Hyperlooping to Marketing Excellence

Working papers based on Summer Internship
Digital Marketing and Consumer Insights (DMCI) 2017
Hyperlooping to Marketing Excellence: White Papers based on summer internship 2017

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About IMTG

Established in 1980, Institute of Management Technology, Ghaziabad (IMTG) is India’s premier AACSB accredited management school with a distinct focus on grooming leadership through innovation, execution and social responsibility. An autonomous, not-for-profit institute, offering highly sought-after post-graduate programs over the past more than three-and-a-half decades, IMTG has been consistently ranked among the top institutes of the country. Today, it is the proud alma mater of more than 300 C-suite executives and thousands of professionals serving in leading positions in the best-known organizations in India and resources around the world, in key business functions of sales, operations, human resources, consulting, information technology, Marketing, and Finance among others.
DEAN’S FOREWORD

‘Action is the fundamental key to success’
- Pablo Picasso

The above quote depicts the importance of putting the things learnt in a classroom to practical life. The very objective of ‘Hyperlooping to Marketing Excellence’ is to highlight and showcase the different types of projects that IMTians undertook as part of their summer internships. These projects spanned a wide range of industries in Digital Marketing & Consumer Insights domain.

The focus of Management Education is changing in the global perspective because of which the application of theoretical knowledge into real life business scenario is very important. Today, for any leading management institute, the clear-cut focus areas should be Engagement, Innovation and Impact, which is put to test during summer internships. Summer internship is designed to help students apply their academic learning to the workplace.

I take pleasure and pride in forewording ‘Hyperlooping to Marketing Excellence’ and I am sure this handbook will prove to be of immense value not only to the management students, but also to the academic community at large, in being acquainted with changes and trends that industries and organisations are undergoing in this modern world.

Dr. Ravikesh Srivastava
Dean
IMT Ghaziabad.

DIRECTOR’S FOREWORD

It is my immense pleasure to present ‘Hyperlooping to Marketing Excellence’, the first publication of white papers based on students projects. The present work is the result of the internship experience of the students of IMT Ghaziabad. I compliment the students and the faculty mentors for capturing and reflecting the experiences in a meaningful manner. Digital Marketing & Consumer Insights is a new specialization introduced this academic year based on the feedback received from our industry partners.

At IMT, internships and projects constitute a major part of the learning experience in line with our pedagogical philosophy of ‘Doing’ leads to ‘Knowing’. Interactions with industry experts lie in the core of making the courses contemporary and relevant to practice.

I am certain that this collection of white papers will be of value to MBA students, industry practitioners and the academic community in staying connected with the emerging trends in the industry.

With best wishes

Dr Atish Chattopadhyay
Director
IMT Ghaziabad
We have seen dramatic changes in the last one decade in how consumers learn about companies and brands; purchase products and services. Patronizing a restaurant, watching a movie, buying an air-ticket or leasing a consumer product, we are seeing this trend everywhere. If digital technology led business disruption is behind this, what took the worst hit is customer loyalty - a steady erosion of customer base, which Gartner terms as an onset of switching economy! The shift in consumer expectation has made it increasingly difficult for brands to keep up and stay relevant. The ‘one size fits all’ marketing approach no longer holds good. Who wants to surf the web and be shown an ad for a product they just bought?

In today’s platform economy, customers use multiple devices, multiple operating systems and they expect a seamless experience with a brand across all platforms. With billions of internet-of-things or smart devices getting connected to our digital space, this age is also termed by many as an API (Application Program Interface) age! So, as the saying goes, Data is the new oil, that enables brands to be responsive to their audience on real-time, with highly relevant message on the right platform to create a contextual experience - right content to the right person at the right place and at the right moment! Target audience today is replaced with target context. Who we sell to in demographic terms is perhaps less important today than the moments at which our target audience is prepared to do something. Welcome to the Contextual marketing!

Whether B2C or B2B, modern buying, selling, influencing, shaping and sharing opinions about products and services are all heavily enabled by digital technology. Buyers leave their digital footprints everywhere while the marketers expectantly drop messaging crumbs on the way to seek insights to understand their online buying behavior better and respond to them with great deal of personalization.

To quote Michael Porter, “The key question is not whether to deploy Internet technology – companies have no choice if they want to stay competitive – but how to deploy it.”

At IMT, we teach “how to deploy it.”

Prof. Asit K Barma
Domain Chair, Digital Marketing & Consumer Insights
DMCI SPECIALISATION

Course Description

This specialization has six subjects:

1. Search Engine, Display and Programmatic Marketing
2. Integrated Digital Campaign
3. Social Media Management and Context Marketing
4. Mobile Marketing and Analytics
5. Online Analytics
6. Data Preprocessing and visualization

Pedagogy

The course is delivered through a fusion of lectures, real life exercises, hands-on practice on select DM&CI tools and by discussing DM cases from Harvard Business Publishing in the classroom. A total of 16 sessions, 1 hour 15 minutes each, are conducted per subject. Students spend a considerable time at the RTCM Lab for practice and work on live campaign using various proprietary and open source digital marketing tools.

Learning Objectives

By the end of the course, participants will be left with a good grasp of changing paradigm in data driven marketing and how to use various DM and analytics tools to generate useful customer insights and activate DM campaigns accordingly, ensuring a high marketing RoI for the stakeholders. The students will develop the following capabilities:

Digital Marketing Strategy

- Understand and evaluate an appropriate Digital Business Model for the enterprise
- Implementing enterprise wide social platform
- Managing customer journey / experience to create loyalty loop
- DM for key account management
- Building content strategy across social channels
- Digital media planning
- Mobile marketing strategy

Digital Marketing and personalisation

- Market basket analysis
- Building recommendation engines
- Proximity marketing / Geo-targeting campaign
- Hyper-personalisation of marketing campaign

Digital Marketing for campaign management

- SEO, PPC, Social Media, Email and Display advertising
- Email marketing and marketing automation
- CRM strategy, integrating with DM
- Data and analytics driven integrated campaign management
- In-bound marketing
- Retargeting and Programmatic marketing
- Managing website traffic and UI/UX

Digital Marketing and Society

- Online reputation management
- DM response to crisis management
- Social community management
- Video and viral marketing

Skill Set

- Analytics Tool : SPSS, R, Tableau, NVivo
- Digital Marketing tools : Salesforce Marketing Cloud (Social Studio / Radian 6), Brand 360, Hootsuite, Mautic, Mailchimp, SendInBlue, Sugar CRM, Google AdWords, Google Analytics
- Industry Insights Platforms : Bloomberg, comScore, IRS, BARC
- Key Business Processes: Market Basket Analysis, Building Recommendation Engines, Digital Media Planning, Programmatic Marketing

Our resources

We have a very rich resource pool in our students who work closely with the faculty to deliver projects and undertake consulting engagement with industry. The team includes DM&CI students who are in their second year of PGDM with specialization in DM&CI and a group of first-year PGDM students with great interest and passion in the DM&CI domain under eminent faculty supervision.

Course Outline of the six subjects offered

I. Search Engine, Display and Programmatic Marketing

<table>
<thead>
<tr>
<th>Session No</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4Ps in Digital Marketing, Branding in the digital age</td>
</tr>
<tr>
<td>2</td>
<td>The new Consumer Decision Journey Management / Competing on Customer Journeys</td>
</tr>
<tr>
<td>3</td>
<td>Content Marketing</td>
</tr>
<tr>
<td>4</td>
<td>User Experience Design</td>
</tr>
<tr>
<td>5-6</td>
<td>Overview of various CMS platforms, Web development and design using Wordpress</td>
</tr>
</tbody>
</table>
## II. Integrated Digital Media Campaign

<table>
<thead>
<tr>
<th>Session No</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Integrated Digital Media campaign framework</strong></td>
</tr>
<tr>
<td>1</td>
<td>Integrated Digital Media campaign framework</td>
</tr>
<tr>
<td>2-3</td>
<td>E-mail marketing using MailChimp</td>
</tr>
<tr>
<td>4-5</td>
<td>Marketing Automation using Mautic, SendInBlue</td>
</tr>
<tr>
<td>6-7</td>
<td>CRM application in Digital Marketing using SugarCRM</td>
</tr>
<tr>
<td>8</td>
<td>CRM-Marketing Automation integration</td>
</tr>
<tr>
<td>9-10</td>
<td>Media Planning for Digital Media</td>
</tr>
<tr>
<td>11</td>
<td>Proximity / Hyperlocal Marketing</td>
</tr>
<tr>
<td>12</td>
<td>Video Marketing / Viral Marketing</td>
</tr>
<tr>
<td>13-14</td>
<td>Google Analytics*</td>
</tr>
<tr>
<td>15-16</td>
<td>Creating hyper-personalisation experience</td>
</tr>
</tbody>
</table>

## III. Social Media Management and Context Marketing

<table>
<thead>
<tr>
<th>Session No</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Social Media Management</strong></td>
</tr>
<tr>
<td>1</td>
<td>Social Media Management</td>
</tr>
<tr>
<td>2</td>
<td>Digital Media and Society</td>
</tr>
<tr>
<td>3</td>
<td>Context Marketing and RTCM framework</td>
</tr>
<tr>
<td>4</td>
<td>Role in Social Media / Social Analytics</td>
</tr>
<tr>
<td>5-7</td>
<td>Voice of Customer, Audience Sentiment Analysis (With Radian 6/ Woorank, Brand 360) for social listening, social media management, online reputation management and influencer management</td>
</tr>
<tr>
<td>8</td>
<td>Digital Marketing in key account management</td>
</tr>
<tr>
<td>9-10</td>
<td>Website-mining and personalization</td>
</tr>
<tr>
<td>11</td>
<td>Digital Landscape Analysis, Digital Data Literacy</td>
</tr>
<tr>
<td>12-13</td>
<td>Digital Analytics, Conversion Analytics - Decision Tree, Neural Networking (MLP &amp; RBF), Logistic Regression</td>
</tr>
<tr>
<td>14-16</td>
<td>Multi-Touch Attribution (MTA) Model - Markov Chain Monte Carlo (MCMC), Survival Analysis, Shapley Value</td>
</tr>
</tbody>
</table>

## IV. Mobile Marketing and Analytics

<table>
<thead>
<tr>
<th>Session No</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Mobile Marketing Overview: Planning and Implementing Effective Mobile Marketing Programs</strong></td>
</tr>
<tr>
<td>1</td>
<td>Mobile Marketing Overview: Planning and Implementing Effective Mobile Marketing Programs</td>
</tr>
<tr>
<td>2</td>
<td>Mobile Marketing Formats and Targeting – Traditional Formats</td>
</tr>
<tr>
<td>3</td>
<td>Mobile Marketing Formats and Targeting – IVRS and QR</td>
</tr>
<tr>
<td>4</td>
<td>Mobile Marketing Formats and Targeting – Augmented Reality and Mobile Apps</td>
</tr>
<tr>
<td>5</td>
<td>Application of Mobile Messaging Apps</td>
</tr>
<tr>
<td>6</td>
<td>Application of Mobile Marketing Formats in Government Service Delivery</td>
</tr>
<tr>
<td>7</td>
<td>Do-</td>
</tr>
<tr>
<td>8</td>
<td>Mobile and Shopping</td>
</tr>
<tr>
<td>9</td>
<td>Advertising and Promotions using Mobile Phones</td>
</tr>
<tr>
<td>10-11</td>
<td>Mobile Payments</td>
</tr>
<tr>
<td>12-13</td>
<td>Mobile Analytics</td>
</tr>
<tr>
<td>15</td>
<td>Mobile Future: 2016 Mobile and App Marketing Trends</td>
</tr>
<tr>
<td>16</td>
<td>Project Presentations</td>
</tr>
</tbody>
</table>

## V. Online Analytics (OAN)

<table>
<thead>
<tr>
<th>Session No</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Scope of Online Analytics in Marketing, Knowledge Derivation of Data (KDD)</strong></td>
</tr>
<tr>
<td>1</td>
<td>Use of R Studio as an Analytics tool, Basic introduction, data types, datasets, libraries and functions, inputs and outputs.</td>
</tr>
<tr>
<td>2</td>
<td>Pre-processing of business data, missing values, standardization, outliers, sorting and filtering, date conversions, generating new variables.</td>
</tr>
<tr>
<td>3</td>
<td>Visualization with R, Basic charts and graphs, GGPlot, understanding and interpretation of visuals.</td>
</tr>
<tr>
<td>4</td>
<td>Case of a Text Data Mining to understand Market Structure of Smart Phones.</td>
</tr>
<tr>
<td>5</td>
<td>Data Corpus, Documents and Terms, TDM extraction, Term frequency, TFIDF, Extracting and handling web data, web scraping in R, cleaning procedures, building word clouds and interpretations.</td>
</tr>
<tr>
<td>8-9</td>
<td>Word Clustering, LSA, Sentiment analysis, interpretations and usage.</td>
</tr>
<tr>
<td>10-11</td>
<td>Recommendation systems using R Studio.</td>
</tr>
<tr>
<td>13</td>
<td>Association Models and Market Basket Analysis in Retail</td>
</tr>
<tr>
<td>14-15</td>
<td>Application of Neural Network Model in prediction of Housing Price.</td>
</tr>
<tr>
<td>16</td>
<td>Project presentation</td>
</tr>
</tbody>
</table>
### VI. Data Pre-processing and Visualization

<table>
<thead>
<tr>
<th>Session No</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Scope of Online Analytics in Marketing, Knowledge Derivation of Data (KDD).</td>
</tr>
<tr>
<td>2-3</td>
<td>Pre-processing of business data, missing values, standardization, outliers, sorting and filtering, date conversions, generating new variables. Use of SPSS.</td>
</tr>
<tr>
<td>4</td>
<td>How can I tell stories from data? Case of a customer dataset by applying quick graphs in SPSS.</td>
</tr>
<tr>
<td>5</td>
<td>R and R-Studio, getting started</td>
</tr>
<tr>
<td>6-8</td>
<td>Visualization with R, Basic charts and graphs, GGPlot, More advanced graphics, understanding and interpretation of visuals.</td>
</tr>
<tr>
<td>9</td>
<td>Tableau software – getting started.</td>
</tr>
<tr>
<td>10</td>
<td>Creating quick pivot tables and charts. Using maps for charting.</td>
</tr>
<tr>
<td>11</td>
<td>Drill down hierarchies, sorting and groups.</td>
</tr>
<tr>
<td>12</td>
<td>Building dashboards with multiple sheets, formatting of Dashboards.</td>
</tr>
<tr>
<td>13</td>
<td>Filtering of data, Filter shelf and Interactive Filters.</td>
</tr>
<tr>
<td>14</td>
<td>Handling Dates in Tableau, use of hierarchy, making discrete and continuous charts, Trend lines and forecasts.</td>
</tr>
<tr>
<td>15</td>
<td>Building story –points in Tableau.</td>
</tr>
<tr>
<td>16</td>
<td>Project presentation</td>
</tr>
</tbody>
</table>

**OUR PARTICIPANTS ARE EXPOSED TO FOLLOWING TOOLS**

- Google Ads
- Facebook Ads
- Google Search Console
- IBM SPSS
- HubSpot
- Microsoft Office
- Tableau
- R
- Salesforce
- SendinBlue
- SugarCRM
Viral Marketing strategy for a fun-based mobile application introduced in Indian Market

Aakash Jain

ABSTRACT

CallO is the voice morphing mobile application which is about to be launched by the company BlackNGreen on the iOS as well as on Android operating system. The application has various features like voice changing, prank calls, emotions, ambiance sounds, etc. through which the user can change their voice in real time. The target audience has been identified by analysing the product features and the company’s past experiences for the same type of product in different markets.

The paper includes analysing the cost and reach of different marketing channels for the promotion of the mobile application which can provide the company maximum conversions in terms of downloads and subscriptions. For this various channels like Radio, Facebook, Twitter, YouTube, Google, etc. has been taken into consideration keeping in mind the target audience and accordingly the recommendations have been made to get the best output.

Later part of the paper includes designing on ground campaigns to increase the awareness about the application.
Company Overview

BlackNGreen (BNG) is one of the leading innovators and providers of VAS products and telecom solutions to the top telecom operators across the globe. BNG is among the fastest growing mobile technology companies in the world. They are currently present in 85+ countries and among the top 3 revenue generating partners at most locations. The company will continue to innovate new game changing products which can add value to the user experience while using the mobile services. These all products are IVR based and have very high demand in middle east countries.

Background

India is a very vast and growing market when it comes to mobile application. Indian smartphone users have reached 300 million users in 2016 and expected to reach 500 million by the end of 2017. As per Mobile Internet in India 2016, IAMAI and IMRB reports there were 389 million mobile internet users in India as on December 2016 and expected to reach 420 million by June 2017. India stands at number 1 when it comes to time spent on the application, with Smartphone users on an average spend 169 mins per day on their device. A high number of downloads will not only increase the usage, but it also increases the ranking in that store.

The usual consumer behaviour in India is that they are very price sensitive, believes in work of mouth, influenced by freebies, and usually do not keep more than 30 applications in their mobile phones.

Some applications like Prank Dial, IntCall, FunCall, etc. are present on Playstore but their revenue is very negligible from Indian Market.

Research Objective

The Research Objective is to find out the promotional channels through which the mobile application can be made viral in the Indian market in the most economical and effective way.

Methodology

To check the effectiveness and the amount which will be incurred on different medium was first analyzed and accordingly those ways where we are not targeting the right audience and which are costly will be eliminated and we can finally decide which way to go for.

Check the mediums of marketing and analyze the cost incurred on each platform

Deciding on those channels which are effective and economical
What can be the other possible ways of promotions (new ideas)

Target Audience

The target audience for the application is age group of 18-35, Tier-I and Tier-II cities, college going students, call centre workers.

<table>
<thead>
<tr>
<th>Type of Ad</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promoted Trends</td>
<td>Rs 5.5 lakh for 24 hrs</td>
</tr>
<tr>
<td>Promoted Tweets</td>
<td>Rs. 32.5-650 or more per engagement</td>
</tr>
<tr>
<td>Promoted Account</td>
<td>Rs. 32.5-650 or more per engagement</td>
</tr>
</tbody>
</table>

Solution

Advertisement on Social Media

Facebook Ads

<table>
<thead>
<tr>
<th>Factor</th>
<th>Estimates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>18-35 years</td>
</tr>
<tr>
<td>Region</td>
<td>Delhi</td>
</tr>
<tr>
<td>Potential Reach</td>
<td>8.8 Million</td>
</tr>
<tr>
<td>Daily Budget</td>
<td>INR 600 (Assumption)</td>
</tr>
<tr>
<td>Weekly Budget</td>
<td>INR 4200</td>
</tr>
<tr>
<td>Estimated Daily Results Reach</td>
<td>3.9 lakhs to 14 lakhs</td>
</tr>
<tr>
<td>Estimated Daily Link Clicks</td>
<td>3,800 - 24,000</td>
</tr>
</tbody>
</table>

This data is taken while configuring the Facebook ad, the actuals may be different based on the targeting. CPC will become higher as target is well defined.

Google AdWords

PPC (Pay Per Click) for Search Ads is less than INR 65 while for Display Ads it is more than INR 65.

YouTube Video Ads

For skippable in-stream ad cost is incurred only when the video is played more than 30 seconds

- On average, the typical CPV ranges from around INR 0.70 to INR 17
- Hence, a viewing goal of 10,000 views for a video ad will cost a budget ranging from around INR 7000 to INR 1,70,000
- Cost varies with extent of targeting and video content.
**Advertisement through Radio Channels**

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Location</th>
<th>Listenership</th>
<th>Total Cost(INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red FM-93.5</td>
<td>Pune</td>
<td>140,000</td>
<td>20,125</td>
</tr>
<tr>
<td></td>
<td>Mumbai</td>
<td>1,585,000</td>
<td>70,000</td>
</tr>
<tr>
<td></td>
<td>Kolkata</td>
<td>2,018,000</td>
<td>21,000</td>
</tr>
<tr>
<td></td>
<td>Ahmedabad</td>
<td>395,000</td>
<td>17,500</td>
</tr>
<tr>
<td></td>
<td>Delhi</td>
<td>1,897,000</td>
<td>64,750</td>
</tr>
<tr>
<td></td>
<td>Bangalore</td>
<td>579,000</td>
<td>29,750</td>
</tr>
<tr>
<td>Big 92.7</td>
<td>Chennai</td>
<td>354,000</td>
<td>21,000</td>
</tr>
<tr>
<td>Fever 104</td>
<td>Bangalore</td>
<td>203,000</td>
<td>24,500</td>
</tr>
</tbody>
</table>

The following radio channels and the locations were identified based on the targeted RJ who plays prank during their broadcasting and the location for our right target audience.

**Famous YouTube**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Subscribers</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>BB Ki Vines</td>
<td>2,875,900</td>
<td>380,991,954</td>
</tr>
<tr>
<td>The ViralFever</td>
<td>2,447,278</td>
<td>330,102,255</td>
</tr>
<tr>
<td>AIB</td>
<td>2,143,889</td>
<td>224,824,985</td>
</tr>
<tr>
<td>BeingIndian</td>
<td>1,340,084</td>
<td>212,675,722</td>
</tr>
<tr>
<td>CarryMinati</td>
<td>957,810</td>
<td>110,926,789</td>
</tr>
<tr>
<td>Kenny Sebastian</td>
<td>687,891</td>
<td>59,129,124</td>
</tr>
</tbody>
</table>

Target these YouTube channels for using “CallO” app to play prank on users/ for targeting our YouTube ads on these channels.

Target RJ’s Facebook Pages/YouTube Channels

Some of the famous RJ’s like Naved, Balaji, Danish Sait, Raunac, Sunil, Shrikant can be contacted to promote the application features on their Radio shows or on their Youtube/Facebook pages.

Review Websites

Some of the websites like 148Apps, Appmodo, AppSafari, etc. which writes reviews about fun-based mobile applications can be used to get the application reviewed.

On Ground Promotion

To create the buzz about the application in the target audience it’s important to reach them out and make them aware of the application and their features. For that the company can use the on-ground promotion campaign “#RACETHEHEAT” where they can target the colleges in Delhi region. The cost incurred for this campaign depends on the company for how many days they want to run this campaign. Under this campaign the company required 2 salespeople who will visit the campuses and identify the students who are standing in groups, give the brief about the prank and ask their friend’s number on whom they want to play the prank. Upload the recording on the social media and provide these students free coupons if they share the same on their Facebook pages.

User Reviews about the application

The trial version of the application was tested on some of the users by using different prank scenarios. These are some of the observations.

Voice was not very clear and low

Time lack in response

Call was very real

Users hanged the call after 30-40 sec

Some voices were not real

**Conclusions**

Based on the above findings and observations, the following marketing strategy can be followed to get the app viral in the market.

**Month 1** - Reach out to your friends, send them the link and get the app downloaded by them. Share the best recorded prank on social media with the help of animated videos and upload them on social media channels.

**Month 2** - #RACETHEHEAT Campaign to create the buzz about the app.

**Month 3** – Create Facebook Ads targeting only Delhi region, age 18-35 years. Also, promote app through Radio Channels/RJ’s.

