

YouTube Marketing in India: Major Approach in Digital Landscape

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Abstract

The world today is increasingly getting digital. Digital India campaign started with the aim of digitally empowering the citizens by making them more digitally aware, connected to each other and securing cyberspace for them. At work, home and play, people are constantly connected through the internet via a variety of devices and networks. Marketers now have more means to reach, engage with and influence customers. But knowledge and expertise in managing these data-intensive tools is essential for success. As the digital landscape continues to evolve, it is crucial for marketers to rethink how to engage with today's empowered consumers and evaluate their digital marketing strategy to fully embrace the opportunities, it presents. A successful online presence for a business includes more than just Face book, LinkedIn and Twitter. YouTube has evolved to become a very important marketing tool as digital audience is shifting to videos. Now marketers are building more personal relationships with their client base and reaping the benefits of this creative indirect marketing strategy. This paper emphasizes the usefulness of YouTube for marketing research, creating awareness and influencing purchase decisions which are vital for marketers. The methodology followed is a descriptive study using secondary data sources. This paper also discusses the present scenario in YouTube viewership in India and suggested the crucial factors need to be taken care while designing successful YouTube marketing strategy.

Keywords: You Tube; Digital Marketing Strategy; Data Intensive Tool; YouTube Viewership; Indirect Marketing Strategy.

"The world doesn't need any of us to think smaller – the world needs us all to dream bigger, to be bolder, and to figure out what makes us come alive."

Introduction

This world has always had marketing. Since the middle Ages, when shops had hand-carved wooden signs, the benefits of marketing were very clear. 'To help people, who want to do business with you, find you'. Things have been changed. The signs became logos. The street corner poster became a billboard. The door-to-door salesman became a telemarketer.

Over the past 40 years, there is a radical shift in how business is conducted and how people interact. The introduction of computers, Internet and e-commerce has a tremendous impact on business operations. The most efficient use of technology in marketing is social media which is accelerating and expected to have a similar impact on businesses into future also. In a short span of time, social media has become one of the most popular mediums for Indian youths. Every business owner wants to use social media to generate value for business. People are social animal and they collect or share important information.

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The expansion of social network have had a tremendous impact on the ways, companies conduct marketing. Customers are central for every business and social marketing represents an opportunity to build closer and more profitable relationships with them. Social media helps the firms to communicate with their customers and also allows customers to communicate with each other. It helps in building brand loyalty beyond traditional methods, which concede to the promotion as well as setting up online groups of brand followers.

A successful online presence for a business includes more than just Facebook, LinkedIn, Instagram and Twitter. YouTube has evolved as an extremely important marketing tool as video sharing now provides a great opportunity for advertising. In today's technological world, people are interested in watching videos than reading lengthy messages. Consumers have started using YouTube to search for products and services. So it is very important for the organization to promote their brands through corporate videos on YouTube.

Objectives

The primary objective was to know how YouTube attract and influence customer in comparison with other social media marketing tools. The secondary objectives were to know present scenario of YouTube viewership in India and to find out the measures to create successful YouTube marketing strategy.

Literature Review

Social media marketing is one of the categories of the broader digital marketing. The main goal of social media marketing is to build the online presence of a company on different social media channels and also get the customers to communicate in these channels. (Chaffey & Ellis-Chadwick, 2012). Since the digital platforms have become so prominent, a channel selection has become an important area of study for marketers to determine the most efficient and precise medium of communication to transmit a message (Shinnawy & Marcus, 1997).

Calder, Malhouse, and Schaedel (2009) state that the interaction, the user has with the site where the advertisement was placed and the brand recognition determine advertising effectiveness. At the same time, Li and Lo (2014) and Coursaris, Osch and Balogh (2016) argue that the amount of time the viewer spends on the ad will increase brand or product recognition, therefore, making the message more effective.

The media richness theory (Dennis & Kinney, 1998) argues that certain communication channels are richer than others depending on the characteristics the channel possesses to convey the information, especially the feedback and the cues the medium can provide. Therefore, it can be argued that YouTube can be analyzed based on the benefits and cues the channel offers. Kwak (2012) analyzed how online media can be considered rich or lean based on media use and communication motives.

