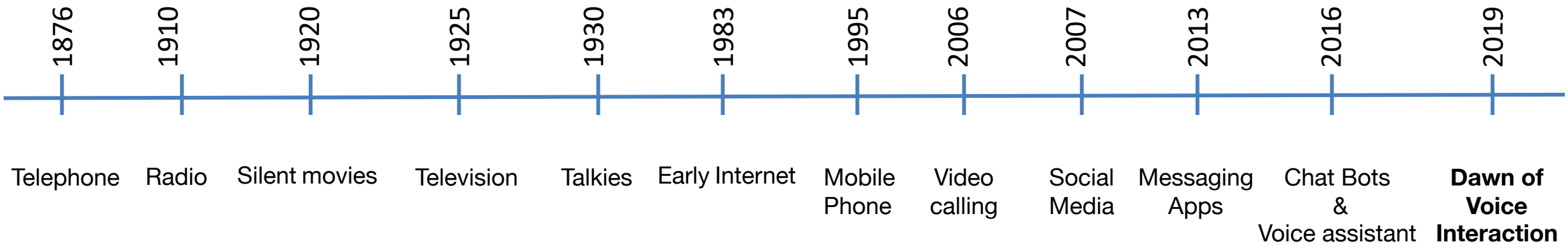
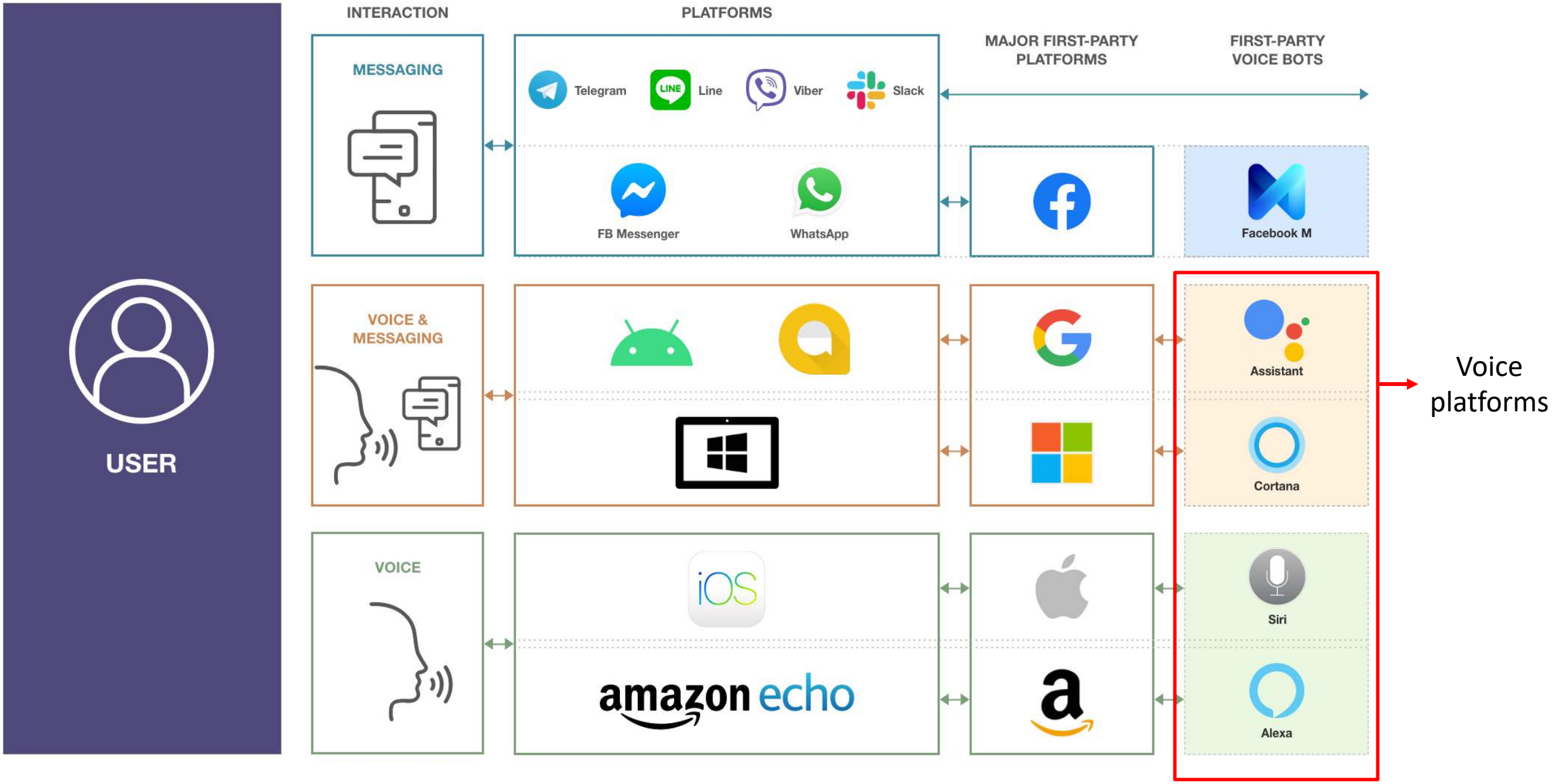
VOICE IT ALOUD

WHY BRANDS NEED TO EMBRACE VOICE MARKETING

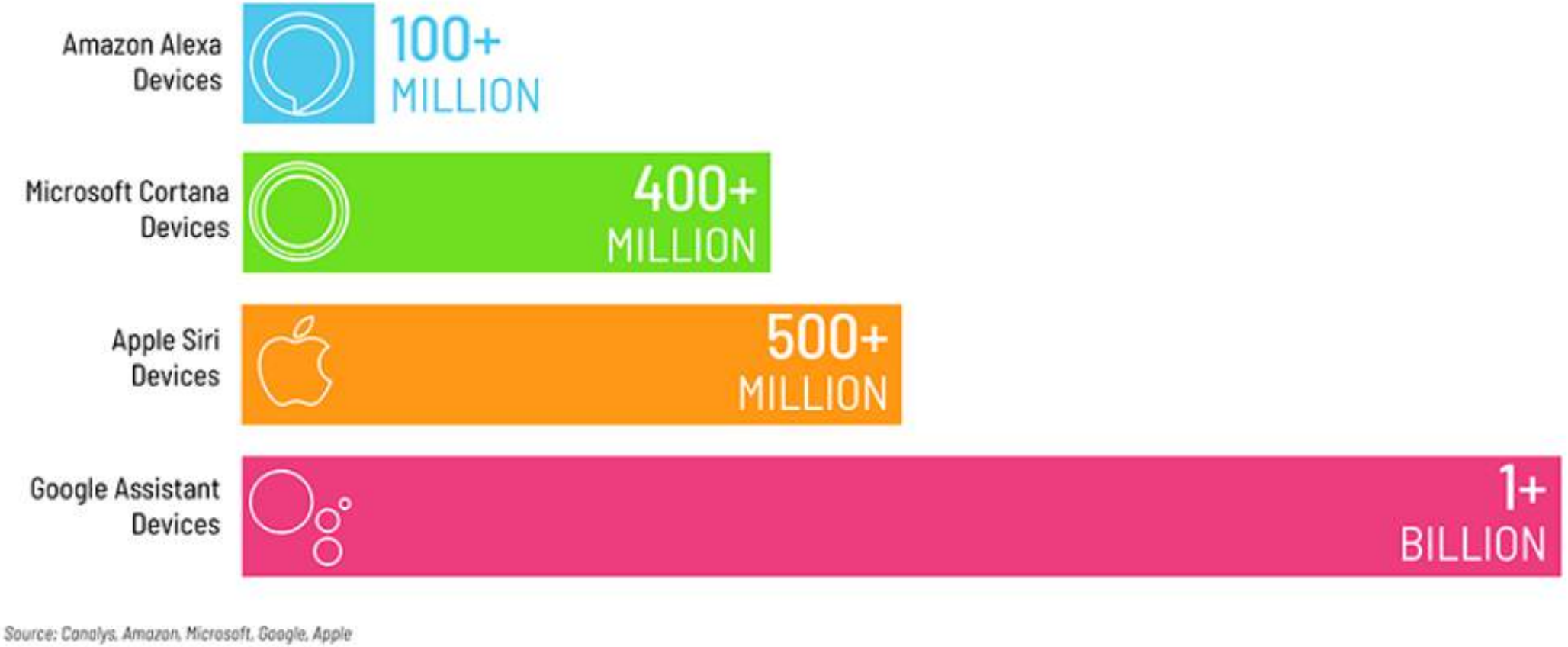
Evolution of communication - the dawn of voice interaction



