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M.B.A**

IMPACT OF DIGITAL MARKETING TRENDS TO EXPLORE BRAND AWARENESS

“Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value”

- *Philip Kotler*

INTRODUCTION

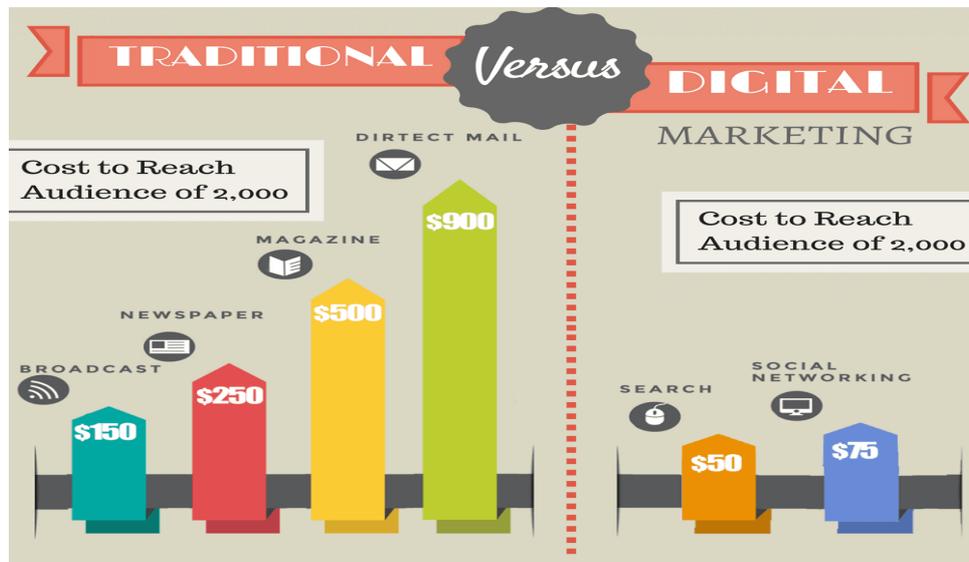
Before the popularity of the Internet, marketing comprised television, radio and print advertisements, business cards, brochures, trade shows and telemarketing. It's difficult to count the number of people who have seen your adverts, or quantify which method is the most effective and brings the highest ROI. Because of these limitations, the budget reserved for traditional marketing for many companies has significantly declined over recent years. In the 1990s, the term *Digital Marketing* was first coined, therefore the 'Switch' to Digital Marketing as it covers everything from one's company's website, search engine rankings and social media presence to a host of other online media strategies.

The 21st century is a great time to be alive. The development of fantastic technologies, solutions to or at least discussions on pressing social issues, rapidly improving medicine and education—all this is a part of global processes occurring in the modern world every single day, making them arrive **'in the now moment'**.

Traditional Marketing

The conventional method of marketing in the advertising space with one-way communication and a larger reach which comprise of print ads, hoardings, magazines, billboards, newsletters, promotional brochures, flyers, radio ads, television ads, etc. is called traditional marketing. The following are the features of Traditional Marketing:

- **Reach-** Traditional marketing channels have been present for decades, hence, older generations find the message communicated through these channels more credible than any other mediums.
- **Target Audience-** Traditional Marketing has limited scope.
- **Market Segmentation-** In the case of traditional marketing, it completely depends on the brand when and where they wish to advertise their message. Here, the advertiser has the power to control how much and what sort of information should be made available to the audience.
- **Top-down Approach of Marketing-** The traditional media often employs the top-down model of advertising which is preachy, wherein the major player is the advertiser who constructs a strong message to influence the consumer's mind. **Eg: McAllooTikki Burger.**



Digital Marketing

The constantly evolving new media landscape that consists of all the digital technologies to bring a more personalized experience and reach the right audience by means of social media, SEO, blogging, content

marketing, lead management, paid search, etc. forms the digital marketing. Following are the features of digital marketing:

