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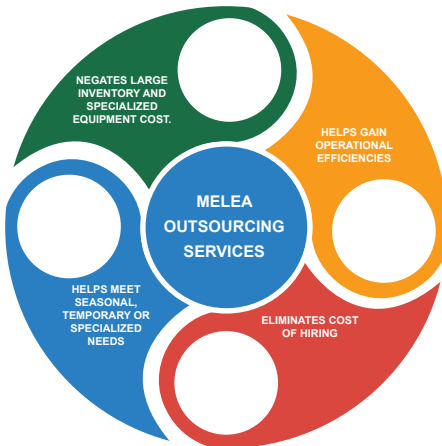
Being "Social" is What Social Media Asks For



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With the rise of entrepreneurial ventures, the trend of using the social media has been on an uprise. To reach and connect with a larger audience, the service providers find social media as the ultimate channel. The first step is to create a presence of the set-up in the market and on the other hand, using social media to expand the outreach is also imperative, largely because of the competitors.

Successful social media marketing largely depends upon strategy. It is not just placing the exact keyword search for the audience, but also the uploaded content that affects the marketing. Apart from this, managing consistency around the brand image by posting good reviews, writing frequent blogs etc. helps in giving marketing a boost. It is also necessary to keep a track of competitor's marketing strategy through digital marketing tools such as Google Analytics, which helps understand the current marketing scenario and prepare better marketing plan for a particular product or service.

It is important to know "Why" and "Which" social media platforms can be put to best use. According to Chartbeat, a web analytics company, the users on social media, functions really well post afternoon i.e. from 03:00 pm to midnight. The users get active as well as responsive to the content on their social media accounts in the said timeframe. A link building and PR agency Buzzstream has also found that majority of the visitors to the websites like Yahoo, Buzzfeed and Huffington post are those who have recently graduated from the college i.e. in the age group of 20-21 years.

Advancing to the last but not the least point, it is also essential to know as to which social media accounts will serve the purpose in the best manner. As per the studies of Locowise, a firm that provides social media analytics' reports for brands and business groups, of the three most popular social media channels i.e.

Instagram, Facebook and Twitter, Instagram is leading with approximately 400 million users. The engagement on Instagram per post by any brand is around 2.81%. Whereas for Facebook, the engagement of the users is 0.25%. A research by Brandwatch, a social media monitoring company have added a useful insight to add on to this fact. They say that audience engage more through videos than photos. An average of 8 billion videos are viewed daily by approx 500 million users.

The stats stated above are essential in answering the question, How marketing strategies needs to be developed. Forbes tells us that the Marketing executive should know few tricks that can do wonders for their marketing strategy. The tactics involve automating everything from sending emails to followers, sharing followers post to re-tweeting tweets by followers and engaging customers (from listening to them to making them participate & contribute to the product or the services). Happy Social media marketing!

New Feature added in Google AdWords

Google has recently announced the biggest updates related to Google AdWords. In this update, they have changed the headlines of the ads that are visible on the Google page. A "click-to call" feature has been added to ads, where the interested user will have the ability to call the advertiser. This feature would possibly increase the conversion rates of the users to customers for the service providers.

Let's Laugh a Little!

A Higgs-Boson walks into a church and the priest says, "We don't allow Higgs-Bosons in here". The Higgs Bosson then replies, "but without me, how can you have a mass".