Voice & Messaging leading communication



Voice Assistants rising globally



Source: Canalys, Amazon, Microsoft, Google, Apple

VOICE TECHNOLOGY IN INDIA

Bharat is online

The internet has become the bridge to Bharat's[3] aspirations.

Consumers in non-metros are searching for products related to **international travel destinations**, **beauty**, and **life insurance** more frequently than their counterparts in the metros[1]. They are no longer restricted by the lack of information or access to technology.

55%

of **all car-related searches** come from **non-metro**[2] cities

61%

of all searches across **personal loans, health insurance, life insurance, and mutual funds** come from Bharat



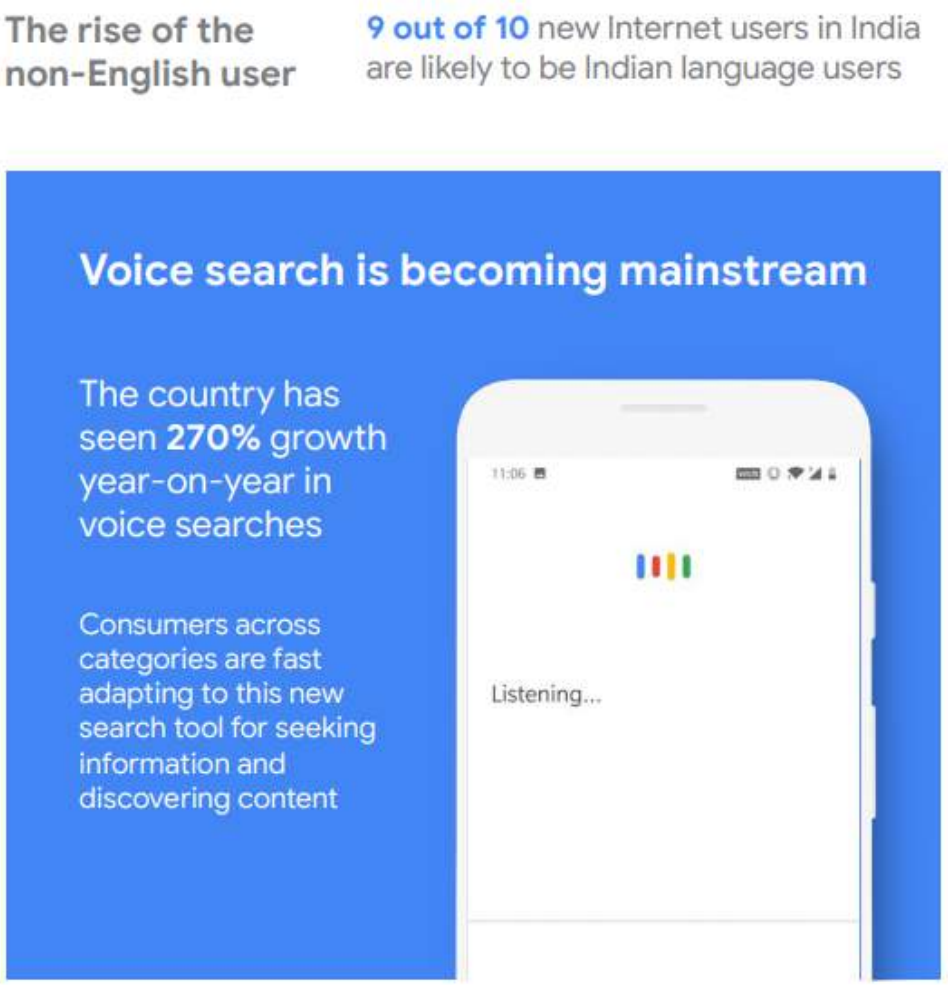
49%

rise in **face powder** searches from Rajasthan

Interest in destination discovery, destination activities, and international travel is much higher in non-metros than in tier 1 cities

