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Media Talk Back



DIGITAL MEDIA TRENDING

Discover the Future of Media



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Showcase Section highlighting Digital Marketing Industry with Mr. Chris Do, First time on Media Talk Back.



Chance to learn from the Incredibly Talented Key Animator of Ramayana - The Legend of Prince Rama and Co-founder of Doga Kobo Studio Mr. Megumu Ishiguro



MESSAGE FROM **CHAIRMAN**

Known as a Showman of Indian Cinema; Mr. Ghai is an Indian Film Maker, producer, Director, Script Writer, renowned Educationist. He received the National Film Award for Social film Iqbal. He is an Executive chairman and founder of MuktaArts.

MESC is a new revolution & evolution to the whole education system of India with full emphasis for skillbased education rather than memory based education.

It's one of the finest initiatives by the Govt. of India and I'm proud to be associated with MESC with a serious responsibility to develop a new generation of skilled man in every field. It is especially important in our sector of Media & Entertainment, to explore & think beyond obvious. I'm humbled & thankful to everyone who has entrusted me with this great responsibility of taking the council in the right direction for the next generation and I am sure that we have a good team to achieve our targets at the earliest

MR. SUBHASH GHAI



MESSAGE FROM **CEO**

I extend my gratitude and regards towards everyone who supported and contributed in the creation of the 18th edition of the Media TalkBack magazine - Digital Media Trending which is specifically focused on the Tremendously Growing Digital/Social Media Industry. Through this, you will get an insight on one of the biggest aspects of the Media & Entertainment sector with articles, information and one on one interview with some of the top professionals from the industry giving scoops on their journey, upcoming projects, do and don'ts to have a successful career, etc.

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What is Digital Media

Any form of media which is encrypted in machine-readable form can be called digital media. Digital media depends upon the Electronic medium or devices to be transferred, distributed, viewed, and stored or even to be created. Since its inception, digital media has gradually influenced the way of life of the average person in both developed and developing countries. The influence that digital media has over the way of life of lots of people is in existence because of the innovation which it has introduced into education, entertainment, journalism, publishing, public relations, politics, and business. That is not all. Since coming into limelight, digital media has also brought about a form of innovation to intellectual property, as well as copyright laws. As a result of its influence, digital media has gradually moved the world from the industrial age to the information age.

Just like print media, digital media require some skills before it can be effectively enjoyed. When the print media became a phenomenon, people required the ability to read and write before enjoying it. In addition to the ability to read and write which print media requires, digital media requires its users to be able to browse through the internet conveniently and also develop digital content. Generally, the form of literacy which is required for people to be able to make use of digital media is called digital literacy. The impact of the presence of smart devices on the growth and rapid spread of digital media cannot be over-emphasized.

The Impact of Digital Media

Computers were created a very long time before they finally became accessible to virtually everyone.

However, between the time computers were manufactured and when it became possible for anyone to own them, their storage capacity, as well as their computing powers greatly increased.

The presence of smartphones and personal computers have made digital media more effective for a reason.

That reason is simply the ease with which digital media can be shared, accessed, and modified.

Although digital media can be said to be an uncomfortable replacement for print media, its influence on the society can be likened to the influence that printing press had when it first came into limelight.

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The Irreplaceable Social Media

Social media refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time. Many people define social media as apps on their smartphone or tablet, but the truth is, this communication tool started with computers. This misconception stems from the fact that most social media users access their tools via apps. Human nature has been programmed in such a way that we love being socially active to a certain extent. However, people have always been looking for ways to connect and network with each other. And, in this age of digitization, people have found ways to be socially active on the internet, which is possible with the advent of the numerous social networking platforms and apps. Now, even relationships begin, grow and end on social media. People no longer need a personal handshake or face-to-face meeting.



"It's a dialogue, not a monologue, and some people don't understand that. Social media is more like a telephone than a television."

- Amy Jo Martin



SOCIAL MEDIA PLATFORMS THAT RUN THE WORLD



FUN- FACTS

FACEBOOK INC.

Based in Menlo Park, California “Facebook” is an American Social media and technology company, founded by Mr. Mark Zuckerberg , along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. It is considered as one of the Big Four Companies along Amazon, Apple and Google.

Facebook offers other products and services. It acquired Instagram, WhatsApp, and Oculus, and independently developed Facebook Messenger, Facebook Watch, and Facebook Portal.

he King of Social Media “Mark Zuckerberg” Mark Elliot Zuckerberg, born May 14 1984 is an American Internet Entrepreneur and philanthropist. Zuckerberg is the Co-founder, Chairman, CEO and Controlling shareholder of Facebook. He also co-founded and is a board member of Solar Sail Spacecraft Development Project (Breakthrough Starshot). Zuckerberg attended Harvard University and launched Facebook in his dormitory room in 2004. His net worth as of January 2020 is \$76.7 Billion.

At the age of 23, Zuckerberg became the youngest self-made billionaire and is ranked Number 10 on Forbes List of World’s Most Powerful.

Zuckerberg began working with computers and writing softwares in middle school and achieved his reputation as programming prodigy from the start at Harvard.

Vanity Fair magazine rated Zuckerberg as Number 1 in their list of “Most Influential people of the information age” in 2010.

Zuckerberg receives one dollar salary as CEO of Facebook and he made it through the “Top Ten Business Visionaries Creating Value for the Community” by deciding to give away 99% of their wealth which is \$55.0 Billion.

The Social Network – The Movie based on “Mark Zuckerberg’s” life was released on October 1, 2010, starring Jesse Eisenberg as Mark Zuckerberg in the movie directed by David Finch received 3 Academy Awards and 4 Golden Globes.

Zuckerberg dropped out of Harvard in his sophomore year in order to complete his project.

On May 2017, Zuckerberg received his honorary degree from Harvard.

Facebook ever since formation has been subject to extensive media and many controversies. Facebook provides platforms for many social gaming, review, feedback, communication and other applications related to online activity.



Instagram – Created by Kevin Systrom and Mike Krieger, Instagram (informally IG or Insta) is a photo and video sharing platform launched in 2010 (exclusively on iOS) and is owned by Facebook Inc. The Android version of the application was released later in the year 2012. The App allows the users to upload photos and videos which can be edited using different filters (1977, Lo-fi, Lark, Moon, Gingham, etc) and can be organized by hashtags and location information. The App also gives the feasibility to the users by providing the Private Account option for those who do not wish to share publicly. Although, the other users can like and comment on pictures of those who wish to keep their accounts public.



FUN FACTS ABOUT INSTAGRAM -

Instagram gained popularity at a much higher rate than Facebook since it has 1 million users registered in 2 months after the launch and 1 Billion users as of May 2019. Over 40 Billion photos have been uploaded on Instagram by the year 2015.

The most liked photo on Instagram is a picture of an Egg (53 Million Likes) posted by the account @world_record_egg with the sole purpose to surpass the 18 Million Likes received on a Kylie Jenner post.

Instagram is known to be the 4th most downloadable mobile app of the decade.

Since April 2017, Instagram came up with a feature to allow users to archive their posts in a private storage area. This move was seen as a way to keep users from deleting their posts that don't garner a desired number of likes or the posts that are deemed uninteresting or boring.

The App also received another update in 2017 which enabled editing and complete uploading of landscape and portrait photos.

Instagram also gives its users an opportunity to create trends like "#SelfieSunday, #ThrowbackThursday, #FunFriday etc" and follow hashtags which display relevant highlights.

ABOUT THE FOUNDERS

Kevin Systrom, an American computer programmer who co-founded Instagram was included in the "America's richest entrepreneur under 40" in 2016. Under Systrom's leadership, Instagram developed features like "explore, filters and video". Systrom identified Instagram as a media company, which explains the roll-out of big companies like Disney, Activision, Lancome etc and also stated that in a few years the company might be getting involved in Virtual reality products. He resigned from Instagram on September 24, 2018. Mike Krieger, a Brazilian-American entrepreneur and software engineer co-founded Instagram and served as its CTO till 24th September 2018. Under Krieger as CTO, Instagram Expanded from some million users to 1 billion monthly active users. As of 2018, Krieger's net-worth is estimated to be \$100 Million.

After Instagram was acquired by Facebook, Krieger was committed to building and growing Instagram independently. As the user base expanded, Krieger ensured that the platform gives small businesses opportunities to thrive, and that it remains a safe place for teenagers.



SNAPCHAT



A multimedia messaging app that was created by Evan Spiegel, Bobby Murphy and Reggie Brown (former students at Stanford University) originally by the name Snap Inc. One of the defining features of Snapchat is that photos and videos are available only for a short duration of time before they become inaccessible to their recipients. Snapchat has become known for representing a new, mobile-first direction for social media, and places significant emphasis on users interacting with virtual stickers and augmented reality objects. As of October 2019, Snapchat has 210 million daily active users. Snapchat is known to be popular among the younger generations, particularly those below the age of 16, leading to many privacy concerns for parents.

FUN FACTS ABOUT SNAPCHAT -

In their first blog post, dated May 9, 2012, CEO Evan Spiegel described the company's mission: "Snapchat isn't about capturing the traditional Kodak moment. It's about communicating with the full range of human emotion – not just what appears to be pretty or perfect." He presented Snapchat as the solution to stresses caused by the longevity of personal information on social media, evidenced by "emergency detagging of Facebook photos before job interviews and photoshopping blemishes out of candid shots before they hit the internet".

Friends can be added via usernames and phone contacts, using customizable "Snapcodes", or through the "Add Nearby" function, which scans for users near their location who are also in the Add Nearby menu. Spiegel explained that Snapchat is intended to counteract the trend of users being compelled to manage an idealized online identity of themselves, which he says has "taken all of the fun out of communicating".

Snapchat's first paid advertisement, in the form of a 20-second movie trailer for the horror film *Ouija*, was shown to users on October 19, 2014.

About the Founders -

Evan Thomas Spiegel (born June 4, 1990) is a French-American entrepreneur and co-founder of Snap Inc, named as youngest billionaire of 2015 holds a net-worth of \$4 Billion as of February 2020. Robert Cornelius Murphy (Bobby Murphy), born July 19, 1988 is an American entrepreneur and software engineer who was named as one of the "100 Most Influential People" by Time for his extraordinary work in developing Snap Inc. In 2015, he became the 2nd youngest billionaire ranked by Forbes.

WHATSAPP

A freeware, cross-platform messaging and voice-over IP service owned by Facebook, Inc. WhatsApp enables people to send out text messages, share media, documents and user locations, make phone and video calls etc. WhatsApp is available for both phone and desktop interface although it requires the internet accessibility and a standard phone number.

The client application was created in the name of WhatsApp Inc, which was acquired by Facebook in February 2014 for approximately US\$ 19.3 billion. It became the world's most popular messaging application by 2015, and has over 2 billion users worldwide as of February 2020. It has become the primary means of electronic communication in multiple countries and locations, including Latin America, India, Pakistan's and large parts of Europe, including the United Kingdom, Spain, and France.

Whatsapp was founded by Brian Acton and Jan Koum, former employees of Yahoo. At one point, they applied for jobs in Facebook but they were rejected. Koum named the app Whatsapp to sound like "what's up". On February 24, 2009, he incorporated Whatsapp Inc. in California. However, when early versions of Whatsapp kept crashing, Koum considered giving up and looking for a new job. Acton encouraged him to wait for a "few more months".

FUN FACTS ABOUT WHATSAPP -

On Whatsapp's 8th Birthday, a new status feature similar to Snapchat and Facebook stories was launched.

On 25 November 2019, WhatsApp announced an investment of \$250,000 into the startup ecosystem through a partnership with Startup India, where it will provide 500 startups with Facebook ad credits of \$500 each.

As of January 2020, Whatsapp registers over 5 Billion installs on Google Play Store making it only second Google App to achieve this Milestone.

India is by far WhatsApp's largest market in terms of total number of users.



In May 2014, WhatsApp crossed 50 million monthly active users in India, which is also its largest country by the number of monthly active users, then 70 million in October 2014, making users in India 10% of WhatsApp's total user base. In February 2017, WhatsApp reached 200 million monthly active users in India.

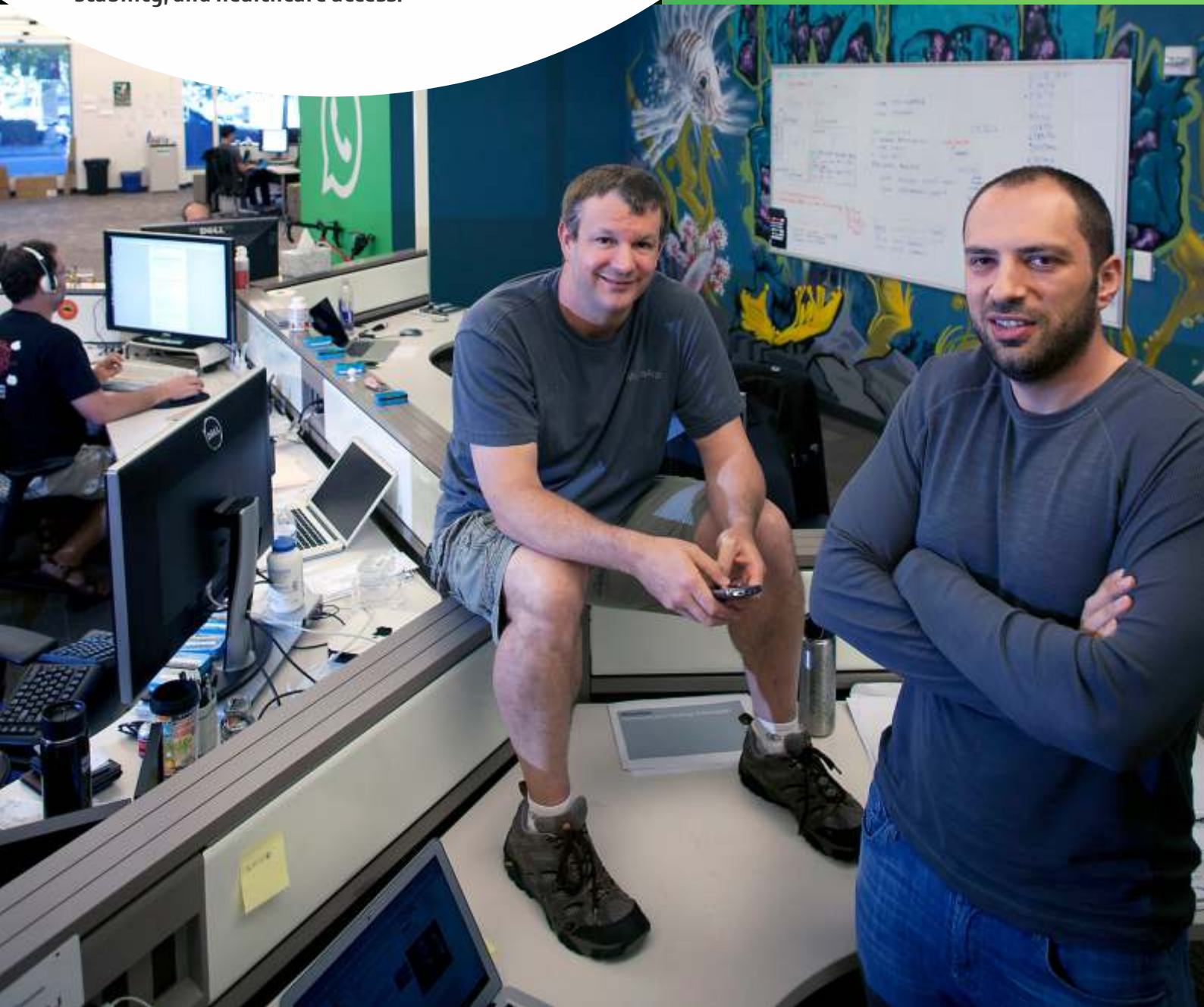
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Israel is one of WhatsApp's strongest markets in terms of ubiquitous usage. According to Globes, already by 2013 the application was installed on 92% of all smartphones, with 86% of users reporting daily use. WhatsApp's group chat feature is reportedly used by many Israeli families to stay in contact with each other.

ABOUT THE FOUNDERS

Jan Kuom is a Ukrainian American entrepreneur and computer programmer. He was the CEO of Whatsapp and has a net-worth of \$10.1 Billion as of October 2019. He entered Forbes list of 400 Richest Americans at Position 62 and was the highest ranked newcomer in 2014. Kuom hates to be called an entrepreneur as per his Tweet on Twitter because according to him Entrepreneurs are motivated by desires to make money whereas he only wants to build useful products.

Brian Acton, an American programmer and Internet entrepreneur is the Co-founder of Whatsapp and Executive Chairman of Signal Foundation. Acton is 76th Richest Man in America with a net-worth of \$7 Billion. Acton began Sunlight Giving with his wife which is a family foundation dedicated to supporting the basic services of low-income families with young children ages 0–5. It also provides support for safe spaces and organizations that ensure food security, housing stability, and healthcare access.





An American micro-blogging and networking service which allow people to Tweet. Registered users can post tweets, re-tweet while the unregistered users can only read them. Twitter Inc, is based in California and has over 25 offices worldwide. Tweets are usually 140 characters but were doubled for non-asian languages. As of 2018, Twitter had more than 321 million users across the world. As a social network, Twitter revolves around the principle of followers. When you choose to follow another Twitter user, that user's tweets appear in reverse chronological order on your main Twitter page.

If you follow 20 people, you'll see a mix of tweets scrolling down the page: breakfast-cereal updates, interesting new links, music recommendations, even musings on the future of education. Twitter has been an increasingly growing in the field of education, as an effective tool that can be used to encourage learning and idea, or knowledge sharing, in and outside the classroom. By using or creating hashtags, students and educators are able to communicate under specific categories of their choice, to enhance and promote education. A broad example of a hashtag used in education is "edchat", to communicate with other teachers, and people using that hashtag. Once teachers find someone they want to talk to, they can either direct message the person, or narrow down the hashtag to make the topic of the conversation more specific using hashtags for scichat (science), engchat (English), sschat (social studies).

FUN FACTS ABOUT TWITTER -

As of 8th Feb 2020, Barrack Obama has the most number of followres(113 Million), followed by Justin Beiber at 109 Million and Katy Perry at 108 Million.

Twitterbot Effect – Twitterbots are capable of influencing public opinion about politics, culture and products by automatically generating mass amount of tweets through imitating human communication.



This tech also allows followers to purchase followers, favorites, retweets and comments on various websites that cater to expanding a user's image through accumulation of followers.

