

VA STUDY ON YOUTUBE AS A POTENTIAL TOOL FOR MARKETING

Ms. Yogitha Sharma*, Prof. Leena Philip**

**BAJ, Department of Journalism and Mass Communication, Jain University, Bangalore, India*

***Assistant Prof., Department of Journalism and Mass Communication, Jain University, Bangalore, India*

ABSTRACT

Social media is a blooming tool that's used for various purposes especially by the marketers, many big companies are forced to create a reputation over social media because of the competition, under many platforms in social media YouTube is one of the powerful mediums. The aim of this study is to learn how YouTube is a potential tool for marketing and how people are moving from reading audience to viewing audience. Also, to know the views and opinions of marketing heads of different digital marketing companies and also to study various brand that have done YouTube marketing campaign.

Keywords:*Digital Marketing, Influencer Marketing, Search Engine, Social Media, YouTube*

1.INTRODUCTION

1.1. Social Media Marketing

Social media is all about sharing your opinion and socializing, this can be done through various ways such as writing blogs, uploading photos, putting up posts etc. Some of the popular social media platforms are – Instagram, YouTube, Facebook, LinkedIn, WhatsApp, twitter etc. Social media marketing is a process of reaching out to customers through socializing, engaging and empowering a community by communicating through various social media platforms like Facebook, Twitter, Instagram, YouTube etc. One of the techniques it uses is how they target the like-minded people and creating interaction about the brand so that they create a connection between the consumer and the brand. (Tesyfye Nekatibebe , 2012)

It focuses on the potential targets i.e. the people and the community.one of the biggest plus point of social media is how it allows people to give their feedback, share their opinions about a service/product of a brand so that the brand can take better decisions on how to proceed further .social media marketing is way cheaper than that of traditional marketing as you will save all the money that's involved in putting up banners, posters, fliers etc. Social media has become an important marketing tool but Social media alone cannot be effective without augmenting it with other traditional media channels like newspaper, radio or Television even though it is widely reported that the effectiveness and use of traditional media is sharply falling. In general, it is worth having a social media strategy in place to manage the enormous challenges that social media brings (Christine Adhiambo Odhiambo , 2012)Social media is an effective marketing tool that allows customers to interact from worldwide but however, it can be improved in remote locations to spread its reach. (Kira Kallio, 2015) Through social media marketing, businesses can quickly grow and build a network of supporters, which is

important for any business to keep growing. It is the group of loyal followers that will bring a company the business by referring it to others if they are pleased with the service.

Social media is nothing but creating a long-term relationship between the businesses and the customers by giving them the opportunity to interact and give honest feedback. (Tesfaye Nekatibebe , 2012)

1.2 YouTube Advertising

In recent years YouTube has gained a lot of popularity with the rise of professional video bloggers, YouTubers. An increasing number of YouTubers shoot, produce and post videos on their YouTube channels as their full-time employment.(Viertola, Wilma, 2018). Marketers have noticed this increasing popularity of YouTube as a video platform and all the YouTubers among the users. There are a number of different ways to do advertising and marketing on YouTube. The main forms of advertisement are bumper advertisements, TrueView discovery advertisements and TrueView in-stream advertisements. The bumper adverts are shown at the start of the actual video and only will last for a few seconds, the TrueView discovery adverts are shown mainly in the search results when the user is searching for videos from the search bar and the TrueView in-stream adverts are these advertisement videos which also are shown at the beginning of the video, but last longer than the bumper adverts. The in-stream advertisements can be skipped by the user watching the video if wanted. In addition to these basic forms of advertisements in connection with the YouTube videos, an increasing amount of companies market their brands and products in cooperation with the YouTubers. (Viertola, Wilma, 2018)Many YouTubers are doing commercial cooperation with brands for example by showing their products in their videos. In this situation, the companies chose to do influencer marketing and use these YouTubers as their company's brand advocates in their social media marketing strategy. (Viertola, Wilma, 2018)