Source: Google Internal Data, 2017-18

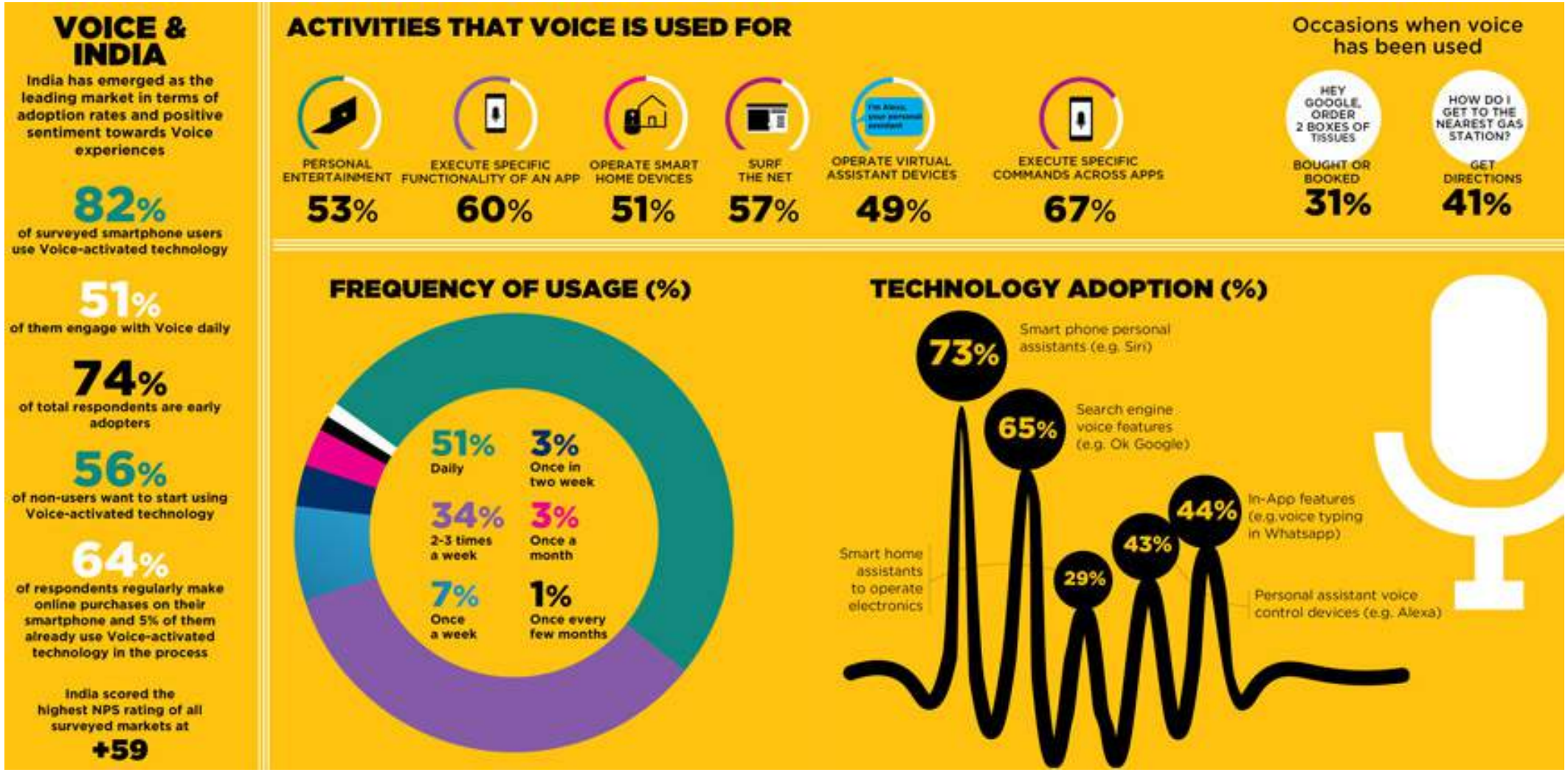
India has seen a whopping 270% growth Y-O-Y in voice searches



- 28% of search queries in India are already done by voice
- Hindi voice search queries are growing at over 400 percent year on year

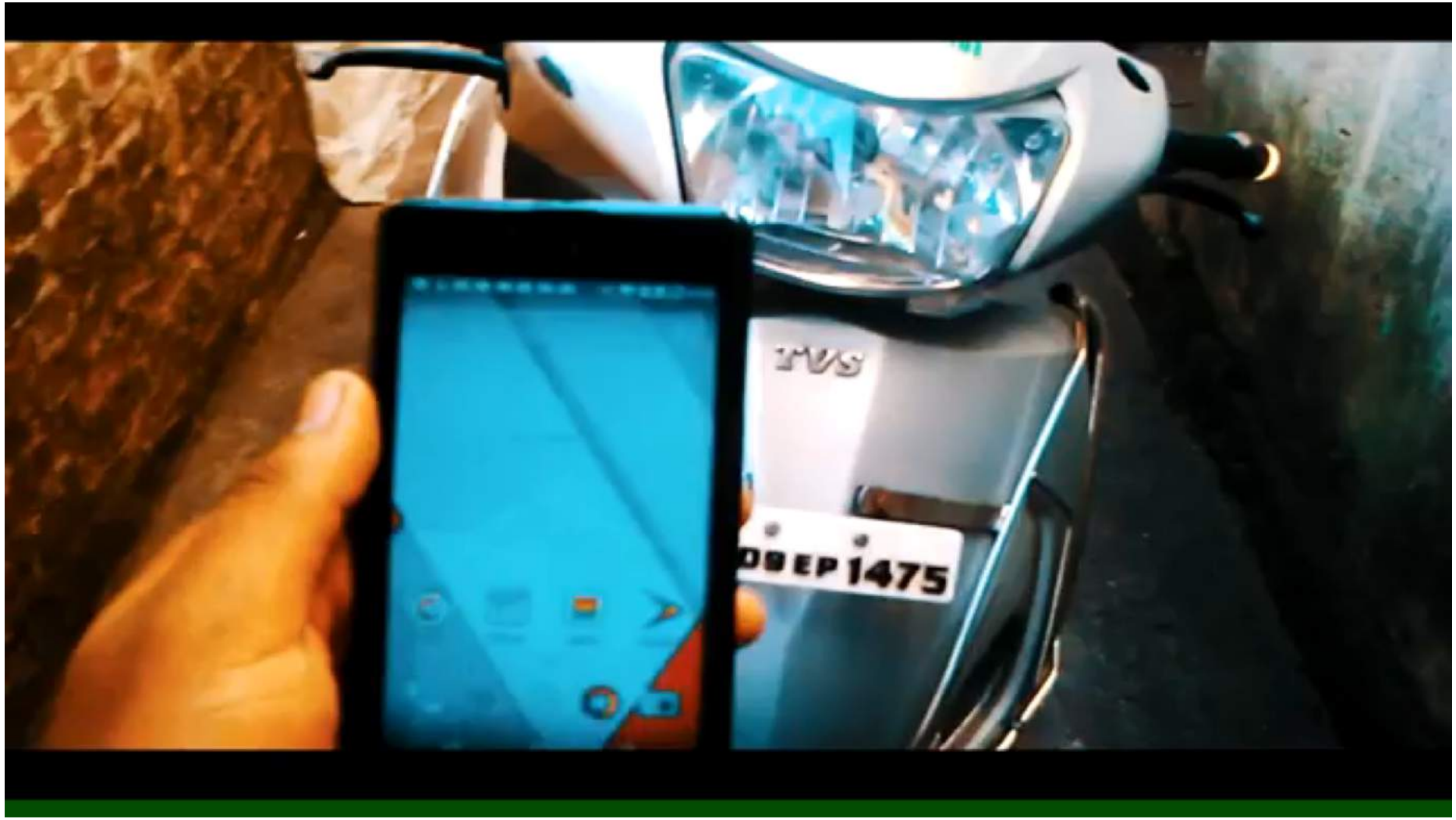
Source: Year in Search — India: Insights for brands, 2019

India is a leading market in adoption of voice experience



Source: future is voice activated, iProspect, https://www.impactonnet.com/cover-story/why-brands-are-raising-their-voice-6372.html

India experimenting with voice



WHY VOICE IS THE NEXT CATALYST ?

