Digital Trend Pakistan

Industry Research Report

FEB 2015

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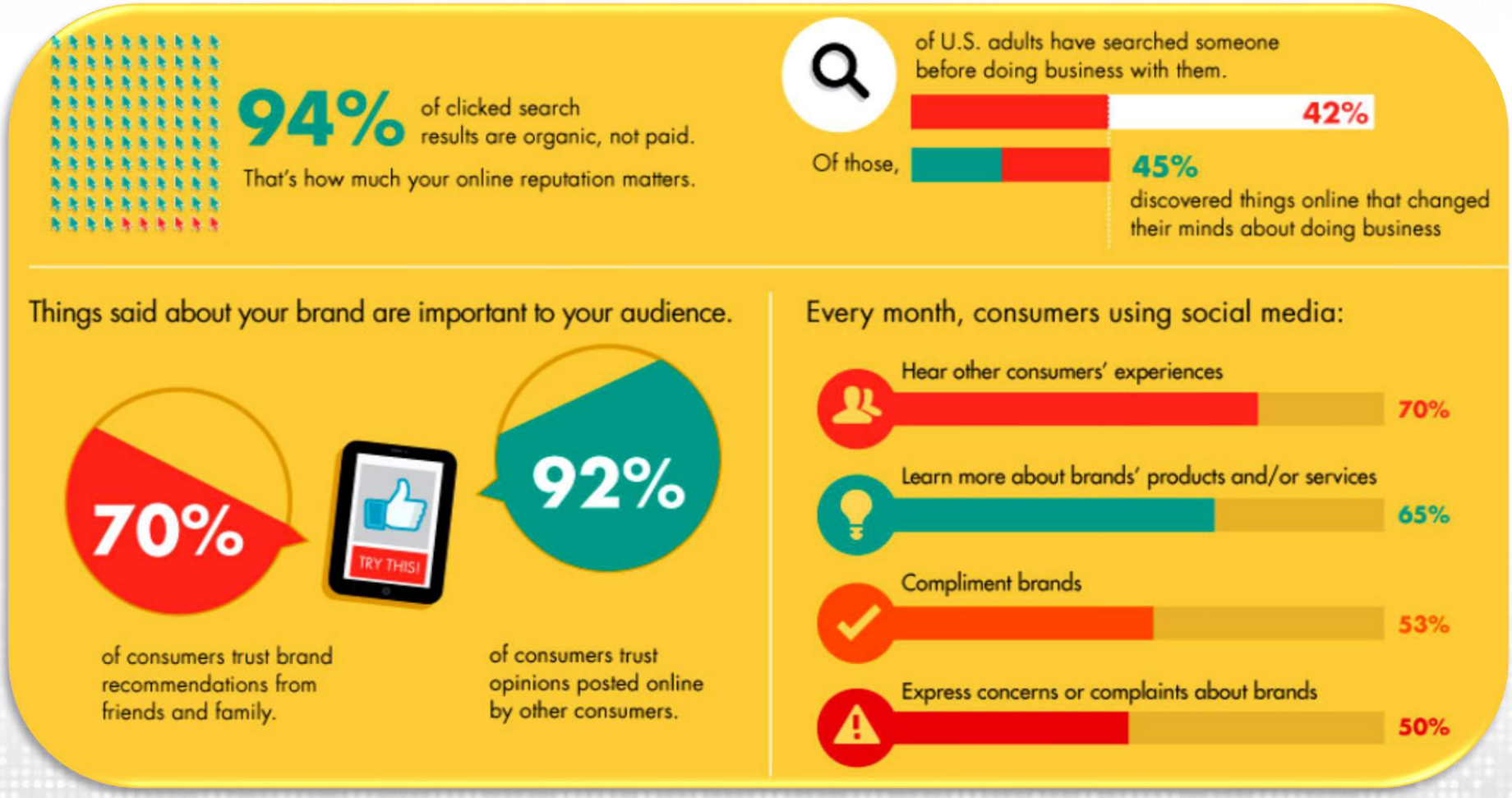
PURPOSE

The purpose of this report is to give readers an overview of the digital industry landscape of Pakistan. The report covers how social media is evolving and how brands locally and globally are effectively using the medium. The report also includes research on trends, topics and innovations that are being talked about worldwide.

WHATS NEW?

Importance of Social Listening

Importance of Online Reputation



Takeaway: looking bad online will result in lost leads and credibility for your business.

Understand your Environment

Where are people talking about your business?

Ignorance is throwing money away

Bad Customer Experience → Unsolved Issues → Bad Reputation → Lost Revenue

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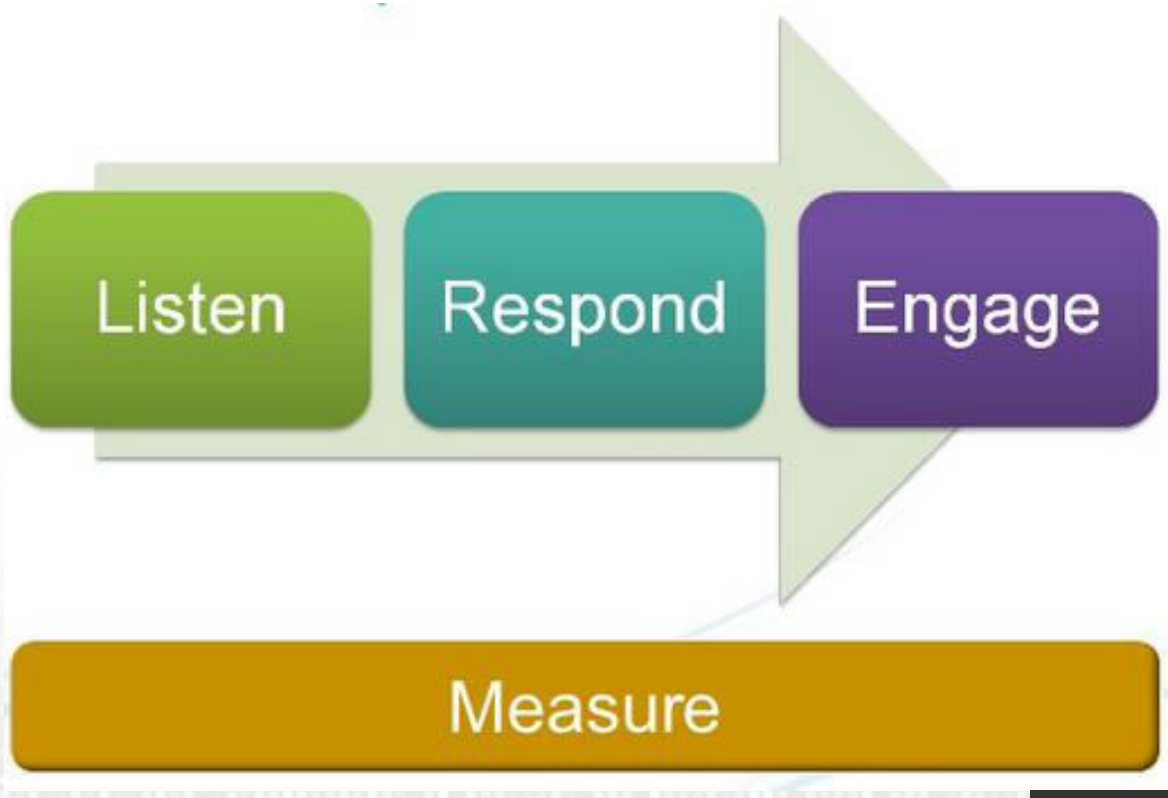
Where do you start ?

