Capturing customers with new technology

Chapter 13

Learning Objectives

- To understand what Vlogs are.

- To conceptualize how vlogs can be used to capture new customers

- To understand what RSS is.

- To analyze how RSS can be used as an effective tool to capture new customers.

Internet users in India to reach 627 mn in 2019: Report

India's internet users expected to register double digit growth to reach 627 million in 2019, driven by rapid internet growth in rural areas, market research agency Kantar IMRB on Wednesday said. Internet usage in the country has exceeded half a billion people for first time, pegged at 566 million, driven by rural internet growth and usage. In its ICUBE 2018 report that tracks digital adoption and usage trends in India, it noted that the number of internet users in India has registered an annual growth of 18 percent and is estimated at 566 million as of December 2018, a 40 percent overall internet penetration, it observed.

PTI

Introduction

- Is your target audience mostly young, hip, and technologically savvy? Are you an adventurous marketer with a bit of a budget?

- Two trends drive the new applications: increased broadband access and the search for convergence among multiple communications devices, such as cellphones and hand-held units.

- As new Internet technology evolves, the marketing applications now on the cutting edge will become mainstream.

Adding Video Blogging to Your Campaign

- The growth of broadband access plus the advent of inexpensive video recording technology has fuelled a surge in video on the Web.

- **YouTube.com** symbolizes the growth. This venture-financed company, which opened in February 2005, drew 16 million visits per month less than two years later, according to comScore Media Metrix.

- Users also post their own videos — often no more than a personal journal — in the video sections of Yahoo!, MySpace, MSN, AOL, Google, and many other sites.

What are *vlogs*?

- A video blog or video log, usually shortened to *vlog*, is a form of blog for which the medium is video, and is a form of web television.

- Vlog entries often combine embedded video (or a video link) with supporting text, images, and other metadata. Entries can be recorded in one take or cut into multiple parts. Vlog category is popular on the video sharing platform **YouTube**.

- When you combine short video clips with a distribution channel, you have *video blogs,* or *vlogs*.

- While **vlogs imply video on the Web**, video clips and even episodes from broadcast TV now appear on cell phones, iPods, and personal digital assistants (PDAs).

- For marketers, the trick is to tap into the video audience in one of three ways:
  - *Advertising on these sites*
  - *Posting your own vlog, perhaps one that is quirky enough to be part of a viral marketing campaign*
  - *Tapping into the creative potential of your target audience by getting them to post vlogs about your company or products*

Combined visits to video sites total more than 100 million per month. Many of these are one-time visits as a result of clicks on links recommended by friends.

Vlog viewers/producers don't represent the Internet population overall. As a group, they're likely to fit the standard profile of early adopters: *younger, better educated, wealthier, and more likely to be male*

Movie, sports, entertainment, and music sites are obvious candidates for vlogging: Post trailers, teasers, concert samples, or game excerpts. You can also use vlogs for product updates, industry news, or helpful, do-it-yourself, training clips.

RSS (Real Simple Syndication)

Feeding Updates to Your Fans with Real Simple Syndication (RSS)

- Have you noticed an **orange symbol** with concentric arcs on news sites or blogs? It might appear in a browser toolbar, on the right side of the address box for many Web sites, or on individual Web pages.

- The symbol, which stands for Real Simple Syndication (RSS), indicates that visitors can sign up to receive automatic notifications of new content on that page.

- RSS technology has been around since 1999 as a way to distribute (syndicate) content from Web sites. Marketers awoke slowly to its potential for avoiding e-mail distribution problems while expanding access to prospects.

- On their request, RSS notifies users when you change content on your site. In classic marketing terms, users "pull" the information they want instead of you "pushing" it to them. They can sign up or opt out whenever they choose.

- RSS involves four steps:

    1. Your developer formats content in a special file, called a *feed*.

    2. If people want to receive your updates, they add your URL to the list in their RSS reader software, much like bookmarking a site.

    3. When you change your content, your feed is updated.

    4. The user's reader software visits your site on a set schedule. If the reader finds an update, it posts a message in the user's e-mail inbox or on the reader list in the user's browser.

- **RSS is less cumbersome than e-mail. You don't have to manage address lists, and your message won't get lost in a spam filter.** From users' perspectives, an anonymous RSS feed protects them from spam, phishing, and identify theft.

- **RSS is best for sites with frequently changing content, such as news, weather, science, medicine, or technical support updates.** It's also useful for product sites with large, dynamic inventories, such as event tickets or airline flights.

- **RSS is an excellent way to let people know immediately when you post new products, sales, or specials.** Because people might be more likely to sign up for a feed than for a newsletter, you might convert more visitors to prospects

Delivering Useful Content: Webcasts, Web Conferences, and Webinars

- All three Web education methods (Webcasts, Web conferences, and Webinars) allow you 15 minutes or more of uninterrupted user contact.

