

INTERNATIONAL EDUCATION SERVICES CONFERENCE 2018

Understanding your audience to draw them into the promotional funnel

Rashinder Bhat
Assistant Director Marketing, India



Why are we here?

- Changing digital context in India
- Customer first approach
- Activity
- Digital Value Chain

"The customer is not a moron. She's your wife"

David Ogilvy

“The consumer is about You”

POPULATION & ECONOMIC INDICATORS

ESSENTIAL DEMOGRAPHICS AND KEY ECONOMIC INDICATORS

TOTAL
POPULATION



we
are
social

1,347
MILLION

FEMALE
POPULATION



we
are
social

48.2%

MALE
POPULATION



we
are
social

51.8%

ANNUAL CHANGE IN
POPULATION SIZE



+1.1%

MEDIAN
AGE



28.1
YEARS OLD

POPULATION LIVING
IN URBAN AREAS



34%

GDP PER
CAPITA



we
are
social

\$6,583

LITERACY
(TOTAL)



72%

FEMALE
LITERACY



we
are
social

63%

MALE
LITERACY



81%

SOURCES: UNITED NATIONS; US CENSUS BUREAU; UNESCO; WORLD BANK, IMF; CIA WORLD FACTBOOK.

DIGITAL IN INDIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

1,347
MILLION

URBANISATION:

34%

INTERNET
USERS



462
MILLION

PENETRATION:

34%

ACTIVE SOCIAL
MEDIA USERS



we
are
social

250
MILLION

PENETRATION:

19%

UNIQUE
MOBILE USERS



844
MILLION

PENETRATION:

63%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; INTERNET: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; OIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; SOCIAL MEDIA AND MOBILE SOCIAL MEDIA: FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; MOBILE: GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. NOTE: PENETRATION FIGURES ARE FOR TOTAL POPULATION (ALL AGES).

DEVICE USAGE

PERCENTAGE OF THE ADULT POPULATION* THAT CURRENTLY USES EACH KIND OF DEVICE [SURVEY-BASED]

MOBILE PHONE
[ANY TYPE]



88%

we
are
social

SMART
PHONE



40%

Google

LAPTOP OR
DESKTOP COMPUTER



15%



TABLET
COMPUTER



5%

TELEVISION
[ANY KIND]



79%

Google

DEVICE FOR STREAMING
INTERNET CONTENT TO TV



4%



E-READER
DEVICE



2%

we
are
social

WEARABLE
TECH DEVICE



4%

SOURCE: GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. *NOTE: DATA REPRESENTS ADULT RESPONDENTS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

TIME SPENT WITH MEDIA

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY

AVERAGE DAILY TIME
SPENT USING THE
INTERNET VIA ANY DEVICE



7H 25M

AVERAGE DAILY TIME
SPENT USING SOCIAL
MEDIA VIA ANY DEVICE



2H 26M

AVERAGE DAILY TV VIEWING TIME
(BROADCAST, STREAMING
AND VIDEO ON DEMAND)



3H 01M

AVERAGE DAILY TIME
SPENT LISTENING TO
STREAMING MUSIC



1H 24M

SOURCE: GLOBAL WEBINDEX, Q2 & Q3 2017, BASED ON A SURVEY OF INTERNET USERS AGED 16-64.
NOTE: TIME SPENT USING SOCIAL MEDIA INCLUDES SOCIAL NETWORKS AS WELL AS MESSENGERS / CHAT APPS.

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS

LAPTOPS &
DESKTOPS



20%

MOBILE
PHONES



79%

TABLET
DEVICES



1%

OTHER
DEVICES



[N/A]

SOURCES: STATCOUNTER, JANUARY 2018, AND STATCOUNTER, JANUARY 2017.