Your Reputation Management Strategy:
The first step is to LISTEN



READ HERE →Social Listening Enables Social Business :

Forbes

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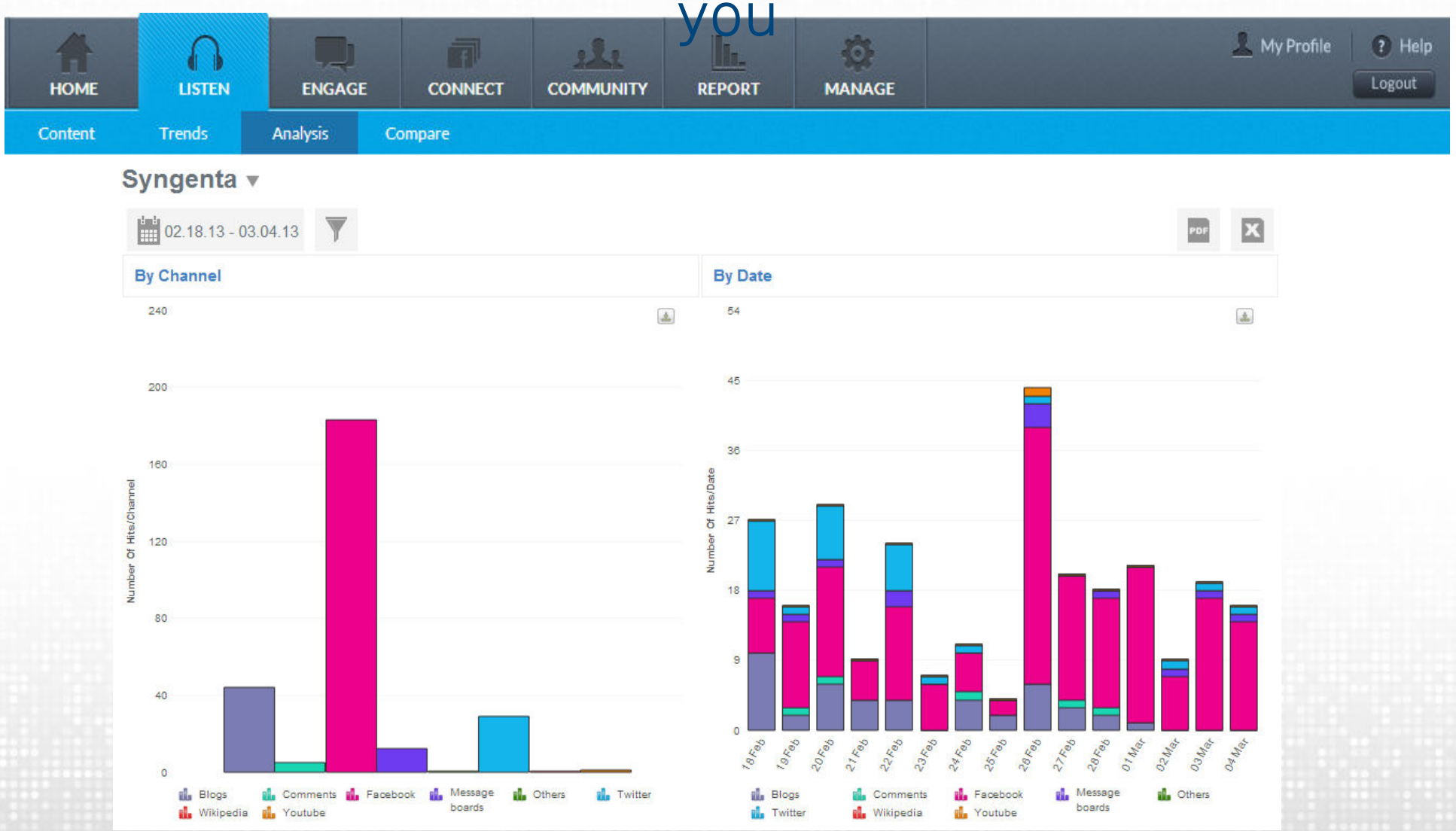
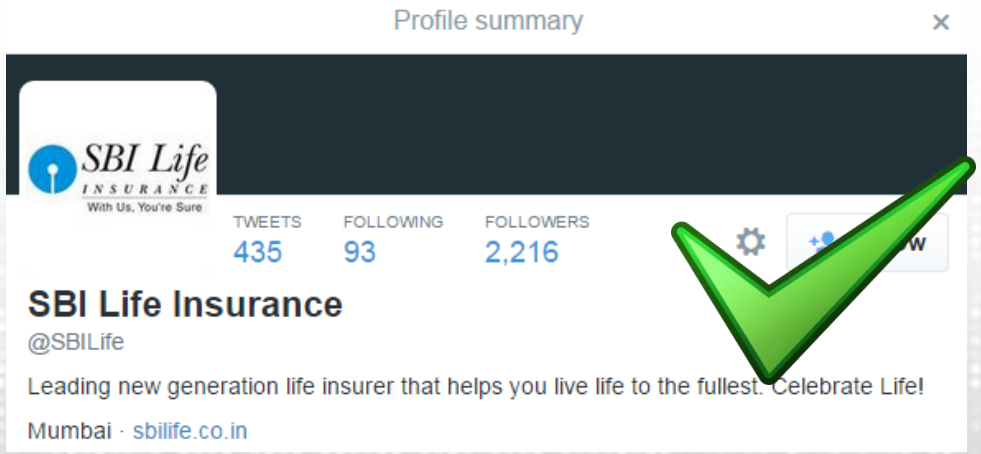
Listen : Analyse where your customers are talking about you



Build Your Online Presence

- Set up minimum of 2 channels on places where people talk about you.

- Optimize profiles:
  - Fill in all the blanks.
  - Respond & Engage



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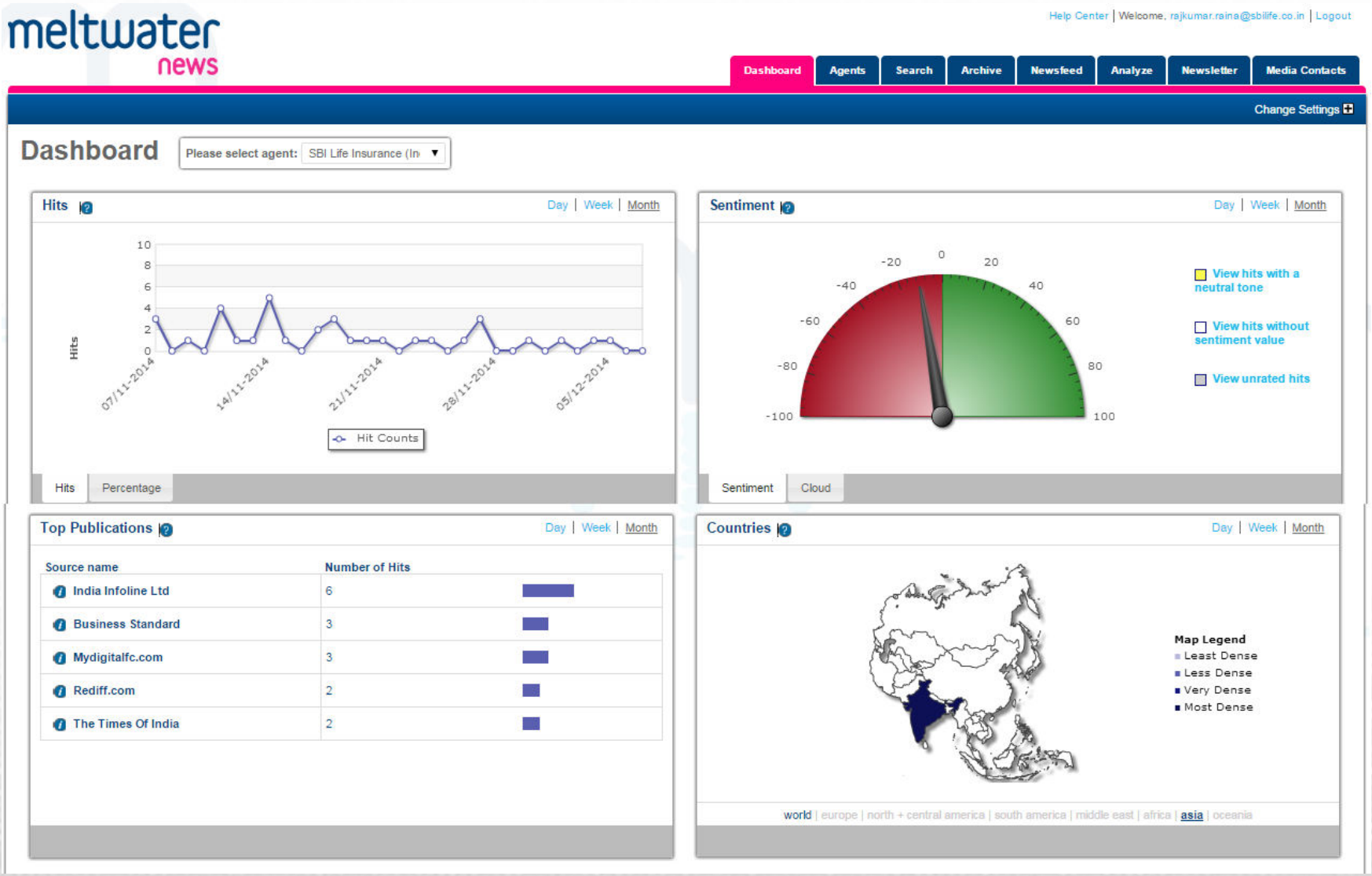
Review your Presence – Editorial Sources



