

# COMPREHENSIVE DIGITAL MARKETING PROJECT WORK



# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

**Mission/Values:** we will provides products and services of superior quality which improves and protects the health of the feet of our customers.

We are the innovator and driving the industry. We are the preferred business partner for our customers.

Deliver safe, high-quality ,efficient ,and reliable transportation services in its region that link people, jobs, and communities.

**USP:[ unique selling propositions ]**

The biggest USP of Bata, claims kataria , is ability to offer stylish designs at a hugely competitive price.

For all those who still perceive bata as a fuddy –duddy school shoe brand could be in for a surprise if they visit one of the new age bata stores that are sprawling 6,000 sq.

# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Analyze Brand Messaging:** Affordable ,superior quality , soft ,attractive and fashionable brand . operating profits margins witnessed a fall and down at 17.8% in FY22 as against 9.5% in FY21. net profit Amargins grew from 5.2 % in FY21 to 4.3% in FY22 . Debt to equity ratio for FY22. stood at 0.0 as compared to 0.0 in FY21.
- **Examine the brand's tagline:** Every achievement , every accomplishment , every step forward .



# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

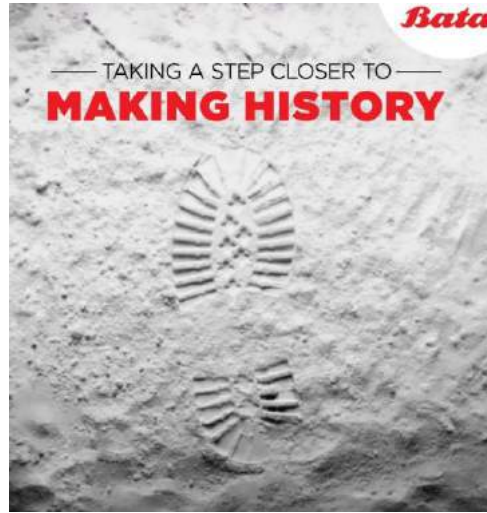
**Competitor 1: LEHAR FOOTWEAR :** Lehar footwear limited is a listed public company incorporated on 31 march , 1994. it is classified as a public limited company and is located in Jaipur , Rajasthan. Its authorized share capital is INR 20.00cr and the total paid- up capital.

**Competitor 2: LIBERTY SHOES :** Liberty shoes established in 1954, the company produces 60,000 pairs of footwear a day through its six manufacturing units . The shoes are sold through its multi-brand outlets and showrooms. The company has a presence in 25 countries, with 50 showrooms outside india. Adesh gupta became the CEO of LSL on 16 july 2001 .

**Competitor 3: CAMPUS ACTIVEWEAR :** Campus active wear incorporated in 2006, campus activewear is one of the leading players in organized sports & casual footwear sector in india.

# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviours , and interests.
- **TARGET :** Target customer of Bata includes price conscious middle-class families , youth looking foot affordable & trendy products .
- **DEMOGRAPHIC SEGMENTATION :** Demographic segmentation is a common strategy where it is possible to identifies market segment based on shared demographics or personality qualities . Specific characteristics often used in demographics segmentation included .....
  1. **AGE :** Its adjusting features to fit the anticipating needs and expectations of each groups like Bata released bubble gummer and Bata school for kids[3.5] and teenager.
  2. **INCOME :** This brand often advertise their products both luxury and austerity product .
  3. **GENDER :** Foot wear mostly often all genders , BATA foot wear worn not only higher classes but also middle, lower classes .
  4. **OCCUPATION :** Slices up your target market by job function , job seniority, and job-title .



## PSYCHOGRAPHICS :


**PSYCHOGRAPHICS SEGMENTATION** :Psychographics segmentation involves dividing your market into segments based upon different personalities traits values, attitudes, interests and life styles of consumers this segmentation is advantage because it allows you to engage in product design and marketing in focused manner.

# Part 2: SEO & Keyword Research

**SEO (Search Engine Optimization) :** Search Engine Optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic rather than direct traffic or paid traffic.

- ❖ SEO is the art and science of getting pages to rank higher in search engines such as google.
- ❖ SEO means the process of improving your website to increase its visibility in Google, Microsoft Bing, and other search engines whenever people search for :
  1. Products you sell.
  2. Services you provide.