1.3 Marketing Mix

Marketing mix is a concept of implementing and conducting effective marketing strategies. It's the blending of various factors that are involved in order to reach the organization need and so as the customers. And in this process a marketer must always keep the target market in mind. Once the target market is fixed the organization must focus on the wants of the target customer and then use these strategies to fulfil their requirements.(Amy Poh Al Ling, 2007)Marketing involves an organization's name, the decision of what services will be offered, the methods involved in the process, the colours, size, etc ,the venue of the business, the advertising, public relations, training, teachers, coaches, presentations, telephone inquiries, problem solving, the growth plan, and the follow-up (David D. Horner, Jr., 2006)

Marketers have identified the components of the marketing mix as four p's i.e. price of the brand, product that includes packaging, service, brand name and design, place of distribution, and the promotion that includes advertising, PR etc. There are certain terms and conditions of the market that are set by the costs, the nature of competition, product category, regulations, time and space. So, the firm tries to make the elements of marketing mix work together in order to support the brand. Selling a product or a service requires straight messages sent into public and advertising as one of the four keys of marketing areas that let you control your message by creating a website, renting an outdoor billboard, purchasing print space, air time, etc. (Elizaveta Zaitceva, 2018)

1.4 Social media

Ten years ago, the phrases like “Find me on Facebook”, “Follow me on Twitter”, “Check out my blog” meant nothing, yet now they are part of everyday speak (Ian D. 2016, 153). Social sites now allow users to create a virtual reality of their real-world social relationships, and also, facilitate the sharing of news and content. The aim is that users’ focus is usually on immediate, sharing-based casual interactions between people and the choice of media can vary depending on wants and needs. Communication media is a virtual infrastructure that allows social interaction and content to co-exist in real time and to share the same virtual space. Social media gives you the power to direct your business ‘s online life. Whether that life is long and happy depends on what channel you post and to and how you manage your profiles. The main consideration you should take into account: Target Market, Public reach, Instant communication, Ongoing nature.(Elizaveta Zaitceva, 2018)

Another interesting way of spreading your promotions is to create that kind of advertising which buzz the product or service itself through recommendations, sharing, and building brand personality by users. (Elizaveta Zaitceva, 2018) Social media is a combination of two independent words – social and media. Social simply refers to the interaction between individuals of common interest, a group, or even a community and media as the name implies, is the medium, channel, or platform on which the creation and exchange of user-generated contents are done.(Christine Adhiambo Odhiambo , 2012)

In just a few years, social networking websites sharply modified human communication, habits, lifestyle and life itself. There are many bad and good points that are associated with it. For example, people stopped to communicate in real life as actively as they used to before the Internet revolutionized the world. On the other hand, content sharing and distribution became possible without any need of physical touch, which also brought plenty of advantages. People can now see and talk to each other without any difficulty, learn more and encourage personal growth with the help of the Internet. Social media made a bigger impact on interpersonal communications and amplified the amount of Internet content.(Anastasia Sotnikova, 2016)

2.REVIEW OF LITERATURE

In this thesis, the relationship between the customer engagement, brand reputation and image and customer brand attitudes was studied and the online Small and Medium Enterprises(SMEs) performances in Melaka, Malaysia were investigated. The data analysed revealed that the most used social media platforms for online networking commercial were Facebook and Instagram. All the independent variables gave the moderate relationship but, the customer brand attitudes showed the highest value of correlation which is 0.640 better than other factors. (Haslinda Musa, Fadhlur Rahim Azmi, 2016) This research is about the factors influencing the effectiveness of social media marketing among online SME performance in Melaka. Melaka was chosen as a study because the data was readily available through the official website unlike other states.

The research adopted three factors that lead to the effectiveness of social media marketing on online SMEs performance. The three factors were the customer engagement, brand reputation and image and customer brand attitudes that acted as independent variables and online SMEs performance in Melaka as a dependent variable. In this research, in order to examine the factors of the effectiveness, survey method was applied to

investigate as this was found to be the most appropriate method in order to answer the objectives. A survey was conducted among the online organizations and proprietor of online seller boutique in Melaka. 70% were females and rest were male. Most of the respondents were Malay.

