

How effective can be YouTube influencer marketing for Uzbek companies?

By Alisher Ismailov

Actuality

- Digital marketing, especially SMM is getting more popular across many companies around the World
- Some organizations are moving to the digital marketing as more cost effective and efficient way of promotion in comparison to a digital marketing
- The concept of Influencer Marketing is also adapting to the new realities.
- The idea of a new “idols”.

Literature Review

- Lee (2017) highlights the fact that companies have learned effectiveness of SMM and make it as an important part of their marketing strategy. Today digital platforms are becoming the main area of interaction with a customers.
- Meger (2018) in his article “Marketing in next 20 years” has stated that Facebook, YouTube and Instagram is a great way how to be closer to customers. That a company can now be more friendly to the customer, available 24/7, and even demonstrate more than was possible 10 years ago. With a technologies like YouTube VR, now every customer may become a privilege guest at the factory and explore the process.
- Johnson (2017) in his article of Journal of Marketing Management has stated that YouTube platform should be considered as a major Social Media channel that provides companies with various opportunities of communication with customers, like commercials, product placements, educational videos, collection of comments and even product testing.

Literature Review

- The concept of Influencer Marketing is very familiar to all of us in the offline area: KFC and Ronaldo, Britney Spears and PEPSI, etc. It is a "marketing of influence", when a loyal audience is formed around a person, to which this person is broadcasting an advertising message, states Nazerali (2017)
- In new digital era the Influencer Marketing has evolved from the period when a company had to find a famous star, the face that was on every TV screen, to the period when you have to find a blogger with the largest number of subscribers, which fits an industry you are in. Purwar (2018)
- People right now are following their "Internet Idols", movie stars are the topic of discussion of yesterday. Bloggers are popular because they are one of them, they are closer to customers. They build trust by sharing what is happening in their life. People today are divided by followers not interests, states Rai (2018).

RQ and ROs.

- Research question: ***“How effective can be YouTube influencer marketing for Uzbek companies?”***
- Discover experience of companies in application of influencer marketing via YouTube Bloggers, in similar to Uzbekistan markets.
- Investigate current level of influencer marketing implementation among Uzbek audience and identify interest from local companies.
- Provide critical analysis of possible development of YouTube affiliate marketing for Uzbekistan's companies.

Objective 1

- According to Business Insider (2018) there are 1.8 Billion unique users of YouTube around the World. People use YouTube for various aims: entertainment, buyer's advices, news, know how, how to fix something and etc.
- Official statistics of YouTube (2018) states that some channels have up to 63 million unique subscriptions. It means that 63 million people recognize certain channel as an interesting one.
- For the review of similar to Uzbekistan markets Russia and Kazakhstan were taken. The search has demonstrated that - Russian and Kazakh YouTube audiences' popular channels have around 5.7 million subscriptions.



- Konstantin Zarutskiy a.k.a AcademeG
- 2.7 Subscriptions and **568,093,153** views of only 460 videos.
- Started as a blogger in December 2010
- Has a cooperation with Saint-Petersburg's manufacturer of automobile chemicals VMPauto and Tinkoff Bank
- A campaign conducted with the Tinkoff Bank has a result of more than 1 million new credit cards opened by the subscribers of the AcademeG channel
- On average, advertisement on AcademeG's channel costs from \$10,000 for product placement or recommendation by AcademeG.

Wylsacom



- Valentin Petukhov a.k.a Wylsacom
- 6.3 Subscriptions an 1,277,314,444 views of 1700 videos.
- Started as a blogger in July 2011
- has a cooperation with an online shop Biggeek
- Cooperation of Wylsacom and Biggeek has significantly boosted sales of the online shop
- According Efir (2018), currently integrated advertisement for one video costs \$12,900 at Wylsacom channel.

Any many others...