After three months of promotion, analyse which promotion strategy is giving the maximum reach in terms of downloads/subscription, change the bidding strategy and expand to different cities now.

**Month 4** - Target some of the famous YouTube channels/people who can promote our application either by using it or through advertisement on their channels. Join Facebook groups and promote the application. Get the app reviewed on review websites and get listed there.

**Month 5** - Identify the best promotional channel and expand into other tier I cities.

**Month 6** - Run a regular campaign for mobile ads and increase the downloads/subscriptions.
Recommendations

Initially the app needs to be promoted through friend’s recommendation and on ground app promotion.

Creating Facebook page and ads can help to reach the target audience at minimum cost, maximum audience can be reached. Creating video content is important before starting the promotion.

Pitching RJ’s to play prank on users through the application as this will reach to mass audience and will have greater impact on the target audience.

Create YouTube Channel and promote content through it. Do not create YouTube ads, but approach YouTubers who plays pranks on public to promote content on their channels.

Join Facebook groups, get the app reviewed as it might reach to the right user and that can help to increase downloads through word of mouth.

Improving the quality of the app is important to win the consumers interest.

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Frost & Sullivan’s Database
CRISIL Industry Research

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Aakash Jain

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He is a graduate from MNIT Jaipur (2012 batch). He is Google Adwords Professional certified.
Analysis of Social Media Marketing Performance of a Healthcare Organization

Abhishek Somani

ABSTRACT

The Project is a part of the Social Edge team of Genpact. The project basically involves analyzing the social media performance of a healthcare organization at regular intervals and giving appropriate insights. The company is actively involved in leading social media platforms such as Facebook, Twitter, Instagram, LinkedIn and YouTube and this project helps the company to strategize their corporate brand awareness strategy in these platforms.

This project requires understanding of different analytical tools such as Radian 6, Crimson Hexagon etc. and analytical platforms such as Facebook analytics, Twitter analytics and YouTube analytics. These tools help to collect and analyze social media data. These tools not only help in general analysis of the company’s performance but also covers specific analysis of events in much greater detail.
Company overview
Genpact is a worldwide expert administrations firm centred around conveying computerized change for their customers. It came into existence in 1997 as a special unit under General electric. From then, Genpact has developed various capabilities and now provides solutions to leading business organizations. Most of the solutions are analytical solutions on issues such as data management, digital marketing, risk management and market knowledge. Along with analytical solutions, Genpact also provides IT solutions such as BPaaS and consulting to various business problems.

Introduction
Social media websites, over the past few years, have provided a huge platform to business organizations to promote their offerings to a large audience. Not only does they provide an opportunity to reach many audience, but social media websites also enable the companies to keep the target audience engaged through personalized promoted messages. Most organizations also hire marketing companies to design and promote their content on social media websites.

To manage the company's spent, it is important to analyse the performance of each activity on social media platforms, benchmark them against historical data and standards and see whether the posts are reaching the right audience and generating desired engagement. Sponsored events such as marathons are expected to create greater buzz since they are promoted to a certain target audience. So, it is equally important to analyse how these events affect the reach and engagement levels.

Problem statement
The main objectives of the study are-
To understand the functionality of various analytical platforms as well as Social Media platforms and tools such as Radian 6, Crimson Hexagon etc.
To compare the company's performance with respect to other competitors on various social media KPIs such as reach, engagement, engagement rate and number of followers

To observe and analyse the effect of promoted and sponsored events on the overall brand awareness of the company

The research problem being studied is “To see the impact of posts on events such as marathons on the overall brand awareness of the company”

The company sponsors many events and promotes paid activity on different social media platforms. The main research question that will be studied is “How do this paid activity events relate to the overall performance as indicated by the social media KPIs?”

Methodology
The basic methodology that is followed is-

• Data Aggregation
• To analyse the performance of the company, data is collected from various social media platforms.

Sources: Facebook, Twitter, Instagram, YouTube and LinkedIn
Data collected: Posts, date, type of post, likes, comments, shares, impressions, video views, followers etc.

Data interpolation
After collection of data from different social media platforms, the data is interpolated in a unified format so that it can be analysed further. A macro is created which automatically calculates the reach and engagement levels for different posts so that engagement rate can be calculated. The data collected from radian 6 and traditional media such as news sites are also interpolated.

Data analysis
After interpolating the data, it is analysed by first calculating engagement rate.

\[
\text{Engagement} = \text{Likes} + \text{comments} + \text{shares} + \text{clicks} + \text{video views} \\
\text{Engagement rate} = \frac{\text{Engagement}}{\text{Reach}}
\]

The engagement rate is then compared against industry benchmark and historical data to provide a basis to measure the performance.

Insights
After analysis, insights are given regarding the percentage change in the activity level and the major driving force for the engagement levels in each social media platform.

Solution
The healthcare organization sponsored two marathons, namely Marathon A and Marathon B during the weeks 9th April- 15th April and 16th April-22nd April respectively. To see the impact of these events on the reach and engagement levels, a weekly analysis of the posts on social media platforms for the month of April was conducted. The posts on different social media platforms such as Facebook, Twitter, Instagram, YouTube and LinkedIn were analysed on social media metrics such as reach, engagement, impressions, clicks etc. The result that was obtained was-

After analysing these social media platforms for 4 weeks, the insights that were obtained were-

The week before the marathons were organized (i.e. 2nd April- 8th April) had only normal posts without any paid promotion. The reach and engagement levels were below the expectations of the company and there was a slight drop (approximately 1 percent) in the followers' number. Major reason for these numbers could be that there were no paid posts on the marathons which could gain engagement from the target population
The week 9th April-15th April saw Marathon A being sponsored by the company and hence there were paid posts promoting the marathon on all social media platforms. The company also used different type of posts (video, link and photo) on different social media platforms. This helped the company to achieve an exponential increase in the reach and engagement levels. Traditional media also showed a lot of buzz regarding the marathon.

The third week of April saw Marathon B being sponsored by the company and there was follow up posts on Marathon A. There was a slight increase in the reach and engagement levels but the increase was much lower than the previous week. One possible reason behind this was that the company didn't post on all the social media platforms.

The week 23rd April-29th April saw follow up posts on Marathon B and some general posts. Since paid activity was much lower than previous week, reach and engagement levels dropped a bit. But the company posted posts on almost all the social media platforms and took into consideration the timing of the posts which helped the company to increase their number of followers.

**Marathon analysis**

The two marathons, Marathon A and B, were also analysed individually. The reach and engagement of both the marathons was calculated on 3 social media platforms—Facebook, Twitter and Instagram. The reach and engagement were also compared to the previous 2 years’ performance data to find out the percentage change in the reach and engagement values.

| Source: Genpact |

The insights that were obtained from the above data were-

- Twitter has the highest engagement rate (ER) amongst all the 3 channels because of high number of retweets and replies.
- Reach and engagement were the highest in the year 2017 because of high number of followers.
- 2016 had comparatively lesser number of posts than 2015 and 2017, due to which the reach and engagement values were lower.
- Except Instagram, the brand awareness increased in 2017 which is evident by the increase in Engagement rate despite having fewer posts.

**Marathon A**

<table>
<thead>
<tr>
<th>2015</th>
<th>2016</th>
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<tr>
<td></td>
<td></td>
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<td><strong>Reach</strong></td>
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</table>

**Source: Genpact**

The insights that were obtained were-

- Marathon B had a much higher reach and engagement despite having fewer posts than Marathon A.
- 2015 saw the highest engagement rate amongst all the 3 years.
- Despite having higher number of posts in 2017, the engagement rate and the hence the brand awareness was lower in 2017 because of the following reasons-
  - The promotions of Marathon B overlapped with the post marathon posts of Marathon A.
  - The timing of the posts and the type of posts also played a role. For example, 2015 had 3 video posts on Facebook for promoting marathon B whereas there were only 1 video post in 2017. Since video posts garner comparatively higher reach and engagement, 2017 saw a drop in the reach and engagement values.
Conclusion

Social media marketing helps an organization to reach a large and diverse group of audience quickly and effectively. But social media marketing is not just about posting posts regularly on different social media websites. To effectively reach the target audience and improve corporate brand awareness through social media marketing, it is pre-requisite to take into consideration various factors. The various factors include deciding on –

- The target audience
- The type of posts which appeals to them
- The timing of the posts
- The content of the post

Sponsoring events such as marathons, particularly for a healthcare organization, do help to increase their brand awareness and brand affinity. But promoting events on social media websites also require taking into consideration the above-mentioned factors. Promoting two events simultaneously may lead to confusion in the minds of the consumer.
Digital Marketing Strategy: Building Brands Online

Akshay Jayant Natu
Introduction
SoCheers Infotech Pvt. Ltd. started out as a social networking platform in Mumbai in 2011, but in 2013 it was relaunched as an out-an-out digital marketing agency. But slowly and surely, in what can be termed as gradual steps forward, it has converted itself into a 360 degree marketing solutions agency. Having one foot strongly held in its core competency of taking brand stories online via content marketing and activations, it is venturing into other marketing solutions through vendors and contacts. The company believes in creating vivid and recallable digital experiences for its clients and its consumers.

Objectives of the internship:–
Analyzing and studying different strategies formulated in Digital Marketing
Understanding target groups and consumer profiles of SoCheers' clients
Analyzing the existing segmentation, targeting and positioning scenarios
Ideating and constructing digital and offline advertising campaigns
Examining social media marketing strategies across industries
Impact assessment of the applied strategies using Analytics

Going by numbers and trends, digital marketing is proving to be an alternate content space in comparison to other forms of non-print media for consumption. The conventional non-print media has its set of restrictions, which digital media is catching up on. Users, as they say, “are leaving their digital footprints everywhere”. All this can be said without undermining the importance of the tradition media. Digital marketing is “a tool of the present, with claws in the future”. Digital marketing is extremely attractive because of a number of features:

Extensive Targeting
The content going up on digital media platforms can be targeted, according to various segments, demographically, geographically and according to psychographics instead of paying exorbitant money on television ads which may have the potential to reach a large number of people, but with no ways to measure or ensure that it reaches the relevant audience. “A shot in the dark, definite to hit someone, but uncertain to reach the one it was intended for”.

Lower Costs
Costs associated with digital platforms are way less than conventional media. For example: an outdoor hoarding in a prime location in Mumbai costs around 25 lacs, a spot on a GEC like Sony TV costs 30 lacs, whereas a prolonged paid campaign (inorganic) for a movie costs less than 10 lacs. Adding to the above, organic content is promoted free of cost.

Going Viral
Quality content always has the potential to go viral, which ends up exponentially increasing its reach and hence bringing in many prospective customers onboard.

Here to Stay
Digital marketing is indeed here to stay and will become an indispensable for communication with new technologies like IoT and virtual reality becoming a part of our lives, it is expected to stay and become bigger.

Methodology and Results
Unless digital agencies are well established, they operate more or less like a start-up. Likewise, SoCheers majorly works through 4 broad teams: Graphic Designing (also known as Art team), Digital Strategy (or Brand Strategy team), Client Servicing (Brand Management Team or Accounts Team, as they handle client accounts) and Copywriting and Content. Each team has a distinct responsibility, and the overall organizational structure is flat. This helps maintain a great, non-hierarchical work atmosphere.

The Brand Strategy Team or simply, The Strategy Team springs into action when a new client proposal or a pitch is to be prepared. SoCheers’ Strategy team consists of 4-5 dedicated thinkers who read the client requirements and start preparing a digital blueprint which is then pitched to the client. The pitch is a group effort and though the final PPT may be presented by a founding member, group ideation and brainstorming sessions are the key tools used to bring out ideas for the client.

During the ideation sessions, decisions are made around the central theme or campaign, which platforms to target, what kind of content buckets, content pegs are to be include under each platform and what kind of launch campaign are to be use for the brand. The decided upon content buckets would then be further explained by means of sample posts or tweets, backed by a static creative, infographics or GIFs. Let us take a look at how a pitch is structured and what are the different elements of the pitch.

Understanding of the Brand
To Begin with, after a call to discuss the brief is taken with the client, the basic requirements and objectives of the project are decided upon. The client mentions what industry the client is in, its market status, its communication, brand equity, brand elements and most importantly: its customers.

E.g.: Mahindra Spare Parts

“Mahindra Spare Gears stand for trust, genuinity and wide reach. We are bearers of a brand identity that aids people and invites them to be a part of the family. Continuing with the same attitude the campaign aims at involving, educating and influence the potential target group towards Mahindra Genuine Spares.”

Target Audience
Each brand will have a specific target audience depending on the product and the reach of the client. This has to be captured in technical terms so that a sound strategy can be formulated.

E.g.
Every Mahindra vehicle owner/driver

For Urban
- UVs
- SUVs
- MNALs (Trucks and Buses)
- Two Wheelers

For Rural
- Tractors
- MNALs (Trucks and Buses)
- BOPs (Gio, Alfa, Champion, Maxximo)

Urban
- Age Group 1: 18-30
- Age Group 2: 30-45
- Gender: Male
- Demography:
  - Business
  - Students
  - Corporate Professionals
  - Spare Part Retailers
  - Local Repair Shop Owners
- Languages:
  - Hindi, English

Rural
- Age Group 1: 16-30
- Age Group 2: 30-55
- Gender: Male
- Demography:
  - Farmers
  - Zamindars
  - Tractors Repair Shop Owners
  - Repair Mechanics
  - Spare Part Retailers
- Languages:
  - Hindi, Regional (State-wise)

Characteristics
On-the-road business man, his car is an integral part of his job
Zamindar who owns his own farms, with a large number of farmers working under his using Mahindra’s Tractors

Personas
We construct sample personas based on our Target Group. Conventionally a group of potential customers are described along with their motivations for buying or rejecting the brand or product.

Sample Persona
Balwant Prakash Aneja, 32. Balwant works as a farmer in Ramesh Kumar zamindar’s barley field. He commutes to and fro to Muktsar every day from Moga, where he lives with his family. His wife works as a maid, and his two children study in a Punjab govt. school. Balwant got his Mahindra tractor almost 8 years ago and is trying to teach his son how to ride the tractor and work the fields. In order to cut corners, he uses the cheap parts supplied by make shift mechanics in Moga town. He is not aware of the harms of fake spare parts. He subconsciously considers the gradual deterioration in the tractors performance as inevitable depreciation. His zamindar is owner is unaware of options for better spare part recommendations for his loyal farmer.

Objectives
A set of central objectives are designed keeping in mind the brand understanding and the target audience.
E.g. (For Mahindra Spare Parts Campaign)

Inform: Create Brand Awareness through 360 umbrella campaign
Educate: Benefits of genuine over fake parts need to educated to the TG and the tertiary stakeholders
Influence: Consumer’s buying decision

The Campaign
The campaign is built to be an all incorporating and encompassing strategy which aims to satisfy all the central objectives and expectations of the client from it. This is aimed to be achieved by means of digital and social media enhancement, content curation and activations across multiple platforms. The campaign has a unified or a central theme around which the content is built, to be replicated across all platforms be it Facebook, Twitter or any one of the numerous digital platforms available. It can also be replicated on outdoor media promotions to integrate online offline strategy and create recall value for the campaign. The campaign can run under a content bucket, compilation of individual content pegs, or simply be a theme reflected in the content strategy.

E.g.Campaign Introduction: Asli ya Nakli
Fake spare parts in vehicles, tend to give temporary and economic relief, but damage the life of a vehicle. In the long run, the consumer ends up spending more overall on the vehicle due to faulty parts. We, through this campaign not only aim to promote Mahindra Genuine Spares, but also imbibe the habit of buying asli parts.

Kabtak nakli parts se apne vahan ki sehat bigadte rahoge? #AbSeAsli Parts hi chuno apne vahan ke liye.

The Execution
The execution strategy depends on which digital/traditional platforms do the strategy need to be integrated, what content pegs are being used, how to structure the entire campaign: pre-launch, launch and sustenance so that sufficient buzz is created, the launch gathers the required eyeballs (reach) and the buzz is sustained around the brand.

For example, a brand like Mahindra Spare Parts, unlike the other digital campaigns we normally carry out has the audience located in a different geography and psychograph, and therefore needs heavy integration with the traditional forms of media to reach out to them. Social media plays an “instrumental yet subdued” role here.
Platforms Used

There are a number of digital platforms available and the brand’s presence can be maintained on any number of them. To begin with Mahindra Spare Parts had almost zero digital presence. The first thing which needed to be done was to bring it on board.

- Some Popular Social Platforms are:
  - LinkedIn
  - Facebook
  - Twitter
  - Instagram
  - Pinterest
  - Snapchat

Though for this particular campaign we went a different path: Here’s a map of the mediums we used:

Content Buckets

Once the platforms are chosen we need to design content buckets for each platform. Each content bucket will typically have a hashtag (#) associated with and content will be shared on a regular basis relating to a common topic or theme reflected by the hashtag. Care must be taken that each content bucket must be in line with the central campaign selected earlier.

Example: #AbSeAsli

This would be our central content bucket which would be integrated across Facebook, Twitter and Outdoor promotions. We would be highlighting both the quality of the content generated and the cutting edge features that enable the users to generate the content. Content could be anything from run off the mill pictures to slow motion videos.

Campaign Phases:

Awareness

Mediums used: Print, Radio, YouTube, Facebook & Twitter and SMS

Action

Mediums used: TV Commercial, Radio, Print, YouTube, Experiential Marketing (Urban and Rural), Microsite, Facebook and Twitter

Sustenance

Mediums used: Print, Facebook and Twitter, Discussion Forums, Search Ads (SEM), Display/Banner Ads, WhatsApp

Result Analysis through Digital Analytics

Once the campaign is up, we need to judge its impact and effectiveness. How do we find out if it has made the desired impact, or is it lacking? Is it reaching a good number of people in our defined target group? The analytics features incorporated in most popular platforms is an obvious answer to the questions above.

Facebook

Page Likes

The number of page likes is a good indicator of the increase in popularity of the respective client page.

Post Reach

Each post on a FB page reaches a finite number of people. Reach in layman’s terms would be visibility or the number of people who could view this particular post.

Actions

Actions are what a user does on seeing the post. Actions lead to engagement as this means the content or post was intriguing or effective enough to warrant some kind of reaction from the viewer. Major kinds of actions are:

Engagement Rate

In engagement rate, we take the ratio of Actions to that of total reach of the post.
Twitter

As far as twitter is concerned a few other parameters are used to gauge the response and effectiveness of each post.

Followers
Followers on Twitter, is analogous to Page Likes in FB and gives a brief idea into how popular the Twitter handle is and we can measure the month to month growth in followers. A decline in follower increase rate should be rectified.

Impressions
Impressions mean the delivery of a particular tweet to specific accounts Twitter stream. Though not all tweets in the stream are read or noticed by the user this gives the tweet a greater chance to be read.

Retweets
Good quality tweets which capture the attention of viewers are retweeted, similar to how FB posts are shared. Retweets gives us a good indicator to the relevance and quality of our content.

Mentions
Mentions are instances where the Client’s username is mentioned anywhere in the body of a user’s tweet. This means that the handle is gaining popularity and the current campaign is working.

Results and Discussion

The task at SoCheers was not a single project but a series of clients which required working on simultaneously, each client needing 3-4 days for pitch preparation. Based on the pitch, the client would be converted and the strategy roadmap would be executed. For a sound strategy, the following need to be instrumental in a digital strategist’s repertoire

Understanding expectations of the client (Where they are vs. where they want to be)
Formulate a digital strategy to meet client requirements which include:
• Brand and Product understanding
• Understanding the client industry and overall communication trends
• The Client's Target Audience
• Consumer Profiles and psychographics
• Campaign Objectives
• The Campaign Idea
• Content Strategy
• Campaign execution across digital platforms
• Impact assessment of strategy via continuous evaluation

Conclusion

Agencies like SoCheers are experts in reading trends and understand that only sound digital plans will not alone help a holistic marketing vision. Slowly but surely, in what can be termed as gradual steps forward, it has converted itself into a 360 degree marketing solutions agency. Having one foot strongly held in its core competency of taking brand stories online via content marketing and activations, it is venturing into other marketing solutions through vendors and contacts.

Having said that, Digital Marketing still remains an important fruit in the basket, it deals with a range of human emotions and can help one's brand or product reaches a huge number of people at the fraction of the cost. It has the power to quantify our customer, who is a person, with feelings, with likes and dislikes and character traits. If you can understand (with data backing you) and be empathetic to him, he will give you his money (sales) and heart (brand loyalty).

“Marketing and life aren’t different, as, at the end of the day; it’s all about understanding and caring for people”.

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He is certified with Google Adwords, Hubspot Inbound and Content Marketing and takes keen interest in studying Consumer Behaviour and digital trends.
A Digital Marketing plan for a Retail Bank based on Market Basket Analysis

One of the biggest challenges of any business these days is to understand what exactly the customer wants. The cost of acquisition of new customers is five to six times higher than retaining an existing customer, according to a survey. So, to remain competitive in the business, understanding the consumer behaviour is very critical, otherwise, the company may lose the customer. In the retail banking industry, making the customers aware of the products will be crucial in getting the business for the bank. This project deals with understanding how the customers purchasing the products from the retail banks. Also, finding the consumption patterns of the customers which will be helpful as the banks could suggest to the customers according to the patterns.

A qualitative research was done to understand the purchasing process of the customers. To obtain the hidden patterns, the analysis of the customers' data was done. The customers' data was taken from HDFC bank branch of a tier-2 city in South India. The customers are segmented into three classes, namely class A, class B, class C with respect to the demographic variables. By using the data mining techniques, the hidden patterns and the correlations between the different products have been found out. After that, Email & SMS campaigns were run to the prospective customers who are identified by Market Basket Analysis.

ABSTRACT

One of the biggest challenges of any business these days is to understand what exactly the customer wants. The cost of acquisition of new customers is five to six times higher than retaining an existing customer, according to a survey. So, to remain competitive in the business, understanding the consumer behaviour is very critical, otherwise, the company may lose the customer. In the retail banking industry, making the customers aware of the products will be crucial in getting the business for the bank. This project deals with understanding how the customers purchasing the products from the retail banks. Also, finding the consumption patterns of the customers which will be helpful as the banks could suggest to the customers according to the patterns.

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Introduction

HDFC Bank, the major subsidiary of HDFC Ltd., incorporated in 1994, is the largest private sector bank in terms of assets. It is headquartered in Mumbai, Maharashtra with a wide distribution network of 4715 branches in 2657 locations across India. As the banking penetration in rural India is rising and with a wide scope in the future, HDFC bank can increase its services to more number of people. It deals with many products including retail banking, wholesale banking, credit cards, and several loans.

Problem statement

With the increasing competition in the retail banking, the understanding of the consumer behaviour is very important to be competitive in the industry. The customers have many choices to choose from as the competition in the retail banking is getting intense. It is too costlier to acquire a new customer rather than to retain existing customer. To retain, without losing them to competitors, the understanding of their needs is more important. The personal bankers can suggest the customers new products by identifying the associations and hidden patterns. Thus, it becomes imperative for the retail banks to understand the consumer behaviour in purchasing the products. This project aims to identify the associations and customers' hidden patterns by using the market basket analysis in retail banking.