1. India loves to talk

- Voice is engrained in our culture - Vedas & Mahabharata
- India averages 642 minutes of talk-time in a month
- Voice bypasses Illiteracy, numerous languages, lack of familiarity with multilingual keyboards while interacting with the digital world
- Jio Effect - Affordable smartphones and cheapest data rates in the world make India, mobile first. And mobiles are geared for using voice as a UI











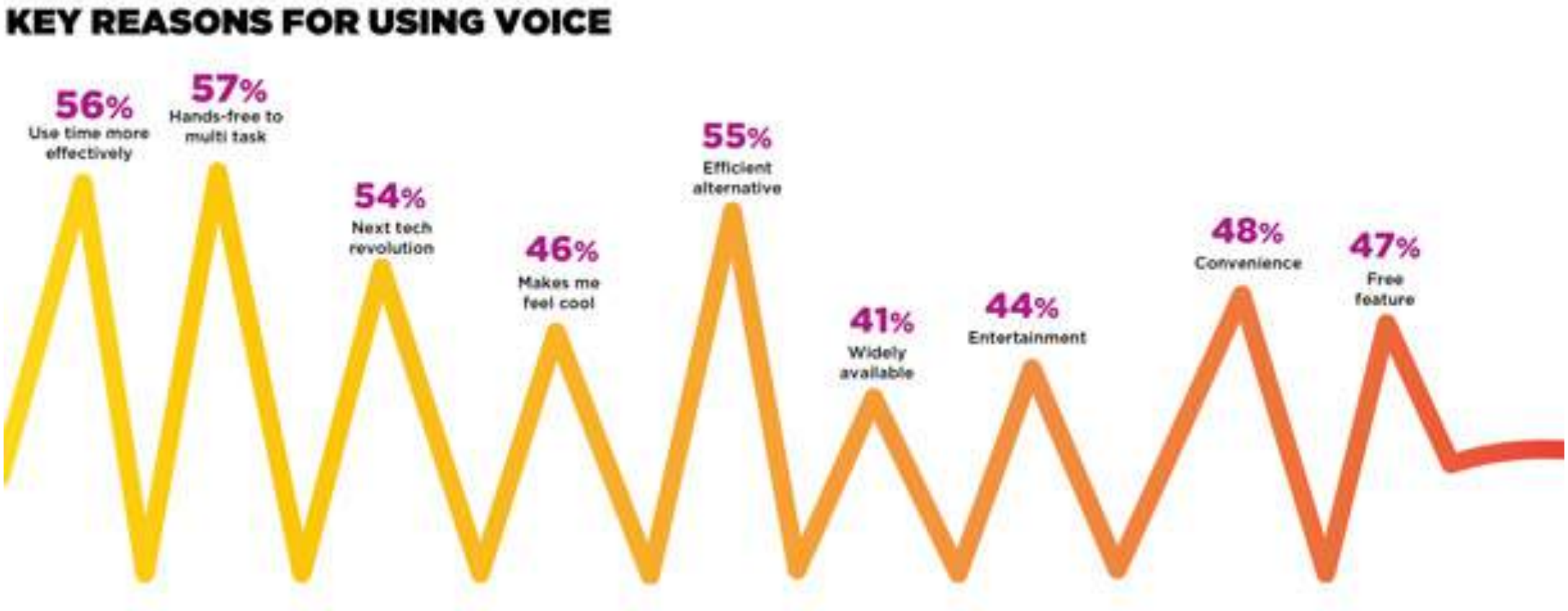
2. Affinity for voice high among the new internet audience

- Voice will be adoption catalyst for the next 200 million consumers who are vernacular and more comfortable talking than typing!





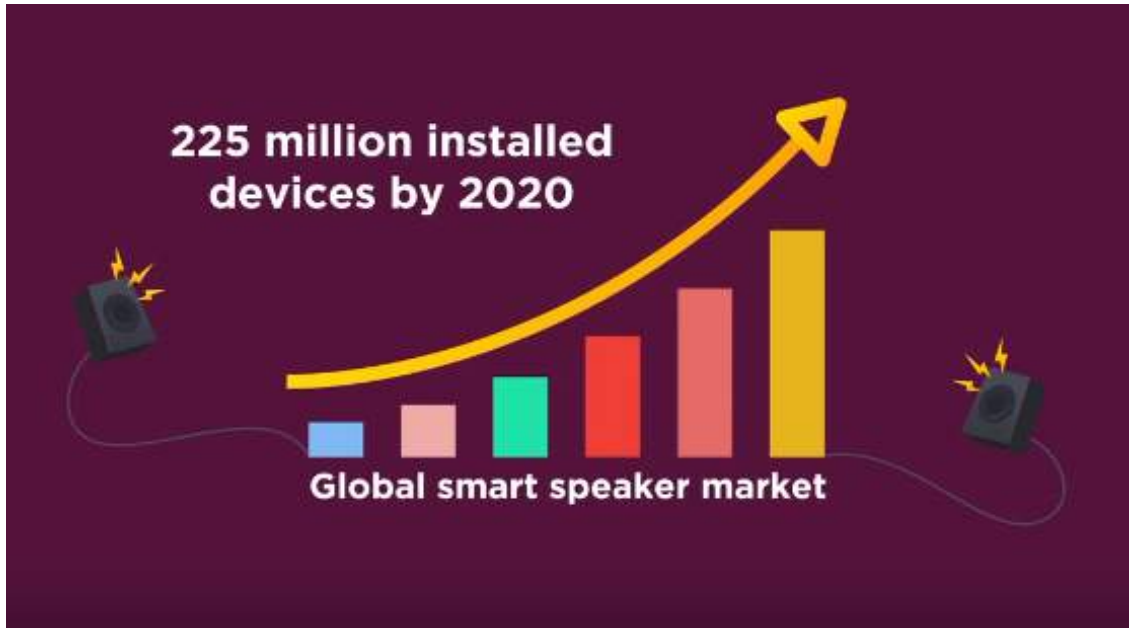
3. Simplicity, accessibility & affordability driving voice