The result obtained after detail analysis was, Facebook and Instagram give the same results which are 46% each. There are 2% of the respondents that chose blog for a means of online networking, additionally 2% picked social bookmarking. Ultimately, 4% picked Website as their way for online networking commercial. Various approaches were used in finding answers of objectives stated in the research, such as distributed questionnaires and as some of the methods used to analyse the data obtained by using validity and reliability analysis, correlation and multiple regression analysis to ensure that the result obtained was completely unbiased and, in every way, reliable. To put in a nutshell, this research was about the factors influencing the effectiveness of social media marketing among online SME (Small and medium Enterprises) performance in Melaka.

The main objectives of the research were to find out a relationship between the customer brand attitudes, brand reputation and image and customer engagement and the online SMEs performance in Melaka. It could be said from the result obtained that all the independent variables give the moderate relationship. However, customer brand attitudes show the highest value of correlation which is 0.640 better than other factors. So, this variable is the most significant to the online SME performance. This showed that, it might be the respondents more experience about customer attitudes and if brand awareness could be increased by management the brand attitudes also would increase.

Here the fact that businesses, small or big sized, have to shift online and use social media to adapt their business models if they wish to stay on top of the competition of their respective markets was underlined and statistically proven. The mediums analysed were the social networks, the blogs, the video and image sharing websites and the bookmarking websites. This research remained quite in general; it covered social media for businesses. More than a majority of the respondents agreed to the fact that word of mouth on social media affects the business. (Ach, Benjamin, 2013) The purpose of this thesis was to highlight the evolution of the marketing strategies of businesses and particularly their communication strategies, with the rise of social media influence, which changed the way people get informed as well as their purchasing decision process. The research dealt with this topic because Social Media became an incredibly huge attraction point for anybody in terms of communication, social networking, information, entertainment and, more and more, in terms of marketing.

The quantitative approach of the thesis was illustrated through a questionnaire. Survey based secondary data was used for the analysis of the findings. The research was run through the free online software Survey Expression as it has a data export feature. The stats were analysed through Microsoft Excel 2007. The research was supported by a case study of an Australian internet marketing company- "Lead Creation", to get valuable insights from the internet marketing experts. The sample for this study was made of 107 members of the Lead Creation alumni group who worked (or used to) for Social Media department that could be reached via the social network Facebook.

In this thesis, the following mediums were analysed: the social networks, the blogs and micro blogs (mainly Twitter), the video and image sharing websites and the bookmarking websites. According to the

findings, these mediums are composed of a wide range of websites and have described the benefits of the most important ones. The data obtained was, 90% of the respondents agree to the point that digital tools as social media is affecting the way we do business, against 10% who are undecided or in disagreement with this statement. More than the majority, 62%, of the respondents, agree with the fact that the word of mouth on social media is affecting the way we do business, via a viral promotion of products, services or business ideas but also because people control a business brand through recommendations and feedbacks that are widely available. This research remained quite general in the sense that it covered social media for businesses generally. Social media is present everywhere, including on mobile devices like smartphones and tablets. Moreover, the use of social media through these devices is becoming globally more and more important. So, each business small or big at some point has to accept the change, and has to take actions accordingly.

The importance of social media as a marketing and PR tool for businesses as well as the advantages and disadvantages of social media marketing in comparison with traditional marketing is evaluated. In this research an attempt was made to evaluate the role of social media as an effective communication tool for businesses. The results obtained in the research demonstrated the fact that when businesses used social media to communicate with their customers by incorporating the necessary human factors, an incredible result was achieved. (Nekatibeb, Tesfaye, 2012) The research focused on to discover information on the relation between social media theories and fundamental principles of marketing. The objective of this research was to evaluate the effect of social media marketing on traditional marketing creates a demand for qualitative research which is based on different marketing and media theories related to the topic. A quantitative study in the form of an online survey was also included, which tried to relate customers experience with the two types of marketing.