The personal bankers should have to know the consumer behaviour, so that they could understand the demands of the customer. This would help them to generate the leads to the bank.

Objectives of the study

To identify the hidden patterns of the customers in the consumption of products from the retail banks

To identify whether there is any difference in the consumer behaviour of the customers who are segmented according to their income levels

To conduct a digital marketing campaign to the prospective customers, identified by using market basket analysis, to generate the leads to the bank

Research Methodology

A qualitative research was done to understand how the personal bankers sell the products to the customers in the retail banks. For this purpose, depth interviews were done to the personal bankers, relationship managers, and to the customers.

After understanding how the selling has been happening in the retail bank, data analysis (market basket analysis) was done to identify hidden patterns in the purchase of the products.

Data collection procedure

Data was taken from the Personal bankers and the relationship managers of an HDFC bank located in Tier-2 city of South India. The customers were classified into 3 groups (class A, class B, class C) based on the maintenance of average funds with the bank. Total 375 customers data have been taken and in that 95 customers are in class A and 120 customers are in class B and others in class C.

Data Analysis

We use the SPSS modeler to analyse the data. For finding the associations and hidden patterns, we use “A priori” algorithm and some data mining techniques.

Market Basket Analysis

For conducting market basket analysis, first, you need to have a data set of transactions. Each transaction consists a group of products that are bought together and that is referred as itemset. Now, these transactions are analysed to identify the rules of the association.

Before applying any rule, you need to identify the strength of the rule so that you could have evidence to suggest whether the rule will result in a beneficial outcome. The strength of the rule can be identified by using several metrics. In this analysis, the support, confidence, and lift were used and the calculation of the metrics is as follows,

Support

The percentage of groups that contain all the items in the association rule is called the support of an association rule. The more the support the more frequently the itemset occurs. Item sets with more support are preferred as they are applicable to a large number of future transactions.

Confidence

The records for which the rules’ antecedents are true and the percentage of all those whose consequents are also true. It is the percentage of predictions on the base of rules that are true. The rules with less confidence are removed to get the accurate predictions. If the number of rules is very low then we can change the confidence level to get the required number of rules.

Lift

The probability at which all the items in a rule occurring together is called the lift of the specific rule. A lift of more than 1 suggests that there is a positive association between the two items, if it is less than 1 there is a negative association between the two items. If the lift is exactly 1 then there is no association.

Findings & Analysis

The analysis was done on the data of total 375 customers of which Class A- 95, class B-120, Class C- 155 customers. The different products the bank is offering to the customers are as follows,

- PL - Personal loan
- HSL - HDFC securities Ltd. (Mutual funds, investments in equity
46

Markets
- BL - Business loan
- CA - Current account (for business purposes)
- TDRD - Term deposits and recurring deposits
- Insurance - Life insurance or General insurance
- GL - Gold loan
- FOREX - Foreign exchange account
- BB - Business banking (Extra facilities for business bankers)
- AL - Auto loan (Loans for 4 wheelers and two wheelers)
- LAS - Loan against securities
- CBDT - Central Board of direct taxes (account for paying taxes)
- LOCKER - Locker facility

Class A customers
The notation of the customers’ group is different in the bank but for the convenience purpose, it is denoted as Class A here. These customers maintain more than 10 lakhs as an average balance in their bank accounts. Due to this, they get additional benefits from the bank. They are mapped to a Relationship manager who will manage their funds and accounts. He/she will guide the customer to meet their financial goals.

Table 1: Patterns obtained from the data of class A customers

<table>
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<tr>
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<td>41.170</td>
<td>1.442</td>
</tr>
<tr>
<td>insurance</td>
<td>hsl</td>
<td>30.233</td>
<td>38.462</td>
<td>1.067</td>
</tr>
<tr>
<td>tdrd</td>
<td>insurance</td>
<td>39.535</td>
<td>38.235</td>
<td>1.265</td>
</tr>
<tr>
<td>hsl</td>
<td>tdrd</td>
<td>39.535</td>
<td>32.258</td>
<td>1.067</td>
</tr>
<tr>
<td>ca</td>
<td>locker</td>
<td>40.698</td>
<td>31.429</td>
<td>1.423</td>
</tr>
<tr>
<td>locker</td>
<td>hsl</td>
<td>39.535</td>
<td>29.412</td>
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</tr>
<tr>
<td>tdrd</td>
<td>locker</td>
<td>40.698</td>
<td>29.032</td>
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</tr>
<tr>
<td>ca</td>
<td>tdrd</td>
<td>40.698</td>
<td>29.671</td>
<td>1.198</td>
</tr>
</tbody>
</table>

Class B customers
The customers who are maintaining funds in the range of 5 - 10 lakhs as average balance was classified under this category. These customers are also getting additional benefits but they are less when compared to class A customers. These customers are also mapped to the relationship manager who will manage their funds and accounts. The manager will guide the customer in meeting their financial goals.

Table 2: Patterns obtained from the data of class B customers

<table>
<thead>
<tr>
<th>Consequent</th>
<th>Antecedent</th>
<th>Support %</th>
<th>Confidence %</th>
<th>Lift</th>
</tr>
</thead>
<tbody>
<tr>
<td>TDRD</td>
<td>Locker</td>
<td>18.692</td>
<td>55.0</td>
<td>1.201</td>
</tr>
<tr>
<td>HSL</td>
<td>Locker</td>
<td>18.692</td>
<td>55.0</td>
<td>1.279</td>
</tr>
<tr>
<td>TDRD</td>
<td>insurance</td>
<td>22.43</td>
<td>50.0</td>
<td>1.092</td>
</tr>
<tr>
<td>HSL</td>
<td>Insurance</td>
<td>22.43</td>
<td>50.0</td>
<td>1.163</td>
</tr>
<tr>
<td>TDRD</td>
<td>HSL</td>
<td>42.991</td>
<td>45.652</td>
<td>0.997</td>
</tr>
<tr>
<td>HSL</td>
<td>TDRD</td>
<td>45.794</td>
<td>42.857</td>
<td>0.997</td>
</tr>
<tr>
<td>TDRD</td>
<td>CA</td>
<td>31.776</td>
<td>38.235</td>
<td>0.835</td>
</tr>
<tr>
<td>CA</td>
<td>TDRD</td>
<td>45.794</td>
<td>26.531</td>
<td>0.835</td>
</tr>
<tr>
<td>Insurance</td>
<td>HSL</td>
<td>42.991</td>
<td>26.087</td>
<td>1.163</td>
</tr>
<tr>
<td>Insurance</td>
<td>TDRD</td>
<td>45.794</td>
<td>24.49</td>
<td>1.092</td>
</tr>
<tr>
<td>Locker</td>
<td>HSL</td>
<td>42.991</td>
<td>23.913</td>
<td>1.279</td>
</tr>
<tr>
<td>Locker</td>
<td>TDRD</td>
<td>45.794</td>
<td>22.449</td>
<td>1.201</td>
</tr>
</tbody>
</table>

Class C customers
These customers are required to have the average balance of more than 2 lakhs to be in this category. These customers have been getting the additional benefits other than the normal customers. These customers are mapped to the personal bankers who manage their accounts. They will also help them in taking decisions to meet their financial goals.

The table-1 data belong to the class A customers. The patterns that were obtained from their data were tabulated. The first pattern was between the PI and BL.

The customers who are taking business loan are also taking a personal loan for this the confidence is 100% and lift is more than 1 which says that if there is a positive relationship between them.

The customers who are purchasing the insurance are also willing to make some fixed deposits in the bank. This has a confidence of 75% and lift of 6.6. This means most of the insurance seeking customers are risk averse so they are investing in the fixed deposits.

There is a 45% confidence and lift of 1.142 for the antecedent HSL and consequent TDRD. This means customers who are investing in the equity-related investments are also investing in the bank fixed deposits. 45% of them are willing to diversify their investments.

The customers who are taking the insurance are also investing in the equity-related investments. The confidence for this is about 40% and lift is of more than 1 which tells that there is a positive correlation.

There is a positive correlation between the Current account and the Auto loans.
From all the customer segments, it is evident that there is a pattern in the consumption of business loan and personal loan. There is a positive correlation between them which means the customers are willing to take both loans in most of the cases.

There is also a positive correlation between the insurance and TDRD and vice-versa. This means those are purchasing insurance products from the bank are also willing to invest in the fixed deposits.

There is another interesting pattern in the consumption of securities (equity-related investments). The customers who are investing equity-related funds are also investing in the fixed deposits and the insurance products.

**Digital Marketing Plan**

The prospective customers, identified from the analysis, are divided into sub-groups as per the patterns obtained. Emails and SMS were sent to them from the respective bank to generate leads to the bank.

**Email & SMS campaign**

Emails & SMS were sent to the customers who are identified as the potential prospects from the market basket analysis. The customers who had taken business loans were sent emails & SMS regarding the personal loans. Those who were taken insurance policies were sent broachers regarding the TDRD. In the same way, for those who invested in equity-related investments were sent several plans of insurance and fixed deposits.

The customer's enquiry about the products has been increased by over 30% after this campaign.

**Recommendations**

The Relationship manager should make the customers aware of all the products which will help them in achieving their financial goals. The patterns which were obtained in the analysis can be useful for the RM's in suggesting the customers about the products. This process should be done from time to time to understand the new and changing patterns which could come. The digital campaign should be run according to the patterns obtained to better generate the leads to the bank.

### Table 3: Patterns obtained from the data of class C customers

<table>
<thead>
<tr>
<th>Consequent</th>
<th>Antecedent</th>
<th>Support %</th>
<th>Confidence %</th>
<th>Lift</th>
</tr>
</thead>
<tbody>
<tr>
<td>PL</td>
<td>BL</td>
<td>4.673</td>
<td>100.0</td>
<td>10.7</td>
</tr>
<tr>
<td>TORD</td>
<td>Insurance</td>
<td>6.542</td>
<td>71.429</td>
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<td>Insurance</td>
<td>TORD</td>
<td>8.411</td>
<td>55.556</td>
<td>1.564</td>
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<td>TORD</td>
<td>LOCKER</td>
<td>16.822</td>
<td>50.0</td>
<td>1.372</td>
</tr>
<tr>
<td>LOCKER</td>
<td></td>
<td>9.346</td>
<td>50.0</td>
<td>1.577</td>
</tr>
<tr>
<td>TORD</td>
<td></td>
<td>16.822</td>
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<td>TORD</td>
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<tr>
<td>TORD</td>
<td></td>
<td>35.514</td>
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<td>0.939</td>
</tr>
<tr>
<td>Insurance</td>
<td>TORD</td>
<td>36.449</td>
<td>33.333</td>
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</tr>
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<td>TORD</td>
<td></td>
<td>36.449</td>
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<td>Insurance</td>
<td>TORD</td>
<td>36.449</td>
<td>24.077</td>
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<td></td>
<td>36.449</td>
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<td>TORD</td>
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<td>36.449</td>
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<tr>
<td>TORD</td>
<td></td>
<td>36.449</td>
<td>12.821</td>
<td>1.031</td>
</tr>
</tbody>
</table>

**Anuroop Pulavarthy**

Anuroop Pulavarthy is currently pursuing PGDM-Marketing at IMT Ghaziabad (Batch of 2016-18). He has completed B.E + M.E (Electronics & Communication Engineering/ Radar & Microwave) from Andhra University College of Engineering (A), Visakhapatnam (Batch of 2011-16). He has completed internships with Doordarshan, Visakhapatnam in 2014 and with HDFC bank for a period of 2 months in 2017.
Designing a 360 Degree Digital Marketing Plan for Airbeat - Electronic Dance and Music Festival

ABSTRACT

Airbeat is an electronic dance and music festival which is planned to be organized in the month of December in India. It is one of the largest music festivals all across the globe which started with Germany and is now expanding to other countries. SoCheers Infotech Private Limited took up the project of designing the media plan for the event. The paper includes all the details about the Airbeat brand, what is their objectives and how SoCheers helped them to achieve the same. It includes the complete approach towards problem solving with the help of creative content and visuals. The final pitch was shared by the team to the client which was accepted and SoCheers became its official advertising partner for all the concerts in India.
Industry Overview

SoCheers Infotech Private Limited is an Advertising Agency. Before, elaborating about the company and its functions it is very important to understand the industry where this agency belongs. As shown in Figure 1, hierarchy of the industry, Advertising Agency is a sub industry also referred to as an Activity. This activity belongs to the sector of Consumer Cyclicals, which is a category of stocks that rely deeply on the economic and business conditions of the market. Under this economic and business sector comes the industry group, Media and Publishing which is earning year on year revenue growth of 3.1% according to Thomas Reuter Industry reports. Under this group lies the Advertising and Marketing industry which is also on a growth of 9%. According to these figures, it can be clearly seen how much potential this industry has and that is the reason SoCheers has thought of growing into this arena.

Company Overview

SoCheers Infotech Private Limited is a 360-degree advertising agency which started in the year 2011 as a social networking platform. In 2013, they grew into a Digital Marketing Agency and achieved significant success along with getting covered in a column of Afaqs! for one of their astounding video Ad. This final revolutionized version of SoCheers is the result of a strategic decision of competing in the market by catering to full-fledged advertisement demanded by the clients rather than focusing only on digital solutions. Currently, the functions of the organization have expanded to the following, Video Production, SEO Optimization, Digital Marketing, Offline Advertising, Research Work, Content Creation, Design Development and Web Solutions.

Client Overview

Airbeat is India’s first premier electronic music and dance festival which is a two-day event, scheduled for 27th and 28th December, 2017 in Jio Ground, Bandra Kurla Complex, Mumbai. Backed by the international music brand started in Germany, this is going to be a huge event with an accommodation of 60,000 attendees at the venue with 1 Million live viewers all across the world. Partnered with a charity organization Mukitti, A Smita Thackeray Foundation, the event is bifurcated in three phases before the actual concert in Mumbai. It includes Press Party in Mumbai, Club Gigs in Mumbai, Delhi, Bangalore, Hyderabad and Chandigarh and Pre-Concert in Mumbai, Pune and Bangalore.

Problem Statement

The underlined problem statement is to create a full-fledged marketing and media plan for Airbeat keeping in mind all the phases of the event. It includes strategizing ideas on the below mentioned points and make a 4-week media plan.

Public Relations activity for press conference which will accommodate album launch, and artists and sponsorship partners announcements
- Official channel partner, NDTV Good Times and 9XO
- Radio Partner, Radio city

- Print Partners, HT and Mid-day
- Outdoor Advertising
- Social Media Campaigns
- Below the Line Activations
- Multiplex promotions

Objectives

Now that we have identified what is supposed to be done, it is extremely important to know what we are looking to achieve from the above-mentioned plan. Below figure shows the objectives which we have to accomplish.

![Figure: Objectives of Airbeat](source: Designed by Creative Department of SoCheers Infotech Private Limited)

Awareness: Create a buzz all across the country for the festival
Build: Build a community of music and dance freaks to target them
Convert: Generate leads and increase the number of ticket sale
Drive: Motivate people towards the festival and increase the online viewership

Methodology

To get the objectives right there is a methodology required. Every pitch in an advertising agency follows a flow which is needed to be followed. With every part of the flow, the agency reveals a new understanding of the brand and try to use all that information to finally delivering the marketing campaign which will solve the problem stated by the client, as done by Airbeat in that Awareness, Build, Convert and Drive. Further sections of the paper will elaborate on the flow for Airbeat.

Personality Guide

It defines that brand’s personality and tone which agency keeps in mind while delivering all the marketing communications for the brand. For Airbeat, particularly, the personality given was of The Creator. It promotes self-expression, creativity and imagination, which an artist possesses to create something innovative. And, Airbeat will foster this spirit by acting as the guide and giving a Youthful, Flamboyant, Dynamic and Hippy tone.
Design Guide

This guide includes two major components, Color Theory and Font Selection, which will be consistent in all the marketing communications media, e.g. Print, Social Media, OOH etc. For Airbeat, as shown in the figure color theory includes primary and secondary colors along with two font families, Raleway and Stereofunk. The decision making behind this is in the hands of the client who can also consult the graphic designers of the agency and decided upon those colors and fonts which goes well with the brand image.

Target Audience

The target audience for this dance festival, as identified by the strategy team after a round of secondary research followed by primary research for the sample size of 100 which included friends, families and colleagues living in India as well as abroad is as followed:

Demographics
It included people, male as well as female, from the age group 18 to 35 years of Sec A and B categories only

Geographic
It included two kinds of audiences, primary from Mumbai and secondary who will be travelling to attend the festival which can be Pan India

In addition, personas are also created to consider the psychographic and behavioral segmentation of the audiences. Below diagrams show few of the personas which were decided upon.

Platforms

The platforms chosen for the marketing communication of the brand Airbeat includes social media platforms like Facebook, Twitter, Instagram, Snapchat, Bloomberg; video channel like YouTube; digital PR like Scoop Whoop and BuzzFeed; e-wallets like RuPay; music applications like Saavn and ticketing websites like BMS.

Campaign Idea

Once the platforms are finalized, it is time to decide the main idea of the campaign around which all our marketing communications will round about. For Airbeat, below is the campaign idea which was decided by the agency.
Flow of the campaign

It includes the complete set of activities which will be followed during the course of 4-week long campaign. Covering all the mediums, the below diagram shows the overall approach the agency is going to take for the client with a complete timeline. As seen in the diagram, the flow is divided into 5 major phases as described below:

Phase 1: Teaser (Awareness)

This will be the awareness phase of the campaign where in a teaser campaign, “A Glimpse: Sneak peek in the world of AIRBEAT”, will be launched with a message of “One Language, One Beat- AIRBEAT”. This teaser will be in the form of social media posts as well as print which will be popularized by the influencers accompanied with few engagements posts can also be put giving hints to crowd that something big is coming up.
Phase 2: Press Conference (Build)

This will be the launch of the festival and the artists line up in the press conference. This will be popularized by using digital media where in cinemographs of artists and instruments will be shared along with a revealing post of the event.

Radio channels can also be used for engagement by asking people to guess the artist behind the song and then revealing at the end during the conference.

On Ground Promotion suggested was to create a music dome in malls to engage people to dance and have fun.

Phase 3: Ticket Sale (Convert)

An interactive microsite will be created specifically to invite people to come and register for the event. This site will contain all the information of the festival and some musical and dance games. Along with that partnerships will be made with ticket booking and event sites like BookMyShow, EventsHigh, InsideIn etc. Offline promotion will include an AIRBEAT Station which will be a bus stop converted into an AIRBEAT dance studio.

Phase 4: Increase footfalls via promotions (Drive)

This phase will include the implementation level promotions like collaboration with Ola/Uber as their transportation partner or with Saavn as their music partner. It will also include experiential activations inside the venue and sharing the moments on social media platforms by check-in of the venue with live pictures and videos.

Phase 5: Maintenance

This phase is post event activities to keep the fire burning and let people get talking of the festival. This will include experience sharing videos of fans and artists, after movie of the complete festival, behind the stage shots etc.

Conclusion

The agency has standardised this process of phased approach to any client who comes up to develop their marketing campaign. The only difference which exists is in the content based on the objective specified by the client. In this case, Airbeat was launching for the first time in India and it needed everything from ground zero and hence, the marketing campaign as discussed above started from the very first phase of brand awareness to the end phase of brand maintenance. Thus, this paper gives a brief idea on how an advertising agency works and how clients are handled in these kind of organisations.
Astha Rungta

Astha Rungta is a PGDM Marketing student from IMT Ghaziabad who started her career with Tata Consultancy Services as a Content Management Analyst. From being a scholar from Kulachi Hansraj Model School to being the Campus Ambassador for Enactus, Bharati Vidyapeeth’s College of Engineering, she has always been an active volunteer for Leaders for Tomorrow and The Art of Living. Interested in public speaking, she had also held the position for Vice President, Public Relations in TCS Toastmasters, 2014. With a keen interest in the field of Marketing, she has been on the winner’s list for various Case Study Competitions such as Aditya Birla, Axis Bank, IIM Calcutta and IIM Rohtak. Currently, she is the Public Relations - Press Release Head in Public Relations, Information & Social Media Committee, IMT Ghaziabad and an aspiring Campaign Manager in her future.
With smartphones becoming affordable and increasing internet penetration and faster broadband speeds, consumers have access to plethora of information at the tips of their fingers. The consumers shopping online through PCs, Mobiles and tablets, businesses are facing challenges from multiple fronts. The availability of this technology has had a profound effect on the businesses where there is increased number of consumers are giving opinions about the products and the brands. In the light of this context, Consumers are increasingly using social media to give their unbiased opinion about products and brands. It makes business sense because with increasing adaptation of technology, shopping online through e-commerce sites and usage of social media, consumers find it convenient to give opinions about brands online than through physical medium. Hence companies are giving increasing importance to consumer perception about their brands online because of the vast reach of social media.

In such a scenario, it makes the client, a leading pharma and consumer health products company, which has a wide portfolio and presence in many geographical areas see huge value in using this information to get insights into consumer behavior, product issues and opinion about their brand and product. With this background, the report aims to study the mapping of consumer behavior, measuring consumer sentiments and analyzing consumer opinions about the brand.
Introduction
Established in 2012, Bewakoof is a way of life apparel company that makes imaginative, designs for the in vogue, contemporary Indian. Bewakoof Brands was made on the guideline of making sway through advancement, trustworthiness, and attentiveness. With a group of 400 individuals, and 2 Million items sold till date, they are developing quickly. They are vertically coordinated, fabricate their own items, and cut out the go between wherever conceivable. This direct-to-customer business model enables them to make fantastic margins. An insightful brand, they effectively endeavor to limit their ecological impression and expand their social effect also. These endeavors are incorporated directly into their everyday operations, from water reaping to paper bundling to worker benefits.

Bewakoof Philosophy
A Bewakoof takes after his heart, paying little care to society’s resistance and principles!

Organization’s timetable
It’s been just 5 years since their origin and Bewakoof is as of now a group of 400 individuals and 3.8 million fans. It has sold more than 2 million items up until this point and has more than 250 items under its image name. The following is the timetable of their example of overcoming industry barriers.

Projects Undertaken during Internship

Social media marketing
In this area, I managed and run various social media platforms of the company and focused on traffic, conversions, engagement and, gaining new members for the platforms.

Facebook: Bewakoof has total page likes of 3,172,124 and total page follows of 3,142,472. The company engages the users on its Facebook page by posting gags, memes and videos, product posts, ads, running contests, campaigns and answering user queries. My key job on this platform was to come up with content and ideate for the engagement methods as well as manage negative comments and answer customer queries limited to information about any product and, or running campaigns

Achievement: Increased page likes from 3.1m to 3.3m

Twitter: With a follower base of 7,489 (7866 on 24/7/2017), twitter is a new terrain for Bewakoof. My key job here was to engage the follower base with custom campaigns, contests and daily content posting and identify influencers for this platform such as:

Happy Birthday Sachin: #SachinTrivia
Star Wars Trivia: #FindtheForce
Bewakoof Weekends: Describe your weekend mood with a movie title and the reason for it. E.g.: Bheja Fry: Because it’s a working weekend.

