Effective Digital Promotional Campaign of a few companies in India (Application of Case Study Method)

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Abstract: Digital marketing campaigns are put into practice by the companies to promote their business and increase the outcome. The campaigns are designed with innovation and keeping in view the market trends. Corporate culture is also advancing on the new methodologies and digital marketing tools, which will help in development of business. Campaigns made for business enhancement bring new customers as well as increase the value.

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1) INTRODUCTION

Before understanding the reasoning that goes behind implementation of digital marketing campaigns for development of business by the corporate sector in India, it becomes equally relevant to have an inkling about what is really meant by the phrase – **"DIGITAL MARKETING."** The phrase – **"DIGITAL**

MARKETING" is a misnomer for **"INTERNET MARKETING,"** over-popularized on the web through optimization processes. In the larger context of business, and presentation of research report, it becomes significant to have an overview of **"INTERNET MARKETING."**

Internet marketing is a comprehensive phrase, wherein, variety of marketing efforts are put into place by the use of electronic devices and internet. It is an overwhelmingly growing trend, which has taken the businesses by stride, as they are leveraging online channels such as Emails, Search engines, Social media, online brochures, Webinars, Podcasts; besides the websites to reach out to their existing and the prospective line of customers.

Internet marketing is the new age revolution, and it has a dynamic character. Despite reliable metrics in place, it is still hard for even the most seasoned marketer working within corporate ecosystem to know what goes best for their products or services. Big world of brands is running at the behest of digital marketing, while from the end of the customers, they do not have free time available to visit a physical store and register a purchase. In this context, it is significant to point that lot of

misinformation is already ruling the circuits on the internet.

It becomes very difficult and often critical to execute workable digital marketing strategies by the companies, which will let their customers know that their demands are being met. Such digital marketing strategies should also be the ones that help in creating the brand awareness as well as siphons the money into the bottom line, otherwise considered essential for driving the financial processes.

Businesses in today are driven not on the basis of traditional marketing, but there are several digital tactics and channels, which are connecting the customers. Websites, blogshop stores (the concept was started in Singapore in the year 2010), and variety of other online formats, corporate environment is making optimum use of these formats for building a strong customer base.

In my research, I have listed 5 top notch companies, which have been on the forefront of incorporating an innovative and dynamic digital marketing strategies, which have brought astronomical differences in their RoIs and besides everything else, added considerable value to the customer base.

The case studies of these corporate will clearly showcase the expanse of digital marketing experience, which helped them in captivating their target audience and above all, brought together an overwhelming brand awareness within short span of time.

2) Literature Review

As I have already pointed in the very beginning, Internet marketing is huge, inventive, intuitive and diversified, and currently most of the companies are emphasizing on: Product Line, Pricing, Promotion and Placement or the Positioning. However, I have a staunch feeling **(based on my observation and research)** besides these essential 4P's, the corporate working on execution of Internet Marketing strategies should also **lay stress on two additional P's - Payment Mode and Privacy of the Customer.**

2.1 Opportunities/Scope of Internet Marketing Internet Marketing is bustling with tremendous growth opportunities, evolving itself into one of the reliable and innovative means to target mass audience appeal and

develop brands within the circuits. The significance of marketing products and/or services on internet medium has taken corporate world by stride.

And on the flip side of the scope comes unlimited growth opportunities with scope for higher pay scale. What is more surprising to find is overwhelming growth in institutes offering diversified range of courses in the field of internet marketing? These courses are innovative and designed specifically with purpose of business orientation.

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2.2 Problems in the Internet Marketing

In context of the businesses, Internet Marketing has never been without the gremlins and limitations. Allocation of the budget has always been one of the latent problems as much as dealing with the lower rate of performance in social media campaigns. Here are the four prevalent problems seen by the corporate world when they opt for the internet marketing.

2.2.1   Smaller Budgetary Allocations

One of the known concerns among the businesses is limitations of standing out to the bigger competitors, especially with respect to budget allocated to internet marketing. The success rate of marketing on the internet and building the campaigns is based on amount of money spent. Today as the competition is on the higher scale, companies are finding it terribly hard to pick the battles and make a crushing difference on returns on their investment.

