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Robert Smith

IT Audit Analyst

PERSONAL STATEMENT

Leader and bright thinker of technical strategy and deployment. A highly motivated and driven professional with proficient technical, customer service, and communication skills. Strong foundation in IT and media. Experienced in customer support, recruiting, sales, marketing, project coordination, clerical and administrative roles. Skilled in MS Word, PowerPoint, Outlook and Excel. Windows XP, Vista, 7 / MAC OS Proficient in Applicant Tracking Systems; time management systems (iEX), Peoplesoft, Oracle, Active Directory, Remedy, Social Media, and Web 2.

WORK EXPERIENCE

IT Audit Analyst

ABC Corporation - September 2012 - June 2015

Responsibilities:

- Collaborated SDLC processes with development team, internal and external customer team for an agile mobile User Experience application, receiving 100% client satisfaction.
- Scrutinized and transformed business requirements to accurate technical requirements thereby delivering a responsive SaaS solution with consistent user experience over cloud and mobile channels.
- Perceived and conceptualized a business strategy on transaction process for customer loyalty program with existing B2C eCommerce implementation for a retail client, achieving 10% increase in revenue through online channels.
- Leveraged data analytics models to analyze customer usage patterns for a mobile application in order to adopt a novel customer-centric sales strategy, resulted in an increase in the online sales.
- Designed and managed defect management process to ensure quality assurance, assist project management and risk management for a web portal, reducing defects by 40%.
- Led timescale and resource planning for an agile enterprise management framework development team comprising of 6 developers, finishing the project work a week before deadline.
- Brainstormed and conceptualized an innovative solution as part of a contract negotiation with a telecommunication client, gaining 100% more capital commitment through an EPR project.

IT Analyst

ABC Corporation - 2010 - 2012

Responsibilities:

- Kolkata, India Banking and Financial Client- Citimortgage Inc.
- Worked as Functional Test Lead and Tester for US Retail and Mortgage Banking Clients.
- Managed Testing Team with Size of 120, Engaged in Multiple Testing Projects.
- Hands on Experience In Testing Different Applications- Mainframe-CICS, Web based, TIBCO based, FoxPro based.

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CONTACT DETAILS

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SKILLS

User Experience, User Interface Design, Business Analysis, Problem Solving, Power Point, Team Leader, Client Relations, Mobile, Javascript, Java, Programming.

LANGUAGES

English (Native)
French (Professional)
Spanish (Professional)

INTERESTS

Climbing
Snowboarding
Cooking
Reading

REFERENCES

Reference - 1 (Company Name)
Reference - 2 (Company Name)



Robert Smith

Public Relations Assistant II

PERSONAL STATEMENT

Resourceful, creative Marketing and Communications graduate with considerable experience in event planning, social and digital media, marketing and promotion. Highly skilled in social media and user marketing with a strong background in writing and photography. High energy with a passion for creative advertising.

WORK EXPERIENCE

Public Relations Assistant II
ABC Corporation - August 2000 - May 2002

- Managed and coordinated all aspects of public relations including writing and developing press releases.
- Served as the company spokesperson for media inquiries regarding issues in the higher education retail industry.
- Coordinated advertising campaigns for members of a trade association as well as public service campaigns on behalf of the higher education retail industry.
- Trade association representing more than 4,000 college stores throughout the country.
- Coordinated issues regarding issues and trends in the collegiate retail industry and promotional opportunities within the association.
- Coordinated placement of stories and advertisements in magazines and newspapers.
- Coordinated media activity at annual trade shows and assisted exhibitors with additional publicity opportunities.

Public Relations Assistant
ABC Corporation - 1999 - 2000

- Assisted in research, creation, implementation, and supervision of campus faculty and staff retreats and programs.
- Included all advertising, promotion, and publications related to the initiative.
- Designed and produced newsletters, brochures, displays, and other publications designed to keep public informed of employers programs and products.
- Prepared and distributed fact sheets, news releases, and photographic layout to interested or affected parties.
- Purchased advertising space and time as necessary.
- Involved in strategic planning and design of university-wide, state-wide programs aimed at increasing role share in order to avoid high OCTA fines.
- Initiation of program resulted in consistent goal achievement and avoidance of charges.