The presentation of beauty gurus and subscribers expressing ideas about femininity and work family balance on YouTube beauty community was observed and the growth it had was analysed. This paper analysed various beauty community YouTube channels and their video content in order to discuss concepts related to work and family psychology, women's and gender issues, and ideas about community. Overall, it was shown that YouTube stands as a crucial employment opportunity for women. (Casabianca, Barbara, 2016) The goal of this paper was to use media representations of women to formulate a discussion about work and family issues in relation to gender.

Online communities hold bigger and bigger part in the lives of people and a considerable amount of influence is exerted from them. YouTube is a medium that consumes significant time of people's lives containing different communities. Millions of girls from different age groups, from all around the world, watch systematically beauty videos, acquiring techniques and learning more about beauty products, creating a very large and powerful YouTube Beauty Community. Through these communities there are people who influence these girls and play an important role in their lives, shaping their choices and to an extent even their personalities.

Interactivity had the second strongest effect on Advertising Value on YouTube, with statistically significant effect in every sample. Interactivity allowed users to have more active control on YouTube and gave two-way communication. Engagement also had the same level of effect on Advertising Value on YouTube, with statistically significant effects in every sample. Engagement created interaction between customer and

company/viewer and YouTuber through pressing like/dislike button, commenting and sharing a video on his/her social media.

The rise of social media influencer marketing on lifestyle branding was observed and the traits of social media influencers for influencer marketing was analysed. The traits that were found were Authenticity, Confidence, and Interactivity. The research proved that social media influencers who promoted a lifestyle brand were most successful interacting with consumers when they are authentic, confident, and interactive in their content. (Glucksman, Morgan, 2017) The use of social media influencer marketing in lifestyle public relations initiatives has broken the wall between the consumer, the brand, and followers through social media content. Before the rise of social media influencers, advertising to brand consumers was one-sided. Before the days of social media, a consumer could only see a product through print advertisements, billboards, radio ads, and television commercials. Today, a consumer now can interact with a product through social media.

3.METHODOLOGY

3.1 Research methodology

For this research qualitative method is being utilized by the researcher in order to gather accurate, detailed and in-depth information. This qualitative research methodology gives detailed information in terms of getting strategic opinions from the marketers of different companies and giving their personal opinion on YouTube as a tool for marketing and how they've personally used this tool to meet their goals. Here different case studies will also be looked into which will provide and give us a means to build a base for this research.

3.2 Research questions

- 3.2.1** How are videos becoming a powerful medium in communication and marketing platform?
- 3.2.2** What is the growth of YouTube marketing in Indian companies and how it has positively helped the company grow?
- 3.2.3** How has the tourism industry utilized YouTube as a tool to market their campaigns, packages etc?
- 3.2.4** how has the content changed with time with context to user generated content?

3.3 Research objectives

- 3.3.1** To study YouTube as a platform for marketing and how it has become an important tool as the researchers have just focused social media as a whole but not YouTube alone as a platform
- 3.3.2** To study how the tourism industry uses YouTube to promote their brand, campaigns etc and how it has become a new trend
- 3.3.3** To study how videos have become a powerful medium in the fields of marketing
- 3.3.4** To study the growth of YouTube marketing in Indian digital marketing companies
- 3.3.5** To study how the user generated contents utilizes new trends to generate effective content

3.4 Data Collection

Interviews with ten industry professionals are conducted. The interviews will be conducted face to face by visiting their office or by a skype as per their availability. Information about the research interview will be sent through emails.

3.5 Theoretical framework

In order to conduct this research, we will be using ‘Technology Acceptance Model’(TAM). The purpose of this model is to predict the acceptability of a tool and its inventions bought to the system to make it acceptable to the users. This model suggests that the acceptance of the digital era and how people have perceived its usefulness and ease of use. This model will help us explain how social media/internet industry which is one of the trending innovations by technology has given a whole new face to the marketing platform and how the users have accepted it and have used it to their ease. Based on the present literature reviews, we have seen how digital media is a vast platform and how the marketers have starting to use it to its full potential. As this study mainly focuses on YouTube, we ought to find how the users have explored the YouTube platform by vlogging, marketing and also how YouTube is going to be the next big platform in the search engine optimization.

