

5 Myths about voice marketing among marketers in Malaysia



For most Malaysian marketers, Voice Marketing is one of those familiar-sounding jargon terms that not too many really understand or use. But is it even relevant for Malaysia? Do people really use it? Can it actually be useful for your brand?

To answer these questions, we need to bust some common myths about Voice Marketing.

1 MYTH: "Voice marketing? Isn't that marketing only to people who have Alexa/Google Home?" → **REALITY:** Your voice marketing campaign impacts anyone with a smartphone and an ability to say 'Alexa', 'Okay Google' or 'Hey Siri'

First, let's clarify the definitions of some terms that are often interchangeably used:

- **Smart Speaker**
Voice command devices like Google Home, Amazon Echo etc.
- **Voice Search**
Any search initiated by a voice command on any internet connected device.
- **Voice Assistant**
Speech-recognition software that use device functions or online search to respond to your queries. Basic feature in most Smartphones.
E.g. Siri / Cortana / Alexa / Google

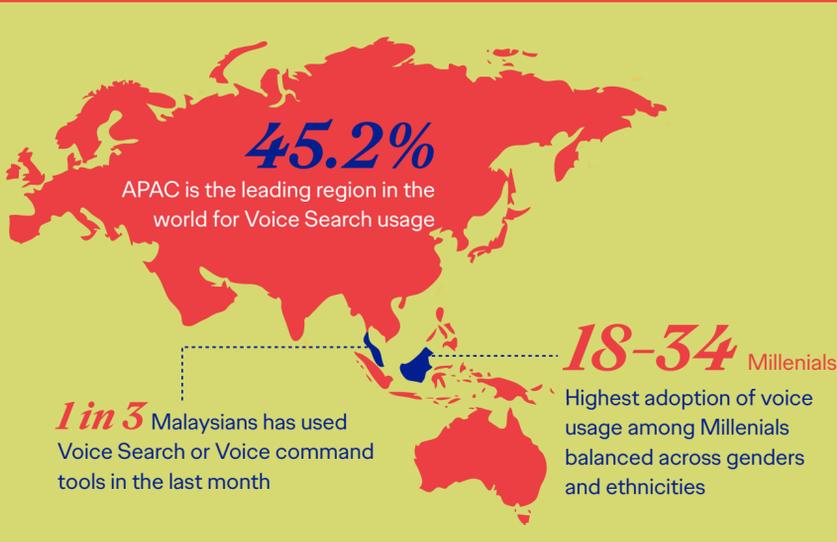
Smart Speakers use Voice Search technology. Voice Search technology isn't just restricted to smart speakers.

Only **7.1%** of Malaysians own smart speakers. But **34%** of Malaysians use voice search.

The overwhelming majority of voice usage in Malaysia is through smartphones.



2 MYTH: "Voice commands are just a cool novelty. Nobody really uses it. At least, not in Malaysia." → **REALITY:** Whatever your brand, a rapidly growing portion of your target group are voice search users.

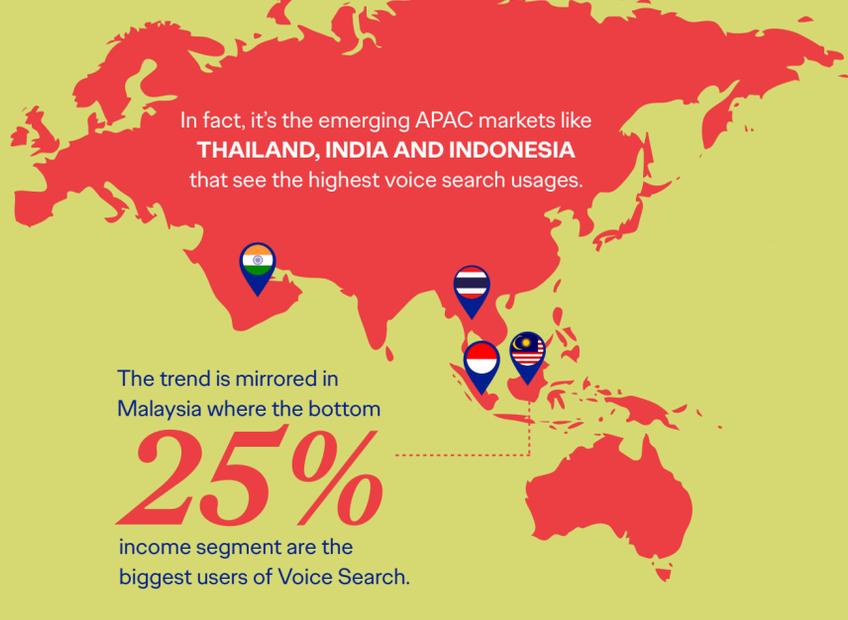


Just because it looks cool, doesn't mean it's just a fad. Voice search is here to stay.

3 MYTH: "Voice marketing is just for premium products and rich consumers." → **REALITY:** New smartphone users are often voice-first. Voice search isn't for the atas, it is the new normal.

Guess which major APAC countries have the lowest voice search penetration?

Surprisingly, it's Singapore and Hong Kong.



The reason behind this counter-intuitive trend?

Established search users are used to typing their search strings and adapt to voice search slower while new smartphone users have a voice-first adoption of search.

They aren't saying "Ok Google, where the nearest grocery store?" to be cool. It's the default way they've learnt to use search.

4 MYTH: "Voice search doesn't lead to sales." → **REALITY:** Relevance and Convenience are the most important purchase drivers for the modern consumer.

Look at the myth statement above and ignore the word "voice" – does it still hold true?

Voice search isn't a brand-new platform. It's just a new way to use search.

What's changed though is the way consumers search through voice. Voice searches are much more *action-oriented* and *location specific*.

And data shows that they lead to significantly *more clicks, store visits and sales*.



5 MYTH: "My brand already has a search strategy. That should work for voice search as well." → **REALITY:** You don't speak the way you type. Neither do your customers.

To be fair, there's some truth in this myth. You don't need a new Voice Search strategy. But you do need to optimize your search strategy to voice.

Typed search

"Cocktail recipes"

VS



"Please recommend some good cocktail recipes for a house party"

Voice Searches are Longer and more Conversational

Voice searches are often framed as a question, include filler words like "I, the, of, for, a," etc. and may include additional information that can be an opportunity for more specific and even purchase-oriented results that your search strategy needs to accommodate.

Typed search

"Restaurant Damansara Utama"

VS



"Which are the best restaurants near me that are open now?"

Voice Searches are more localized

Your search strategy needs to be optimized to feature your business prominently in local search results. Adding timing and booking information would facilitate users and increase purchase opportunities.

Website Mobile Optimization

Where your consumer ends up matters just as much as how they got there. With most voice searches being on mobile, your website needs to deliver a mobile-friendly and seamless user experience.

Facilitate voice to commerce

Usage of voice is rooted in convenience. The shorter the path the purchase from the voice command to the buy button, the more likely the sales conversion.

"When the winds of change blow, some people build walls. And others build windmills."

— Chinese Proverb

But despite all this, you must be thinking, "With an ongoing pandemic, crashing sales and global economic meltdown, **WHY SHOULD I CARE ABOUT VOICE MARKETING?**"

GOOD MARKETERS INNOVATE TO TURN A CRISIS INTO AN OPPORTUNITY FOR GROWTH. AND VOICE MARKETING CAN BE ONE OF THOSE WINDMILLS THAT CAN CREATE NEW CHANNELS OF GROWTH FOR YOUR BRAND.

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