More the followers, more is the attention received and more is the popularity gained.

ABOUT THE FOUNDERS

Jack Patrick Dorsey – a computer programmer and internet entrepreneur who co-founded Twitter and also founded Square(a mobile payments company). His net-worth as of Feb 2020 is \$5 Billion. When he first saw implementations of instant messaging, Dorsey wondered whether the software's user status output could be shared easily among friends. He approached Odeo, which at the time happened to be interested in text messaging. Dorsey and Biz Stone decided that SMS text suited the status-message idea, and built a prototype of Twitter in about two weeks. On October 23, 2019, Twitter's stock price fell by nearly 24%, from \$38.83 to \$30.75. The reason was an earnings miss off a third-quarter report, which Twitter blamed on an ad targeting the company's problems. Dorsey had been making a concerted effort to dampen the effect that Twitter had on political elections, which entailed banning all political ads. This was also seen as a large contributor to the drop. Dorsey announced that, as of November 22, 2019, Twitter would ban all political advertising. The policy applies globally to all marketing campaigns about political issues.

Biz Stone or Christopher Isaac Stone is an American entrepreneur who co-founded Twitter among other internet based services. Biz was the Creative Director at Xanga and also co-founded Jelly(a search engine) along with Ben Finkel. Stone was Jelly's CEO until its acquisition by Pinterest in 2017. Stone has been honored with the International Center for Journalists Innovation Award, Inc. magazine named him Entrepreneur of the Decade, Time listed him as one of the 100 Most Influential People in the World, and GQ named him Nerd of the Year, along with Evan Williams. In 2014, The Economist recognized Stone with an Innovation Award. Evan Clark Williams is an American internet entrepreneur and computer programmer who has co-founded several internet companies. Williams was previously the CEO of Twitter and he's also the founder of Blogger and Medium, two of the largest blogging websites. In 2004, he was named the "People of the Year" for his extraordinary work in Blogger. His net-worth as of 2020 is \$1.8 Billion.



LINKEDIN

An American business and employment oriented service that operates via websites and mobile apps. It is mainly used for professional networking, including employers posting jobs and job seekers looking for opportunities. As of June 2019, LinkedIn has 635 Million users registered in 150 countries.

LinkedIn allows its users to create profiles and connections with each other in an online social media network which may represent real life professional relationships. LinkedIn headquarters are located in Sunnyvale, California with 33 global offices around the globe.



Users can interact with each other in a variety of ways:

- ☑ Connections can interact by choosing to "like" posts and "congratulate" others on updates such as birthdays, anniversaries and new positions, as well as by direct messaging.
- ☑ Users can share video with text and filters with the introduction of LinkedIn Video.
- ☑ Users can write posts and articles within the LinkedIn platform to share with their network.

According to one estimate based on worldwide figures, 122 million users got job interviews via LinkedIn and 35 million were hired by a LinkedIn online connection.[94] Not only helping job applicants meet employers, LinkedIn can help small businesses connect with customers.[95] Connections are important in boosting a user's standing and presence in LinkedIn. In the site's parlance, two users have a "first-degree connection" when one accepts an invitation from another.[94] People connected to each of them are "second-degree connections" and persons connected to the second-degree connections are "third-degree connections." [94] This forms a user's internal LinkedIn network. As these connections get stronger and deeper, the user's profile is more likely to appear in searches by employers and others.



Profinder

LinkedIn offers a comparatively modern approach to using the professionals in their network to provide skilful resources and assistance required by their members. Resume writing is one of the key features of this range of services. This includes a curated network of "Pro"s to offer you their quotes, and you may avail their services directly. Profinder offers easy and professional services in IT, Design, Writing and Editing, Marketing, Business Consultations, Legal, etc.

How does Profinder work



- ☑ Request: Answer a few simple questions about your service needs
- ☑ Receive: You'll get offers from curated list of professionals
- ☑ Hire: When you're ready, hire the right expert with confidence



Reid Garrett Hoffman CBE is an American internet entrepreneur, venture capitalist and author. Hoffman was the co-founder and executive Chairman of LinkedIn. He is currently a partner at the Venture capital firm "Greylock Partners". His net-worth as of 2019 is \$1.9 Billion. Hoffman was LinkedIn's CEO for the first four years. Microsoft proposed to acquire LinkedIn on June 13, 2016 for \$26.2 billion in cash.[26] Hoffman became a Microsoft board member on March 14, 2017. Hoffman's current venture capital investments include Airbnb, Apollo Fusion, Aurora, Blockstream, Coda, Convoy, Entrepreneur First, Gixo, Nauto, Xapo.

Past investments include 3Dsolve, Coupons.com, Digg, Edmodo, Flickr, IronPort, Knewton, Kongregate, Last.fm, Nanosolar, One Kings Lane, Permuto, Ping.fm, Shopkick, SixApart, thesixtyone, Swipely, tagged, technetto, Trialpay, Vendio, Viglink, Viki, Wikia and Wrapp. He served on Zynga's board of directors from March 2008 to June 2014, and on shopkick's board of directors from its foundation in July 2009 until its acquisition by SK Telecom in October 2014.

Hoffman is co-author, with Ben Casnocha, of the career book *The Start-Up of You: Adapt to the Future, Invest in Yourself, and Transform your Career*. The book became both New York Times and Wallstreet Journal bestseller.

The book was released in the United States on February 14, 2012. It argues that individuals should think of themselves as businesses-of-one – the "CEO of their own career" – and draws many parallels between lessons learned from the stories of successful Silicon Valley technology companies and an individual's career.

Eric Thich Vi Ly is a Vietnamese-American internet entrepreneur and investor who is also a co-founder of LinkedIn where he served as founding CTO. He is currently the CEO of a blockchain trust protocol "Hub". Ly started his technical career in Steve Job's "NeXT"(acquired by Apple Inc.). In 1995, Ly co-founded Netmosphere, a software company enabling project management collaboration utilizing Internet technologies such as Java. Menlo Ventures invested in the firm, which was subsequently acquired by Critical Path, Inc.[9] In 2000, Ly co-founded a mobile software company called Tresidder Networks in which Industry Ventures invested.

Ly holds the following patents:

- ☑ Method for graphical classification of unstructured data.
- ☑ Method of leveraging social networking with a messaging client.
- ☑ Method and system for leveraging the power of one's social-network in an online marketplace.

Jeffery Weiner is an American Businessman and the CEO of LinkedIn since December 15, 2008. Weiner served in various leadership roles at Yahoo for over seven years beginning in 2001, most recently as the Executive Vice President of Yahoo's Network Division. As EVP of Yahoo, he led a team of over 3,000 employees, managing products reaching over 500 million consumers. While serving Yahoo's Network Division, he was part of the Search leadership team that directed the acquisition and integration of Inktomi, AltaVista, and FAST as well as the development of Yahoo Search Technology. He has worked at Warner Bros. as Vice President of Warner Bros. Online, developing its initial business plan. He was an Executive-in-Residence for leading venture capital firms Accel Partners and Greylock Partners. In 2011, Weiner and Reid Hoffman were the U.S. Overall winners of the EY Entrepreneur of the Year Award

In 2014, Weiner was recognized by LinkedIn employees via Glassdoor's annual survey as among "the top 10 CEOs at U.S. Tech Companies". In 2016, Weiner received media attention for donating his \$14 million stock bonus to the pool for LinkedIn employees following a drop in share price. In 2020, Weiner announced he will step down as CEO of LinkedIn and become executive chairman in order to focus on increasing diversity and inclusion across LinkedIn networks. [





YOUTUBE

Youtube – An American video-sharing platform headquartered in San Bruno, California. Youtube was created by three former PayPal employees(Chad Hurley, Steve Chen and Jawed Karim) in February 2005. Youtube was purchased by Google in 2006 for \$1.65 Billion and it operates as a Google subsidiary. Youtube allows users to upload, share, view, rate, favorite, add to playlist, report, comment, like, flag and subscribe to other users. It offers a wide variety of user-generated and corporate media videos. Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos. Most content on YouTube is uploaded by individuals, but media corporations including CBS, the BBC, Vevo, and Hulu offer some of their material via YouTube as part of the YouTube partnership program. Unregistered users can only watch videos on the site, while registered users are permitted to upload an unlimited number of videos and add comments to videos. Videos deemed potentially inappropriate are available only to registered users affirming themselves to be at least 18 years old.

FUN FACTS ABOUT YOUTUBE-

The first Youtube video was titled "Me at the Zoo" which shows the co-founder "Jawed Karim at the San Diego Zoo". The video was uploaded on April 23, 2005

The choice of the name www.youtube.com led to problems for a similarly named website, www.utube.com.

The site's owner, Universal Tube & Rollform Equipment, filed a lawsuit against YouTube in November 2006 after being regularly overloaded by people looking for YouTube. Universal Tube has since changed the name of its website.



YouTube primarily uses the VP9 and H.264/MPEG-4 AVC video formats, and the Dynamic Adaptive Streaming over HTTP protocol. YouTube has begun rolling out videos in AV1 format.



All YouTube users can upload videos up to 15 minutes each in duration. Users who have a good track record of complying with the site's Community Guidelines may be offered the ability to upload videos up to 12 hours in length, as well as live streams, which requires verifying the account, normally through a mobile phone.

When YouTube was launched in 2005, it was possible to upload longer videos, but a ten-minute limit was introduced in March 2006 after YouTube found that the majority of videos exceeding this length were unauthorized uploads of television shows and films. The 10-minute limit was increased to 15 minutes in July 2010. In the past, it was possible to upload videos longer than 12 hours.

Videos can be at most 128 GB in size. Video captions are made using speech recognition technology when uploaded. Such captioning is usually not perfectly accurate, so YouTube provides several options for manually entering the captions for greater accuracy.

YouTube accepts videos that are uploaded in most container formats, including AVI, MP4, MPEG-PS, QuickTime File Format and FLV. It supports WebM files and also 3GP, allowing videos to be uploaded from mobile phones.

Videos with progressive scanning or interlaced scanning can be uploaded, but for the best video quality, YouTube suggests interlaced videos be deinterlaced before uploading.

All the video formats on YouTube use progressive scanning. YouTube's statistics shows that interlaced videos are still being uploaded to YouTube, and there is no sign of that actually dwindling. YouTube attributes this to uploading of made-for-TV content.

Youtube Premium formerly known as Youtube Red is Youtube's premium instruction service. It allows to stream videos ad-free, exclusive content, offline and background video playback.

It was originally announced in November 2014 as Music Key. Both private individuals and large companies use Youtube to grow their audience.

Youtube has other services including Youtube TV, Youtube Music and Youtube GO(android app for emerging markets).



ABOUT THE FOUNDERS -

Chad Meredith Hurley is a media mogul and co-founder of Youtube and Mixbit. He's the first CEO and was voted 28th on Business 2.0 "50 People who Matter now!" list. In August 2013, Hurley launched another company called "mixbit" for video editing purposes using smartphones. Hurley stepped down from CEO position in 2010 and said that he would remain an advisor of Youtube. His net-worth estimated 2020 is \$355 Million.

Steven Shih Chen is an American internet entrepreneur who is one of the co-founders of Youtube and former CTO. After co-founding AVOS Systems and Mixbit, he joined Google Ventures in 2014.

Jawed Karim is a German born American computer scientist and internet entrepreneur of Bangladeshi-German descent. He is the co-founder of Youtube and the first person to upload a video on site. In March 2008, Karim launched a venture fund called Youniversity Ventures with partners Keith Rabois and Kevin Hartz. He's also the first investor of AirBnB in April 2009.



Social Media Marketing

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.

The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. There are also a range of social media management tools that help businesses to get the most out of the social media platforms listed above. For example, Buffer is a platform of social media management tools, which can help you achieve success with your social media marketing. Whether you want to build a brand or grow your business, we want to help you succeed.



Social media marketing first started with publishing. Businesses were sharing their content on social media to generate traffic to their websites and, hopefully, sales. But social media has matured far beyond being just a place to broadcast content.

Nowadays, businesses use social media in a myriad of different ways. For example, a business that is concerned about what people are saying about its brand would monitor social media conversations and response to relevant mentions (social media listening and engagement). A business that wants to understand how it's performing on social media would analyze its reach, engagement, and sales on social media with an analytics tool (social media analytics). A business that wants to reach a specific set of audience at scale would run highly-targeted social media ads (social media advertising). As a whole, these are often also known as social media management.

The Five Core Pillars of Social Media Marketing

- ☑ Strategy
- ☑ Planning and Publishing(Buffer Publish)
- ☑ Listening and Engagement(Buffer Reply)
- ☑ Analytics and Reporting(Buffer Analyze)
- ☑ Advertising





1. Strategy

Before you dive right in and publish something on social media, let's take a step back and look at the bigger picture. The first step is to think about your social media strategy.

What are your goals? How can social media help you achieve your business goals? Some businesses use social media for increasing their brand awareness, others use it for driving website traffic and sales. Social media can also help you generate engagement around your brand, create a community, and serve as a customer support channel for your customers.

Which social media platforms do you want to focus on? The major social media platforms, mentioned above, are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. There are also smaller and up-and-coming platforms, such as Tumblr, Tik Tok, and Anchor, and social messaging platforms, such as Messenger, WhatsApp, and WeChat. When starting out, it's better to pick a few platforms that you think your target audience is on than to be on all platforms.

What type of content do you want to share? What type of content will attract your target audience best? Is it images, videos, or links? Is it educational or entertaining content? A good place to start is to create a marketing persona, which will help you answer these questions. And this doesn't have to be fixed forever; you can always change your strategy according to how your social media posts perform.

To help you create a great social media strategy, here are our long-form, step-by-step guides on creating a social media strategy and social media marketing plan.



2. Planning & Publishing

Social media marketing for small businesses usually starts with having a consistent presence on social media. Close to three billion people (3,000,000,000!) use social media. By being present on social media platforms, you give your brand an opportunity to be discovered by your future customers.

Publishing to social media is as simple as sharing a blog post, an image, or a video on a social media platform. It's just like how you would share on your personal Facebook profile. But you will want to plan your content ahead of time instead of creating and publishing content spontaneously.

Also, to ensure that you are maximizing your reach on social media, you need to publish great content that your audience likes, at the right timing and frequency.

There are now a variety of social media scheduling tools, such as Buffer Publish, that can help you publish your content automatically at your preferred time. This saves you time and allows you to reach your audience when they are most likely to engage with your content.

3. Listening and Engagement

As your business and social media following grow, conversations about your brand will also increase. People will comment on your social media posts, tag you in their social media posts, or message you directly.

People might even talk about your brand on social media without letting you know. So you will want to monitor social media conversations about your brand. If it's a positive comment, you get a chance to surprise and delight them. Otherwise, you can offer support and correct a situation before it gets worse.

You can manually check all your notifications across all the social media platforms but this isn't efficient and you won't see posts that didn't tag your business's social media profile. You can instead use a social media listening and engagement tool, such as Buffer Reply, that aggregates all your social media mentions and messages, including posts that didn't tag your business's social media profile.

4. Analytics

Along the way, whether you are publishing content or engaging on social media, you will want to know how your social media marketing is performing. Are you reaching more people on social media than last month? How many positive mentions do you get a month? How many people used your brand's hashtag on their social media posts?

The social media platforms themselves provide a basic level of such information. To get more in-depth analytics information or to easily compare across social media platforms, you can use the wide range of social media analytics tools available, such as Buffer Analyze (in closed beta).

5. Advertising

When you have more funds to grow your social media marketing, an area that you can consider is social media advertising. Social media ads allow you to reach a wider audience than those who are following you.

Social media advertising platforms are so powerful nowadays that you can specify exactly who to display your ads to. You can create target audiences based on their demographics, interests, behaviors, and more.

When you are running many social media advertising campaigns at once, you can consider using a social media advertising tool to make bulk changes, automate processes, and optimize your ads.



TYPES OF SOCIAL MEDIA ADS

All the major social networks offer advertising options. That doesn't mean you should use all of them. When thinking about which social networks to use for advertising, look at which ones perform well organically. Networks where your content naturally strikes a chord with fans are an obvious choice for your first social ad campaigns. When choosing where to place your ads, it's also helpful to know which networks are most popular with your target audience. Pinterest, for example, has far more female than male users. If you're targeting a younger crowd, you'll likely find them on Snapchat and Instagram.



All the major social networks offer advertising options. That doesn't mean you should use all of them. When thinking about which social networks to use for advertising, look at which ones perform well organically. Networks where your content naturally strikes a chord with fans are an obvious choice for your first social ad campaigns. When choosing where to place your ads, it's also helpful to know which networks are most popular with your target audience. Pinterest, for example, has far more female than male users. If you're targeting a younger crowd, you'll likely find them on Snapchat and Instagram.

Here's a quick summary from the Pew Research Center showing who's using which social networks in 2019.

Now that you have a sense of which social networks are a demographic fit for your business, let's look at the types of ads each network has to offer.

FACEBOOK ADS

Now that you have a sense of which social networks are a demographic fit for your business, let's look at the types of ads each network has to offer.



- Awareness: Build brand awareness or increase reach.
- Consideration: Send traffic to your website, increase engagement, encourage app installs or video views, generate leads, or encourage people to communicate with you on Facebook Messenger.
- Conversion: Create online conversions, make catalog sales, or drive foot traffic to offline stores.

AUDIENCE CONSIDERATIONS:

Facebook is popular across demographics and offers detailed targeting options. This makes it a great platform to get started with social media advertising.

In addition to a photo, Facebook photo ads include 125 characters of text plus a headline and link description. They can also include a call-to-action button like Shop Now or Send Message.

You can create your photo ad in Facebook Business Manager, or simply promote a post with an image from your Facebook Page.

PHOTO ADS

Quick tip: Facebook photo ads work really well for showcasing new products or services. Show people using your product, rather than a simple photo of the product itself.

VIDEO ADS

Facebook video ad options range from short mobile video ads up to 240-minute promoted videos designed to be watched on desktop. With so many options, it's critical to have solid goals and understand who your target market is and where your video will reach them. Facebook video ads can work well in conjunction with a TV ad campaign. Even if T.V. is not part of your marketing mix, video ads can be a great way to draw people in. Use compelling visuals that highlight the best parts of your brand.

Quick tip: Short videos tend to have higher completion rates. However, if you've got a compelling message you can go a little longer.

Rareform uses mobile Facebook video ads to highlight its unique value proposition. The company makes bags out of recycled billboards. Their video ads get a 19% higher return than ads without video.



