

ACTIONABLE INSIGHTS

ISSUE 2018

WORK IN PROGRESS COPY. FINAL COPY WILL BE AVAILABLE IN A FEW WEEKS



Social Advertisement In 2018. P6

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Deloitte.

Deloitte Technology Fast 500 Asia
Pacific In 2010, 2011, 2017



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Thank You

For A Great 2017

For the last 10 years, our goals are same. We want to make digital marketing scalable, keeping the success ratio the same. Marketing was never scalable, which is why one finds most of the marketing companies operating as boutiques. The growth for a marketing company was about getting bigger paying clients than getting more clients. Digital has changed a lot of things; it has made some parts of marketing highly scalable. As a company we are working towards 2 major goals:

“Let no business with good business model ever struggle for RIGHT marketing support”

“Let no entrepreneur with good intention ever struggle for RIGHT marketing know - how”

2017 was a defining year for us; we opened our offices in Canada, expanded our operations in the UK & EU, and strengthened our existing relationships in India. It wasn't easy as the industry is in the process of redefining itself. We realised the gap in talent pool for agencies and clients, thus we initiated our structural learning portal digitalmarketinguniversity.com in 2017 (it will be live in the early months of 2018). Our experiences in different markets and research endeavours with university students backed with the strong knowledge of our experienced consultants and in-house horizontal-vertical team structure helped us to strengthen our digital infrastructure and marketing structures.

We are committed towards excelling at:

#NeverStruggleForMarketing

- Highly Scalable & Highly Effective Business KPI (Sales, Branding & Digital Leadership) focused digital marketing services for clients.
- Internal team setup, training, and management at client's office along with flexible hour hiring for extra support. By the third quarter of 2018, we will have a strong offering. It's already launched for some countries.
- Very Strong Audit & Consulting - In 2017, we invested on different tools to make it effective for businesses.

#NeverStruggleForMarketingKnowHow

- Business Modelling & Funding Help - We are working with some of the UK-based companies to build an AI based system to help businesses get their business model right. Over 52% of businesses die because their services have a low market need.
- Limited Corporate Training - We have partnered with Prof Ranjan Das of IIMC to support organisations in upskilling their talent.
- DigitalMarketingUniversity.com - Mother of all our digital marketing endeavours. It is expected to be launched by the first quarter of 2018. This global product is focused on digital marketing mix and structures.



Not everything needs to be tracked.

The most buzzed discussions were around thinking beyond metrics - thinking business objectives and goals, even if the metrics were less sexy.

TRENDS AND INSIGHTS

**SOCIAL ADVERTISEMENT
CONTENT & SOCIAL MEDIA LANDSCAPE
SOCIAL MEDIA DESIGN**

SOCIAL ADVERTISEMENT IN 2018

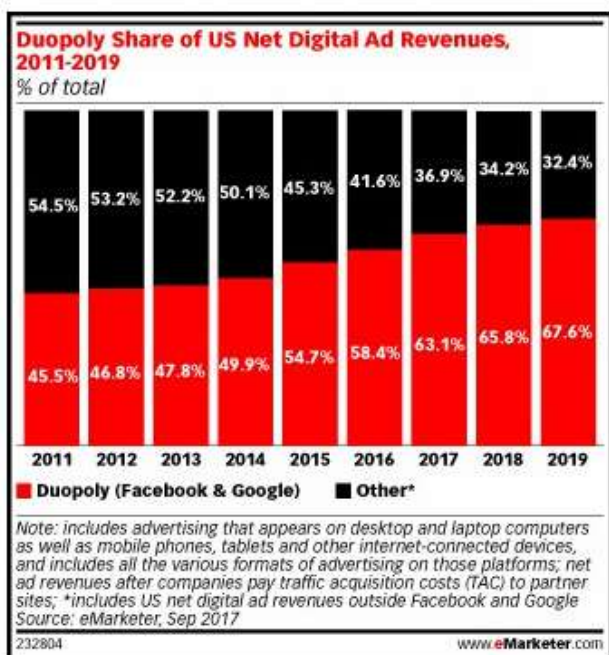
In 2017 digital ad spending finally beat TV.

Digital advertising in 2017 grew to \$209 billion globally, up from \$178 billion in 2016, according to Magna Global. Magna predicts in 2018 the digital ad spend will grow 13 % to \$237 billion. By 2020, the company predicts that the digital ads will make up 50% of all ad spending.