- **Reach-** Digital marketing has caught the fancy of people, messages publicized through traditional mediums have a better recall value and has large acceptance from people.
- **Target Audience-** The technological convergence has helped the brands communicate in an appealing manner and has revolutionized the way consumers consume information. Therefore, making it easier for digital marketing.
- **Market Segmentation-** Digital marketing can be easily accessed at any time of the day. Consumers can access any information they seek at any time or any place on social media, brands are not confined to the limitations of place and time.
- **Bottom down Approach of Marketing-** The bottom-up approach is an all-inclusive approach that studies the target audience and strategizes smartly to meet the expectations of people in a creative way. This kind of approach mainly uses digital marketing channels where the consumer plays an active role in disseminating and promoting the brand philosophy and the message. **Eg:McDonalds’**-“McCafé for every moment”.

The Types And Means Of Digital Marketing-

- **Search Engine Optimization(SEO)-** It is the usage of various techniques and tools used like use of keywords, Meta tags, internal links etc used to improve the ranking of one’s website.
- **Pay per Click (PPC) Ads or Pay Ads-** By this, one can advertise his/her website on other websites or on Google by paying when the user clicks on the links directed to your website. This will help in getting customers to the website.
- **Email Marketing** – It is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered

email marketing. It usually involves using email to send advertisements, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness.

- **Content writing-** This makes use of useful blogs and articles related to products which can be published on the website giving the marketer a chance to interact with the customers through comments.
- **Conversion rate optimization-** In internet marketing, conversion optimization, or conversion rate optimization (CRO) is a system for increasing the percentage of visitors to a website that convert into customers, or more generally, take any desired action on a webpage. It is commonly referred to as CRO.
- **Digital PR-**It is an online marketing strategy used by businesses to increase their online presence. Digital PR agencies network with journalists, bloggers and influencers and send online press releases to gain high quality back links, social media mentions and to improve SEO.
- **Search Engine Marketing (SEM)-** This is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.
- **Social media marketing (SMM)-** This is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. Examples: For visual products it is Instagram and Pinterest with their visual posts and pins for displaying one's product portfolio and for providing products or services to other businesses (aim for B2B), it is LinkedIn, Twitter and Google+ act as the networks for one's business.

IMPACT OF DIGITAL MARKETING IN DIFFERENT INDUSTRIES

Gone are the times of traditional marketing methods comprising face-to-face interactions via conventional media channels. Rather, interaction and outreach through email and other digital communities are currently significant to the success of industry's marketing endeavours.

Digital marketing has given a huge impact to different industries to market their brands. It has helped companies in a cost effective way to reach large targeted audiences creating a brand image in a very short period of time. It's an 'adjust or pass on' kind of circumstance, and that is why, most of the industries have adjusted and taken care of their businesses for these new digital advertising channels.

Below are the lists of different industries using digitalised marketing:-

DIGITAL MARKETING

1. Food Industry



➤ Swiggy

Swiggy is a food ordering and Delivery Company based out of Bangalore, India. Started in August 2014 and founded by Nandan Reddy, SriharshaMajety, both alumni of BITS Pilani along with Rahul Jaimini, an alumnus of IIT Kharagpur, Swiggy has been rapidly growing and reaching greater heights. Swiggy's objective as – 'make kitchens obsolete'. Owned by Bundl Technologies Pvt. Ltd, it connects neighbourhood restaurants to urban foodies.

Swiggy's marketing strategy includes both online and offline marketing campaigns, with the online mirroring all the offline campaigns. It promotes its campaigns via Facebook, Twitter, Youtube, Pinterest and Instagram. Some of its campaigns include #Secondtomom, #DiwaliGhayAayi, #SingwithSwiggy. The company builds its brand awareness and connects with its audience through these channels.

Digital Strategies Adopted by Swiggy are:

- Their Facebook page is quite active with regular updates, averaging to one post a day, the posts are eye catching, flavoured with humour and good quality creativities.
- The Facebook audience of Swiggy is close to 70, 000 fans, the posts garner active engagement, with week on week increase in the number of likes also the company also runs engaging contests like #SwiggyTuesdays with interesting giveaways like coupons and the munching bag.

