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POWER OF MEDIA EVOLUTION AS PUBLIC TELEVISION AND CHANGING FACE OF SOCIAL CONTENT SHARING ON INTERNET " IN DIGITAL SOCIAL MEDIA"



By: M.S.Yatnatti: Editor and Video Journalist Bengaluru: The Content is the one word that encompasses and best defines what the internet and digital media are all about today. In the present evolving digital landscape, content isn't mere information; it is information curated for and presented creatively to a specific group of people on a channel, like the television or social media platforms such as YouTube or Facebook. Reportedly Much like how Google democratized the access to information, social media and video sharing, a common person too can share her/his perspective on events that impact them and others and build strong communities of like-minded people. Over the past decade, the media landscape has been in a constant state of flux, with each new development making the previous one obsolete. The applications of emerging technologies are evolving ceaselessly at breakneck speed, and everyone involved in the production of creative content knows that with new-age digital media channels, nothing is as it once was. The impact of these media on digital platforms is extremely high, and its influence on individual behaviour is also far greater than that of the television, which until the advent of the internet was the most powerful medium to send and receive information. Hence, the popularity of digital and social media channels has heralded a phenomenon that can be best described as the arrival of Public television .

At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Reportedly with the rise in the internet and digital networks, digital marketing has become an indispensable need for businesses looking to promote themselves. As consumers are turning tech-savvy, entrepreneurs and digitally-enabled companies are building their brand on digital marketing platforms, in the next five years, India will add half a billion more internet users, which will compel most companies to turn to digital channels for promotions to reach out to more number of people. This will lead to a rise in demand for people with digital marketing skills, as a result of which more than 18,00,000 digital marketing jobs will be generated by the end of 2020. This will open new doors for fresh talents with an in-depth knowledge of digital marketing. It is to be noted that everyone has to take the first step, and your first potential step into the digital market space might be an opportunity at the lowest level. Do not hesitate; you can always keep updating yourself on better options through employment sites, and look for alternatives while building up a portfolio and learning while you work. Making a foray into digital marketing can be challenging . Its components, including social media marketing, email marketing, SEO, content, web development, mobile marketing, analytics, AdWords, have its separate rules and operational system. Experts can help you navigate through these different yet connected realms to help you understand the basic concepts well enough to conceptualise, design, and execute online campaigns for different companies with latest online marketing tools. Taking up training and getting certified can help remove the conventional barriers to enter this career. The internet is vast, and digital marketing has to cater to a variety of different channels and media to communicate with potential customers. The digital marketing field, therefore, offers a wide range of career options that you can choose from on the basis of your interest or existing skills. You could choose to be anything from a digital marketing executive, to social media marketing executive to SEO expert or a Conversion Rate Optimisation (CRO) specialist. In each of these roles, there is a hierarchy based on your skillset, experience, and other factors. Personal branding is one of the tactics to market or showcase one's talent to attract better opportunities to improve one's digital marketing career. Make it a point to exhibit your skills and achievements on your social media networks, especially LinkedIn as it is one of the best professional platforms. Create a winning resume that showcases your competencies, to win over a potential employer. According to press reports unlike some other professions where the basic foundation of required skills does not change over the time, digital marketing is a constantly evolving space. Although the need for skilled and creative people in the field remains unchanged, changing trends mean that the methods and processes utilised can change quickly. If you do not keep yourself updated with the latest industry developments, you are likely to be replaced by someone more clued in. You can keep yourself updated on the latest in digital marketing through online resources such as YouTube channels and blogs. Reportedly knowing the right people can make a huge difference, so it is important to reach out to and build relationships to create a robust network on popular platforms such as LinkedIn, Facebook, Twitter etc. Companies looking to hire you would like to have evidence in real-time of your ability to deliver a successful digital marketing campaign; thus, you must have some examples of your work easily accessible on social media. So, make it a point to create blogs or vlogs connected to your area of interest and specialisation. It is important to remember that the best brand builders are constantly building and improving their networks, and you should do the same.