Google and Facebook control the digital ad landscape (and will continue doing so until Amazon or a third-player comes into the scene with a big bang). With Facebook's latest changes in the News Feed, it's expected that the organic reach will hit zero. We will see a big shift happening - Brands to move away from spending a significant amount of their marketing budget on gaining fans to getting space in News Feed. Which means Facebook ad prices to surge higher. Also, we will see businesses focus more on business metrics than aligning their ad budgets around vanity metrics.

Google & Facebook's duopoly to continue

In 2017, Google and Facebook, taken together, accounted for about 63% of US digital ad revenues, according to eMarketer. Also, in the developing markets their control on the online ad landscape remained unchallenged. In 2018, we can see Amazon becoming the third player in the digital ad landscape. Another network that's getting serious about wooing ad buyers



is Pinterest (*over 2 billion searches occur on the site every month*). It launched search ads to advertisers of all sizes and is quietly working on a slew of new offerings and additions to its existing features like in-stream buying.

AI to have a far-reaching impact on digital advertising

Better ad targeting and personalisation at scale will be made possible with the help of AI – it can mine out nuanced insights on the best & worst performing ads, best calls-to-action, messages that fit with your audience's interests, and more. Though in its initial stages, AI is going to change the way we work on ad copies. Last year Satchi LA created thousands of ads & 1000 Facebook videos for Toyota by training IBM Watson to write like humans. The AI scraped the web to find out deep insights about the audience and started to put the thoughts into sentences. The copies were vetted by the agency's copywriters before they were made live. In future, we will be seeing more such human AI collaboration to create huge amount of data-backed ad content in real time.

Improving brand safety isn't an option anymore. It's a necessity

In March last year, 250 brands including HSBC, The Guardian, and P&G pulled out their YouTube campaigns after their ads ran next to questionable content on the video platform. Although most of the brands that stopped the campaigns from YouTube were back on the platform within a few months. P&G cut up to \$140 million in digital ad spending over brand safety. Chase cut the number of sites it advertises on from 400,000 to 5,000.

2018 will be a year of improving brand safety and transparency. We're already seeing platforms like YouTube taking stricter actions against controversial content creators. After the Logan Paul's controversial and infamous "Suicide Forest" video (which got the YouTube star kicked out of Google Preferred), YouTube has started manually checking each video for Google Preferred channel and will be rolling out a three-tiered suitability system for brand safety. Facebook also released its monetization eligibility standards to combat brand safety issues.

Different ad formats to keep users engaged

With AR spending on the rise (it's predicted that AR & Virtual Reality (VR) spend will nearly double in 2018, from \$9.1 billion in 2017 to \$17.8 billion in 2018) (*1) we are expecting businesses and marketers to leverage the power of AR on social media.

In 2017, we saw Snapchat tapping on AR (Augmented Reality) for revamping their ads. The company already has rolled out AR Trial Ads. BMW became the first brand to test Snapchat's new AR 'augmented trial' Lens to promote its new X2 model. As a result the users could interact with a virtual 3D version of the car as they would have done in a showroom. Also, Facebook's AR push (location and object recognition technology) is expected to solve its near-term ad load problem.

In the first half of 2017, online video ad spend overtook banner ads for the first time in the UK. (*2) According to Salesforce's Digital Advertising 2020 Report (*3), 65% of companies increased their video advertising budgets over the past year. Marketers are focusing on both long-form and super-short digital videos to catch the attention of their users.

YouTube's 6 seconds online ads (also known as bumper ads and which the video giant showcased at Sundance) gained immense popularity as the format is apt for catching the attention of millennials and GenZ consumers.

A Google-led study found that that 9 out of 10 bumper ads drove a significant lift in ad recall. (*4) Facebook also announced that it will start running 6 seconds pre roll ads on its Watch video hub from 2018.

Moving from Vanity metrics to Business metrics

This 2017 [study by HBR](#) finds that merely liking a brand on Facebook doesn't change behavior or increase purchasing.

And businesses are slowly realising it. In 2018, we are going to see more and more businesses asking their agencies how much is that Like, Retweet, Share or Comment worth? How these metrics will affect the business objectives? Agencies have to organise their campaign activities in such a way that it provides clarity between the efforts (man hours + ad spend) invested on social media activities and the ROI achieved from it.