STORIES ADS

In this full-screen format, photos display for six seconds, and videos can last up to 15 seconds. You can't specifically select Facebook Stories ads on their own. They're included as a possible placement when you select Automatic Placements when creating your ad. **Quick tip:** Stories only last for 24 hours, so this is a great format for in-the-moment marketing like limited time offers. The majority of people Facebook surveyed said they wanted Stories ads to be "quick and easy to understand." Keep things simple. For example, the clothing brand tentree used a Facebook Stories slideshow ad with six photos to show off six different men's hats. The campaign had a 70% lower cost per product page view than other digital ads.

A carousel ad lets you include up to 10 images or videos, each with their own link, all in one ad. Carousel ads work well to showcase different features of a product, or to explain a step-by-step process. They're also a great way to present multiple products.

Quick tip: Use the different elements in your carousel ad together to present a compelling, effective story or message.

SLIDESHOW ADS

A slideshow is an ad that creates a video from several static images—your own or stock images that Facebook provides.

Slideshows offer the compelling motion of video, but require no video-specific resources to create. If you're not ready to try video ads but want to move beyond static photos, slideshow ads are a great option.



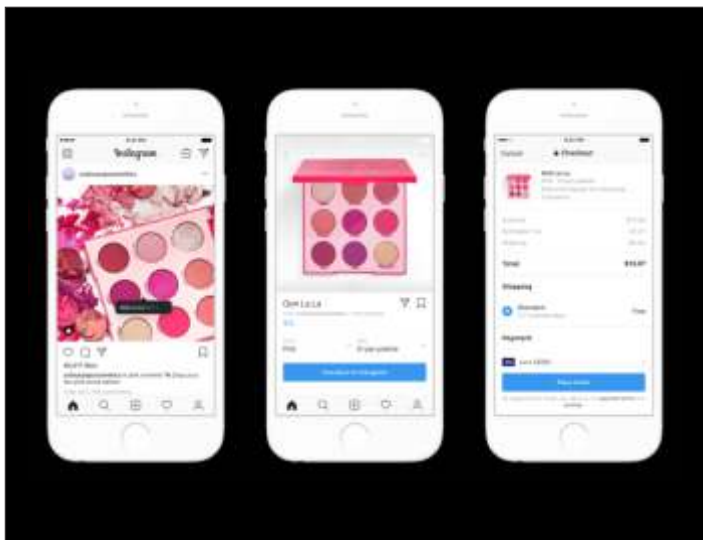
Happy Socks uses slideshow ads to show off their colorful product in an eye-catching way.

COLLECTION ADS

A collection ad highlights your products right in the Facebook feed. The ad includes a cover photo or video plus product images with pricing and other details. This allows people to learn more about your product without leaving Facebook. When someone clicks on the ad, they go to an Instant Experience (see below).

A collection ad highlights your products right in the Facebook feed. The ad includes a cover photo or video plus product images with pricing and other details. This allows people to learn more about your product without leaving Facebook. When someone clicks on the ad, they go to an Instant Experience (see below).

Quick tip: Collection ads work especially well for retail and travel brands.



Quick tip: You can use Messenger ads to restart conversations that have trailed off. Use a custom audience of people who have previously messaged your business.

LEAD GENERATION ADS

Facebook lead generation ads are mobile-only ads that include pre-populated forms. This makes it easy for people to:

- sign up for your newsletter
- request a free trial
- ask for a quote

They're a great tool if you're looking for leads to pass along to your sales team, or to build your online sales funnel.

Quick tip: Ask for the minimum amount of information you need to process leads effectively, to maximize completion. Get all the step-by-step instructions you need to set up your Facebook ads in our Facebook advertising guide.

INSTANT EXPERIENCE ADS

Formerly called Carousel ads, these are full-screen interactive ads for the mobile feed. An Instant Experience ad can include up to 20 images or up to two minutes of video. You can include a call-to-action button with up to 30 characters of text.

Instant Experiences also include interactive features like tilt to pan.

Quick tip: Instant Experience ads can also be used to collect customer or lead information using an instant form.

MESSENGER ADS

Messenger ads are simply Facebook ads placed on the home screen of the Messenger app. You can use them to encourage people to connect with your business on Messenger, but they can also link to your site.

INSTAGRAM ADS

Facebook owns Instagram. So it's not surprising that Instagram ads support the same three broad categories of campaign objectives as Facebook ads:

- Awareness
- Consideration
- Conversion

Audience considerations: Instagram is most popular with millennials. Plenty of Generation Xers also use the platform.

The specific Instagram ad types also mirror four of the Facebook ad types:

- ☑ Photo
- ☑ Video
- ☑ Carousel
- ☑ Collection

You can create each type of ad for either the main Instagram feed, or for Instagram Stories.

PHOTO AND VIDEO ADS

Your Instagram photo or video will look like a regular Instagram post—except that it will say Sponsored in the top right. Depending on your campaign objective, you may also be able to add a call-to-action button.

Quick tip: Make sure your photo and video ads are consistent in style with the organic posts you share on Instagram. This helps viewers recognize that the ad is from your brand.

Try testing video ads against photo ads using the same content. America’s Test Kitchen found that adding motion to its ads resulted in a 45% increase in leads over the same ad using just a photo.

In an Instagram carousel ad, viewers swipe to scroll through different images.

Quick tip: Make sure the images you use in your carousel ad are visually similar and tied together by a common theme. It shouldn’t be jarring to swipe between the different photos in the ad.

Look at this Carousel ad for Snag Tights. The similar images and consistent bar of text across each photo clearly connect the components of the ad and help to tell a consistent story.

COLLECTION ADS

Just like Facebook Collection ads, these feature a cover image or video plus several product shots. Clicking on the ad directs the user to an Instant Experience.

Quick tip: Instagram Collection ads don’t include a headline, but they do allow up to 90 characters of text.

INSTAGRAM STORIES ADS

Instagram Stories ads can use photos or videos up to 120 seconds long. These ads display in full-screen format between people’s stories.

Quick tip: Add interactive elements to Story ads for the best performance.

Dunkin’ found in an A/B test that a Story ad with a poll sticker had a 20% lower cost per video view. Plus, 20% of people who watched the video voted in the poll. (On the very important topic of which is better: donuts or fries.)

TWITTER ADS

Website clicks: Promote Tweets with Website Cards to encourage people to visit and take action on your website. You’re charged per click.

Tweet engagements: Promote Tweets with the goal of starting conversations about your brand. You pay for the initial engagement.

Followers: Promote your Twitter account and pay per follower gained.

Awareness: Promote your Tweets to a broad audience and pay for impressions (CPM).



App installs: Promote your Tweets with App Cards and pay per click to open or install your app

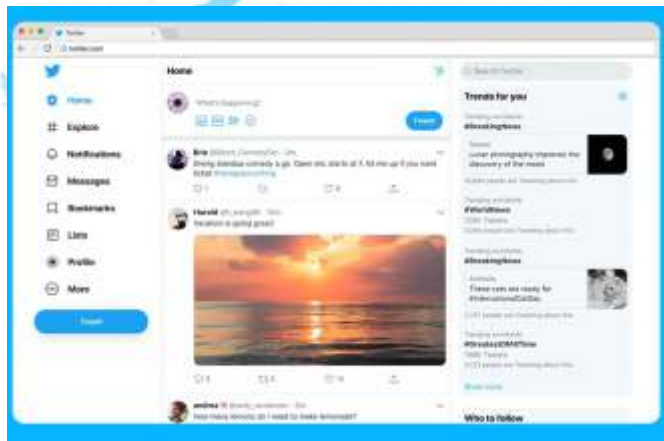
Audience considerations: Nearly two-thirds of Twitter’s advertising addressable audience is male.

Twitter offers two ways for brands to create Twitter ads:

- ☑ Twitter Promote automatically promotes
- ☑ Tweets for you Twitter Ads campaigns allow you to set up campaigns yourself based on your marketing objective.

TWITTER PROMOTE

With Twitter Promote, the Twitter algorithm automatically promotes Tweets to your specified audience. It promotes your first 10 daily organic Tweets that pass the Twitter quality filter. It also promotes your account to attract new followers. You can focus on up to five interests or metro locations, and let Twitter do the rest.



Quick tip: Twitter Promote mode costs \$99 USD per month. Twitter says accounts will on average reach 30,000 additional people per month and gain an average of 30 new followers.

TWITTER AD CAMPAIGNS

With Twitter ad campaigns, you first choose a business objective that aligns with your business goals. For example, this Chanel Twitter ad uses a video to showcase its product, combined with a website card for easy mobile shopping. <https://twitter.com/CHANEL>

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CHANEL ✓ @CHANEL

The 'side-pack' is a new #CHANELSpringSummer 2019 bag. Worn by two, it introduces a new way of carrying. See all the bags of the collection in boutiques and on <http://chanel.com>

366

8:41 PM - Mar 26, 2019

Twitter Ads info and privacy 36 people are talking about this

You can select existing organic Tweets to promote, or create Tweets specifically as ads.

Quick tip: Run separate campaigns for mobile and desktop users to get the best conversion rates. Twitter recommends you avoid using hashtags and @ mentions in your ads so that your audience does not click away.

Get all the step-by-step instructions you need to set up your Twitter ads in our Twitter advertising guide. Bonus: Download a free guide that teaches you how to turn Facebook traffic into sales in four simple steps using Hootsuite. [Get the free guide right now!](#)

SNAPCHAT ADS

The 'side-pack' is a new #CHANELSpringSummer 2019 bag. Worn by two, it introduces a new way of carrying. See all the bags of the collection in boutiques and on <http://chanel.com>

Awareness: Reach a large audience to increase awareness of your brand.

Consideration: Drive traffic to your website or app, increase engagement, and encourage app installs, video views, and lead generation.

Conversions: Drive website conversions or catalog sales.

Audience considerations: Snapchat is overwhelmingly popular with younger users. Nearly three-quarters of 18- to 24-year olds use the app. Compare that to only 25% of 30- to 49-year-olds. About 60% of the audience you can reach with Snapchat ads is female.

SNAP ADS

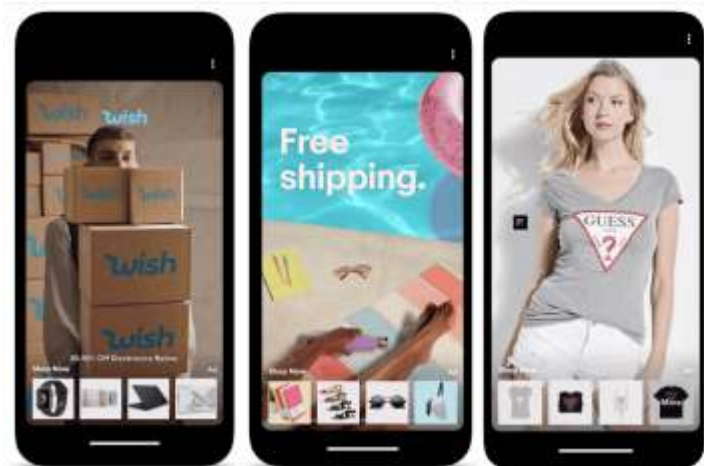
Snap ads start with an image or a video up to 10 seconds long. The ads are full-screen, vertical format. They can include attachments for app installs, landing pages, lead forms, or long-form video.

Quick tip: Time moves quickly on Snapchat, so aim to keep your Snap ad to five to six seconds. Don't try to do too much with a short ad: Feature one strong call-to-action and key message.

STORY ADS

This ad format takes the form of a branded tile in users' Discover feed. The tile leads to a collection of three to 20 Snaps, so you can provide a detailed look at new products, special offers, and so on. You can also add attachments with a call-to-action, so that users can swipe up to watch a video, install an app, or buy a product.

Quick tip: Write a powerful headline for your Story ad to encourage Snapchatters to tap.



COLLECTION ADS

Collection ads allow you to showcase a series of products with four thumbnail images in one ad. Each thumbnail image links to its own URL.

Quick tip: Keep the snap itself simple to focus attention on the thumbnails in your collection ad.

FILTERS

Snapchat filters are graphic overlays that users can apply to their Snaps. Snapchatters use them hundreds of millions of times per day. You can make your filter “smart,” so it includes real-time location, countdown, or time information.

Quick tip: Snapchatters use filters to provide context to their Snaps. Make sure your filter is relevant to the time, place, and purpose of your campaign. Leave room for Snapchatters’ own images to shine. Only use the top and/or bottom quarters of the screen for your filter creative.

Get all the step-by-step instructions you need to set up your Snapchat ads in our Snapchat advertising guide.



TEXT ADS

Text ads are small ad units that appear at the top and the right of the LinkedIn news feed. They only appear to desktop users, not on mobile devices. Despite the name, text ads can actually include a thumbnail image of 50 x 50 pixels.

Quick tip: Show a human face. Profile images work better than logos or pictures of objects.

Get all the step-by-step instructions you need to set up your LinkedIn ads in our LinkedIn advertising guide.



LINKEDIN ADS

LinkedIn ads help your business with three types of marketing objectives:

Awareness: Create more awareness of your company or brand.

Consideration: Drive website visits, increase engagement, or encourage video views.

Conversions: Collect leads and drive website conversions.

Audience considerations: LinkedIn is much more business-oriented than the other social networks in this post. It offers targeting options based on professional qualifications like job title and seniority. You can choose from several different types of LinkedIn ads.

SPONSORED CONTENT

Sponsored Content ads appear in the news feed on both desktop and mobile. They’re used to get your content in front of a larger audience and showcase your brand expertise.

Quick tip: Headlines under 150 characters have the best engagement. Larger images get higher click-through rates. LinkedIn recommends an image size of 1200 x 627 pixels.

SPONSORED INMAIL

Sponsored InMail is similar to email marketing, except that the messages go directly to users’ LinkedIn inboxes. However, Sponsored InMail has an interesting unique feature. Users only receive ad messages while they are active on LinkedIn. That means messages don’t sit around getting stale.

Quick tip: Short body text (under 500 characters) gets the highest click-through rate. The top five performing calls-to-action for Sponsored InMail are:

Try Free Today Click Apply

PINTEREST ADS

Pinterest ads work with six types of business goals:

Build brand awareness

Drive traffic to your website

Drive app installs

Drive traffic to specific products

Encourage specific actions on your website

Drive video impressions

Audience considerations: Pinterest has significantly more female users than males. According to the Pew Research Center, 42% of U.S. women use Pinterest, compared to just 15% of U.S. men.

People use Pinterest to save ideas. That means the network naturally leads to shopping and purchases, but those purchases may not happen right away. Pinterest ads are called Promoted Pins. They look and behave just like regular pins. The only difference is that you pay to have them seen by a wider audience. Besides basic photo Pins, you can create Promoted Pins with video or a carousel of up to five images. Promoted Pins are identified as ads with a small “Promoted” tag. However, if users save your ads to their Pinterest boards, that promoted label disappears. These saves Pins earn you bonus organic (free) exposure.

There are a couple of options for promoting your Pins.

PINTEREST ADS MANAGER

Using the ads manager, you begin by selecting a goal for your Pinterest ads campaign. You can target your advertising strategy to align with your business goals, including whether you pay per click or per impression.

Quick tip: Since Pinterest is used for planning and generating ideas, it has a longer lead time than some other social networks. Start running Pinterest ads tied to a seasonal or date-specific campaign about 45 days in advance. And try getting creative with the DIY nature of Pinterest as a social network. For example, Philadelphia Cream Cheese promotes their product with ads featuring recipes.

Notice that the original ad is identified as promoted. However, if a user saves the ad, it lives on as an organic post.

PROMOTE BUTTON

Using the Promote button, you can create an ad from an existing Pin in just a couple of clicks. Promoted Pins created with the Promote button are always pay-per-click, so you only pay when someone clicks through to your website.

Quick tip: This is a really easy way to get started with Pinterest advertising. Try promoting some of your best-performing Pins to get a sense of the kind of reach you can achieve with your desired budget. Make sure to track results over time to see the effects as people save your Promoted Pins to their own boards.

Get all the step-by-step instructions you need to set up your Pinterest ads in our Pinterest advertising guide.

YOUTUBE ADS

YouTube ads can help you work towards the following business goals:

- Collect leads
- Drive website traffic
- Increase product and brand consideration
- Build brand awareness and extend your reach

Audience considerations: YouTube has more male than female users. The audience is well spread out among age groups up to 65. There are a few different video ad formats available on YouTube. Since Google owns YouTube, you’ll need a Google AdWords account to create YouTube ads.

TRUEVIEW ADS

These ads automatically play before, during, or after other videos on YouTube. They can also appear in other places in Google’s display network, such as apps or games. Users get the option to skip your ad after five seconds. The recommended video length is generally 30 seconds or less. However, if you have a compelling story with great visuals, you can run longer. Majestic Heli Ski uses longer YouTube ads to show off their incredible experiences. Half of their customers now find them through YouTube.

Quick Tip: Seventy-six% of viewers skip ads by default. However, a skipped ad still increases the chances someone will visit or subscribe to your channel by 10 times. Make sure to get your most important messaging and branding in those unskippable first five seconds.

NON-SKIPPABLE YOUTUBE ADS

These are short ads that appear either at the start of a video or at the midpoint of a video at least 10 minutes long. The ads are a maximum 20 seconds long, and they can’t be skipped.

Quick Tip: Just because users can’t skip the ad doesn’t mean they’ll watch. Make sure your audio message is compelling in case they look away to do something else while your ad plays.

BUMPER ADS

These ads are also unskippable, but they’re a maximum of six seconds long. They appear at the end of YouTube videos.

Quick Tip: Don’t try to do too much in six seconds. Start with a strong visual, stick to one message, and leave enough time for your call to action.

Get all the step-by-step instructions you need to set up your YouTube ads in our YouTube advertising guide.

SOCIAL MEDIA ADVERTISING TIPS

Q1. Know what business objective you're trying to achieve

A. It's no accident that we start each section of this guide by reviewing the business objectives each type of social media ads can help you achieve. It's awfully hard to achieve your goals if you don't know what your goals are in the first place. Understanding your business objectives is critical. It ensures you choose the right social network to advertise on. It helps you choose the right advertising solution within that platform. It even guides your creative strategy.

Q2. We've listed some audience considerations for each of the social networks. Keep in mind that they all offer quite specific ad targeting. Know exactly who you're trying to reach to take maximum advantage of these targeting options. This ensures you get the best bang for your advertising buck.

