

YOU TUBE: AN EMERGING ADVERTISING PLATFORM IN INDIA

Swati Garg
Assistant Professor
Sirifort Institute of Management Studies,
Affiliated to Guru Gobind Singh Indraprastha University,
Delhi, India
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INTRODUCTION:

In the era of digitalization, digital platforms of advertising have become prominent. Social media platforms such as facebook, you tube, instagram and many more play major role in spreading company's message to the ultimate target audiences. Advertising is basically communicating product's information to its users. It is a tool of marketing with which sales are enhanced. Selection of media mix for advertising a certain product is very crucial decision for marketers. One of the basic reason of selecting a communication medium by a marketer is to deliver a message through which misinterpretations about the product may be eliminated from market as misinterpretations are the result of poor communication. If the message is not clear to its audience, it becomes difficult for its receiver to decode the information correctly. The selected medium of communication should have number of ways for communicating information, number of conversations happening simultaneously, medium should allow individuals to rehearse the message before sending it and once information is provided, can be re-read (Effectiveness of You tube advertising: A study of Audience analysis, May 2017). Today, marketers are giving priority to social networking sites for placing their advertisement due to low cost and wide coverage. You tube is one among the social networking platform. In fact, it has become the king of online videos across the world and is a second biggest internet search platform for products after Google (How to advertise on you tube: The ultimate guide, March,2018). You tube advertising is a paid form of an appeal made for any product, service, event, idea etc. through a video by an identified sponsor. ^[1] This platform was founded in the year 2005 by Chad Hurley, Steve Chen and Jawed Karim who were the employees at PayPal, an American based company. Later this site was acquired by Google in the year 2006 and now it is working as a subsidiary of Google ^[1]. You tube also shows the videos uploaded by ordinary people. It is not a video sharing site, but a social media site and that is why it is a communication channel.

OBJECTIVE: The main objective of this article is to study the relevance of you tube advertising over other advertising tools. It also explains the process with which an advertiser can upload his advertising video on you tube.

YOU TUBE OVER OTHER ADVERTISING TOOLS:

Advertising requires a mixture of various medias such as television, newspapers, journal and magazines and nowadays social networking sites. Social networking sites have booked themselves in this category due to a huge addition of internet users in a short interval of time in India. In India, internet users are increasing minute by minute. This is making you tube as an emerging and more preferable advertising tool all over India. Robert Kynel, Chief Business Officer at You tube said," In the last few years, India has emerged as an incredibly dynamic content and user market for you tube. We now have 300 channels with over a million subscribers from just 16 channels in the year 2014." ^[2] You tube has one- third users of all the people on internet and majority of the users access it with mobile device ^[2]. According to Ajay Vidya Sagar, Regional director of

Google Asia Pacific region,” Out of 400 million users in India, 250 million viewed you tube via a mobile device.” You tube has not only emerged as an advertising platform but is also replacing tradition platforms of advertising. You tube help advertisers in finding out their target audiences with the help of strike social, where data science team works out to figure out the interested areas of audiences. It has a standard suite of demographic filter which filters the data base on the basis of age, gender identity, income level etc. (You tube advertising: New research insights for marketers, October, 2017). If users are checking out makeup tutorials on you tube, then there may be a possibility to advertise makeup related products. It also finds the right audience for marketers based on search history and personal interests. It also helps in customizing data such as instead of just identifying “Fashion Lover Audience”, wan advertiser might target people by brand they check out for like Lakme, maybelline and so on. The search habits and preferential orders of people may also change when they reach at certain stage of their life, say, graduating from college, getting a job, having kids. Targeting audiences by these life events is also essential to meet out changes towards which customer is stepping. It also provides an online identity to those companies which are advertising on television as well which is called affinity audience (How to advertise on you tube: The ultimate guide, March,2018). ^[2] Also it can be navigated in seventy- six different languages (covering 95% of the internet population) ^[2].

You tube advertisements costs less as the advertiser need to pay for only those viewers who actually viewed the message of company unlike other advertising medias such as newspaper, television, etc., where company has to pay a certain amount. That is why, it accurately justifies the cost of advertisement. You tube provides a dashboard to the marketers through which they can identify that how many users have actually viewed the advertising video and make payments accordingly. The number of users who viewed the advertisement are tracked further and how many of them have actually purchased that product is find out. Hence, the return on investment can be figure out with the help of quantifiable cost and results. This mode of advertising only approaches towards the potential audience and saves the efforts made by company for filtering out the target audience among all the audiences. It has a global reach at minimum possible cost.