With Facebook announcing its latest News Feed change, businesses will see a huge decline in their organic reach (some are predicting it to hit 0). With that their focus on vanity metrics will reduce; though there's no doubt that they will be spending money on Facebook ads but the objectives will be more skewed towards business metrics. We'll see more efforts towards social media campaign planning, ad optimization, and reporting.

Sources:

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4. <https://www.thinkwithgoogle.com/products/bumper-ads/>

CONTENT & SOCIAL MEDIA LANDSCAPE IN 2018

2018 is expected to be a turning point for content; we will see more breakthroughs in how we interact and consume content. Last year was seen as the dawn of AR & VR content creation and consumption. We saw several examples (such as Ikea using its AR app to help customers choose the right item of furniture and GAP's virtual changing rooms) of how brands are integrating these technologies with the platforms on which we consume content. We will also be seeing big names entering the content landscape with bigger budgets. Brands are slowly coming to terms with content overload and are changing their strategy to get noticed in the attention economy.

Focus on content that encourages meaningful interactions

With consumers vying for more emotionally satisfying experiences, brands are slowly moving away from engagement bait to creating content that naturally engages them. We've identified some popular content types that marketers have benefitted from in 2017 and will continue to create them in 2018 -

Utility-based content

In a research by BuzzSumo (*1) which reviewed two billion articles and Facebook posts published last year found that the **most shared posts were videos** and the top topics included practical (5 of the top 10 posts were practical tips) and inspiring content.

Here're a few examples of the most shared how-to content →

- *How to Get Rid of a Headache in 5 Minutes Without Pills Shared 1.7 Million*
- *How to Fix All Your Sleep Problems With Science Shared 1.6M*
- *How To Make DIY Weed Killer Shared 999.9K*
- *How To Make A Succulent Turtle Shared 663.7K*



One of the most talked about utility campaigns of 2017 was Ikea's AR app (Ikea Place) that helps customers pick right furniture items by letting them visualise how those items might look like in their own living rooms.

Reaction – seeking content

Examples of content that've successfully evoked emotional reactions from people and have triggered conversations.

A) Nike's Pro Hijab Content



B) #NuggsForCarter It generated more than 2.5 billion earned media impressions from nearly 1,100 placements (*2)



C) Heineken's World Apart Ad



D) #1917LIVE: What if Twitter existed 100 years ago?



E) McDonald's Invented a Fork Made of Fries. And It's Called Frock



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Storytelling formats to change

as story watching & reading habits change

- **Instagram stories:** Insta Stories surpassed the 200 million daily active user mark, and that too, within a span of nine months. (*3). By the end of 2018, it's expected that nearly half of all Instagram users will be using Stories.

In 2017, we saw a slew of updates related to Instagram stories including viewing Stories on desktop, featuring 'Story Highlights' on profile where users can showcase their most popular stories beyond the 24 hours limit, and story polls. It's expected that in 2018 we'll see a lot more updates- the first one of it being Facebook launching Instagram stories to WhatsApp.

- **UGC:** Nothing beats authentic stories and what better way to create stories than gathering stories from your users. The facts presented in Mary Meeker's Internet Trends Report 2017 (*4) confirms the effectiveness of user generated content (UGC).

Brands + Consumers = Re-Distribution Driving Engagement...

Effective UGC can generate 6.9x higher engagement than brand generated content on Facebook, per Mavrick, 2/17

Ben & Jerry's / UGC on Instagram, 5/17

KLEINER PERKINS

One of the most talked about UGC campaigns in 2017 was Tottenham launching its AW17 marketing campaign with the tagline #WeThe12th. Within 4 months of adding product reviews and

the option to upload photos of purchases to their site, they received photos from more than 250 users and reviews from 10% of customers.

As businesses are getting more serious into tapping the power of UGC, we will see more acquisitions and money pouring in the UGC marketing technology space, which has seen a flurry of activities in the past 2 years. In 2016, Olapic and LiveFyre were acquired by bigger companies. In 2017, Yotpo closed \$51M Series D round.