On YouTube, people from all around the world who have access to the Internet, are able to upload, watch, comment and share video content free of cost. The fact that the channel is free is one aspect that separates YouTube from other online video platforms (Christensson, 2009). 66% of social media marketers plan to increase their Youtube marketing in the near future, according to 2015 Social Media Marketing Industry Report, released by Social Media Examiner. Soukup (2014) focused on social media usage but more specifically YouTube. He argues that YouTube is a massive platform that can be used for multiple purposes. Because this platform is so diverse, the author argues that communication theories will need to be re-constructed to analyze this platform that is constantly evolving. Online video advertising, even though it is relatively new, is an essential part of Google's monetization model for YouTube. In 2012, advertisements were shown on more than 3 billion YouTube views each week (Pashkevich, Dorai-Raj, Kellar, & Zigmond, 2012; Plummer, Rappaport, & Hall, 2007). The authors compared the effectiveness of traditional in-stream ads to the TrueView in-stream advertising, which refers to the new YouTube feature that allows individuals to skip the advertisement being

presented after a few seconds. The study found that skippable advertisements were effective on a per impression basis and that formats like TrueView in-stream ads could improve the viewing experience for users and at the same time be effective for the company launching the ads.

Research Methodology

The Research Methodology provides a systematic approach to fulfil the desired objectives as mentioned in the study. It is descriptive study based on secondary data obtained from various sources like journals, books, magazine etc.

Results/ Interpretation

People go to the internet for a number of reasons. One of the most important reasons is finding information that will help them to solve a problem. YouTube is now the second largest search engine after Google. People are going to YouTube not only to find answers to their problems but to see the demonstration.

YouTube is a video-focused social media network. It is web-based, but also has a mobile application. YouTube is the most popular video hosting service followed by similar services such as Vimeo, Blip, Facebook video and Flickr. Businesses can use YouTube to launch or promote products, express brand's personality, monitor feedback, provide customer service and help customers spread the word about business.

Internet Users in India

With over 460 million internet users in 2016, India has become the second largest country by the number of internet users, ranked only behind China. By the year 2021, there will be about 635.8 million internet users in India. According to the report published by **the Internet and Mobile Association of India (IAMAI)**, the number of internet users was expected to reach 500 million in India by June, 2018. The number of Internet users stood at 481 million in December 2017. These statistics clearly indicate the massive growth of internet users and other sectors like digital commerce, social media, digital advertising and payments in India. In 2021, it is

estimated that there will be around 358.2 million social network users in India, a significant increase from 216.5 million in 2016.

Concept of YouTube and YouTube Viewership

YouTube was designed and then released in 2005 by three previous employees of the PayPal online payment service. Their names are Chad Hurley, Steve Chen, and Jawed Karim. They designed the plan to have many producers of private works be able to supply their work to the public. In November 2006, Youtube was purchased by Google for US \$1.65 billion. It now operates as one of Google's subsidiaries and its accounts are linked to Google Plus. Its head quarter is in San Bruno, California, United States.

YouTube is an online public communication video-sharing website and has become an indispensable advertising and marketing tool for every size of business in every industry to promote their products to prospects and customers. The site allows for registered users to upload videos and make it available for the public for viewing. There is a wide variety of videos like learning videos, entertainment, comedy, action, music, marketing videos and much more. Every type of business can benefit from this channel, including online business, small offline businesses, freelancers, amateur and consultants etc

YouTube is a great way in creating awareness, building brand identity and showcasing them and connect with audience to provide information in exciting ways. According to Satyanarayan Raghavan, Head of Content & Operations, YouTube India, this platform has a library of 10,000 full-length Indian movies and 95% of India's music catalogue in Hindi as well as other languages with its content growing at the speed of 300% year-on-year. This platform globally receives more than 1 billion unique users every month with India presently contributes 6% of the global unique users visiting YouTube.

According to an online survey conducted by Google of more than 2000 Indians, almost one-third of the YouTube viewers in India access videos on their mobiles and spend over 48 hours a month on the website. Almost two-thirds of the audience on

YouTube in India are under 35 years of age. More than half of Indian YouTube users share videos on social networks and the same proportion also shares videos from YouTube on email, the survey said, adding that about three quarters of the users go to the site mentioned the video.