## On-Page SEO Results



**Your On-Page SEO could be better**

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and assign text content to target keywords.

| Issue  | Priority     |
|--|--------------|
| <b>Title Tag</b><br>You have a title tag, but ideally it should be shortened to between 10 and 70 characters (including spaces).<br>Bata Online Store   Trendy Shoes & Accessories for the Whole Family<br>Length : 71<br>Title tags are very important for search engines to correctly understand and categorize your content.  | Low Priority |
| <b>Meta Description Tag</b><br>Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).<br>Discover a diverse selection of stylish footwear and accessories for the entire family at Bata's online store. From athletic sneakers to elegant designs, find the latest trends and comfortable options in one place. Shop now to experience unmatched style and comfort with our extensive collection.<br>Length : 296<br>A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results. | Low Priority |

|   |                    |              |
|---|--------------------|--------------|
| Optimize your page for Desktop PageSpeed Insights     | Usability          | Low Priority |
| Use your main keywords across the important HTML tags | On-Page SEO        | Low Priority |
| Increase page text content                            | On-Page SEO        | Low Priority |
| Add Twitter Cards                                     | Social             | Low Priority |
| Add Local Business Schema                             | Other Improvements | Low Priority |
| Create and link an associated LinkedIn profile        | Social             | Low Priority |
| Review and Increase Font Sizes across devices         | Usability          | Low Priority |
| Improve the size of tap targets                       | Usability          | Low Priority |
| Setup & Install a Facebook Pixel                      | Social             | Low Priority |
| Remove inline styles                                  | Performance        | Low Priority |
| Remove iFrames  | Usability          | Low Priority |

# SEO AUDIT

**SEO AUDIT:** Bata is a well-designed and mobile-friendly website that is indexed by google and other major search engines. The site has a good internal linking structure and loads quickly however, there are some areas that could be improved to further optimize the site for SEO.

**KEYWORDS:** the site is optimized for a variety of keywords related to shoes, bags, and fashion. However, the keywords are not used consistently throughout the site. For example, the “ABOUT US” page does not contain any keywords.

**META TAGS:** the title tag and meta description are optimized for the target keywords. They could be adding more keywords and information about the site.

**SOCIAL MEDIA META TAGS :** The site does not use social media meta tags. These tags can help to improve the visibility of the site on social media.

**Language**  
Your page is using the lang attribute.  
Declared: English

**H1 Header Tag Usage**  
Your page does not have an H1 Header Tag.  
The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

**H2-H6 Header Tag Usage**  
Your page is making use multiple levels of Header Tags.

| Header Tag | Frequency |
|------------|-----------|
| H2         | 2         |
| H3         | 2         |
| H4         | 3         |
| H5         | 0         |
| H6         | 0         |

[Show details](#)

**Keyword Consistency**  
Your page's main keywords are not distributed well across the important HTML tags.  
Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.



## Recommendations

Toggle: [On-Page SEO](#) [Links](#) [Social](#) [Other Improvements](#) [Usability](#) [Performance](#)

|  |                             |                                 |
|--|-----------------------------|---------------------------------|
| Optimize for Core Web Vitals                                 | <a href="#">Loading</a>     | <a href="#">Medium Priority</a> |
| Reduce length of title tag (to between 10 and 70 characters) | <a href="#">On-Page SEO</a> | <a href="#">Medium Priority</a> |
| Shorten meta description (to between 70 and 160 characters)  | <a href="#">On-Page SEO</a> | <a href="#">Medium Priority</a> |
| Add Canonical Tag  | <a href="#">On-Page SEO</a> | <a href="#">Medium Priority</a> |
| Add H1 Header Tag  | <a href="#">On-Page SEO</a> | <a href="#">Medium Priority</a> |
| Update Link URLs to be more human and Search Engine readable | <a href="#">Links</a>       | <a href="#">Low Priority</a>    |
| Create and link your Facebook Page                           | <a href="#">Social</a>      | <a href="#">Low Priority</a>    |
| Create and link your Twitter profile                         | <a href="#">Social</a>      | <a href="#">Low Priority</a>    |
| Optimize your page for Mobile PageSpeed Insights             | <a href="#">Loading</a>     | <a href="#">Low Priority</a>    |



# KEYWORDS RESEARCH

Here are some keyword research for bata:

- **SHOES** : this is the most obvious keyword for Bata, as they are a shoe retailer some specific keywords to target include:
  1. men's shoes
  2. women's shoes
  3. kid's shoes
- **BAGS** : Bata also sells bags, so this is another important keyword to target. Some specific keywords to target include:
  1. backpack
  2. purses
  3. wallets
- **FASHION** : Bata sells a variety of fashion items, so is a broad keyword that could be used to target a wider audience. Some specific keywords to target include:
  1. clothes
  2. jeweller
  3. watches

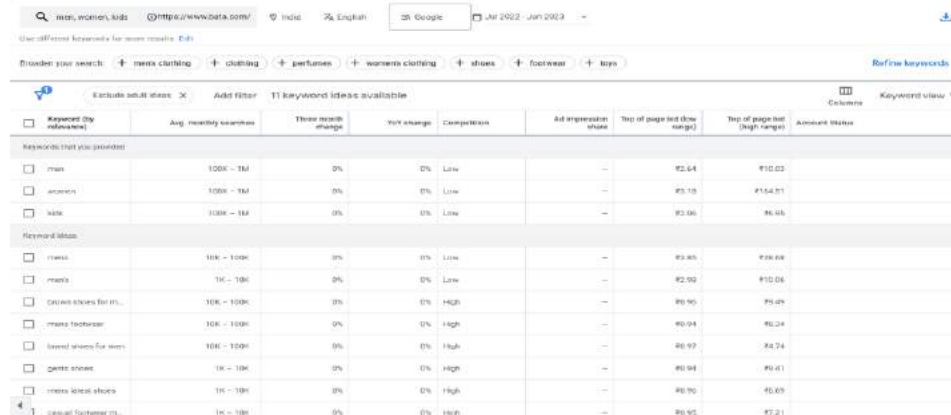
**BRAND:** Bata is a well-known brand, so this is a keyword that could be used to attract people who are already familiar with the brand. Some specific keywords to target include:

1. Bata
2. Bata shoes
3. Bata fashion

in addition to these keywords, it is also important to consider long-tail keywords. Long-tail keywords are more specific and less competitive than short-tail keywords. Some examples of long-tail keywords for bata include:

1. women's black leather boots
2. men's brown dress shoes
3. sunglasses for women with blue lenses

By targeting a variety of keywords, bata can attract a wider audience and improve its SEO ranking.



The screenshot shows the Google Keyword Planner interface. The search query is 'men, women, kids' and the URL is 'http://www.bata.com/'. The interface displays a table of keyword ideas with columns for Keyword (by relevance), Avg. monthly searches, Three month change, Six month change, Competition, Ad impression share, Top of page bid (low range), Top of page bid (high range), and Advertiser status. The table is divided into two sections: 'Keywords that you provided' and 'Keyword ideas'. The 'Keywords that you provided' section lists 'men', 'women', and 'kids'. The 'Keyword ideas' section lists various long-tail keywords such as 'men's', 'women's', 'casual shoes for men', 'men's footwear', 'leather shoes for men', 'dress shoes', 'men's formal shoes', and 'casual footwear for men'.

| Keyword (by relevance)                           | Avg. monthly searches | Three month change | Six month change | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Advertiser status |
|--|-----------------------|--------------------|------------------|-------------|---------------------|-----------------------------|------------------------------|-------------------|
| Keywords that you provided                       |                       |                    |                  |             |                     |                             |                              |                   |
| <input type="checkbox"/> men                     | 100K - 1M             | 0%                 | 0%               | Low         | —                   | \$2.64                      | \$12.03                      |                   |
| <input type="checkbox"/> women                   | 100K - 1M             | 0%                 | 0%               | Low         | —                   | \$5.10                      | \$15.41                      |                   |
| <input type="checkbox"/> kids                    | 100K - 1M             | 0%                 | 0%               | Low         | —                   | \$2.08                      | \$6.45                       |                   |
| Keyword ideas                                    |                       |                    |                  |             |                     |                             |                              |                   |
| <input type="checkbox"/> men's                   | 10K - 100K            | 0%                 | 0%               | Low         | —                   | \$3.85                      | \$28.68                      |                   |
| <input type="checkbox"/> women's                 | 10K - 100K            | 0%                 | 0%               | Low         | —                   | \$2.92                      | \$12.04                      |                   |
| <input type="checkbox"/> casual shoes for men    | 10K - 100K            | 0%                 | 0%               | High        | —                   | \$9.90                      | \$5.45                       |                   |
| <input type="checkbox"/> men's footwear          | 10K - 100K            | 0%                 | 0%               | High        | —                   | \$9.04                      | \$5.24                       |                   |
| <input type="checkbox"/> leather shoes for men   | 10K - 100K            | 0%                 | 0%               | High        | —                   | \$5.97                      | \$4.74                       |                   |
| <input type="checkbox"/> dress shoes             | 10K - 100K            | 0%                 | 0%               | High        | —                   | \$9.94                      | \$9.41                       |                   |
| <input type="checkbox"/> men's formal shoes      | 10K - 100K            | 0%                 | 0%               | High        | —                   | \$9.90                      | \$5.65                       |                   |
| <input type="checkbox"/> casual footwear for men | 10K - 100K            | 0%                 | 0%               | High        | —                   | \$9.95                      | \$7.21                       |                   |