- **AR in posts** : The number of **AR users is expected to hit 200 million by 2018** (*5) and we will be seeing more brands leveraging the technology to connect with its increasing users. One of the most hyped AR campaigns on social media from 2017 was **John Lewis creating a Facebook filter that turns users into Moz the Monster**. Another popular example is Estée Lauder inviting its users to try out different shades of lipstick from anywhere in the world through LipArtist, a Facebook Messenger bot.

Content war to get bigger & fiercer

If one were to prepare a list of keywords that dominated the digital landscape in 2017, then “Original Content” would be in Top 5! **There were 487 original programs aired in 2017, up from 455 in 2016**, according to the data by the cable network FX. We will be seeing new entrants in the content landscape as the battle for consumers’ attention gets fiercer.

- Apple to make its own TV shows. To invest \$1 billion in 2018.
- After Apple’s announcement, Netflix ups budget to \$8 Billion in 2018.
- Amazon spent \$4.5 billion in 2017 & Hulu \$2.5 billion.
- Facebook to spend upto \$1 billion for Watch in 2018.

OTT’s rising popularity to change content consumption habits As audience gets more control on how and where they want to consume their favorite content, their viewing habits are starting to change.

Content or political & social statements?

In 2017, we saw some of the big brands openly taking a stance on hot-button social and political topics. For example, **Airbnb ran the #WeAccept Super Bowl ad** showing faces of different nationalities with a caption promoting diversity and acceptance “We believe no matter who you are, where you’re from, who you love or who you worship, we all belong. The world is more beautiful the more you accept.”

Other brands that conveyed their social and political stance through campaigns include Budweiser’s pro-immigration themed Super Bowl Ad, Jigsaw’s Brexit-Inspired ‘Heart Immigration’ Campaign, and Johnnie Walker’s Citizenship Ad. We will be seeing more such examples where brands are aligning their content creation strategies with their beliefs and what they stand for.

Edelman’s Earned Brand survey of 14,000 respondents in 14 countries found that **30 % of respondents say they make belief-driven purchase decisions more than they did three years ago.** (*6)

Social customer service from bots to more

In 2017, we saw businesses were all in on bots. We saw over 100,000 bots being developed for Messenger – that helped users do everything from ordering food from restaurants and checking weather to book hotel reservations. When it comes to basic queries bots performed well. **In fact, 61% of the users prefer chatbots for simple requests**, according to a report by Aspect. (*7) However, for queries that require deeper understanding, bots still need human touch.

A report released by The Information found that only 30% of requests could be fulfilled by Facebook bots. In its annual F8 conference, Facebook announced a slew of features to be added to Messenger including Discover (where users can discover top bots) and letting businesses create “Messenger Codes” so customers can engage with the right bot just by scanning a QR code. Last year, we also saw Twitter officially opening direct messages to chatbots.

One of the trends to look out for in 2018 is businesses investing more on Natural Language Processing (NLP) and machine learning so that users get relevant answers to their queries (regardless of how complicated it is). Also, we will see more concerted endeavours around making bots interoperable across platforms to give you a more personalized & seamless experience. From Facebook and Alexa to Google Home - any platform you choose, they should remember your data across platforms.

Video is the name of the game

Facebook to continue upping its video war – According to a study by Quintly, **Facebook’s native video gets 10x more shares than YouTube**. It’s one more step by Facebook to make a dent in YouTube’s position as a leader in the mobile and web landscape. In 2017, we saw Facebook rolling out Watch for select creators; this year we’ll see Watch being rolled out for a wider audience. Also, the majority of the shows in 2017 on Watch didn’t offer anything new and special that could hold viewers’ attention (videos on Watch were being viewed for only 23 seconds on average, according to a research by social video analytics company Delmondo).

If Facebook is planning to give a tough fight to YouTube, then it needs to offer something unique in terms of content that users can’t find on YouTube. With a \$1 billion budget to spend on original content for its Watch platform, industry is keenly watching how Facebook will up its video war against YouTube.

Influencer marketing to become more transparent

In 2017, we saw FTC issued notices to top celebrities like Naomi Campbell, Heidi Klum, and Victoria Beckham over product posts on their Instagram accounts without clearly mentioning their relationships with brands. Also, FTC settled its first case against social media influencers, Trevor Martin and Thomas Cassell, who endorsed gambling service CSGO Lotto in their social media profiles, but they failed to disclose that they jointly own the company. In 2018, we’ll be seeing more crackdown on deceptive influencer endorsements.