Whether it's arranging dinner plans, messaging friends in other countries, or making agreements with colleagues: WhatsApp is an essential part of daily life for many smartphone users. In fact, 'many' might be an understatement – as of February 2016, WhatsApp exceeded the one billion mark for users worldwide. But, while their user figures continue to grow, so too do concerns about WhatsApp's privacy. Since the messenger service was purchased by Facebook, there have been a few notable issues with WhatsApp sharing private user data to its parent company, with Germany notably declaring this data sharing to be illegal. This has led to a lot of concerned users looking for alternatives to Facebook to protect their data privacy and avoid their information being used for targeted advertising. But if you want to stop giving Facebook your information, you'll have to stop using their other services, like WhatsApp and Instagram, as well. So what alternatives to WhatsApp are there to choose from? Here are our top 5. Telegram Viber FreeMessage LINE. The biggest disadvantage of all these WhatsApp alternatives is definitely the comparatively low user rate: even apps like Viber and LINE, both of which have a high user rate, see figures drop drastically when it comes down to users based in the USA. It's not only difficult, but also unappealing to first download and install an app and then try to convince your group of friends to switch to this messenger service. And it's equally frustrating if you're excluded from social or business discussions because the entire company is on WhatsApp and using it to have big group chats. But if security and data protection are important to you, then this shouldn't matter at all: there's no reason not to install multiple instant messenger apps to use WhatsApp as little as possible. And if you have notifications turned on for all of them, you can see who's messaging you on WhatsApp and respond on a different messenger app of your choice. It's worth remembering that the more you use messenger apps that don't store your meta data, or at least store less of it, the harder it is for companies to create a coherent, reliable profile for you. So there's plenty of time to convince friends and colleagues of the benefits of using a more secure messenger app.

Instant Messenger whatsapp and Telegram are a great way to do business if used properly within legal limits. With Telegram 4.1, we're increasing the maximum size of supergroups to 10,000 members each. That's a lot of people packed into one group, and now users and admins can use search to find specific users among them: Nearly no-cost no-frill .If used smartly it can change the way communication is done in India and across the globe .The world is literally running on communication .Be it is job application or a political campaign or anything under the sun communication is pivotal for their success and with gamut of brands rapidly using to communicate with their consumers and customers on daily basis .The companies are providing their what's App numbers in tier advertisements so that potential customers could enquire about their products and services . whatsapp can be used for internal group discussion in the enterprises .The companies can have separate groups for each business units and teachers can have each group for their students wherein important information can be shared with everyone. It is a perfect tool to keep everyone in loop and help each team member by offering information needed. It is interesting to note that while whatsapp app is great tool to do business efficiently but Indian companies yet not have embraced it fully .Once they realize the value of this simple App and it could be next big thing in communication space in the country. WhatsApp Marketing is a tool for interaction: WhatsApp should only be used as a tool for quickly interacting with known persons and un-known persons. For instance, if you own a furniture shop, you should use our WhatsApp Markeing to send many pictures of new stock items to existing customers and new customers. Change your display picture to your products: And change your WhatsApp status to either your website or an obviously marketing status. For instance: "Get in touch with me in case you're looking to purchase quality furniture".