ALEXA'S RANKING OF TOP WEBSITES

RANKINGS BASED ON THE NUMBER OF VISITORS TO EACH SITE, AND THE NUMBER OF PAGES VIEWED ON EACH SITE PER VISIT

#	WEBSITE	TIME	PAGES	#	WEBSITE	TIME	PAGES
01	GOOGLE.CO.IN	7M 04S	10.45	11	IRCTC.CO.IN	11M 30S	6.32
02	YOUTUBE.COM	8M 18S	4.79	12	INDIATIMES.COM	5M 57S	2.90
03	GOOGLE.COM	7M 32S	8.56	13	WITTYFEED.COM	3M 53S	3.22
04	FACEBOOK.COM	10M 21S	4.00	14	BLOGSPOT.IN	2M 29S	2.06
05	AMAZON.IN	9M 02S	8.07	15	XVIDEOS.COM	14M 04S	10.15
06	YAHOO.COM	4M 02S	3.61	16	HDFCBANK.COM	5M 30S	3.59
07	ONLINESBI.COM	6M 43S	7.81	17	LINKEDIN.COM	5M 19S	4.19
08	WIKIPEDIA.ORG	4M 16S	3.31	18	UIDAI.GOV.IN	9M 19S	4.02
09	FLIPKART.COM	5M 46S	3.62	19	INSTAGRAM.COM	5M 23S	3.34
10	NEWSTREND.NEWS	3M 41S	1.84	20	HOTSTAR.COM	2M 41S	1.77

SOURCE: ALEXA, JANUARY 2018. NOTES: "TIME" REPRESENTS TIME SPENT ON SITE PER DAY. "PAGES" REPRESENTS NUMBER OF PAGE VIEWS PER DAY. ALEXA USES A COMBINATION OF AVERAGE DAILY VISITORS AND PAGE VIEWS OVER A ONE-MONTH PERIOD TO CALCULATE ITS RANKING. RANKINGS ON THIS SLIDE ARE BASED ON THE MONTH TO 16 JANUARY 2018. ADVISORY: SOME WEBSITES REFERENCED ON THIS SLIDE MAY CONTAIN ADULT CONTENT, OR CONTENT THAT IS UNSUITABLE FOR THE WORKPLACE. PLEASE USE CAUTION WHEN VISITING UNKNOWN WEBSITES.

FREQUENCY OF WATCHING ONLINE VIDEO

HOW OFTEN INTERNET USERS WATCH ONLINE VIDEOS [ANY DEVICE]

WATCH ONLINE
VIDEOS EVERY DAY



33%

we
are
social

WATCH ONLINE
VIDEOS EVERY WEEK



31%

Google

WATCH ONLINE
VIDEOS EVERY MONTH



17%



WATCH ONLINE VIDEOS
LESS THAN ONCE A MONTH



4%

Google

NEVER WATCH
ONLINE VIDEOS

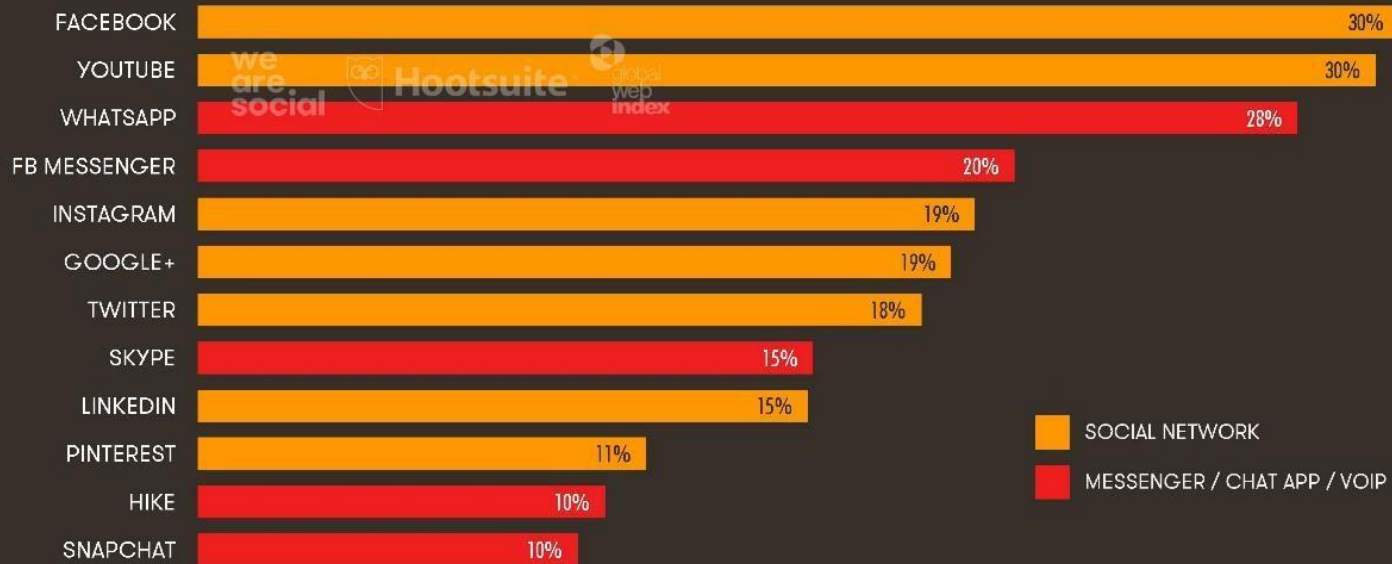


15%

SOURCE: GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. NOTE: DATA REPRESENTS ADULT INTERNET USERS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS.

MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



SOURCE: GLOBALWEBINDEX, Q2 8-Q3 2017, BASED ON A SURVEY OF INTERNET USERS AGED 16-64. **NOTES:** DATA FOR PLATFORMS WITH AN ASTERISK (*) IS COLLECTED IN A DIFFERENT PART OF THE SURVEY TO OTHER PLATFORM DATA. ALL DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE. **ADVISORY:** FIGURES ARE BASED ON RESPONSES TO A SURVEY, AND MAY NOT CORRELATE TO SOCIAL MEDIA PENETRATION FIGURES SHOWN ELSEWHERE IN THIS REPORT; FOR FULL DETAILS, SEE THE NOTES AT THE END OF THIS REPORT.

FACEBOOK USAGE ANALYSIS

A CLOSER LOOK AT FACEBOOK USE, BROKEN DOWN BY MOBILE USE AND SELF-DECLARED GENDER OF USERS

TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



250.0
MILLION

ANNUAL CHANGE IN
FACEBOOK USERS
vs. JANUARY 2017



+31%

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



92%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



23%

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE

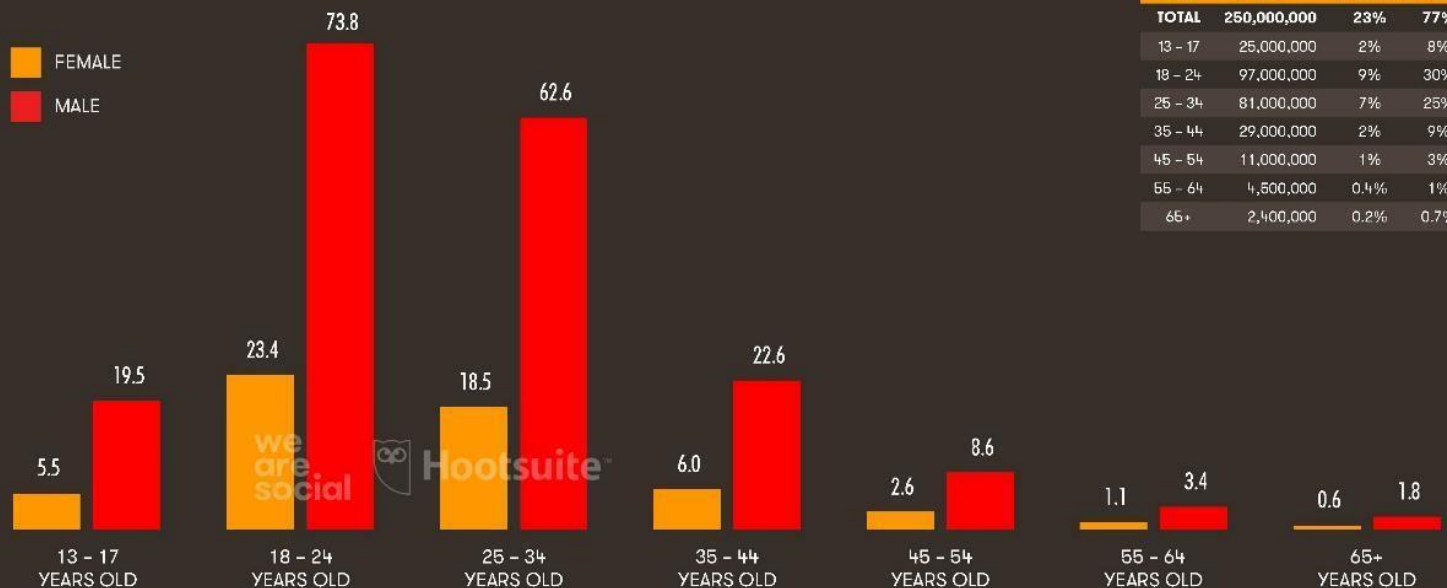


77%

SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018.

PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN MILLIONS



SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018. **NOTES:** THE 'TOTAL' COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE MILLION. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL NATIONAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

INSTAGRAM USAGE ANALYSIS

AN OVERVIEW OF MONTHLY ACTIVE INSTAGRAM USERS, BROKEN DOWN BY GENDER

TOTAL NUMBER OF
MONTHLY ACTIVE
INSTAGRAM USERS



52.00
MILLION

ACTIVE INSTAGRAM
USERS AS A PERCENTAGE
OF TOTAL POPULATION



4%

FEMALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



26%

MALE USERS AS A
PERCENTAGE OF ALL
ACTIVE INSTAGRAM USERS



74%

SOURCE: EXTRAPOLATION OF DATA FROM INSTAGRAM (VIA FACEBOOK), JANUARY 2018. PENETRATION RATES ARE FOR TOTAL POPULATION, REGARDLESS OF AGE.

Tier 2 and 3 towns are becoming the new growth engines



Pixel 3 XL review

Yet another stunning camera, yet another boring design

FIRSTPOST

Tuesday, October 23, 2018 | Switch to हिन्दी

Honeywell Air Purifiers

[POLITICS](#) [SPORTS](#) [INDIA](#) [WORLD](#) [BUSINESS](#) [ENTERTAINMENT](#) [F.CRICKET](#) [TECH](#) [PHOTOS](#) [VIDEOS](#) [SHOWS](#)

You are here: [Latest News](#) / [Business News](#)

E-commerce festive sale: Shoppers from tier II, III cities throng Amazon, Flipkart, Snapdeal, other sites for attractive offers

[Business](#) Press Trust of India Oct 15, 2018 12:16:45 IST

[Comment 0](#) [Share 8](#)

YOURSTORY

[HOME](#) [SOCIALSTORY](#) [HERSTORY](#) [GERMANY](#) [DEUTSCHLAND](#) [YS-TV](#) [LANGUAGES](#) [MYSTORY](#) [YS WEEKENDER](#)

ECOMMERCE

Amazon's The Great Indian Festival saw more than 50 percent sales from Tier 2 and 3 cities

Sindhu Kashyap | posted on 15th October 2018

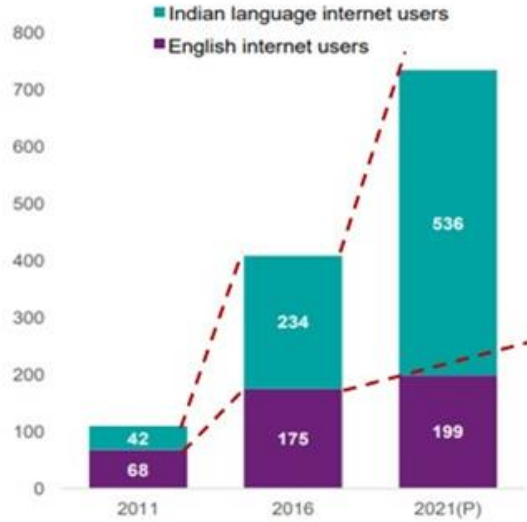
34 shares



Over 80 percent of new customers for Amazon's The Great Indian Festival sale came from smaller cities and towns even as Prime membership grew 3x across the country.

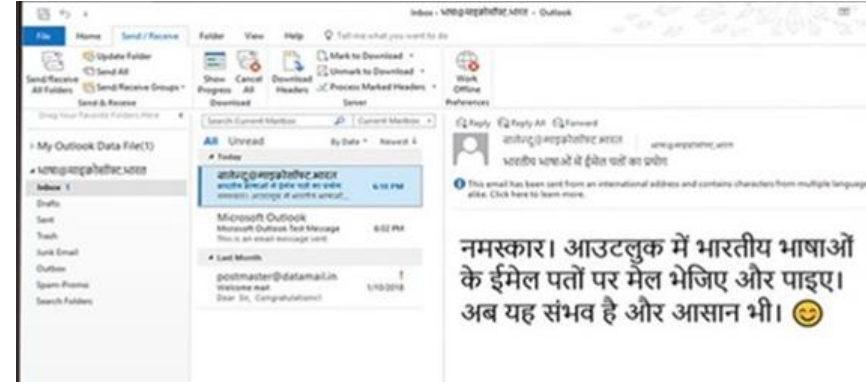
Vernacular languages will drive the next wave of adoption