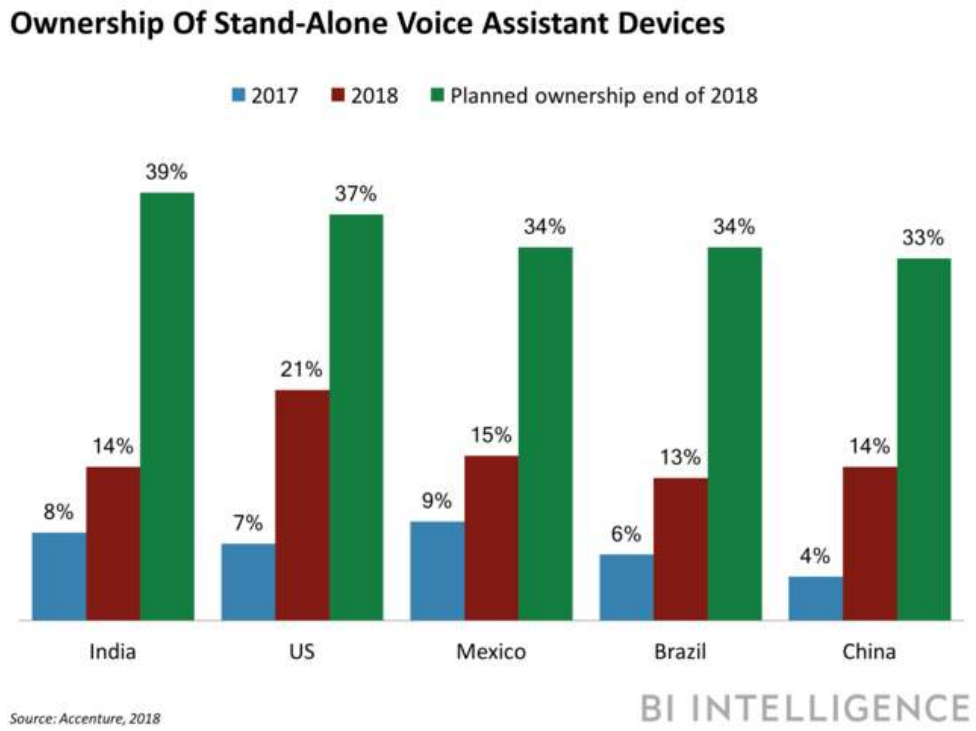


Source: future is voice activated, iProspect, https://www.impactonnet.com/cover-story/why-brands-are-raising-their-voice-6372.html

4. Growth of smart & voice enabled devices

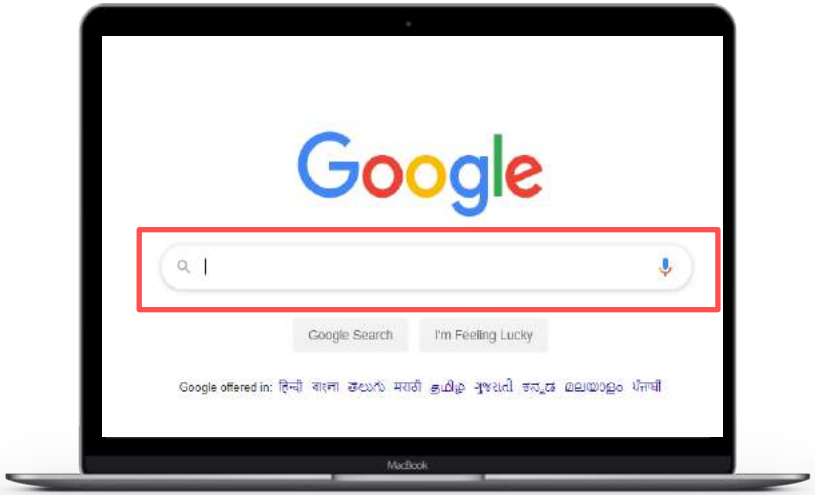
The smart speaker market led by Amazon Echo and Google Home





Source: https://www.socialbeat.in/blog/guide-to-voice-search-marketing

5. Multiple voice touchpoints in India



Voice on desktop



Voice on smartphones



Voice on feature phones



Smart speakers:
Google home & Alexa

HOW TO PREPARE FOR THE VOICE REVOLUTION

1. Don’t Think of Voice as an Isolated Channel

- It’s easy for marketing teams to hone in on exciting new channels and end up siloing them off – we’ve seen this in the past with mobile and social, and we’re beginning to see the same thing with voice.
- It’s important to consider voice as one touchpoint that fits into your broader marketing strategy.
- This not only means ensuring that your presence on voice channels aligns with your broader brand identity, but from a more technical viewpoint, ensuring that the data from your other marketing channels is informing your voice strategy, and vice-versa.

2. Design content for voice

- Part of considering voice as one piece of your broader marketing strategy is being thoughtful about how you're approaching content development on voice channels.

- This presents a unique challenge for marketers, many of whom have traditionally focused on visual branding – creating banner ads, videos and TV commercials that evoke a specific aesthetic or brand identity.

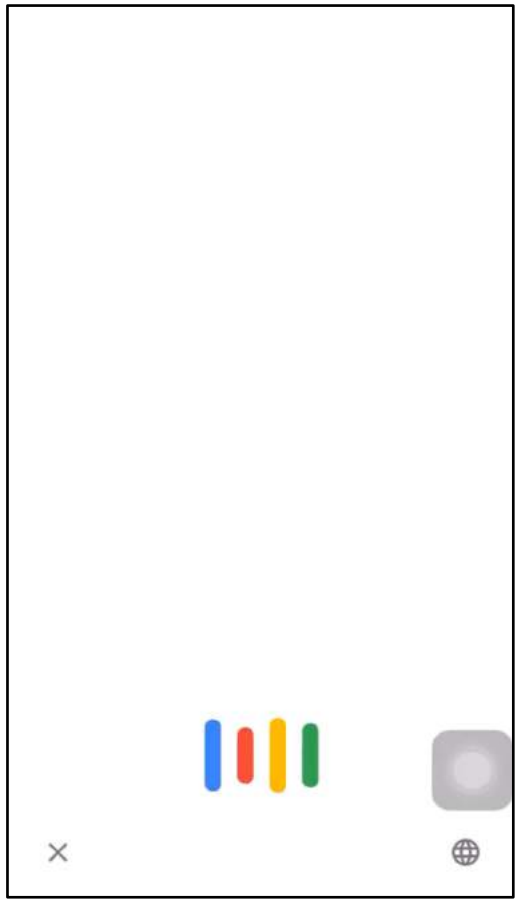
- Instead of just thinking about what your brand looks like, you must also discern what it sounds like.

- With the rise of voice, we'll see a greater emphasis on copywriters and attention to the content written for voice platforms.

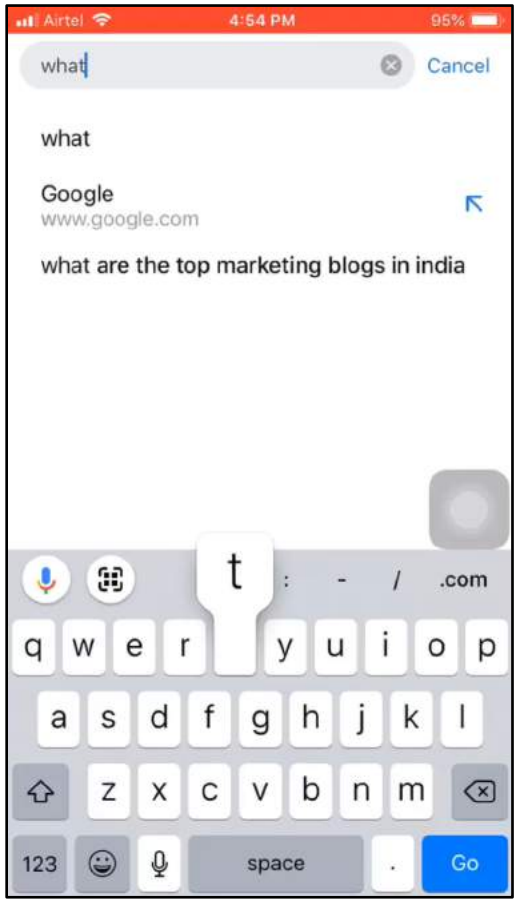
3. Optimize for the answer box on Google search