WhatsApp and Telegram as a tool to organize: Today, WhatsApp marketing is one of the best instruments to organize people for a cause or an event. Supporters of the Politician party utilized WhatsApp marketing brilliantly to organize themselves in different voting constituencies. So the next time you're doing an event, do send a welcome messages to everyone with using our WhatsApp .WhatsApp is a cross-platform mobile application that enables message exchanges across different mobility platforms like iPhone, BlackBerry, Android, Windows Phone and Nokia. It is not even second but before the traditional text messages, a smart phone user can miss your text message but not your whatsapp marketing message. Whatsapp is an application of the next generation as it gives the marketers not only the ability to send media rich bulk Whatsapp messages to the target clients, however it additionally has helps digital marketing professional to reach out to a subscriber base of 900 million client who are on whatsapp. Benefits of WhatsApp Marketing: Now a days WhatsApp is also used as WhatsApp Marketing in US and other country for Promotion of Real Estate, Insurance, Institute, Loans, Education etc. This is the latest trend of Marketing in the world for direct marketing or interaction with friends and family, Now in a day many business man deals on WhatsApp to view/share Picture. This is the best option for those businessman who using Bulk SMS Services or Voice Call. Benefits of Whatsapp Marketing: You can easily send Text/ Image/ Audio/ Video/ Vcard/ Location messages to any part of the world without any additional charges. All tools are very easy to use. You can use your Excel/CSV file format to attach contact list for sending WhatsApp messages and You can target your Premium clients. Paid search, or pay-per-click (PPC) advertising, typically refers to the "sponsored result" on the top or side of a search engine results page (SERP). You only pay when your ad is clicked. You can tailor your PPC ads to appear when specific search terms are entered, creating ads that are targeted to a particular audience. PPC ads are flexible, visible, and most importantly, effective for many different types of organizations. They are also contextual advertisements—ads that appear when a person is searching for a particular keyword or term. Simply put, search engine optimization (SEO) is the process of optimizing the content, technical set-up, and reach of your website so that your pages appear at the top of a search engine result for a specific set of keyword terms. Ultimately, the goal is to attract visitors to your website when they search for products, services, or information related to your business. SEO can almost be viewed as a set of best practices for good digital marketing. It enforces the need for a well-constructed and easy-to-use website, valuable and engaging content, and the credibility for other websites and individuals to recommend you by linking to your site or mentioning it in social media posts. Simple. Secure Reliable messaging. With WhatsApp and Telegram , you'll get fast, simple, secure messaging and calling for free , available on phones all over the world. Data charges may apply. Over a billion people use whatsapp now many are using Telegram also, and over 42 billion messages are sent everyday. The the end-to-end encrypted freeware platform has been a key player in breaking down boundaries in communications and has taken on many forms in its lifetime. One of the things that originally made WhatsApp so different from traditional phone communications was that it utilised the internet to send and receive both messages and calls. In the early days of WhatsApp many phone still hinged on the idea of needing minutes or texts to send their communications. WhatsApp and Telegram are negated they, needing only an internet connection .The WhatsApp company was purchased by Facebook back in 2014 for approximately \$19.3 billion, and has since gone on to experience even more changes. First of all you're going to need to download the app. WhatsApp is currently available on all major devices and is compatible with iOS, Android, Blackberry, Windows, Nokia, and Mac/Desktop, so you should have no trouble finding the software. Once you've downloaded and installed you'll have to create your account, which is easy enough to do. Simply open the app, follow the on screen instructions and enter your phone number. Next you'll soon be sent a verification code that should arrive immediately, input this code and you are good to go. Now that you're on the service you'll want to get started right away. To do this look through your contacts on the app and it will tell you which are using Whatsapp and which are yet to get it. To send a message, select the person you want to speak to and type away, just like you would with a text. You can also use Whatsapp to send videos or images, either from your phones internal storage or by capturing new photos or footage via the devices camera. The app can also be used to make calls, to these contacts, just like any phone call. The app requires a connection to either 4G or WiFi to be used but doesn't rely on a standard phone network signal.

This also means that if you're on WiFi then the app won't eat into your data, texts, or minutes, making it a handy and cost effective solution. From the home screen you can also update your about me. Your about me is a small message that will appear on your profile to let your contacts know what you're up to. By default there will be a message saying that you're using Whatsapp so don't worry if you don't want to update it, it's completely optional. You can also import all of your relevant information from Facebook at the touch of a button. One of the newest additions to Whatsapp is 'Status' this is a feature not dissimilar from Snapchat or Instagram and Facebook stories. Status allows users to upload or take a picture to their profile that will be viewable by contacts for a limited time only before it disappears. A popular feature in social media that shows now sign of slowing down. There are plenty of other fun features on Whatsapp to experiment with, but now that you know the basics you'll have no time getting to grips with them .With voice calls, you can talk



to your friends and family for free*, even if they're in another country. And with free* video calls, you can have face-to-face conversations for when voice or text just isn't enough. WhatsApp voice and video calls use your phone's Internet connection, instead of your cell plan's voice minutes, so you don't have to worry about expensive calling charges. Some of your most personal moments are shared on WhatsApp, which is why WhatsApp built end-to-end encryption into the latest versions of WhatsApp. When end-to-end encrypted, your messages and calls are secured so only you and the person you're communicating with can read or listen to them, and nobody in between, not even WhatsApp. Group Chat: Groups to keep in touch: Keep in touch with the groups of people that matter the most, like your family or coworkers. With group chats, you can share messages, photos, and videos with up to 256 people at once. In Telegram you can create group of 10,000 persons. You can also name your group, mute or customize notifications, and more. Send photos and videos on WhatsApp and Telegram instantly. You can even capture the moments that matter to you most with a built-in camera. With WhatsApp, photos and videos send quickly even if you're on a slow connection. Send PDFs, documents, spreadsheets, slideshows and more, without the hassle of email or file sharing apps. You can send documents up to 100 MB, so it's easy to get what you need over to who you want. More than 1 billion people in over 180 countries use WhatsApp¹ to stay in touch with friends and family, anytime and anywhere. WhatsApp is free² and offers simple, secure, reliable messaging and calling, available on phones all over the world. ¹ And yes, the name WhatsApp is a pun on the phrase What's Up. WhatsApp was founded by Jan Koum and Brian Acton who had previously spent 20 years combined at Yahoo. WhatsApp joined Facebook in 2014, but continues to operate as a separate app with a laser focus on building a messaging service that works fast and reliably anywhere in the world.