2.2.2   Clicks Do Not Get Converted

While businesses are seeing substantial increase in the number of clicks, the conversion rate is dropping down. It is often a frustrating endeavour for companies to find themselves struggling between the money spent on the online marketing campaigns only to see the clicks increasing without any increase in the sales.

2.2.3   Ranking is incessantly a Tougher Game
Companies are finding it hundred times more difficult to rank their business key phrases on the top. All of them are competing for the same spot in search engine results. The worst part is that SEO involves multiplicity of activities, all of them are inter-connected, yet each one of them brings a desired result. Ranking of highly competitive business keywords using white hat and grey hat SEO techniques often becomes struggling for the companies.

Search engine algorithms have been designed in the manner to return only relevant resources of information based on the query. The E commerce websites in India are floundering between the user's buying experience and the rewards they get in return of ranking higher.

2.2.4   Social Media Outcome is the Lowest

As more and more people are getting on to the social media platforms, it earned the reputation of being something which offers free engagements on excessively lightening speeds. However, if seen from the practical aspects, social media channels are floundered with irrelevant audience, who are not interested in the buying. These channels have been seen bombarded with misinformed content. The extent of action, which the companies experience as the result of it is not effective to register the results.

3) RESEARCH OBJECTIVE

Customers are spending less time on buying, keeping in view the fact that payment modalities are streamlined, and privacy is dealt with effectively.

The intended objective of research is:

- To closely analyze prospects of digital marketing within corporate setup, and whether these prospects helped in marketing the business to scale profits across wider markets.

- To understand the demographic profile of the respondents and their Internet usage pattern for

online websites and social media platforms.

- To suggest a strategy/model/framework for promotional tools, taking into consideration various aspects of internet marketing;

- To purview of tough competition within corporate sector, product listing as well as the substitutes. Product pricing is also one of the decisive factors, around which the customers drive their opinion.

4) Research Methodology

This paper is conceptual in nature as secondary data source was used during the entire research. The research was executed after an elaborate case analysis was done, taking the Indian corporate sector and their use of interne marketing strategies in evolving online promotions and branding.

4.1 Type of Research

The case study is a Type II one, executed by utilizing secondary sources of information, which presents the copyrighted and non-copyrighted material. The type II case studies develop conceptual framework taken either from website sources, industry reports, as well as the annual reports. Various corporate sector has been discussed within Indian con text.

4.2 Reason for Selecting the Cases

The sole purpose behind selecting the case studies of following companies and representing it in this research paper is to bring out a strong and didactic analysis of power of internet marketing companies in enhancing their customer base in India. The giant corporate conglomerates had earlier been resorting to advertising and media representations in TVs, Radio and

Newspapers, which were not only expensive, but the expanse of these traditional media was quite limited too.

4.3 What types of promotions/Dimension of promotions these cases have used

Comprehensive literature review is conducted keeping in view the scope of internet marketing, and its alignment to various types of industries, products and services rendered thereof. The researches for case studies hold validity from the point that these have been taken from authentic internet resources as well as primary means. All the content validity, also known as face validity, is taken through a systematic and subjective evaluation to maintain the authenticity.

5) Limitations of Study:

The study was limited due to non-availability of updated and real time data. Majority of data included inside the research paper is collated from secondary sources available on the internet. Furthermore, the comprehensive nature of study was affected due to availability of fresh data.

6) Theoretical Framework
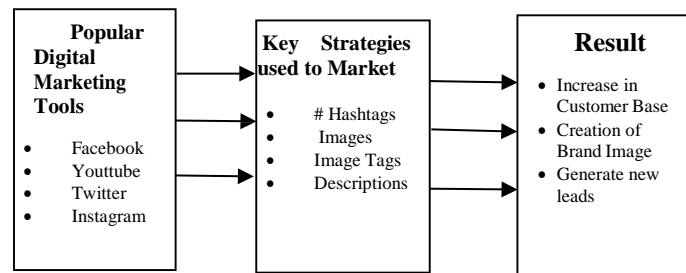
7) Analysis of the Cases