➤ Online Retail Industry



➤ Zappos

Zappos, a leader in online shoe commerce, sets the gold standard for online customer care as they have a stellar digital strategy. Zappos provide a 365-day money back guarantee, but they also have free shipping both ways as well, should consumers decide to return or exchange products purchased on the site Zappos was successful because it redefined online shoe buying to make it a better experience.

Digital Strategies Adopted by Zappos are:

- Free shipping and free returns, overnight.
- Exemplary customer service that starts with a fun employee culture and empowering phone reps to do whatever it takes to make customers happy.
- Very broad selection of shoes.
- More pictures and videos for every shoe.

The result is that customers have a shopping experience beyond their expectations, a few amazing stories of customer service (like spending 10 hours with a customer on the phone) that become legends and are picked up by the press, shared in social media and told from customers to customer.

2. I.T Industry



➤ Amazon Alexa

Amazon Alexa is a virtual assistant developed by Amazon, first used in the Amazon Echo and the Amazon Echo Dot smart speakers developed by Amazon Lab126. It is capable of voice interaction, music playback, making to-do lists, setting alarms, streaming podcasts, playing audio books, and providing weather, traffic, sports, and other real-time information, such as news.

Digital Strategies Adopted by Amazon Alexa are:

Alexa established first mover advantage and has built barriers to entry by now, with over 12,000 products having Alexa skills. Amazon says it has two secret weapons to keep smart home manufacturers loyal to the platform:

- First, analysts estimate that there are already 10 million Amazon Echo devices out there.
- Second, Amazon's commitment to making it as easy as possible for developers to integrate Alexa into their systems.

3. E-Commerce Industry

➤ **Paytm**



Paytm is an Indian E-commerce website headquartered in Noida, India. It was launched in 2010 and is owned by One97 communication. The creative across offline and online media was based on the variety of products Paytm offers its customers, such as recharge, wallet, payments and online shopping. This encouraged new customers to sign up for the Paytm Wallet, and for existing customers to use it again. The offline channels of communication were television, out-of-home, newspapers and transit media. Having tasted success with its TV campaign during the World Cup, Paytm released its new TV commercial during the Indian Premier League Season 8 and major cricketing events. It was also launched across other media like digital, print and radio. Paytm was an associate sponsor of IPL and got 120 seconds of airtime during each of the 60 matches of the tournament.

Paytm is the consumer brand of India's leading mobile internet company. Therefore, they listen and take the time to understand users and take their reactions most seriously. Paytm won NDTV Digitizing India

awards for Disruptive Digital Innovator. The company is currently dealing in mobile and **DTH recharge, Bill payments, Bus tickets, Data Card Recharges, E-Commerce marketplace, Payment Gateway, Paytm deals and coupons.**

Digital Strategies Adopted by Paytm behind discounts/cash backs are:

- **Kill the competition** – PayTm is doing very similar to what Ola cab did. Offer huge discounts and force the competitors out of business. Once they acquire major share in market they will start selling at market price or even higher price.
- **Make people use their wallet service – over net banking and credit cards** - Consider the e-commerce platform as a tool to fill the online wallets. All discounts and cash backs offered by Paytm are credited to users' wallet as Paytm cash which cannot be withdrawn. This is a little trick to make people use their wallet service again and again. This looks like a long term strategy, micro payments are around the corner and if PayTm succeeds in this game they can be a big player in micro payments earning smaller percentage of processing fees for every transaction on wallet.

4. **Pharmaceutical Industry**



➤ **Johnson & Johnson**

Johnson & Johnson is an American multinational medical device, pharmaceutical and consumer packaged goods manufacturer founded in 1886.

Digital Strategies Adopted by Johnson & Johnson are:

- First they analysis the type of queries which come up related to parenting.