- Google voice assistant pulls up only the top most listing from the search result i.e. Answer box
- Start building and optimizing for the answer box

Voice Searched on Google Assistant



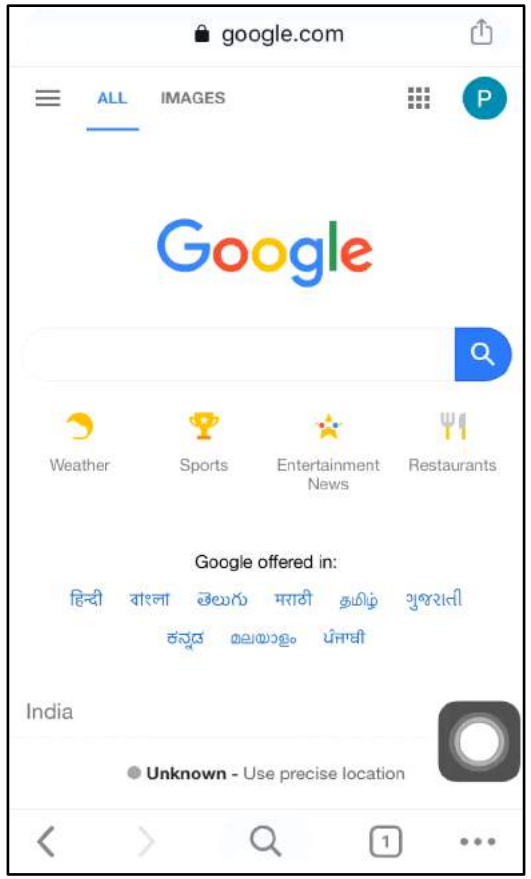
Searched on Google browser



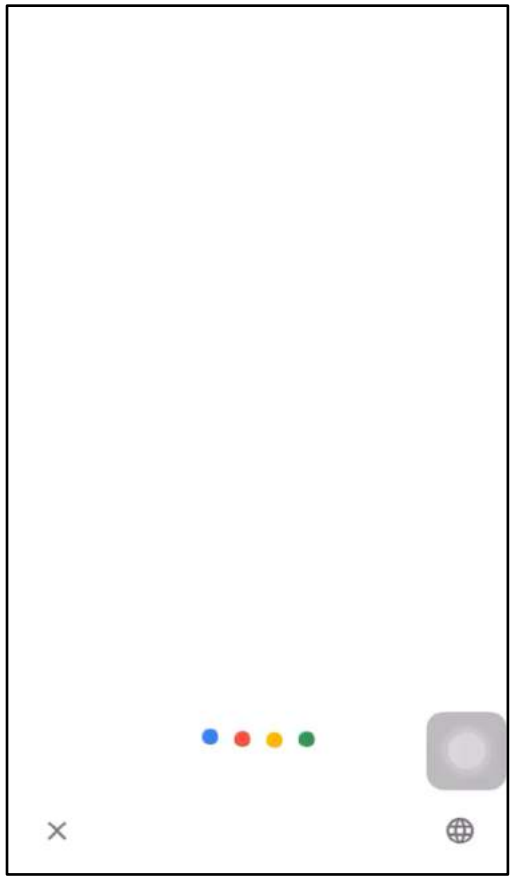
4. Keyword strategy

- Voice queries are almost always conversational and hence longer
- The average query length by typing is 1 to 3 words, while voice is 6 to 8 words.
- Alongwith regular keywords , start including phrase keywords in conversational tone

When you type

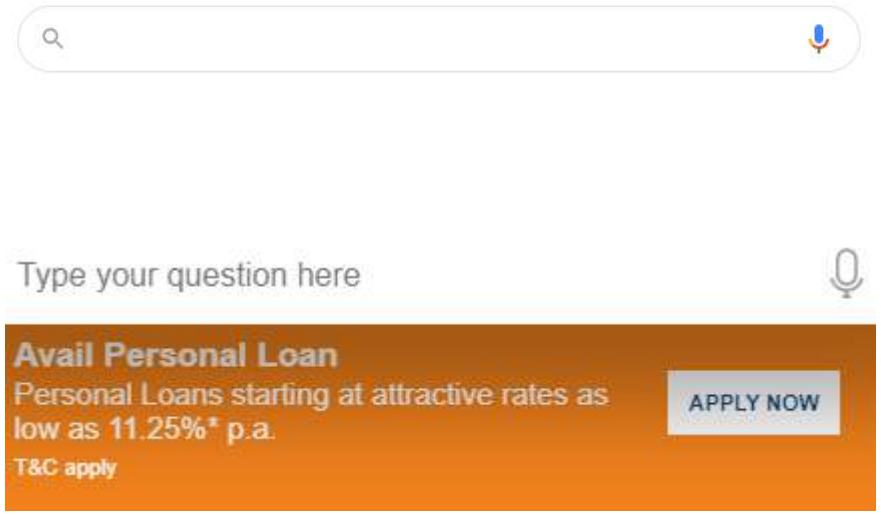


When you do voice search

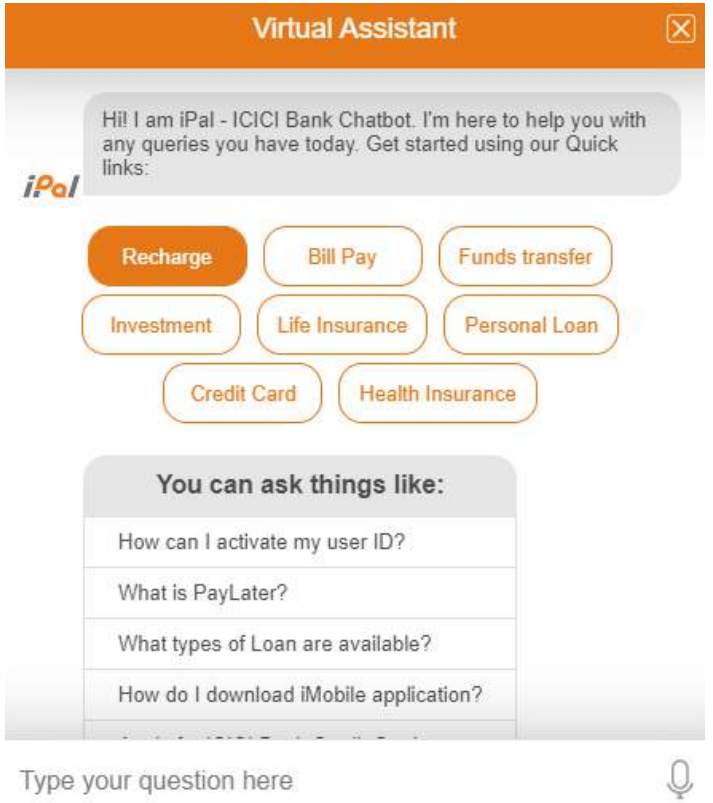


5. Build a conversational UI and UX

Adding voice functionality to the search bar on your website



Chatbots on website and brand FB page



6. Learn Google actions and Amazon Alexa skills

- Currently, there's no way to run sponsored ads on Amazon Echo or Google Home.
- However, marketers can use Alexa and Google assistance skills to drive audience engagement, product use and even a new point-of-sale.