7 (a) Case Study - Tata Sky's Campaign – Transferkar Family

Brands in India are focusing on the innovative ideas of storytelling, and **Tata Sky's Campaign – Transferkar Family** falls in this league. The idea of disruptive storytelling over the social media brought an overnight success for the Tata Sky. This Tata Sky's campaign was aimed at Indian households with the purpose of promoting Tata Sky's product/services named as Tata Sky plus the Transfer pack. One of the fascinating parts of this family pack was that it allowed quick transfer of TV programming straight into the smart phones. Scrapping the traditional way of creating only a single story with a product, **Tata Sky's Campaign – Transferkar Family** was empowered by sequence of the episodes.

What Was the Key Idea? Tata Sky's Campaign – Transferkar Family brought greater scope in digital TV programming, with preferences for everyone within the nuclear, joint and small family system of India. Initial researches before launch of the campaign clearly showed

the behaviour of individuals in the family, wherein not each one of them is interested in watching their favorite program at the same time frame. The commonality of interest never strikes a balance between the head of the family (Father or Mother) and the young (children, toddlers, and the nubile) viewers. The problem was that there was always a kind of schism between the kind of TV program watched by head of the family and the younger lot. **Tata Sky's Campaign – Transferkar Family** was the way to make TV programming available to each of the family members inside the Indian household. It was one of its kind customized video programming concept, which will soon change the home viewing, and of course there were unlimited advantages attached to this kind of TV programming.

7 (b) Case Study - Paper Boat's #FloatABoat campaign on Social Media

Paper Boat is a popular Indian brand, and it has engaged itself in manufacturing of traditional beverages and home-based drinks such as Aam Panna, Golgappe ka pani, Tulsi Tea, Jaljeera, Jamun Kala khatta, and Kokum. These beverages are known to every Indian household, but not everyone has apt skills to prepare them in the comforts of their home. *Paper Boat* drinks are surprisingly the most popular old flavors packed in a completely new embodiment altogether. The traditional beverages manufactured by Paper Boat have long been associated

with strong traditional Indian values. In every campaign of Paper Boat, there is always an effort to invoke those subtle childhood memories, which abound the innocence.

The television advertising campaign of Paper Boat had the childhood dreams overflowing all through, showcasing the deep-rooted nostalgia, reminiscent in the music of RK Narayan's popular televised series - Malgudi Days.

Paper Boat and the products designed by it are in direct competition with the non-branded products. Therefore, it has kept the price tag quite low. The parent company Hector Beverage is offering 5% extra margin to the retailers. As an integral part of their campaigns to popularize the product, Paper Boat has even gone a step ahead and joined with Indigo Airlines for selling its drinks on board. They are also planning to market their line of drinks in the school canteens, as the products are considered safe and hygienic for the school children.

7 (c) MakeMyTrip.com's Hashtag Campaign #DilHaiHindustani

MakeMyTrip.com is among the leading pioneers, who introduced online travel revolution in India. It was their innovative ideology that gave the Indian travellers to not just book the tickets online, but also ensure quick, safe and fast hotel accommodations across the globe. With its debut in September 2005, MakeMyTrip.com openly

announced the lowest ever airfare guarantee, and later on offering wide range of domestic as well as international holidays.

MakeMyTrip was undoubtedly the leaders, who took to online social media channels and content marketing for advertising the travellers about their campaigns. MakeMyTrip.com complemented social media platforms and the content to make a whopping difference to the outcome of their campaigns. The pioneer travel company Make My Trip Hashtag Campaign #DilHaiHindustani taking Independence Day as the key event source by influencing the youth to remember sacrifices made during Independence by Indian Freedom Fighters.

The approach to social media marketing employed by MakeMyTrip was based on the content customization. It helped the online travel company towards higher customer engagement. Content pieces posted on Facebook had the hashtag campaigns viz-a-viz #Nature Trips, #Manmade wonders, #Luxury Travels, #Adventure Trips, #Relaxing Holidays and the more popular #DilHaiHindustani with effective call to action lines.

The online travel company has a strong presence on Facebook, Twitter, Pinterest and YouTube and the company understands the methodology of customizing the content for the needs and driving the message to the audience.