Social Media Marketing : WhatsApp and Telegram are really an important part of your online social advertising. It is an instant messaging application to communicate with your audience. Social marketers always look for a compelling method to get the attention of their existing customers as well as find new customers. This App allows real-time two-way communication with the audience who matters the most to you and your business. The main objective of WhatsApp marketing is to engage your prospective audience. WhatsApp is a multi-purpose, user friendly application which helps you to attain your business goals. **Politics:** Every politician worth his salt needs to jump on the WhatsApp and Telegram Marketing trending trend. This is because WhatsApp and Telegram Marketing have played an important role in many elections around the world, including in the U.S., Iran, and India. They have additionally served to rally people for a cause, and have inspired mass movements and political unrests in many countries. **Boost Customer Engagement:** The Audiences don't like to see a list of promotional emails in their mobile inbox. But WhatsApp and Telegram are not only about advertising your products and services. You can do much more with WhatsApp such as sending text, images, videos, audio, emoticons, vouchers and GPS location to your audience. WhatsApp also provides audio and video calling features for better communication. It is mainly based on one-to-one communication which is the prominent method to make your customers happy, boost awareness and ROI. **Boost Business:** Many companies are using social media to advertise their products, build customer loyalty and many other functions. Interactions and feedback from customers help businesses to understand the market, and fine-tune their products and strategies. Many firms organize contests and give away prizes to entice consumers to visit their social website page more often. Compared to television advertisements and other expensive forms of marketing, WhatsApp Marketing presence is a cheap and effective means to enhance brand image and popularity. **Promotion:** Businesses are using WhatsApp to spread the word to more users. A couple of months back, *****.com started promotions via WhatsApp Marketing, and now they claim to be making 25% of their total sales through the instant messenger. Customers have to mention the product name, their name and address and send a WhatsApp message to get their delivery. **Adoption of Smartphone's:** There are many impact to the society on WhatsApps and Telegram . The increased adoption of smart phones all over the world, clients look for more advanced features and enjoy communicate in fast and convenient way. WhatsApp can make clients get closer regardless of the geographical distance and it plays a key role in enhancing our social network. **Get more Response from Customers:** WhatsApp and Telegram For Customer Communication to Get more Response and Conversions .Here is a deals tip – If you do your followups on WhatsApp and Telegram rather than phone calls, you will get 50% more reaction from your customers. Nobody interested in getting a phone calls from unknown numbers but we are more likely to respond to personal messages. When we begin utilizing WhatsApp for client communication, we noticed better response and engagement. This additionally gives a chance to be little information. For instance : You have sent a Quote to your potential Client yet haven't got notification from him/her, what will you do? You either call him or send followup mail. Rather than doing this, on the off chance that you simply send a short message on WhatsApp getting some information about the status, you may get a quick response about the status. Now a days more and more small businesses started working on the whatsapp to get the more response from them. Or else to announce new offers or send festival wishes to their clients . Reaching out to your target audience using the power of whatsapp is now possible. There are applications available that puts this power into your hands by giving you access to a Control panel that allows you to upload your own list and send your campaigns with detail reports to see the campaign progress in real time view. Bulk WhatsApp Marketing Reaching out to your target customers utilizing the power of WhatsApp is presently possible. There are applications accessible that puts this power into your hands by giving you access to a Control panel that allows you to upload your own list and send your campaigns with details report to see the campaign progress in real time view.

Why Choose WhatsApp and Telegram Marketing: WhatsApp and Telegram are being utilized by various organizations in order to Promote their products and services. Even they interact with their customers. B2C organizations can make the best out of this method of marketing. Because people won't try to answer on WhatsApp instead of asking them on the call. Choose to market your product on WhatsApp for the following reasons: **Cost Effective :** It is one of the most cost effective of all app marketing tools. It is particularly effective for little to medium-sized organizations as it is a perfect alternative to creating an alternative app for marketing and them on the call. **Quick :** WhatsApp is instant texting services and hence the turnaround time in this is much faster than any other marketing technique. While email is a great tool to promote and talk about your business, it surely doesn't bring in immediate results as compared to WhatsApp. You don't have to spend too much time creating content too. **Wider Reach:** One of the best components that makes WhatsApp marketing all the more important now is the client base. It gives the path to a wide audience immediately. Almost everybody nowadays are on WhatsApp and you access them through the application. You can contact your clients, you simply need their numbers and you will have the able to WhatsApp and Telegram them.

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