6. Learn Google actions and Amazon Alexa skills









EXAMPLES OF VOICE MARKETING IN INDIA

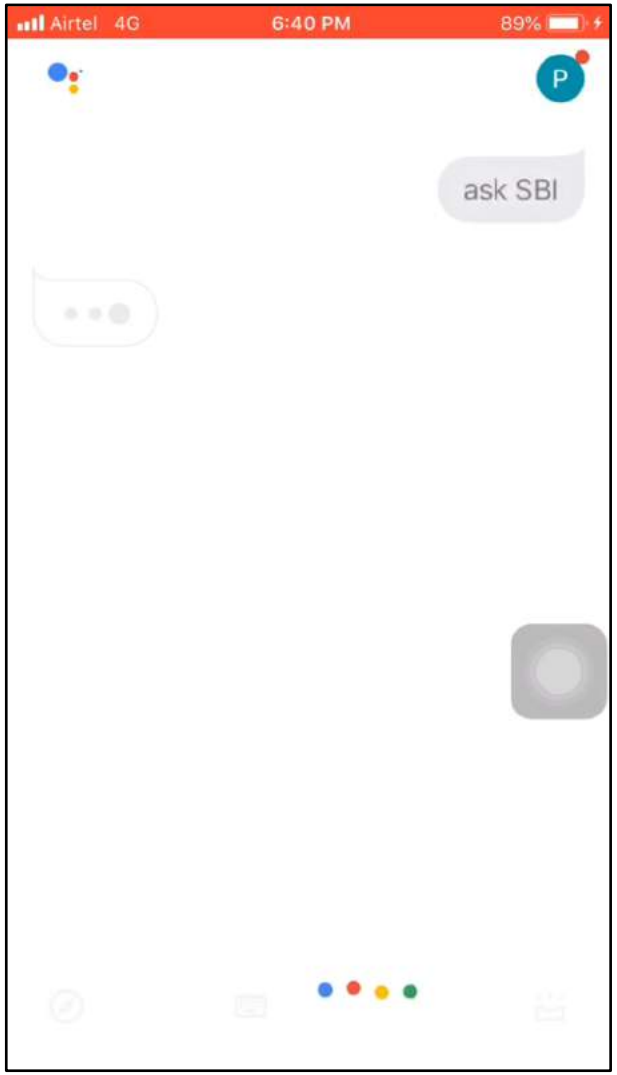
BFSI brands having Google actions for voice assistant

SBI Mutual Funds
became the first mutual fund player to launch a voice assistant to help investors find product-related information, locate branches, and check KYC status.

HDFC Bank
became one of the first movers in the space of voice chat after it linked its chatbot **EVA (Electronic Virtual Assistant) with Google Assistant** to offer its services on mobile.

Paisabazaar
made their credit score facility available on Google Assistant, offering a convenient solution for consumers to interact and transact.

SBI Voice Example



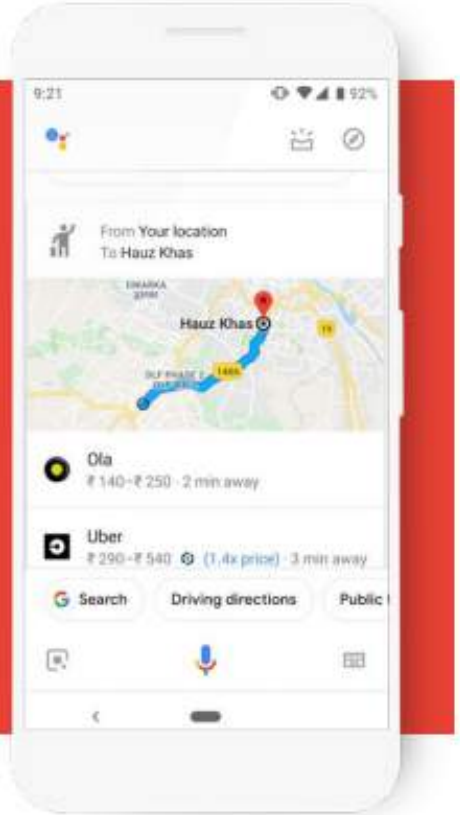
Source: Year in Search — India: Insights for brands, 2019

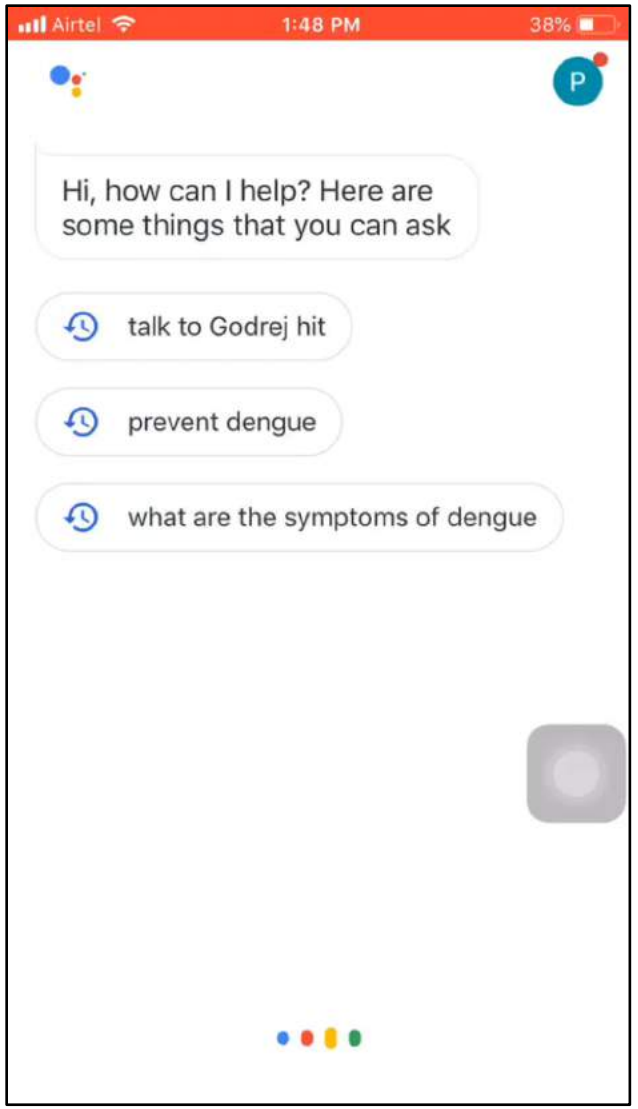
Book a cab with Google Assistant

Getting a ride is a lot easier with Google Assistant

Brands like **Uber, Ola & Meru** made cab booking services available on Google Assistant