A. Understanding your business objectives is critical. It ensures you choose the right social network to advertise on. It helps you choose the right advertising solution within that platform. It even guides your creative strategy.

After all, there's no point in advertising to soccer moms in Florida if your audience is young male video gamers in New Jersey. The ability to micro-target your ad campaigns is one of the key benefits of social media advertising. Developing audience personas can help you understand exactly which audience segments to focus on.

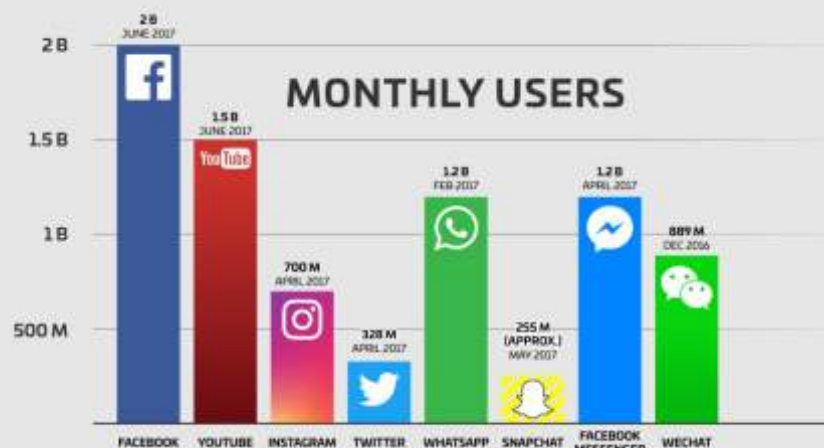
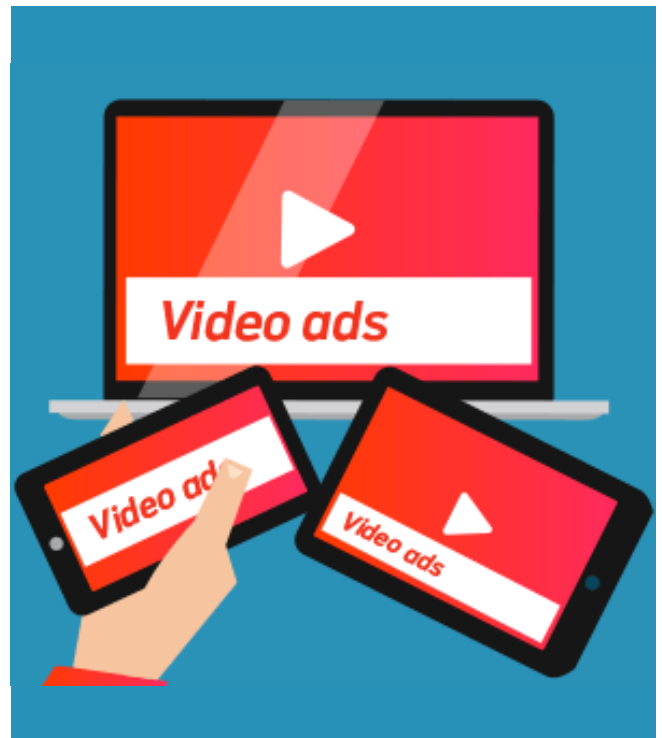
Q3. Let your organic posts inform your ads

You're likely already posting content on Twitter, Facebook, and Instagram every day. Maybe LinkedIn and SnapChat, too. Some of these posts will resonate with followers; others won't. Track which ones are being clicked, liked, shared, and commented on. These high-performing messages make the best candidates for social ads.

If you're branching out into a new network with your social media advertising, start small. Use what you've learned from your organic posts as a starting point. However, know that those lessons will not necessarily translate across social networks.

Q4. Pay for what matters: Impressions or engagement

To keep your budget under control, think about whether you want impressions or engagements. If you're paying every time someone sees your ad (impressions), your message can cast a wide net. But if you're paying for engagement, you only want people who are really interested in doing business with you to engage. You don't want to pay for engagements that are not relevant to your business goals. The wording of your ad should help people identify whether it's for them or not.





Both engagement and impressions campaigns can be valuable for your business. You just need to choose the right one to align with your business goals so that you only pay for real business results. Here's some more information about which metrics to track to make the most of your social ad campaign.

Q5. Design your ads with mobile in mind

More than 3.25 billion active social media users access social networks through a mobile device. That means most social media ads are being viewed on mobile devices. Your mobile ads should be specifically designed for the small screen. Incorporate images that are easy to view on a pocket-sized device. (Unless, of course, you specifically choose desktop placement.) If you have a bricks-and-mortar business, you can use "geofencing" to target mobile users when they are in a specific zip code. This means they only see your ads when they are close enough to walk in your front door.

Q6. Test your ads to optimize performance

One of the great benefits of social ads is instant feedback. You can gauge the effectiveness of a sponsored post in minutes and follow up with advanced analytics reports. The best practice is to test several ads with small audiences to determine what works best, then use the winning ad in the primary campaign.

Testing one ad against another to determine what works best and refine your strategy is known as A/B testing. It's a critical part of your social media advertising efforts. We've got a full guide on how to do it right here: [Social media A/B testing](#).

Q7. Measure results—and report on them

Just as it's important to know your goals before running an ad campaign, it's important to measure results. This will let you know whether you've hit your targets. It shows you what worked and what didn't so that you can improve going forward.

Measuring your results and having concrete data about the value your ads bring to the company (purchases, leads, and so on) is a key part of proving ROI. And if you can prove that your ads are paying off, that will ensure you get the budget you need to continue your work.

The major social networks offer analytics to help you measure the results of ads. We've created in-depth guides on how to use them:

The major social networks offer analytics to help you measure the results of ads. We've created in-depth guides on how to use them:

- Facebook analytics
- Instagram analytics
- Twitter analytics
- LinkedIn analytics
- Snapchat analytics
- Pinterest analytics



You can also use tools like Google Analytics and Hootsuite Impact to measure results across networks from a single dashboard. A social media report is a great way to track your results and look for great content to promote with social ads.

ADVANTAGES OF USING SOCIAL MEDIA IN YOUR MARKETING CAMPAIGNS

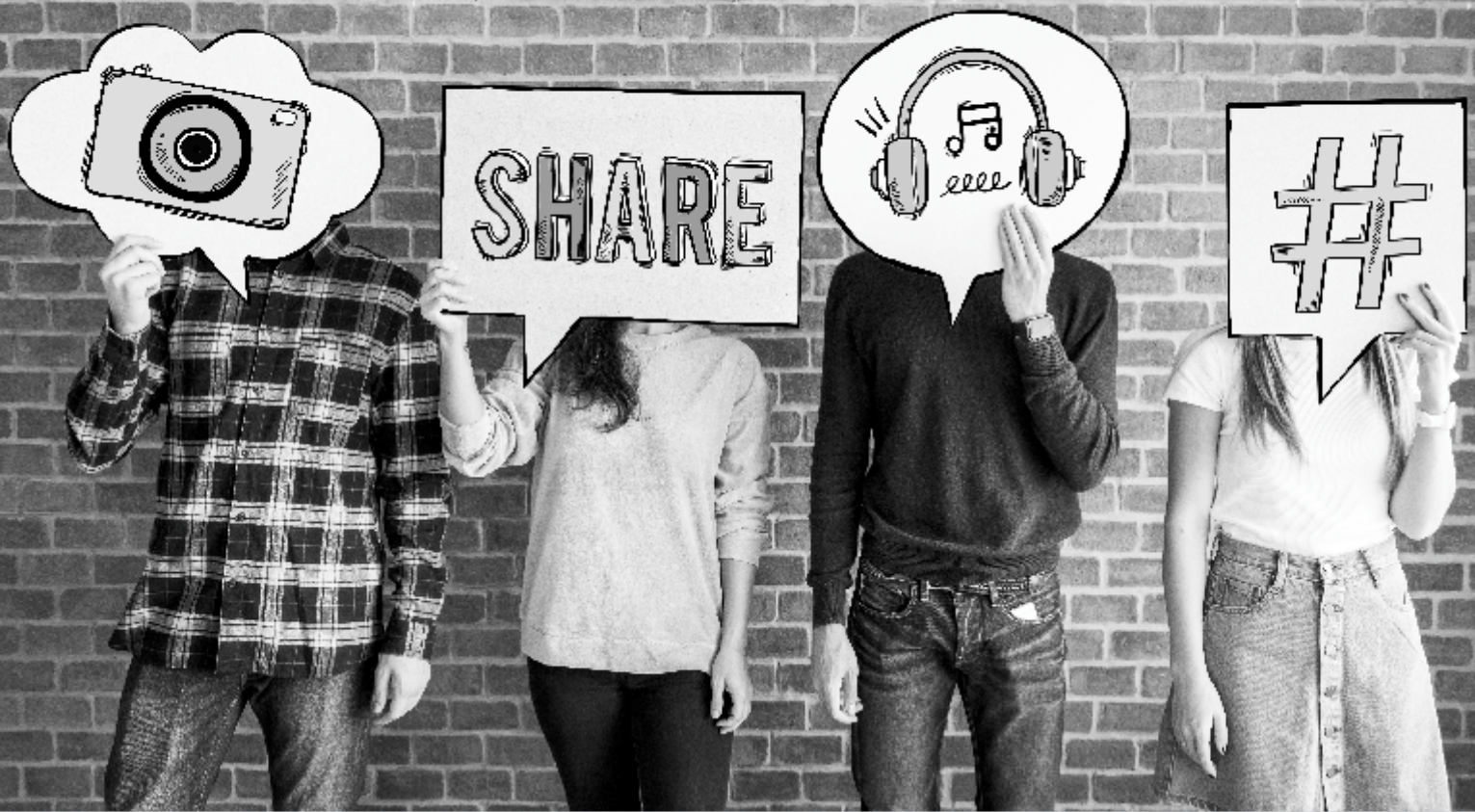
There are many advantages of utilizing social media for promoting both your online or offline products and services.

It's a fast way to spread your message – If you have a big fan base, you can tweet or post on Facebook and your message can instantly go to thousands of users around the World. In fact, social media is the fastest way (even from TV and Radio) to make an announcement or spread a message.

It's good for SEO – There are more and more signs that social signals are indirectly used for ranking purposes by both Google and Bing.

It's a trend – Social media is a trend you cannot ignore if you want to stay close to your customers and in synch with the latest developments in marketing.

It's one of the ways to interact with your customers and find out what they want – With social media your customers can show that they like a product or piece of content by voting (Like, Tweet), commenting and sharing. As a marketer you can analyze these statistics, talk with your customers and find out how to make your products, content or services better.



WHICH IS MORE IMPORTANT DIGITAL MARKETING OR SOCIAL MEDIA

It depends on the type of brand, products or services you want to promote. There are cases where other forms of digital marketing will be more appropriate to build awareness than social media. Social media is a must of every product, brand or service that has a wide audience.

For example, if you are selling a software product, social media can help you find new customers, educate your existing customers (by sending them tips and tricks) and keep them informed about new updates, upcoming releases, etc.

If on the other hand, you are selling custom tools for farmers you can use social media as a resource to find out more about the products but your main selling point will be billboard ads on rural areas and Radio ads.

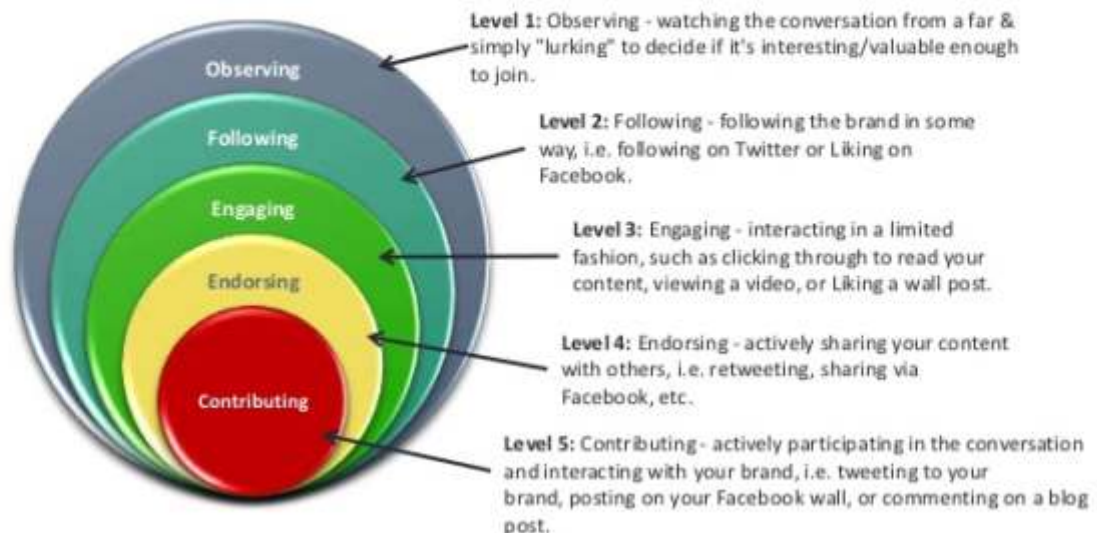


DIGITAL MARKETING OR SOCIAL MEDIA?

Social Media is the ultimate equalizer.
It gives a voice and a platform to
anyone willing to engage.

- Amy Jo Martin

The 5 Levels of Social Media Engagement



CAREER OPPORTUNITIES IN SOCIAL MEDIA AND DIGITAL MEDIA

Social media marketing has become a buzz in the industry over the past few years. Many of the large companies depend upon social media to improve their business and sales in this era of hardcore competition.

Many marketers claim that social media marketing could be the breaker or maker of the industry. Below are some career opportunities you can find in the field of social and digital media-

SOCIAL MEDIA MARKETING MANAGER

Being a Social media marketing manager means that you will be responsible for communicating with the clients and customers via social media website. This is your type of job if you have a passion for working in the social media industry and finding innovative ways to connect with people. Great communication skills are a must for stirring communication via websites or in person. Promoting and managing company's online presence is the main task. Some of the KRA's are as follows:

- ☑ Reviewing, analyzing and contributing to activities on Facebook, Twitter, Instagram, Pinterest and other social media websites.
- ☑ Updating the social media sites regularly.
- ☑ Checking company's mentions and customer feedback on social media sites.
- ☑ Overseeing competitions and campaigns to promote the company.
- ☑ Developing strategies for increasing likes and follows on social media.
- ☑ Writing blogs for the company.



SOCIAL MEDIA MARKETING EXECUTIVE

From creating a social media footprint and creating air about company's campaigns, the executive's job is to create and maintain company's profile online. The task of a Social Media Marketing Executive requires a lot of patience and hard work for continuously improving the strategies and implementing the best practices for company's turnover. The following tasks are need to be done by a social media marketing executive-

- ☑ Developing strategies for increasing likes and follows on social media.
- ☑ Making reports according to analysis of competitors, marketing strategies and trends.
- ☑ To create, edit, share and publish content that helps built meaningful connections.
- ☑ Structuring and executing Social media strategy on the basis of competitive research, platform determination and identifying the right audience.
- ☑ Creating and optimizing the company's pages on all websites to increase the visibility on social media.
- ☑ Collaborating with other departments of the company in order to maintain the reputation of the company.



SOCIAL MEDIA MARKETING ANALYST

Combination of the skills of a marketing analyst and subject matter expert is essential for being a social media analyst. The understanding of social media trends going on right now and what will come up in the future, marketing analysis that will make the organization stand out of the crowd and make you a game changer in the industry. The basic requirement is to keep the measurement of qualitative and quantitative analysis of the organization. Mentioned below are some of the roles and duties of the Social media marketing analyst:

- ☑ Critical thinking and analysis on the brand management on Social media portal.
- ☑ Making insightful improvements on content and reach analysis.
- ☑ Evaluating the impact of social media on digital marketing channels.
- ☑ Setting up benchmarks required for social campaigns and responsible for its execution.
- ☑ Discussing the tools that should be used to enhance the performance.
- ☑ Working together with the digital analytics team to develop best solutions and strategies to reporting and analysis.
- ☑ Framing the social frameworks across the customers/users.

SOCIAL MEDIA MARKETING SPECIALIST

Any individual who has the experience and specialization in social media marketing can become a social media marketing specialist. On one hand, the specialization allows you a lot number of packages while on the other hand, the company's limited resources are used in the best possible way. Below are some roles and responsibilities of a social media marketing specialist:

- ☑ The job of a social media marketing specialist is mainly comprehensive which requires company's growth.
- ☑ Creating, managing and optimizing social media campaigns like Facebook, Twitter, Instagram etc.
- ☑ Should possess analytical and creative skills with proven leadership and intellectual curiosity.
- ☑ Continuous monitoring, revising and optimizing ad text for eye catching advertisements and gaining traffic.



PAID MARKETING SPECIALIST

It is an entry level position where one used to develop and execute company's marketing strategies. Following are the key role responsibilities of a paid marketing specialist:

- ☑ Ensuring traffic is enrolled across all the networks of social media.
- ☑ Fix deviations if there are any and improving the quality of the strategy.
- ☑ Generating reports on a daily, monthly and yearly basis in order to maintain a series of analysis on the strategies implemented.
- ☑ Creating attractive advertisements for building social media's performance of the company.
- ☑ Should be responsible to maintain company's social media presence.



SOCIAL MEDIA MARKETING COPYWRITER

The person who is responsible for writing content for social media campaigns or marketing. Writing informative, creative and persuasive content to create the buzz online. Here are some basic responsibilities of a copywriter:

- ☑ Writing content to be published on social media.
- ☑ Creating eye catching ads for attracting the consumers.
- ☑ Proofreading the content to be published.



SOCIAL MEDIA MARKETING ASSOCIATE

A social media associate has to take care of company's revenues from social media. The duties of a social media associate are as follows:

- ☑ Scheduling workshops, webinars and meetings for marketing the company on social media campaign.
- ☑ Executing marketing campaigns.
- ☑ Supporting social media strategy, creating and managing company's pages on Twitter, Facebook, Instagram, Pinterest and other social media platforms.