Achievement: Increased followers from 7.5k to 7.7

Instagram: With 1,63,000 followers (184000 on 24/7/2017) Bewakoof has an impressive user base on Instagram. The engagement strategy for gags is based on Facebook as whatever posts work well on Facebook get posted on Instagram. Along with gags, the company posts table tops and brand philosophy posts on Instagram. My job here was to conceptualize and execute the posts. The company is searching for and engaging with influencers with whom we had to negotiate as well as answer regular user queries

Table Top Posts: Idea was to introduce outfit designs to consumers
Design prototypes to provide exclusive previews to customers

Figure 1: Instagram Posts: Table Tops and Design Prototypes

Ran custom campaigns for user engagement on social media on important days like Mother’s Day. *this campaign was Instagram exclusive

Figure 2: Mother’s Day Campaign
Figure 3: Environment Day and Inside Office posts

The posts were made to increase awareness for environment by informing people about deforestation and its harmful effects.

Figure 4: Father's Day Campaign

The campaign was run to celebrate Father's Day and increase customer engagement through our social media channels

Achievement: Increased followers from 163k to 175k

Snapchat: With a substantial follower base (approximately 5000 - based on story views) Bewakoof engages with curated snapchat story content on this platform. Certain contests and campaigns are also run along with answering of all queries. My key job here was to handle user queries and ideate and execute snapchat stories and contests

Achievement: Ran a competition that invited participation of 300+ users and had a measurable engagement of 3.4k users (measured by number of screenshots)

Bewakoof is active on many other social media platforms which are Pinterest, google plus, Tumblr, SlideShare, Quora, pexels, Flickr, imgur and unsplash and a few more. My key job on all these platforms was to create and post relative content as well work towards increasing engagement for the company
Online reputation management: In this area, I managed reviews, queries, and customer sentiments regarding the brand. ORM on google reviews and mouthshut along with Quora and yahoo answers was the task given to me.

SEO: This is a relatively new project for the company. The project lead Mr. Abhimanyu Mishra (Head of Marketing) along with content head, Ms. Heena Jha worked with us on optimizing website content for better google search rankings; the following tools were used:

- Ahrefs
- Serplab
- Google Adwords
- Google Keyword Planner

The job also included content creation of 500-600 words based on trending searches such as pique shirts, black t shirt etc.; the created content included specific keywords aimed at improving search engine rankings

Achievement:
- Top 5 ranking for 500+ keywords
- Improved ranking of Bewakoof for keywords such as Star-wars T shirt from Rank 7 to Rank 1
- Generated over 30+ articles and optimized content of 250+ products, which included, page title, meta data and footer

Facebook ads: My job included making of Facebook ads of products for the company using the Ads manager from the business account of the company. On the arrival of any new product launch an ad was made and run for custom audiences of product relevant demographic

Sorting: I had to sort the products for their sequence of appearance on the website and the mobile application to improve user experience. For product sorting, I had to keep in mind the number of units sold, the position of popular and recently launched products and the overall look and feel of the product display on the website as well as the mobile app. I also had to monitor the performance of the latest sorting for individual products and push better performing products up in the line which have recently shown a spike in demand

Bank and mobile wallet affiliation: I was assigned to interact with various banks and mobile wallets to form an affiliation with the company and in return formulate and run mutually beneficial strategies for increasing customer base by the means of incentives and brand loyalty programs

Copyright Protection: I was assigned the task of monitoring the internet for possible copyright infringement of product designs, intimating the company about the issue and resolving them

Customized Targeting

Every social media platform has its own personality and thus, the users’ personality and generated content are aligned to the platform personality for eg. Facebook being a socialite with traits like sharing, openness and out there to make friends whereas Twitter being a smart and witty urban person who is straightforward with a pinch of sarcasm.

Thus, the audiences were catered differently for each platform and zero to none mixing and leakage of any marketing communication was ensured. The posts on these social medias, thus, were of the following types:

Facebook: Gags (Images and videos with a comic element) and Product launches(image)

Twitter: Gifs, contests and daily trend based campaigns as mentioned

Instagram: Image heavy, gags that worked on Facebook, table tops, brand philosophy and exclusive launches

Snapchat: Used to give consumers and insider view of the company thus the snaps were, office posts, model photo shoots, product launches and custom image centric campaigns

Tools Used

Digital marketing requires the knowledge of working with a lot of tools for tasks such as automation and analytics. The ones that were used by me are as follows:

- Hootsuite
- Agora Pulse
- Twitter analytics
- Facebook Ads manager: Power editor
- Facebook analytics
- Instagram analytics
Facebook post scheduler
Ahrefs and Serplab: Web utilities
Google analytics and keyword planner

Cost distribution

The major funding was provided to Facebook ads that ran 24x7 on multiple campaigns with the lowest budget of Rs. 40 and ranging as high as Rs. 5000 for a single carousel ad campaign.

Influencers were shortlisted on Instagram and Twitter and were paid on per post basis in cash as well as company goodies. The monetary compensation ranged from INR 12k-20k depending on the network worth of the influencer.

Facebook posts daily boost budget revolved around INR 500 and select few posts were boosted on Facebook as well as Instagram.

Twitter and Snapchat content was entirely organic.

Entire Social Media Content except the points were organically shared.

Methodology for Campaigns (A guide to identify trends)

The social media buzz is a dynamic playground that births fads every second and some select that get traction are welcomed by the masses to qualify as trends. Use of trends in digital media holds a significant value as:

- They help you connect with your audience
- They drive engagement
- They break the ice for new visitors
- They mark your presence on the social media
- Concisely they help you break free from the clutter and engage with your audience in the most digitally humane way possible.
- Steps followed in trend identification and application:
  - Get your hands on the latest news and zero in on the geography your audience resides in.
  - Identify events happening and/or upcoming in the following days.
  - Identify celebrity driven trends for eg. birthdays, events, and/or social interactions like “Covfefe” by Donald Trump.
  - Curate campaign content and contest nature/type on the said trends.
  - Thumb rule is “Keep it simple”: engagement in masses is driven by the simplicity of the campaign/contest. You must keep in mind the attention span and interest areas of your audience and work with that.
  - Identify “When”: User engagement can be maximized when posts are published during specific time intervals when social media activity is peaking. In case of Instagram the following pointers can be kept in mind:
    - Post during non-office hours and days.

Conclusion

Digital marketing is a powerful way to understand and answer the following questions every marketer should ask:

- Who my consumer is?
- Why they are interested in my company?
- What makes them interact and drive meaningful engagement?
- Where should I approach them/find my consumers?
- When is the right time to market?
- How will I provide value and get returns?
- Using digital marketing is all about bringing consumers close to the company. It is about real interactions that helps the company understand the actual needs of the consumer and helps them get value at each touchpoint of their buying decision.
- The buying decision loop is shortened by effective and consumer oriented digital marketing and Bewakoof Brands has always tried to make it relevant for the consumers. The social media groups and base are not just numbers but a closely knitted community of like-minded individuals who drive value from each other and make the relationship symbiotic.
Ishan Purohit is a PGDM Marketing (2016-18 batch) student at IMT Ghaziabad. He interned with Bewakoof Brands Pvt. Ltd., Mumbai as a Digital Marketing Strategist and ran social media campaigns for the brand.

He is certified with Google Adwords, Hubspot Inbound and Content Marketing and takes a keen interest in studying Digital Trends and Social media analytics.
Mapping, measuring and analysing the Social Media Marketing (SMM) of a leading Pharmaceutical Company

Karthik Srigiri Revadi

ABSTRACT

With smartphones becoming affordable and increasing internet penetration and faster broadband speeds, consumers have access to plethora of information at the tips of their fingers. The consumers shopping online through PCs, Mobiles and tablets, businesses are facing challenges from multiple fronts. The availability of this technology has had a profound effect on the businesses where there is increased number of consumers are giving opinions about the products and the brands. In the light of this context, Consumers are increasingly using social media to give their unbiased opinion about products and brands. It makes business sense because with increasing adaptation of technology, shopping online through e-commerce sites and usage of social media, consumers find it convenient to give opinions about brands online than through physical medium. Hence companies are giving increasing importance to consumer perception about their brands online because of the vast reach of social media.

In such a scenario, it makes the client, a leading pharma and consumer health products company, which has a wide portfolio and presence in many geographical areas see huge value in using this information to get insights into consumer behavior, product issues and opinion about their brand and product. With this background, the report aims to study the mapping of consumer behavior, measuring consumer sentiments and analyzing consumer opinions about the brand.
Company Overview

Genpact is a global professional services firm which focuses on bringing digital transformation for client's businesses through analytics putting them at a competitive advantage. Genpact came into existence in 1997 as a business unit under General Electric(GE). In January 2005, Genpact split from GE and became an independent entity. With its growing business and the analytical boom, it was publicly listed on the New York Stock Exchange (NYSE) in August 2007. They help clients adopt technology and bring about digital transformation through LEAN DIGITALSM approach – which combines domain and industry expertise with design thinking, analytics and digital technologies deliver disruptive business outcome for the client.

Genpact is a $2.57 billion company which oversees global operations in 25 countries around the world serving 800 global clients through 70 delivery centers by employing 77000+ employees.

Genpact’s approach to solving complex business problems is through a unique synergy of technology, organizational design and analytics. Genpact’s philosophy of Data-to-Action runs through the organization. This helps clients to reimagine business process to generate breakthrough business impact with the help of analytics. Genpact helps its clients to make use of data to recognize issues and trends, discover new insights, find and prevent risks and fine tune their social media strategy to meet business goals and have an improved top and bottom line.

This team offers analytics solutions across various industries like Consumer Goods/ FMCG, BFSI, Healthcare/ Pharma, Energy, IT Products and Services, Media, Retail etc. The impact on clients is clearly demonstrable. Clients have become more effective and competitive through cost efficiency, increased customer service and have been able to recognize the trends as well as predict the future trends which has had significant impact on increasing their market share and led to growth.

Problem Statement

To draw insights into consumer behavior and product usage patterns, social media is very useful and widely used platform. It makes business sense because with increasing adaptation of technology, shopping online through e-commerce sites and usage of social media, consumers find it convenient to give opinions about brands online than through physical medium.

Project Scope

The scope of the project consists of social media research and analytics about the various brands of the company, volume of social media conversations about these brands, gauging consumer affinity and loyalty towards the brand and competitor analysis.

The scope of the project consists of the following:

• Social media research and analysis across various social media platforms like Twitter, Facebook, Forums and Blogs.
• Relevant data collection regarding the conversation about the brands of the company, volume of social media conversations about these brands, the promotional and advertising activities carried out.
• Similar process of data collection is carried out for the competitors are well.
• The analysis of this data is done to gauge purchase decision, consumer perception about the brand, their affinity, product usage details, issues with the product, recommendations and reviews.
• The insights derived from this analysis will be helpful for the client to access its social media outreach in terms of the number of people reached.
• Return on Investment (RoI) in terms of its advertising expenditure.
• Assess the reasons for change in sales volume.
• Supplement their primary research with social media insights before planning regarding new product launch, change in brand strategy, line expansion etc.

Objectives of the study

The project is aimed to help a pharmaceutical giant leverage social media as a data source for conducting market research to understand how their products are performing in comparison to competitors, consumer opinion about their products, product issues, and consumer behaviour and attitudes about the product segment. Hence, the project aims to help the company take informed, data driven commercial decisions.

The project involved listening to consumer conversations on various social media platforms like Facebook, Twitter and Blogs and analysis these conversations to derive insightful meanings which would help the client to see consumer opinion regarding their brands. These insights will help the client to decisively figure the positive opinion about their brands, negative sentiment attached to some of the products as well their share of voice (SoV) in the entire online community.

Based on the social listening and the analysis, some of the insights that can be gained from the project are as follows:

• Analysis of the client’s share of voice with respect to other competitors. Analysis of different channels that are driving these conversations.
• Using these numbers, our project aims to give insights about how well a particular advertising and promotion campaign worked.
• The monthly report aims to help the client understand and identify key themes, sentiments and trends and the gauge the performance of their brand.
• For another related project, it is aimed to analyse the response time of the brand to customer queries on their Facebook page.

Methodology

Research Design

The design and the scope of the project consists of social media research and analytics about the various brands of the company, volume of social media conversations about these brands, gauging consumer affinity and loyalty towards the brand and competitor analysis.
Data Collection

The data collected for the analysis is social media data which is secondary data in nature. The Comments are collected from various sources and channels to build a comprehensive set about the brand, competitors in the country. The process of data collection and cleaning is as described below

Channels and Sources

- Social Media Channels
- Source Captured: Facebook, Twitter, YouTube, Blogs, Forums
- In-house data collection tools/Crawlers
- In house tools have been created for crawling data from websites specific to the country, to ensure full coverage
- Aggregator tools specific
  - Radian 6 is a data aggregator tool that extracts Social Media data from platforms like Facebook, Twitter, YouTube, blogs and forums. The tool is capable of extracting data in multiple languages and from all key countries

Data translation and Noise Elimination

The tool has the capability to eliminate noise and extract relevant data based on various combinations of Keywords. This Data is further utilized by to derive meaningful brand level insights.

Data Cleaning

Irrelevant conversations are removed using keywords that filter out the noise, to create a relevant data set.

A comprehensive search strings are created to collect conversation for the brand and its competitors, from the above channels and sources. The final data set consolidates conversation from all the above.

Sampling

Stratified random sampling is used to create a sample data set that is representative of the universe.

DataTranslation

The sample is translated, creating a relevant and understandable data set for analysis. Data Tagging & Analysis

Data is reviewed to understand nuances and identify perception, stakeholders, sentiments and trends.

Once the data was tagged, a word cloud is created using the tool wordle.net to catch the attention around the buzzwords. The next step in the process is the final report presentation to the client which includes graphs, charts and tables which makes it convenient for the client to read the information and interpret it to take business decisions.

Solution Analysis

With more than 50% Share of Voice mentions, Brand X occupied the top spot. The client’s brand continued to be second highest in terms of share of voice at 31%

Twitter continued to be the leading platform for user discussion with 90% of the voice share

Forums and Blogs were to be a significant channel for medical conditions related discussions

Facebook was used for promotional activities

Sentiment Analysis

During the analysis of the brand, Positive mentions stood at 15% with users expressing satisfaction about the effectiveness when using the product

Users were happy with the faster relief provided by the product as compared to other brands

Negative sentiments reduced to 4%.

Conclusion

With the vast amount of data available online, it is imperative to develop better technology which will do a more efficient job of sorting data in terms of finding relevant conversations or user opinions about the client’s products. This will help in further cleaning out noise and have a better analysis of the data. As far as suggestion to the client is concerned, it is advisable that the company goes for a full blown social media strategy which would include having an active Twitter and Facebook handling teams since through our analysis, it found out that the response time to user queries and problems were less than satisfactory in some geographies.
Karthik Srigiri Revadi

Karthik Srigiri Revadi is an Information Science graduate from PES Institute of Technology, Bangalore. He has worked as a software developer with InMobi Technology Ltd. and has handled the framework for Mobile Payment Gateway. Later, he has worked as an IT consultant for Enperitos Technologies for designing an innovative Android App for billing automation in Retail stores which enables faster check-out and enriched shopping experience. He has also handled the deployment of the App in retail stores across Bangalore.

Mansi Singhal

ABSTRACT

Digital Marketing and Content Marketing are two terms gaining rapid attention in the recent days. The project I worked on revolved mainly around these. These fresh new concepts mostly go together but on a broader view, content marketing can be seen as a sub segment of digital marketing.

The Man Company, a start-up primarily into a business of premium grooming products for men was trying to device a strategy to offer a tougher competition to its competitors, specially on the online space. In order to do so it required a well defined strategy for its social media platforms like Facebook, Instagram and Snapchat which focused in improving the following rate, number of impressions and engagements per post, expanded the demographic reach and also improved brand awareness. Also, under the umbrella of content marketing projects like improving the website landing page, search engine optimization for Shopify, developing reviews for the website, product content in order to improve website landing page as well as marketplace rankings, influencer marketing strategy, etc.

Apart from these two major domains, my projects involved enhancing the customer experience as a whole in order to increase the final conversion percentage in the sales funnel. To do that I used various means like a customer satisfaction survey, a loyalty program and also responding to customer queries on the social media platforms i.e. Facebook, Instagram and Snapchat. This particular project helped me the most in understanding our customers very closely, what problems were they exactly facing and how to device a marketing strategy in a language and manner that would attract the customers maximum.

Working in a start-up, I got a chance to implement most of my ideas within the limited period of two months that I was given but the long term impact of the strategies cannot be discussed yet. It was extremely important to support all my creative ideas with a analytical backdrop because only then could the efficiency and optimality of those ideas be actually put to test.
Company Overview

Men’s grooming has been gaining more and more attention in the recent days but there haven’t been enough brands and products for men to help them groom in the best possible way, specially in India. The Man Company, a brand of Helios Packaging Pvt. Ltd is a start-up catering to this demand and supply gap. They are into a business of premium grooming products for men. It is a segment which has been gaining a lot of traction recently and is predicted to grow at a double rate in the coming days. The core target group for the brand ranges between 18-35 years, young male models and actors being their prime assets. They offer a huge spectra of products spreading over hair gels, shampoos, face washes, beard oils, beard washes, soap bars, body washes, shave gels, fragrances and even accessories. They aim to be a one stop shop for men’s personal care and grooming.

Due to the huge potential this segment has, there have been several competitors in the market, some of them offering a very strong competition to The Man Company. The two major competitors being Beardo and Ustraa. Both of them have very strong digital campaigns reaching out to a huge chunk of TMC’s target market too.

So how is TMC any different from the others? Firstly, it offers grooming products positioned in the premium segment. Secondly, it has extremely unique ingredients like coffee bean, blackpepper, etc. owing to the great quality of its products. Thirdly, they aim to offer not just products to their customers but an experience that the customer would cherish. They accomplish this by a packaging that is extremely heart warming yet dapper.

Started just a year back in September, 2015 the brand gained a quick name and market share in the market due to its slightly different positioning as a premium brand and the authentic quality of its products. It started facing a big challenge in terms of customer retention and constant upward sales due to wide scale marketing campaigns by its competitors, who soon acquired huge market shares. Looking mainly into the marketing segment, TMC lacked structure due to which it could be seen experimenting very often with its strategies. Also, due to negligible market research it was difficult to back the strategies by any data. They were mainly intuition based and hence turned out to be random at times.

The company only has an online presence currently due to which digital marketing is of prime importance to them, considering a cost effective and a wide reaching medium.

Problem Statement

Being an e-commerce business, a strong digital presence can go a long way in driving the customers to sales. The major problem areas that were identified are:

- Low percentage of customers through organic search
- Inconsistent and low engagement on social media posts as compared to competitors
- Absence of a well defined structure for content on the product landing page
- Lack of strategy in the influencer marketing implemented
- Marketplace product rankings not as desired
- International markets online strategy to be synced with the brand image

Objectives

The major objectives of this project were as follows:

- To increase the percentage of customers via organic search by improving website SEO
- To improve the engagement and following on various social media handles
- To develop content for social media and PR
- To increase the visibility and readability of the content on the product landing page
- To design a strategy for influencer marketing in order to maximize the reach
- To improve product rankings on website and marketplaces via product reviews and product content
- To develop a SMM strategy for the International Markets and sync it with the existing brand image
- To enhance the consumer experience as a whole

Methodology

To increase the percentage of customers via organic search

Shopify offers a separate SEO facility according to which our products can be searched on search engines. The SEO content mainly comprises of three parts: the title, the meta data and the tags, each of them having different word limits. The first step to achieve this objective was to find out the search volume of different keywords related to our existing products. The sequence of the words in the content was decided according to the search volumes. This methodology was used for a list of 52 products. For each product appropriate title, description (meta data) and tags were created using Google keywords to find the search volume of the relevant words.

To improve the engagement and following on various social media handles

The main focus for improvement was on Instagram, Facebook and also Snapchat. Using online analytical tools, the handles were analyzed in comparison to the competitors in order to find out the optimal results for various metrics like best hash tags, best time to post, best type of posts, etc. On the basis of the reports generated, a social media marketing plan was developed for Snapchat, Instagram and Facebook. The plan included all details of implementation on a daily basis, for two months. Apart from that, a semi-annual marketing plan consisting of all the major events upon which a campaign or a post can be built was made.
Snapchat: The first step was to determine the key metrics that were to be measured in order to analyze the performance. These were: total opens, average open rate, average screenshots, completion rate, follower growth rate. After finalizing the metrics, a few initial posts were done in order to analyze the response of the audience (as there were no great analytical tools present, so I had to analyze the metrics’ results manually). On the basis of the results, I designed a marketing plan which was broadly divided into two parts: activity plan & follower growth strategy. The activity plan laid the details of the type of posts and campaigns that had to be organised and the follower growth strategy gave all the steps to be followed in order to increase the following.

SEO development for all products

Instagram: The first step was to use the inbuilt analysis tool of Instagram in the form of ‘Insights’. After that, using an online analytics tool ‘Quintly’, I analyzed our account in comparison to our competitor’s account. According to the analysis report a marketing plan was framed consisting of the time & type of posts for every day of the week, the most engaging hashtags and also the kind of marketing campaigns that would gain the maximum attention. Apart from the marketing plan, I also developed creatives for the posts by getting motivation from brands like Daniel Wellington, whose Instagram page is full of creative product images. Also, a semiannual marketing plan involving all the important dates relating to the brand that could be marketed upon, was prepared.

Semiannual marketing plan

Facebook: The company does not really have a separate marketing strategy for Facebook. So, most of the posts on Fb were the ones already shared on Instagram and an additional blog post. Apart from that my work on Fb was more analytical which involved analyzing on a daily basis as to which ads to continue with and which to stop.
Semiannual marketing plan

To develop content for social media and PR

I developed content for a Hyderabad magazine, whom we convinced to collaborate on a barter basis. The one page article sported TMC as a one stop shop for men for summers. Along with that I also created several title lines and tag lines for the social posts.

To increase the visibility and readability of the content on the product landing page

The product description page was firstly divided into various sections to improve the look and feel of the website. The major parts for the content were - product USP, ingredients, description, reviews and how to use. According to the 6 sections, appropriate content was developed for all the product SKUs available on the website at that time.

A list of influencers made during the first three days

To design a strategy for influencer marketing in order to maximize the reach

Firstly, I prepared a hit list of 20-25 influencers per week, including people varying geographically, professionally and also in their gender. Then I reached out to all of them via different media they were available on, with a conversion rate of atleast 3 per week. Once the celebrities were convinced, I would decide on the products to send to them and describe to them the terms and conditions of the collaboration. Lastly, I would follow up with them once the products are delivered and ask them for their reviews and their post.
To improve product rankings via product reviews and content

In order to improve the product ranking on the website as well as at the marketplace, a few self-made product reviews had to be uploaded. Along with the product reviews, fake names, dates, email ids, etc. also had to be created. Apart from that, specific product content was developed owing to different ranking criteria of different marketplaces. For example, Amazon uses A9 algorithm for ranking the products on its site.

