

# Digital Presence of Indian Telecom Brands

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## Abstracts

### Executive summary

The expansion of the web 2.0 has created a new era of social media in the world of internet, where people spend more and more time on social networking sites such as Facebook, Twitter and Orkut. Having digital presence has become imperative for companies, as this medium lets them connect with and engage the customers very closely. Indian telecom players have earnestly adopted this channel and built their marketing and communications strategies around it. Presence across the social media segments allows companies to showcase their offerings and promotions, address grievances and influence consumer reactions.

Most Indian telecom players have started building a strong online presence with comprehensive corporate website, social networking groups, online contests and promotions, etc. However, some players like Tata Docomo and Vodafone have been able to leverage the online segment efficiently than others, which are more in terms of having an attendance on the platform.

### Why should the report be purchased?

Our report 'Digital Presence of Indian Telecom Brands' highlights the emerging importance of having a robust online presence for telecom players. Through various case studies, the report examines the presence of companies across digital segments, along with the drivers and benefits of online presence. It also highlights the potential problems that can arise on the social media platform for large telecom players that do not act with caution.

### Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

The report is available as single-site single-user license. The delivery time for the electronic version of the report is 3 business days as each copy undergoes thorough quality check and is updated with the most recent information available. The delivery time for hard copies is approximately 3-5 business days, as each hard copy is custom printed for the client.

### **About Smart Research Insights (SRI)**

SRI is a research organization which specializes in niche sector reports. We have a team of dedicated researchers with rich experience across industry segments that focus on delivering high quality analysis. We are also engaged in providing customized research solutions and company reports.

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