

Google India Launches SME Partner Programme

In an ongoing move to engage more deeply with small business owners, Google India has launched a Premier SME Partner programme in the country. The chosen partners will develop, launch and manage digital campaigns for small and medium businesses.

These partners will offer end-to-end marketing solutions like search engine marketing, localised marketing solutions across Google properties, like AdWords.

"Of the \$ 1.2 billion SME advertising market in India, we expect at least \$100 million will be digital advertising," said Rajan Anandan, Managing Director & VP Sales, Google India, adding that he expects most small businesses that advertise for the first time to choose digital advertising. "The ability to measure impact will drive this choice." For Google, advertising is the single largest source of revenues internationally. In 2011, 96% of its annual revenue of \$37.9 billion came from advertising.

India boasts of around 47 million SMEs, according to data from Zinnov. For Google, India offers the fastest growth in the small enterprise market prompting the internet company to increase its focus on the sector. In 2011, it launched 'India Get Your Business Online' programme, which offered free websites and hosting for small businesses. Just last week Google announced the Let's Talk Mo campaign, an initiative to help build mobile sites for internet content publishers ranging from individual bloggers to enterprises.

For the SME Partner programme, which is part of a global initiative, Google India has shortlisted six partners—Sokrati from Pune, Getit from Delhi, O3M Directional Marketing from Chennai, Effective Responses from Delhi, AdGlobal 360 from Delhi and ISPG Technologies from Bangalore. The technology major is planning to add another 24 partners by the end of the year.

Google will provide the selected partners marketing and sales support, market research, training, technical and operational support.

