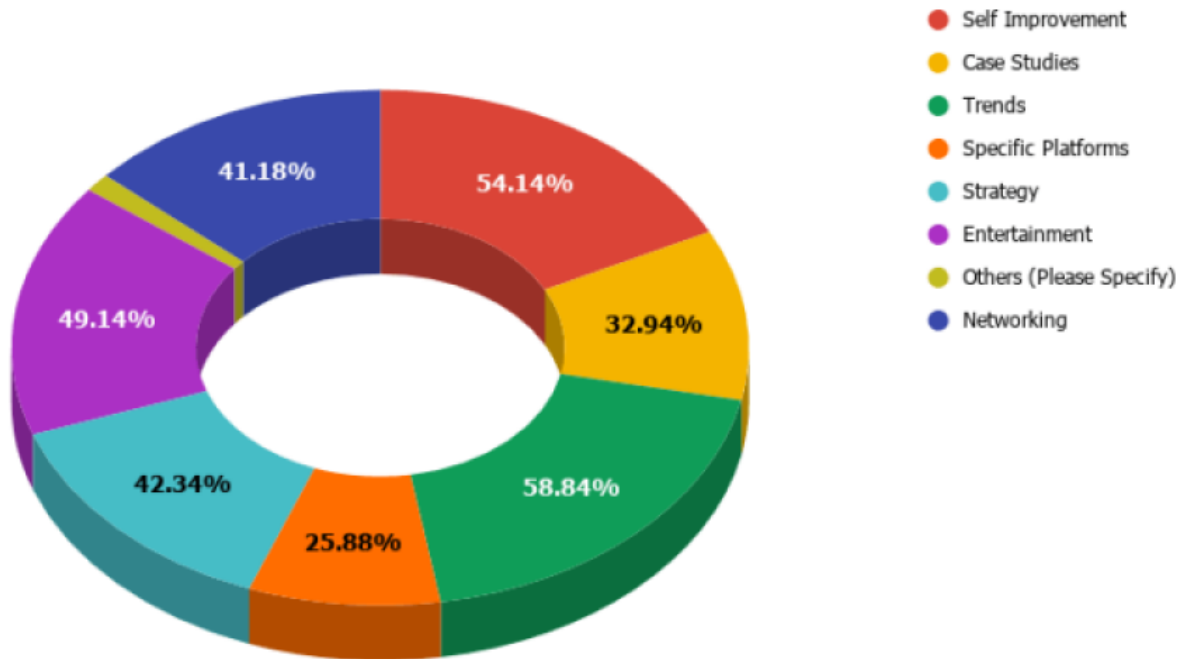


Survey on How Indian Digital Marketers Use Social Media Throws up Surprises

Which of the following types of social media content are you interested in?



Ellensburg, Apr 25, 2019 (Issuewire.com) - DigiNekt recently ran a survey on how Indian digital marketers use social media personally and for their clients. A majority of survey participants were practising young digital marketers.

We asked questions about what they use social media for, who do they follow, how much time they spend on social media, their challenges and the tools that they used.

If you thought this enabled generation just used social media and other channels for entertainment you are wrong. Around 60% of digital marketers primarily used social media to keep in touch with current trends, followed by self-improvement at 54%. Entertainment is low at 49%.

Contrary to perception, the pack of digital marketing brats is not online 24/7. Below are the results of the question.

What is the total time that you spend on social media each day?

- < an hour 4.71%
- 1-2 hours 27.06%
- 2-3 hours 23.53%
- 3-4 hours 20%
- 4-6 hours 12.94%

> 6 hours 11.76%

So the minority is swaying the perception.

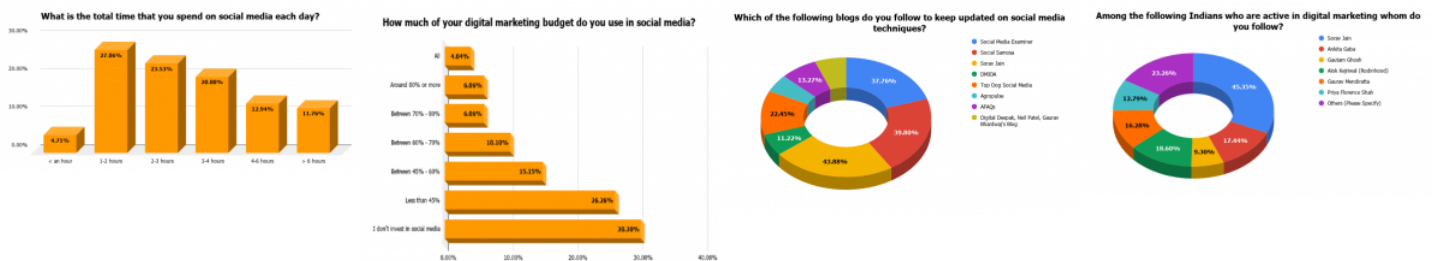
Indian digital marketers find blogs written by Indian authors more relevant to their profession. Social Samosa an agency blog and Sourav Jain a marketer are the leaders. Almost 44% of Indians read Sourav Jain’s blog and this is more than the number that read Social Samosa blog. Among the international blogs Social Media Examiner, DMIOA and Neil Patel are popular.

There is a race for upcoming influencers and bloggers and the competition is intense. Aditya Bhatkal currently leads the race followed closely by Sanjay Mehta and Ambika Sharma. The field is rather crowded with those around 22% being very opinionated about the choices available.

With all the involvement of digital marketers, we thought that social media would be a primary digital marketing channel for lead generation or sales. However, we had another surprise result here. Around 30% of digital marketers make no investment in social media marketing. Only 25% primarily use their digital marketing budget for social media. This goes far to show that for marketers return on investment on social media is tough to prove.

Edition 1 of the survey is over. You can read the details here: [Social Media Survey Report for Indian Market 2019 – Edition 1](#)

Soon we will be publishing the details of platform usage by social media marketers.



Media Contact

Ankesh Srivastava

emarketing@diginekt.com

800-481-2193

504, East Mountain View Avenue, Suite 5

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