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Review your Profile Presence on Social Media

28

EXPLORE OUR SOLUTIONS

Recommendations:
Publish posts more often.
Ask more questions to your fans.
Respond to your fans questions and comments more quickly.
Like other Pages and interact with them.
Create more engaging posts.

Page Information

Pagename: Celebrate Life [Visit]

Category: Bank/financial institution [Visit]

Username: Sbilifeinsurance

Website: http://www.sbilife.co.in

About: Information specified.

Milestones: 4
Milestones are a great way of telling your company's story. You should add more milestones to highlight moments that you are proud of or want to emphasize.

Pages liked: 3
Are you even interested in other companies? You ought to be. Like more Pages and integrate with them. Curiosity and dialogue encourages interest.

Page Performance

Likes: 933,635

Likes Growth: 0%
In the last month you have received 0% new fans.

PTAT: 421
With that amount of likes you should be able to engage more of your followers.

Engagement Rate: 0.05%
The Engagement Rate is calculated by taking the total PTAT (people talking about this) and divide by the total number of likes. Our surveys has shown us that in order to reach success on Facebook you should have an engagement rate greater than 7%.

Posts by Pages

Posts per Week: 1.74
One post per week is not good enough. Make your Page interesting with more posts.

Likes, Comments & Shares per post: 171
With that amount of likes, you should be able to activate more followers with your posts. Time to break your pattern and try something new. Try to post about a current and engaging event, post something funny or try Promoted Posts in order to boost your engagement.

Posts per type:
81% 4.8% 14.3%

Timing: Perfect timing!

Posts by others

Everyone can post to your timeline? Yes.

Posts by fans: Happens once or twice a week.

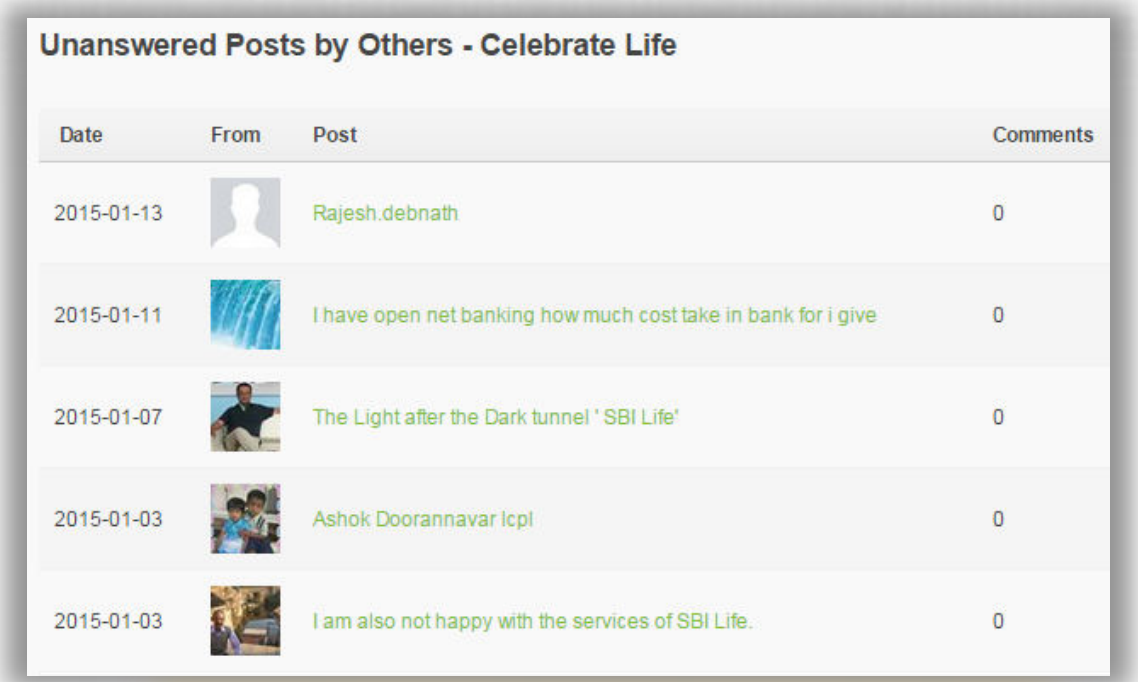
Response Rate: Catastrophic.
What are you doing? Users write to you but you can not be bothered to respond?

Response Time: Not good at all.
You should respond more quickly to posts by others.

Comments:
The most common days that users write to you are Tuesdays & Wednesdays.
You have some unanswered Posts by others which need your attention. Take a look.

Respond To Reviews

- Both positive and negative.
- Don't just delete reviews.
- Have a formal strategy:
  - Listen & understand.
  - Empathize.
  - Offer a solution.
  - Execute the solution.
  - Follow up.