- These content-driven techniques work very well in B2B environments, where you can adapt them for free product demonstrations, market research presentations, and/or teaching sessions in exchange for contact information.

- They're great for building brand awareness, positioning your company as a leader, and generating sales leads

Comparing options

- Webcasts : a video broadcast of an event transmitted across the Internet.

  broadcast (an event) on the Internet.

  Example - Hotstar broadcast cricket matches on the internet.

  Generally a *Webcast* refers to a live, video-only, Internet broadcast. Inherently passive, it's delivered from one speaker to many listeners, often 50 or more. Of the three techniques, Webcasts work best in a B2C environment for concerts, lectures, dance, comedy, theater, performance art, sports, events, entertainment, and the actual delivery of educational or training content

- Web conferences: *Web conferences* work best with small group presentations that are data or document driven. They support two-way interaction, such as in an online focus group or a presentation near the close of the sales cycle. Conferences generally involve some combination of two-way audio teleconferencing, live desktop-based whiteboards, PowerPoint presentations, and instant messaging or chat software.

- Webinars: *Webinars* are the most-complex format, mixing and matching such multimedia components as a one-way audio conference, video (sometimes a talking head, which is more useful for product demonstrations), PowerPoint or whiteboard presentations, live polls or surveys, and one-way instant messaging for participants to submit questions.

- Designed to reach a large number of participants over a widespread geographic region, Webinars generally require a sequence of activities to be successful: promotion, registration, confirmation e-mails, reminder e-mails, thank-you messages, and feedback surveys.

- Consider these as premium branding and lead generation opportunities.

Here are some tips for planning Webinars or Web conferences:

- **To increase attendance, focus on high-quality, relevant content.** If what you offer is useful and appealing, you'll find an audience.

- **Your promotion should clearly answer, "What's in it for me**?" Be sure to list your live events in Web event directories. Consider paid advertising or newsletter sponsorships to promote your Web learning event.

- **Get more mileage from the effort involved! Archive any of these events on your site and make them easily available on demand**. This also saves staff time downstream.

- **Use one of many survey packages available (to obtain feedback after the event.** You might want to share some or all of the feedback with participants in a final, e-mailed, thank-you note. Of course, include contact information for the future.

Delivering Content and Generating Leads with Podcasts

- Coined as a term in 2004, *podcasts* are basically radio on demand over the Internet.

- Before you spend money producing audio programs, make sure your audience listens to podcasts

- The term *podcasting* comes from a combination of the acronym for *portable on demand* and *broadcasting*.

- Users download digital audio files by using free podcasting software and then listen at their convenience on their computer, iPod, or other portable MP3 player.

- To make a podcast, you record your audio content, adding music and effects if you desire. You upload your audio file to your Web site or to another hosting location. Then you reformat the podcast for RSS with Feed Burner or something similar. After that, promote your podcast and submit it to directories and search engines.

- Audio quality is actually more critical than video quality.

- Listeners are on their own with your audio content, lacking the supplemental information an image provides — or the distraction factor.

- Audio is completely different from print; it definitely has a performance component.

Entering the Wireless World

- Mobile marketing, which includes cellphones, iPods, and other handheld devices, offers several options: text messaging (which is also called *SMS,* for *short messaging service*), picture messaging (which is also called *MMS*, for *multimedia messaging service*), and mobile Internet advertising (in which Web content is specially formatted for mobile devices).

Initiating a text messaging campaign

- Large companies have combined text messaging successfully with other advertising.

- For branding purposes, you can sponsor a text service for stock tickers or sports scores.

- Many large advertisers, such as McDonald's, send promotional messages or coupons with SMS.

- Customers usually redeem an SMS coupon by showing their stored text message at checkout.

- Companies that sell ring tones, screen savers, wallpapers, games, and other mobile content are some of the biggest users of SMS.

- Stock tickers, horoscopes, sports scores, emergency services, retail offers, weather, price comparisons, and real estate applications now appear on cell phones.

Marketing with picture messaging (MMS)

- Picture messaging works like SMS but supports graphics, animation, video, or audio.

- It reaches about half as many users as SMS, but the conversion rates are often well over 5 percent because MMS (multimedia messaging service) reaches such a highly motivated audience.

- Stick with simple things for MMS. Consider sponsoring news or data feeds with an ordinary banner.

- Banner click-through rates on cell phones reach about 4 percent, compared to 1 percent online.

- Click-to-call options are a nice fit on cell phones.

Developing Web sites for wireless access

Most cell phones can now access the Web, offering yet another way to promote your site or deliver content such as news, sports, blogs, vlogs, and games.

Typically, users must subscribe to a data plan for their cell phone to enable Web browser capabilities.

A special, top-level domain (.mobi) indicates a Web site specially designed for visibility on the tiny screen.