7 (d) Case Study 4: KFC India Enhanced its Social Media Presence with campaigns like 'Design your own bucket', 'Radio KFC RJ Hunt' and 'Currycature'

Kentucky Fried Chicken (KFC) is a versatile fast service chain of restaurants across the world, and established itself with its exclusive taste and freshly prepared chicken, which can be ordered anytime, without any compromises on the quality. Its customers are as young as 5 years and as older as 70. KFC is keen and works consistently towards building a good rapport as well as positive attitude for their chicken products. When you have KFC in your mind, it is obviously someone, who is closer, or your near and dear one.

KFC India was quick enough to take the power of social media to promulgate the campaigns like 'Design your own bucket', 'Radio KFC RJ Hunt' and 'Currycature'. The brand was successful in developing interactive campaigns, co-creation and collecting feedbacks. As the Part of their Co-creation campaign, it was on the forefront of generating content around aspiration of the users using innovative Apps like KFC RJ Hunt and Design Your Own Bucket Campaign.

Radio KFC RJ Hunt Campaign was an integral part of social media campaign for promoting KFC. The fans were given opportunity to record their voices over the internet using Facebook App, and then broadcast on the KFC's in-house radio channel. Radio KFC is a private

radio channel which runs popular music like Rock, Pop, HIP – HOP, House in KFC stores across India.

"Design Your Own Bucket" was impressive social media marketing strategy started by KFC, where the fans were given the advantage to design their own customized KFC Buckets.

"Currycature" came out to be yet another innovative social media campaign from KFC, where the KFC fans were given a task to choose a character that had resemblance to typical India looks. The pictures were uploaded on internet.

7 (e) - Case Study 8: KKR – IPL Team's Digital Marketing Strategy

Kolkata Knight Riders (KKR) is the cricket team, which represents Kolkata at the Indian Premier League (IPL) Twenty20 cricket tournament. The cricket team is co- owned by Bollywood film star – Shahrukh Khan.

KKR was working on the strategies to increase their engagement and popularity. Moreover, the IPL team was also interested in boosting the followers over the internet. The marketing team of KKR had already devised plans to increase its brand awareness through digital medium, and without using the name of Shahrukh Khan.

The blog was then regularly fed with news about the team and possible matches. Subsequently, a website blog followed by official Mobile App was designed to keep KKR fans updated about the latest events surrounding the KKR network. Simultaneously, an elaborative strategy was put into place to showcase KKR events and news on social media channels. Live screen Facebook chats were executed at the Facebook headquarters in Hyderabad.

And then KKR team had its players lined up on Twitter to have one-on-one sessions, bearing the title – "Cheer for the KKR Campaign." The entire idea about marketing and positioning KKR IPL team is about creating world class engagement through the video content strategy. "What Works" is ideating and putting in place innovative video content strategy on the social media platforms, and this strategy will work in alignment to KKR's mainstream marketing plans.

8) INTERPRETATION OF CASES

8.1 (a) Case Study Analysis- Tata Sky's Campaign – Transferkar Family

Strategies Incorporated for Internet Marketing Promotions:

1. Transferkar Family Campaign
2. Other Social Media Campaigns
3. Family-related content was shared and several discounts were given to prospective and existing clients.

Inferences Drawn:

1. Tata Sky's market value soared from 24% in 2017 to 25-26% in 2018-19.
2. Over impressive success rate in the social media campaign

8.2 (b) Case StudyAnalysis- Paper Boat's #FloatABoat campaign on Social Media

1. FloatABoat Campaign
2. Created Social Media Story - **Life still is Beautiful**
3. Image Promotion of FloatABoat on Facebook
4. Paper Boat will donate INR 20 for each boat towards child education

Inferences Drawn:

1. Over 340K fan following on <u>Facebook</u>
2. More than 18.8 K followers hanging around on <u>Instagram</u>
3. Other social media campaigns run by Paper Boat culled a whopping 40m+ views in 5 months.