Careers in digital media are growing with an exponential rate. Digital media specialists design and develop content for video games, websites, animation, special effects and marketing initiatives. If analytics are your special talent, you can also find jobs working with information technology and web analytics. Preparation for a career in digital media varies. In some cases, you might be surprised to discover that a strong portfolio can be more important than formal education. If you are a genius at what you do, many companies will give you the opportunity to demonstrate your skills, without having a post-secondary degree in that field. Other jobs, like computer programming, may require specialized training or a college degree. Careers in digital media include video game design, social media marketing, graphic designer, production assistant, video editor, web application developer, web analytics specialists, and even photography. In most cases, you may begin as an assistant or as a grunt laborer, but if you are talented and have a can-do attitude, opportunities to move up the ladder are plentiful. Being creative, having an understanding of digital media, and the ability to program and design for the web, are critical skills for this career field. Demonstrating experience, even as a volunteer or as an intern, will also add to your ability to land a job in digital media. Here are some of the opportunities you can mount for in digital media:

WEB APP DEVELOPER

A web app developer could be called upon for a lot of computer needs that require special technical attention. You will require some educational qualification like an undergraduate degree in Software applications development or information technology. Some of the common duties may include:

- ☑ Programming codes for computer applications.
- ☑ Creating page links.
- ☑ Uploading web content.
- ☑ Developing unique strategies for websites, creating and uploading softwares.
- ☑ Problem solve or debug computer glitches.
- ☑ Analyze and test softwares.
- ☑ Conduct data flow checking.



WEB ANALYTICS SPECIALIST

A web analytics specialist focuses on search engine optimization. This is basically linked with data extraction and marketing expert in the field of digital media. An analytics should be able to constantly evaluate

THE CAREER OPPORTUNITIES AND EMPLOYABILITY OPTIONS FOR DIGITAL MEDIA SECTOR

1. A 3D SPECIALIST

Multimedia artists and animators create two- and three-dimensional models, animation, and visual effects for television, movies, video games, and other forms of media.

EDUCATION

Employers typically require a bachelor's degree, and they look for workers who have a good portfolio of work and strong technical skills. Multimedia artists and animators typically have a bachelor's degree in fine art, computer graphics, animation, or a related field.

TRAINING

Some animation studios have their own software and computer applications that they use to create films, and they often provide on-the-job training so that workers can use the specific software and computer applications.



2. AN ANIMATOR

An animator is an artist who creates multiple images, known as frames, which give an illusion of movement called animation when displayed in rapid sequence. Animators can work in a variety of fields including film, television, and video games. Animation is closely related to filmmaking and like filmmaking is extremely labor intensive, which means that most significant works require the collaboration of several animators.

EDUCATION

The Bachelor of Science (B.Sc.) in Animation course taught in most institutions imparts education that lets students work in most or all of the formats that are used by animators. In the first year, students usually focus on animation fundamentals, new media theories, colour use and significance, drawing and composition, digital imaging and fundamental 2-D animation. In the second year, 2-D and computer animation, fundamentals of 3-D animation and 3-D space and visual effects are generally taught.

TRAINING

Animators normally receive training on the job, working with more experienced colleagues to learn and develop new techniques and skills. It is essential for animators to keep up to date with new developments in the industry, particularly with regard to software relevant to their field of animation.



3. A DIGITAL GRAPHIC ARTIST

In their primary role, digital designers combine their creativity and technical skills to produce digital graphics for computer and electronic games, websites, movie special effects, and more. Some digital designers might create graphics for brochures or fliers; some might create 2- or 3-D graphics; still others might lend their skills to animating graphics for educational or corporate training videos. Regardless of their field or media, digital designers work with artists and illustrators in the conceptualization phase, create templates, produce mock-ups, improve the quality of existing graphics, and run user testing on website and game features.



EDUCATION

Most employers seek potential candidates for digital designer positions who hold a bachelor's degree, often in graphic design, computer animation, web design, or a related area. Courses in computer science and art are helpful in preparing to become a digital designer.

TRAINING

Many degree programs contain internships that allow students to hone skills in a professional setting under the tutelage of experienced designers.

A WEB DEVELOPER

A Web Developer is responsible for the coding, design and layout of a website according to a company's specifications. As the role takes into consideration user experience and function, a certain level of both graphic design and computer programming is necessary. Once a website has been created, a Web Developer will generally assist with the maintenance and upkeep of the website.

EDUCATION

Although there are no formal educational requirements to become a Web Developer, experience in the field will be expected. Knowledge in the following is a requirement

- ☑ HTML/XHTML, CSS, JavaScript
- ☑ Server architecture
- ☑ Experience with server-side frameworks such as python, ruby, php, Java, ASP, ASP.NET
- ☑ Experience with server-side frameworks such as python, ruby, php, Java, ASP, ASP.NET
- ☑ Experience with database systems such as SQL and Oracle Bachelor's degree in the following subjects should be included:
- ☑ Computer Science



A MARKETING EXPERT

A marketing specialist helps companies and brands understand what sells by analyzing market data on a local, regional or national level. They determine what people are buying, what gaps are within the market, what type of people buy what products, and how much money people are willing to spend on those products. Market specialists analyze demographic data, buying, and shopping habits, and looking at competitors and their pricing to understand the best way to market products and create profit for the company.

EDUCATION

- ☑ Bachelor's Degree in Marketing, Advertising or related discipline
- ☑ 3+ years' experience in a marketing role
- ☑ Strong organization and prioritization skills
- ☑ Proficiency with Google Analytics and web analysis tools
- ☑ Ability to work well in a fast-paced, collaborative environment
- ☑ Strong understanding of Microsoft Office programs
- ☑ Excellent analytical, communication and presentation skills



A GAME DEVELOPER

a game developer is a professional who helps create a video game from concept to actual product. Video game developers usually work in teams to help make an idea for a video game come to life. The preproduction process usually includes creating a story, outlining designs, and creating prototypes. The video game then moves into the production process, where designers determine how the game will work, and programmers help make the game work. Post-production usually focuses on testing and correcting any issues.

EDUCATION

While Bachelor's degree programs in video game development is essential, there are also different game design and development degree and certificate programs available, as well as game programmer schools. While certificate, associate's, bachelor's, and even master's degree programs may be available in some of these different fields, a bachelor's degree is what is commonly required or beneficial.

EDUCATION

- ☑ Other options include ☑ A software designer ☑ A multimedia consultant ☑ A technology journalist ☑ A film effects developer



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Hear out what the experts of Digital Media Industry have to say about the future and opportunities of Digital/Social Media.

Mr. Ujjawal Trivedi

Mr. Ujjawal Trivedi is the Head of Entertainment Partnerships (UC Web) and a multi-tasker with 19 years of rich experience, worked with the leading Hindi news channels like Star News, Zee News & NDTV from the year 2000 to 2007. Launched India's first Bollywood News channel E24 in the year 2008 as Output head later on worked with India's No 1 Bollywood channel zoom for 4 years and launched its first Telly News channel for Youtube in the year 2013. Last assignment was as Associate Creative Director with 92.7 Big FM, India's largest private radio network with 45 stations across India.

Q1. What goals should we set for our social media accounts, and how will you determine success?

A. The posts has to be regular if not day part wise then atleast twice a day depending on what kind of genre your brand represents has to be topical, relevant, creative and casual as time has changed if the posts on your social media is not creative or doesn't have an innovative angle your brand will lose its charm...one must aim for more reach first and then engagement...here reach should be as per the desired markets/audience like if my product is for Marathi speaking audience then it has the selection for geographically and language wise...should be cross promoted on TW, FB, Instagram, TikTok & Helo.

Q2. What's your favorite social media platform personally and why?

A. My personal favorite is Instagram it has young audience and if you don't have words to express you can simply post a picture or a creative you have a freedom to create IGTV video/ IG short video/ one can do live as well and the newest addition is that now IGTV creators can monetize their content (there was a announcement yesterday) Now you can also save your live in IGTV videos this feature has been introduced recently (during the lockdown) so IG is a big addiction for me as there is lot to do and all the options for everyone.

Q3. What is your philosophy about the future of social media?

A. Social media marketing has a bright future specially after the life style changes which we have seen during the Covid-19 situation, one must innovative and create new angles to go far as sky is the limit ...time spent on social media has increased now approx. 3 hours a day across the globe so canvas is ready be ready to paint with your colours.

Q4. What advice would be on the top of your list for those who seek a career in social media marketing?

A. Every 3 hours check the trends and current happenings, think and innovate ideas to connect your brand with the trending topic and whenever you feel or you could foresee some changes or new additions plan your strategy in advance make a calendar follow it religiously the social media is all about being regular even if you are on a holiday assign someone for the task I would say never miss a day never miss an event you never know that your one post can get you million consumers.

Q5. How do you see digital marketing is impacting enterprises in India?

A. I got my design education from ArtCenter College of Design w/ a BFA in graphic design and packaging. Shortly after graduating, I started my company Blind—a motion design studio. A few years after starting, I was working on national TV commercials with some of the biggest brands in the world. Five years into running the business, I started teaching sequential design at ArtCenter which continued for the next 15 years. I also taught at Otis College of Design and lectured at various CalState schools.

Chris Do – CEO AND FOUNDER OF THEFUTUR

thefutur

Mr. Chris Do is an Emmy award-winning designer, director, CEO and Chief Strategist of Blind and the founder of The Futur—an online education platform with the mission of teaching 1 billion people how to make a living doing what they love. He currently serves as the chairman of the board for the SPJA, and as an advisor to Saleshood. He has also served as: advisory board member for AIGA/LA, Emmys Motion & Title Design Peer Group, Otis Board of Governors, Santa Monica College and Woodbury University.

His firm's work has been recognized by national and international organizations such as: the Emmy's, Clio, Effie Gold, Huffington Post, Lynda.com, Webbie, Communication Arts, London International Awards, One Show, British D&AD, AICP 20, Pictoplasma, How, 72 dpi, L.A. Weekly, Boards, Res 10, Type Director's Club (20, 22, 23, 26), IDN, Addy Awards, BDA, Create, Stash (2, 12, 22, 24, 35, 43, 65), Creatie Augustus 2010, Motion Design, Asia Image, Brief, 365 AIGA Year In Design 26, Art Director's Club, Motionographer, New York Festivals, B Brand, PPaper, I.D., and Print.

Q1. Tell us about your journey from a designer to a mentor & an entrepreneur?

A. I got my design education from ArtCenter College of Design w/ a BFA in graphic design and packaging. Shortly after graduating, I started my company Blind—a motion design studio. A few years after starting, I was working on national TV commercials with some of the biggest brands in the world. Five years into running the business, I started teaching sequential design at ArtCenter which continued for the next 15 years. I also taught at Otis College of Design and lectured at various CalState schools.

In 2014, my friend, Jose Caballer asked me to start making YouTube videos with him. Initially I was very reluctant to do this. But with his encouragement and support I jumped in. This would eventually lead to the creation of my second company—The Futur. We now have over 830k subscribers, 80k+ email list, and a combined 600k+ followers on Instagram (@theChrisDo & @TheFuturIsHere).

Q2. How do you foresee the evolution of the Design industry in the next ten years?

A. Design will become even more integral in strategic roles at big and small companies. Design will include different disciplines such as: communication, business strategy, marketing, and experience design.



Q3. What's your favorite social media platform personally and why?

A. I like Instagram and LinkedIn. I like using both platforms to teach using carousels. The feedback is immediate and very dynamic. I think there's potential to use carousels to disseminate "micro-lessons" that are easy to consume, process and share.

Q4. What has been the most satisfying moment of your life?

A. The validation that we're making a difference in the world. I get hundreds of notes via mail, email, and direct message from people all over the world, from all stages of their lives. They share stories about how our content gave them hope, self-confidence, or the business skills they never learned anywhere else. This is extremely satisfying.

Q5. How do you see digital marketing impacting enterprises and educational system?

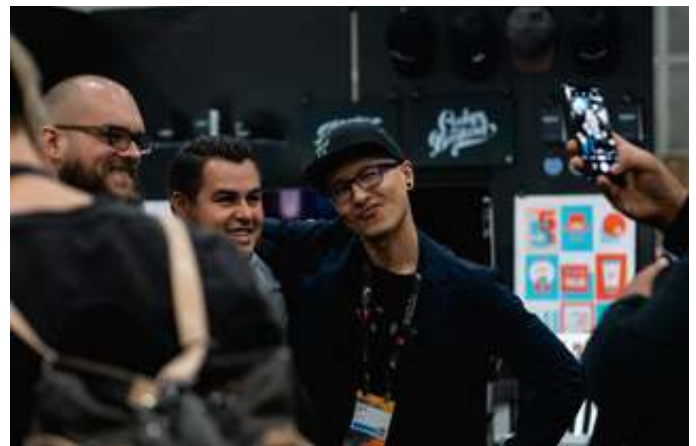
A. The game of advertising and marketing has evolved. Traditional mass-media, spam and email-blasts aren't as effective as enrolling people in your product/service through educational content. We have to teach big companies to spend their money giving value to others and to play the long relationship-building game vs. looking for the short term gain.

Q6. What are the most important qualities a designer must have to become successful?

A. There are 3 essential qualities: critical thinking (the ability to discern fact from fiction and the pursuit of "objective truth"), autodidactic (the ability to learn, unlearn and relearn), and articulation (express thought in tangible forms).

Q7. What is the future of The Futur?

Our future is disrupting the status quo of education. We are challenging traditional schools to create and give more value relative to the prohibitively high tuition fees. We are creating an alternative to the system. We have created an eco-system where the most dynamic and engaging teachers can share their gifts, own their IP, make a fair royalty, while giving students access to the best content for the most competitive price.



Q8. What advice would be on the top of your list for those who seek a career in designing?

Learn how to think and act like a consultant—ask more questions, talk less, listen more. Ask questions to probe, dig, and uncover what the "real problem" is. Seek the difficult answers, and apply design in its broadest meaning (beyond aesthetics) to go from an existing condition to a preferred one. Avoid the 3 monsters: perfection monster (tells you that nothing short of perfection will do, often leads to paralysis by analysis), advice monster (quick to give answers without a complete understanding of the problem), and the people pleaser monster (seeking the validation, adulation and approval of 3ps: parents, professors and peers).



Dain Walker is a Brand Strategist & CEO of Victory Front - a digital marketing agency, he helps businesses bridge discover themselves through strategy, visuals to gain the attention they need to scale their business to the next level. He's worked with Olympic Athletes, celebrities, entrepreneurs & many multi-million dollar companies to take the market by storm with disruptive & though provoking tactics.



Q4. What are the most important qualities one should have to get into brand designing or marketing?

A. The most important qualities is understanding the clients needs & how you can exist in the market so effectively that clients can't live without your products and services.

Q5. What is your favourite social media platform for public interaction?

A. My favorite social platform is by far Instagram, it's quick, fun and to the point. You have to be good at catching attention & sparking someones interest. I enjoy that challenge.

Q6. What are the challenges you've faced in your journey?

A. I've been dealing a lot with being over-worked 18 hour days & juggling too many hats. However I've hired people now to take on those responsibilities.

Q7. Tell us about your greatest achievement?

A. My greatest achievement is finding a women as supportive as my Beautiful girlfriend Elli. She's put up with a lot haha.

Q1. Tell us about how did you start your journey with Victory Front?

A. I hated how other agencies functioned and the services they offer were cheap and nasty, I wanted to appeal to the premium market.

Q2. What are the exciting possibilities and opportunities in designing?

A. Designing is everything, it's infinite and the opportunities are endless.

Q3. How do you foresee future of brand designing in the next 10 years?

A. Brand design is in more demand than ever, mass marketing no longer works and people need to get smart with their brands in order to survive.



Q8. What advice would you give to an aspirant who's beginning a career in brand design or digital marketing?

A. Being a good brand designer / marketer is being a good historian, psychologist, journalist, adventurer. You need to have a hunger for how art meets science and it's impact in the world. Start by reading the history & the impact it's made.

PREM MORAES – INDIA HEAD TOON BOOM ANIMATION



Toon Boom
Bring Your Stories To Life

Mr. Prem Moraes is invoking passion into the 2D animation industry in India through innovative technologies that is offered by Toon Boom Animation. In his prior role he handled Autodesk Maya (and other Autodesk M&E products). He started his career in the Media & Entertainment as a video Editor for serials at a time when Doordarshan was the only channel available. He has in-depth experience in the field of Animation, Editing, VFX, as well as various aspects of production, motion capture and pipe-line building.

Prem was one of the very few certified instructors for Autodesk Maya. In general, Prem often experiments and evaluates various softwares in order to adopt latest technology. Prem is the go-to person for many of his friends, to advise on careers in the M&E field as well as information on the ever changing scope of M&E.



Q1. Tell us about the early years of Toonboom?

A. Toon Boom Animation Inc. is a software company in Canada. The key products in Toon Boom's portfolio are Harmony, StoryBoard Pro and Producer, which are used in film, television, web animation, games...etc. It has won many awards including Primetime Emmy Award in 2005 and 2012.

I fondly remember the boom time of 2D animation, in India. I was with Tata Elxsi Ltd. handling Maya and Animo. Animo was in competition with US Animation. Hence, my interaction with Toon Boom has been since those early days.

Toon Boom Animation took over US Animation, which became Toon Boom Opus and has evolved into Toon Boom Harmony. In 2009, Toon Boom acquired Cambridge Animation Systems, developer of Animo. In 2012 Toon Boom Animation became part of Corus Group.

Q2. How do you foresee the evolution of the Design/digital industry in the next ten years?

A. Even the current trends and the rate of growth 10 years is a very long time to predict. Ten years ago, very few (if anyone at all) talked about Augmented Reality, Virtual Reality, 3D printing, Artificial Intelligence, Cloud technologies...etc. The only certainty is that in ten year time there will be technologies beyond our current understanding. In a nascent stage, certain monuments in India are being 3D scanned using point cloud data, these are then converted into 3D models for virtual reality. While this seems good for "visualization", putting the same into another perspective, the 3D point cloud model now gives access to see and evaluate issues like cracks and structural failure, without having an individual physically reaching those difficult places. Through Kinect, I have done motion capture at home to animate a 3D character. It was not so sophisticated, but it was a pretty decent job.

Let's take something simple, first we used to carry our files in floppy disks, then CDs, followed by DVDs, then USB Flash drives...now we just upload to the cloud and access this anywhere. Software companies are already working out ways and means that the software is also licensed on the cloud. So imagine a person sitting in a remote place, will be able to access his files and the software he needs on the cloud. He can then animate and keep it ready for the next stage, which could be done by a person in another remote location, or in another time zone. The possibilities are endless for collaboration at an international level.

Q3. What's your favorite social media platform personally and why?