Internet user base in India (in million)



Total internet users in India 110 million 409 million 735 million

Source: KPMG in India's analysis, April 2017 (P): Projections

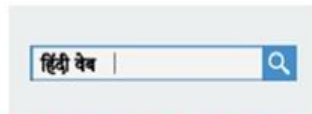


Vernacular languages will drive the next wave of adoption along with video content

► Consumers are Searching in their Preferred Languages



10X growth in 'Local language' searches over the past 1.5 years due to increasing availability of Indic keyboards and keypads on smartphones.¹



Highest Indic searches were for 'News', 'Bollywood', 'Religion', 'Social Networking', 'Education', and 'Jobs'.¹

► Content is also Catching Up with Demand



Over 30% of YouTube watch time, is coming from outside Top 20 cities, backed by regional content, better devices and access.²



Watch time for 'Tamil', 'Telugu', 'Kannada', and 'Malayalam' content on YouTube has more than **doubled** in 2016.²

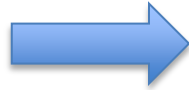
Headlines

- Mobile marketing is the next wave/ go to channel for tapping the customers
- Content rules – Not just consumption but curation and creation
- Digital to lead while traditional to compliment
- Social media just can't be ignored.

MODERN MARKETING

“WHAT IS IT ALL ABOUT”





Effective marketing is as much a mind set as a set of tools and processes

Instead of Inside out



We often look outside in



Simple, one-word changes can help you reach your customers.

Your audience is already telling you what they want — you just need to listen.

When JanSport found out the way they talked about their products wasn't in line with what customers were looking for, they renamed their products and reached thousands of new customers.



Result: #1 Position for Highly Searched Term



Result: Traffic Increased 100% to the Page

Travelers Insurance changed “Cyber Risk” to “Cyber Liability Insurance,” better aligning with the voice of the customer.



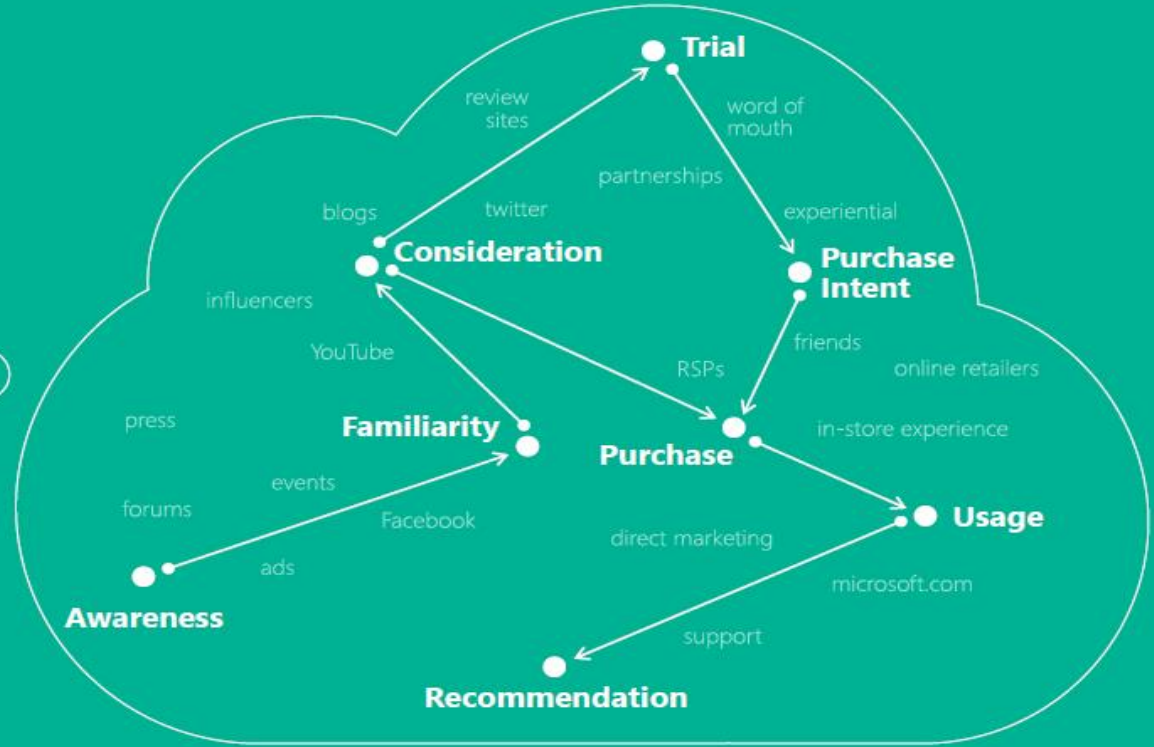
Result: 20% Higher Page Opens

ThermoFisher Scientific changed “Multiplex” to “Multi-Channel” when they discovered that was the language used by their customers.