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Project Management,
Sales Forecasting,
Writing, Proposal Development, Marketing Communications

English (Native)
French (Professional)
Spanish (Professional)

Climbing
Snowboarding
Cooking
Reading

Reference - 1 (Company Name)
Reference - 2 (Company Name)

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SOCIAL MEDIA MARKETING IN INDIA...	1	SOCIAL MEDIA MARKETING IN INDIA... PROJECT REPORT ON: "SOCIAL MEDIA MARKETING IN INDIA" MASTER OF COMMERCE (PART 1) SEMESTER II (2015-2016) SUBMITTED TO: UNIVERSITY OF MUMBAI FOR THE POST DEGREE IN M.COM SUBMITTED BY MR.PRIYESH C. YELAVE ROLL NO.38 M.COM (PART 1) UNDER THE GUIDANCE OF: PROF. PRAKASH MULCHANDANI SMT. CHANDIBAI HIMATHMAL MANSUKHANI COLLEGE ULHASNAGAR-421003 2 SOCIAL MEDIA MARKETING IN INDIA... Department of Commerce Certificate This is to certify that, MR. PRIYESH YELAVE of M.Com.I, Sem.II (Roll No. 38), has successfully completed the project titled "SOCIAL MEDIA MARKETING IN INDIA" under my guidance for the Academic Year 201516. The information submitted is true and original as per my knowledge. Prof. Prakash N. Mulchandani (Project Guide) Prof. Gopi Shammani Dr. Manju Pathak Lalwani (Coordinator, M. Com Course) (JC Principal) 3 SOCIAL MEDIA MARKETING IN INDIA... External Examiner DECLARATION I, MR. PRIYESH YELAVE Student of Smt. Chandibai Himathmal Mansukhani College, Centre for Business Management course of M.COM (Semister I) hereby declare that I have completed the project in academic year of 2015-2016 on "SOCIAL MEDIA MARKETING IN INDIA" The information provided is true and original to the best of my knowledge. PRIYESH YELAVE (M.COM ROLL NO.38) 4 SOCIAL MEDIA MARKETING IN INDIA... ACKNOWLEDGEMENT Many have contributed to the successful completion of this project. I would like to place on record my grateful thanks to each of them, and report would be incomplete without giving due credit to them. I feel extremely exhilarated to have completed this project under the able and inspiring guidance of PROF. PRAKASH MULCHANDANI. His guidance and timely encouragement has infused courage in me to complete the work successfully. In the end I sincerely thank all the respondent, friends and all others who helped me in completion of this project. (SIGNATURE) INDEX 5 SOCIAL MEDIA MARKETING IN INDIA... Contents 1. INDUSTRY OVERVIEW.....8 2. SWOT ANALYSIS: SOCIAL MEDIA.....22 3. A STUDY ON EFFECTIVE COMMUNICATION STRATEGY IN DEVELOPING BRAND COMMUNICATION.....25 4. LITERATURE REVIEW.....28 5. RESEARCH METHODOLOGY.....30 6. RESULTS AND DISCUSSION.....32 7. RESULTS OF THE ANALYSIS.....37 8. NEED FOR THE STUDY.....38 9. LIMITATIONS OF STUDY.....39 10. SCOPE OF THE STUDY.....40 11. CONCLUSION.....41 12. SUGGESTIONS.....42 13. QUESTIONNAIRE.....43 14. BIBLIOGRAPHY.....54 6 SOCIAL MEDIA MARKETING IN INDIA... EXECUTIVE SUMMARY Social media marketing refers to the process of gaining website traffic or
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through social media sites. Indian marketers are moving at a fast speed to tap the 'new normal' opportunity. Social media has gone mainstream. And for businesses it represents an unprecedented marketing opportunity that transcends traditional middlemen and connects companies directly with customers. Customer acquisitions remain to be the prime job of Indian marketers (59%). According to leading marketers of India, the top three online marketing channels for 2011 are Social media, Email marketing and Search marketing. 52% of the top marketers said that it is extremely important to integrate email marketing and social media. This is why nearly every business on the planet is exploring social media marketing initiatives The focus of marketers is shifting from 'sending the message out' to 'start engaging with customers'. In this context, the role of a marketer is changing from 'batch and blast' processing to creating 'listening posts' and 'dialogue hubs' in customer communities. A shift from isolated pure play traditional platforms to an integrated multi-channel approach is helping the marketers address the challenge of new consumers' expectations across many devices and channels. Indian marketers are leveraging the power of various communication channels and technologies- be it Email, SMS or Social Media in their portfolio. Here we will see the main trend of Social media marketing in India. The scope of it, The future and will undergo a research to follow the Customer perception About Social media for Brand management. 7 SOCIAL MEDIA MARKETING IN INDIA... 1. INDUSTRY OVERVIEW Social media marketing: Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, meaning it results in earned media rather than paid media. Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns. Social media marketing tools: Besides research tools, various companies provide specialized platforms and tools for social media marketing. Social media measurement Social network aggregation Social bookmarking Social analytics Automation Social media Blog marketing Validation Different Methods of Social Media Marketing 8 SOCIAL MEDIA MARKETING IN INDIA... Social network marketing is popularly called as Internet marketing. Today you can find many ways for internet marketing. Many people who enter this online marketing are less worried because of its guaranteed success. If you see in Internet totally all types of products has been marketed online without much effort. Internet attracts many business people to promote their business online. Social network marketing is grown to such a height that today many people can't earn without it. Some of the most recognized network marketing tools are Face book, My Space and LinkedIn. Twitter became a regular place for people who have newly entered the field of social network marketing. 