To develop a SMM strategy for the International Markets and sync it with the existing brand image

Since the company was expanding into various International markets, separate promotional strategies had to be created. I was supposed to create a one-month Instagram strategy for Middle East including the maximum details I could so that our clients would stay aligned with the brand image in their promotions. For that, I studied the market in Middle East online, the competitor brands available and their offerings, the types of posts liked by the people, etc. Taking into account all that, I designed a plan including the image to be posted, the basic hashtag, a title as well as time and day of the post.

To enhance the consumer experience as a whole

The prime most important task of this assignment was responding to the customer’s queries on the social media platforms. It included answering questions on Facebook, Instagram and Snapchat but the answers should always be aligned with the beliefs of the brand. After that, a customer satisfaction survey was rolled out, which I created using an online tool called Survey Monkey. The survey tried to capture if the customers were happy, satisfied or dissatisfied with our brand and also the reasons for the same. The survey gave valuable insights and helped us realize as to what are the keywords that help them recall our brand and what new terms should we use in our promotions.

Lastly, a loyalty program for the website for the design. The best suited program was chosen from three most suitable programs on the Shopify store. Several factors like value addition, cost effective, measurable indices, promotional methods, etc, were taken into consideration before the final decision.

Recommendation

Devise a common structure for SMM for different platforms so that more time can be invested on the concepts for the posts instead of deciding the entire plan every time. Conduct market research in order to get authentic and deep consumer insights. These insights can be very helpful before launching a new product or even a new advertising campaign.

The company should primarily focus on reaching all of its target audience base. This could be done by clearly defining the target market segment and then focusing its digital ads to maximize the reach.

Conclusion

After framing several SMM strategies, it was easy to observe a pattern in the way the customers respond to a certain kind of post on different platforms. Hence, on the basis of the insights from these posts, a future online marketing strategy can be built. Also, it was observed that a category of posts catering to the currently trending topics led to the maximum customer engagement. On the customer satisfaction front, the results of the survey and answering customer queries helped a lot in understanding the issues faced by the customers better. This in turn helped in formulating and finalizing the most appropriate loyalty program for the company.
Mansi Singhal is a PGDM Marketing student at IMT Ghaziabad prior to which she did her engineering in Computer Science from JSSATE Noida. Her core areas of interest pertain to the domain of Digital Marketing and Data Science owing to which she worked in the Digital Marketing profile in The Man Company, a brand of Helios Lifestyle Pvt Ltd during her summer internship. Apart from academics, she is a professionally trained Kathak dancer and has a knack for Art and Craft as well as cooking, especially baking. She loves organizing events frequently and is also the Event head for RISE which is the Rural and Social Entrepreneurship Committee of IMT Ghaziabad. She strongly believes that no matter what, the show must go on as life is all about present moments.
Launching a Digital Marketing Campaign for bumper.com across Delhi NCR and improving SEO ranking of AutoNinja website and YouTube channel of Unbox Technologies Pvt. Ltd.

Nikhil Kalmankar

ABSTRACT

With the increased penetration of internet coverage and cell phone usage in India, conventional marketing channels are no longer the only medium of achieving the marketing objectives of a firm. It is imperative that a firm has an omni channel marketing strategy; wherein digital marketing plays a major role. As per Google, 4 out of 5 consumers use search engines to find products/services/experiences nearby with nearly 88% using their smartphone to conduct the search. My aim is to gain a deep understanding of digital marketing concepts, tools, terminologies, and strategies. By working on multiple projects, it is my belief that the work experience will instill a holistic learning experience where the importance of SEO/SEM to a company’s marketing objectives can be understood.

Unbox Technologies Pvt. Ltd. is a technology company headquartered in Bangalore, Karnataka with office in Mumbai and Gurgaon. The company is primarily focused on catering to the automobile industry. This is done through 2 divisions. Firstly AutoNinja, which handles software service needs of automobile dealers of various brands such as Maruti and Hyundai. Secondly, Bumper.com, a web and mobile application platform that acts as an aggregator of Unbox owned and managed automobile service centers and body repair garages across Bangalore. I was assigned to the Digital team of the Marketing department, in the Bumper.com division of Unbox Technologies Private Limited. The marketing department is primarily involved in the creation, reconciliation, and validation of various marketing related activities of Unbox Technologies Pvt. Ltd.; primarily its two sub-divisions: AutoNinja and Bumper.com. Activities involve Public Relations, short term Promotion campaigns, Digital Marketing, Social Media Marketing, and various Offline Marketing activities.
**Introduction**

**Company Overview**

Unbox Technologies Pvt. Ltd. is a technology company headquartered in Bangalore, Karnataka with offices in Mumbai and Gurgaon. The company is primarily focused on catering to the automobile industry.

The company has two primary divisions: AutoNinja and Bumper.com

**AutoNinja:** It is India’s largest SaaS Auto CRM provider and supports the Dealer Management Systems of all the leading auto manufacturers in the country. It currently serves nearly 90% of the market it is present in. Its aim is to enable better dealer workflows for better customer experience and monetization.

The Auto CRM software enables Sales, Service, Insurance and Post Sales/Service Feedback mechanisms at dealerships.

AutoNinja helps auto dealerships with a range of outbound marketing needs such as: Call Centre Management (Automated Call Recording), Campaign Management, Workflow Optimization, etc.

The primary software products sold by AutoNinja are: NinjaCRM, Accessbox, Exporium and Blinktag

**Bumper.com:** A company owned network of automobile body repair workshops across Bangalore and more recently Gurgaon. The primary focus is on car body repairs and beautifications with the USP of providing upfront pre-paid pricing as compared to other garages that give estimates only post inspection of vehicle. Various services provide by Bumper are:

- Removal of Dents and Scratches
- Panel and Part Replacement
- Full Body Paint

**Division and Department Overview**

The marketing department is primarily involved in the creation, reconciliation, and validation of various marketing related activities of Unbox Technologies Pvt. Ltd.; primarily its two sub-divisions: AutoNinja and Bumper.com. Activities involve Public Relations, short term Promotion campaigns, Digital Marketing, Social Media Marketing, and various Offline Marketing activities.

The Digital Marketing team is responsible for various marketing activities using digital technologies such as Search Engine Optimization, E-mail marketing, Mobile Marketing, Social Media Marketing, Online Advertising, Web Analytics, App Store Optimization, etc.

**Proposed AdWords Strategy**

**Number of Campaigns:** 4

**Campaign Type:** Search Network, Display Network, and Video Campaign

**Focus of the campaign:** Marketing Objective to build brand awareness

**Network(s) for their AdWords ads – Google Search/Display Network, YouTube, and Google Play Store**

**Location targeting – Gurgaon, Haryana, India – Reach (16,000,000)**

**Keyword Bid Strategy:** CPC, VCPM and Max CPM Limit

**Daily Plan for Spending Budget – 1,000 – 5,000/-**

**Weekly Budget – 7,000 – 25,000/-**

**Ad Serving Options:**

**Ad Rotation:** Optimize for Clicks

**Frequency Capping:** Max 3 impressions per day per ad group

**Sampling of Key Words:** Positive Key Words

<table>
<thead>
<tr>
<th>Car Workshop</th>
<th>Bumper Repair</th>
<th>Bonnet Repair</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car Paint</td>
<td>Multi Brand Car Repair</td>
<td>Automobile Paint</td>
</tr>
<tr>
<td>Dent Repair</td>
<td>Multi Brand Service Centre</td>
<td>Expensive Car Repair</td>
</tr>
<tr>
<td>Scratch Repair</td>
<td>Automobile Part Replacement</td>
<td>Maruti Service Centre</td>
</tr>
<tr>
<td>Car Service in Gurgaon</td>
<td>Affordable Parts</td>
<td>Hyundai Service Centre</td>
</tr>
<tr>
<td>Best Car Service</td>
<td>Service centers in</td>
<td>Ford Service Centre</td>
</tr>
<tr>
<td></td>
<td>Gurgaon</td>
<td></td>
</tr>
<tr>
<td>Cheap Car Repair</td>
<td>Cheap Car Service</td>
<td>Car Fixing</td>
</tr>
</tbody>
</table>
Other Targeting Methods

**Topic Targeting:** Topics – Automobiles. Service Centres  
**Final URL:** http://www.bumper.com  
Headline 1 – We Hate Car Dents  
Headline 2 – Affordable Car Care, Quick and Easy  
Description – Online Estimate with Pick up and Drop

**Text Ads Sample 2:**  
**Final URL:** http://www.bumper.com  
Headline 1- Dent Free. Scratch Free Bangalore  
Headline 2 - Fast, Easy Scratch and Dent Repairs  
Description – Gurgaon’s No.1 Multi-Brand Car Service Workshop

**Goals (per week):**

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Clicks</th>
<th>Average CPC</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>50,000</td>
<td>500</td>
<td>25-35/- (Max)</td>
<td>1-1.25%</td>
</tr>
</tbody>
</table>

**Proposed Success Metrics:**

<table>
<thead>
<tr>
<th>Interaction Rate</th>
<th>Average Position</th>
<th>Ad Relevance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.5-3%</td>
<td>2</td>
<td>Average or Above Average</td>
</tr>
</tbody>
</table>

Other Relevant Information –  
Ad Extensions (Start Date: 20 Apr 2017 – End Date: ____)

---

**Table 4: Examples of various ad-extensions**

<table>
<thead>
<tr>
<th>Site Links</th>
<th>Call Extension</th>
</tr>
</thead>
</table>
| Link Text: Don’t Get Duped By Your Dealer Anymore  
Final URL: www.bumper.com  
Description: Line 1- Fair and Up Front Pricing  
Description: Line 2- Pay Pre-Decided Rate Only After Service |
| Phone Number – India – 091084 46586 |

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**Figure 1:** Example of Search Network ad used for the campaign

**Figure 2:** Example of Display Network banner ad used for the campaign

**Figure 3:** Example of video bumper ad(6 sec ad) used for the campaign
**Campaign Objective:** Build brand awareness for www.byumper.com

**Goals:** 3,000,000 Impressions, 3000 Clicks, CTR 1-1.25%

**Types of Campaigns:** Search Network, Display Network, and Video Campaign

**Marketing Campaign Schedule:** April 29, 2017 – Indefinite.

**Key Results:**
- Unique Visitors, Total Visits, and Hits to www.bumper.com increased by 138%, 127% and 150% respectively after the campaign was deployed.
- CTR increased from 0.88% in first week to 1.28% overall.
- Interactions increased 28.48% overall week on week.

**Future Online Marketing Recommendations:**
- An AdWords campaign can be run, but will require 1 full time employee working on for daily monitoring and ensuring a weekly tweak to budget and keywords as well as settings to targeted advertising.
- Ensure that the campaign is run on YouTube, Social Media, and AdWords only after the website has been enhanced in quality.

**Campaign Overview:**
The technology, app and business being in the nascent stage for Gurgaon launch, it needed to be marketed to the potential customers. The client wanted customers to know about the products and visit the website for information on them. Hence, we strategized our digital marketing campaign towards brand awareness.

**Major Pre-Campaign Goals, including success metrics:**

**Table 5: Overall Campaign Goals**

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR</th>
</tr>
</thead>
<tbody>
<tr>
<td>300000</td>
<td>3000-3,500</td>
<td>1-1.25%</td>
</tr>
</tbody>
</table>

**Table 6: Operational Details of Campaign**

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Start Date</th>
<th>End Date</th>
<th>Target Location</th>
<th>No. of Ad Groups</th>
<th>No. of Ads</th>
<th>Campaign type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Ads – General Key</td>
<td>May 13th</td>
<td>June 11th</td>
<td>Delhi-Gurgaon</td>
<td>4,063</td>
<td>1,738</td>
<td>Search Network</td>
</tr>
<tr>
<td>Website Ads - Car</td>
<td>May 13th</td>
<td>June 11th</td>
<td>Delhi-Gurgaon</td>
<td>86</td>
<td>5</td>
<td>Search Network</td>
</tr>
<tr>
<td>Install - Brand Keyword</td>
<td>May 13th</td>
<td>June 11th</td>
<td>Delhi-Gurgaon</td>
<td>1</td>
<td>2</td>
<td>Search Network (Mobile app installs)</td>
</tr>
</tbody>
</table>

**Methods to monitor account:**
Daily performance would be reviewed at 12.30 pm IST as soon as updated stats and graphs were available. Campaigns were primarily aimed towards achieving weekly goals and large-scale decisions with regards to settings and strategies would be reviewed at the end of each week. Primary performance stats looked out for each day were: Impressions, Clicks/Views, CTR/View Rate, Average CPC, Quality Score, estimated first page bid.

**Evolution of Our Campaign Strategy:**

**Major changes undertaken during the campaign and their effects:**
Number of campaigns: Originally only the Search Network campaign was planned for. Post the initial few days of deployment of campaign, it was quickly realised that
to gain a holistic brand awareness campaign, multiple mediums would be necessary. Therefore, content was developed for display network and video campaigns. It was observed in the first week that there was a spike in impressions on Tuesday and Wednesday. Hence, to capitalise on this, budgets across campaigns and CPC and CPM was increased for Tuesday and Wednesday.

Impressions grew nearly 48% in the fortnight 1 (April 29 to May 12) to fortnight 2 (May 12 to May 24) and 24% in fortnight 3 onwards (May 24 to June11). Target Location: Initially targeted only city of Gurgaon, Haryana (India). But, due to multiple queries coming for Bumper.com services from various other cities in the state of Delhi and NCR region, location targeting settings was changed from Gurgaon to Delhi, NCR. This increased the reach from 16,000,000 to 19,800,000.

Budget was gradually increased in the first week to nearly 6 folds, towards the end of the campaign. This was done as it was observed that daily spend was well below planned for daily average spend. Max CPC and CPM bids were raised to ensure greater performance of ads.

For the Search Network campaign, only 20 ad groups were deployed in week 1. But, from week 2, the “Opportunities” tab suggestions were taken into consideration and multiple ad groups were made categorized based on similar key words. Ad Groups were increased. This was done to ensure more efficient and relevant ads, resulting in greater clicks and CTR. Illustration provided in the graph below. (May 12, 2017 – June 11, 2017)

Table 7: Clicks per Ad Group

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Clicks</th>
<th>Network Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Ads Bangalore- General Key</td>
<td>4063</td>
<td>Search Network</td>
</tr>
<tr>
<td>Website Ads Bangalore- Car Brand wise campaigns – Bangalore</td>
<td>1542</td>
<td>Search Network</td>
</tr>
<tr>
<td>Website Ads Bangalore Car Parts – Bangalore</td>
<td>1250</td>
<td>Search Network</td>
</tr>
<tr>
<td>Android App Install Bangalore- General key- Bangalore</td>
<td>635</td>
<td>Search - App Install</td>
</tr>
<tr>
<td>Android app Install Bangalore- Brand Keyword – Bangalore</td>
<td>304</td>
<td>Search – App Install</td>
</tr>
<tr>
<td>Display test- Car Dekho/ Car Wale/ Quikr Cars – Bangalore</td>
<td>252</td>
<td>Display Network</td>
</tr>
<tr>
<td>Website Ads Delhi + Gurgaon- General Key</td>
<td>509</td>
<td>Search Network</td>
</tr>
<tr>
<td>Website Ads Delhi + Gurgaon- Car Brand wise campaigns</td>
<td>136</td>
<td>Search Network</td>
</tr>
</tbody>
</table>

Figure 5: Total Clicks for the campaign between May 13,2017 to June 11, 2017

Display Network campaign struggled initially due to poor quality banner ads. Although ad position was 1, display impression share was low. Hence, Google stock banner ad pictures and suggestions were taken into consideration to ensure greater quality ads through high definition pictures. Also, custom affinity audiences were generated in week 3 to help increase relevancy of targeting. This resulted in Ad position being maintained at 1 and greater display impression share garnered. Illustration provided in the graph below.

Figure 6: Avg. Position of ad vs Search Impression Share for the campaign between May 13,2017 to June 11, 2017

Figure 7: Avg. Position vs Display Share for the campaign between May 13,2017 to June 11, 2017

Key Results:

We started our campaign on 29th April 2017 and ran it till June11, 2017.
The above graph shows how our campaign boosted our overall presence.

In the above graph, we plotted clicks vs avg. CPC, what we observed was the higher price we were paying for each click.

Conclusions

- Search Network campaigns has been able to help in creating awareness amongst people actively searching for services like those offered by bumper.com.
- To bring the cost per click down, we increased our key word list, added more ad groups.
- Since our search number volume was very less we were facing difficulties in gaining traction, this is where our video ad helped us gain site visitors.
- What we failed to achieve was good traction on all the identified key words.
- We gained traction from a few irrelevant keywords, we added them negative keyword list towards the end of the campaign.
- AutoNinja Website SEO Recommendations

AutoNinja has a simple webpage which demonstrates the products owing to which specific extensions like Location, Phone number and specific product information cannot be accessed directly from the Ad

Specific Call-to-Action is missing in the website for a demonstration of the products. Since product demonstration via a call is the most important aspect of the business the webpage needs to have to a feature wherein the consumer can directly call and connect for a demonstration

Improving site metrics as below given would greatly increase the quality score of AutoNinja which would bring down the cost of the campaign drastically and increase return on investment. The analysis is done from the following site: http://tools.neilpatel.com/en/analyze/http%3A%2F%2Fwww.autoninja.net%2F
Page level speed and SEO recommendations:

**High Priority:**
Look to combine all scripts into a single script, and similarly combining all CSS into a single stylesheet. This is the key to faster pages.

Minify JavaScript and CSS. Minification is the practice of removing unnecessary characters from code to reduce its size thereby improving load times.

**Medium Priority:**
Reducing the number of unique hostnames has the potential to reduce the amount of parallel downloading that takes place in the page.

**Low Priority:**
Compress components with gzip, this generally reduces the response size by about 70%.

Reduce the number of DOM elements. A complex page means more content to download and it also means slower DOM access in JavaScript.

With the above recommendations, AutoNinja.net stands to benefit from better UI experience as speed and navigation of the website will be vastly improved.

**To Do List for Better SEO Rankings:**

**Rich Content:** Relevant content that has keyword phrases for each landing page will ensure that the website turns up on most search results for persons searching for content related to the AutoNinja website. Along with keyword phrases and heading tags, the content needs to be relevant for the user. Otherwise, the bounce rate will increase as people will exit the site immediately on landing.

**Updated Content:** Constant updating of content will ensure that those users who are loyalists of the website have content to look forward to. This could be in the form of new videos, music, games, blogs, reviews, tips, contests, freebies, etc.

**Links:** Increasing the number of links and converting phrases to links will increase the search engine rank of the website. Example: Instead of placing a link that states “Click Here” to book an appointment with an AutoNinja CRM representative, the phrase “Book an Appointment with AutoNinja” can be hyperlinked and will end up turning up on search engine results more. Also, the number of broken links (links that result in a user landing on a 404-error page) need to be reduced.

**Page Load Speed:** The websites page load speeds are generally taken into consideration by search engines while determining search rankings. This can be done with using lighter images and videos.

**Alt Tags:** Alternative descriptions for the websites images and videos, loaded up with tags and keywords will ensure better rankings.

**Contact Us:** Pages that have more/relevant contact information are generally considered to be more trustworthy and thereby fare better in search results.

**Top 5 Things to Do to Increase VSEO of AutoNinja YouTube Channel:**

Content: Creating more content and uploading content that are relevant to current macro and socio-economic trends will help create engagement. Upload more and
constant content on variety of subjects such as:

• Case study videos of the changes brought to dealers by AutoNinja.
• Why AutoNinja is better than rivals
• How does GST affect your car service needs?
• How is AutoNinja dominating the market
• Why any aspiring professional should look at AutoNinja as a potential career opportunity
• Gaps in Indian auto industry and how AutoNinja is filling a gap

![Image](image1.png)

Figure 15: Illustration of video content created for AutoNinja YouTube channel

**Benefits:** More content will encourage viewers to subscribe to the channel as well as more time will be spent watching multiple AutoNinja related videos thereby increasing engagement.

**Note:** It is important to remember that not only quantity, but quality of content uploaded should be taken into consideration. Short videos of 30-60 seconds on multiple subjects will be suggested as compared to a 5min video encompassing all the fields. Picture and sound quality make a huge difference as well.

![Image](image2.png)

Figure 16: Illustration of video content created for AutoNinja YouTube channel

**Attention to Detail:**

• Video Keywords
• Targeted Tags
• Lengthy Video Description
• Catchy Video Titles
• Relevant keyword rich file name for upload

**Video Length:** Long tutorial style vids rank better than short vids but may take more time/effort/costs to produce.

**Create a YouTube Advertising Campaign:** Once an extensive channel has been developed, a YouTube advertising campaign is the next suggested step. With AdWords, a brand awareness campaign mainly targeting views and impressions could be launched. This can be done through use of bumper ads (6 second ads) or longer format ads. A small daily budget (say $3) can be used initially gain a feel of the response. Once certain traction is gained, a larger campaign can be launched targeting specific targeting options, keywords, location based targeting, etc. YouTube analytics can be used to streamline the campaign efficiency.

![Image](image3.png)

Figure 17: Graph depicting superiority of visual medium compared to others and illustration of YouTube AdWords

**Create a Remarketing List:** By creating a remarketing list, specific channels, and videos such as angel investor related channels can be targeted and affinity users of such channels can be targeted to view/like/subscribe/redirec the AutoNinja YouTube channel and website. There are multiple remarketing options available, of which “Liked any video from a channel” and “Subscribed to a channel” indicates highest point of engagement of a potential customer/employee/investor for AutoNinja.

![Image](image4.png)

Figure 18: Illustration of typical remarketing list options for YouTube campaign
Multi-Channel Approach: Even though a YouTube channel is of prime focus, it is important that YouTube need not be the only channel. By having a multi-channel social media approach, the YouTube channel of AutoNinja will experience an increase in SEO and relevance organically. Channels such as LinkedIn/Facebook/Quora help in B2B promotions. Other suggested channels are Instagram/Twitter/Google+. Based on competitor analysis and pre-determined target communities, certain social networks can be given higher importance than others. Constant posts and uploads on these networks will help keep engagement alive as well as create opportunities for shares that could lead to new leads to be generated.

Figure 19: Examples of various social media platforms

Leverage Promoters: All start-ups claim to wish to change the world and make it a better place. Listening to an inspiring founder speak about the company’s vision may not necessarily inspire. Get influencers to do the talking for you. Local celebrities, investors of AutoNinja, industry experts, satisfied clients, etc. are the ones who can create a more positive impression of AutoNinja than AutoNinja itself. This could be through Facebook/Twitter/Instagram tags, YouTube video testimonials etc.