**ON PAGE OPTIMIZATION :** meta tag optimization & content optimization.

meta tag optimization for <https://www.bata.com/>

**1. Title tag :** Bata – Caring for your feet.

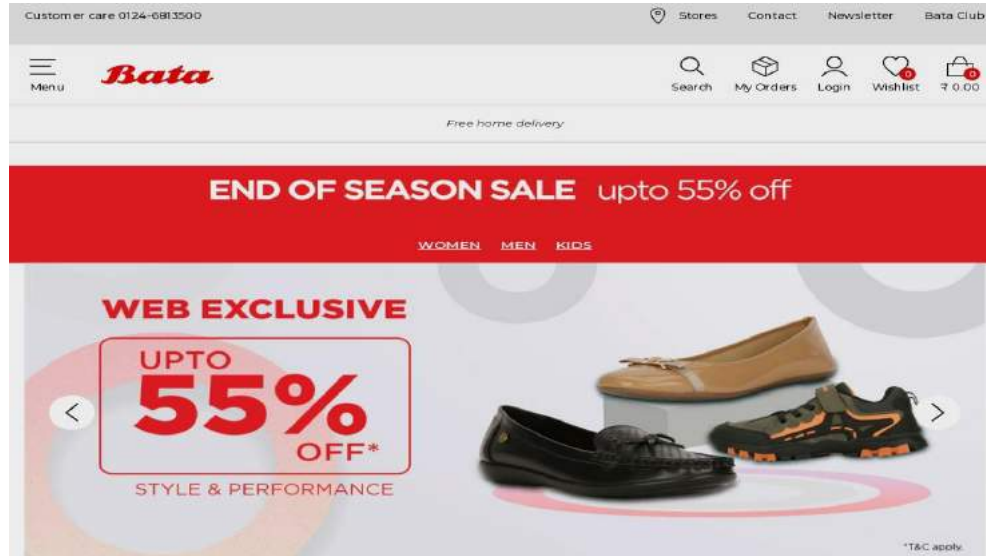


**2. Description tag :** lead the way, Fashion forward styles, all day comfort, for your fitness goals, Sleek formals, Everyday casuals, Trendy accessories, Statement styles for her, Dynamic styles for him, trendy picks for kids.

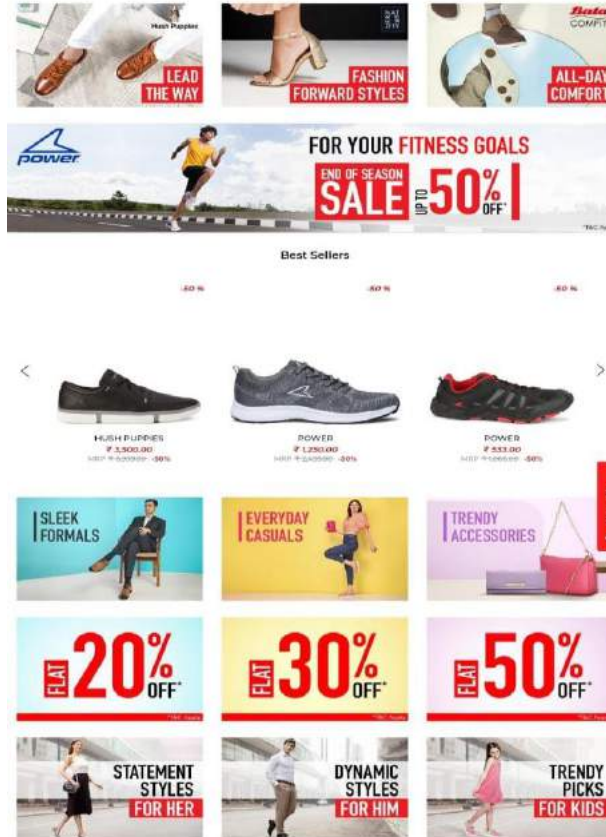
**3. Keywords tag:** Casual shoes, Men formals, Heels, Sneakers, Accessories, Belts, Hand bags, Purse