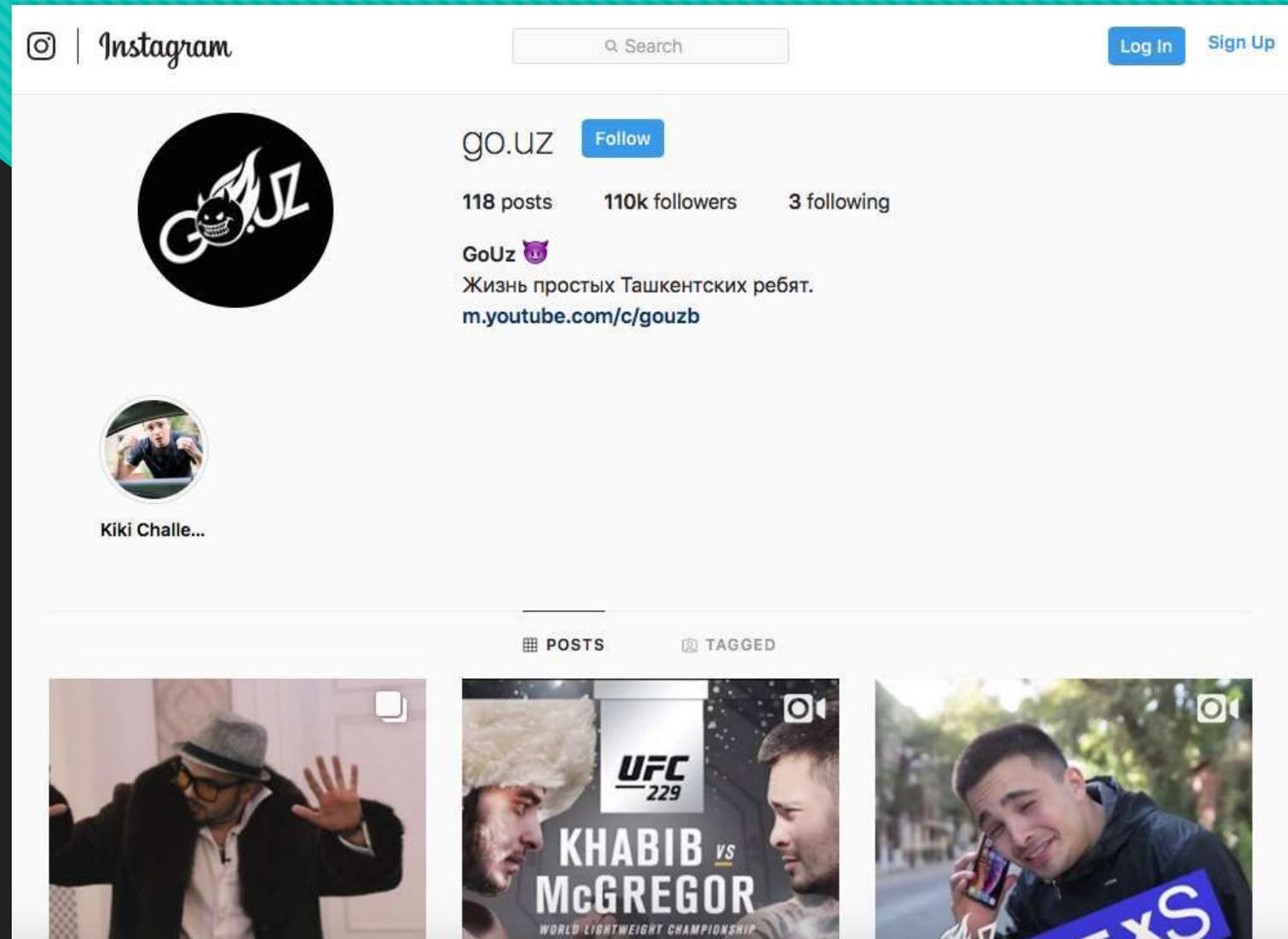


Around 250 YouTube Bloggers in RU-KZ Zone with more than 1 million subscriptions, who constantly cooperate with various companies, like: Samsung, Nike, 1xBet, Alfa Bank, BMW, Mercedes-Benz, Volkswagen, OPPO, Huawei, developers of mobile applications, and others.