Key Metrics to Track Success of Website

- **Traffic**: Total number of visitors to the website. Can be daily/weekly/monthly. Track average time spent per duration as well
- **Traffic Sources (through Google Analytics)**: Sources may be organic (through google search), referral (from other sites), direct (typing into browser) and social media
- **Bounce Rate**: The percentage of visitors who leave immediately after landing on the site (high bounce rate is indicative of a poor landing page on website)
- **Conversion Rate**: Unique Visitors/Conversions. Higher the conversion, greater the profitability of the website. Conversions can be defined by website administrator. Example: bookings, reservations, sales, calls, subscriptions, etc. Note: Keep a track of conversion per traffic source (helps in better targeting)
- **Average Transaction Size**: Average spend per customer per booking of bumper.com services
- **Exit Page**: Indicates the page last before a visitor exited the website. Certain pages such as order receipts page will normally have a high exit rate due to end of transaction process. But it is important to track exit rates of pages other than transaction related pages which may help highlight weak/undesired pages on a site
- **Top Pages (through Google Analytics)**: Top 10 pages of the site can be checked on the analytics dashboard. Helps highlights popular pages which can be promoted more vigorously
- **Other metrics to track**: time spent per visit, number of page views per unique visitor, returning visitor conversion rate, etc.

Key Metrics to Track Success of App

**Number of Downloads/Installations/Sign-ups**

**Engagement Metrics**: Frequency of app usage, session length, user demographics, app device, etc.

- **Session Interval** – Time between users exiting the app and their next session
- **Retention Rate**– Percentage of users actively using the app 3/6/9/12 months after download
- **Active Users** – number of daily/monthly active users
- **Average Revenue Per User** – Total revenue generated/total user base
- **Load Time** – Time taken for app to launch
- **Play Store/iOS ratings and reviews** – number of millions of downloads, star ratings, etc.
- **App crash rate** – Average crash per app loads
- **Abandonment Rate** – Ratio of Transactions cancelled to transactions initiated

**Nikhil Kalmankar**

Nikhil Kalmankar is a PGDM Marketing (2016-18 batch) student at IMT Ghaziabad. He interned with Unbox Technologies Pvt. Ltd. Bangalore as a Digital Marketing Associate and formulated strategies for the launch of Bumper.com’s services in Delhi NCR region as well as implemented VSEO strategies for their YouTube channel. He was mentored by Prof. Sandeep Sharma, whose guidance proved to be instrumental in the success of the internship project.
Consumer research for factors affecting the buying behaviour of personal and beauty care products

ABSTRACT

Consumers in the current world have become extremely product sensitive and conscious of any product they are using. In the beauty and personal care industry, this behaviour is often seen in beauty salons where the choice of products a customer demands is dependent on various factors.

To analyse consumer behaviour towards trying any new product at a beauty salon a detailed study was conducted. As the selection of cosmetics is a very personal choice, various factors like product quality, price, product origin etc. play a major role while trying any new product. To carry out the research online surveys were conducted which could get the data according to age, income group, profession and monthly expenditure on personal care. This survey made the users rank various factors according to their preference.

A total of 101 responses were received and were analysed using SPSS software. Crosstabs analysis was used to measure the weightage given to factors like price, quality etc. according to their monthly expenditure on personal care in terms of high and low. After the analysis it was found out that monthly expenditure of a person significantly affects the product choice in terms of product origin and price of the product. For eg. A person with monthly expenditure on personal care of less than Rs 500 will prefer a domestic product instead of an international one.

As the company has a long-term goal of introducing another 10-12 international brands in India, this paper has some valuable recommendations which are based on the statistical analysis and some recent industry and consumer reports.
Company Overview

B’Desir Cosmetics Pvt. Ltd. is an import and distribution house mainly concentrated on cosmetics and makeup products. The company is currently dealing with three products viz. Temptu Airbrush makeup, Arcocere wax and Crown brushes. The firm imports the products from countries like USA and Italy and carries out the sales, distribution and marketing activities in India. There are various channels through which the sales is carried out some of them being through distributors and direct sales.

Products

Temptu Air Brush: Air brush makeup is the latest innovation in the makeup industry. It uses air pressure to spread makeup products on the skin. Although mostly famous in the fashion and movie industry, Airbrush makeup has made up its way to the mainstream salon business. Off late there has been a striking increase in the demand for airbrush makeup, especially for bridal makeovers. As Indian weddings are famous for vigour and extravaganzas, Airbrush makeup manufacturers see India as a huge market.

Temptu is a US based company who initially used to manufacture devices for temporary tattoos. After it started production for Temptu Air Brush, it has surpassed all competitors to reach the pinnacle of the segment.

Arcocere Wax: Waxing as an essential skin procedure has picked up in the last 10-15 years. Traditionally the wax used to be a mixture of honey and sugar. Some people even used to make wax at home. But with increased awareness about skincare and increased disposable income, companies started manufacturing wax commercially. A special category of wax, Liposoluble wax, is the most preferred wax in the market. Arcocere manufactured liposoluble wax at its plants in Italy in various flavours.

Crown Brush: One of the most reputed manufacturers of makeup brushes with clients like MAC, Crown Brushes from the US, decided to launch its brand of brushes in the market. Being the original manufacturer, Crown was able to keep the price point of its product really low. This made it an instant hit in the Indian market. The brushes are made up of natural fibre and the company provides lifetime warranty on its full product range.

Problem Statement

The average per capita annual disposable income in India rose from INR 61496 in 2011 to INR 104006 in 2016. As a result, the per capita consumer expenditure increased from INR 40787 in 2011 to INR 68982 in 2016.

As Income levels increased, consumer lifestyle and consumption habits changed. Consumers showed increasing movement towards indulgence and were willing to spend on premium beauty and personal care products for which they saw value.

Consumers, especially in urban areas are travelling and socialising more than ever. They are willing to spend and own multiple beauty products so that they can use different products during weekdays and can use premium products on special occasions. This trend can be seen in colour cosmetics as consumers are now willing to have a wide range of shades of lipsticks, nail polish, eyeliners and foundations. This has prompted leading colour cosmetics brands like Lakme, Maybelline, MAC etc to launch new shades on a regular basis.

The research problem on which the survey was based was “What are the factors on which the average Indian bases his/her choice of products for use at beauty salons?” This was chosen as the research problem to understand the consumer’s mindset, analyse it and then use the insights to structure future strategies.

Methodology

Survey method was used as a research methodology. A primary survey was conducted for 101 respondents across India. The major age group was under 30 years as people belonging to this age bracket are most conscious about their looks and appearance as mentioned in the Euromonitor report explained in the Industry Section.

Solution

For the survey, a google form with relevant questions was floated. The form had questions to collect the demographic information like age, gender, income, expenditure etc. apart from specific questions like if they are interested in trying Airbrush makeup or not.

The respondents were asked to rank the factors as high and low on which they base their choice of products on. The factors were:

- Product origin
- Brand name
- Ingredients
- Price

On receiving the above information, the data was analysed to get valuable insights. SPSS software was used to analyse the data. The monthly expenditure was kept as independent variable and all the four factors were kept as dependent variables. Hence, the dependence of monthly income was calculated on Product origin, Brand name, Ingredients and Price by performing cross tab analysis on each of them. The confidence interval was kept as 75%. The results table are shown below.

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<thead>
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<th>Expenditure * Origin</th>
<th>Crosstab Count</th>
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<tr>
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Expenditure * Brand

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<td>500 – 2500</td>
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Expenditure * Ingredients

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<td>2500 – 10000</td>
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</table>

Expenditure * Price

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<th></th>
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</table>

As seen from the analysis, only origin and price are significantly dependent on the monthly expenditure. This means that a person whose monthly expenditure on beauty products in between Rs 500 an Rs 2500 (For eg) will base his/her choice of products on product origin and price.

Conclusion

After the research done on consumers, it can be concluded that although there are many factors that affect the buying pattern, especially in case of personal beauty, only product origin and price of the product are the significant factors. These factors can be given importance while brainstorming to launch any new product in India.

Recommendation

Based on research conducted following points are recommended to B’Desir Cosmetics Pvt. Ltd. As the company is planning to launch twelve more brands, it should be
focused on selected few clients to better utilize its resources

While launching new products, the company should keep the pricing competitive as Price came up as a significant factor while buying any new product

In the marketing campaigns for new products, the origin should be emphasized

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**Prabhav**

Prabhav is a student of IMT Ghaziabad 2016-18 batch. He has interned with B’Desir Cosmetics Pvt Ltd. Prior to joining IMT Ghaziabad he has worked with Tata Consultancy Services for a tenure of 35 months as System Engineer. There he was a part of Business and Financial Services vertical working as a quality analyst with client as leading bank of United Kingdom. He has completed his graduation from SRM University in Electrical and Electronics Engineering in the year 2013. He is the Co-Coordinator of the Consulting Committee at IMT Ghaziabad. He has also cleared the Lean Six Sigma Green Belt certification course.
Ways to enhance Social Media Marketing ROI

ABSTRACT

With exponentially growing the importance of digital marketing, companies often lend up investing much in digital marketing and especially in social media marketing but after some time they realize that investment ROI is way lower than the expected. This study is intended to resolve the issue of ‘what to post on social media and when’. It gives qualitative insights to make you wisely choosing the content for your social media promotions to ensure better ROI. Although finding of this study is applicable to all the digital media platforms but I have tested it against only the Facebook, Instagram and Twitter.
**Company overview**

Lifcare pharmacy is a subscription pharmacy operating currently in two cities Jaipur and New Delhi. It is one of first company in India to cater those specific value expectations of chronic disease patients, by providing regular cyclic order delivery with a discount of 15% unconditionally.

Core competency of the company lies in its timely delivery system, accuracy of medicine delivered and reasonable discounts. Simplicity of ordering is one added advantage to value system as company's target audience is mainly constituted of 40-55 years old people who are presumably having some idea about technology such as internet but not very good at it. To cater that it provides both the options as app based as well as telephonic purchase. To ensure the correctness of medicines, a LifCare pharmacist first visit the patient's house. Check for the prescription and verify the details required. LifCare ensures an amazing 24 hours or less time delivery model after the pharmacist visit the patient's house. Check for the prescription and verify the details required.

**Problem Statement**

As many studies have been done related to the field that how a person's mood is likely to be affected by the time of a day. A research by Boris Egloff, Anja Tausch, Carl-Walter Kohlmann, Heinz Walter Krohne, “Relationships between time of day, day of the week, and positive mood: Exploring the role of the mood measure” and “Weekends, Work, and Well-Being: Psychological Need Satisfactions and Day of the Week Effects on Mood, Vitality, and Physical Symptoms” by Richard M. Ryan, Jessey H. Bernstein, Kirk Warren Brown, they argue how positive and negative a person is at a certain time of day.

Following the same methodology, I observed the target audience with the purpose of study and found the following results.

LifCare being a startup certainly cannot allocate that much resources to its social media marketing, according to a study by marketer and Ascend2, 43% of surveyed marketers said their biggest obstacle in delivering on their campaigns was lack of skilled employees. It was the top problem the respondents cited in that report.

For people who work in the field, it may seem that social media has always been around. But it’s not uncommon to have team members who are less experienced than you need. Or in some cases, you may not have enough people of any skill level to help. Also, it’s never about random hash tagging on social media but a planned strategy. A well-planned and well-executed hashtag campaign can do great things for promoting your brand. But just as one bad apple ruins the barrel, a handful of rogue Tweets that go viral can quickly derail your meticulous strategy.

Social communications tend to be short and snappy; that’s part of their appeal. But for brands, it can be difficult or even inauthentic to adopt some forms on online slang. That’s especially true when new shorthand appears and disappears from common use so quickly. Using old lingo won’t endear you to your audience, and a seemingly innocent typo can create additional confusion. For instance, “dae” and “bae” mean two very different things, and mixing them up will raise eyebrows among your followers.

Unless your brand is focused on youth culture or needs to have a cutting-edge voice, it’s best to stay away from most acronyms. If your company must lean on the occasional acronym, then make sure at least one person (and preferably more) who will review your social messages are responsible for knowing the latest abbreviations. At the very least, confirm your acronyms with Wikipedia or Urban Dictionary before you hit publish.

Having a pulse on the latest trends in social is a good thing—but before putting anything into action, make sure you have a plan. From Meerkat to Periscope, new tools appear all the time in the social media sphere. Marketers are tasked with not just learning these new programs within days of their launch but also with being able to make informed decisions about the role these tools should or shouldn’t play in a brand’s social strategy.

**Methodology**

**Aim**- To analyze the mood of people at different time of the day

Some of the theories relevant to our research are Cognitive- behavioral theory, social skill model and socio-cognitive model, latent class analysis and the theories covered in IGD and HR courses.

**Research Objective**- To study the people's mood at different time of the day to predict their reaction stimulated by a post from LifCare.

**Research Design**- I am using exploratory research as I don't know the probable moods of target audience. Research is qualitative research and methods used for conclusion are qualitative methods.

**Hypothesis**-

**Null Hypothesis**- People are indirect to the time of day for the receptivity of a social media post.

**Alternate Hypothesis**- People are more receptive to positive posts at time of the day.

**Sampling**-

**Universe**- Delhi-NCR

**Population**- People interest to read the Lifcare social media posts:

- People at home
- People in office

**Sample Frame**- As the sampling frame is not available so I am using Non- Probabilistic Sampling

**Sampling Techniques**- In Non-Probabilistic sampling I am using Convenience sampling

**Sample size**- As I am basically studying the positive and negative reaction, constructs so sample size is 2*10 = 20

Other Consideration for creating calendar apart from the standard consideration of constructs in cited studies, I Considered these additional factors
• alone time at night
• day attracts more eye-catching things
• people are more cautious during night time

Definition of constructs-
Morning – 8-10 am
Afternoon- 12-2 pm
Evening- 5-7 pm
Night- after the evening and before sleeping
Sleeping time 12pm to 2 am

Solution
As in my research found the time of the day with the moods of people which has
great implications for a company as the content to post much resonate with that
mood otherwise people are most likely to skip the content and even sometimes
might unlike or unsubscribe your page as receptivity of your content being negative.

<table>
<thead>
<tr>
<th>In Office</th>
<th>At home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td></td>
</tr>
<tr>
<td>• just checking Facebook for last night happening</td>
<td>• preparing breakfast</td>
</tr>
<tr>
<td>• are in hurry to reach office</td>
<td>• reading news</td>
</tr>
<tr>
<td>• news oriented</td>
<td>• planning for day’s meal</td>
</tr>
<tr>
<td>Afternoon</td>
<td></td>
</tr>
<tr>
<td>• want to relax between office</td>
<td>• having enough time</td>
</tr>
<tr>
<td>• officially free during lunch time</td>
<td>• having lunch and watching some engaging stuff like tv</td>
</tr>
<tr>
<td>Evening</td>
<td></td>
</tr>
<tr>
<td>• snacks time</td>
<td>• planning to roam around</td>
</tr>
<tr>
<td>• little in chill out mode</td>
<td></td>
</tr>
<tr>
<td>• people often go out of office for a while</td>
<td></td>
</tr>
<tr>
<td>Night</td>
<td></td>
</tr>
<tr>
<td>• office over</td>
<td>• Collecting the day’s memory and planning for dinner</td>
</tr>
<tr>
<td>• want to get home</td>
<td></td>
</tr>
<tr>
<td>• tired</td>
<td></td>
</tr>
<tr>
<td>• purchasing things back to home</td>
<td></td>
</tr>
<tr>
<td>Before sleeping</td>
<td></td>
</tr>
<tr>
<td>• just browsing through the all-day timeline</td>
<td>• want to sleep to get up early in morning</td>
</tr>
<tr>
<td>• Only time when people have time to check thing in detail unless it too late</td>
<td>• planning for tomorrow</td>
</tr>
</tbody>
</table>

Conclusion
So, Companies should not just post same content mindlessly and must understand the
customer’s moods.

Accordingly, you must create a yearly of half yearly calendar for your organization
that what to post and what not to post. And time to post online. That would ensure following

• Non-repetitive content
• Content with no left-out points
• Timely post

<table>
<thead>
<tr>
<th>Time of the Day</th>
<th>Tone</th>
<th>Number of characters</th>
<th>Information % in content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morning</td>
<td>Informative</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Afternoon</td>
<td>Refreshing</td>
<td>Low</td>
<td>Medium</td>
</tr>
<tr>
<td>Evening</td>
<td>Chill out</td>
<td>Medium</td>
<td>Low</td>
</tr>
<tr>
<td>Night</td>
<td>Light</td>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td>Before sleeping</td>
<td>Thought provocative</td>
<td>High</td>
<td>High</td>
</tr>
</tbody>
</table>

Other factors considering while designing content-

• **Brand personality**: Please note that brand personality plays important role in
  receptivity of the content so that factor must kept at top while designing the
  calendar for your organization.
• **Special days/ festivals** – Important part for the digital marketing is customized
  content for the customer and acquaintance of the customer to the content.
• **Usefulness of the content**: Customer will never like the content if it’s not useful
  to him directly or indirectly so you must design your content accordingly.

Another most important factor than posting –

Most businesses place a high priority on putting out content and getting it to circulate
across social networks. But that’s just the first half of the equation. The second
part is to cultivate conversation around that content, which means acknowledging
when followers comment. Considering five out of six messages sent to brands on
social channels go unanswered, this is a topic that’s ripe for improvement among
many brands. In fact, in a survey of 3,000 consumers, Bain and Company found that
customers who engage with brands over social media end up spending anywhere
from 20% to 40% more money compared to customers who aren’t as engaged.

Rakesh Sharma
Rakesh Sharma is a PGDM Marketing (2016-18 batch) student at IMT Ghaziabad. He interned with Lifcare
Pharmacy, Delhi as a Digital Marketing Strategist. He formulated digital strategy for content, SEO, SEM
and Social Media Marketing for Lifcare.

He is B Tech. in Mechanical engineering from NIT Raipur and has worked with JSPL for 36 months.
Migration of legacy systems to everything-as-a-service (XaaS): the business imperatives for corporations (Deloitte Digital)

ABSTRACT

Today, a new business imperative is gaining traction in boardrooms and IT shops alike. Everything-as-a-service (XaaS) is a strategic and operational blueprint that, within the next 18–24 months, will likely begin upending business and operational models, and redefining the fundamental goals of core modernization. This paper aims at identifying such opportunities across industries and map the existing capabilities of Deloitte Digital to capitalize on the opportunity here. The report focusses on retail Industry of US and points out various touch points in the retail industry value chain and where can XaaS can be implemented. Thorough value chain analysis of retail industry has been done to understand the various touch points which can be offered as a service. Pricing plays a vital role for any retail and has the ability to be offered as service. This study provides a solution framework for the company to enable pricing solution as a service to retail clients.
Introduction/Company Overview

Deloitte Digital is creating a new model for a new age—a creative digital consultancy. They bring together all the creative and technology capabilities, business acumen, and industry insight needed to help transform their clients’ businesses. With their end-to-end capabilities, they solve client’s biggest challenges. They are transforming the digital journey in a way an agency or traditional consultancy alone cannot—now leaders across their entire organization can come to one place to have their ambitions brought to life. They have combined the creative and digital capabilities of their studios and the broad reach of an advertising agency with the technical experience, deep business strategy, and relationships of one of the world’s largest consultancies to create something that is so much more than the sum of its parts. They can help client imagine bigger and scale as the business grows.

BACKGROUND

Providing business functions as a service is an evolving practice across industry, the image below marked as common standard indicates potential to be evolved as a service as they attribute efficiency and repeatability.

The above-mentioned business functions can be identified across value chain of any industry and can be developed as a service.

Benefits of XaaS-

- **Pay as you use** – Anything offered as a service helps us to best utilize the resources and ultimately charging is done accordingly
- **Easy access to new technology** – Any new technology offered as services can be accessed easily with new players in the industry as they don’t need to pay the full amount for the technology
- **Flexibility** - It’s easy to withdraw from using the service
- **Massive scalability** – One of the main benefit of using services is scalability due to low investment required and ease of withdrawal
- **Low maintenance & focus on core business** – Service provider generally provide maintenance and this ultimately helps the business to focus on core operations rather than supporting functions

Retail Value Chain

Upon analyzing the value chain for retail industry as described in the figure above, following are the touch points which is solved using pricing solution as a service-

2. Regular price optimization - Merchandising
Theoretically, digital dynamic pricing is an instrument used to drive value by -

1. Reacting quickly to market price changes and staying competitive
   • Capturing differences in customers’ willingness to pay, if executed correctly, the technology can be highly effective

**Mapping to the Deloitte Digital – Solution Framework**

According to A.T. Kearney, quadrupling the number of daily price changes can improve gross margins by 9% as it increases the likelihood of capturing different price elasticities of customers vs. static prices.

The SAP Hybris solution already provide the pricing solution for retailers, this is very well mapped to the existing capability of Deloitte. The partner company with retail intelligence provides API endpoints with various data and multiplying factors which is then customized as per industry & client to finally come up with dynamic pricing.

**Conclusion - Opportunities for Deloitte**

Deloitte has already realized the importance of dynamic pricing, as the strategy arm of Deloitte US are already working on the concept. Digital arm of Deloitte has following options to leverage the potential of dynamic pricing in retail industry-

1. Acquisition
2. Mapping with existing capability
3. Partnership
4. Merger

There are companies who are working in the field of retail intelligence, and development of new product not being the forte for Deloitte digital and seeing the smaller segment of consulting opportunity in retail industry, keeping financials into consideration, proposal to collaborate with some existing smaller company in this domain is recommended for Deloitte. There are three stakeholders in the solutions proposed –

1. Deloitte
2. Client
3. Third Party (company providing retail intelligence)

Analysis for each of these stakeholders are as follows –

<table>
<thead>
<tr>
<th>Deloitte Revenue</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Charge</td>
<td>200</td>
</tr>
<tr>
<td>Number of Clients</td>
<td>10</td>
</tr>
<tr>
<td>Revenue generation</td>
<td>2000</td>
</tr>
<tr>
<td>New Charge</td>
<td>250</td>
</tr>
<tr>
<td>Number of existing Clients taking the solution</td>
<td>6</td>
</tr>
<tr>
<td>New Clients</td>
<td>2</td>
</tr>
<tr>
<td>Total Clients</td>
<td>8</td>
</tr>
<tr>
<td>Revenue for new solution</td>
<td>2000</td>
</tr>
<tr>
<td>Old Revenue</td>
<td>800</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>2800</td>
</tr>
<tr>
<td>Growth</td>
<td>40</td>
</tr>
<tr>
<td>Value</td>
<td>Percentage</td>
</tr>
<tr>
<td>Growth Predicted for retailer</td>
<td>47</td>
</tr>
</tbody>
</table>
### Retailers Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retailers Annual Revenue</td>
<td>1000</td>
</tr>
<tr>
<td>New Annual Revenue</td>
<td>1470</td>
</tr>
<tr>
<td>Growth</td>
<td>470</td>
</tr>
<tr>
<td>Extra amount Paid to Deloitte</td>
<td>50</td>
</tr>
<tr>
<td>Revenue</td>
<td>420</td>
</tr>
<tr>
<td>Net revenue</td>
<td>1420</td>
</tr>
<tr>
<td>Gain</td>
<td>42</td>
</tr>
</tbody>
</table>

### Intelligent Node

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Client Base</td>
<td>5</td>
</tr>
<tr>
<td>Charge</td>
<td>50</td>
</tr>
<tr>
<td>Revenue</td>
<td>250</td>
</tr>
<tr>
<td>New Client from Deloitte</td>
<td>8</td>
</tr>
<tr>
<td>Charge for Deloitte</td>
<td>30</td>
</tr>
<tr>
<td>Revenue due to Deloitte</td>
<td>240</td>
</tr>
<tr>
<td>Total Revenue</td>
<td>490</td>
</tr>
<tr>
<td>Gain</td>
<td>96</td>
</tr>
</tbody>
</table>

From the analysis, we see that the proposed solution is a win-win situation for all the Stakeholders.