A. I am not so much a social media kind of person, however, I do use Facebook to keep in touch with my extended family, friends and community (East Indians of Bombay). I'm a bit conventional on Facebook, use LinkedIn for business related contacts and WhatsApp for general unofficial chat, sharing viewpoint etc. Skype has always been my preferred choice for international calls.

Q4. What has been the most satisfying moment of your life?

A. Over the years there are quite a few interesting and defining moments. I've worked as an editor long time ago when Doordarshan was the only channel on TV. However, moving into Z-Axis, I got the first taste of quality computer animation and I had to interact with animation stalwarts. Couple of my colleagues of those days, who are traditional hand drawn 2D animation guys, recently met up with me. I suggest to them to take a look at Harmony as a 2D animation software. They felt it would be rather difficult for them. So I took it upon myself, to show them what Harmony is all about. While I have spent a long time handling Maya, I thought I'd have forgotten 2D animation processes. But no sooner I got into the software, I realized that Harmony was not difficult at all. I did some small exercises with my friends. They now have got the hang of Harmony workflow and look forward to do more animation using Harmony. That's when I thought, if the same can be done on a larger scale, more artists will benefit, more students would benefit. It was timely that MESC got these online webinars going, and we worked together to have 3 days webinar on 2D animation. Post these 3 days, there were a lot of queries and requests to do more of such Harmony workshops. The calls and the feedbacks I received was simply superb.

Q5. How do you see digital marketing impacting enterprises and educational system?

Digital Marketing has been around for some time, however the impetus of an accelerated growth has been triggered by advancement in technology. It's adoption was a laggard but with the COVID19 lockdown, many people were forced to use the same. This of course was an unplanned growth to a proportion that very few were ready for. This is going to continue for some time. It will be good for setting up enterprises even in remote locations thereby taking pressure off the cities. The accessibility is limited only to broadband coverage and basic infrastructure which is improving by leaps and bounds provided by either government or business enterprise.

India will have a robust and sustained growth from ground level by virtue of sheer population. When this is realized, it will naturally attract investments resulting in the requirement of an educated workforce to sustain these industries with similar trainings. Due to COVID19 the Education system was forced to make the classroom online. The teachers had no choice but to get online, preparing for classes in a way they were not accustomed to. This has opened up in various avenues, like teachers taking tuitions online. Not just academics but also music lessons, cooking classes, etc.

In a short time, we will see not just unlimited bandwidth for data but also unlimited data on cloud. In the very near future, data will not be stored locally, almost everything will be on the cloud. In fact, home entertainment systems will also have cloud capacity.

Q6. What are the most important qualities a designer must have to become successful? Animation is among the fastest evolving industries, while still keeping its root intact. The tools to deliver animation have evolved. Some people get bogged down by tools. Some people embrace them to enhance their creativity. The base of animation is definitely, good drawing skills. That said, an animator has to be a good actor as well, to get the motions and emotions on the character he is animating. But that is not the only skill needed in animation production

The career graph of animators at the start is a steep rise in the initial years, very few industries have this steep a rise. So the monetary satisfaction is definitely there. After 3-4 year experience, it is then based on what kind of progress one has...then experience comes into play. If one is just good at what he is doing, he can continue to go on and be an expert and/or technical director. Some with people skills may become a team lead and further into production.

A designer needs skill to begin with, then experience comes in to play. What sets a good designer apart is creativity, thinking out of the box and being willing to experiment. It would be 40 % education and 60 % inspiration.

Q7. What is the future of Toonboom?

Toon Boom has a fantastic future in both here in India as well as around the globe. The market has expanded immensely which is a boon for Toon Boom. The OTT players have driven the market with a huge demand for content. While here in India, animation is still viewed as primarily for children, and yes children are driving the demand for content, but adult consumption has gone up too. We of course know of some super big Indian IPs and there are many more in the pipeline. Through Toon Boom StoryBoard Pro we deliver an industry standard visualization, which works across industries. Very few in the 2D animation have not heard of Toon Boom Harmony, which is the leading software on many well-known 2D productions. The misconception in India is that Toon Boom Harmony is very difficult. Yes, it is different, but that's what makes it so very good. I remember the response to the 3D animation software Maya when compared to 3DS Max about 15+ years ago. It is the same for Toon Boom Harmony. Once animation houses adopt it, the ease and economy of delivering quality content is astounding. My role in India is to bridge this gap of knowledge and perception. India is a huge market with a huge potential to deliver international content.

Q8. What advice would be on the top of your list for those who seek a career in designing or animation?

Perhaps an incident will help one understand more than the advice. My cousins and I lived in a joint family and used to hang out in Uncle Nicogolas's room and watch TV serials along with our parents. On one such day, while watching a serial, we were chit-chatting while the credits were going on, when suddenly a cousin exclaimed "hey look Prem Moraes". All chatter stopped, all stared at the screen and then at me. Till one uncle broke the silence "Is that you?". All came around "congratulating" me as if I had done something great. Yes, I was elated. There is no better feeling than being appreciated by your family. Just imagine if this is part of your job, doing something you love doing, getting paid for it and the bonus - something that can be shared, seen and appreciated.

To people interested in understanding animation and have fun while learning. Use modern tools like mobile phone to do stop action animation. Use simple objects around the house. We get clay often used by children, this can be the start of how to do Claymation, which is fun for the kids as well. We used to create flipbooks in school...sometimes using a corner of our school books to draw images, then flip the pages to see motion. This is the exact process done in 2D animation.

To those who are learning animation, be it on your own or at an institution. Research motions, speak to animators or persons more closer to your specialty. One of the great things about Animation industry, is that most professionals are open to sharing and informal teaching, as long as they see that the query is from a person who has a passion for learning.



SHRENIK GANDHI

CO-FOUNDER WHITE RIVERS MEDIA

WHITE RIVERS MEDIA
DIGITAL • DESIGN • SOCIAL • VIDEO

Shrenik Gandhi, Chief Executive Officer & Co-Founder, White Rivers Media, is an entrepreneur passionate about solving business problems with insightful digital marketing. He started White Rivers Media in 2012 along with Mitesh Kothari.

In less than 8 years, he has built White Rivers Media as one of the fastest growing Indian independent advertising agency, with focus on Content, Media & Technology.

Shrenik, along with Mitesh, helms a team of 130+ passionate digital marketers, across his offices in Mumbai and Delhi.

In a span of nearly 8 years Shrenik has worked with clients like Red Chillies Entertainment, Dharma, T-Series, Balaji Films, ALTBalaji, Zee, Viacom, Sony, ABM, Gatsby, Dun & Bradstreet, Cholamandalam, Times Network and many more.

Over the past year itself, his agency has marketed more than 35+ Bollywood and Hollywood movies, launched over 20 shows & web series on leading OTT platforms and entertainment channels, and won 50+ Awards at various industry awards in India and globally. The agency's home-grown, platform-agnostic MarTech solution, Unlk, is currently revolutionising Online Targeted Advertising for many industry verticals.

Shrenik featured in the 30 Under 30 list by IMPACT, and won several accolades nationally & internationally in the field of advertising and marketing. Shrenik is a regular speaker at various digital and entrepreneurship summits, including TedX.

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Along with Mitesh Kothari, he has driven White Rivers Media to be the one of India's only agencies to be featured in Deloitte Tech Fast 50's Ranking 4 years in a row, in India & APAC.

In his free time, Shrenik loves mentoring young entrepreneurs and start-ups. Connect with him: <https://www.linkedin.com/in/gandhishrenik/>

Q1. How did this all begin? What started your digital marketing journey?

A. We started our Digital Marketing journey eight years ago in 2012, August. Mitesh Kothari and I are both founders of White Rivers Media and we share our birthdays, 7th August, and is also the date when we started the agency in 2012. The journey has been pretty awesome. During our presentation in those days, our slides had statements to explain How Social Media is important for marketing. Slides that would be completely irrelevant now since everyone understands it's not about digital strategies in the world anymore, it's about building strategies in a digital world.

In his free time, Shrenik loves mentoring young entrepreneurs and start-ups. Connect with him: <https://www.linkedin.com/in/gandhishrenik/>

Q2. How do you plan to approach the change with White Rivers Media?

A. One of the strong values we have at White Rivers Media is, "to go with the flow". Digital in itself has been evolving every single day. And for that very reason, since the last two years we have launched an eBook every first week of January based on 365 ways in which digital changed in the last 365 days. So while we've constantly been keeping up with the change, in these current times our plan is to adapt to the new normal and make sure our brand's adapting to the new normal as well while the current and the potential customers start seeing digital in a new fashion.





Q3. Are you currently working on something with social media? What goals do you plan to achieve in the future?

A. We have been working closely with various brands in various categories and we help them carve their social media strategy. There are long term goals, but the short term goals include being a strong catalyst for change for a brand and shift consumption habits for a set of customers using our social media strategies.

Q4. What are your favorite social media platforms and tools personally for marketing and why?

A. I have been a strong advocate of the fact that there cannot be one social network that fits a person. Most users at various points of their life would be interested in different social networks. In the morning, I tend to check Twitter to check out the latest news while post-lunch my favorite social media platform is Instagram to understand what's happening with my friends and family. Late afternoon, towards the evening, I move to LinkedIn. By the end of the day, I'd spend about fifteen to thirty minutes on the latest app - TikTok. A lot of social media platforms can become a brand's or a person's favorite. As a brand marketer, one has to make sure that the strategy is relevant not only in terms of opportunity but timely.

Q5. What business-related book has inspired you the most?

It happened in India – Kishore Biyani.

Q6. What has been your most satisfying moment in business?

A. At various points of time, the business gets opportunities that we are proud of. If we can drive a change in society because of our strategies and it could influence consumption habits and change in behavior, that moment would be truly satisfying. For instance, we were working with an NGO for women acid attack victims. We recently did a campaign called "Mera Farz Hai!" in which we received a lot of participation from all over society. When we get a chance to play a strong catalyst for events like these, I feel that's the most satisfying moment.

Q7. What advice would you like to give to an aspiring digital/social marketer?

A. This is an industry that thrives on speed and it changes very frequently so if you're looking to do a short-term thing, this is not the industry for you. You need to adapt to the new normal every single time. Always keep yourself in the shoes of a consumer. If you first become a consumer for the brand that you're marketing, the insights that you can crack would be literally first-hand which is better than what you can crack superficially as a marketer.

Mr. Keith Kakadia

CEO Sociallyin



Sociallyin is a company that helps some of the world's greatest brands with social strategy and execution. They've worked with over 150+ clients that include Dicks Sporting Goods, TGI Fridays, The Winter Olympics, Edible Arrangement, NetApp, Paccar, Takara Sake & others.

Q1. What does the future of digital media look like?

A. While digital media won't completely swallow things like radio, I definitely think it will eclipse other analog channels like magazines and newspapers.

Q2. How does digital media impact education?

A. Digital media has already begun to reshape the world of education and from here it will only get better. It will open countless doors to educate people who might not have been able to have had the opportunity in the past. Students won't worry about whether or not they managed to take enough notes and countless people will be able to hold advanced degrees in a variety of subjects.

Q3. Do you think that digital technologies can stimulate an increased interest in reading and writing and or increase the level of literacy within a society?

A. Digital media has already begun to reshape the world of education and from here it will only get better. It will open countless doors to educate people who might not have been able to have had the opportunity in the past. Students won't worry about whether or not they managed to take enough notes and countless people will be able to hold advanced degrees in a variety of subjects.

Q4. What would you say are the top three skills required to be a successful digital/social media brand?

A. Valuable content, proper distribution of content and B2C interaction. Digital media has opened doors for brands to have meaningful and relevant conversations with their audience and they need to be taking advantage of it.

Q5. What digital marketing trends you see dominating the landscape soon?

A. Video is already taking a major role in the social media and digital landscape, and I think if anything, we can only expect this metric to continue to explode in the next several years.

Q6. What is the most attractive thing about the digital media industry?

A. Being able to track for sure and certain what is and isn't working so that we can evaluate, create solutions and implement changes without delay.

Q7. What business-related book has inspired you the most?

A. Excellent question! The book that has really sparked the most inspiration in me to grow and learn is probably "The Hard Thing About Hard Things" by Ben Horowitz. If you haven't read it, I highly recommend!

Q8. What advice would you like to give to future aspirants who aspire to build a career in digital media?

A. First and foremost, I would recommend building a portfolio. This is an incredibly important first step because it allows you to bring proof to the table that yes, you know what you're doing and it isn't just something you're claiming you've done to strangers.



Suma EP – Niswey India Head

Suma EP is the CEO of Niswey, an inbound and account based marketing company based in New Delhi, India. She has over 25 years of experience in driving content strategies for technology driven businesses, including the likes of Yahoo, Microsoft and Intel. In recent years she has worked with mid-sized businesses driving brand growth through content marketing. She holds a degree in architecture and has undertaken programmes in entrepreneurship from CIAM and Goldman Sachs-Indian School of Business. She volunteers as a facilitator for a leadership program meant for the youth from underserved communities. A spiritual speaker and learner, Suma loves listening to music and reading. <https://www.niswey.com/>



Q1. What digital marketing trends you see dominating the landscape soon?

A. The use of video will grow even more substantially, now that the businesses have to rethink how they operate in a post-pandemic world. While social media platforms and apps are making it simpler to create videos for engagement, videos are also going to be used in selling a lot more.

2. Marketing automation suites and standalone tools have simplified execution and enable analytics driven insights for a while now. However, for most marketers and salespeople, it becomes important to have an integrated view of their data and strategies. And having disparate tools for various tasks is now coming in the way of creating streamlined strategies based on a single source of truth for data. But can marketers simply rip off the tools they have got used to using? No. So the answer is integrations. And that really is the way forward. Building out the right integrations so visibility of communication across tools is maintained, and data is aggregated and analyzed seamlessly. An example for this is Niswey's HubSpot+WhatsApp integration tool. All conversations you have with your prospects or customers can happen via WhatsApp, and yet be captured within HubSpot, where all your lead/customer data resides. Such integrations that ensure the convenience of the prospect/customer, yet ensures data integrity and visibility are going to be key going forward.

Q2. What is the most attractive thing about the digital media industry?

A. The fact that any organization, any person can become a media company of their own. They can tell their own stories, or those of their customers. And find ways to share and reach more and more people.

Q3. What was the biggest challenge you had to face in digital media career and how did you overcome that?

A. I come from a content background, and set up my first company, Knowiz Solutions, as a content solutions company, back in 2005. In 2009-10, I started realizing that content was not going to be enough in the new emerging space of digital marketing, and hence I had to equip myself and my team with digital marketing skills, to continue to stay relevant. That was very challenging, as the industry was new and there were very few trustworthy courses that one could take. We started reading up online on strategy and approaches, new tools and their usage. We already were doing email marketing, we started experimenting with social media. And at the same time, tried to partner with digital marketing companies to be able to offer comprehensive solutions to clients.

As it turned out, I went on to meet the founder of a digital marketing company, Niswey. We merged our companies in 2013, and emerged as a great combination of content and digital marketing, evolving into delivering inbound marketing and account based marketing services.

Q4. What business related book has inspired you the most?

A. The 7 Habits of Highly Effective People by Stephen R Covey. I think it's a must read for all professionals. It's important to spend time figuring out your values, what's important to you, how to create time for the important things, creating win-win outcomes, and so on. And this book shows you how.

Q5. What has been your most satisfying moment in business?

Niswey's vision is to build an awesome, authentic, purposeful culture. We consider it a big hairy audacious goal which will never be achieved. This is because as new people join us, or old team people leave, as the company grows or faces challenges like recession or changes in the business model, keeping a committed eye on the culture can become quite challenging. But so far we have been doing quite ok in the direction of our vision. And when people come up to us and talk about Niswey's culture has been a great transformative experience for them, we know we are on the right track. That is more satisfying to me, than the biggest deal I could win for the company.



Q6. What advice would you like to give to future aspirants who aspire to build a career in digital/social media?

1. Always be a learner. If you are choosing digital marketing as your career, please be aware you are entering an industry that changes rapidly. New tools come in that make old ones obsolete, within months: there are well over 7,500 tools in the market. New strategies are introduced every few months. New features get added to existing tools that take their capabilities to new levels.

2. But being capable of using tools well is only part of the job. The real job is that thinking like a marketer, a business person. That is what sets great marketers apart from the good ones. So work on building business thinking.

3. And always, respect content. It seems like an easy enough job to do. But saying something that is worthwhile to your audience, is simply not.



Mr. Shubhendu Jha CEO and Founder, WeBeeSocial



WeBeeSocial is a full service creative digital marketing agency based in New Delhi. We combine our years of experience in creating integrated marketing solutions with creative output to generate a rich digital experience for businesses. We live by our motto – "We create super-rich experiences online!"

Mr. Shubhendu Jha is the Co-Founder of WeBeeSocial, and heads the Client Servicing Department of the agency. Being a digitalhead, he loves creativity, not only as a hobby, but as a way of life. He has worked on brands like Airtel, Dabur, Adidas, Mahindra, SanDisk etc.

Q1. How do you plan to approach the change?

The best way to approach any change is to adapt the latest trends and formulate a plan backed by a solid strategy. One needs to evaluate the latest trends and user behavior and implement them as per their goals. For example - TikTok has become immensely popular and a lot of brands can execute great ideas and benefit as a first mover in their niche.

Q2. What goals should we set for our social media accounts, and how will you determine success?

Goals have to be SMART: Specific, Measurable, Achievable, Realistic and Time bound. For example generating sales is not a valid goal. Generating 100 sales in the first month using both organic content and paid push is a legitimate goal. Success can be determined by both platform based metrics like likes, comments, shares, followers or business based like sales, leads generated, returning customers etc. We need to define goals and their metrics at the very beginning and measure month on month developments.

Q3. What's your favorite social media platform personally and why?

A. Twitter. It's fast, needs fewer words and can connect two strangers instantly. Everything is public and people are accountable for their actions. Yes there is some aggression in the political content but the marketing world is pretty sorted. I once sparked up a conversation randomly and converted the gentleman as a client on the platform itself. It's very dynamic and brings out the chatterbox in everyone.

Q4. What is the one characteristic WeBeeSocial has as an advantage over other social media brands?

A. WeBeeSocial works on a very simple principle - Creativity as a way of life! Whatever we do, we try our best to add a creative layer and make things more interesting for the audience. Hence art and copy are the backbone of our content and we do extensive ideation before rolling out each content piece.

Q5. What is your philosophy about the future of social media?

