

Social Media challenges in Mauritius

By Nathalie Job in collaboration with TNS (Analysis Group)

According to GWI Worldwide survey 2015, Social networking now accounts for more than a quarter (28%) of the time we spend on the internet each day. Facebook has more members in the social media network and active users, but is the only major network to have seen a drop in active usage during the last year (-9%). That said, over 50% of Facebook's active users are engaging with the site more than once a day – far higher than the equivalent.



The share of time analysis¹ shows that in the US and Europe, the **time spend on digital media is now higher than the time spend on TV**. The share of marketing budget spend on digital is consequently growing fast (between 22% to 35%² of total marketing budget depending on countries) and a majority of companies used digital to target their customers³.

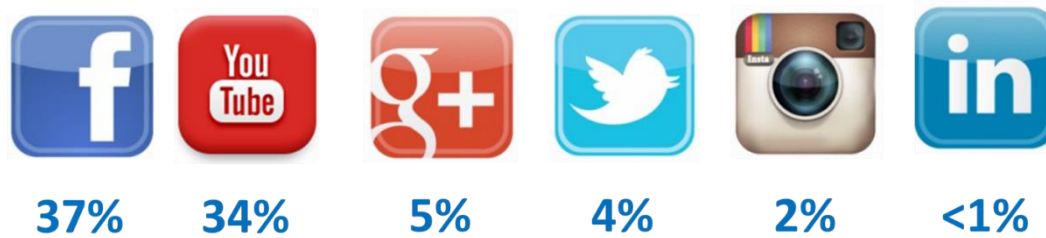
In Mauritius, Facebook represents a big part of digital time, but we note that YouTube usage is not very far and higher amongst youngsters (15-19 years) (this is a worldwide trend; Facebook is not “in” for teens!). With 400,000 Mauritian users, Facebook still has the lion share of Social Network⁴ usage: it is used daily by 37% of the Mauritian population while Google + reach 5%, Twitter 4% and Instagram 2%. The wealthiest Mauritians are more heavily using Facebook compared to other Mauritians.

¹ Emarketers, 2014

² Dave Chaffey, Fiona Ellis-Chadwick (2014) Digital Marketing, 5th Edition, Pearson France

³ Dave Chaffey, Fiona Ellis-Chadwick (2014) Digital Marketing, 5th Edition, Pearson France

⁴ Mauritius Audience Tracking, 2014, TNS Analysis



% of Mauritians above 15 years interview on the Internet activity in the last 24 hours
Source: TNS Analysis Quarterly Audience Research – 2015 – Face-to-face methodology

By consequence, Mauritian companies are still using quasi exclusively Facebook in their digital communication strategy. The number of sponsored links is increasing rapidly leading to lower ads visibility. Mauritian Brands try to keep their customers engaged on Facebook: **L'Express Maurice** has the highest number of Mauritian fans followed by Orange, Emtel, MCB, Malls of Mauritius and KFC. But having the best number of fans should not be a sole objective.

The engagement of your fans on your business page is much more important. Therefore, Mauritian companies have to focus on the content they share on Social Media and have a clear vision and message. They also have to carefully listen and analyse what people, customers and employees say about their company, brands and market to identify the trends, the risks and needs⁵.

What about LinkedIn?

123,000 Mauritians have a LinkedIn account and we noted that the daily usage is less than 1% for the Mauritian population. A recent LinkedIn survey shows that the users are mainly searching contacts and trying to reconnect with past business contacts or colleagues. 41% of users have more than 500 connections! LinkedIn is an interesting tool for recruiting and developing business connections. This is really the place to be for BtoB communication. However, with an increasing amount of contents shared or like on LinkedIn, the challenge for Mauritian Companies will be in engaging audience. A better use of curation tools like trapit, feedly, scoop it, storify could helped them to better manage their content marketing.

⁵ TNS Analysis is offering a Social Media Listening service

PROGRAMME HIGHLIGHT

Social Media Marketing

Upcoming Intake: 22 -25 July 2015

This seminar will enable participants to understand the challenges, analyse best practices, learn how to develop a social media marketing strategy, plan which is integrated and in line with the overall marketing strategy. By using the social aspect of the web, social media marketing is able to connect and interact with target groups than traditional marketing.

[Learn more about the upcoming seminar](#)



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You are: *Young or experienced marketing, sales, communication and brand managers or executives who want to learn about new management strategies.*

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Lecturer: Henri Isaac

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