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**Shobhit Suman**

Shobhit Suman, is computer science engineer from the LNM IIT, Jaipur. He has 2 years experience in digital product development and management, previously working with NewsCorp, Mumbai. Interned at Deloitte Digital, Bangalore. Presently pursuing MBA in Marketing from IMT Ghaziabad. His interest areas are business strategy, Digital products and product management.
Planning a Digital Marketing Campaign to launch a new Car

Simran Gupta

ABSTRACT

The automobile sector of India is one of the biggest in the world. It plays a very important role in driving the economic growth of India. It accounts for 7.1% of India’s GDP.

With the coming of new technology and innovation, Auto companies are continuously launching and marketing new and more advanced products in the market thus making this industry more competitive. Digital Marketing has started playing a major role in marketing of products and services in Auto industry. The contribution of Auto industry in the overall spending in Digital Marketing environment of India was 8.2% in 2016.

Hyundai Motor India Limited is planning to launch a new car in the mid-size sedan segment so as to strengthen its hold in this segment. This launch will be accompanied by an aggressive marketing strategy in which Digital will have a major role to play. The Digital initiatives will be towards increasing the mass awareness of the new car, increasing brand affinity and generating leads through Digital media. The Digital plan for the new car needs to cover all the 19 Digital touch points of an Auto consumer during his car buying journey. Digital campaigns would help Hyundai in its push strategy for their new car. Digital marketing will also be producing a more targeted communications in marketing campaigns thus enabling the company to reach out to a wider section of its target audience along with utilizing its funds in a more efficient way.
Company Overview

Hyundai is a multinational company HQ in South Korea having numerous businesses in Automobile parts, steel, construction, logistics, IT, finance etc. out of which the automobile business forms a very important part. Hyundai Motor India Limited is one of the leading car brands in India. It is a wholly owned subsidiary of Hyundai Motor Company in India. Formed in India in the year 1996 on 6 May, HMIL has two manufacturing plants in Chennai and an R&D center in Hyderabad. It has the large network of 467 dealerships and 1267 service centers across India. HMIL is the second largest Automobile manufacturer and the largest exporter of Automobiles in India. HMIL has a market share close to 17% in the Indian Automobile industry. Currently, HMIL has a portfolio of ten cars including hatchback, sedan and SUVs in Indian market. Hyundai as a brand stands for modern premium which is personified by its products and services.

Background

Digital plays a major role in the customer buying journey for an Automobile. In India

- 75% of buyers use internet to research before buying a car
- 125% Y-O-Y growth in auto query volumes on mobile platforms
- 54% of buyers change brand consideration after online research
- 44% of customers already decided what they want to buy before visiting a dealer
- 55% buyers search for dealer address online
- 96% of the car buyers use Google search throughout their purchase journey
- Auto buyer journey has 24 touch points out of which 19 are Digital touch points
- 54% of Auto buyers change the brand preference for car after researching online
- Word of mouth and online reviews about the car also plays an important role in the car buying journey of a customer

Problem Statement

The mid-size segment has picked up a lot in recent years thus attracting various car brands towards this segment. Having said that, Hyundai aims to strengthen its position in this segment in the upcoming time by launching a new car in this segment. This launch needs to be accompanied by aggressive marketing strategy in which Digital will play a major role. The Digital marketing plan needs to be designed for fulfilling its major objectives of spreading awareness, generating leads through customer engagement and building Brand equity.

Methodology

Developing a Digital Marketing campaign required a mix of primary and secondary research followed by developing feasible ideas for Digital platforms. The steps involved in this were:

1. Understanding the industry, company, digital landscape of India
2. Single buyer persona and customer journey while buying a car
3. Proposing a positioning for the new car and a building a message around it
4. Developing an overall strategy for car launch on Digital
5. Choosing the right Digital channels for the Digital plan

Fig 1: Parts of Digital Marking plan

Fig 2: Methodology
**Buyer persona**

The Digital plan suggested is according to the buyer persona of the target audience for the new car.

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### New communication suggested

Hyundai sedans are strong in power, style and features as compared to the competition within the segment. In order to launch a new Hyundai sedan, the above three zones should be considered and positioned with a new communication to create a differentiation in perception among sedan target group. The elements of the new communication are:

**I. Tagline:**
The tagline has to clearly showcase the power and style factor of the car. Suggested taglines are:
- Styled with power
- Designed for the powerful
- Bold is the new You

These taglines are suggested to create differentiation in the mind of customers for the upcoming car and make them aware of the USPs of the car from the very beginnings stage only so that the competitor brands are not able to counter the USPs of the Hyundai car while they have gone to dealers.

**II. Value proposition:**
The target customers for the mid-size sedan segment are aspiration and are mostly the second buyers of cars. They wish to have a car that increases their social status but at the same time, gives an excellent performance and comfort while driving. The positioning of the car as stylish and powerful will serve both the purposes respectfully.

**III. Positioning Statement:**
The new sedan is for aspiration metropolitan customers who are generally the second buyers of the car. The product is stylish and powerful in the mid-size sedan segment because of its sporty looks and best in segment engine.

### Solution

**Suggested Digital Plan**

Digital Marketing will play an important role of increasing mass awareness of the new product, increase brand affinity and generating online leads for the new product. This will be done through interactive campaigns on Digital that will focus on grabbing attention through online activations, personalization of content and focused targeting.

**Developing the Digital marketing plan**

For a new product to be successful, it needs to be marketed and promoted in several stages. The Digital marketing of this new product will fulfill the objectives of AIDA technique.
The marketing plan for the new product will consist of three stages:

<table>
<thead>
<tr>
<th>Stage</th>
<th>Phase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>Teaser, Launch</td>
</tr>
<tr>
<td>Interest</td>
<td>Launch, Sustenance</td>
</tr>
<tr>
<td>Desire</td>
<td>Sustenance</td>
</tr>
<tr>
<td>Action</td>
<td>All three phases with CTA options available</td>
</tr>
</tbody>
</table>

Fig 6: Phases of Digital campaign

**TEASER (PRE-LAUNCH) PHASE**

The objective of this phase is to generate awareness about the upcoming car and generating enquiries for it. This is the phase that is used to spread awareness and information of the new car to the maximum audience. All the details of the car are showcased in an innovative manner so that the consideration level for this new car goes up. A pre-launch hype is required for the soon arrival of a product so as to generate the audience attention towards the product. This buzz creation is required so as to hold on the target customers from buying the competitor’s products before seeing the new product. This phase partially addresses the first stage of the AIDA technique, i.e. spreading the awareness of the coming of the new product. This phase can also include customer engagement with the company through Digital till the time of launch of the new product. The various activities that were suggested to the company in the pre-phase launch were:

- Teaser content to be launched on different social media channels in the form of pictures and videos so as to attract customer attention
- Banner ads to be displayed on 3rd party sites especially where the competitor products are showcased. This is done to expand customer consideration set in the new product’s segment thus adding the new product in it
- Microsite to be created with the hidden picture of car that unfolds in parts with a specific number of twitter tweets about the product with the pre-defined hashtag. This was done for customer engagement to involve them more before and after the launch.
- Tweet to Unlock (Twitter Activity): Twitter's new Unlock Card incentivizes users for tweeting about the campaign by giving them an exclusive access to content such as pictures, videos, questions-answers session etc. after they have tweeted. This activity encourages the audience to engage with the ad and also share it with their friends. The Twitter marketing activity of using cards is viral in nature. The tweets done by users are shared with their followers as regular tweets thus increasing the reach and genuineness of this activity.
- Influencers to be roped in to tweet about the same so as to leverage upon their follower base for spreading awareness.

**LAUNCH PHASE**

The objective of this phase is to generate mass awareness about the new launched car and generate enquiries for the same in large numbers. This is the phase that is used to spread awareness and information of the new car to maximum audience. All the details of the car are showcased in innovative manner so that the consideration level for this new car goes up. This phase addresses the first two stages of the AIDA technique, i.e. spreading the awareness of the new product and generating interest for the new product so as by showcasing its USPs and positioning. The main purposes solved through this phase were:

- To spread awareness about the new product on every possible channel that can generate good results
- To engage people with the information of the new sedan through every possible Digital channel that they visit
- To generate more enquiries and generate leads through Digital platforms

The various activities that were suggested to the company in the pre-phase launch were:

- Live broadcast of car launch to be shown on company website, company social media sites and 3rd party sites to grab more and attention.
- Twitter trending activity to generate more customer engagement leading to positive conversations about the product and get more people to know about it through their social connections instead of the company as they would be more trustworthy.
- Live reporting of various celebrities, car experts, and media people from the Launch event on the social media sites of Hyundai.
- Regular updates and promotion about the car through Facebook and other social media channels to have a wider reach thus increasing the recall for the product.
- Innovative banners and rich online Digital media to be shown on 3rd party sites to grab immediate and maximum attention of target audience giving them an immersive experience thus increasing the awareness and consideration level of the product. The third party sites are chosen according to the preferences of the customers like related to lifestyle, sports etc.
- Google search network promotions to be done so as to draw more customers and traffic to the company website instead of 3rd party sites as 96% of the search for car products start from Google search only.
- Microsite to have videos related to the features and specifications of the car so as to give the customers focused offerings thus giving them better information and experience of the product (car) digitally.

**SUSTENANCE PHASE**

This phase will come into play after a certain time has passed post the car launch. The main objective of this phase is to generate brand affinity in the segment. This phase addresses two stages of the AIDA technique which are interest generation and developing a desire to have this new product in the minds of the target customers. The Hero content in this stage will serve the purpose of developing the desire by
developing a customer affinity towards the product. The Hub and Hygiene activities accompanying it will serve the purpose of interest generation. In this phase, all the USPs of the new product are highlighted and the pain points of the new product are shown in positive manner. The main purposes solved through this phase are:

- To engage people with all the information of the new car
- To create a strong imagery of the car in the minds of customers
- To increase the Top of Mind awareness and uplift the consideration level for the product in the minds of customers thus generating more enquiries for the product

The various activities that were suggested to the company in the sustenance phase were:

- **Hero content Activity**: Short movie creation around the car along with an Influencer activity by roping in an influencer who will drive the car
- **Viral video content to be generated**: Will Grab Attention and create Brand Affinity
- **Influencer** – Shahrukh Khan. Brand ambassador of Hyundai cars with a vast fan following
- **Movie** – Involves the bold moves showing performance, stability, drivability, style quotient and advanced features of the car with utmost style thus showing it to be a perfect fit for each person looking for a mid-size sedan
- **Contest on Social Media sites like Facebook and twitter**: To further increase engagement and drive more people towards the product
- Contest needs to be related to the Hero content that binds customer to the Hero activity as well as the product more deeply
- Winners to be given exclusive prizes and their experience to be shared with the world through company's social media channels
- The action stage of AIDA technique is covered in every phase by providing a "Call to Action"

**Digital Channels to be used in suggested Digital plan**

The Digital channels for the suggested Digital plan are in accordance with the consumer journey on Digital in terms of their browsing behavior in Auto category.

### Digital Channels

- **3rd party sites and apps**
  - Auto sites: Autocar India, Carwale, Cardekho
  - News sites: TOI, NDTV, ET
  - Lifestyle: Flipkart, BookmyShow, PayTm, Yatra
  - Sports: Hotstar, Cricbuzz

- **Social media sites**
  - Facebook monthly active users in India: 184 million
  - Twitter users in India: 65 million users
  - LinkedIn users in India: 40 million people

- **Online Activation**
  - YouTube users in India: More than 180 million

**Figure 7: Digital Channels for suggested Digital plan**

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**Conclusion**

For the success of a new product, definite large scale marketing is required. In today’s fast paced life, where customers wish to have an access to information 24/7, Digital marketing is the only way of providing them with the same. The need of every customer is different and Digital marketing can be an effective tool in providing them with such flexibility. Automobile companies are continuously evolving and using the latest technology like VR, AR and other innovations for showcasing and marketing their products through Digital. In the upcoming time Automobile industry will focus more on Digital activities thus taking the usage of technology in marketing to a whole new level.

**Simran Gupta**

Simran Gupta is currently pursuing her second year of PGDM course in Marketing from IMT Ghaziabad. She was awarded membership of Alpha Beta Gamma society for her excellence in academics. This paper was inspired by her Digital marketing internship at Hyundai Motor India Limited while working on the campaign for new car launch in mid-size sedan segment.

She is an Electronics and Communication engineer who completed her graduation from Government college of Engineering and Technology, Jammu in 2015 with an aggregate of 80.95%.

Her interests lie in marketing and Digital marketing. She was a finalist in various competitions like Google AdWords competition, Colgate Transcend, HUL Carpe Diem and Lava Campus connect competition. She is certified with Google Adwords and Analytics.

Apart from academics, the author of this paper also has interests in dancing, sports and watching movies. She is a big foodie, loves to travel and interact with new people and always looks forward to try and learn new things in life.
Understanding the Consumer Journey to formulate Brand Strategy for a Luxury hotel

Sneh Khathuria

ABSTRACT

This project will help the luxury hotel XYZ to understand its consumer behaviour, how is the trend and their behaviour changing, how do they purchase luxury holidays and what are consumers looking for. These findings and recommendations would help the XYZ to make the integrated marketing communication. Main objective of this project is to design a branding strategy which will make an impact to the consumer and encourage them to make a purchase decision in the XYZ’s favour.
Introduction/ Company Overview

XYZ Hotels Resorts and Palaces is recognized the world over for delivering a unique flavour of hospitality that offers world-class refinement while remaining deeply rooted in its local heritage. The company opened its first property in 1903. Today XYZ Hotels Resorts and Palaces comprises 108 hotels across 62 locations including India, Maldives, Malaysia, Australia, UK, USA, Bhutan, Sri Lanka, Africa and the Middle East. The XYZ Group has been active in acquiring properties ranging from palaces to world class luxury hotels in India and abroad, developing picturesque garden and beach resorts, luxury service apartments and commissioning business and leisure properties. XYZ offers guests the refined luxury of heritage, the effortlessly efficient service and amenities and a local experience with the assurance of quality. This project for XYZ was undertaken under the firm Convonix. Performics. Convonix is a part of the Publicis Groupe, providing quality Search Engine Optimization, Pay Per Click, Social Media Marketing and Online Reputation Management services to a wide stratum of clients across the globe.

Problem Statement

One of the major problem faced by a 100+ years old luxury hotel XYZ was low sales of their luxury holiday package. Some of the reason were following –

- Negligible brand search query
- Very less traffic on the generic search query
- Advertisements were not giving desired results
- Lack of understanding of the Consumer behaviour

Eventually, because of that the XYZ was not able to meet the revenue target from this product extension. Also, they were looking for the increase in brand awareness of the product extension.

To address XYZ’s need, a detailed consumer study was to be performed, after understanding both: XYZ& customer need, the gap between both was filled to solve the problem stated.

Methodology

Segmentation of the luxury hotel market

After understanding the customers, they were classified in the following segments based of the purpose of their visit –

<table>
<thead>
<tr>
<th>Segment</th>
<th>Factors</th>
</tr>
</thead>
</table>
| Pleasure  | • Popularity / Brand strength  
|           | • Season                  |
| Conference| • Location                
|           | • Outsource               |
| Business  | • Availability            
|           | • Timely amenities         |

The above segments are divided in such a manner that people in Pleasure segment choose high end hotels for their stay because of the societal habits, whereas Conference segment consists of people either directly or via an agent booking luxury hotel for their meetings, conferences, executive programs, etc. Business segment consists of people who choose luxury hotels for their business meeting stay, and people in Purpose -Occasion segment are those who will earn and save, and reward themselves with a experience, thrill or adventure

Consumer Journey

To understand the luxury segment customer better, interview of seven different kind of customer was conducted

<table>
<thead>
<tr>
<th>Customer</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Makes an impulsive plan, visits and explores the place, go to counter of the first 5 star hotel that he come across</td>
</tr>
<tr>
<td>B</td>
<td>Has a favourite brand, whenever and wherever she travels, calls up and book that brand on phone</td>
</tr>
<tr>
<td>C</td>
<td>Decides the date of the annual conference / meetings, outsourse the booking to an agent</td>
</tr>
<tr>
<td>D</td>
<td>Either finalises a place or without place in mind researches about the USP/ experience of various luxury hotels &amp; books that hotel</td>
</tr>
<tr>
<td>E</td>
<td>Found an article in 'Travel + Leisure' magazine and books a resort/hotel as per the article</td>
</tr>
<tr>
<td>F</td>
<td>Plans everything for a special occasion (wedding, spouse's birthday, anniversary) make a prior booking much in advance</td>
</tr>
<tr>
<td>G</td>
<td>Decides the kind of vacation first (beach/hill), search for a hotel there and books it</td>
</tr>
</tbody>
</table>

(Author , 2017)

A qualitative approach of interviewing the luxury hotel consumer was used in order to understand their consumer journey. An interview of Consumer A, B, C, D, E, and F gave a deep insight on the process they follow to book a luxury hotel along with the various touchpoints through which they book.

Various touchpoints of a luxury hotel consumer

Various touchpoints which are used industry wide (which can be used by the client), were studied and researched upon. Apart from that each consumer journey was divided in following phases-

- Influence
Table 4 Detailed Consumer journey of a luxury hotel consumer along with the touchpoints

Touchpoints in each phase as well as for each consumer journey is highlighted in the below plan line.

<table>
<thead>
<tr>
<th>Consumer</th>
<th>Influence</th>
<th>Research</th>
<th>Book</th>
<th>Experience and share</th>
</tr>
</thead>
<tbody>
<tr>
<td>A is looking for</td>
<td>From Peers (friends and colleagues)</td>
<td>Searches for the ‘Five-star Beach hotels’ in Maldives</td>
<td>Directed through the search Ad to the website &amp; books it on the website</td>
<td>Leaves a recommendation on the guest book</td>
</tr>
<tr>
<td>Touchpoints</td>
<td>Word of mouth</td>
<td>Place search</td>
<td>Website</td>
<td>Hotel Guest book</td>
</tr>
<tr>
<td>B is looking for</td>
<td>From past experience</td>
<td>Decides the destination, open the app</td>
<td>Book it through the website / application</td>
<td>Write a review on the App or the on-Review aggregator</td>
</tr>
<tr>
<td>Touchpoints</td>
<td>Loyalty Program App</td>
<td>On application search</td>
<td>Hotel Application</td>
<td>Application or Review aggregator site</td>
</tr>
<tr>
<td>C is looking for</td>
<td>Refer the famous Travel magazine on a regular basis</td>
<td>Refer the link/ QR code available in the article</td>
<td>Book it through the website of the link</td>
<td>Write a review on the Magazine site / feedback</td>
</tr>
<tr>
<td>Touchpoints</td>
<td>Travel Magazines</td>
<td>Direct URL search</td>
<td>Hotel Website / OTA / Third-party Booking engine</td>
<td>Travel Magazines Feedback / website</td>
</tr>
<tr>
<td>D is looking for</td>
<td>Has to travel to a place for work</td>
<td>Searches for the contact number</td>
<td>Call-up the contact number and books a room</td>
<td>Enjoys the stay and does not share the experience</td>
</tr>
<tr>
<td>Touchpoints</td>
<td>Corporate tie-up or Favourite brand</td>
<td>Contact number search</td>
<td>Hotel Reservation Call centre</td>
<td></td>
</tr>
</tbody>
</table>

Table 4 Touchpoints in distinct phases of the consumer journey

<table>
<thead>
<tr>
<th>Influence</th>
<th>Research</th>
<th>Book</th>
<th>Experience + Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peer to Peer</td>
<td>Search Engine</td>
<td>Hotel Website</td>
<td>Social media</td>
</tr>
<tr>
<td>Frequent flyer</td>
<td>Multi-channel shopping websites</td>
<td>OTA</td>
<td>Facebook Page, Instagram handle, Twitter handle, Pinterest images, Zomato Spoon, Snapchat, TripAdvisor etc)</td>
</tr>
<tr>
<td>Emails</td>
<td>Complementary promotions</td>
<td>Third-party Booking engine</td>
<td>Guest book</td>
</tr>
<tr>
<td>Hoardings, Banners, Fliers, Brochure &amp; Magazines</td>
<td>Offers and packages</td>
<td>Luxury escape Travel App</td>
<td>Hotel website</td>
</tr>
<tr>
<td>• Newspaper &amp; Television Ad</td>
<td>Agents</td>
<td>Calling the agents offline</td>
<td>Review aggregator</td>
</tr>
<tr>
<td>• Radio</td>
<td>Review aggregator</td>
<td>Payment gateways (with or without call booking)</td>
<td>CRM</td>
</tr>
<tr>
<td>• Travel Affinity Groups</td>
<td>Online Travel Agents</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Author, 2017)

Touchpoints in each phase as well as for each consumer journey was collaborated, so that the one which client can cater can be highlighted and used.