- To provide the answer to the queries most effectively, they partnered with Google (search and YouTube- Top two search engines) along with other with industry mavens.
- Create a library of content in the form of videos on their YouTube channel and text on baby centre (official website).
- Relevant content in video format was created with a content production expert to win at the zero moments of truth; which included videos like product demos, testimonials, mommy blogger videos, health care professional's guides, tips & tricks etc. Google Search and YouTube in the search were used smartly.
- Till October 2016 there are more than 100 videos in 12 categories.
- Result throw up on these two search engines are very appropriate each time when a particular question asked by a user.

For e.g: On Google Search, if the user typed in 'bathing a baby', they redirect lead to a content website (corporate website or Baby Centre).

5. **Entertainment Industry**



➤ **Netflix**

The company's primary business is its subscription-based streaming service, which offers online streaming of a library of films and television programs including those produced in-house. They have a whole team dedicated to this kind of analysis and using it to run email campaigns, text campaigns, ad campaigns, and make huge ROI on all of them. Netflix mastered the art of reducing the bounce rate in email marketing. Their emails are simple sales funnels or updates on new content. They do not use spamming techniques and their email design is excellent. Netflix is available on seemingly every device. From computers to smart televisions, users can access Netflix wherever and whenever they want.

Digital Strategies Adopted by Netflix are:

- Marketers at Netflix take a similar approach to promotion. **To hype season two of the company's hit show *Stranger Things*, Netflix teamed up with Snapchat to release an augmented reality experience.** At the same time, Netflix used Instagram, Twitter, Facebook and email marketing to promote the upcoming season.
- Netflix decided to create the Netflix Socks project when it realized that many of its users were falling asleep while binge-watching its shows. In an attempt to solve this problem, it created a smart socks accessory that used an accelerometer to detect when users dozed off, sent a signal to the user's TV and paused the show so that the user didn't wake up several episodes ahead of where they slept off. The project was a massive success and won a ***Shorty Award*** for creative use of technology.

6. **Retail Industry**



➤ **Louis Vuitton**

Louis Vuitton certainly give it just as much of a luxury makeover as any other aspect of their brand. From their brilliantly-designed apps to their high-fashion social media, using celebrity endorsement and sharing relevant fashion news to demonstrate their expert knowledge, they have their strategy perfected down to the very minute of details.

Digital Strategies Adopted by Louis Vuitton are:

In particular, LV has a section on their website menu entitled '**World of Louis Vuitton**' which reveals a drop-down bar, opening up a library of information on the whole identity of the brand. Pairing video media with sleek web design, sophisticated content with great readability, this area is a digital marketer's dream. Through this use of their website space, they

have paired digital marketing with the history and evolution of their brand, showing that although they are using modern methods they are still very much in touch with their traditional roots.

8. Banking Industry



➤ YONO

State Bank of India, the country's largest public sector bank, has launched a unified integrated app called YONO (You Need Only One) that would offer all kinds of financial and lifestyle products.

Digital Strategies Adopted by State Bank Of India are:

The omni-channel platform, will allow customers to meet their lifestyle needs across 14 categories from booking cabs to paying for medical needs -- all under one roof. For this, the bank has partnered with 60 e-commerce players, including Amazon, Ola, Flipkart, Yatra, Swiggy and BYJU's. Offline players such as Thomas Cook, Shoppers Stop and Cox and Kings are also part of the SBI partnership.

9. Educational Industry



➤ BYJU'S

Byju is an e-learning platform founded in 2015 by Think and Learn Pvt Ltd. keeping the focus on primary and secondary school education in India. It was founded by ByjuRaveendran who himself was a teacher for various competitive exams. Currently Byju's The learning app has 8 million downloads and 4,00,000 annual paid subscribers. The app caters to

classes four-12 (K-12) and competitive exams like JEE, NEET, CAT, IAS, GRE, and GMAT.

Digital Strategies Adopted by BYJU’S are:

In 2014,Byju launched its first tablet learning program for competitive exams and for grade 8 to grade 12 to make quality teacher and content accessible 24 hrs for students.

