

# A critical study of brands do to engage with India's next billion Internet users

**Dr. Ambar.V.Beharay**

Associate Professor

Tilak Maharashtra Vidyapeeth

**Abstract**— India has gradually emerge as the world's leading internet audience at a critical moment in its digital history. Although the worldwide growth of internet users has peaked at about 10% a year, Indian Internet users have risen remarkably by 28% by 2016. There are reportedly approximately 450,000,000 internet users in India and 635,8 million Indians will be online by 2021 in line with current trends. Such innovations give brands a rare chance and challenge. Brands will find the best strategy for coping with the next billion Internet users in India to make full use of the rising digital audience.

**Keywords**- digital history, internet consumer, strategic products.

## 1.0 INTRODUCTION

### Who are online Indians?

Indians are a big presence on nearly every major digital network. With 240 million Indians and most of them use their phones, Facebook is by far one of the most popular social media site. These figures show that Facebook is a goldmine for businesses that are most impactful to reach their audiences. Brands can better understand their audiences and develop more tailored ads by efficiently using the latest resources for social media analytics.

YouTube reportedly has a population of 225 million Indians, making it India 's second most used multimedia network. It is critical because YouTube advertising can be an efficient way to draw new customers and engage them. In India there are 50 million users of Instagram, while LinkedIn has 45 million Indians. The previously used SMS as India 's favorite text messaging service was easily overwhelmed by WhatsApp. 240 million Indians send around 50 billion messages worldwide using WhatsApp daily. This points to an increasingly important use of WhatsApp for businesses for brands.

### Why did this growth trigger?

In India the use of internet has been growing steadily over the years, but the number of internet users exploded in India. The available low-cost Smartphones and most importantly the launch of Reliance Jio are two main catalysts for this growth. In September 2016, Jio released its services with a bang, providing free data to its subscribers. The data planning for Jio was even significantly less than for other network providers when the offer was finished. This sudden fast Internet access has contributed to India's highest data usage worldwide. Of the 150 GB of Indians used, only the Jio network consumed 100 GB. The most exciting part, perhaps, is that the penetration of the Internet is only 27%. The number of Indians online will therefore only increase from here and provide brands with a tremendous advantage.

## 2.0 OBJECTIVE OF STUDY

1. Awareness of brand growth marketing techniques
2. In order to understand the use of brands

## 3.0. LITERATURE REVIEW:

A number of research papers and articles provide a detailed insight on Internet Marketing. The findings from the literature are presented below:-

Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives (G.S Kiani, 1998). Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success. Now-a-day, social Medias such as Google Plus, Facebook, Twitter and other social Medias have effectively transformed the attitudes and insights of targeted clients. This Digital marketing was done through measureable wide network of clients with reliable data with real-time feedback of client experiences (Leeflang, P.S.H., Verhoef, P.C., Dahlström, P., Freundt, T. 2014). Normally digital marketing is the use of modern technologies to help marketing activities to improve client knowledge by matching their needs and wants

Online advertising is an influential marketing tool for building brands and increasing traffic for organizations to achieve success. Digital marketing in terms to deliver result for institutes, digital content such as accessibility, navigation, speed and customization are defined as the key features for marketing Another vibrant role of using digital media is to achieve success is that the use of word-of-mouth WOM on social media and for making the site popular among mass population (Dr.Pranati Tilak (2018). Furthermore, word-of-mouth is linked with creating new members and increasing traffic on the website, online events or pages which in return rises the visibility in terms of marketing communication. Facebook, themost popular tool for social communications, has opened the door for marketers to communicate with millions of people about products and services and has opened new marketing prospects.

## 4.0. ANALYSIS OF CASES

### **How can these customers be served by brands?**

With the Internet audience in India rising by one minute, brands are ready to tap into this enormous market and engage with their customers. Consumer involvement requires brands to reorient their goals to ultimately create value for their customers from the generation of income alone. Brands in India can do this in many ways.

### **Comprehending publics to personalize marketing strategies**

Brands need to know to whom they are speaking in order to create content that consumers really find valuable. About 40% of all internet users will be women in India by 2020. It points to the increasing value of creating content for women. It will also entail questioning long-standing gender and interest stereotypes. For example, 60% of those who bought sports products and watched associated videos on YouTube were not males but females. Also, 60% of those finding knowledge about cars online were

also women. A close understanding of the audience can help brands produce content that is indeed valuable to their users. This is a key step in building an audience relationship.

Brands will create organically user-focused content on both Google and YouTube.

### **Specifically create mobile campaigns**

One of India's most fascinating characteristics is that many Indians have not adopted the overall internet adoption trend. Although the majority of people around the world used a computer first and moved into mobile phones, the Indians seemed to have completely missed the computer level. According to a Statcounter report, Indians almost 80% of the time use their phones to access the Internet. In other words, the companies will create content tailored exclusively for cell phones if they want the next billion internet users involved.

### **To meet a larger audience, using regional languages**

Though there are large numbers of English speakers in India, the number of regional users is rising at a breakneck rate. The internet penetration of Tier 3 and Tier III cities along with villages is one of the main reasons for this development. For levels II and III cities and brands this development must be taken into account. Digital marketing is continuously evolving. Google estimates that approximately 30 percent of India 's users are rural. If businesses want to build a personal relationship with their customers, it is critical to have a clear regional language strategy. With 42% of Internet users in India Tamil is the leading regional language, while 39% speak Hindi.

### **Optimize voice search points**

In India, voice search may still be in the new stage, but it is rising steadily. Google reports that voice searches comprise 28 percent of all searches. The fact that the Hindi voice search has expanded by 400 percent is even more encouraging. Voice search has enormous implications for SEO, as traditional keywords are not used naturally when speaking. To businesses, this means that new approaches must be sought to stay available on digital channels through voice search results.