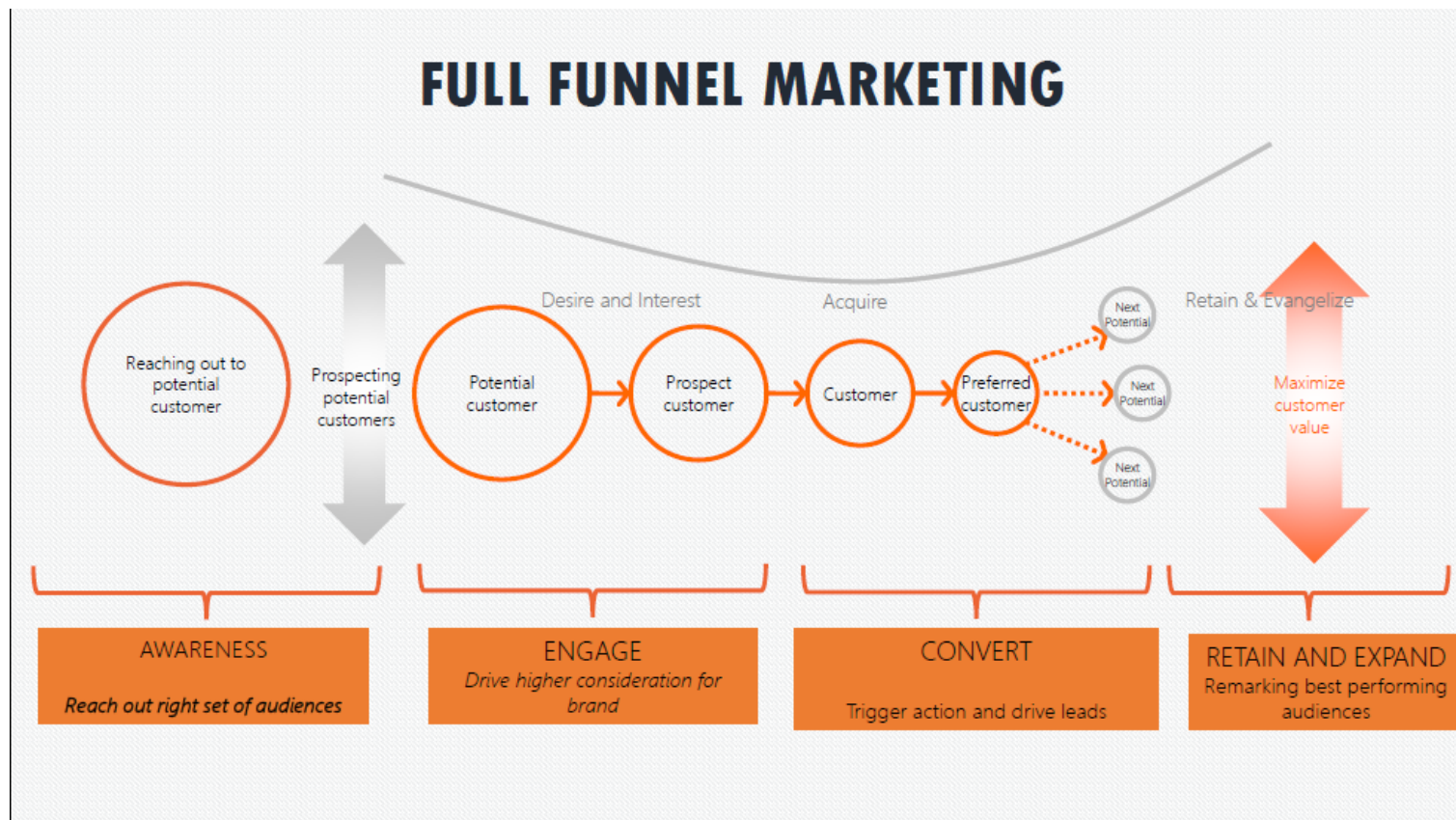
Activity Time

- Identify one business problem/core need that your students face?
- How do you plan to address their problems?

