

Internet

Marketing



Unyscape Infocom

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Numbers building a compelling argument



Its just is building on

The potential of the prodigal child is getting realized. The potential and the performance are getting closer by the day. From the sidelines **internet as medium for marketing** is beginning to take center stage. The compelling and growing numbers, supported by ever increasing quality of products and services, is helping marketers reap the benefits of a medium whose fundamentals were never in question.

Key Statistics

- Internet using population in India was 71 million people in 2009.
- Facebook has more than 500 million users making it the third largest country after China and India.
- 15 million people in India on Facebook of which 30% in the NCR region.
- Internet advertising in India at grow at 20% CAGR over the next five years (INR 6 billion in 2009 to INR 15 billion in 2014) *
- Online video ad has 85% recall as compared to 54% recall of TV ad.*

The medium is getting heated

2

Approach is much the same

The internet marketing is based around much the same principles that existed in the old world. Its actually just that what you could do in the old world you can now do the same with much little effort but in a much bigger magnitude. The two core tracks that define the medium are

Search

- How many searches are carried out related to my business.
- Can people find me when they are searching for me.
- Can people find me when they are searching for my business.
- Am I able to convert prospects into business results.
- Does it give me insight into my customer

Word of Mouth

- Does my line of business gets discussed online.
- Do I know what's being talked about me?
- Are my competitors taking all the attention during these discussions
- Do the people who Influence "Word of mouth" on the internet know about my business values.
- How do I engage audience.
- How do I measure the success of my initiatives
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