# CONTENT OPTIMIZATION:

**1. HOMEPAGE:** Bata homepage displays full of red colour to attract the customer. It displays the free home returns within 30 days and end of season sale upto 55% off for women, men, kids.

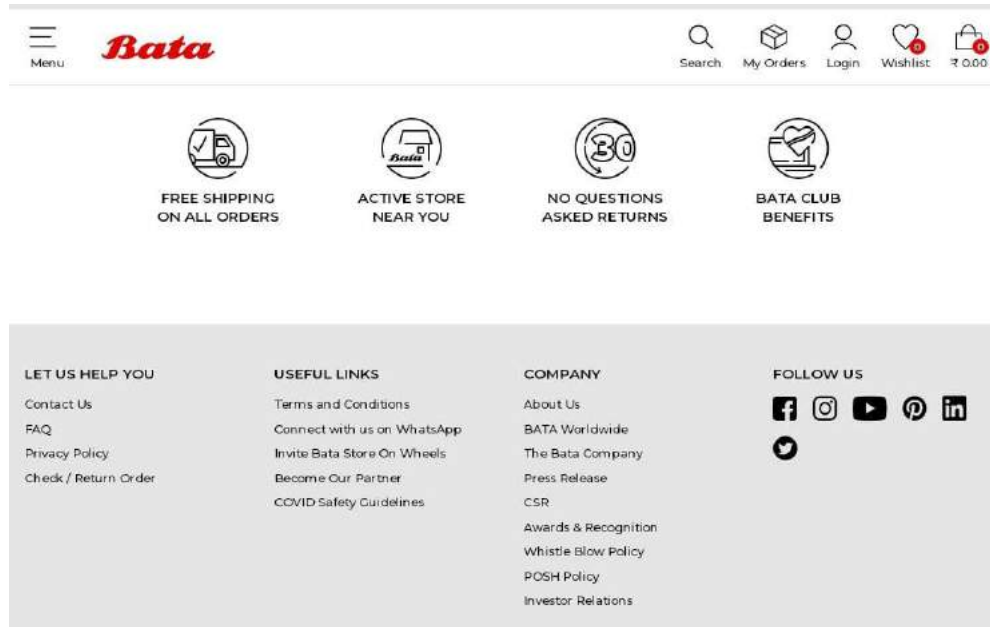


**2. PRODUCT PAGE:** Product page displays many sections slipper like shoes, slippers, sneakers, flats, heels, formals and it has offers on account of festivals etc.,



**3. ABOUT US PAGE :** Bata India is the largest retailer and leading manufacturer of footwear in India and is a part of the Bata Shoe Organization.

Incorporated as Bata Shoe Company Private Limited in 1931, the company was set up initially as a small operation in Konnagar (near Calcutta) in 1932. In January 1934, the foundation stone for the first building of Bata's operation - now called the Bata. In the years that followed, the overall site was doubled in area. This township is popularly known as Batanagar. It was also the first manufacturing facility in the Indian shoe industry to receive the ISO: 9001 certification.