ADVERTISING LAYOUTS AND COST:

Social networking sites have become the entertainment sources for internet users. They use to spend maximum of their time here as it connects them with their friends and world, entertain in their spare time and they have access on all current updates and happenings around the world. That is why advertising here is also a mandatory requirement for marketers. As per the reports of IAMA and Kantar IMRB, the number of internet users in India will reach 500 million by June, 2018. ^[3] At the end of December 2017, India had 481 million users of Internet, growing 11.34% from the year 2016. Online retail e- commerce sales figures for the year 2017 in India was \$20.05 billion which is expected to raise up to \$25.07 billion in the year 2018 ^[3]. This data clearly shows that there is a huge scope and opportunities for marketers, with the increase in the numbers of internet users. Considering above statements, you tube will definitely become most visited site by consumers in future. With the help of audio- visuals, consumers can always be in touch with the product and will be aware about essential changes and exciting offers incorporated with respect to the product by the company. For attracting customers, advertising layout should be as per the needs and requirements of the users and should also justify the advertising budget of company. There are many types of advertising formats or layouts available on you tube and a marketer can choose among them as per their requirements. ^[4] In the *display format*, the message appears to the right of running video whereas in the *overlay format*, the message displays on the lower twenty percent portion of running video. These are suitable for only desktop platform. *Skippable video* or TrueView advertisements allow users to skip the advertisements after five seconds, if the viewer choose for whereas, *non- skippable* videos are must watch for viewer before the main video can be viewed. Both skippable and non- skippable advertisements can appear before, after or during the main video. *Sponsor cards* shows the content which may or may not be relevant to the main video. In this format, the viewers will see a teaser for the card for a few seconds. they may click the icon to browse the cards. These are suitable for both desktop and mobile phones platforms ^[4]. We cannot deny the truth that you tube advertisements are entertaining, informative, highly customized and irritational as well. ^[5] The payments made by marketers to you tube is cost per view basis. For instance, for a thirty second or longer advertising video, company will be

charged after thirty seconds, whereas, if it is shorter than thirty seconds, charges will become payable only when the viewer watch it entirely. Also, in case of non- skippable advertising, cost is decided on the coverage basis, i.e., more the area of coverage, lesser will be the cost ^[5].

UPLOADING ADVERTISING VIDEO ON YOU TUBE:

You tube advertising is a worth. It is really beneficial as per present and future requirements of users. Television is almost replaced with you tube videos. That is why it is necessary to understand the procedure with which a marketer can publish his product on you tube with the suitable advertising layout on you tube. It can be understood in simple steps. ^[6] Firstly, a marketer is required to set up an account with AdWords. AdWord is an online advertising service, where advertisers pay for displaying their brief advertisement. This was developed by Google, which offers services, listing of products and also describes the pricing model for advertiser companies. After creating account with AdWords, you tube account is required to log in and 'Creator studio' is required to be clicked. Creator studio helps in management of you tube account and interaction with fans. Visit 'Channel', which is located on the left -hand side of you tube page and then select 'Advanced option' and then click on 'Link an AdWord account'. Select the advertisement video and then click 'video manger' at the left- hand side. A list of videos comes out. Advertiser need to select that particular video with which he is willing to advertise his product. Promote this selected video and go to 'Create a campaign'. Advertiser is required to fill details of budget and audience. He may preview the advertisement video before it gets displayed to the world with help of an option available on the right side of screen i.e., 'Instream ad'. After completion of advertisement video, AdWord account can be accessed for checking out the status of work done. For getting approval click on 'create and launch campaign' and wait for one day ^[6]. When the advertising video gets approved, the status of cost and number of views can be checked with the help of AdWords account. The entire procedure does not require any financial transactions as it will be initiated only when the advertising video will be viewed.

CONCLUSION:

This article has highlighted the rising figures of internet users and the estimations for future as well. At the launch of you tube Go, Google's Anandan had said," We have over 900 million Indians who are not connected to internet. Our mission is connectivity for every Indian. We will stay focused until every single Indian is connected." This statement truly highlights the requirement for advertising on internet platforms. Highly optimization techniques are the most attracted feature of you tube advertising. You tube dashboard has solved the obstacle of cost and revenues generated due to advertisement. It is inbuilt with special and simplified procedure of putting advertisements.

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