Benefits of YouTube in comparison with other marketing media channels

The reach and power of YouTube has been demonstrated by the many artists, celebrities and comedians like singer Justin Bieber, actress/model Kate etc. Many of them have launched their careers through YouTube videos. From a business perspective, it is very difficult to deny the effectiveness of video marketing. Some of the many benefits of using YouTube in their Inbound Marketing Campaign are:

- **Global and Local Audience:** YouTube provides the best opportunity for business message to reach the largest percentage of the population not only in India but around the world that can become prospective customers.
- **Capturing attention on the basis of content:** YouTube provides extraordinary exposure to companies to captivate audience. In online world, content holds the king position and that would make video content, the king of kings. People would prefer watching something than reading something especially online.
- **Viral Marketing:** YouTube provides many advantages of viral marketing, from easily embedded videos on websites to sharing them on social media. Viewers constantly cycle and share videos with friends, colleagues and family members through these mediums, creating a ripple effect. This gives exposure to an infinite amount of people.
- **Multiple Video Marketing Channels:** YouTube video is a powerful asset to any online marketing strategy. Business can benefit from YouTube's video suggestions and shares.
- **Search Engine Rankings:** Owned by Google, YouTube has the advantage of being connected to the Google Display Network. Used together, it is one of the most powerful ways of all the social

media marketing strategies. YouTube video often includes the link to the business website in description box. This will cause website to become ranked higher on Google's search engine results page.

- **Social Media Marketing Integration:** YouTube has elements of social media, with a robust comment system. This enables integrating them into any social media strategy plan. Facebook, Twitter, LinkedIn and Reddit etc. can integrate YouTube into their frameworks, allowing users to watch videos directly from the sites instead of leaving them and clicking on links. As the video increases in popularity, the better the chance that associated links will be clicked, which will also grow online business presence.
- **World-Wide Accessibility 24/7:** YouTube is an international sensation which is accessible anywhere, on a multitude of different devices such as PCs, laptops, smart phones and tablets. YouTube is available in 61 languages in 75 countries. It is like creating a virtual sales person who works 24*7.
- **Demonstrating products and Solving customers' problems:** YouTube allows the businesses like toy manufacturers, theme parks and theatre companies show their products in action before purchase. They can post videos demonstrating how to install or use their product. Some businesses use YouTube to provide solutions in form of frequently asked question or troubleshoot problems.
- **People subscription to the channel:** Viewers who enjoyed YouTube clip will be keen to join that channel. Once they have subscribed to the channel, businesses have the opportunity to email them completely for free.
- **Add personality to the Brand:** YouTube gives marketers the opportunity to add some colour, personality, humour, or testimonials. For example, a coffee supplier can also share video footage from the point of origin of the beans and interviews with the people who choose the varieties alongwith the footage of coffee tasting events and video tutorials.

- **Affordability:** YouTube video marketing is extremely cost-effective dissemination strategy with more comprehensive reach than regular television and cable stations. The great thing about YouTube is that businesses can upload many videos for absolutely no cost even without having a professional advertisement.
- **Feedback:** Consumers can comment about online marketing messages. This facility is not available in television advertisements. Marketers can extract useful knowledge by analyzing comments and engaging viewers in follow-up conversations.
- **Measurability:** Traditional advertising standards included estimated reach and frequency statistics, but it was not possible to prove whether consumers were exposed to a specific message or whether they were totally engaged. With advanced analytics, marketers are able to understand exactly who is watching their message and when.

Top Youtube ads with maximum views in June 2018:

Thousands of advertisements would release on Youtube and other media channels every day. Based purely on the number of views in the month of June 2018, top 10 ad campaigns which are spread across different brand categories, such as Banking and Insurance, e-commerce, Telecom etc are:

- **Unveiling Kotak 811 "#IndiaInvited" - Kotak Mahindra Bank:** 20.1 Million Views
- **Samsung Galaxy S9+ Sunrise Gold Edition:** 16.1 million views
- **Myntra EORS Prices have been revealed - Create your wish list now!:** 16 million views
- **Peter England: The Shirt Stories :** 14.9 million views
- **Kit Kat #MyTravelBreak - Munnar 360° Video:** 14.3 million views
- **Where Does Shraddha Shop From? – Flipkart :** 11.7 million views
- **Hello Moto G6. Hello You. – Motorola:** 11.4 million views
- **Amazon Fashion Wardrobe Refresh:** 8.3 million views
- **Vivo X21 | Unlocking Made Simpler:** 8 million views
- **SBI Life - Father's Day - #PapaHainNa:** 7.4 million views