#### 4. CONTACT PAGE : contact us page displays about , how to interact with the employees of Bata.

Account | Bata India Ltd. | 0124-6813500

Search | My Orders | Login | Wishlist | ₹ 0.00

Menu | Bata

within 30 days

MORE ABOUT

Contact Us

Bata Club

FAQs

Terms and Conditions

Delivery & Returns

Privacy Policy

About Us

Become Our Partner

Invite Bata Store On Wheels

Press Release

Investor Relations

CSR

Awards & Recognition

Connect with us on WhatsApp

ROSH policy

Whistle Blow Policy

CONTACT US

*Do you need help? You're in the right place!*

*We have created this section to provide you with all the assistance you need.*

ADDRESS

Bata India Ltd.  
418/03, Bata house  
Sector 17, Opposite MDI  
Gurgaon  
122001  
Haryana  
India

PHONE

0124-6813500  
Monday to Sunday from  
10:00 AM to 8:00 PM

FAQ

See our [FAQ](#)

or

Looking for your last shopping invoice  
or clue points, offers and lot more, say  
Hi on our WhatsApp: [7628633346](#)

ESCALATION MATRIX

Got a query or request? Email us at:  
[in-customer.service@bata.com](mailto:in-customer.service@bata.com)

Please wait for 5 days before using  
below matrix.

If your query is **unresolved for 5 days**,  
please share your reference case ID and  
feedback at [ca.india@bata.com](mailto:ca.india@bata.com)

If your query is **unresolved for 10 days**,  
please share your reference case ID and  
feedback with Head of Customer  
Service at [headcx.india@bata.com](mailto:headcx.india@bata.com)

Head Web

## Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:** Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram.

### **DIGITAL MARKETING OF BATA**

Bata is a leading footwear brand in India, and it has been using digital marketing to reach its target audience for many years. Here are some of the key elements of Bata's digital marketing strategy:

**Social media:** Bata is very active on social media, with a strong presence on Facebook, Instagram, and Twitter. The brand uses social media to engage with its customers, promote its products, and build brand awareness. Pay-per-click (PPC) advertising: Bata uses PPC advertising to target its ads to people who are likely to be interested in its products. This type of advertising can be very effective in driving traffic to Bata's website and generating sales.

**Content marketing:** Bata creates and shares content that is relevant to its target audience, such as blog posts, infographics, and videos. This type of content helps to build brand awareness and trust, and it can also drive traffic to Bata's website.



**Email marketing:** Bata collects email addresses from its customers, and it uses email marketing to stay in touch with them and promote new products and sales.

**Pay-per-click (PPC) advertising:** Bata uses PPC advertising to target its ads to people who are likely to be interested in its products. This type of advertising can be very effective in driving traffic to Bata's website and generating sales.

Bata's digital marketing strategy has been very successful in helping the brand to reach its target audience and grow its business. In 2021, 15-16% of Bata's revenue came from digital sales, and the company expects this number to continue to grow in the future

.

In addition to the above, Bata is also using some newer digital marketing techniques, such as:

**Influencer marketing:** Bata partners with influencers on social media to promote its products. This type of marketing can be very effective in reaching a large audience and generating buzz about Bata's products.

**Virtual reality (VR):** Bata is using VR to allow customers to try on shoes before they buy them. This is a new and innovative way to improve the customer experience.

**Artificial intelligence (AI):** Bata is using AI to personalize its marketing campaigns and target its ads more effectively. This is a powerful tool that can help Bata to reach its target audience with the right message at the right time.

Bata is a leading footwear brand that is using digital marketing to stay ahead of the competition. The company is constantly experimenting with new techniques and technologies, and it is well-positioned to continue to grow its business in the digital age.

Bata is a leading footwear brand that is using digital marketing to stay ahead of the competition. The company is constantly experimenting with new techniques and technologies, and it is well-positioned to continue to grow its business in the digital marketing.

# **BATA SOCIAL MEDIA MARKETING OVERVIWE:**

Bata is a leading footwear brand with a strong presence on social media. The brand has over 8.2 million followers on Facebook, 164k followers on Instagram, and 64.1k followers on LinkedIn. Bata uses social media to engage with its customers, promote its products, and build brand awareness.

Here are some of the key elements of Bata's social media marketing strategy:

**Use of relevant content:** Bata creates and shares content that is relevant to its target audience, such as product photos, videos, and blog posts. This content helps to build brand awareness and trust, and it can also drive traffic to Bata's website.

**Promotions and contests:** Bata runs regular promotions and contests on social media to engage with its followers and generate excitement about the brand. These promotions can be a great way to drive traffic to Bata's website and generate sales.