4.DATA ANALYSIS

4.1 interview analysis

A code in qualitative inquiry is most often a word or short phrase that symbolically assigns a summative, salient, and/or evocative attribute for a portion of language-based. The data can consist of interview transcripts. The portion of data to be coded during First Cycle coding processes can range in magnitude from a single word to a full sentence to an entire page of text. In Second Cycle coding processes, the portions coded can be the exact same units, longer passages of text, and even a reconfiguration of the codes themselves manually developed thus far.

4.1.1 Digital Marketing

The revolution of traditional marketing to digital marketing had bought a lot of changes giving birth to a whole new platform known as the social media which had become the game changer in the field of marketing. So, people switched not completely but a huge part to social media to market their products. But social media is one of the important part or an important tool in marketing but cannot be called as ‘the tool’ for marketing, yes it has a lot of potential and has helped higher the stakes of profits when it comes to business but they believe that there must be a balance in traditional and digital marketing as not all people will have access to the digital mediums.

YouTube is one platform where you don’t need any fee to pay before starting your YouTube channel and with good content you will start earning good money from YouTube and can make a profession out of it and that’s why it is referred to as a free and democratic platform as you can be anyone and don’t need any particular standards to showcase your talent. With Instagram starting its new line that is the IGTV the question of it being the threat to YouTube arises but many disagree as they think that YouTube and Instagram are two different platforms and YouTube is a huge ocean and has made its reputation to be the second search engine after

YouTube so there no way that IGTV can be a threat but few of them also say that may be not now but after few years it might be as its gaining a lot of popularity in the young generation. Also, Facebook has come up with a new tactic of making the platform more video based by suggesting more videos related to the present video that you're watching like YouTube.

Most of these advertising platforms have started their "live" interaction option to interact with their audience which has opened a lot of good opportunities to get to know and understand your customers better Many agree that one must company must indulge into YouTube campaigning in order to get better results. YouTube might be the next big thing in this digital era but they also believe in integrated marketing which explains how you should be equally devoted on all the digital handles rather than just focusing on one as not all your audience will visit one platform if they're looking for something because they're going to search it on 10 different platforms and you have got to be on 10 different platforms if you want to get better results.

4.1.2 Internet Industry

The social media became a revolution/breakthrough because of the growth in the usage of internet industry. When the internet was introduced in India only the rich or economically stable could afford internet and for the rest it was just unknown. cyber cafes were famous then as they were pretty cheap. But later with time the rates became a little affordable with companies like Docomo, Aircel etc which had a bad bandwidth and connection. But everything changed when a reliance company known as JIO came into the picture it was one of the huge breakthrough India could ever come across and it became a huge success when they targeted India to get digital.

Content generation has changed a lot with time, today the content is more personalized, local, and has more emotional connect and has more personality of the brand rather than just being some piece of content. Content is referred to be the most important thing in marketing and is called as the king .With good content you can reach out to millions of people, but when you try to generate content you must keep in mind that it should be problem solving and must help people get what they're looking for when they search for certain information.it can also be related to various other referrals such as experiential content where you help provide your personal experience so that people you can connect better as people are getting a realistic experience ,informational content is where you must make sure that every content that you write must have some kind of information to be given out so that it educates people, engaging content where your content must have some kind of a topic that can keep your audiences hooked and engaged so that they stick till the end of the video or an article.

4.1.3 Tools and Skills

Some of the tools used in a YouTube marketing campaign are – google analytics and YouTube analytics. Google analytics is free of cost and does most of the work from segregating gender to finding which group is viewing your product more or your bounce rate etc it helps you keep a track of your target audience and helps you campaign better and so does YouTube analytics so the best part about YouTube is that they have their own optimising tool and does a pretty good job and with google analytics it would be more than enough but still if you want better filters you can try out other tools but they might be expensive.