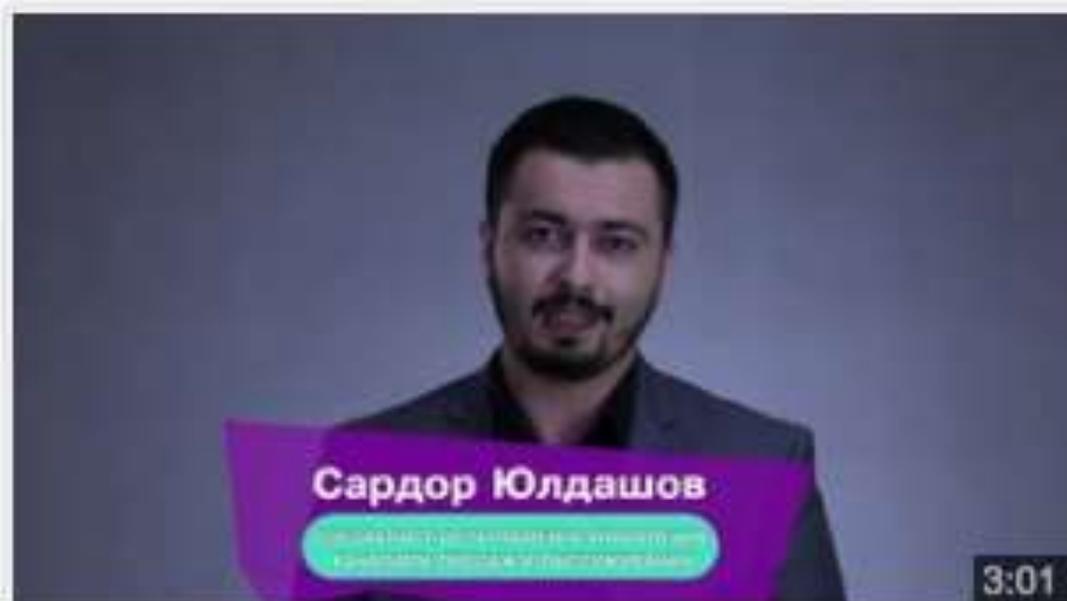
Objective 2

- In order to achieve this objective interviews and observations were conducted.
- According to Diyor Mirzaakhmedov, the chairman of the national Marketing Center. He has stated that business in Uzbekistan is currently looking for the new promotion channels. However, it might a little bit early for the influencer marketing done via YouTube, as target audiences might not be watching YouTube that much. However, there are companies that are using popular Instagram users.

Go.uz cooperation with RC Cola



The image shows a screenshot of the Instagram profile for 'go.uz'. At the top, the Instagram logo and 'Instagram' text are on the left, a search bar with 'Search' is in the center, and 'Log In' and 'Sign Up' buttons are on the right. The profile header includes a circular profile picture with a black background and white 'GO.UZ' text, the name 'go.uz' with a blue 'Follow' button, and statistics: '118 posts', '110k followers', and '3 following'. The bio reads 'GoUz 🐱' followed by 'Жизнь простых Ташкентских ребят.' and the link 'm.youtube.com/c/gouzb'. Below the bio is a smaller circular profile picture of a man and the name 'Kiki Challe...'. The main content area shows a grid of posts under the 'POSTS' tab. The first post shows a man in a dark jacket and hat with his hands raised. The second post is a promotional image for 'UFC 229 Khabib vs McGregor' with the text 'WORLD LIGHTWEIGHT CHAMPIONSHIP'. The third post shows a man in a dark jacket talking on a mobile phone, with a blue sign partially visible in the foreground.

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UcellDigest – сотрудники Ucell о самом... ТВ

Ucell просмотров: 378

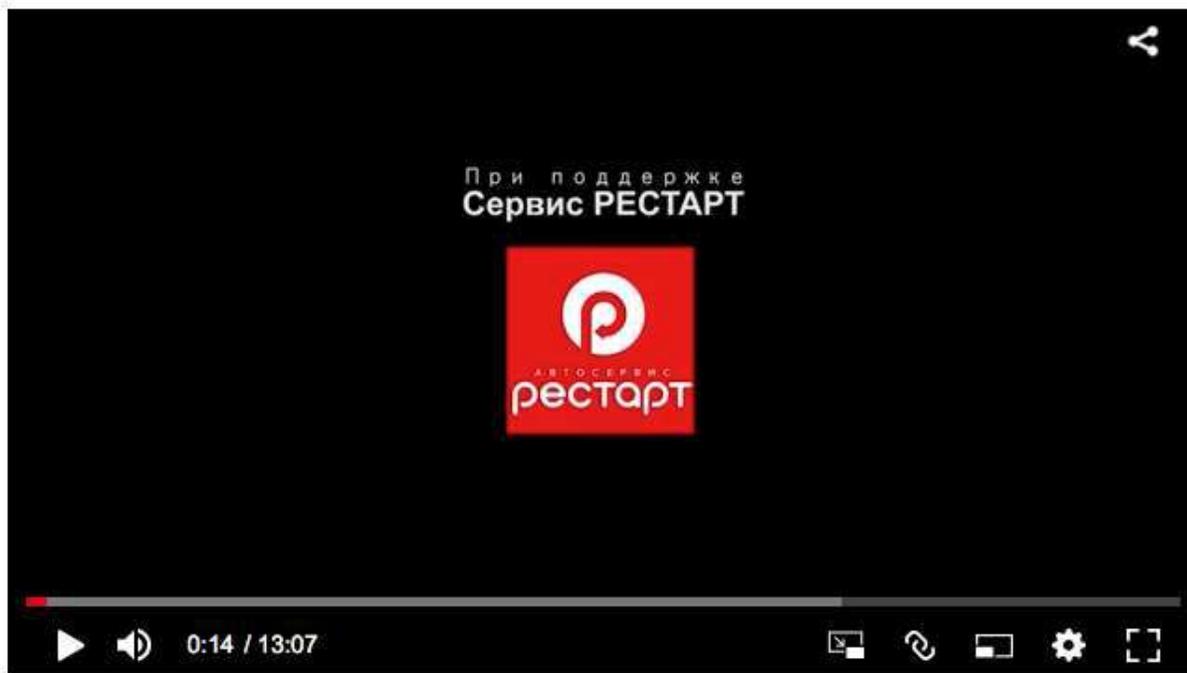
Горячие новости Ucell в новом формате #UcellDigest! **1** «Настроение» становится ещё лучше...