1. Blogging: When you start Blogging or posting your data about any product, you can see less response from clients. Later it will become big business via blog. Websites and blogs are some powerful tools for social network marketing when matched with other networking tools. Blog is an amazing tool which provides many other facilities in addition to just marketing your business. It also helps you to communicate with other clients in case if you have any problems. 2. Personal website or blog: It is important to have private website if you are a freelancer. Your website will help your clients to know about you and it will make them clear that you are a serious freelance marketer and help to make huge revenue via online marketing. 3. Article selling: It is also best and cheap internet marketing method. It is a mode of advertising our trade just by writing articles and attracting endless number of users across world. We usually sell our articles to different article database websites and article directories. Today it provided free business to many advertisers and publishers and they are really benefited through their articles. 4. Email sending: Electronic mail sending is the best way to marketing. Collect list of email addresses through portfolio websites and email about your business to all internet users. Your Email should be attractive in such a way that your recipient will be impressed to get back to you. 5. Use social networking websites: Social networking websites like Twitter, face book can be used to promote your sales. These provide best platform for all who are thinking of online marketing. 6. Video promotion: Use several video distribution websites for your marketing. These websites uploads your major to the whole world. All that you need to do is film a video about market and send it to uploading sites like YouTube. It seems to be the easiest way to market than any other modes in public. Many people will be interested in view videos rather than word form of advertisement. 9 SOCIAL MEDIA MARKETING IN INDIA... 7. Press Release or media release: It attracts several public clients and increases relationship among them. 8. Search Engine Optimization: It improves the traffic to your website by providing quality web content. It uses RSS feeds and many SEO techniques. Social networking websites and blogs: Social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. That interaction feeds personal to users because of their previous experiences with social networking site interaction Social networking sites and blogs allow individual followers to "retweet" or "repost" comments made by the product being promoted. By repeating the message, all of the user's connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company. Through social networking sites, products/companies can have conversations and interactions with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience. Engagement In the context of the social web, engagement means that customers and stakeholders are participants rather than viewers. Social media in business allows anyone and everyone to express and share an opinion or idea somewhere along the business's path to market. Each participating customer becomes part of the marketing department, as other customers read their comments or reviews. The engagement process is then fundamental to successful social media marketing. Example10 SOCIAL MEDIA MARKETING IN INDIA... 2008 Presidential Election The 2008 presidential campaign had a huge presence on social networking sites. Barack Obama, a Democratic candidate for US President, used Twitter and Facebook to differentiate his campaign. His social networking site profile pages were constantly being updated and interacting with followers. Kony 2012 A short film released on March 5, 2012, by humanitarian group Invisible Children, Inc. This 29 minute video aimed at making Joseph Kony, an International Criminal Court fugitive, famous worldwide in order to have support for his arrest by December 2012; the time when the campaign ends. The video went viral within the first six days after its launch, reaching 100 million views on both YouTube and Vimeo. Implications on traditional advertising: Minimizing use Traditional advertising techniques include print and television advertising. The Internet had already overtaken television as the largest advertising market. Websites often include banner or pop-up ads. Social networking sites don't always have ads. In exchange, products have entire pages and are able to interact with users. Television commercials often end with a spokesperson asking viewers to check out the product website for more information. Print ads are also starting to include barcodes on them. These barcodes can be scanned by cell phones and computers, sending viewers to the product website. Advertising is beginning to move viewers from the traditional outlets to the electronic ones. Leaks Internet and social networking leaks are one of the issues facing traditional advertising. Video and print ads are often leaked to the world via the Internet earlier than they are scheduled to premiere. Social networking sites allow those leaks to go viral, and be seen by many users more quickly. Time difference is also a problem facing traditional advertisers. When social events occur and are broadcast on television, there is often a time delay between airings on the east coast and west coast of the United States. Social networking sites have become a hub of comment and interaction concerning the event. This allows individuals watching the event on the west coast (time-delayed) to know the outcome before it airs. Social media marketing mishaps 11 SOCIAL MEDIA MARKETING IN INDIA... Social media marketing provides organizations with a way to connect with their customers. However, organizations must protect their information as well as closely watch comments and concerns on the social media (use). A flash poll done on 1225 IT executives from 33 countries revealed that social media mishaps caused organizations a