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2. www.adweek.com
3. <https://www.statista.com/chart/9086/daily-active-users-instagram-stories-snapchat/>
4. <http://www.kpcb.com/internet-trends>
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Important Social Media Updates From 2017

- 1) Twitter launches Explore. (January 2017)
- 2) Pinterest launches Lens visual search in beta. (February 2017)
- 3) Facebook launches Stories in the main Facebook app. (March 2017)
- 4) Facebook's News Feed update – lower prominence to posts with links that lead to pages with annoying/deceptive ads. (May 2017)
- 5) Snapchat launches Stories search. (May 2017)
- 6) Instagram launches Story Search for hashtags and locations. (May 2017)
- 7) Instagram launches Snapchat-style Selfie Filters. (May 2017)
- 8) Instagram launches mobile web sharing (May 2017)
- 9) Snapchat launches Snap Map, its location sharing feature. (June 2017)
- 10) Snapchat lets users add links to snaps. (July 2017)
- 11) Public Posts Available Off LinkedIn. (July 2017)
- 12) Facebook launches YouTube competitor named Watch. (August 2017)
- 13) Twitter introduces Popular Articles Feature. (September 2017)
- 14) Share Instagram Stories to Facebook Stories. (October 2017)
- 15) Facebook launches food order and delivery service in the US (October 2017)
- 16) Twitter expands its character count from 140 to 280 character. (November 2017)
- 17) Facebook Launches Creator App for Video Makers. (November 2017)
- 18) Snapchat Redesign: Splits Friends From Media Publishers (November 2017)
- 19) Facebook launches Snooze Button that lets users mute people, groups and Pages for 30 days. (December 2017)
- 20) Instagram lets users follow hashtags like regular accounts. (December 2017)
- 21) Instagram lets users add pics and videos to Stories that are more than 24 hours old. (November 2017)
- 22) Twitter officially launches 'threads'. (December 2017)



Important Social Advertising Updates From 2017

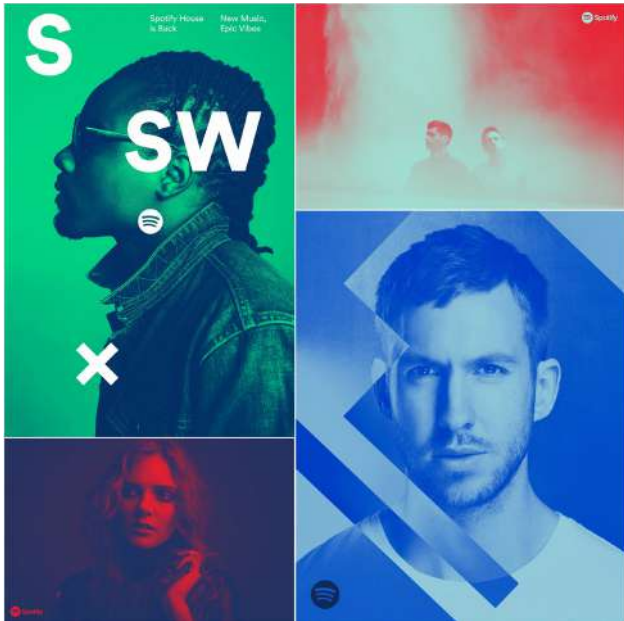
- 1) Instagram launches video ads in Stories. (January 2017)
- 2) Facebook launches Mid-roll video ads. (February 2017)
- 3) Facebook updates its ad policies to fight against discriminatory ads. (February 2017)
- 4) Facebook launches Collection. (March 2017)
- 5) Facebook adds Exclude Categories to control where your ads appear. (March 2017)
- 6) Snapchat launches self-serve ad manager. (May 2017)
- 7) Facebook lets advertisers add product videos, prices to Dynamic Ad campaigns. (June 2017)
- 8) Facebook launches Messenger Ads. (July 2017)
- 9) Facebook lets advertisers create a block list for a business, ad account or ad campaign. (August 2017)
- 10) Snapchat launches Advanced Mode for its self-serve Ads Manager (it's much like Facebook's Power Editor. (August 2017)
- 11) Facebook brings its Canvas ad format to Instagram Stories. (September 2017)
- 12) LinkedIn launches LinkedIn Audience Network. (September 2017)
- 13) Facebook ads can now link to brands' WhatsApp accounts. (December 2017)
- 14) Facebook announces 6-second pre-roll ad test. (December 2017)

18 SOCIAL MEDIA DESIGN TRENDS TO ROCK 2018

2017 had been a great year for crazy experiments on the design front. And 2018 is expected to get crazier. As more brands will jump on the creative bandwagon with trends and techniques that will sweep the audience off their feet, social media is going to get better aesthetically.