Unanswered Posts by Others - Celebrate Life

Date	From	Post	Comments
2015-01-13		Rajesh.debnath	0
2015-01-11		I have open net banking how much cost take in bank for i give	0
2015-01-07		The Light after the Dark tunnel ' SBI Life'	0
2015-01-03		Ashok Doorannavar Icpl	0
2015-01-03		I am also not happy with the services of SBI Life.	0

The price of ignoring your reputation

London School of Economics study:

- "2% reduction in negative word of mouth boosts sales growth by 1%"

- Dell study on Word-of-Mouth:
  - average consumer is worth $210
  - average detractor costs the company $57
  - average promoter generates $32

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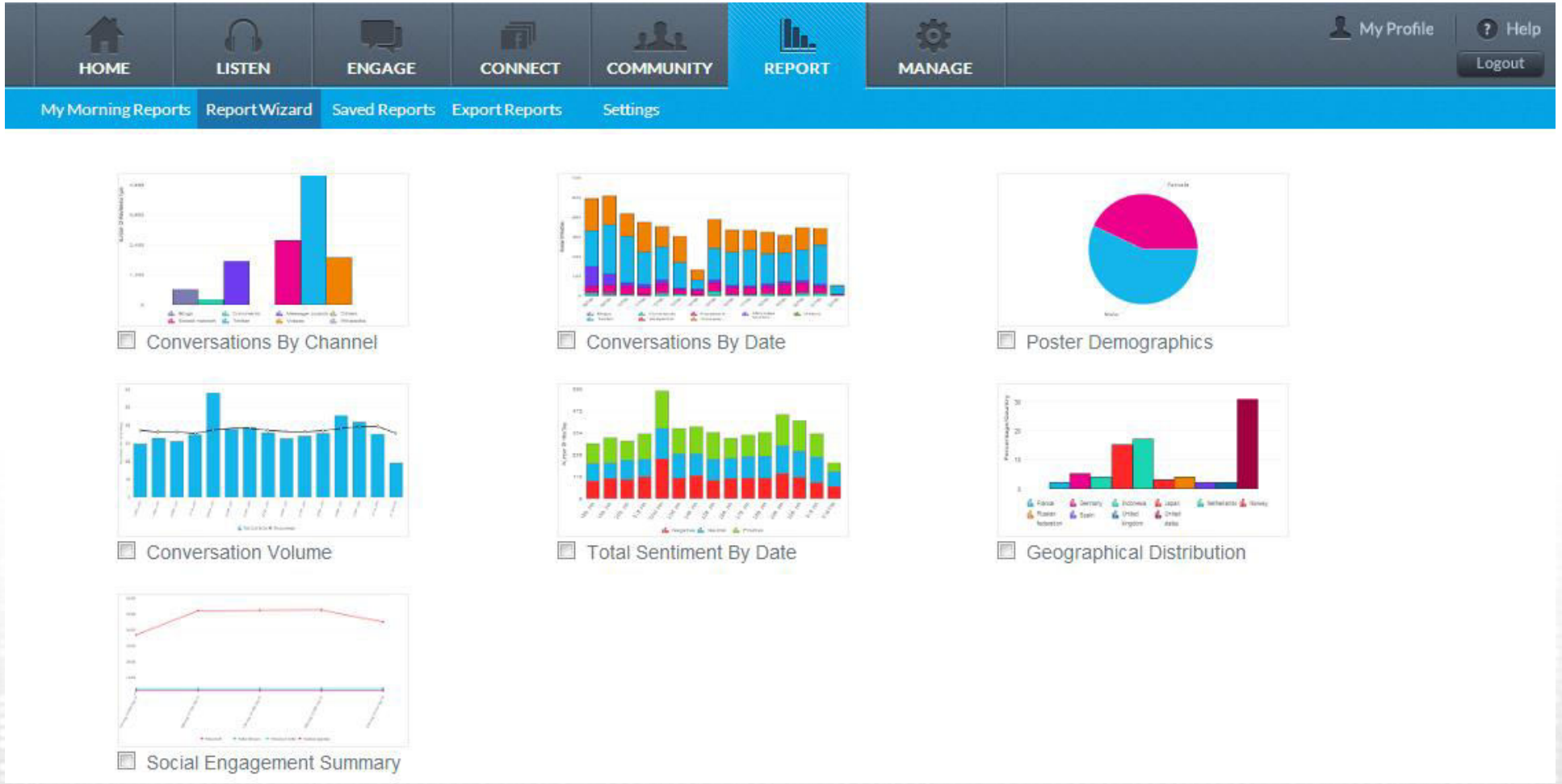
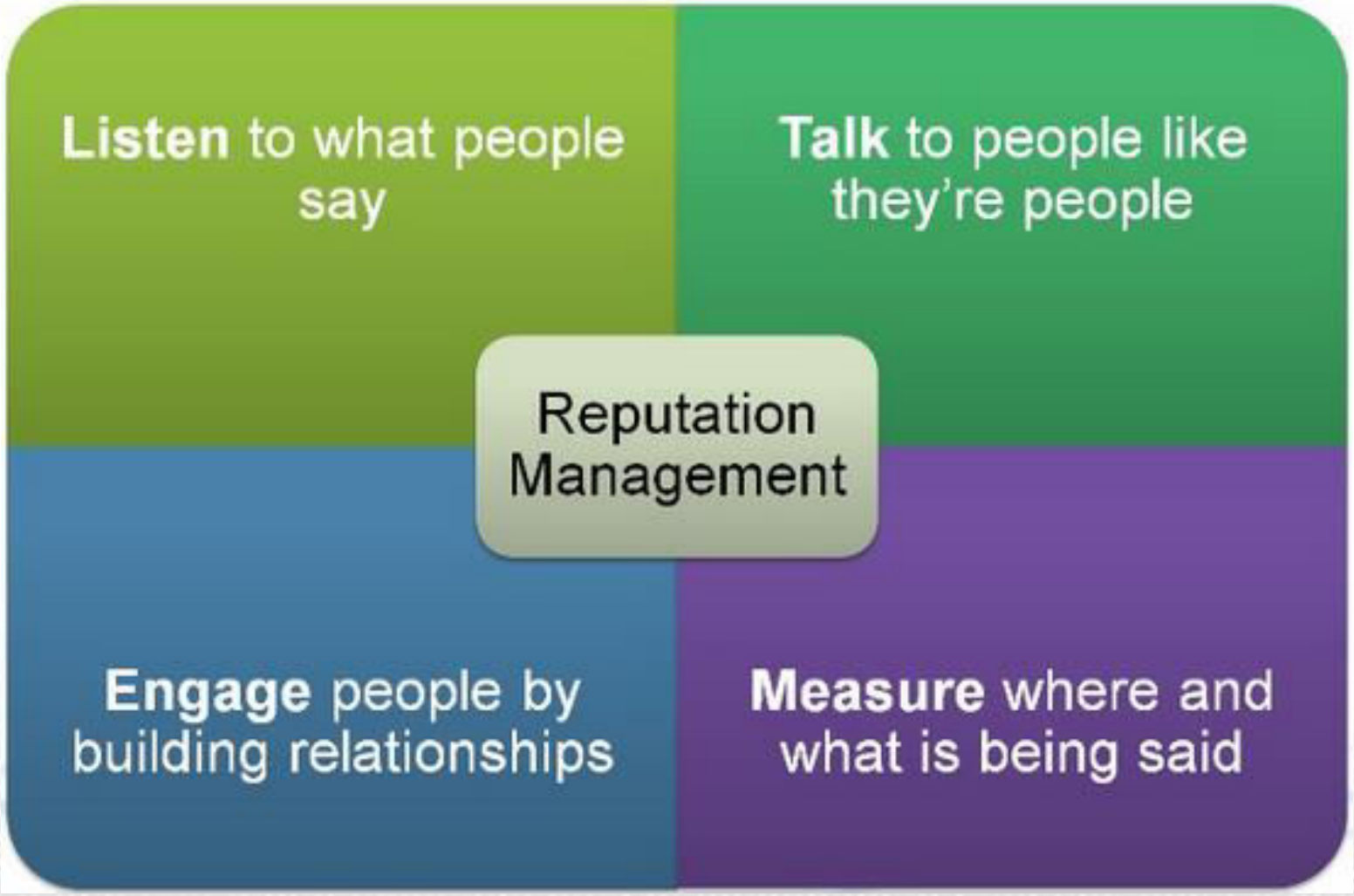
TRACK & ANALYSE – Social Media Listening