combined \$4.3 million in damages in 2010. The top three social media incidents an organization faced during the previous year included employees sharing too much information in public forums, loss or exposure of confidential information, and increased exposure to litigation. An example of a social media mishap include designer Kenneth Cole's Twitter mishap in 2011. When Kenneth Cole tweeted, "Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at [Kenneth Cole's website]".This reference to the 2011 Egyptian Revolution drew objection from the public. General Social Networking Statistics: 62% of adults worldwide now use social media Social networking is most popular online activity, with 22% of time spent online spent on channels like Facebook, Twitter and Pinterest 65% of the world's top companies have an active Twitter profile 90% of marketers use social media channels for business, with 93% of these rating social tools as "important" 43% of marketers have noticed an improvement in sales due to social campaigns 72% of marketers who have worked in social media for three or more years said that they saw a boost in turnover due to social channels (the longer you're working in it the better you get) 91% of experienced social marketers see improved website traffic due to social media campaigns and 79% are generating more quality leads. The average time spent by marketers on social media is 1-5hrs per week for those just getting started and 6+ hours per week for those with 3+ years of experience The most popular social networking tool for marketing is Facebook – being used by 92%, followed by Twitter (84%), LinkedIn (71%) and blogs (68%) LinkedIn is 4X better for B2B lead generation than Facebook and Twitter Only 10% of marketers are actively monitoring social media ROI Only 22% of businesses have a dedicated social media manager 23% of Fortune 500 companies have a public-facing corporate blog 58% of Fortune 500 companies have an active corporate Facebook account, 62% have an active corporate Twitter account 47% of customers are somewhat likely to purchase from a brand that they follow or like 12 SOCIAL MEDIA MARKETING IN INDIA... Indian Market: Social media marketing is expected to reach Rs. 10.8 billion by 2016, as the country's growth rate in this segment is far ahead of the developing nations, reported by BCG. According to BCG, the India's Internet economy contributed to 3.2 trillion rupees to the overall economy in 2010, 4.1% of the country's GDP, & could triple in 4 years' time. More than 39 million Internet users who form 86% of the total Indian social networking sites in July 2011. The total Indian social networking audience grew 43 percent in the past year, more than tripling the rate of growth of the total Internet audience in India. India now ranks as the seventh largest market worldwide for social networking India is adding Internet users at the rate of almost 5-7 million a month, and at the current pace it will surpass the US, which has about 245 million users, in less than two years. Active user base per month in India is close to 30 Million marks which is still a pretty large market but not as big as portrayed by some consultants. India has close to 10 million online shoppers and is growing at an estimated 300%. India e-tailing market in 2011 was about \$600 Mn and expected to touch \$9 Bn by 2016 and \$70 Bn by 2020 – esti the country the third-largest Internet market in the world after China and the United States. There are more Internet users in towns with a population of less than 5 lakh than in the top eight metros put together. "About 2 billion people worldwide access the Internet and 25% of them are from China. India contributes about 6% to the world's Net population and the US 12.5%. The survey found that more than 75% of Internet usage is among school- and college-going students and those who have recently graduated. Mumbai has the highest number of Internet users (6.2 million) followed by Delhi/NCR (5 million), Kolkata (2.5 million) and Chennai (2.2 million). The percentage of companies using social media in top 5 markets is: China: 82% USA: 71% India: 70% Brazil: 68% Canada: 51% 13 SOCIAL MEDIA MARKETING IN INDIA... E-Marketer estimates advertisers will spend \$3.63 billion in the US and over \$4 billion more in the rest of the world on social networking sites this year. And that just doesn't include advertising on National Geographic, which is expected to spend \$10 million on social networks for their 2011 year, at 89%. While this percentage has risen dramatically since 2007, when just 20% of advertisers used social media, growth has slowed and shifted to other new digital media platforms instead. Company Overview: Appna Circle InfoTech Pvt. Ltd is a Video Group Co. India & India's first and leading Business and Career networking site. Professionals can use the network to enhance their career prospects, discover business opportunities, build relationships with contacts and create their effective online identities. The idea was conceived by serial entrepreneur Mr. Yogesh Bansal in the year 2006 when social networking was naive. The aim was to connect the youth of India and make the connectivity and networking worthwhile for them. The need and importance of a professional network for the youth was realized with the launch of AppnaCircle which was later joined by Mr. Sabeer Bhatia as one of the Board of Directors in 2007. It was in the year 2009 that AppnaCircle merged with Video-Tianji, the leading professional networking sites of Europe and China, to form the leading Global entity which is in align with the 'Glo-cal' strategy of theirs. Also, AppnaCircle - Video - Tianji acquired Unyk, a Canadian social networking