But optimization is one of the important things to do in order to get your campaign right so that you can top in the search engine. Besides using these tools to optimize one main skill that is required is 'research

skills' you must do a really thorough market research so that gives you an in-depth idea of how to proceed with your campaign as you will know who to target and how to target. And also, today what is being used is the pull strategy where the brands are putting out content with which people can resonate and are attracted towards it. But all in all, you must be a digital marketer working in teams that is with the keyword's researcher and the SEO team etc because all these factors are equally important if you want to run a successful YouTube campaign. So, for the keyword search one top tool that is used is the keyword planner and besides that there's also keywords everywhere

4.1.4 Influencer Marketing

Influencer marketing in one of the blooming fields in the digital era ,so the penetration of the concept of influencers happened when the brand started recognizing or identifying commoners on YouTube, Instagram, Facebook etc where they have a strong loyal fan following .so in the marketing industry if you're a influencer you get many opportunities like you could endorse a brand or you could get sponsored and you don't have to be a celebrity to be an influencer ,you just need to have a good fan following base .Also, there is a mention about micro influencers which refers to commoners who have pretty good fan following and will also charge you less as compared to big influencers like Virat Kohli etc .Influencer marketing can prove to an advantage to your marketing campaign and can get you a lot of leads like for example if kylie puts one post about your product you can get immense amount of leads as she has followers over a 100 million .

4.1.5 Market

When talked about the Indian market the digital phase picked up with the increase in the usage of internet and that happened because of the internet industry becoming affordable. When the internet was introduced in India only the rich or economically stable could afford internet and for the rest it was just unknown but since the breakthrough of jio almost everybody can get access to the internet. Digital marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Digital marketing career. The growth in the digital marketing trends is making a very substantial impact on marketing and advertisement. The big picture of Digital Marketing industry in India cannot be complete if short preview of the past digital marketing statistics is not made.

Digital marketing in India has really become a huge breakthrough for the marketing industry ,yes there is still a lot to catch up on if you compare it to the west but in some fields such as the auto mobile industry it has performed extremely well for example the one plus phone brand had created such a brand image that people started to pre-book the mobile phone even before it was launched and the whole of India was really hooked. And if we look at the growth of digital marketing India is doing really well. And with tools like google analytics, google ads, keyword planner etc it makes your job even easier to find your target audience and also to optimize your campaign. And in the terms of market social media is starting to play a much more important role in terms of marketing communications, especially given the fact that it has so far, more budget friendly medium and gives a far better way of reaching people than conventional marketing mediums like radio and television ads

4.1.6 Value Elements

Brand value is something that comes with brand loyalty where you know your customers have loved your product and would love to buy it again and would wait if there are new collections coming up so like for

example there is a t-shirt company say Nike and people take pictures wearing that t-shirt and they post it on Instagram so there is an emotional connect to it and that is associated with brand value and it comes with time and good marketing campaigns with great content to deliver but besides all that you need to have good quality product for people to actually like your brand.so once you've establishes your brand and have made a good reputation in the market it leads you to organic conversations which solely happens because of your product and the kind of content that you deliver. Organic conversions are difficult because it really takes a lot of hard work and planning to get there but it is all worth it when it happens.

Some also mention that even if you're a new brand with good content creation you can have organic conversions and good content means the kind of content that will connect to the audience emotionally and will keep the audience hooked. this process of converting leads into conversions is called as the transition period which involves a customer watching your AD and then processing it and then accepting it and then actually buying it .another topic that is focused is the bounce rate which is the amount of time a customer spends on your website viewing your product , so if a customer visits and leaves your page immediately then that would affect the bounce rate of the brand so to increase your bounce rate , you must have quality content about your product .So, when a customer stays on your website it is referred to as a quality lead that means he/she is a potential customer and if they end up buying your product that would be referred to as a conversion rate as in lead generation transitioning to conversions which overall increases the sales rate.