**User-generated content:** Bata encourages its followers to share their own photos and videos of Bata products on social media. This user-generated content helps to create a sense of community around the brand and it can also be a great way to generate leads.

**Hash tags:** Bata uses hash tags to help its content reach a wider audience. The brand uses a variety of hash tags, including #bata, #bataindia, and #batastyle.

**Live streaming:** Bata has started using live streaming on social media to connect with its followers in real time. This is a great way to answer questions, showcase new products, and build relationships with customers.

Bata's social media marketing strategy has been very successful in helping the brand to reach its target audience and grow its business. The brand has seen a significant increase in traffic to its website and sales since it started using social media more effectively.

## **STRENGTHS OF BATA MARKETING STRATEGY**

**Use relevant content:** The content that you share on social media should be relevant to your target audience. This will help you to engage with them and build brand awareness

**Run promotions and contests:** Running promotions and contests is a great way to engage with your followers and generate excitement about your brand.

**Encourage user-generated content:** User-generated content can help to create a sense of community around your brand and it can also be a great way to generate leads

**Use hashtags:** Hashtags can help your content reach a wider audience.

**Live stream:** Live streaming is a great way to connect with your followers in real time.

## Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

### CONTENT IDEAS :

**Product photos and video:** Bata can share high-quality, visually appealing product photos and videos on social media to showcase their products and generate interest among users. For example, they can share photos of new products, videos of people wearing Bata shoes, or behind-the-scenes videos of how Bata shoes are made.

**Blog posts:** Bata can write informative and well-written blog posts about footwear trends, tips on how to choose the right footwear, or stories about their brand. This type of content can help to educate users about footwear and build trust in the brand. The blog posts should be well-researched and informative, and they should be written in a clear and concise style.

**Info graphics:** Bata can create visually appealing and informative info graphics that summarize key information about footwear, such as the history of footwear, the different types of footwear, or the benefits of wearing comfortable footwear. This type of content is easy to share and can help to reach a wider audience. The info graphics should be visually appealing and easy to understand, and they should provide clear and concise information.

**User-generated content:** Bata can encourage users to share their own photos and videos of Bata products on social media. This type of content is authentic and relatable, making it a great way to connect with users and build brand awareness. Bata can create a hashtag for users to use when sharing their content, and they can then reshare this content on their own channels.

**Behind-the-scenes content:** Bata can share behind-the-scenes content on social media to give users a glimpse into their brand and how their products are made. This type of content can help to build trust and excitement in the brand. Bata can share videos of their factories, interviews with their employees, or footage of their product development process.



## **MARKETING STRATEGIES PROCESS OF BATA :**

**Define the target market:** The first step in any marketing strategy is to define the target market. This means understanding who the ideal customer is for Bata's products. What are their needs and wants? What are their pain points? Once Bata understands their target market, they can tailor their marketing messages and campaigns accordingly.

**Set marketing goals:** Once the target market is defined, Bata needs to set marketing goals. What do they want to achieve with their marketing efforts? Do they want to increase brand awareness? Generate leads? Drive sales? Once Bata knows what they want to achieve, they can develop a marketing plan to help them reach their goals.

**Choose the right marketing channels:** There are many different marketing channels available, such as social media, search engine marketing, email marketing, and print advertising. Bata needs to choose the right channels to reach their target market. For example, if their target market is young people, they might focus on social media marketing. If their target market is businesses, they might focus on search engine marketing.

**Promotions and discounts:** Bata often runs promotions and discounts to attract new customers and encourage existing customers to buy more. This is a good way to boost sales and generate excitement about the brand



**Outdoor advertising:** Bata also uses outdoor advertising, such as billboards and bus ads. This is a good way to reach a large audience, but it can be expensive.





## THE CHALLENGES ENCOUNTERED:

**Copyright infringement:** Bata needs to make sure that they have the right to use any photos that they use in their marketing materials. If they use a photo without permission, they could be sued for copyright infringement.

**Image quality:** The quality of the photos that Bata uses is important. If the photos are blurry or low-resolution, they will not be effective in marketing their products.