site to grow the Indian market organically. The idea was to give users a local network with a global reach. Continued organic growth coupled with an emerging markets acquisition strategy has taken the Video Group to a global number two position. Video depends on 3 revenue streams: premium membership, advertising, and services to recruiters, assuming that most professionals do business locally. With 4.5 million members, China is the most represented country.Since February 2010, Tianji is available in English allowing non-Chinese professionals to communicate and network in China.One report in 2009 gave Video1 1.8 million members in France, where it had a strong competitive effect on the alumni networks of the Grandes Ecoles, France's top tier schools. The same study found a certain amount of linguistic barriers between the networks; with Video being "too Franco-French" while LinkedIn was too anglo14 SOCIAL MEDIA MARKETING IN INDIA... saxon,Video is mainly focusing on Europe and multiple countries such as Brazil, Mexico, India, etc. Active professional networking • Individual & Brand Promotion and Advertisement • Participation in Q&A Sessions • Discussion in Communities • Participation in Industry Events • Head hunting/Hiring • Career opportunities • Business and Career networking 15 SOCIAL MEDIA MARKETING IN INDIA... Organization Culture: The company believes in an open system where all have ample opportunities to grow along with organization. We believe in working as a group rather than an individual towards the attainment of the goals. AppnaCircle - Achievements: • Fast paced growth in a short span • AppnaCircle is India's first and the world's second leading Business & Career networking site • 36 million subscribed users worldwide and 3 million subscribed users in India • Mergers: Association with the biggest names from Europe and China • A continuous effort towards success • An attitude to remain grounded STRATEGIES DEVELOPED AND EXECUTED DURING THE PROJECT Technical: 1. Company PAGES for all the companies joining AppnaCircle.com so that they can let the jobseekers and new incoming network people to know about their company and its details without going on any other websites. Face book also has this pages option and its very successful to commercialize and create awareness about the company, let it be a small or big company. 18 SOCIAL MEDIA MARKETING IN INDIA... 2. To increase the FONT SIZE (Personal UPDATE), all of the major part of the website and introduce more COLOURS (Search bar) on it, so that it can make the site look more attractive. 3. To give statistics of how many people have checked the profiles and visited their content . 4. Up gradation of Free SMS service. 5. In the reference format, There is an option of "Name" which will be better if there is a drop down box from which people can choose the name in case they are not able to remember the exact name and they just know the 1st letter of the name, it just makes the whole search lot more easier and gives more options for recommendation while going through the drop down box. Promotional: 1. 2. 3. 4. 5. 6. 7. YouTube channel-By Maintaing and posting comments Social media marketing: (Facebook,Twitter,Google+, LinkedIn,Quora,Yahoo etc) AppnaCircle.com and multiple publications for his visionary ideas, his ability to drive an entrepreneurial culture, and his warm-hearted and straight-talking approach. Departments of the Company: • Administration • Finance • Marketing • HR • Organization Vision: To be the most accepted and popular professional network in India. To evolve the processes of hiring, being hired and Business & Career networking 17 SOCIAL MEDIA MARKETING IN INDIA... Brand Ambassador : Competition with rewards (business party,certificate)and measure(keyword tracking), 11. Job Event - Sponsored and hosted by AppnaCircle.com where all the interested people can look for job opportunities. 12. During college fest, sponsoring, hosting small workshops on online social media, or professional network by our own marketing team, with minimal cost. 13. Recharge it now.com, creating application through it. 14. Online forums (Wikipedia)and discussions which should have
content of AppnaCircle.com Indian Online Market- 19 SOCIAL MEDIA MARKETING IN INDIA... ASIA INTERNET FACEBOOK STATISTICS USE, POPULATION DATA AND ASIA POPULATION (2011 Est.) Internet Penetration Users Internet Users Facebook Users, (% 31-Dec-2011 31-Mar-2012 (Year 2000) Population) Asia Afghanistan 29,835,392 1,000 1,256,470 0.2 % 0.1 % 257,440 Bangladesh 158,570,535 100,000 5,501,609 3.5 % 0.5 % 2,520,680 Bhutan 708,427 500 98,728 13.9 % 0.0 % 65,660 China 1,336,718,000 1,252,500,000 513,100,380 38.4 % 50.5 % 447,460 India 1,189,172,906 5,000,000 121,000,000 10.2 % 11.9 % 45,048,100 Indonesia 245,613,043 2,000,000 55,000,000 22.4 % 5.4 % 43,523,740 Japan 126,475,664 47,080,000 101,228,736 80.0 % 10.0 % 7,684,120 US SOCIAL MEDIA MARKETING IN INDIA... % Korea, South 48,754,657 19,040,000 40,329,660 82.9 % 4.0 % 6,376,160 Malaysia 28,728,607 3,700,000 17,723,000 61.7 % 1.7 % 12,365,780 Nepal 29,391,885 50,000 2,031,245 6.9 % 0.2 % 1,396,800 Pakistan 187,342,721 133,900,000 29,128,970 55.6 % 6.4 % 412,960 Sri Lanka 21,883,913 121,500 2,503,194 11.8 % 0.2 % 1,235,080 TOTAL ASIA 3,879,740,000 114,304,000 1,106,799,076 26.6 % 100.0 % 195,034,380 % NOTES: (1) The Asian Internet Statistics were updated for December 31, 2011, the Facebook subscriber data was updated for March 31, 2012. (2) CLICK on each country name to see detailed data for individual countries and regions. (3) The demographic (population) numbers are based on data contained in Census Bureau. (4) The usage numbers come from various sources, mainly from data published by Nielsen Online, ITU, and other 21 SOCIAL MEDIA MARKETING IN INDIA... 