Findings for Objective 2

- According to the observation conducted, majorly Uzbek companies prefer to publish classic advertising on the local video resources, like mover.uz or mytube.uz. Expansion to the YouTube is very limited.
- Interview with a representatives of RC Cola and Samarkand Darvoza have demonstrated that their target audiences have a limited access to the YouTube as it is an external traffic and might be more expensive. The overall number of YouTube viewers from Uzbekistan is growing but it is not sufficient number to move to this platform. However, companies have plans to pay more attention to this platform.
- Regarding the concept of "Influencer Marketing", RC Cola used Go.uz as it was mentioned before. Samarkand Darvoza tries to use famous faces that are more closer to their customers, like families. Although, promotion through beauty bloggers is used time after time for its merchandise stores.

Restart Service and Fors.uz

- Two interviews were conducted with a director and co-owner of the Restart Service Ruslan Khudoberdiyev and director of Fors.uz Alexander Shishkin. The representatives of business were highly interested in new promotion channels, as regular SMM not quite often bring good results without payments.
- The decision was made to conduct an experiment. Personal blog about automobiles will be uploaded to the local video hosting Mover.uz. It will contain product positioning and "brought to you by".



★ AVTOgraf Выпуск 1: состояние двигателя при пробеге 205 тыс. км

1732
просмотров

Канал: [avtograf](#) роликов: 6, подписок: 20

Нравится

37 нравится 4

Авто 20 Сентября 2017 Рейтинг: 0+

Первый выпуск нового автожурнала-блога AVTOgraf. Сегодня в рубрике Autofix мы расскажем о том, в каком состоянии может находиться двигатель при пробеге 205.000 км, учитывая регулярное СТО.



реклама

Добавить видео

Авторизация

Регистрация

Русский

O'zbekcha

MOVER

найти

Юмор

Кино

ТВ

Игры

Музыка

Авто

Спорт

Техно

Обучение

Узбекистан

Красота

Прочее

Новое



★ AVTOgraf, Выпуск 2. МахалляDRIVE: Ташкентский корч BMW E30 "Вишенка"

1774

просмотров

Канал: **avtograf** роликов: 6, подписок: 20

+ Добавить в Встроить

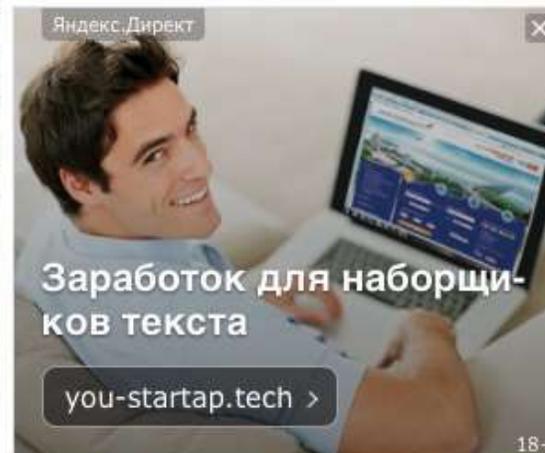
Нравится Не нравится

31
нравится

7
не нравится

Авто 27 Сентября 2017

В нашем новом выпуске автожурнала-блога АВТОграф мы расскажем вам про корчевую BMW E30, машину для тех, кто с ограниченным бюджетом хочет получать удовольствие от вождения.



