



Online Gain vs Offline Pain

Gone are the days from the marketing class when 'Where are your consumers found?' had a more conventional answer. It is high time that brands admit to the fact that these consumers spend more time on social media, than they do at your stores, outlets and at malls. They are tweeting their experiences, asking friends for recommendations, saving what they like for future use and showing off what they bought. Yep, the consumer is now connected all through the buying process. The new age shopper has reduced the sales person to an insignificant medium in the buying process.

The heartening fact is that there are a few brands in India have gone successful socially. Vodafone,

Shoppers Stop, Inorbit malls, Basic Life, MTV India are stellar examples of brands taking up social media with gusto. From engaging conversations to interactive contests, to viral videos and some really cool apps. These brands are pulling all the stops to engage with their audiences. But there are thousands of others who are floundering in coming to terms with this media and some who are yet to take the first baby steps.

The real question now is - how does going social really help my business?

There is little doubt that social media adds a totally new dimension to marketing, the true potential, however, lies in changing your entire business eventually.

The world of social media is littered with brand mentions and recommendations from friends and perfect strangers or 'influencers' as they are known. Experiences are shared, information sought and consumers are going online now

In this age where social media has taken everyone over by storm, your consumer, who could also be an opinion leader is sharing your brand experiences on the move online all the time on the go and all this, without even waiting to meet their peers in person. The truth of the matter is, these consumers spend more time on social media, than they do at your stores, outlets and at malls. This obviously emphasises on the fact that today, being present on the online medium and offering it our customers is a choice we cannot not have. Nishank Joshi shares his view on how best Shopping Centres can use this medium to drive in people and ultimately drive in sales for the retailers at the shopping centres.



more than ever for product research before purchase.

With increased social recommendations being at the forefront of information gathering and product/brand discovery, it's incredibly important for brands to take advantage of these touch points by creating opportunities for consumers to create, share and interact with influencers via social

networks, forums, blogs and brand-owned websites and storefronts. But the key word is evolution: from engagement to conversations to enlightenment. Every brand needs to take this route. The first 2 are for the consumers the last pertains to the brand about its customers. With so much data, imagine the information every brand can garner about its consumers.