DUO TONE

No rewards for guessing, but yes, as the name suggests, it is the use of two colour tones. It's vibrant, it's artistic, and it's beautiful. From a brand perspective, it's really effective to create a stark identity and good recall when you paint your images with colours picked from your brand colour palette. Honestly, don't they look cool?



DOUBLE EXPOSURE

They are abstract, they are surreal, they are deep and insightful. And, no doubt, beautiful. Brands, who are more prone to deliver impactful messages can resort to this amazing style of art. Double exposure, which was already popular among photographers, looks like has finally found its way into social media design trends.



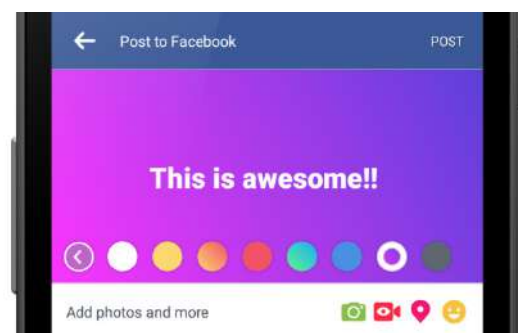
BRIGHT COLOUR GRADIENTS

Okay, gradients are back! Looks like social media has had enough of those flat colour tones. Not that flat colours look bad, but gradients have more elements of reality in them. The level of depth and the vibrancy are definitely going to catch the attention of your audience.



FACEBOOK COLOURFUL STATUS

Thanks to Facebook for introducing this feature, which is going to get even more popular this year. Brands while reacting to a trending topic that has to go immediately, will be more inclined towards using this feature for delivering an impactful message ON a real-time basis.



STICK CHARACTER ILLUSTRATION

Stick figures are here to stay! They are funny and they are popular. They might look thin and weak but they are very strong in terms of social media virality. Wouldn't you like to share this cute piece of line-figurine?



ILLUSTRATION WITH FLAT SHADOW

No offence to flat illustrations but they are passé, so they needed a little makeover. Notice the flat shadow around the edges that's giving this image a new dimension? Isn't it more eye-catching, and cute? Tell us, can cuteness ever go out of trend?



ILLUSTRATIONS WITH THICK OUTLINE

Flat illustrations will have a bold stance this year with thick outlines - making them more prominent.