A. The doors have just opened. People are learning new skills, acquiring new knowledge, sparking up new conversations and going out to do new things because of social media. Industries like travel, food, events, fashion etc. have seen a huge boost because of social media. The future will amplify things further. Newer platforms, more connectivity and richer content formats (Like Instagram story polls) will make people more active and inculcate a sense of learning new skills. Tik tok is bringing out the arts in everyone, isn't it?

Q6. What advice would be on the top of your list for those who seek a career in social media marketing?

A. My advice would be to keep reading and researching. There are some great blogs and websites that keep sharing great insights. The more campaigns you know and case studies you read, the more your mind opens. Another important advice is to always keep brainstorming. Perfect or imperfect, every idea matters. Just like physical exercises one should also do this to keep the creative juices flowing. All the best!



Ms. Soumya Sharma

Co-founder WeBeeSocial

Ms. Soumya Sharma is the Co-Founder of WeBeeSocial, and heads the Creative Department of the agency. She has won awards and recognition for multiple campaigns. Dabur, Huawei, Intel, Ford, Mahindra etc. are some of the brands she has worked with.

Q1. How did you come up with the concept of WeBeeSocial?

A. We started WeBeeSocial back in 2015 because we loved our work, and we wanted to do more of it. We wanted to learn more than what our jobs could offer, and were keen to create a system which put creativity first. WeBeeSocial was thus started with a thought of adding a layer of creativity in everything we do.

Q2. According to you, what is the new normal in the digital world that people should adapt to?

A. I would say - Work from home. It is going to be 'the new normal' for a few more months at least, and the digital world should embrace it.

Q3. What are the top three things a person can do to enhance their creative skills?

A. The most important is to have a healthy state of mind, if you are happy in your head, you will be more creative. The second is to do a lot of research about people and their behavior. People change, and the communication strategy should be able to adapt to this change. Lastly, question your own ideas. If you are able to do this, you will be able to expand your thought process, and will be able to think of not only creative but successful ideas.

Q4. Could you tell us about your award-winning projects?

A. We recently won a Digixx Gold Award for one of our campaigns called Youthbol Poll. Our campaign for ACMA safer drives was also featured by Social Samosa as Top Social Media campaigns of 2017. You can read more about these campaigns on our website.

Q5. What advice would be on the top of your list to someone who's seeking a career in the digital world?

A. Digital started booming way back in 2010, and the momentum continues. Many people end up in the digital field just because it is 'the new cool thing to do, something that guarantees a job, and the 'easy' thing to do. Well, none of this is correct. If you are looking for a career in digital, then be informed that there is more than meets the eye. From understanding the customer behavior, communicating with them in a language they speak, to forming strategies that put your ads in front of the right people at the right time. Digital is more than just spending time on social media. So if you are considering this field, try to understand what brands do on social media, why they do it, and question yourself if you can do the same for any client. A person who wants to start a career in Digital should be adaptive, ready to take on new challenges everyday, be creative, and be willing to learn.



Mr. Aditya Mehta

CEO and Founder Art&Found

Art&Found

www.artandfound.co



Aditya is the Founder CEO of Art&Found. Before starting up, he worked at Ogilvy Mumbai as a Senior Art Director. Aditya has been featured on CNBC-TV18 YoungTurks, Tissot Signature Innovator's Club and won the Hot100 Technology Award for e-commerce. He has given talks at TEDx, the Under25 Summit and Creative Mornings. Art&Found was one of top 10 startups at The Wharton India Economic Forum and one of 7 startups to go to Silicon Valley last year. Like Slack, Square, Pinterest and AirBnB, Art&Found is a designer-founded startup. Aditya loves graphic novels, memoirs, mountains, films and CrossFit.

Q1. What does the future of digital media look like with Art&Found?

A. Digital and social media is the primary channel to reach your audience today and it will only get bigger and more relevant in the future. To help fight the Covid crisis, we united the creative community to leverage the power of design and were able reach out to a wide audience via social media. In the future, Art&Found plans to use digital media as a tool to build, measure, learn and draw insights that can help create sustainable features, models on our website.

Q2. How did you come up with the concept of Art&Found?

A. I was working at Ogilvy Mumbai as an art director. There were two things that led to pursuing a side project. One, the idea of building a platform for curated affordable art for millennials. Second was more from finding a purpose to do something that made me happy and push my potential to do something bigger that aligned with my idea of success. I was dedicating after-work hours with a single-minded focus to get an MVP out. When I knew I was onto something, I took one last trip before committing myself to this, mentally and financially. Two years and all my salary savings later, I launched Art&Found.

Today, we're into everything art – from space styling to art projects and art for homes, offices, hospitality. We work closely with architects and designers to curate art for their spaces using custom art, murals, and installations, so on. We also commission artists for interesting brand collaborations and projects.

Q3. Do you think that digital technologies can stimulate an increased interest in reading and writing and or increase the level of literacy within a society?

A. It goes both ways. You consume, process, and then let out. First, you become a sponge, then you figure out what's relevant for you, and then you put your own insights out. For example, with Art&Found, my mission is to increase the value of art and design in India. The more art we curate, the more artists we discover, the more we put it out there in the world, is when there will be dialogue. It is a slow upward graph and what excites me is that we're growing this market as we go. In a few years, if we can look back and see how the appreciation and value for art and design has changed over the years, and how we had our small contribution in making that happen, that will be quite a story.

Q4. What would you say are the top three skills required to be a successful digital/social media brand?

A. Frequency, knowing your audience, aesthetics. Put out relevant content for your audience that's well designed. Indian brands wanting to be successful on social media have a lot of work to do on brushing up their design skills.

Q5. What digital marketing trends you see dominating the landscape soon?

A. It will be easier to get instant consumer feedback. Platforms are constantly adding features to have users logged on for longer periods and brands should be able to use this to their advantage. For example, on Instagram live sessions allow for hundreds of users communicating in real-time with brands and stories allow for polls, questions, etc. If you can leverage new features to gather feedback, there is nothing more valuable for a brand.

Q6. What has been your most satisfying moment in business?

A. It's not one moment, it's the journey. You have to keep your curiosity up and keep learning. I'm learning that money comes and goes. If you hold onto it too tightly you'll never make it. Time, on the other hand, is something you have to be smart with. I've also learnt how important and easy (yes!) work-life balance can be. The satisfying part is when you draw analogies from your business journey of ups and downs, and apply that to life.

Q7. What is the most attractive thing about the digital media industry?

A. In a crisis situation, you can leverage social media to mobilize people to take action. Case in point, Black Lives Matter – from murder to protest to arrest in one week.

Q8. What advice would you like to give to future aspirants who aspire to build a career in digital media?

A. Be nimble, celebrate milestones, stay authentic. Talk to everyone but don't take everyone's advice. Don't be insecure about your ideas. Don't fall in love with them either. Have self-awareness and perspective. Be humble. Read everything. Lastly, learn solid design skills.



Mehek Purohit ChakliArt

ChakliArt is a digital marketing agency that is known popularly for growing up the brands in a very unique and creative way. They are well experienced in Graphic Art, Photography & Videography, Marketing, and Social Media grips! Chakliart is a one-stop marketing and branding solution for all companies which aspire to grow their presence.

They aim to maintain a balanced partnership with their trusted clients and assist them in meeting their unique digital hospitality goals as they encourage their team to perform and deliver the best results.

Their Top Clients



ICHEF WEBSITE / APP
FLAG'S Website
KINGS UNITED MUSCAT
(Dance Studio, Muscat, Oman.)
SHIVAM SURATWALA (Singer, Gujarat)
FLAGS VEG WORLD (Malad Liberty Garden)
BENNIES FINE DINE (Andheri Link Road)
Flags Veg World (Malad Link Road)
Celebrity Chef Ranveer Brar
Bhuvan Bam (BBkiVines x Youthiapa)

Mehek Purohit is the Founder Of Chakli Art. She holds great skill in art and creativity and have an experience of working with Hospitality Brands for 5 years.

Q1. What would you say are the top three skills required to be a successful digital/social media brand?

A. According to me, digital platforms keep on evolving every time but there are few skills which remain the most essential part for social media and that are creative designing, strategic content planning and copywriting. These will always remain the important asset for any brand to grow on digital platforms.

Q2. What goals should we set for our social media accounts, and how will you determine success?

A. Ans : People always set goals to make followers of their social media accounts grow but the most important thing is that people look for amazing content on brand pages. The rate at which brand content grows, connects and engages people determine success of the social media page of the brand

Q3. How did you come up with the concept of ChakaliArt?

A. Chakli Art is an advertising and digital marketing agency providing brand solutions in terms of content, marketing according to their respective specializations on online and offline media platforms. The name Chakli is derived from maternal grandmother who is used to call birds with that name and me as well. I was very close to her and shared a unique bond which I miss even today and logo is the resemblance of me holding her hand depicting that she will be always with me in every journey of my life and always keep casting me with her love and blessings.

Q4. Tell us about your greatest achievement?

A. Till now, we haven't received any great achievements yet but there are few appreciations which were rewarded to us in 2019 like Emerging Digital Agency of the year, Popular Digital Marketing Agency and few more. Yes, these are small achievements which made us start recognizing in the industry and one day we will be recognized all over the world by our great work and that will be the biggest achievement for us.

Q5. What do you plan to achieve with ChakaliArt within next 5 years?

A. Currently, I don't have any plans for the next 5 or 10 years but I would like to explore our brand in various fields like Chakli Art School and many more. The vision is to make it a diverse brand in different fields of specializations.

Q6. What advice would be on the top of your list for those who seek a career in digital media?

A. I always advice people who wish to seek a career in digital marketing and designing that not to run behind followers and numbers. Just focus on providing productive & informative content, creating and executing your own ideas. Most importantly, never copy others content on social media, you may take their content as an inspiration but never replicate their content because social media is all about fresh ideas to execute.



Q8. What has been your most satisfying moment in business?

Remark comes from Relatable and Reliable Marketing. Our content is what makes us different from other brands and creators. We try to keep our content crisp and minimalist. Every time we make something that people can relate to that's the most satisfying moment. In the end it is all about the people out there.

Q9. What advice would you like to give to future aspirants who aspire to build a career in digital/social media?

Digital and social media is a thing, which people think that they know how to use it but there is always more to it. First we need to experiment and learn from mistakes how digital media and market operates. The only piece of advice would be to keep trying and observe things around you whether you want to launch your agency or personal brand in the market, giving up is not an option, Sometimes overnight success can take years. Make sure you utilize digital media in the way it suits you. People out there should know you (pay you) for your vision not just for posting images.

Q10. What do you plan to achieve with Remark advertisement in the next 10 years?

Remark is founded with the vision of providing value to people through the content we generate. Our motto is to revolutionize how the creative world works, making a person smile every time he sees a piece of content from Remark. In the next 10 years we will be looking forward to listing ourselves in those dozen companies that value great work and people's attention. The next milestone in our roadmap is to make it easy for people to create interactive content and utilize most out of it and we will be soon launching our first video project.



MEGUMU ISHIGURO - Key Animator of Ramayana - The Legend of Prince Rama and Co-founder of Doga Kobo Studio



Mr. Megumu Ishiguro was born in Tokyo, Japan in 1947. He's the cofounder of Studio Doga Kobo. He has worked as a key animator, producer, character designer, director, storyboard checker and as a production supervisor in the Indo-Japanese collaboration "Ramayana – The Legend of Prince Rama". He holds a huge amount of experience and expertise in the field of Animation.

Q1. What was your inspiration when you started with animation?

A. I always liked drawing, and coincidentally the animation studio was near my house. So that's how I got started.

Q2. What has been the most satisfying moment in business?

A. Being a part of creating "Ikkyu San" was my best moment.

Q3. What is the most attractive thing about animation?

A. Peaceful environment is most important. It cannot be creative if it's not peaceful.

Q4. What are the most effective tools?

A. Drawing, giving life to the characters and poetic mind.

Q5. What was your biggest challenge and how did you overcome that?

A. In Japan there's always a lot of work. In fact one can be crushed by the work load. So that was a problem. You can say that I overcame that by retiring.

Q6. If you had the chance to restart your career, what would you do differently?

A. This time I was a part of making and creating of the animation. If I get a restart then I would like to be a part of sales, selling what was created.

Q7. What piece of advice would you recommend aspirants and students who would like to start a career in animation?

A. For Indian students, one piece of advice I would want to give is to not copy any kind of animation. For your animation to make a mark in the world, it needs to be original, so find that originality.



Abhijeet Swarnkar, Founder Remark Advertisements

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FLOOR MEDIAWORKS

Remark
ADVERTISEMENTS

Remark Advertisements is a digital marketing company which has two main departments

- ☑ Interplay
- ☑ Media Works

Remark comes from Relatable and Reliable marketing. They pitch the content that is most relatable to audience depending on product and consumer needs. They follow basic strategy of 2 second methodology we keep our creative art minimalistic with crisp content because they believe in having only two seconds of space when user sees the post and they need to crack that. That's the best that can be done in noisy world of advertising and marketing. Also they work on sketches and short videos. They won best idea and innovation award in Malaysia at entrepreneurship Bootcamp. Their work on Instagram handle has been appreciated by brands like Fedex, McDonalds etc.

Q1. What digital marketing trends you see dominating the landscape soon?

A. The world of Advertising and Marketing is a noisy one. Today with increased penetration and data availability, content is thrown at consumers, it's important to decide what makes your brand different from your competitors. You are not going to get many opportunities to do that. These are trends brand should can utilise for better results-

Q2. Your content game needs to be strong

A. The content which comes out at social media handles of a brand should be more relatable and engaging. Marketers need to utilize what we call "2-Sec space" i.e. a user comes across a new post every 2 Sec now that's the time where you need to make an impact. Hence, the content game needs to be on point.



Q3. Interactive advertisements

A. Who doesn't like playing and having fun? Making advertisements more fun and engaging and create a 9x higher impact increasing the time spent on advertisement up to 47%. Recently Samsung (@samsunguk) beautifully utilized interactive advertising techniques on Instagram for note 10+ 5G campaign

The chatbots (A.I. Assistants) are big things in the customer service segment, 24-hour service, Instant response, and they don't even ask for the holidays. According to Tidio's research, 43% of consumers prefer to message an online chatbot rather than to phone customer service centers.

Q4. What is the most attractive thing about the digital media industry?

Q5. What is the most attractive thing about the digital media industry?

A. The Digital Media industry gives you creative license to present the things as you like, also it helps you to gain insights on your work. This creates a process of learning and growing ourselves. With social media handles like Facebook and Instagram updating features from time to time it makes the whole process intriguing. Also, it gives you a chance to learn from your failures every time you create new content. So it's - Post - Learn - Analyse - Repeat.

Q6. What was the biggest challenge you had to face in digital media career and how did you overcome that?

A. It's always in the mind, "What if going people are not to like content or not?" "What if this doesn't work?" "What if brands do not like this?" these "what ifs" are part of every entrepreneur out there building his empire. We just need to overcome those throughout the journey. The simplest way to overcome these barriers is to answer those questions and how to do that? just go and write that first blog, start creating content for your personal brand, start experimenting.

Q7. What are the top social media platforms and tools according to you?

A. Each social media handle serves a special purpose and requires a different piece of strategy. Like if you can create good videos youtube is the best option for you or if you are influencer, Instagram is a thing you need to focus on. At this point first, we should start with Facebook and Instagram, once we know nuts and bolts of these then we can start cross-platform promotions. An important thing is how are is our channel performing, that's where analytics comes in. Brands should regularly check on insights, engagements rate and trending spots in the market to utilize for growth. Some good tools for analytics are (other than Facebook and Instagram insights) Sprout Social, Hootsuite, Buffer, and ninjalitics.

Tips to become an Internet Celebrity/ Entrepreneur/Influencer

Develop Your Ideas

You won't become a successful public speaker by rehashing old ideas in the same way as everyone else. You need to develop fresh, relevant content that people want to hear.

Invest a lot of time into thinking about your message and how you can deliver it in a way that will inspire, motivate, and captivate an audience.

Identify Your Ideal Audience

It can be tempting to think your message will resonate with everyone. But, the truth is, a message that's too generic won't leave a big impact on anyone.

So rather than decide you're going to speak about sales or that you're going to motivate all business leaders, narrow down your niche. Identify the types of groups who you really want to reach so you can create content that will resonate with them.



Use social media to share original quotes or to launch a blog to share your ideas. When things catch on, you'll know you're on the right path. Your audience will let you know what they want to learn more about if you're willing to listen.

Gain Speaking Skills

Use social media to share original quotes or to launch a blog to share your ideas. When things catch on, you'll know you're on the right path. Your audience will let you know what they want to learn more about if you're willing to listen.

Having good content is only part of the battle. The way you deliver your message is more important than the words you use.

Even if you think you're a rock star speaker already, there's a good chance you have some bad habits (from swaying back and forth while you talk to using filler words like "um" more than you know).

Join a public speaking group, take a college communications class, or hire a speaking coach to help you develop better communication habits. A few little tweaks to your delivery can make or break your career as a speaker.

DEVELOP **SUCCESS**
FROM FAILURES
DISCOURAGEMENT &
FAILURE ARE TWO OF THE
SUREST STEPPING STONES
TO SUCCESS

Dale Carnegie



Test Your Content

The internet gives you opportunities to test your content before you get on stage. Most people, however, worry that no one will hire them if they give away their best stuff for free.

But if you inspire thousands--or perhaps even millions--of people online, you'll attract attention and people will want to hear more from you.



IT'S INEVITABLE YOUR ENVIRONMENT WILL INFLUENCE WHAT YOU DO

Also, record yourself giving a speech and watch it back. It can be painful to watch yourself but it's important to learn more about your hand gestures, body language, and speaking habits so you can improve.

Offer to Speak for Free

Once you have your content ready to go and you're comfortable speaking to an audience, offer to speak for free. Reach out to local organizations who may benefit from your content.

There are many conferences around the country who don't pay speakers (some of them offer free admission to speakers). Apply to speak for them to help you gain practice speaking to a live audience.

Some people do a handful of free speaking engagements before they feel equipped to look for paid gigs while others speak at a few dozen events before they feel comfortable charging. But be prepared to speak for free until you're in-demand.

Market Yourself

Once you feel like you have a talk ready to go, start marketing yourself. Build a website that shows you're a speaker. Add "speaker" to your social media profiles.

Tell everyone you know that you're looking for speaking engagements. Word of mouth is often a key factor in getting speaking engagements. Keep releasing content too. Blog about your ideas, guest post on popular sites, make videos, or write a book. Release your ideas into the world so you can gain credibility as an expert.

