



# SNS COLLEGE OF TECHNOLOGY Coimbatore - 35



**23BAE725 | SERVICES MARKETING**

## **UNIT – 5 SERVICES STRATEGIES**

**TOPIC: Opportunities in the Media Marketing Service Industry**



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# Guess the Topic!!!

## Opportunities in the Media Marketing Service Industry





# Opportunities in the Media Marketing Service Industry

The media marketing service industry is ripe with opportunities for new entrants. With evolving consumer behaviors and rapid technological advancements, innovative companies can carve out profitable niches. This presentation explores key areas of potential growth and differentiation.



# Industry Overview: Size, Growth, and Trends



- 1 Current Market Size**  
The global media marketing industry is valued at over \$350 billion in 2023.
- 2 Projected Growth**  
Analysts predict a CAGR of 9.8% through 2028, reaching \$560 billion.
- 3 Key Trends**  
Digital transformation, AI integration, and personalized marketing are driving industry evolution.





# Changing Consumer Behavior and Digital Transformation

## Mobile-First

Consumers spend 4.8 hours daily on mobile devices. Marketing strategies must prioritize mobile experiences.

## Short-Form Content

TikTok and Instagram Reels dominate. Brands need snappy, engaging content to capture attention.

## Privacy Concerns

Consumers demand transparency. New entrants can differentiate through ethical data practices.



# Emerging Technologies and their Impact



## Artificial Intelligence

AI-powered chatbots and predictive analytics offer personalized customer experiences at scale.



## Virtual Reality

Immersive VR experiences create deeper brand connections and memorable marketing campaigns.



## Blockchain

Blockchain technology ensures transparency in digital advertising, addressing fraud concerns.



# Data-Driven Marketing: Harnessing the Power of Analytics

## Real-Time Insights

Leverage big data for instant campaign optimization and personalized customer journeys.

## Predictive Analytics

Forecast trends and consumer behavior to stay ahead of market shifts.

## Attribution Modeling

Accurately measure ROI across multiple touchpoints for more effective budget allocation.

## Customer Segmentation

Create hyper-targeted campaigns based on detailed behavioral and demographic data.



# Content Marketing: Engaging and Retaining Audiences

Redesigning Common Mind & Business Towards Excellence



Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork

## 1 Interactive Content

Quizzes, polls, and augmented reality experiences boost engagement and shareability.

## 2 Video Dominance

Short-form and live video content continue to outperform other formats.

## 3 User-Generated Content

Encourage and curate customer content to build authenticity and trust.

## 4 Voice Search Optimization

Adapt content for voice-activated devices to capture growing search traffic.





# Social Media Dominance: Leveraging Platforms for Visibility

Platform	Monthly Active Users	Key Opportunity
Facebook	2.9 billion	Targeted advertising
Instagram	1.4 billion	Visual storytelling
TikTok	1 billion	Viral challenges
LinkedIn	774 million	B2B networking

Reshaping Common Mind & Business Towards Excellence

**3P** Purpose process people Culture  
**sns** INSTITUTIONS www.snsgrps.com  
**1** GenAI Design Thinking FrameWork

Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork

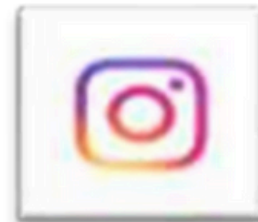




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Thank  
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