2. SWOT ANALYSIS: SOCIAL MEDIA Strengths: Large market reach or penetration and it's very useful if you are setting up a digital engagement strategy (for new people, young people) Social media builds a conversation and converse with others and build close networking bonds which share quick information exchange.It Lets you follow and connect with people/groups that interest you - but are not necessarily your friends (as with Facebook), Authors, celebrities, coworkers, colleges, organizations etc.The campaigns are generally Cost-effective in the sense most of the platforms are free. They just demand time,there is a Human factor: Your "brand" becomes more HUMAN.Media exposure can be another strength of this.While Twitter is in a strong market position in micro-messaging, Facebook is the only real competitor here - and they attract users for different reasons.It helps to Build strong, long term relationships through online social networking, at a faster pace than just relying on traditional face-to-face networking and Gets tons of publicity.The industry Has developers creating hundreds of applications across its API. It is totally RSS-enabled. Weaknesses: Tough to train or convince management team/group members on social media principles as a Lot of "Why Bother" from most mainstream (i.e. Facebook users) people are there.The industry has low retention rate. Only 40%.Lacks tools or resources to track and monitor social media campaign results.There is concern about information leakage, liability, security, and management also. Effort vs results: Even if it is more measurable than other channels, it is difficult (especially for small business operations) to balance the effort put on social media against the results obtained Consistency: Engaging with your audience at a direct level means more efforts in terms of keeping a consistent message/ corporate image Making up for mistakes: The time-frame to correct errors that affect your audience is less. Because you are heavily exposed, your company has to take action more promptly than if you weren't (especially if people are having conversations about your brand, you will have to engage and clarify) Blocked at many work sites: management sees it drops productivity, hurts bottom line Opportunities: 22 SOCIAL MEDIA MARKETING IN INDIA... Creating/joining online presence on sites where the company currently doesn't exist. Great opportunity for individuals and organizations to connect and exchange information. It opens a New and niche markets that are untapped: students, the public, professionals with other groups, organizations, schools, government, etc Penetration into a new geographical market quickly Recruitment of interested new members, students, public support and allows you to build short and long term relationships with prospects. It humanizes the 'brand' and makes the recruitment process more personal. Can gain deep insights into real-time trends, news, and all of us: "be the pulse of the internet" as said by Founder Biz Stone Integration into real-time games, media, and apps. We've barely scratched the surface so far on what's possible. Twitter as real time infrastructure. It may become the dominant way for businesses to communicate with their customers as quick delivery, branding opportunities, and enhanced marketing opportunities are there. Being present where staff happens: People research for info/products/services online and value more the opinion of other individuals than whatever a company may say about their own offer. If your company is present in an interactive environment like social media, the opportunities for engagement, conversion and most importantly clarification of doubts regarding your brand, are countless. Developing a following/ audience those auto-nurture itself: Your efforts in Social media, together with the effort of your following may mean that your audience becomes your best sales people Talent coming your way sooner or later: Because Social media is for everyone, sooner or later you'll come across people you never thought they existed. This opens the doors to building new relationships but also to valuable feedback that can help you to develop products or services oriented to the target market. 9. Participating in online events: 10. Brand Ambassador : Competition with rewards (business party,certificate)and measure(keyword tracking), 11. Job Event - Sponsored and hosted by AppnaCircle.com where all the interested people can look for job opportunities. 12. During college fest, sponsoring, hosting small workshops on online social media, or professional network by our own marketing team, with minimal cost. 13. Recharge it now.com, creating application through it. 14. Online forums (Wikipedia)and discussions which should have content of AppnaCircle.com Indian Online Market- 19 SOCIAL MEDIA MARKETING IN INDIA... ASIA INTERNET FACEBOOK STATISTICS USE, POPULATION DATA AND ASIA POPULATION (2011 Est.) Internet Penetration Users Internet Users Facebook Users, (% 31-Dec-2011 31-Mar-2012 (Year 2000) Population) Asia Afghanistan 29,835,392 1,000 1,256,470 0.2 % 0.1 % 257,440 Bangladesh 158,570,535 100,000 5,501,609 3.5 % 0.5 % 2,520,680 Bhutan 708,427 500 98,728 13.9 % 0.0 % 65,660 China 1,336,718,000 1,252,500,000 513,100,380 38.4 % 50.5 % 447,460 India 1,189,172,906 5,000,000 121,000,000 10.2 % 11.9 % 45,048,100 Indonesia 245,613,043 2,000,000 55,000,000 22.4 % 5.4 % 43,523,740 Japan 126,475,664 47,080,000 101,228,736 80.0 % 10.0 % 7,684,120 US SOCIAL MEDIA MARKETING IN INDIA... % Korea, South 48,754,657 19,040,000 40,329,660 82.9 % 4.0 % 6,376,160 Malaysia 28,728,607 3,700,000 17,723,000 61.7 % 1.7 % 12,365,780 Nepal 29,391,885 50,000 2,031,245 6.9 % 0.2 % 1,396,800 Pakistan 187,342,721 133,900,000 29,128,970 55.6 % 6.4 % 412,960 Sri Lanka 21,883,913 121,500 2,503,194 11.8 % 0.2 % 1,235,080 TOTAL ASIA 3,879,740,000 114,304,000 1,106,799,076 26.6 % 100.0 % 195,034,380 % NOTES: (1) The Asian Internet Statistics were updated for December 31, 2011, the Facebook subscriber data was updated for March 31, 2012. (2) CLICK on each country name to see detailed data for individual countries and regions. (3) The demographic (population) numbers are based on data contained in Census Bureau. (4) The usage numbers come from various sources, mainly from data published by Nielsen Online, ITU, and other 23 SOCIAL MEDIA MARKETING IN INDIA... (2) CLICK on each country name to see detailed data for individual countries and regions. (3) The demographic (population) numbers are based on data contained in Census Bureau. (4) The usage numbers come from various sources, mainly from data published by Nielsen Online, ITU, and other 24 SOCIAL MEDIA MARKETING IN INDIA... 