How To Engage Your Audience? : Post Quality Content

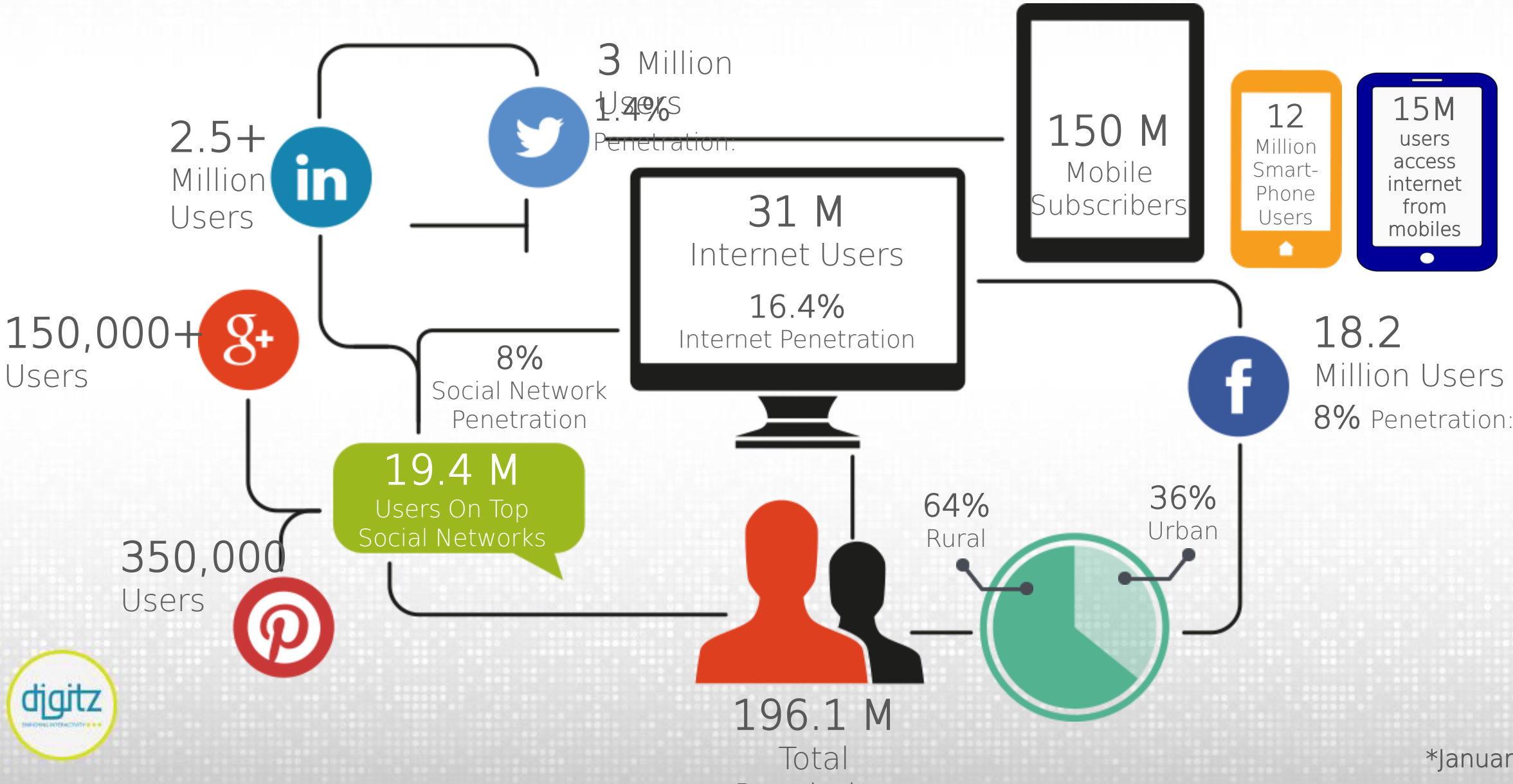
- Best practices:
  - Add value
  - Promote specials
  - Showcase company culture & expertise
  - Be Informative – local & industry related
  - Be funny
  - Ask Questions

Conclusion


Listen to what people say
Talk to people like they're people
Reputation Management
Engage people by building relationships
Measure where and what is being said

DIGITAL LANDSCAPE

PAKISTAN DIGITAL LANDSCAPE



*January 2015

DIGITAL INSIGHTS

The 15 Digital Trends Getting the Most Buzz Online

Introduction

It’s impossible to predict which new digital trends and technologies will rise to the level that they become a part of our daily lives. But by looking at those with the biggest increases in online buzz—in news reports and blogs, in forums, and in posts and tweets on social media—it's clear that some concepts increasingly lead online conversations and may have more staying power.

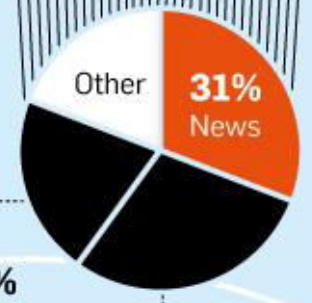
Bell Pottinger Digital used its online listening tool, called Crimson Hexagon, to scrape all publicly available data from the Internet around certain topics identified to be leading digital trends, to see which among them saw the most exponential growth in online chatter over the past year. They are ranked below by the largest percent increase in mentions on the Web.

1 Near-Field Communication

42,530 mentions during 2014

Increase in conversation

358%



21%
Twittter

29%
Blogs

By 2017, half of today's smartphone users will use mobile wallets as a preferred payment method.