Traction is the amount of leads that you are getting in a particular digital platform so for example one of the persons from the interview said that when he was making digital marketing classes videos in English and posting it he wasn't getting enough traction as in his subscribers most of them where Hindi speaking so he started to make the videos in Hindi and he observed that he's getting more traction so you need to understand that to get good traction you must know your audience and know what they want and act accordingly and this can be done easily with the optimising tools that are available such as google analytics, YouTube analytics etc.

5.CONCLUSION

Through this entire thesis what I have observed is that YouTube is a really potential platform for marketing as videos have been ranked second on the search engine and it is because the reading audience is moving to viewing audience and YouTube is used as a second search engine after google. But using YouTube alone for marketing is a wrong idea due to the concept of integration marketing which explains that is a customer is looking for a product he/she wrong just visit one platform but visit ten others so it is really important as a marketer for you to be presentable and visible on all those 10 platforms if you want to increase your sales rate.

YouTube can be considered as a add on and definitely with YouTube campaigning it's going to be a whole new level of success but just relying on it might not give you the results that you want.as a brand one must start indulging into YouTube campaigning as it could get you more visibility .And to monetize and optimize you don't really need much tools as you have YouTube analytics and also you can use google analytics side by side as google analytics gives your pretty good results and for the skills one must be good in digital marketing that includes SEO optimization, keyword research and mainly one must be really good in market research and must have great research skills because only then you will know whom to target and how to target

.YouTube is a great platform but the flow of content must be monetized With context to content there has also been a mention of the kind of content that has been put up ,that means in YouTube not every video is informational ,there are videos that are utterly a waste of time and has graphics or a kind of content that can cause damage and can effect a lot of peoples mind so the flow of content must be optimised and monetized before it's been put up over the internet.

YouTube's biggest competition would be Facebook as it has got large number of subscribers and also Facebook is trying to make their platform video based, IGTV may be in another 10 years but not right now as YouTube is a very large platform to compete with but there is another platform known as VIMEO which has better optimization than YouTube but is no threat. Virtual reality VR and Artificial intelligence AI have started to make good progress in the Indian market and will be soon established in the industry for the business purpose. Virtual reality and artificial intelligence if established in the market in the coming years then may be YouTube will be less talked of as these platforms (VR, AI) will give you a 360degree realistic visual experience which will change the face of the entire marketing industry.

All in all having your own YouTube channel or a YouTube campaign is an advantage as YouTube is a free and a democratic platform where anyone can open their channel and start posting videos as there is no nominal fee to be paid and with good content you will start getting paid by YouTube with the increasing number of followers and you can become a successful vlogger for example- be you nick, Lilly Singh etc. YouTube is all about user generated content and in the present era it plays a very important role. YouTube is budget friendly but to make a quality video it is going to cost a lot as it involves a lot of expenses so even for a minute video it might cost you around 5-6 lakhs but on the bright side YouTube can get you a lot of visibility and that happens when you have good product and good content. YouTube is a potential tool for marketing and it can be a major advantage to your campaign.

REFERENCES

1. Ach, Benjamin. (2013). The Current Development and Trends of Social Media Marketing Strategies for Businesses. *Thesus*, 78.
2. Amy Poh Al Ling. (2007). The Impact of Marketing Mix on Customer Satisfaction. *research gate* .
3. Anastasia Sotnikova. (2016). The application of digital marketing,Strategies to increase profits of the organizations. *theseus*, 72.
4. Benea, Ioana Alexandra. (2014). Tourism and Hospitality Management. *Modul*, 56.
5. Casabianca, Barbara. (2016). YouTube As A Net"work": A Media Analysis of the YouTube Beauty Community. *Academic Works*, 63.
6. Christine Adhiambo Odhiambo . (2012). Social media as a tool of marketing and creating brand awarness. *theseus*.
7. David D. Horner, Jr. (2006). A descriptive study of marketing mix strategies. *citeseerx*.
8. Dr. Sofia Reino, Brian Hay. (2011). The Use of YouTube as a Tourism Marketing Tool. *Schoolworks*, 12.
9. Elizaveta Zaitceva. (2018). The fight for customers' attention:YouTube as an advertising platform. *theseus*.
10. Fiester, Ashlan. (2016). A Study of Social Media Usage and Interactions. *Mospace*, 34.
11. Georgia, Androulaki Ralli. (2015). The Leading Role of Influencers in the YouTube Beauty Community. *Diva-Portal*, 132.