3. A STUDY ON EFFECTIVE COMMUNICATION STRATEGY IN DEVELOPING BRAND COMMUNICATION Internet is the emerging information technology with the credibility of immediacy and fastness, thus, it brings globalization in every aspects of communication. Communication through internet is more specified, with effective interactive strategy among its users. In recent days, internet advertising has taken new forms which have more advantages over the traditional mediums like print media, television and radio. Marketing communication is becoming precise, personal, interesting, interactive and social. Different strategies of communication are followed in various social networking sites like Face book, Twitter and Orkut. They not only create impact over the audience but also make them interact with the marketing statistics created. People get attached to brand communication in social networking sites than usual banner and pop up ads. These networking sites bring more interactive communication with advertising. Social networking sites will become the primary arena for highly targeted marketing and advertising. Therefore, it is necessary to study the effectiveness of communication strategy followed in social networking sites which are popular among students. This research attempts to find the effectiveness of brand communication strategy in promoting and advancing their brand in social networking sites. The effectiveness is determined with the help of survey from people who use these sites, and the content of three social networking sites is analyzed. INTRODUCTION In its current form, internet is primarily a source of communication,
information and entertainment, but increasingly, it also acts as a vehicle for commercial transactions. Since the explosion of the web as a business medium, one of its primary uses has been for marketing. Soon, the web could become a critical distribution channel for the majority of successful enterprises. One among them is marketing and spreading brand communication through social networking sites (Thompson, 2002). Social networking websites are online communities of people who share interests and activities or who are interested in exploring the interests and activities of others. They typically provide a variety of ways for users to interact, through chat, messaging, email, video, voice chat, file-sharing, blogging and discussion groups. As World Wide Web grew in popularity, social networking moved to web-based applications. In 2002, social networking era really started. In 2006, anyone with an email address could sign up in social networking sites (Zarella, 2010). 25 SOCIAL MEDIA MARKETING IN INDIA... Now advertisers target more over to these media due to high rush in variety of audiences. So they hire this as the ideal platform to communicate their brand and create an effective brand identity through highly effective and interactive communication strategy. Most of the advertisers present their ads in interactive form so that people tend more to check them and gain a little knowledge about the product. There are various forms of brand communication available in social networking sites. The effective way of brand communication present in these networking sites would be the main aim of the study. Social media: Social media advertising is a paid form of brand, service or business promotion and requires a proper and planned communicative message and budget. Advertising is customer centric in nature. Customers play an important role in advertising. 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As World Wide Web grew in popularity, social networking moved to web-based applications. In 2002, social networking era really started. In 2006, anyone with an email address could sign up in social networking sites (Zarella, 2010). 27 SOCIAL MEDIA MARKETING IN INDIA... 4. LITERATURE REVIEW Scott (2009) states the reasons for brand promoters preferring online web for marketing is that the tools, techniques and content are constantly evolving. The buyers reward creativity by responding to the online efforts like: "If you are open to trying out new things, you can be first in your industry to use something new to communicate to your buyers". Marketing in some social networking websites are still the most popular in their niche. Shih (2009) says that there are hundreds of millions of active users across sites like Face book, Hi5, Orkut and MySpace. 