SOURCE: CARLISLE AND GALLAGHER CONSULTING

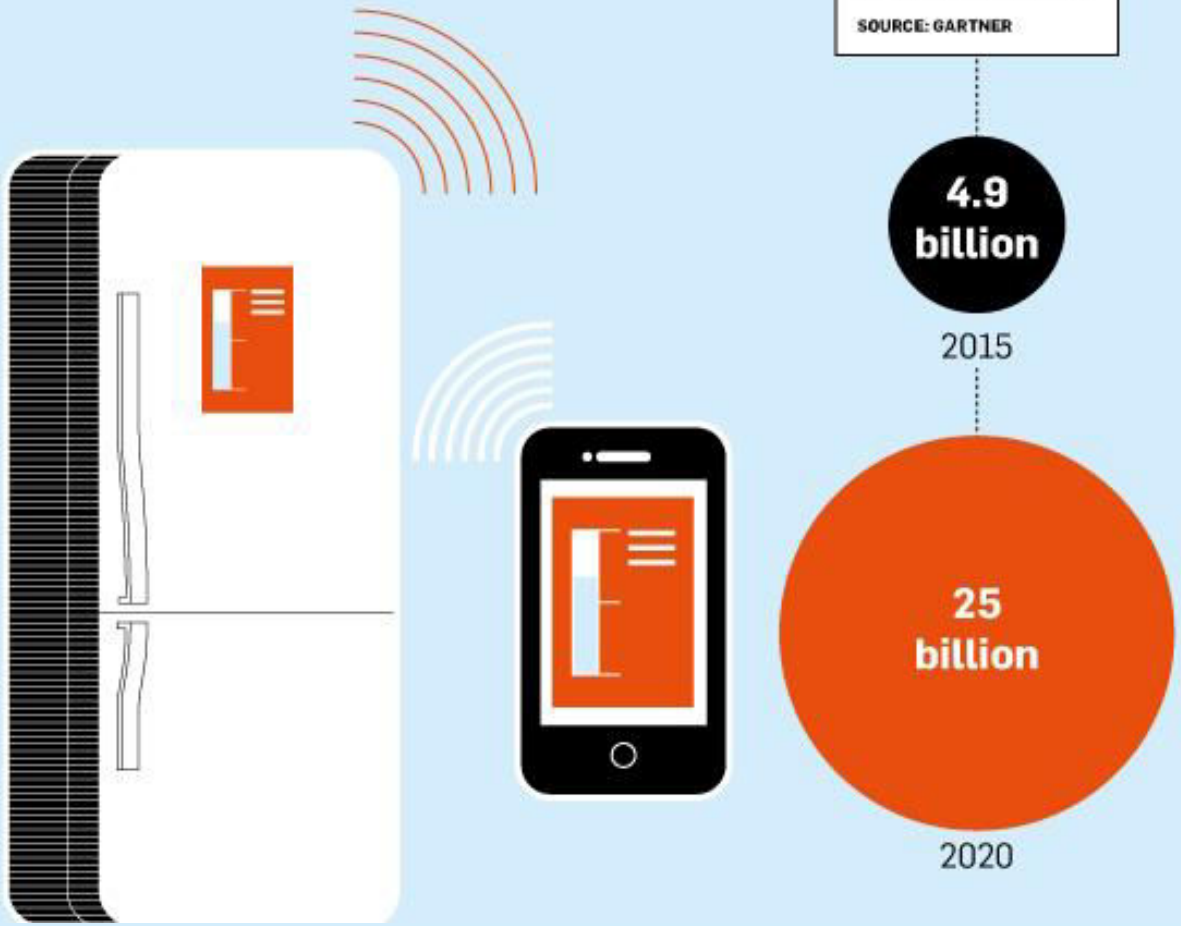
2 The Internet of Things

283%

1,126,700 mentions

Connected items in use

SOURCE: GARTNER



4.9 billion

2015

25 billion

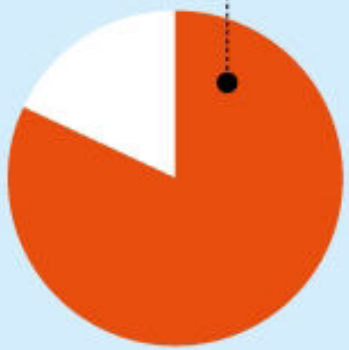
2020

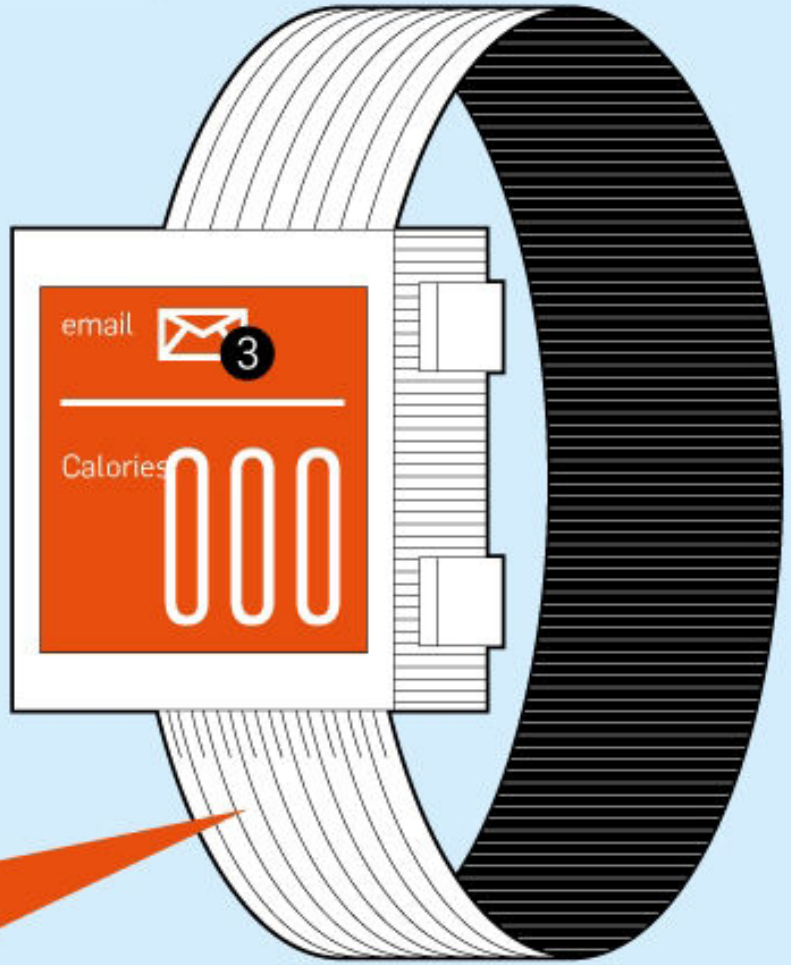
3 Wearable Tech

1,793,574 mentions

220%

82% of the mentions came from Twitter





More than **79 million** wearables are expected to be sold in 2015.

SOURCE: FORRESTER

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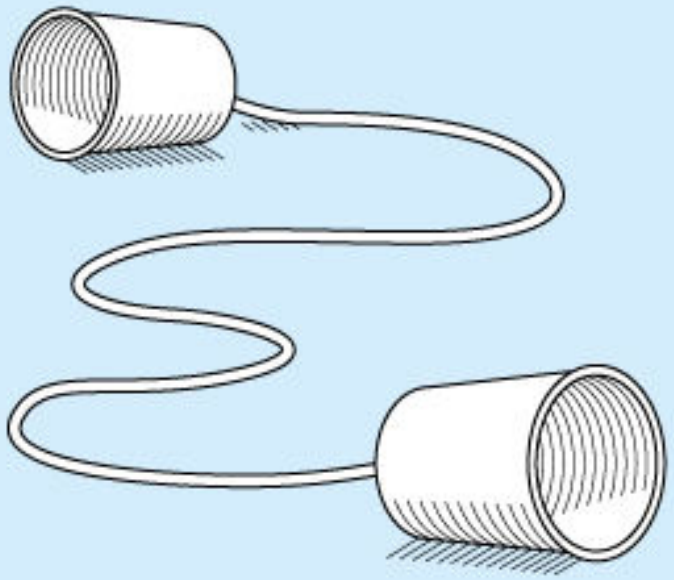
ENRICHING INTERACTIVITY

