the reactions from customers and the activities to avoid.

Using analytic applications such as SAS and R, and by applying various algorithms and models to longitudinal data, companies can better model the cost of their marketing efforts, find the most effective journey patterns, spot potential dropout points, and identify new customer segments.



Companies need to make strategic decisions about the best pathways to build customer value. Many cite digital as one of their top three priorities in this regard, but few have taken the time to measure the level of digital maturity their organization has achieved.

An interesting fact to note is that mobile is growing and continues to be an important channel for brands as well as consumers. 72%



of the brands have a mobile app and a mobile-friendly website.

Key Metrics for Social Media Analytics

1. Track Click-through with Bounce Rate

- Click-through will define the number someone clicking on a link you post to Twitter or Facebook arriving on a website or a blog. Bounce rate defines the number of person who leave the website or a blog without viewing any content.
- Bounce Rate allows to illustrate Social ROI by comparing it to other sources of web traffic.

2. Track share of traffic driven by social

- Instead of illustrating the total traffic driven by social, illustrate it in terms of percentage to other segments of Digital Media. e.g. Instead of denoting 25000 website visits through Social-quote the same as 25% website visit through social, second as compared to Display Ads.



3. Track social share of voice

- Just mentions will indicate what people are talking about the brand. Translate the mentions as social share of voice in comparison to other brands.



the number of followers who actually become your lead and that measures the success of a social media platform.



4. Track conversion rates of comments

- Track how many people that comment on a brand post, become a follower of that brand page.
- Brands also need to track the number of followers who like and share content of the page.

How brands can leverage latest trends to drive social media conversation?

Using social media for marketing can enable small businesses looking to expand their reach further to the potential customers. Customers are communicating with brands with the help of social media. Thus, having a strong social media marketing plan and presence on the web is one of the best ways to grab their interest. If implemented correctly, marketing with social media can bring remarkable success to a business.

Key Metrics		
Facebook <ul style="list-style-type: none"> Number of people who served an impression of your content per month Clicks, likes, comments and shares 	Twitter <ul style="list-style-type: none"> Change in the follower Growth over a period of time. Replies, Mentions, Retweets, Favourites What people are telling about your Brand 	Instagram <ul style="list-style-type: none"> Change in the follower Growth over a period of time Number of likes, Comments and repost Followers of celebrities who endorse your brand

Tracking social media platforms

5. Track leads generated through social

- Leads are directly related to revenue. Just the number of followers don't really attribute to social media success but track



Apart from laying emphasis on the basics of a key social media marketing campaign like content and brand image planning, another key factor brands can play on is by leveraging current trends to engage prospective customers on social media platforms.

ONLINE REPUTATION MANAGEMENT CAN MAKE OR BREAK YOUR BRAND.

Customer Satisfaction

Key factors emphasizing the impact of Online Reputation Management on a brand:

Social Media Listening	What consumers talk about the brand over social media based on their review of a particular product influences other buyers
Customer complaints over social media	Consumers using social media to post complaints about a product/ service which, once resolved will fetch positive feedback and turn customers into brand evangelists
Prompt response luring customers towards brands	Brands responding promptly with relevant solutions to customers' queries can win their trust and let them know they value them

CASE STUDIES OF SOCIAL MEDIA CAMPAIGNS

1. Siyaram's extended 'Coming Home to Siyaram' on social media

Objective:

To forge a deeper bond with their audience as Diwali is one occasion where the entire family comes home to celebrate with near and dear ones.

Execution:

Siyaram's used visual depictions of the festival

of Diwali and the memories and activities associated with the auspicious festival.

FACEBOOK POST



TWITTER POST



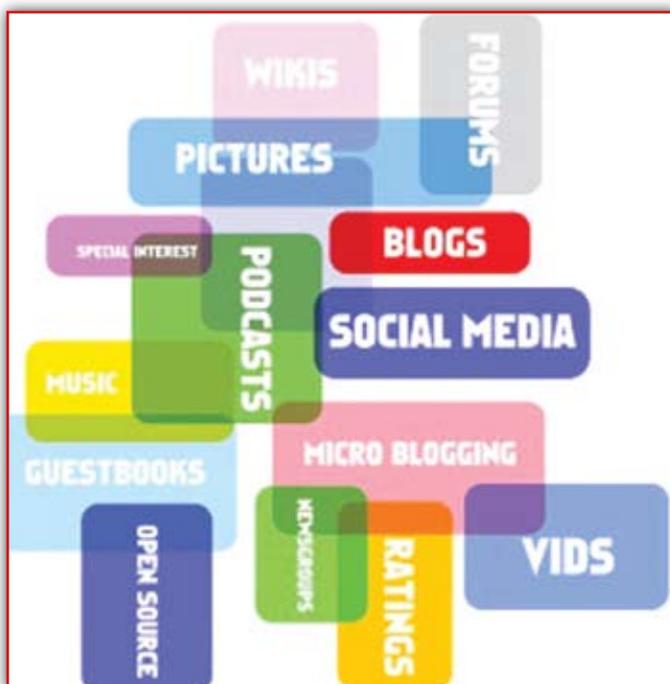
Encouraging their followers on social media to share their cherished Diwali memories with

family and friends using the contest hashtag, #ComeHomeTo for a chance to win exclusive gift hampers from Siyaram's.

Users were required to follow Siyaram's social media handles on Facebook, Twitter, Instagram, and Google Plus for eligibility, which helped them amass followers on multiple platforms at once.