Elements of successful YouTube Marketing Strategy:

Businesses are following You Tube marketing as an efficient and wickedly effective content tactic. But it is not enough to simply have a presence. Gaining followers on YouTube requires different strategies. Few critical elements of an effective YouTube marketing strategy are:

- **Turn New Viewers Into Subscribers With a Trailer Video:** Businesses should try to get more subscribers. Subscribers will watch and share it and video will end up in even more places and will pick up velocity. YouTube Trailer Video lets the business feature a video at the top of channel when non-subscribers visit. Businesses can use this space to tell new viewers who they are, what their business is all about and what viewers can expect from the content.
- **Share Statistics and a Customer Success Story to Benchmark the business:** Firm should position itself as a reliable source of information with a video that presents numbers and niche market data in a unique, easily sharable way. People love statistics, and if marketers gather and present good data, they will share video. Also they can ask past customers to put their own success stories on camera and send a link to their video so can be shared on the channel and added in channel's favourites.
- **Answer questions to demonstrate knowledge:** Potential customers are going straight to Google to find answers to their questions. Businesses can connect their Google+ profile with their YouTube channel and use video to deliver those answers.
- **Create a Schedule:** While every brand may not have the resources to churn out new videos every week, laying out a schedule and adhering to it will create fresh content. That will draw people back

to the channel, which is necessary. Using an activity calendar, firms can remind social networks about the type of content they are publishing.

- **Keep it Short:** YouTube generally caps videos at 15 minutes, but lengthy videos are not able to keep viewers engaged. Telling a story in one or two minutes will help in ensuring that people sees entire message. Many brands upload their television ads, which are usually under five minutes, to YouTube.
- **Have a Channel Aesthetic:** YouTube gives plenty of options to create a customized appearance for channel. Businesses must create an aesthetic reflective of brand's overall digital presence. To ensure that visitors know they are watching a video of their organization, they must use logos and colours.
- **Using Comments Section:** There are two separate areas where comments are made. Users can comment on channel homepage as well as below individual videos. It is important to monitor the chatter on videos and channel page to make sure that marketers are responding to conversations that warrant a response.
- **Make Playlists of Related Content:** Creating playlists enables viewers find more relevant content after finishing the video. Viewers can easily find related videos and can watch them, one after the next, without manually pressing the play button. Playlists should be labelled so that users know exactly what they will find within each one.
- **Pay Attention to Analytics:** YouTube provides free analytics for the channel. Marketers have access to performance data (views, subscribers); engagement data (likes, comments, shares etc.); demographic data (location and gender of viewers); and per-video metrics. Thus, Firms can better gauge how effectively they are utilizing the content on channel and how they can fine-tune it to create an even better experience.
- **Integrate YouTube and web content:** The most effective video marketing programs create a symbiotic relationship between their two owned

media platforms: YouTube channel and website. Consistent branding and YouTube channel customization is necessary for effective business-oriented YouTube channels.

- **Become The Face of Your Business:** The connection to business becomes much more powerful if someone from the organization becomes the face of brand. It changes the context of the interaction from just looking at videos to build a relationship with a human.
- **Everyone Starts at Zero:** Companies should keep in mind that it takes some time and patience to build YouTube audience. They should focus on creating the best quality content for the audience. Then they should tell everyone about new YouTube channel. They can announce it on their blog, email lists and all social platforms.

Implications of the Study

YouTube is one of the largest search engines not only in India but in the world. User engagement with Youtube is high. All this make youtube a very powerful social media marketing tools in today's world. Interacting with other users can be a great way to market a business. It is helpful for small businesses as well as big business houses.

Conclusion

The marketing communications environment has changed enormously in the last decade. Traditional approaches like mass media techniques are less effective now when customers have access to massive amounts of information about brands, products and companies through social media. Marketers, nowadays, are using different social media tools like Facebook, twitter, YouTube etc. YouTube is not just a tool for entertainment. It is an opportunity to market the business to millions of people. Many firms are now using web videos to reach out to current and potential customers. Creating an account on YouTube is simple and building a channel for brand is quick and easy. But it is not enough to simply have a presence. A brand must be able to stand out to its viewers by turning its channel into a destination. Businesses should learn

how to make videos worth watching and create content worth sharing, so that they can enjoy the benefits of YouTube effectively.

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