After finding out the basic segmentation of the consumer, their journey while booking a luxury holiday and touchpoints in each and every phase of their journey, the next step was to detail the segments create personas relevant to the client and strategize accordingly.
Detailed segmentation and their touchpoints

<table>
<thead>
<tr>
<th>Segments</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always Luxury 4%</td>
<td>Travel in first class or by private jet, stay in top tier room categories and pay to outsource decision making to trusted parties</td>
</tr>
<tr>
<td>Special Occasion 20%</td>
<td>Utilize their loyalty points to redesign their lodge class, to search out esteemed dining experiences and to enjoy some merited spa medicines, bargain on comfort at specific phases of their journey if essential, or if it implies they’ll get an if it means an incredible travel experience</td>
</tr>
<tr>
<td>Bluxury 31%</td>
<td>Outing will have a business objective, yet they will have the rank and pay to expand their excursion for some luxury relaxation travel, may work in Italy and after that fly with their family and go stay in Milan or an extravagance safari, or stretch out their to go through a Saturday with an individual customer</td>
</tr>
<tr>
<td>Cash-rich, Time-poor 24%</td>
<td>Plans often change at the last minute, so they may travel on flexible tickets. These travellers will most likely outsource their travel planning to third parties, and are willing to pay for expertise. However, they will want their snatches of leisure time to feel private</td>
</tr>
<tr>
<td>Strictly Opulent 18%</td>
<td>Sharing their luxury holiday on social media is an important part of this experience – they want to be seen to be having fun, living life to the fullest and being able to indulge. They’ll want to know about ways to enhance their trips by consulting luxury influencers</td>
</tr>
<tr>
<td>Independent &amp; Affluent 3%</td>
<td>Seek travel brands and destinations suitable for solo travellers, and may be looking for options that enable them to meet new people. They will want to feel that their travel provider is looking after them and helping them make the best choices for their trip (a luxury yoga retreat in the Himalayas, or a cookery weekend in the South of France)</td>
</tr>
</tbody>
</table>

(Rose Dykins, Amadeus, 2015)
People are segmented on the basis of their purchase decision and lifestyle which have been described against each and every segment

Solution

After understanding the segments

Table 6 Segments and their needs

<table>
<thead>
<tr>
<th>Current visitors</th>
<th>Special Occasion</th>
<th>Bluxury</th>
<th>Strictly Opulent</th>
<th>Independent &amp; Affluent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Because they are the visitors who are either fantasised by the client (i.e. can be a future customer) or they are currently their customer</td>
<td>Because they consider luxury travel as a treat and despite their relative affluence, they’re seeking ‘wow factor’</td>
<td>Because they want to make the most of their time once the work is done, and take and plan their holidays accordingly</td>
<td>Sharing their luxury holiday on social media is an important part which in turn will give us more visibility</td>
<td>Because they are seeking travel brands and destinations suitable for solo travellers and</td>
</tr>
</tbody>
</table>

Table 6 Company’s current offering at each and every touchpoint

<table>
<thead>
<tr>
<th>Journey Phase</th>
<th>What are people doing?</th>
<th>What channels/touchpoints are they using?</th>
<th>Is this the ideal way people willing to experience this phase? If not, what would they rather do?</th>
<th>Is there evidence of work arounds or emerging behavior?</th>
<th>What is the brand doing here?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influence</td>
<td>Talking to people, Surfing the net (Social Media), Blog/ Articles, Society, Websites, Traditional media, Offers</td>
<td>Provide the audience in the direction of what they are exploring Verbal conformation from a few luxury travellers</td>
<td>NA</td>
<td>Nothing</td>
<td></td>
</tr>
<tr>
<td>Research</td>
<td>Surfing the net, Calling &amp; visiting Travel Agents</td>
<td>Websites, Search, Call, personally visit</td>
<td>They want either an end-to-end trip with all the amenities or a completely customised holiday Increasing turn-over of firms like Abercrombie &amp; Kent, Cox &amp; Kings</td>
<td>Periodic (Summer, Monsoon, etc.) Ads on Search and GDN</td>
<td></td>
</tr>
<tr>
<td>Book</td>
<td>Going to website, calling call centre, directly booking it at the reception</td>
<td>Website, Mobile, HRO (Hotel reservation office), Call centre</td>
<td>NA</td>
<td>NA</td>
<td>Have a third-party TRUST set up for the same</td>
</tr>
<tr>
<td>Experience</td>
<td>Living the experience wherever they go</td>
<td>Any associate-Hospitality, Reception, Room Service, Chef</td>
<td>They want to experience the less travelled road, customised and personalised experience</td>
<td>ILTM and a luxury blog consisting of opinions of renowned 10 players</td>
<td>Assumption (based on brand's reputation and offering)</td>
</tr>
</tbody>
</table>

(Author, 2017)
The segments which were relevant to the client were focussed more on, all the segments to which the client is catering was then understood in detail. Special Occasion, Bluxury, Strictly Opulent Independent & Affluent were looking for very different factors which has been captured above.

To understand what customer is looking for and what client can provide at each stage of consumer journey is –
Journey Phase | What are people doing? | What channels/touchpoints are they using? | Is this the ideal way people willing to experience this phase? If not, what would they rather do? | Is there evidence of work arounds or emerging behavior? | What is the brand doing here?
---|---|---|---|---|---
Share | Either influenced/mesmerized/troubled by the experience & sharing it on SNS | Online - Hotel website, Meta-search travel engines, etc Offline | People share about their luxury vacations on social networking sites only, these sites don’t have testimonials | Websites can provide & provoke customers to share it as testimonials | Nothing

To understand what customer is looking for and what client can provide based on their capabilities and properties, at each stage of consumer journey is analysed in detail

**Recommendations**

People are looking for an unforgettable holiday spent exploring destinations, rich traditions and customs with personalised services, therefore in order to increase awareness about the brand to garner increased revenue, they need to enable an option so that customers can choose commuting independently and have a luxurious holiday.

Affluent travellers are highly experiential (‘try-before-you-buy’ business model will be standard in the travel industry using a Virtual Reality headset or Augmented Reality glasses)

- Transformation is their goal
- Memories build connections
- Extraordinary service is part of the luxury equation
- Two luxury personalities express post-materialistic perspectives. “Butterflies” are less materialistic and crave life-changing experiences. “Temperate pragmatists” want new experiences but may be more materialistic and practical with their spending
- Luxury travel is relevant to three generations: Baby Boomers, Generation X and Millennials (Andrew Sheivachman, 2012)

**Conclusion**

The client implemented the suggestions provided below –

Personal preferences that combines enrichment, enjoyment and education (so campaigns including following) -

- An evening with the maharaja of Jodhpur at XYZ royal palace,
- Enjoy the finest and authentic Hyderabadi cuisines by Chef ABC in the jharokha of Rajmahal palace
- Observe and literally lose yourself in the place you’re visiting
- Authentic, simple and genuine experiences that incorporate elements of environmental awareness and social responsibility
- service they get, the information of the travel expert, the trip to their port of call should all have a demeanour of being better than before they touch base at a resort or area
- Luxury travel means you can sit back, relax and enjoy the experience safe in the knowledge that every aspect will surpass expectation

Current Advertisements which are focusing on offers, whereas according to the study an Ad for a luxury holiday should have be focusing on the experience and offering.

**References**


Sneh Khathuria

Sneh Khathuria is a PGDM Marketing (2016-18 batch) student at IMT Ghaziabad. She has had over 2.5 years rigorous stint at L&T Infotech as Project Management Officer. She interned with Perfomics, Convoni in, Mumbai as a Digital Marketing Strategist and formulated a holistic branding strategy for one of their key account in luxury hotel segment. She is certified with Google Adwords and Analytics. She is also Vice President (Public Relations) at IMT Ghaziabad Toastmasters Club.
Evaluating Digital PR as an alternative to advertising for a Celebrity Dressing brand

Srishti Saini

**ABSTRACT**

Tommy Hilfiger Arvind Fashion Pvt. Ltd. uses advertisements extensively as a form of marketing communication. This involves a certain cost. The organization also dresses Bollywood celebrities for events and gatherings which are then given coverage organically by online and offline platforms and publications. This coverage is not paid and constitutes a majority of the public relations activity of the company. The company’s social media presence is managed at the global level.

The aim of this paper is to conclude if celebrity dressing and coverage as a form of PR is the way forward as an advertising medium in the industry, as well as if it is a relevant and effective alternative to traditional advertising in terms of cost, reach and content. Also, the methods by which they could leverage this form of PR in all of the profitable markets in the country and increase sales are studied. Using this data, a case is built for launching country specific social media pages for the brand.
COMPANY OVERVIEW

Tommy Hilfiger is an American multinational corporation that designs and manufactures upper market and premium apparel for men, women and children, and a wide range of licensed products such as footwear, accessories, fragrances and home furnishings. The company was founded in 1985, and today is sold in department stores and over 1400 free-standing retail stores in 90 countries. In May 2010, PVH Corp. (then known as Philips van Heusen) bought the company. The brand’s persona is all about ‘Classic, American and Cool’!

Tommy Hilfiger entered India in 2004 and its retail process in India is managed by Arvind Limited, a textile manufacturer and the flagship company of the Lalbhai Group. Arvind Limited manufactures cotton, knit, denim and khaki fabrics. Presently, the company has 220 stores open throughout the country and has plans to expand and open a total of 500 stores in the coming years. The India wing of Tommy Hilfiger is responsible for all the sales and marketing aspects of the brand within India and Sri Lanka.

BUSINESS PROBLEM

The marketing communication budget for Tommy Hilfiger is largely focused on traditional advertising methods and a major chunk of the money goes towards this. The communication formats are decided by the global team at the company and sent to the India team. In a year, there are an average of eight advertisements that are published through various traditional platforms such as newspapers, magazines (online and offline) and social media.

Since summer of 2016, the company has been dressing Bollywood celebrities for various events that they attend. Their outfits are covered organically by many media houses and digital publications. These generate a certain number of impressions and viewers are sometimes influenced by this to purchase clothes from Tommy Hilfiger and increase total sales.

The problems to be solved were as follows:

• Is celebrity dressing really a powerful means to influence viewers and increase sales?
• Where is the company lacking in terms of who they are reaching out to in terms of celebrity dressing and how can they improve their visibility?
• How does celebrity dressing compare to traditional advertising methods in terms of cost and impressions?
• How can we leverage celebrity dressing and other aspects of the brand such that the visibility and accessibility is greater for customers in India?
• Is it necessary to have India specific social media pages? What would be the content needed for such a venture?

Answering these questions could reduce advertising costs and bring down the budget or concentrate it in places where it would be more helpful. It would also help in streamlining the process of celebrity dressing and treating as a legitimate PR activity.

METHODOLOGY

The approach used to tackle this project was to first understand the different advertising methods used by Tommy Hilfiger already, the cost and reach of each method, and prepare a comparison of the same. Then, the competition in the industry to find out what our competitors are doing in the realm of public relations, advertising (especially on e-commerce websites) as well as their respective social media presence was assessed. A list of the different influencers in the industry and see how the organization can improve its PR foothold by leveraging these influencers was compiled. Qualitative data on how much influence different PR activities including celebrity dressing have on the purchasing behavior of customers and influencers in different regions of the country and analyze the best ways to conduct PR and advertising activities for the company was obtained. Based on the above analysis, a case was built for whether or not Tommy Hilfiger India should have its own social media accounts, the kind of content that would be required to run it successfully, and how much of the content would be needed.

The research conducted was mostly secondary research, centered around digital platforms and social media websites.

SOLUTION

Using available company data, a list of celebrities was compiled that have already been dressed by Tommy Hilfiger. Using this data we were able to gather the average number of impressions that the organic coverage of each of these events gave us and compare them with seven different methods of traditional advertising including print, digital and social media platforms.

A small survey was conducted with around a hundred subjects to gather their views on whether the clothes celebrities wear influence their buying decision in any way, as well as information on their social media habits.

The conclusions of this survey were that

• Celebrities do influence a segment of people to purchase clothes
• A considerable number of people are influenced more by digital articles and posts rather than print or TV advertisements
• Facebook and Instagram are the most popular social media websites to view pictures of celebrities

We were able to come to the conclusion that celebrity dressing is a fast growing method for free advertising and should be leveraged as much as possible. It was noticed that their scope was limited to female Bollywood celebrities, and it was suggested the various areas into which they could expand this venture. A list was made of criteria for eligible digital influencers that would fit in with the brand identity of Tommy Hilfiger and we were able to come up with a lot of suitable names for the same, particularly in the fields of television and music, which have remained untouched by the company. We were also able to give names in the geographies where the sales of Tommy Hilfiger are the highest in India.
Also using the coverage data, we were able to compile a list of media publications and social media accounts that regularly cover the company as well as whether or not they tag or mention the brand in their articles or posts. This gave us the top houses which we could incentivize to cover more of the company's stories. Along with this, using data from Instagram, we were able to find the top fashion and beauty bloggers (male and female) who also covered the brand for free.

Publications can be incentivized (monetary or with advertisements) to continue mentioning the brand and can be divided into two categories: digital fashion magazines and Bollywood news. The first category has a niche audience who is interested in news about fashion and keep up with the latest trends, thus they are more likely to buy a product which they see a celebrity wearing on a fashion website. The second category always covers the outfits that influencers wear, thus increasing the quantity of coverage the brand can get.

After comparing advertising and digital PR data, the conclusions reached were as follows:

- Advertising should be done mainly through Social Media or Celebrity Dressing, as they have the maximum views with the least cost
- For social media, the target audience can be narrowed to suit the company’s preferences, unlike with print media, where the impressions may not convert to sales
- Celebrity dressing should be leveraged, streamlined and improved as has the potential to reduce advertising costs

**RECOMMENDATIONS**

Male Bloggers should be targeted as the company already has a strong relationship with female bloggers.

Regions such as Punjab and South India with high sales and local celebrities and influencers of their own should be targeted.

Celebrities apart from Bollywood who have a large digital following, especially TV actors should be targeted through their stylists.

Company should reach out to websites that don’t regularly cover it and incentivize them to do so (List based sites, Bollywood news sites).

Events other than Bollywood film releases should be looked at as potential celebrity dressing opportunities. An event calendar must be made to keep track of these.

Penetrating the North East Market is difficult through celebrity dressing.

Currently, Tommy Hilfiger targets only Hindi film releases for their PR activities. However, influencers attend a wide variety of events such as

- Movie Releases and promotions
- Award Shows

- Reality TV appearances
- Birthdays and Weddings
- Sporting Events
- Concerts
- Meet and Greets
- Marathons/Activism
- International Fashion Events
- Brand Events

About these events:

- Brands conduct events (annual parties, launches, etc) for which celebrities and brand ambassadors are invited to endorse the brands
- Award Shows are mostly held in Jan – Feb (Film and TV)
- Reality TV appearances – Judges and hosts need to be dressed for every episode
- Birthday/house parties of A list celebrities

For Tommy Hilfiger to have its own social media, they would need

- Posts at least once a day
- Full time designer to create posters and digital designs for new products, lines and different posts
- A Team constantly generating engaging content like contests and promotions

The advantages of having a Facebook and Instagram account are

- Powerful means of advertising
- All content and consumer sentiment can be analyzed from a single place
- It is engaging and will help create a community
- Can create easy channel for online sales
- Can increase value of celebrity dressing by sharing from an official page or account (creates credibility)
- If the required content can be created and resources are available, then it would be a good idea to start an India specific social media network for Tommy Hilfiger

**CONCLUSION**

Taking the primary and secondary research, and keeping in mind essentials like brand identity, past work and future targets, the conclusion reached was that Tommy Hilfiger can expand upon its digital PR activities in a huge way, taking into consideration the above mentioned recommendations and would do very well by launching India specific social media pages. This would help in visibility, and brand association as well.
Srishti Saini is an MBA student at IMT Ghaziabad, studying marketing management and pursuing a super specialization in Digital Marketing. She has bachelor’s degree in Physics from Delhi University after which she changed her stream into business and management.
Digital Marketing strategy to generate leads for a B2B service company

ABSTRACT

Lead generation in a Business to Business (B2B) service company requires a very distinct approach as compared to a Business to Consumer (B2C) product based company, the process being a high involvement one.

With the advent of the internet, mobile technology and big data, Digital Marketing (DM) provides an opportunity to CMOs to reach out to its target audience in a cost-effective manner.

This paper aims to setup a methodology for B2B digital marketing to introduce a sustainable model to create a funnel for lead generation with high conversion rates both for business customers and on-ground facilitators for project execution.
Company Overview

Headquartered in Delhi, The Testament provides on-ground marketing facilitators to companies looking for temporary workforce in specific locations for short durations typically ranging from 4-6 weeks across geographies.

The biggest advantage that clients get by outsourcing their marketing processes to The Testament is that they do not need to undertake the process of hiring, training and scaling the force every time they run a marketing drive in a region. This makes it efficient, economical and less cumbersome. Because this service is based on a pay-as-you-go model, it could very well be described as 'Manpower Cloud'.

Problem Statement

The project objective was to find a way to leverage digital medium to get a continuous flow of marketing qualified leads for the business and get applicants for the facilitator roles. Facilitators are the executives who are responsible for executing the on-ground activities for marketing drives.

One of the biggest challenges for the company was to get a continuous stream of business leads which could be converted into a steady source of new and repeat clients. Not having leads led to a loss of opportunity and under-utilization of the facilitator pool the company controlled.

This project, if successful, would help the organisation setup a semi-automated lead generation engine with little human intervention and a large-scale scalability capability. Leads generated by this could then be closed by a business development manager.

Solution

A content strategy was carried out with the four elements of:

- Creating Relevant Content
- Effective Targeting
- Correct Messaging
- Monitoring and Improvement

Details of this strategy are furnished in table below:

Table 1: Content Strategy

<table>
<thead>
<tr>
<th>Relevant Content</th>
<th>Effective Targeting</th>
<th>Correct Messaging</th>
<th>Monitoring &amp; Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Studies of projects done</td>
<td>Target based on geography, time</td>
<td>Intelligent Keyword Usage in all communication</td>
<td>Learning content interaction trends</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Relevant Content</th>
<th>Effective Targeting</th>
<th>Correct Messaging</th>
<th>Monitoring &amp; Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Testimonials of previous associates</td>
<td>Focused Targeting on decision makers in companies</td>
<td>Language adaptation based on channel employed</td>
<td>Keyword and text analysis for capturing the market executives</td>
</tr>
<tr>
<td>Communicating companies vision via inspirational life stories</td>
<td>Communicating companies vision via inspirational life stories</td>
<td>Focusing on value for reader, business or otherwise</td>
<td>Traffic analysis about the stories which get maximum traction</td>
</tr>
<tr>
<td>Thought Leadership Articles</td>
<td>Target based on designation</td>
<td>Positioning The Testament as visionary</td>
<td>Better targeting via sponsored content on social media platforms</td>
</tr>
<tr>
<td>Google, LinkedIn Sponsored Content</td>
<td>Geography, time, keywords, designation, organisation size</td>
<td>Portray expertise across domains</td>
<td>Tweak targeting criteria based on data</td>
</tr>
</tbody>
</table>

Content Strategy

Caselets: Composing caselets on the projects done by The Testament till date. These were published on the official website. These cases had a business problem, the solution offered and impact created as the three sections. These were heavily target content for the business decision makers.

Testimonial Videos: These videos consisted of students who had previously associated with The Testament and worked part time on projects giving verifiability to the enterprise. They also helped target closely knit college networks.

Inspiration Stories: These were short stories about achievements of personalities who had had deep impression on the founding members of The Testament.

Thought Leadership Articles: These were industry overview articles published once a month and aimed at targeting the larger personal brands of companies and involve them in a conversation. These communicated a clear opinion on a trending topic to create a buzz around the article.

The content type and their delivery channel and objective are mentioned below:

Table 2: Content, Social Media Channels and Respective Objectives

<table>
<thead>
<tr>
<th>Content Type/ Channel Objective</th>
<th>Facebook</th>
<th>LinkedIn</th>
<th>Objective (Industry)</th>
<th>Objective (Facilitators)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Caselets</td>
<td>Yes</td>
<td>Yes</td>
<td>To portray our varied experience</td>
<td>To clarify the kind of work and benefits</td>
</tr>
<tr>
<td>Content Type/Channel Objective</td>
<td>Facebook</td>
<td>LinkedIn</td>
<td>Objective (Industry)</td>
<td>Objective (Facilitators)</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>----------</td>
<td>----------</td>
<td>----------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>Testimonial Videos</td>
<td>Yes</td>
<td>No</td>
<td>NA</td>
<td>To lend credibility and connection to students</td>
</tr>
<tr>
<td>Inspirational Stories</td>
<td>Yes</td>
<td>Yes</td>
<td>Portray The Testament as visionary, inspiring</td>
<td>Portray The Testament as visionary, inspiring</td>
</tr>
<tr>
<td>Though Leadership Articles</td>
<td>No</td>
<td>Yes</td>
<td>To strike online conversation with business people</td>
<td>NA</td>
</tr>
<tr>
<td>Google AdWords</td>
<td>No</td>
<td>No</td>
<td>To get leads for business</td>
<td>NA</td>
</tr>
</tbody>
</table>

**Targeting**

Table 3: Content and Audience

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Caselets</td>
<td>Marketers/Decision Makers in Corporates/Students looking for internships/People between jobs</td>
</tr>
<tr>
<td>Testimonial Videos</td>
<td>Students looking for internships</td>
</tr>
<tr>
<td>Inspirational Stories</td>
<td>Marketers/Executives in corporates/Students</td>
</tr>
<tr>
<td>Though Leadership Articles</td>
<td>Industry Leaders</td>
</tr>
</tbody>
</table>

For Google AdWords, a text ad campaign was run to attract new businesses via search results. A campaign with 4 different Ad Group was run with Market Research giving the highest return.

The targeting based on interest was done and the result was a generalised interest profile for the visitors to website.

**Data Collection**

The data collection procedure was done in 2 forms, the social action and traffic of website was automatically gathered from various social media handles while the qualitative data from the companies about sources of lead and business decision making process was held over phone in a non-structured interview format.

**Data Analysis**

**Peak Interaction Time across Social Networks:** The objective of this experiment was to see how the audience of social media interacted with and how much reach could each piece of content garner based on the time of the day. Each social network was treated separately and the posts across the day were laid out on hourly fashion across 6 weeks. Our results found that for Facebook that our channel to engage the facilitators had a peak time of 7-8 PM while on LinkedIn the peak time was around 2:30 - 3:00 PM. The tool used for this study was Google Analytics Custom Report.

**Table 4: Peak Time for Social Media Posts**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Social Media</th>
<th>Peak Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Facebook</td>
<td>7-8 PM</td>
</tr>
<tr>
<td>2</td>
<td>Linkedin</td>
<td>2:30-3:00 pm</td>
</tr>
</tbody>
</table>

**Figure 1:** Hourly Report for Website Traffic

**Figure 2:** Peak Time for Website Traffic
Peak Interaction day in the week: This study was created to study the post interaction during entire day across the week. This took into consideration the website traffic in terms of unique visitors. Our results found that Wednesday was the most engaging day of the week for both LinkedIn and Facebook.

Results

Acquiring new leads: Over the two months period 7 new business leads were created which came seeking The Testament’s business. These ranged from drone technology companies to jewellery merchant.

Website Ranking: Alexa.com is an Amazon owned website which ranks websites across the globe based on the traffic the sites are getting. Before start of this project the company’s website was not listed in the 30 million top sites in the world and India. At the end of the project, the site was ranked at around 60,000 in India. This brought it in the top 0.2% of websites in India in terms of traffic.

Increase in Website Traffic: There was a consistent growth in the traffic directed to the site. A total of near 2,000 unique visitors came to site during this project. With this strategy, from a virtually 0 visitors per day, over 400 visitors started visiting the website per week.

Average time on website: From almost no visitors, digital marketing strategy not only brought new visitors to the website, but also increased the average session duration from under 15 seconds to 4 minutes 50 seconds within 8 weeks.

Conclusion

This project had an enormous impact as it allowed to do business development without increasing the headcount in the company. The digital sales pipeline built is a set of steps that can be followed over the next year by them to continue to generate new leads and acquire new accounts. The firm can now scale up and down as per their requirements.
Furthermore, this research can be further extended to create a 'Manpower Cloud' framework. India being a dominant technology services destination, the concept of Manpower Cloud will have significant impact on the Indian economy.

Vipul

Vipul, currently pursuing PGDM with specialization in Marketing, is a Computer Science and Engineering Graduate from Vellore Institute of Technology. He has interned at Cognizant and EAS Consultants Pvt. Ltd. An ‘Economic Times Young Leader Programme’ semi-finalist and an awardee of ‘Youth Icon’ title by government of Tamil Nadu, he is an avid public speaker, a budding entrepreneur and is interested in solving business problem with the application of technology.