8.3 (c) Case Study Analysis – MakeMyTrip.com's Hashtag Campaign #DilHaiHindustani

Strategies Incorporated for Internet Marketing Promotions:

1. Hash tags Campaigns
2. Event Promotions (Independence Day)
3. Opinion Polls
4. Promotional Offers

Inferences Drawn:

1. Increase in Customer base
2. Creating new market space
3. Instigated a social change through addition of valuable transparency by way of customized travel plans

8.4 (d) Case Study Analysis – Case Study 4: KFC India Enhanced its Social Media Presence with campaigns like 'Design your own bucket', 'Radio KFC RJ Hunt' and 'Currycature'

Strategies Incorporated for Internet Marketing Promotions:

1. Radio KFC RJ Hunt
2. Currycature
3. Design your own bucket
1. Design Your Own Bucket brought as many as 5500 instant entries.
2. Currycature campaign got an instant success on the social media with overwhelming 17K Currycatures designed by the fans.
3. Acknowledged by Social Baker as among the 5 top socially encouraging brands.
4. KFC RJ Hunt showed that around 3000 people spread around in 30 Indian cities were part of this successful campaign.

8.5 (e) Case Study Analysis - Case Study 8: KKR – IPL Team's Digital Marketing Strategy

Strategies Incorporated for Internet Marketing Promotions:

1. More than 300 videos Produced
2. Facebook Promotion
3. Promotion on Pinterest page and Google Plus
4. Other Social Media Activities

Inferences Drawn:

1. Recorded over 100 million views on social media platforms.
2. Whopping 10 million cricket followers getting an impact on the KKR team.
3. Impressive 15 Million likes. Besides, KKR had 466K followers on Facebook

9) Research Findings

Business to consumer digital marketing campaigns by the leading Indian brands direct themselves towards building the end consumers or fans across the cities and small towns. The messages relayed through this type of marking is subjective and emotional. Here the consumers are not taking into account any objective benefits of the brand, but how their life is going to change and how they feel about using the brand.

- **Create digital market space** - **Widening customer base** - **Generate new leads** Problems Faced: Competition from Local and Established Market Players	- **penetration pricing** - **event concept advertising** - **social media marketing** -hash tag campaign Target Audience: • Prospective Travelers • Semi Government and Government Sector	-facebook -twitter -Pinterest -Youtube	-increase in customer base -creating social change by providing customer with their customized vocational plans
-Developing new digital market space. -New Leads -Expanding the Customer Base Problems Faced: • Competition from Local Vendors	-Social Media Marketing -TV Advertising Target Audience: • Household Consumers • Local Buyers	-facebook -Youtube -TV (Electronic Media)	-The customer base increased -In every campaign of Paper Boat, effort was to invoke subtle childhood memories, which abound the innocence.
-Expanding the digital market space -Promotion of IPL Cricket Team Problems Faced: • Establishing on n competitive digital arena.	-Social Media Marketing - Blogging - Mobile App -Video Content Strategy Target Audience: • Household Consumers	-Youtube -Website creation - Blog creation -facebook -Pinterest -Google Plus	-Social media reach of the customers increased. -Most liked and voted IPL cricket team -Increased likes on Facebook
-Creating the physical market space for KFC Brand -Enhancing the Customer Base Problems Faced:	-Designing the Bucket -Currycature campaign on Social	-Youtube -Radio - Facebook -Drawing	-Whopping increase in Bucket Entries -Increased awareness of brand in KFC RJ

-Competition from the Established Players -Developing physical market using digital media	**Media Target Audience:** • Indian consumers	**and Painting**	**Hunt** **-Currycature was instant success on social media**
-Generating more customers across India **-Creating the idea of valuable TV ProgrammingProblems Faced:** • Competition in Satellite Air Space • New Market Players	**-Social Media Marketing** **-TV Advertising Target Audience:** • Indian consumers	**- TV Skit** **-Youtube** **-facebook**	**-Increase in the market share of Tata Sky** **-Increase in the TV Programming of Tata Sky**

10) Conclusion:

The research study points towards a positive outcome of a digital promotional campaign within a span of time. The digital promotional campaigns executed in the corporate world in India has resulted in increase in the sales and development of new markets within short span of time. These new markets have also provided loyal customer base that affected the RoIs.

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