4 Internal Communications

167%

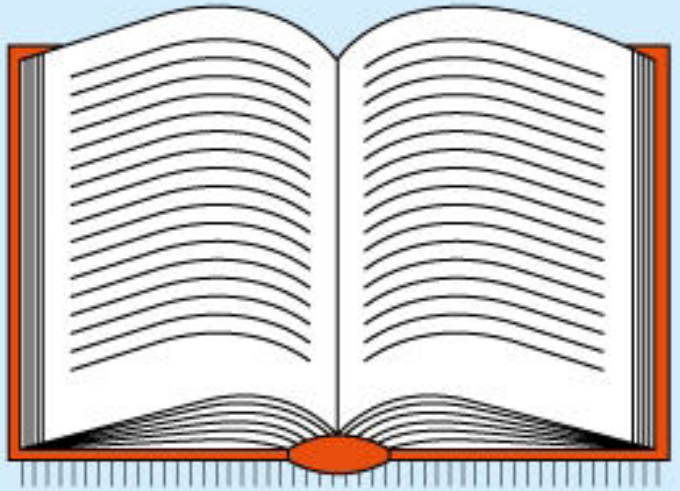
6,597 mentions



5 Storytelling

145%

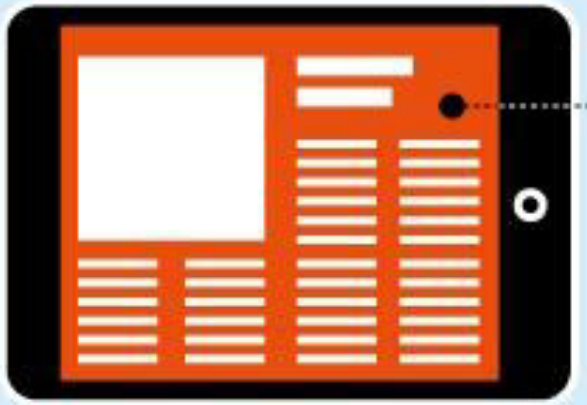
82,618 mentions



6 Branded Content

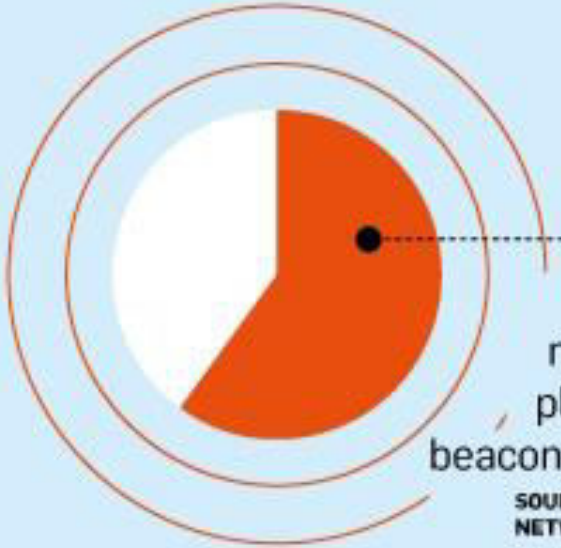
73%

165,898 mentions



7 Beacons

64%



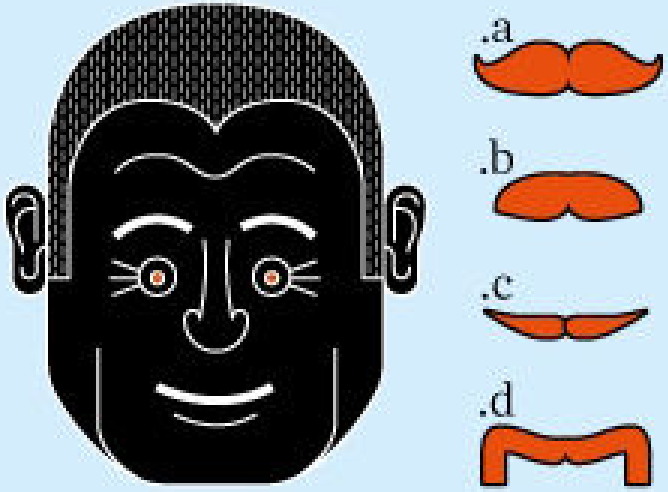
60% of retail marketers plan to use beacons in 2015.

SOURCE: SWIRL NETWORKS

8 Personalization

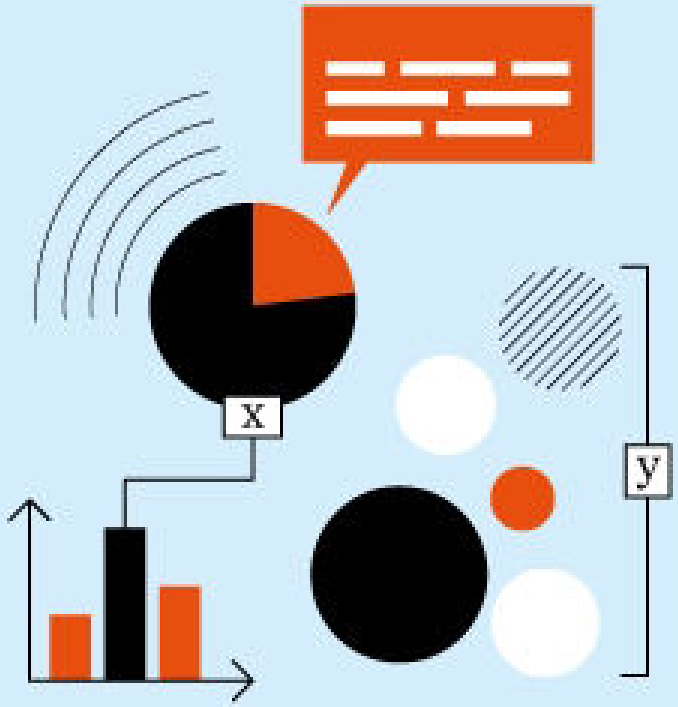
49%

56% of consumers said they would be more likely to shop at a retailer with a good personalized experience.



9 Big Data

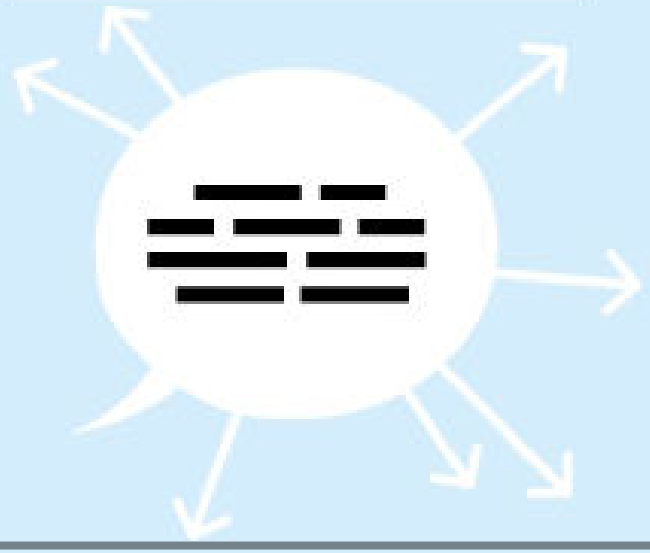
41%



10 Content Marketing

41%

3,216,165 mentions



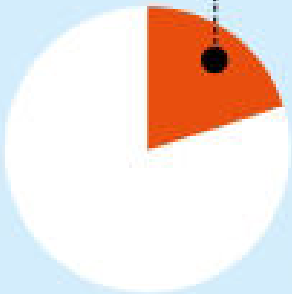
11 Augmented Reality

38%

12 3-D Printing

35%

in 2015



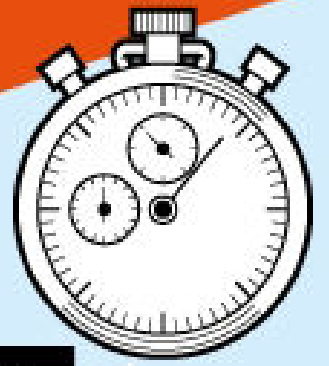
2017

20% of retailers will use 3-D printing to create personalized product offerings.

