



### **India marketers to focus on social, email marketing and search in 2013, says a new research.**

**New Delhi.** Email marketing company, Octane.in, has announced the release of its third annual industry research report, “Spark the Surge”, as part of the Octane Research series. The 2013 research report, which saw participation of 500 Indian marketers from 412 companies, captures the trends and issues related to e-marketing (mobile, web, email, social and digital).

More than 70 companies that participated in the research were from the e-commerce domain.

Key findings from the report:

1. Social media continues to be the top investment for online marketing in India for 2013 with 65 per cent of India marketers willing to provide an investment boost to the channel (up from 37 last year from last year).
2. Email marketing is the second highest e-marketing investment channel for India marketers in 2013. 99 per cent of the respondents revealed that email marketing programmes were effective in meeting desired goals for 2012.
3. Three quarters of all marketers believe that in 2013, up to 50 per cent of all email marketing messages will be viewed on mobile phones but only 40 per cent of them have active plans to address mobile marketing as part of their current strategy.
4. ‘Once a week’ mailing has seen the most significant rise of 14 per cent from 2011 to 2013 while there has been a moderate decrease in daily mailing activity.
5. 49 per cent of marketers believe that in 2013, integrated campaigns can significantly increase conversion rates (up from 37 per cent in 2012).
6. 39 per cent of India marketers believe that a ‘code of conduct’ by an Industry body like the IAMAI or DMAi would be effective in curbing the growing menace of spam in India.
7. 50 per cent of the respondents feel that increasing Click-Through-Rate (CTR) or Conversion-Rate (CR) is the biggest challenge they face in email marketing.