Event planners will want to see you in action as they make decisions about who to hire to speak, so at some point, you'll want to create a demo reel that showcases you as a speaker. It may contain footage of you from several speeches, clips of you in the media, or audience reviews of your performance.



Apply to Speak

Early on in your speaking career, you may need to apply for speaking gigs. Be on the lookout for conferences, conventions, and gigs.

Find other speakers with a similar message and see where they're speaking. You might reach out to event organizers and ask them to keep you in mind for future events.

Find other speakers with a similar message and see where they're speaking. You might reach out to event organizers and ask them to keep you in mind for future events.

The more your speaking career grows, the less you'll need to apply for speaking opportunities. Eventually, people will seek you out.

And if you're doing well, speaker bureaus will want to represent you and they'll proactively market you as a speaker for events. They'll take a percentage of your fee, but they can help you obtain higher paying gigs.





Inspiring Stories and Advices Internet Sensations and Celebrities

Love Rudraksh – Youtuber

He's a creator from Delhi, following his passion since college. He loves making videos from Prankster to creating short movies and his channel is known by his own name "Love Rudraksh" with over 14.1Lac subscribers. He always go for the ideas which are still considered taboo in most part of India. Homosexuality, gender discrimination, color and mental health.

Q1. How did you promote your channel when you first started? What did you do to get so many subscribers?

A. I feel like content plays a major part in your growth as if your content is not liked by the viewers there would be no point in advertising and promoting for a fan base . Nowadays, you can buy subscribers and followers, but what's the point in that? Are you self-satisfied is the question?

Q2. Any advice you'd like to share with aspirants who'd want to consider this as a career option?

A. I'm not the best person to take career advises from as I don't have one. I feel that to be a vlogger or a content writer, you can use multiple applications like Instagram or tiktok to create your fan base and then connect your YouTube through that, short videos are a go to these days in this busy world and a good way to create a fan base who will stick around for 5-10 minute video later, as success does not come overnight you should keep on working towards your goal bit by bit.

Q3. When you started out did you ever imagine your audience would become so large? Do you ever feel overwhelmed or intimidated knowing so many people will see your videos, or is it something you've grown used to?

A. I started making YouTube videos back in 2014 and I still do it for mere passion and love for the art ,I'm not earning that much in terms of money, but the sense of satisfaction, to be able to do whatever you want and take time for yourself whenever you need, I think I'm satisfied. I started by doing Q & A videos and most of my videos are spontaneous, I feel like YouTube is like a bank account u need to increase it the same way.

So I worked on myself and picked the right genre for me after continuous experiments with brand videos, challenges, short videos, as I feel one should always evolve with time, or you would just end up like Nokia (outdated).

Q4. Who have you learned from or been inspired by, to develop your youtube channel? Who are you favorite vloggers?

Lilly Singh is my favorite YouTuber but I couldn't meet her till now, some of my other Indian favorites are harsh, flying beast, Ashish Chanchalani as all of them have crazy content.

Q5. What news concepts and ideas are you working on currently?

This quarantine is allowing everybody to spend more time on their self, same has been the case for me and I have been working on my weaknesses and drawbacks amid this lockdown ,one thing I told myself was to refrain from love stories and switch to sci-fi for a change .

Eileen Aldis Youtuber and Digital Creator

Ms. Eileen Aldis discovered a joy of travel at a young age and has been exploring the world ever since. More than fifty countries, and millions of YouTube views later, people all over the world have been entertained and educated by Eileen's passion for learning about people, places, and cultures. She's a filmmaker as well as a caring creator who showcases the world one video at a time. In her first year, Eileen was selected as a Top Travel Vlog To Follow by Insight Guides. Embracing life and seeking adventure, she never passes up a chance to take the road less travelled, bring history and culture to life, and discover delicious local cuisine. Capturing the moments and memories of life on the road sets her apart as she shares her dream of exploring the world. Follow her adventures at [YouTube.com/EileenAldis](https://www.youtube.com/EileenAldis).



Q1. Do you use Facebook, Twitter, etc, to promote your channel? How successful has it been for you? Any advice on how people can use social media to promote themselves?

A. I use a variety of social media platforms, as each one offers something different, and I find most people prefer one over another so the audiences vary a bit. Whichever one you favour, it's important to post content regularly in your own voice.

Q2. What do you think are the key reasons for the success of your YouTube channel and would you do anything differently if you were starting it today?

A. I think any kind of success comes down to a lot of hard work and a little bit of luck. When you start a YouTube channel, it's important to focus on one subject you're passionate about that connects with subscribers. For me, it's a love of travel. If I were starting my channel today I'd think, 'Why didn't I start sooner?!'

Q3. What are your plans/goals for the next 6 months?

A. My plans for the next six months have changed drastically due to the COVID-19 pandemic. All my travels have been cancelled for the time being and, like everyone else, I'm taking one day at a time. The same week the World Health Organization declared the pandemic was the same week I announced my first ever group trip to Bali in October with TrovaTrip. I'm keeping my fingers crossed it will be safe to travel again but it's impossible to know what's ahead.

Q4. For somebody wanting to start their own channel, what advice would you give to help them create a popular channel with lots of subscribers?

A. For anyone wanting to start their own channel...congratulations! Dive right in and don't worry too much about how to get started. Choose what kind of content you want to focus on and then do it. And do it again. And then keep doing it. It's really important to upload consistently, even when your videos are barely getting any views. Work hard, be yourself, and have fun with what you're doing.

Q5. What do you like most about your work?

A. I absolutely love what I do and feel so lucky. What I love most is the chance to see the world, be creative, and connect with people around the world.

Mamta Dagar

Fitness and Lifestyle Influencer

Mamta Dagar, an ambitious woman from Haryana, is making her way as a passionate nutritionist and dietician in the country. Coming from a state like Haryana, she had to face various obstacles, only to get out of the 70s-stereotypical-lifestyle and pave a new path of success for herself while creating strides of growth. A zealous professional with a vision to make it big is known to work relentlessly and dedicatedly in the field.

Pursuing her education as she completed BCA, followed by MCA, she kick-started her journey as she joined as a sports nutritionist in ACE. With a vast calibre and comprehensive portfolio, Mamta is known to work for diverse brands and international collaborations, including Adidas, Reebok, Decathlon, Superdry, Sheln, Daniel Wellington and others. Believing in planning short-term and taking life one day at a time, Mamta is looked upon by young minds as an inspiration. Envisioning her future, she intends to step out in the market and explore being a digital influencer and tapping every opportunity to evolve and tread through the road that leads her to success.



Q1. What does the future of digital/social media marketing looks like?

A. Social media is continually evolving. Video content is the future. Better organized, more challenging for creators.

Q2. How does digital media impact in education?

A. Utilization of digital media in education provides students to get additional useful knowledge. People have so much access worldwide, can be a part of any learning group and that's something really an add-on to their basic studies or skills. So much to grown and learn.

Q3. Do you think that digital technologies can stimulate an increased interest in reading and writing and or increase the level of literacy within a society?

A. It can be both ways. Can be a help or not at all. There is no doubt in that it can be a big distraction too. So much of content everywhere and no control over it. As platforms like YouTube, podcasts are getting more attention. Reading, writing is becoming more challenging in this era.

Q4. What would you say are the top three skills required to be a successful digital/social media brand?

A. Your content or your product should be the real game. In the times of social media, nothing is hidden. If the product make a difference in anyone's life. It will be a boost.

Finding the right audience, who are enjoys that content is must. Irrelevant audience won't engage in content. Only right audience will help in generating leads.

Staying consistent on their content is must to beat the competition.



Q5. What is the most attractive thing about the social media industry?

A. Real people and real talks. Social media platforms have grown to be seen as a way to directly reach customers and prospects. Connecting to new people every day is really motivating.

Q6. What was the biggest challenge you had to face in social media career and how did you overcome that?

A. You get so much attention from strangers on social media. Some are appreciating and some are criticizing. Both works great but getting nothing is really challenging. You might be so good in what you do but putting the similar content every time out there will lead to the same situation. Creating the same thing in a new way every time is the

Q7. What business related book has inspired you the most?

A. Feel the Fear and Do It Anyway by Susan Jeffers

Q8. What advice would you like to give to future aspirants who aspire to build a career in digital media?

A. Be real. Be true to your audience. Create something which helps viewers. Helping them will help you.

Aman Nayyar - YouTuber

Aman is the Producer of the Hit YouTube Tech Channel "TechSwami" with over 100k+ Subscribers. He loves testing new devices and sharing opinions and facts on the Modern Tech.

Q1. What's involved in making one of your videos e.g. equipment, script, storyboard, scheduling, etc.??

Ans :- Let me talk about the equipment I use in whole process of making one video. First for recording, I use a DSLR CAMERA for crisp & great quality videos. Earlier, I used to record my videos on a smartphone. With time we have to upgrade quality as per the audience demands. Then, there are some lighting sources, a Professional Mic which is connected to my pc for better audio quality. Audio plays the key role in Video Industry.

After recording, for editing I use ADOBE PREMIERE for editing my videos. It is the best software for editing videos. For that actually we need a good DESKTOP too.

Q1. How do you keep coming up with new ideas for videos?

A. I'm a Tech Lover. I really love testing new smartphones. Loads of devices get launched every month. So, I always remain surrounded by ideas. One thing I always keep in mind is, if the device is great to invest in. If it's worthy enough for the user. Consumer benefit is my first priority.

Q2. How do you keep coming up with new ideas for videos?

A. I'm a Tech Lover. I really love testing new smartphones. Loads of devices get launched every month. So, I always remain surrounded by ideas. One thing I always keep in mind is, if the device is great to invest in. If it's worthy enough for the user. Consumer benefit is my first priority.

Q3. How did you promote your channel when you first started? What did you do to get so many subscribers?

A. I used to share it with my family and friends. But we have to keep in mind that video sharing requires a specific audience, the people who are interested in what you've to show. So, they watch your video for a longer period of time. To boost your videos, talent. It's all in your control. You should have an ability to play with minds of viewers by your thumbnails & titles. And the most important thing, connect with the viewers in a way that they feel connected to you and they can trust you. You have to be honest with your audience.

Q4. Who have you learned from or been inspired by, to develop your youtube channel? Who are you favorite Vloggers?

Ans :- Actually I try to learn from every YouTuber. Every Vlogger has their own unique style, talent etc. But if I really have to take name, then, MKBHD & MrWhoseTheBoss – These are my favorite ones.



Q5. For somebody wanting to start their own channel, what advice would you give to help them create a popular channel with lots of subscribers?

A. I think it's important to create what you really like. Don't think that if you create tech videos you'd be famous or anything at first. NO, start creating content but in reference to what you like. People are uploading their paintings, playing games, some are dancing, creating music etc. Do whatever you love. And "PATIENCE" is the biggest thing you need in this industry. If you quit, it's over!!

Naman Dwivedi Androwide

Naman started this channel basically to solve issues faced by android users. Initially he was making only troubleshooting videos related to android, but as time passed the channel became more focused on overall tech and he started sharing and posting his opinions, reviews, testing related to android devices and other tech products like, smart TVs, earphones, tablets etc. Currently Androwide has 113K+ subscribers on Youtube. [Channel Link - https://www.youtube.com/androwide1](https://www.youtube.com/androwide1)



Q1. What's involved in making one of your videos e.g. equipment, script, storyboard, scheduling, etc??

A. As of now the most important part of my videos is IDEA, after i get an idea then i normally shoot my videos using my Canon DSLR often, and an External Mic, and yes most of the time i script my videos so that correct information can be passed to the viewers in limited time, and most of the time i publish my video at evening time.

Q2. Do you use Facebook, Twitter, etc, to promote your channel? How successful has it been for you? Any advice on how people can use social media to promote themselves?

A. Actually i use Twitter and Instagram more after YouTube and i share some of my videos on my twitter account to drive some traffic from there, and i would say that twitter is very good medium to get in touch with the audience and even solve some issues reported by users, sometimes i receive some small issues/bugs faced by users and for that it seems like making a whole video is not good, so i ask them to come to twitter so that i can communicate with them and share graphics, screenshots or screen recordings to solve their issues.

Q3. What do you think are the key reasons for the success of your youtube channel and would you do anything differently if you were starting it today?

A. To be honest the key reason for my success in YouTube is "working for my audience not for the brands" . I always try to respond to each and every comment on my videos and try to solve the query. But yes if i have to start a new channel today i would go with some different strategy and style as I learned a lot of things during past few years working on youtube.

Q3. What are your plans/goals for the next 6 months?

A. Talking about plans, I am going to upgrade my setup, and looking to create some really engaging videos for my audience.

Q4. For somebody wanting to start their own channel, what advice would you give to help them create a popular channel with lots of subscribers?

A. First of all your mindset should be clear about what you are going to show and in which style, there are still many many categories untouched on youtube, you can take an advantage of that, but if you are going to work in a competitive category, like tech, comedy, fashion, food, Vlog,

then you must add some extra value in your videos, so that you can attract more and more followers. And yes a lot of patience needed in this journey so get some extra in your mind.

Harsh Sharma Youtuber

A 21-year-old ambitious tech savvy boy from Delhi who's currently pursuing his Bachelors in Engineering from Punjab University. He is very passionate towards technology, start-ups, travelling and basketball. His YouTube channel has over 56k subscribers. He also writes a blog where he gives out information regarding tutorials, new products. He has also started his own e-commerce website as well.



Q1. What do you like most about your work?

A. I enjoy almost every part of it. Basically, technology means innovation whenever I see a new product, I get excited to see what all things we have inside it, it's cool to see how engineers put basic ideas, thoughts from their heads into actual physical products that we can actually touch. Also, this has allowed me to reach out to a number of new people, I love that as well meeting new people, sharing ideas and opinions. I like attending the launch events as well so I get to see what new tech is coming out before anyone else plus seeing all the big names and a conversation with them I mean the President of a certain company, the sales manager, or any other person who has a big role in that company. I find it quite inspiring as well. Also, I love uploading content to YouTube I mean I want to giving the audience the type of content they need including crisp video quality and information its just too much fun to me and obviously the review units I get from brands yes, I love them too.

Q2. How did you come up with the concept of your work?

I remember I was in 12th standard back then like I said I always had a keen interest towards technology and it was summer time it may sound funny but it is what it is, so I had a very bad argument with one of my very close friends I didn't have anything to do so I picked my camera and uploaded my first video and that video was poorly shot no lighting the audio was very bad, I could hear my fan spinning, the noise of the cars, my mom cooking ugh its was something that no one ever wanted to watch ha-ha ! I video that I uploaded was a tutorial on hacking a Wi-Fi and wanted to show others that it was possible although it was a very old technology but to me it was new as I was introduced to it for the first time so I made a tutorial and uploaded it YouTube and hoped to crash the trending tab with that one video and obviously it didn't happen. I also remember uploading a video about JIO sim it was very popular back then and that video got a lot of positive response that motivated me to make more content and ever since then it's been a constant stretch of improvement and exploring and adding new content from various niches.

Q3. How do you think It has changed your life?

It has taught me A LOT. Like I said meeting new people when I go to these conferences or launch events it always sparks something in me that I should start something own my own. Without it would have taken me some more years maybe to get to see what actually do we have outside the narrow-minded approach that our education system has programmed into us. I would not have had that much needed awareness without YouTube. Now I have the audience so now I have a reach to a good amount of people so now I can teach them what they are lacking and how they can achieve what they want outside what our education system teaches us.

It has also helped me a lot towards growing my e-commerce website. After analysing my YouTube videos, the messages I got and the comments. I knew basically what exactly the users want and what they cannot do themselves, so I started offering that same service/product to them Also, we cannot ignore the revenue part and the perks of being a youtuber. Who doesn't like money? and the best part is that when you get it while doing something that you truly love. Blessed to be here and doing this and will constantly look for ways to improve myself.

Q4. What were the struggles you had to face to get here?

There are no struggles to be very honest, I started this very early I didn't know at that time what exactly will I get after uploading the videos to YouTube. I didn't know what to expect. I was just constantly uploaded videos because I had nothing to do at that time and this statement still holds for today as well. I don't see any struggles it has become a hobby for me right now that I love doing. It's good to know that we have something like YouTube where anyone can share whatever they want, if I didn't had YouTube then it wouldn't have been a problem either. This doesn't mean that I am taking it for granted, I feel privileged to be a part of this wonderful organisation and it feels good when you can help out thousands of viewers that comes looking for a solution on the internet and find Harsh Sharma's video.

The only struggle that I can remember is the fear of shooting my videos in front of my parents, friends and strangers. Whenever I feel this is now, I just say to myself "No one is watching you, get over yourself you're not that important!"

Q5. What are your views on the future of social media industry?

Full of opportunities! social media is the correct place if anyone wants to start anything due to the massive number of users that are available there, if anyone wants to showcase their skill, product, talent, service etc I don't think there is any better platform than social media we have audience of every type its just our job to find the audience that suits best for us. New social media platforms are emerging at a very rapid pace these days this also avoids the problem of saturation of one platform. In my opinion Social media industry will continue to grow in the coming years as people have started minimizing the use of their traditional TV Sets, people have started spending more time on social media, watching tv series on various platforms. all this will act as a catalyst towards the massive growth of social media industry

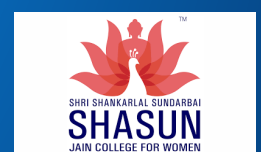
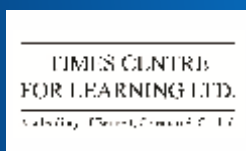
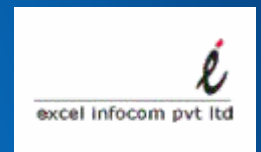
Q6. What are your favorite social media platforms and why?

I like Instagram and twitter. Instagram as we have a lot of active audience there already and the interface of using Instagram is fairly simple. We can put up stories, IGTV videos, videos, do poll and a lot of other stuff easily. I like the poll feature that we have on Instagram stories the most, as a creator it allows me to know what the user exactly wants and it is very easy for the end user to poll as well, s/he can express his/her though in a binary way by simply pressing a button. Also, Instagram LIVE also allows to directly interact with the followers as well.

However Instagram has become super saturated these days, we have a lot of users and a lot of creators and a lot of spam accounts as well that keeps on bombarding the profiles with inappropriate content that is why I think social platforms like TikTok, Twitter will emerge to the top very soon in India, so I have started posted content on twitter as well due to the above mentioned reason.



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