SOURCE: GARTNER

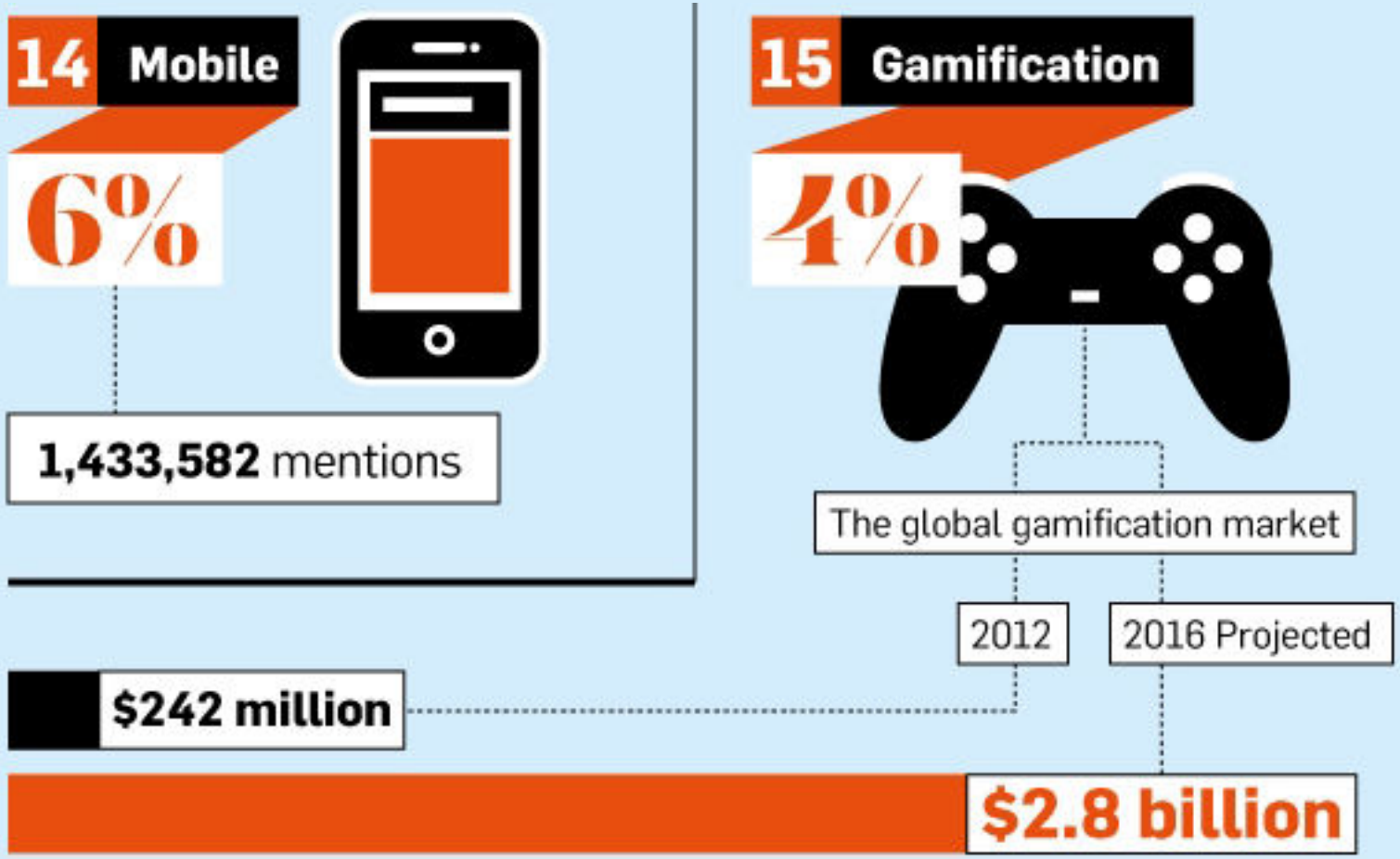
13 Real-Time Marketing

16%



Consumers are **22%** more likely to consider a brand as a result of real-time marketing.

SOURCE: GOOGLE


14 Mobile
6%
1,433,582 mentions
15 Gamification
4%
The global gamification market
2012
2016 Projected
$242 million
$2.8 billion

Key Take Out

"While technology will be one of the biggest drivers of marketing change in the new year, the key focus for brands will be on delivering truly integrated strategies, said James Thomlinson, partner and managing director of Bell Pottinger Digital. "Every year new hardware and software appears, but the most successful brands in 2015 will be those that harness new technology to deliver a single experience to consumers wherever they are in their journey."

NEWS BYTES

NEWS BYTES

WhatsApp Rolls Out Voice Calling Feature for Selected Users

Telenor Crosses 2.6 million 3G Customers Across 73 Cities

Twitter Introduces Private Group Messaging and Video Tools

Ufone Launches Video Messaging Service

DIGITAL 101

Digital Glossary

CACHE: Temporary copy of a collection of data. If accessing the original data is proving to be resource heavy (time-consuming), then users can access the cache bypassing having to reload the original data.

HIT: A hit, though often mistaken for a measure of popularity, is a request from a user's browser or web server to view a particular page, file or image.

KEYWORD: Words or phrases that result in a site being returned within the results for a particular search. Many sites' advertising strategies are based on keyword targeting, which means that a specific banner will only be displayed when certain words are entered

PLUGIN: A software program installed and used by a web browser.

REQUEST FOR PROPOSAL: An RFP refers to an advertiser looking to arrange an agreement with a publisher.

USP: A unique selling proposition is what differentiates goods and services from their competitors.

HASHTAG CLOUD

HASHTAG CLOUD

Trending Hashtags in Pakistan

#MustaqilQatilMovement

#ShameOnImranKhan

#PakvsInd

#WIvIRE

#ArrestBritishTerroristAltaf

#PakvEng

#ChapelHillShooting

#ImranTheRealTiger

#AltafCowardWrongNumber

#CWC15

TOP FAVORITE PICKS FROM AROUND THE WORLD

TOP FAVORITE PICKS FROM AROUND THE WORLD

Ray-Ban #Reflections App Takes Selfies To New Heights

Ray-Ban is out with a new iPhone app called Reflections – which is in perfect concert with the brand's Never Hide tagline.
Created by Belgium-based agency Gents, the app allows people to simultaneously enable their front and back iPhone cameras resulting in a double exposure image — Ray-Ban branded or not — of a person's face and whatever their back camera is pointing at.

Click here to read more:
Ray-ban reflections

ShoppingSpree.pk Launches 'Pyar Ki Tokri' For Valentines Day

The online shopping portal ShoppingSpree.pk has launched a Valentines campaign encouraging people to send loved ones Valentines gifts. The campaign, called 'Pyar ki Tokri' focuses on a variety of pre made baskets, including movie tickets from Cinepax and dinner vouchers from Nandos for the couple. The social platforms used for the campaign include Facebook, Instagram, Twitter and Pinterest.

Click here to read more:
Pyar ki tokri

MAD MEN – The Fan Cut

Ahead of Mad Men's final episodes this spring, the series has launched The Fan Cut, a contest that lets would-be auteurs remake scenes from the show's pilot episode in (almost) any way they see fit. The first episode has been cut up into 154 clips ranging from 8 to 40 seconds long. Up to five fans can "claim" each scene, and they have 30 days to create and upload their own versions. Ultimately, the entire pilot will be re-assembled and screened online based on select submissions.

Click here to read more:
The Fan Cut

HOT DISCUSSION TOPICS ON DIGITAL

HOT DISCUSSION TOPICS ON DIGITAL

New Twitter Video Lets You Capture, Edit and Share Footage on the Fly
Twitter video launch

Is Your Company's Digital Transformation Really Happening?
Digital transformation

The 'New Social': How Brands Must Change
New social brands

2015 SEO Trends You Need to Know: Top of Google, Top of Mind
2015 SEO trends you need to know

Succeed with Snapchat's Discover
Snapchats' discover

How Locally Laid Got Paid by Turning Customer Feedback into Brand Storytelling
Customer feedback storytelling

TRENDING VIDEOS TO WATCH

TRENDING VIDEOS TO WATCH

Android Celebrates Unlikely Animal Buddies in Maybe the Cutest Spot Ever

The latest ad for Google's Android is hysterical, and adorable, as it features various pairings of different animal species playing and frolicking with each other. Baby rhinos and goats, lion cubs and puppies, bears and tigers—oh my.

.Click here to play the video:
Animal buddies

Snickers' Brady Bunch Ad Wins First Super Clio for Best in the Big Game

New York is taking home the inaugural Super Clio for the best commercial in Sunday's Big Game. The agency's Brady Bunch ad for Snickers, featuring Sons of Anarchy actor Danny Trejo and Steve Buscemi, is the latest rendition of the "You're not you when you're hungry" pitch, launched in 2010. And it shows the campaign's jokes are only getting better over time.

Click here to play the video:
Snickers Brady bunch

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