- In 2015,Byju launched its learning mobile application and more than 2 million students downloaded the app within 3 months of the launch.
- In 2017, after two years of its App launch, Byju app added curriculum and also by signing **Shah Rukh Khan** as Its Brand Ambassador.
- In 2017, BYJU’s decides to enter the United States and other English speaking international markets. It believes that the United States has a large demand for “better learning,” a strong digital payment infrastructure, and a willingness to pay subscription fees.
- In March 2017, BYJU’s case study featured in Harvard Business School. The study titled ‘Byju’s The Learning App,” would be available for teaching purposes within and outside Harvard.

10. Service Industry



OYO Rooms is an online aggregator of budget hotels in India claiming to be the largest chain of hotels. It was started in 2012 by a 17 years old college dropout Ritesh Aggarwal. The aim was to change the Indian hospitality business with the help of technology. OYO Rooms partners with hotels with the aim of standardization on various measures in each room including free wi-fi and breakfast, flat screen TVs, spotless white bed linen of a certain thread count, branded toiletries, 6-inch shower heads, a beverage tray and so on. They give customers to the hotels and keep a percentage of profits with them. According to a research carried out by CB Insights for *The New York Times*, OYO Rooms has been deemed as one of the upcoming start-up unicorns.

Digital Strategies Adopted by OYO ROOMS' are:

OYO Rooms have a strong social media presence on Face book with over 2.7 lakh fans and a Twitter following of over 8,000 followers. The brand claims to have over 1.5 million app downloads with a good number of active users. To fast track its growth, OYO Rooms is organizing several campaigns on social media platforms such as:

- Dubsplash Contest
- #AurKyaChahiye videos on Youtube.
- Father's Day Celebration campaign, and IPL Final Verbal Combat.
- Jai Hind was the most successful one that featured Bollywood actor ManojBajpai and RaveenaTandon.
- The video fetched over 1 million views to the brand. Some of their recent endeavors are A Salute to the heroes of 1965 war and Oyo Explorer – Pune.



➤ **OLA**

OLA CABS, popularly known as OLA, is an online cab services provider company based in India. Founded on 3rd December 2015 by

Bhavish Aggarwal (currently CEO) and Ankit Bhati (currently CTO), the company started its operations from Mumbai and is now based in Bangalore. Now it has expanded to a network of more than 2,00,000 cars in more than 85 cities. In 2014, it also started on-demand auto-rickshaw services through its mobile app in Bangalore, Pune and few other cities.

Digital Strategies Adopted by OLA CABS' are:

Ola Cabs is today among the fastest growing businesses in India and all this happened over a short period of time because of the right marketing and operational strategies adopted by the company which are:

- **Face book Campaign** - In October 2014, the company ushered into Facebook network to meet its objectives such as increasing brand awareness as part of its CHALO NIKLO brand campaign on a wide scale in terms of targeting the right audience, increasing sales, boosting online searches and eventually increasing its customer base
- **Mobile App Awareness** - Facebook had designed a customized mobile-specific methodology by the name of 'App Analytics', that enables apps to track and measure performance. As it greatly enabled Ola to track its performance and make informed decisions about reaching their customers.
- **Ad Campaigns On Facebook** - Ola started its campaign by running multiple Facebook 'reach blocks', which allow advertisers to reach all of a specified demographic on a given day. This included highly targeted video ads and photo ads also featuring content from its initial campaign CHALO NIKLO.
- **Targeting The Right Audience** - The company then focused on targeting specific audience by targeting customers who were above 21 years of age and it wanted to segment its audience by gender, and whether they accessed Facebook via mobile or desktop. It also made use of location-based targeting to reach to its potential customers specially in cities that were priority markets.

POPULAR DIGITAL MARKETING TRENDS

Below are the lists of different marketing tools that has enabled consumers aware about the brands. The digital devices and the digital communication has helped to reach consumers in a short time that has created huge number of impressions.

VOICE MARKETING (VM)



ARTIFICIAL INTELLIGENCE/PREDICTIVE ANALYTICS



According to eMarketer, at least 69 million voice-assisted devices like Google Home and Amazon Echo — are currently being used in the U.S., and that number is expected to grow to 75.5 million by 2019. This impacts the digital marketers in terms of search engine optimization (SEO) and paid search (or PPC) advertising.