реклама

Добавить видео

Авторизация

Регистрация

Русский

O'zbekcha

MOVER

поиск видео

найти

Юмор

Кино

ТВ

Игры

Музыка

Авто

Спорт

Техно

Обучение

Узбекистан

Красота

Прочее

Новое



AVTOgraf, Выпуск 3: Моторные масла и вся правда о них

300

просмотров

Канал: **avtograf** роликов: 6, подписок: 20

Нравится

Не нравится

11
нравится

2
не нравится

+ Добавить в Встроить

Авто 4 Ноября 2017 Рейтинг: 16+

В сегодняшнем выпуске мы расскажем про моторные масла, как их изготавливают и из чего они состоят. А так же есть ли разница между качественными дорогими маслами и доступными и распространенными. Более того, мы расскажем, какое масло в действительности скрывается в канистрах автомобильных

По статусу Вам положено
БОЛЬШЕ ИНТЕРНЕТА! 0777

Status Silver +

12 000 MB

*110*3#

Status Gold +

24 000 MB

*110*2#

Status Platinum +

45 000 MB

*110*1#



Beeline

реклама

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Поиск / avtograf



AVTOgraf, Выпуск 4, трейлер: Lacetti vs...
просмотров: 462
avtograf



★ **AVTOgraf Выпуск 1: состояние двигателя...**
просмотров: 1732
avtograf



★ **AVTOgraf, Выпуск 5: Выставка ретро...**
просмотров: 736
avtograf



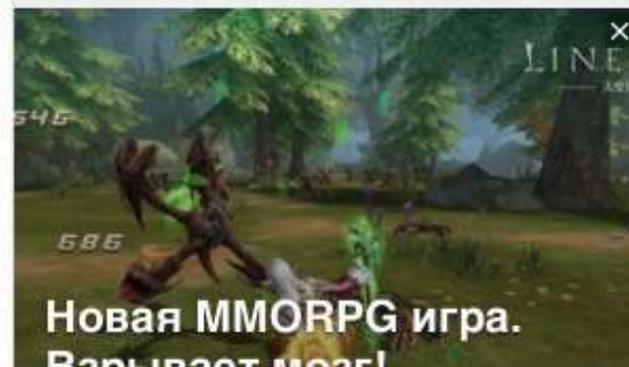
★ **AVTOgraf, Выпуск 4: Lacetti vs Gentra...**
просмотров: 1205
avtograf



AVTOgraf, Выпуск 3: Моторные масла и вся...
просмотров: 300
avtograf



★ **AVTOgraf, Выпуск 2. МахалляDRIVE...**
просмотров: 1774
avtograf



Data

- In order analyze the impact of “Influencer Marketing” on the consumer behavior data on number of calls and visitors to the Restart Services was recorded before release of a video and after during 2 weeks (as video stays in reachability of viewers).

Jul-17						
05-Jul	06-Jul	07-Jul	08-Jul	09-Jul	10-Jul	11-Jul
12	15	17	14	18	20	10
12-Jul	13-Jul	14-Jul	15-Jul	16-Jul	17-Jul	18-Jul
7	10	15	13	20	19	5
Sep-17						
20-Sep	21-Sep	22-Sep	23-Sep	24-Sep	25-Sep	26-Sep
12	18	25	30	22	15	19
27-Sep	28-Sep	29-Sep	30-Sep	01-Oct	02-Oct	03-Oct
18	33	30	40	25	34	38

Additional data

- July 2017: 106 calls a week on average
- September 2017 (after 1st episode): 141 calls a week
- September-October 2017 (after 2nd episode): 218 calls a week

- First two episodes had 1700 views each.
- After the first episode there was a **32%** increase in calls
- After the second episode increase was **106%** in calls, combining effects of two episodes.

- We may conclude that conversion rate from 1700 viewers to real callers is 6.2% on mover.uz platform.

Approach matters

- Entertainment episodes had more views (1200-1800) than informational episodes (300-400).
- Informational Episode contained a direct product placement Yacco Oil (Forz.uz), considering the low number of viewers, the results might be statistically insignificant.
- The experiment is in progress... (YouTube, Tracker, Malibu Turbo).

Thank you!

Any questions?