SO! THE CUSTOMER JOURNEY HAS CHANGED



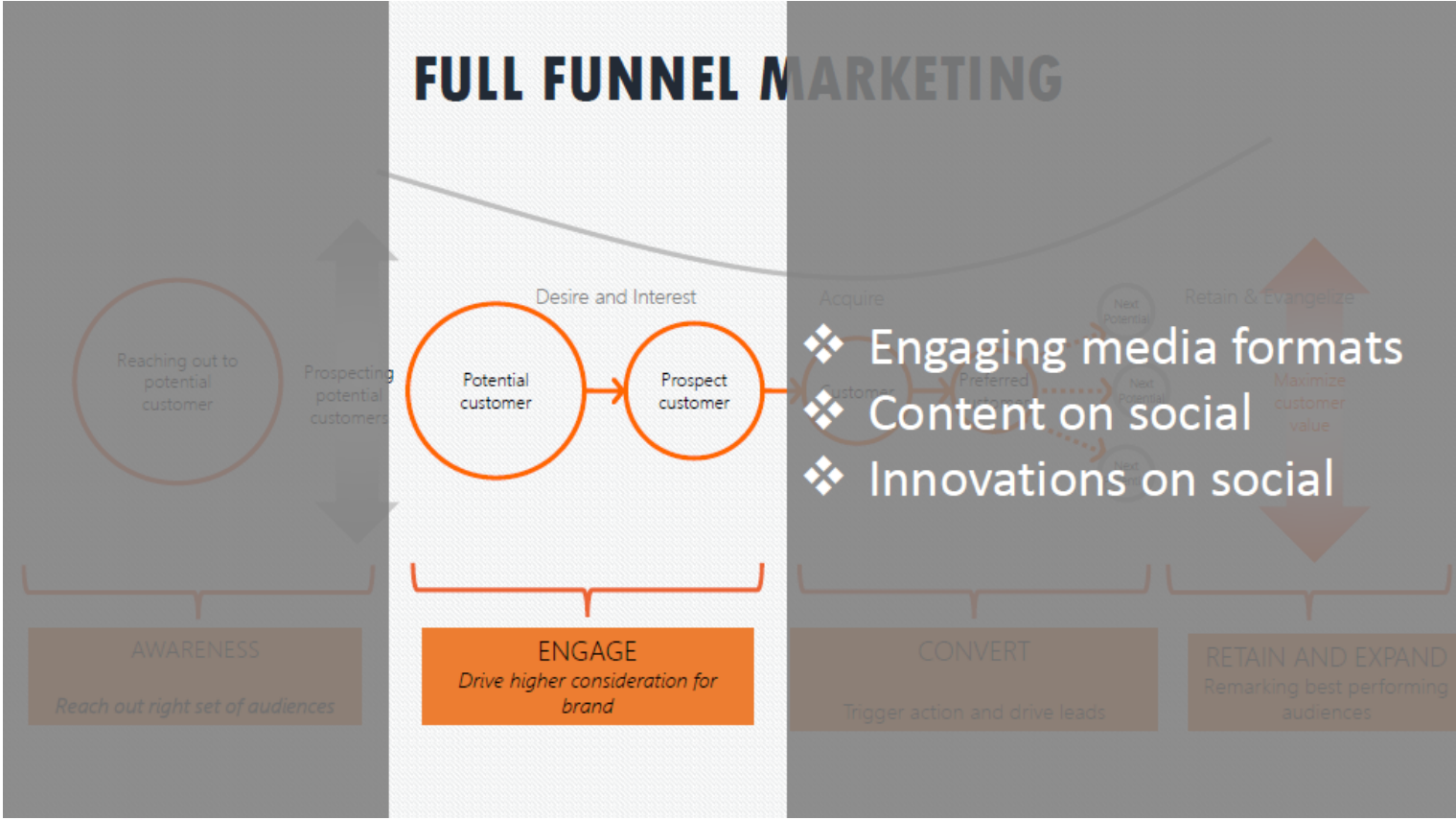
Creating a digital value chain



Creating a digital value chain



FULL FUNNEL MARKETING



CONTENT MARKETING

SELF CREATION

Quality content created & owned by the brand through own marketing activities.

