

BUZZWORTHY INSIGHTS



THE INFLUENCER ECONOMY: OIL BOOM OF THE INTERNET

Influencers have risen from fringe obscurities of the internet to the front and centre of the social media landscape. Today's influencers/creators wield significant influence over their followers' consumption and thought patterns.

With over 50% of all internet usage time being spent on social media, it has become a necessity to collaborate with influencers. However, remember that all that glitters is not gold! It is important to manage expectations and strategize as per your brand requirements. The rise of influencers has not been without its bane and several sub-standard products hawked by creators have resulted in a rising distrust of new products on social media. Selecting the right influencers to market for you can act as an extra layer of personalization, helping connect with your target audience and making the brand relatable.

Influencers can range from nano to micro to macro, often specializing in niche content buckets, providing a unique audience with each. Choosing influencers whose niche, audience, reliability, and geographical region align with your brand is essential. This process can be eased by partnering with a reliable influencer or integrated agency.

Having finally shed the tag of being a fad, Influencer marketing is set to go through several changes in the coming years. With the increasing popularity of short-form videos, TikTok, has emerged as a key platform for Influencer marketing, closely followed by Instagram. One-time deals are slowly getting phased out as brands are starting to look at long-term partnerships to create lasting connections. Brands might even opt for a CIO (Chief Influencing Officer) in the future. However, perhaps the biggest impact on

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As per Digiday:

Growth of the Influencer economy

\$250B => **\$480B**

2024

2027

As per Forbes:

66%

Purchases driven
by Influencers

64%

Discover new
brands through
Influencers

As per Pewresearch:

52%

Followers make purchase
based on influencer posts

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influencer marketing has been through the rise of gen AI. Gen AI is revamping the influencer landscape in real-time by making several content production aspects accessible to all. Brands have even begun to use artificially generated Virtual Influencers (VI) curated to suit specific niches.

The social age is having its own oil boom and everyone wants a piece of it. Avoid haste and don't forget to identify your destination in a hurry to board the train.

Hive Highlights - May Of Milestones

This May has been extra sweet for the Good-Bee team with some key milestones under our belt.

8 years of Good-Bee

This May marks 8 years since the inception of Good-Bee. It has been a fulfilling 8 years for our team as we continue to work with new brands and tap into our suite of integrated solutions to meet their marketing needs. Our passion is strong as ever and our team is excited for what the future holds.



Establishing global presence with Dubai office



This May also marks the exciting expansion of Good-Bee's global presence! We are pleased to announce the opening of our new office in Dubai, UAE. With this expansion, we are closer to ensuring that we can offer our integrated suite of services to our clients across the globe.

Our Demand Gen team – The delivery king!

In other news, our Demand Generation team continues its impressive stride.

114

High-quality registrations from the C-suite across Mumbai, Delhi, and Bengaluru for a premier AWS event.

840

Leads for a premier AWS Summit held in Bangalore.

Op-ed from the Exec

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Expanding horizons in an increasingly connected world



We started Good-Bee with the desire to meet all the marketing needs of our clients across verticals and marketing channels. It was a thirst for excellence in strategy and service that set us on this journey. Our global expansion with the new Dubai office is just the next step on this journey.

With the rise of globalization and the emergence of multinational conglomerates, having a global presence is no longer a novelty, but a necessity to deliver the best service to clients. Several of our clients have a global presence and we are glad to be able to extend our services to them across geographical regions.

We opened the office in Dubai as a part of this strategy to expand our global presence. Dubai (UAE) is the centre of trade and commerce in the Middle East. UAE is known for its industries like Real estate, Construction, E-commerce, Hospitality & Tourism, Banking & Finance, Logistics, Healthcare, and Retail. The presence of such a wide array of industries offers us the chance to fully tap into the varied suite of services at our disposal.

UAE is known to pioneer advancement in tech and has made several breakthroughs in AI, automation, and sustainability practices over the last decade. India has been instrumental in optimizing new tech and is also known for its expertise in data. The new office also provides us with the exciting chance to exchange ideas, culture, and learnings, helping us bring forth the best of both worlds. We aim to adopt the best sustainability practices from the UAE in India, and vice-versa.

Either you get with the times, or you get left behind. The internet has significantly eased worldwide communication and collaboration, making the rest of the world more accessible. It is no longer necessary to be a century-old business to harbour ambitions of global expansion. It is now possible for companies to leverage the latest advancements in tech to deliver services to their clients across the globe.

We don't plan to stop with this as we continue to look for opportunities to grow and cater to a wider range of clients and a wider range of requirements for our existing clients.

The world is there to be seized, for those brave enough to desire it.



Sunita Mishra

Head - Business Strategy & Geo Expansion



With the advent of the internet and the global exchange of goods, the world has never been a smaller place. This is the age of worldwide collaboration and it's essential to seize the opportunity to expand and grow.



The Honeycomb Chronicles

We work hard, we play hard!



Our entire team got together to celebrate the birthdays of our beloved founder Bharatt Hari and our newest member Pratibha Naik.

What’s The Buzz!

AI Revolutionizing SEO Strategies:
61% of marketers express that improving SEO and growing their organic presence is their top inbound marketing priority, underscoring the continued significance of SEO in marketing strategies and the impact of AI in this domain. Companies using AI for SEO outperform their competitors by 50%. This statistic underscores the transformative power of AI in optimizing and refining SEO strategies for enhanced visibility and ranking on SERPs.

Marketing Trends Evolution:
Marketing trends like AI-powered marketing, video content utilization, AR and VR-powered marketing, and marketing in the metaverse continue to evolve and strengthen in 2024. These trends highlight the ongoing importance of adapting to technological advancements and consumer preferences in the marketing landscape.

Data-Led Content Marketing Predictions:
Predictions for 2024 highlight the increasing importance of personalized content, AI, and machine learning in content creation, and the prioritization of data privacy and consumer trust in content marketing strategies. Data analysis is going to drive hyper-personalized marketing efforts and content creation.

Honey Funny Bee



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Client Speak

“Great job, everyone! Kudos to the Good-Bee team for their outstanding work in making the event a resounding success. Thank you all for your contributions!”

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-Syed Adil Hassan
Head, Startup Program & MarCom,
ARTPARK – IISc,
Bangalore