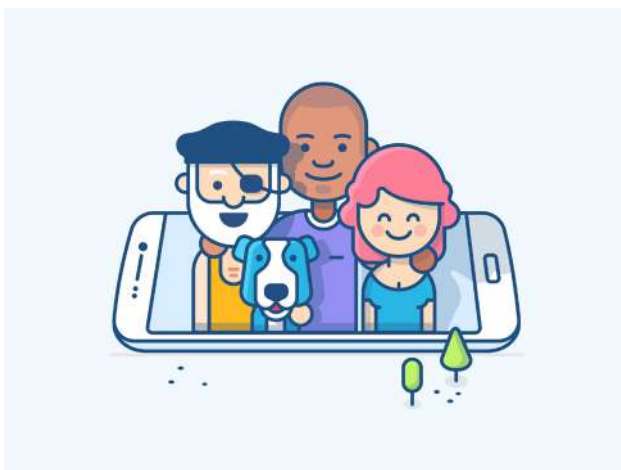


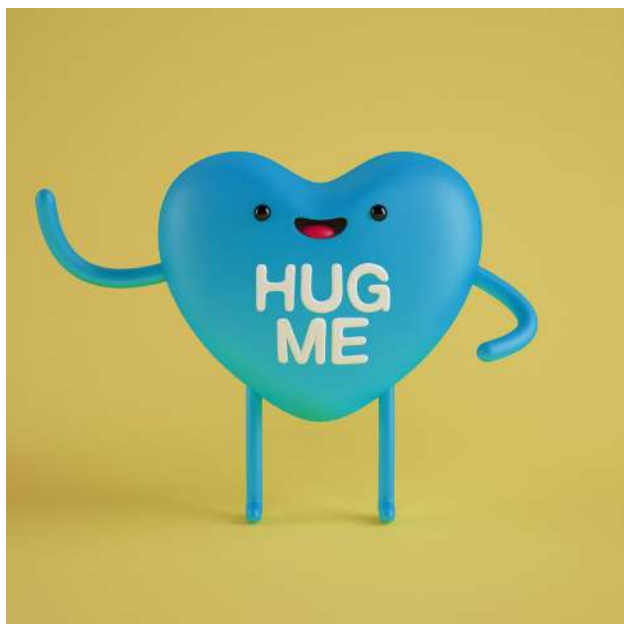
PHOTO-OBJECT-ILLUSTRATION INTEGRATION

Illustrations integrated with real objects are going to be one of the hottest design trends this year. Using the right object, the correct colour combination, and matching typography will definitely have many eyes pop out in admiration of its creativity.



CUTE 3D ILLUSTRATIONS

3D illustrations haven't yet found their way into social media, more because of their execution time. However, with new applications and techniques their turnaround time has shrunk a bit. And, we think it's going to give them an opportunity to make a foray into the social media mainstream design landscape.



POP ART ILLUSTRATIONS

They are typically very bright, colourful and appealing, and have a retro look. Brands will be able to quickly grab the attention of the audience with this pop art culture.



CREATIVE TYPOGRAPHY

Typography never goes out of fashion and will hit a new high this year. Creative typography not only makes the copy visually appealing, but it also preserves the aesthetic value of the content. It's not just a visual or a word, it's a communication.



VIBRANT COLOURFUL TYPOGRAPHY

Strikingly bold and effectively lively. Who can ignore a communication that's right in the face? The right choice of colour, font, and text size can outdo even the best of breathtaking visuals.



PAPERCUT TYPOGRAPHY

This visual stylization creates a compelling, dimensional effect that can add a new character to words and make images stand out. If the communication is deep, why not make it look deeper!



TYPOGRAPHY PHOTO MANIPULATION

Photo manipulation has been popular among designers for long. This year, we will see it trending on social media as well. Words or sentences, when manipulated with photographs give an abstract yet amazing outcome.



TEXT IMAGE INTEGRATION

This is going to be a great trick to wow the audience with big typefaces and integrating character or objects with it. The end result? Stylish, chic, and contemporary design with simple messaging.



CINEMAGRAPHS

Step aside ordinary gifs! While they might still continue to be on the platform, cinemagraphs will be rocking the stage! Reason? Scan the QR code below and check out for yourself!



ANIMATED EXPLAINER VIDEOS

Explaining your products or services will be easier than ever. The rising popularity of 2D explainer videos has made them a mandatory marketing collateral for any brand. They are cute, they are lovable, and most importantly, easy to understand.



WHITEBOARD ANIMATION

How often do you think that it just takes a marker and a whiteboard to make people easily understand your plan, your business model or your services? Whiteboard animation just makes it easier. They are economical, yet exciting. They make an innovative way to advertise your business. And no, you don't have to put your hands on the whiteboard at all!



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DIGITAL MARKETING

ACTION PAGE

If you think you need our help in 2018 to make your digital marketing efforts right, then here are the ways we can work together for a greater success:

1. Every Wednesday we will be available for 4 hours for free consultation
2. If you want your team to learn structured digital marketing customised as per your business needs then you can connect us at digitalmarketinguniversity.com
3. You might also want to know whether your digital marketing team is a right fit for your business or not, we can do a free skill gap mapping session for your team.
4. Digital assets could be one of the challenges for you. If you are unsure or sure about the non performing digital assets you have, we will help you do an audit for all your assets. This will not only help you identify the right digital mix but will also help you optimise the ones which are not performing.
5. If you need a quick digital diagnosis and recommendation for your brand from an expert, then our digitalmarketing.clinic can help you. It's a virtual platform where you connect with the expert and get help from them right away. The first 1 hr is free.
6. Digital Marketing Demystified, our flagship training sessions of 8 hours for business leaders and pros. This is a useful tool for people who need to understand the core of digital and digital structures in a very simple format and implement the learning right away to their business. Learn more at digitalmarketingdemystified.com.

We Can Be Your Digital Marketing Success Partner

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