Examples: Customer Testimonials, Blogs, Articles, PR Releases

CO-CREATION

Quality content co-created with the help of leading content publishers.

Examples: AIB, Tripoto, MensXP

CONTENT SYNDICATION

Quality content created with the help of influencers and users.

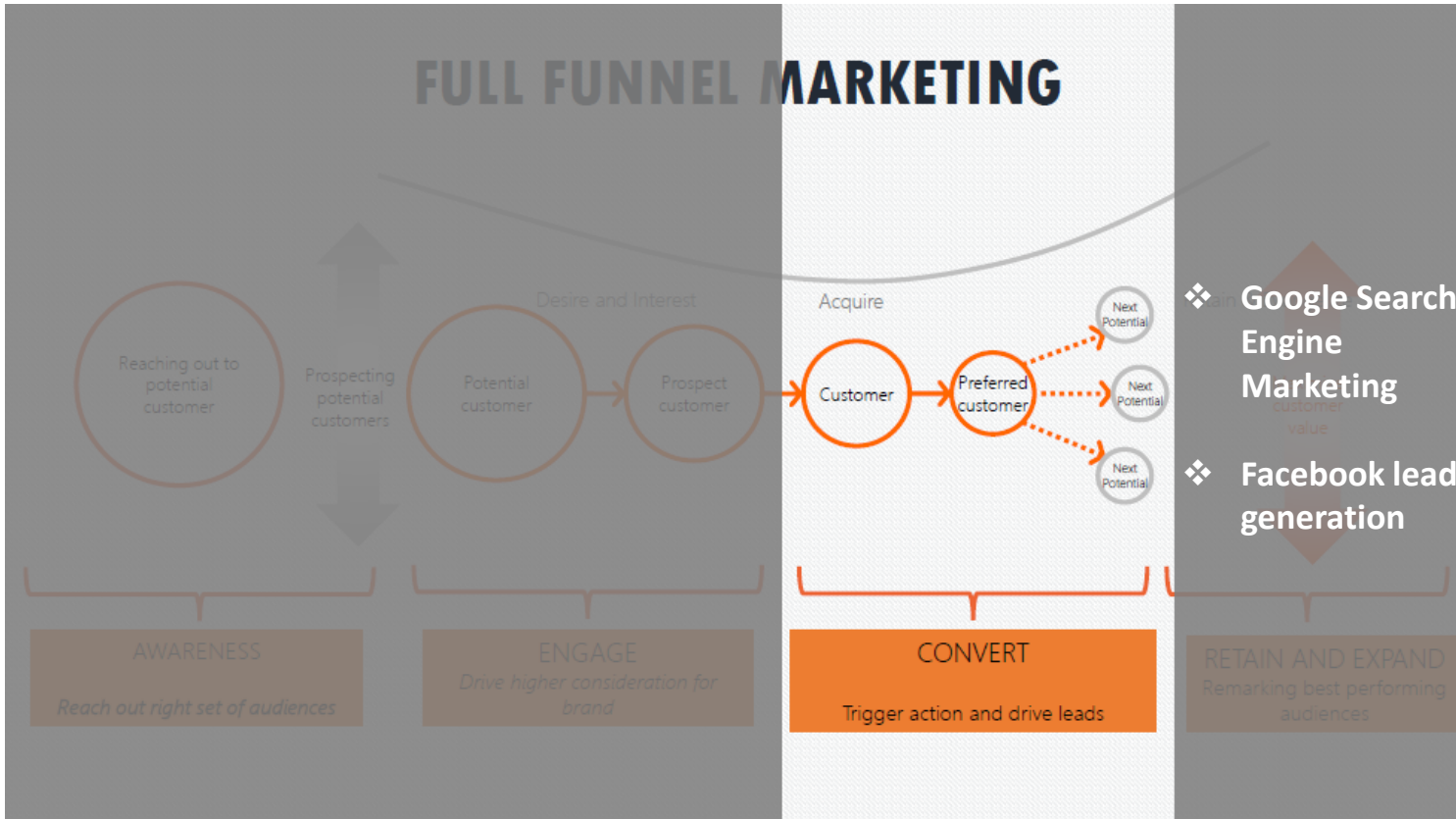
Example: User generated content, Instagram influencers

Amplification

Innovative ways

of promoting content triggering engagement

FULL FUNNEL MARKETING



Questions



Rashinder.bhat@britishcouncil.org

+91, 9958812423