12. Glucksman, Morgan. (2017). The Rise of Social Media Influencer Marketing on Lifestyle Branding. *Elon*, 11.
13. Haslinda Musa, Fadhlur Rahim Azmi. (2016). Analyzing the Effectiveness of Social Media Marketing. *Research Gate*, 7.
14. Heli Isosuo. (2016). social media influencer marketing . *theseus*.
15. Hellberg, M. (2015). Visual Brand Communication on Instagram. *helda helsinki*, 89.
16. Icha Oyza, Agwu Edwin. (2015). Effectiveness of Social Media Networks as a Strategic Tool for Organizational Marketing Management. *iCommerceCenter*, 15.
17. Islas Garcia, Tania Lorena. (2016). YouTube as a Business. *Thesus*, 49.
18. Julie Messiaen. (2017). influencer marketing . *lib ugent* .
19. Kallio, Kira. (2015). The Effectiveness of Social Media as a Marketing Communication Tactic. *Thesus*, 58.
20. Lena Phung, Luning Qin. (2018). Perception of Social Media Influencers. *Diva-Portal*, 82.
21. Malin Fridolf, Alem Arnautovic. (2011). Social Media Marketing – A case study of Saab Automobile AB. *Diva-Portal*, 75.
22. Matlouthi, H. (2017). Attracting Ideal Customers Through Inbound Marketing. *Thesus*, 118.
23. Milla Huotari, E. N. (2012). Utilizing social media in tourism company. 72.
24. Milla Huotari, Eeva Nyberg. (2012). Utilizing Social Media in a Tourism Company. *Thesus*, 72.
25. Nekatibeb, Tesfaye. (2012). Evaluating the Impact of Social Media on Traditional Marketing. *Thesus*, 71.
26. Neupane, K. (2013). search engine optimization and its implicatons in internet industry. *theseus*, 48.
27. Odhiambo, Christine Adhiambo. (2012). Social Media as a Tool of Marketing and Creating Brand Awareness. *Thesus*, 77.
28. Pawar, Amruta Vijay. (2014). Study Of The Effectiveness Of Online Marketing On Integrated Marketing Communication. *Dypatil*, 197.
29. Rebelo, Marta. (2017). How Influencers` Credibility on Instagram is Perceived by Consumers and its Impact on Purchase Intention. *Repositorio*, 92.
30. Riihimaki, Tommi. (2014).evaluating the value of web metrics. *semantics scholar*, 77.
31. Rodriguez, Paula R. (2017). Effectiveness of YouTube Advertising: A Study of Audience Analysis. *Scholar-Works*, 45.
32. Salehi, H. (2014). Tourism advertising management and effective tools in tourism industry . *eprints*, 11.
33. Sindlhauser, E. (2015). Evaluating the effectiveness of inbound marketing measures on community creation in a traditional market. *Thesus*, 72.
34. Tesfaye Nekatibebe . (2012). Evaluating the Impact of Social Media on Traditional Marketing. *theseus*.
35. Tomas Urbanek. (2012). Facebook as a Marketing Tool. *Digilib*.
36. Viertola, Wilma. (2018). To what extent does YouTube marketing influence the consumer behaviour of young target audience? *thesus*, 35.
37. Zaitceva, Elizaveta. (2018). The fight for customers` attention:YouTube as an advertisement platform. *Thesus*, 126.