### **Using the AdWords extension 'Missed Call'**

The introduction of telephone extensions to your ads will increase click rates and conversion rates significantly. But the costs of calling can stop them from contacting your company with a large number of mobile users in India, especially in smaller cities and cities. That is why AdWords recently launched a 'Missed Call' feature to help deal with this problem. A call is placed and immediately cut if a user selects the missed call on an ad. After that, the user is automatically called to remain online while their call is linked to the service. The company will also be called by Google during this time. If both the consumer and the company are on the line, they are related. This feature will help brands communicate more easily with their customers and track conversions.

### **Promote a two-way dialog**

Digital commercialization allows brands not only to talk, but also to listen in return to their consumers. For building consumer engagement, this unique opportunity of a two-way talk is critical. Brands must know precisely who their audience is, where its desires lie and where its issues are, in order to have a productive conversation. Brands can not meet the next billion internet users within the range of the current Indian market patterns unless they look beyond the urban metro network.

The Internet audience in Indian countries is more diverse than ever. Brands can build marketing strategies that resonate with their consumers only by having a deep understanding of India 's unique audience.

## **5.0 DISCUSSION**

The focus on the user context is a good start to tapping opportunities. It is as necessary to understand how the product is to market and sell than to create the right product. In India today, accelerators are primarily focused on mentoring startups that are preparing for the next trillion users. Often they put expert mentors together to help them to create, prepare and verify their assumptions. Consult for a start-up that deals for planned branding measurements. They will build their plans on the basis of their user understanding. In order to change its product market, responding to these main constraints of users was crucial.

Social media blends content and performance marketing to guarantee a one-stop shop. A startup needs only to select and decide which platforms to use with so many different kinds of companies-from the most important, like Instagram and Facebook, to niche ones, such as LinkedIn and TikTok.

Using the most appropriate channels

Through the Facebook family of applications like Instagram , Twitter, and even WhatsApp, the growth marketing strategy. The social networks also allow calculated outcomes and insights with target audience segments and tools for targeted advertising. Besides this, social media sites offer information and data that are readily accessible for the audience you want to reach. Your brand will easily drive ROI by means of hashtag amounts, follower numbers, love and view engagement, and even digital markets.

### **Expand your presence online**

New channels such as TikTok are rising quickly and can be used to boost the brand reach. Through reviewing your posts on a wide range of platforms, you can decide which platforms function best for the generation of leads, public participation and collection of information.

Such systems allow you to use a variety of ad format combinations, including video ads, HTML creative tools, GIFs and more. It is an excellent way to hack your content and find out which innovative tools work best.

### **Encourage content**

You may increase purchases by carrying out comparison campaigns, as stated earlier. Publics are still hunting for discounts, freebies and stores. This creates a buzz around the brand online and helps boost growth. If you have this on your app or website, it will improve the campaign and attract publicity through its promotion on your social media handles.

### **Commit to the public**

Obviously, social media is the perfect way to get in touch with the public, and your approach needs to extend beyond your likes and feedback on tweets. Explore the 'stories' features many of them deliver and find ways of making. Data reveals that more than 400 million people are working on the 'stories' tab of Instagram every day. For available video and post-formats, you can massively increase your engagement levels for elements such as surveys, countdowns, questionnaires, filters and stickers.

You can also ask consumers to mention and tag you so that you can provide details about your brand product from user-generated content.

### **Marketing Influencer**

Social networking is also useful for interfacing with influencers of the brand name and personalities. The quest for interactions, interconnections, and influencers aims to build word-of-mouth marketing that will increase the likelihood of important people finding a greater interest in their lives. Other ideas include Instagram live broadcasts, tweetings and content based on viral social trends, apart from usual featured messages.

### **Marketing of advertising and SEO**

Content can be seen as the motivation behind the organic marketing plan. Continued and continuing participation by the public in genuine and valuable content would keep traffic inbound and continuous. Also, these audiences are more likely to turn to you to build company loyalty for trustworthy information over and over.

For increasing organic traffic and conversion rates, the following growth marketing strategies are essential.

### **Languages**

The development of a blog is a significant hack to drive website traffic and visibility. In addition to getting to know the goods of a start-up, it also provides an opportunity for leading by offering relevant contents in return for the visitor's email.

### **Additional content creation approaches**

The use of ideas for marketing out-of-the-box content helps your company get away from the competition. Based on the type of product or service offered, startups may choose to distribute content by means of marketing influencers, customers' reviews, social media, Quora and multilingual content.

### **Choose your content**

To start-ups, content marketing often ensures that time and money are used effectively. This is important to create new content, but it can also take time. If the contents are repurposed, it can help to speed up matters. Take forums, ebooks, Instagram posts and more, for example. This approach strengthens your customer base and also improves networking opportunities with your target audiences. It also offers various possibilities for targeting various public interests-someone who is not big enough to read can look at a video with the same contents.

### **Promoting content created by the user**

Ask customers what feedback forms, e-mails or social media messages leave comments as they can. Many brands that just started often ask their customers to make their ideas about the product accessible through a note in the packaging. This individual touch to the product requires you to comply with it and then you can feature it in your online handles. To potential customers and users, this will create an aspect of trust.

## **6.0 SUMMARY**

It may seem overwhelming at first to incorporate all these techniques and resources, but they are much easier to execute and do not take as long to get started either. It takes a few months to see progress, but you will soon be knocking your targets out of the park with steady optimisation and success monitoring. All you have to do is to analyze what works or what doesn't and then tweak it again and again as the numbers increase.

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