The users can simply **tap on the desired ride and confirm the booking**

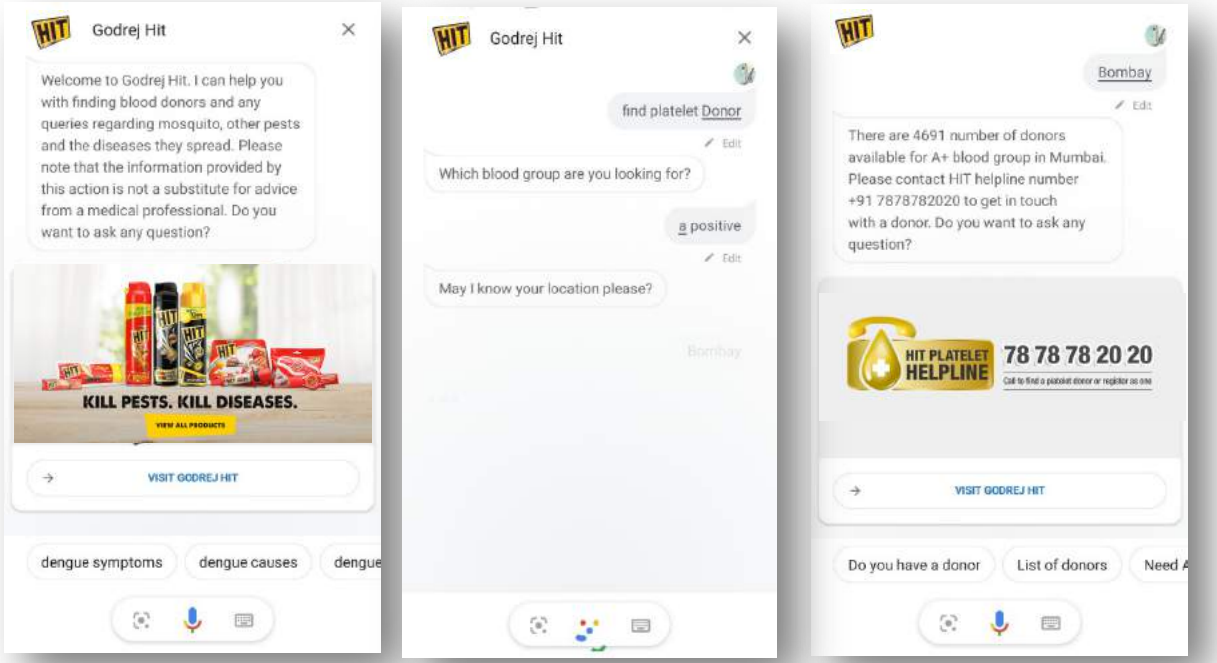


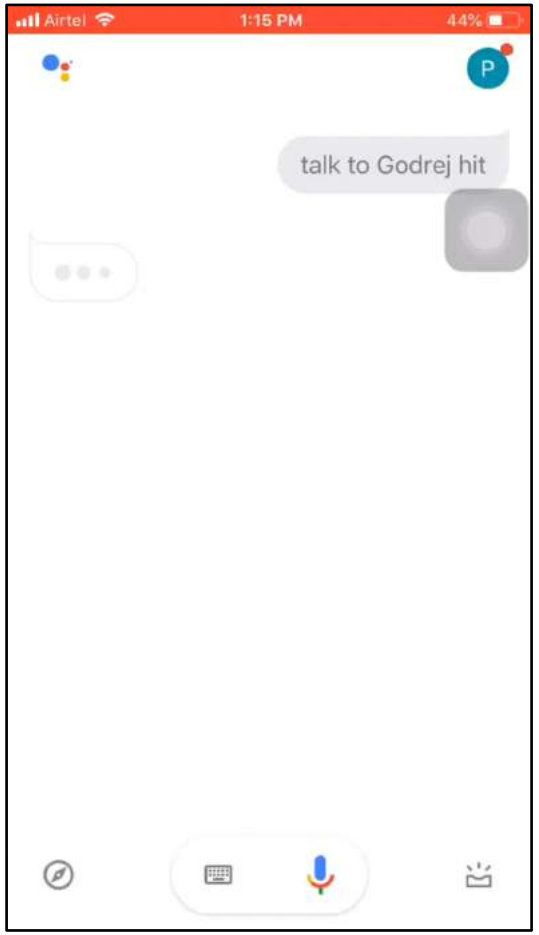


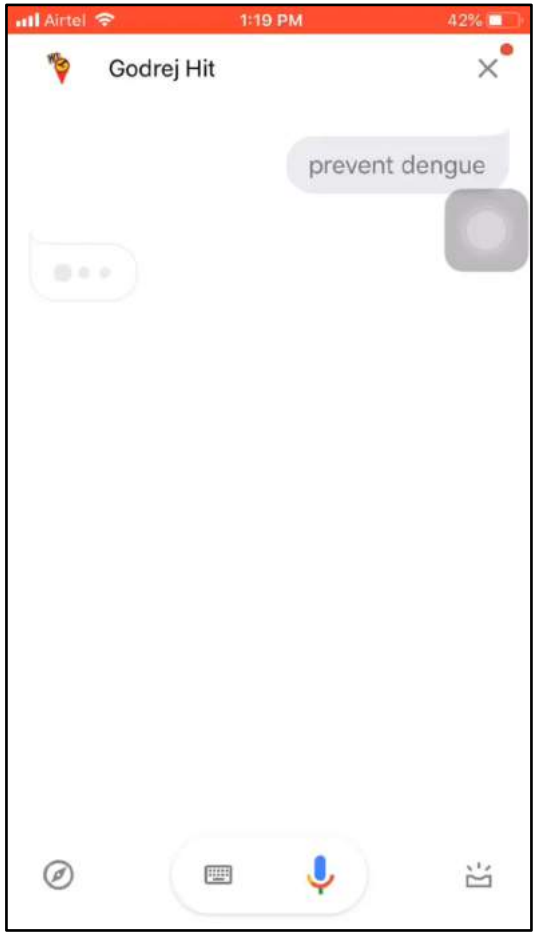
Source: Year in Search — India: Insights for brands, 2019

Talk to Godrej HIT on Google Assistant

- HIT Voice application on Google and Alexa about diseases, products and category
- Linked HIT Platelet Donor Application on voice, now users can find the donor in their city through voice







Vodafone & Google Assistant redefining even feature phones



Challenges with voice applications & skills

- Finding the right tech partner who can help in developing the voice skills for Alexa & Google action for assistant
- Designing & creating content for the voice application
- Expertise in developing skills in vernacular Language
- UI/UX needs to work across formats and devices - from JIO phones also having Google assistant to smart enabled home devices
- Create Visibility and awareness for brand command - “talk to Godrej HIT” is the command which activates the application on Google Assistant.
- Last but not the least , data privacy concerns and regulations would play a key role .

To sum up : 3Vs – Voice Vernacular Video

- Voice is in the same position social media was many years ago – a shiny new object, siloed from the rest of the marketing stack.
- But its path to the future will be different .
- Brands need to understand it , develop medium-specific content, and incorporate it into the broader marketing strategy.
- **Its time for brands to start conversations – in the vernacular spoken language of the consumer !**

THANK YOU