2.6 billion min are spent on Face book each day. These websites are enabling brands to engage the right people in the right conversation at right time. Marketing the brands through social media is becoming precise, personal, interesting, interactive and social. Weber (2009) says promoting a community is just like as promoting a new brand product or service to the consumers. Social media is used to communicate people in the promotional aspect and inclined to involve the people. Traditional advertising and direct marketing in social media is to send people to the digital community to be informed, entertained and heard. Users find appealing, a value high enough to encourage them to participate. Borges (2009) finds that today's buyers want to be engaged differently than in years past and many traditional marketing tactics simply do not work anymore. Social media marketing is a revolutionary way to build solid relationships with buyers. Low cost, brand building, staffing advantages, loyalty and level playing field are key benefits of social networking sites as a successful marketing media. Zarella (2010) says the roots of online social networking can be traced to the 1980s bulletin board systems (BBS) that were popular as text-based chat rooms. Face book, Orkut and MySpace are the most popular social networking sites. To attract the right people and advance your brand in social networking sites, you need to understand the reasons for their participation. Twitter gives the ability to share nearly 140- characters thoughts in a split second, where user can easily share links to press releases and stories about their business, service or product. Making tweets interesting and diverse, there is a more possibility of increasing the followers, by consider with news sharing and stories about the industry that they serve. The rules of marketing had to change and the web has proved a catalyst in bringing the changes forward and amplifying their scale. The sudden emergence of the Web 2.0 28 SOCIAL MEDIA MARKETING IN INDIA... marketing techniques demand additional approaches, while most marketers are still wrestling with the first generation, savvy brands are exploring the landscape that social media and social networks create for marketers. These techniques are allowing much deeper drivers in social change to be unleashed, with a profound impact on planning customer connections. The new generation of relationship marketing responds to the additional challenges of digital media literacy and in the right hands can trigger a rebuild of the entire marketing mix through different strategies. Relationship marketing for the Face book generation demands both thinking and acting differently (Chaffey 2003). Stroud (2007) says that the ability of social networking sites to generate these huge volumes of web traffic is proof of their huge popularity. Google, Yahoo and News International have bought themselves a presence in the social networking arena. The detailed rationale for these acquisitions differs but all have a common theme of wanting access to the enormous audiences. Ricadella (2007) states, Coca-Cola has been running promotions on MySpace for the past two years for brands including Cherry Coke and Fanta and has promoted Diet Coke and other drinks on Google's YouTube. Smith (2010) says that Face book is becoming one of the great internet communications of people time now days. Whereas many companies have tried to emulate Face book's success or challenge it in one geography or another, Face book has proven that the core
assets which are its user base, its network and its content are more defensible than many other online entities. Visitors to social networking sites are significantly more likely than the average to visit leisure-oriented retail site categories, such as music, jewelry/luxury goods, accessories, electronics and apparel. Heavy social networking visitors are defined as the top 20% of visitors based on time spent on social networking sites. People typically enjoy sharing their experiences with these products, whether it is to talk about their new iPhone or the pair of designer jeans they just bought. Social networking sites offer the venue for those conversations to occur. Social media advertising is ideal for promoting brand recognition, although click-through rates are not so strong. Still, there is no doubt that advertising via social media sites is an effective way to increase your overall revenue stream (Brinlee, 2007). 29 SOCIAL MEDIA MARKETING IN INDIA... 5. RESEARCH METHODOLOGY To analyze and find the effectiveness of communication strategy in developing brand, communication through social networking sites was done with the survey method and content analysis in the research. Methods of data collection: The survey method helped to identify the reach of the brand among its target audience, ways of impact, usage of these social networking sites and access to these form of communication. And the content analysis is another method used to analyze the communication strategy of different social networking sites with certain parameters among top three Indian social networking sites which are tabulated with results. Research design: This research study adopted survey and content analysis in order to find the effectiveness and the impact of communication in branding any product or the service among the target market through social networking sites like Face book, Twitter and Orkut. Survey: Survey was conducted randomly among Face book, Twitter and Orkut user community, by sending questionnaire through online to collect the individual opinion from the respondents. Sampling: Non probability sampling technique is used to collect the opinion from the online respondents. The total population is social networking user community, but to collect the effective data the sampling is constrained to the target population like young adults, graduates within the age of 16 years to 30 years. 30 SOCIAL MEDIA MARKETING IN INDIA... 6. RESULTS AND DISCUSSION Usage of internet by the user: It has been found that 12% of audience use internet once a week, 19% of the respondents use 2 to 3 days a week. 30% of the respondents use 1 or 2 h a day and the remaining 39% of users are accessing internet more than 3 h a day. It is understood that the new media and its technology is an emerging trend in communication which attracts almost all the people, if they have knowledge of computers. 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