Companies Using VM -Amazon’s Alexa, Google Home, Apple’s Siri

Example-

Dominos’ voice-activated pizza order app
Whirlpool’s voice activated home appliances

Reach –

58% of consumers have used voice search to find local business information within the last year.

46% of voice search users look for a local business daily.

76% of smart home speaker users conduct local searches at least once a week.

Artificial Intelligence (AI) enables computers to more efficiently perform tasks that normally require human intelligence. Predictive analytics has the potential to take AI even further, using historical data to accurately determine buyer behaviour. While, the combination of AI and predictive analytics allows digital marketers to create highly relevant, one-to-one brand experiences with hyper-targeted audiences in real-time.

Companies Using AI- Adobe, PWC, Schindler

Example-

Invoca – Call Tracking and Analytics
InsideSales.com – AI-powered Sales Acceleration

Reach –

15% of enterprises are using AI presently. According to Adobe, 2018 - 31% are expected to add it over the next year
PWC named AI one of the eight essential technologies in their business.

LIVE STREAMING EVENTS



Live streaming events are a rising trend for digital marketers looking to build up brand awareness cost-effectively. Even though attendance is online live streaming events can lead to increased face-to-face interactions, online conversions and more.

Companies Using LSE- Facebook, Skype, Instagram, YouTube

Example-

Buzzfeedmaking money through advertising and to specialize in getting attention with content.

Dunkin Donuts relies on visuals to sell its products

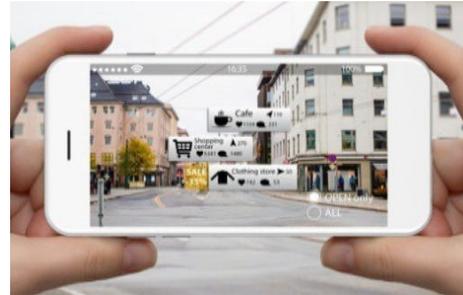
Reach-

81% of Internet and mobile audiences watched more live video in 2016 than in 2015.

78% of online audiences are already watching video on Facebook Live.

82% of viewers prefer live video to social media posts, and 80% prefer live video to reading a blog.

AUGMENTED REALITY/OBJECT RECOGNITION



Augmented reality (AR) allows users to virtually enhance real-life experiences as they occur. As it provides digital marketers the opportunity to showcase their products or services in ways that they never thought imaginable. For example, Amazon's AR View feature allows shoppers to virtually place furniture and other products in their homes through their smart phones, which takes the "try before you buy" paradigm to an entirely new level.

Companies Using AR- Sun-Seeker, Argon4, AR Browser SDK, Snapchat, Apple

Example-

Snapchat was the first social media company to launch of lenses bringing AR features.

IKEA is attempting to change shop visit through the use of augmented reality.

Temple Run and Pokémon Go.

Reach-

15.6% consumer hardware

6.6% virtual reality games

5.1% augmented reality games

3.1% onsite assembly and safety

SIFTING THE PROS AND CONS OF DIGITAL MARKETING ADS

CONCLUSION

The world has transitioned into a very digital environment. People perform many of their daily tasks such as banking online and much of their reading is done on e-readers. Because of the rise of the digital age, it just seems like common sense to invest in a digital campaign. Even though traditional marketing still has a place, it is diminishing in our digitally based world. As we can see, it is important that digital marketing considers and makes use of the technological trends emerging and persisting currently. Such factors as the extensive use of gadgets, the development of artificial intelligence, and fatigue from annoying pop-up commercials and intrusive banners, cause new forms of digital marketing to emerge. Speaking of artificial intelligence, it is expected that AI can significantly boost the efficiency of digital marketing, and enhance communication between consumers and vendors. Finally, since mobile devices have remained a trend for several years, it is important that companies focus on making these devices a full-scale part of the consumption chain, simplifying, optimizing the process of browsing and purchasing content/services.

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**Compiled
By
Archana MS,
NabeelaVaseemuddin
Sadiya Nousheen
II MBA**