Results :

- Siyaram's witnessed a total engagement of 1746 reactions and likes, 309 comments, and 144 shares on Facebook with the help of #ComeHomeTo contest. It also managed an organic reach 19322 on Facebook.
- On Twitter, #ComeHomeTo received 2243 mentions, more than 180k impressions, 597 Retweets and 497 likes that helped the hashtag to trend at the number one spot in India.



Siyaram's leveraged their enduring tagline successfully with #ComeHomeTo during the festive season which yielded considerable brand visibility on social media.

2. Pokemon Go



The viral sensation of the summer this year – Pokemon Go. Created by Niantic Labs and distributed by Nintendo, the app made kids and adults wander around in search of creatures through their phones. Pokemon Go was being talked about even by people not playing the game, which had made it a major cultural phenomenon in such a short time.

The game experienced the same levels of daily interaction as Twitter, indicating that brands are looking for ways to be a part of the craze on social platform. This new craze has offered a plethora of tangible benefits to marketers and brands alike to engage with existing as well as prospective consumers.



3. Optimize the digital media mix in terms of device as a platform for a telecom provider done by EY

Observations :

- EY reported inefficiencies in the online reputation management tracker.
- We noted that the client's digital media mix was highly un-optimized in terms of device as a platform.
- There was no flexibility on budget allocation for different media mixes.
- They were not doing social media listening.

Execution :

- EY evaluated the digital media marketing strategy of the firm in terms of search, display and social media.
- EY gave them a performance benchmarking in terms of Social Media with respect to competition and evaluated their ORM – Online Reputation Management system.



Results :

- EY recommended a robust online structure for Online Reputation management through their Social Media platforms.
- EY recommended them the search strategy in terms of search engine optimization.

- Recommended client to use third party monitoring services to validate the performances delivered by the agency.

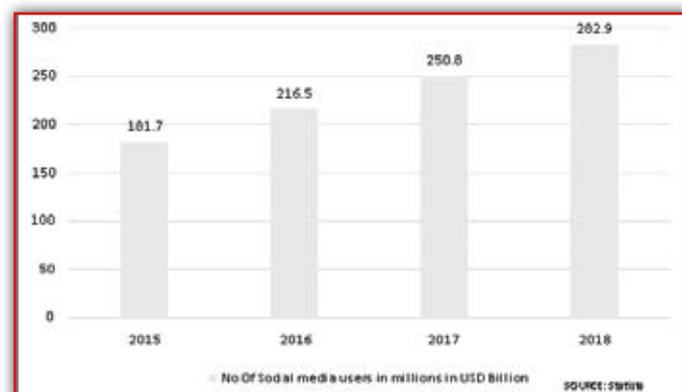
Social Media Analytics: The Future

The only certainty in social media is that it is constantly changing, and at a rapid pace.

The following are the future trends for Social Media Analytics:-



This statistics below shows the number of social network users in India from 2015 to 2018. In 2018, it is estimated that there will be around 283 million social network users in India, up from close to 216.5 million in 2016.



Social media has created a powerful platform for consumer engagement. It has given much



more power to consumers in influencing a brand/product perception. It presents a basket of customer opinions, perceptions and customer feedback, which help to build their brand image in the market. Those businesses that recognize the power of social media marketing will be miles ahead of the competition.

So are you ready to take your business to new levels? Are you ready to jump start your client base? Remember, the secret is yours to keep for as long as you like!



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ABOUT THE AUTHOR



Bharat Rajamani

Executive Director & Solution Leader – Marketing & Advertising Risk Services (MARS) across Asia, South East Asia, Middle East & Africa

Bharat has more than 18 years of experience serving in EY & over 15 years in specializing in MARS reviews covering :

- Marketing spend optimization reviews
- Agency contract compliance reviews
- Agency performance reviews
- Planning & strategy reviews
- Assistance in agency selection
- Creative production reviews
- Promotion reviews
- Digital reviews

His key MARS clients span across categories :

FMCG / FMCD : Hindustan Lever, L'Oreal (India, Korea, Thailand), Reckitt & Benckiser (India & Thailand), Samsung, LG Electronics, Coke (India & Turkey), Cadburys, J&J, GSK, Titan, Tata AoR, Nokia (India, Singapore, Malaysia, Thailand, Cambodia, Hong Kong).

Telecom : Vodafone, Airtel, Idea, MTNL, SriLankan Telecom / Mobitel, Maxis Telecom / Aircel (India & Malaysia).

Automobile : Maruti, Jaguar (China).

Financial Services : Max New York, Bharti AXA, ICICI Bank, Kotak Bank.

Ecommerce : OLX, Flipkart, Quikr.

Government : Bharitiya Janta Party (BJP).

Bharat has :

- Assisted AC Nielsen in validating the controls implemented by them for conducting the National Readership Surveys on behalf of the National Readership Survey Council. He also worked on projects for leading broadcasters across India & US.
- Led projects with BJP for Lok Sabha & all Vidhan Sabha Elections held in 2014 (i.e. Maharashtra, Haryana, J&K, Jharkhand and Delhi elections).

He actively participates on Industry Thought Leadership initiatives conducted by The Indian Society of Advertisers on Media Audits, Return on Marketing Investments & Digitization.

He is also a visiting faculty for Marketing in SIES College of Management Studies.

Bharat is a Management Graduate with specialization in Marketing from Symbiosis & holds an Accounting Technician Certificate from Institute of Chartered Accountants of India.



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