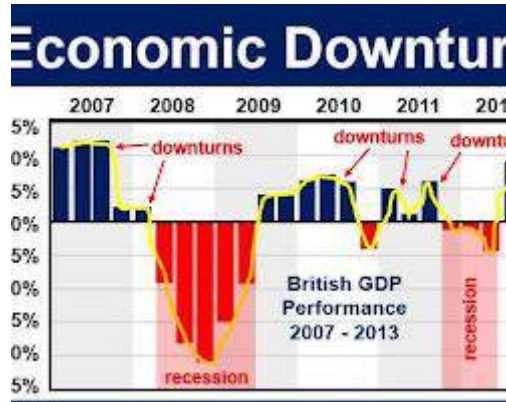
**Cultural sensitivity:** Bata needs to be careful about the photos that they use in different cultures. What may be considered appropriate in one culture may be offensive in another.



**Gender bias:** Bata needs to be careful about the photos that they use to avoid gender bias. For example, they should not only use photos of men wearing their shoes.

**Body image:** Bata needs to be careful about the photos that they use to avoid promoting unrealistic body images. For example, they should not use photos of models who are unhealthily thin.

**Economic downturns.** Bata's business can be affected by economic downturns. When people have less money to spend, they are less likely to buy new shoes. This can lead to a decline in sales for Bata.



# LESSONS LEARNED OF BATA :.

**Embrace globalization:** Bata is a global company with operations in over 70 countries. The company understands that the world is becoming increasingly interconnected, and it has embraced globalization. Bata has built a strong global network of suppliers, manufacturers, and distributors. This network has helped Bata to reduce costs and to reach a wider market



**Focus on the customer:.** Bata has always put the customer first. The company understands that the customer is the most important factor in its success. Bata strives to provide high-quality products at a fair price, and it listens to customer feedback to ensure that it is meeting their needs



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Post Creation:

- **Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

### FORMAT-1: TRENDING NEWS OF BATA

**Bata India's board recommended a dividend of Rs 13.5 per share.** Bata India's board of directors has recommended a dividend of Rs 13.5 per share for the financial year 2022-23, subject to shareholders' approval at the company's annual general meeting (AGM). This is a 270 per cent payout given the face value of Rs 5 per share.



**Bata India shares slump to a 52-week low, decline for the fourth straight day.** Bata India shares slumped to a 52-week low of Rs 1,614.85 on the BSE on August 3, 2023, declining for the fourth straight day. The stock has lost over 20% in the last one month. The decline in the stock price is attributed to a number of factors, including rising inflation, GST on footwear, and the company's inability to touch its pre-pandemic sales levels.



## **FORMAT-2:** A ARTICLE ABOUT BATA

The latest article I could find about Bata is from The Economic Times on July 7, 2023, titled Bata India Q1 net profit falls 14% to Rs 42.5 crore.



The article states that Bata India Ltd's consolidated net profit fell 14% to Rs 42.5 crore in the first quarter ended June 2023, from Rs 50.1 crore in the same quarter last year. Revenue from operations rose 10% to Rs 753.7 crore from Rs 685.3 crore in the year-ago period.

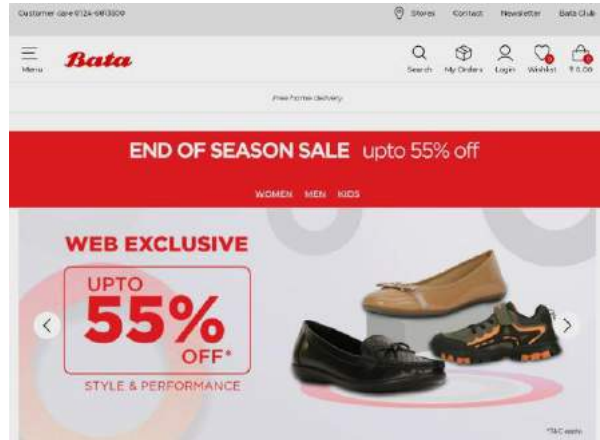
The company's CEO, Rajeev Mehta, said that the decline in net profit was due to higher expenses, including employee costs and marketing expenses. He added that the company is facing challenges such as rising inflation and supply chain disruptions.

Despite the challenges, Mehta said that Bata India is confident of meeting its sales target of Rs 3,400 crore for the financial year 2023-24. He said that the company is expanding its retail network and launching new products to drive growth.

## FORMAT-3: ABOUT PRODUCT PAGE

**Bata Comfy Casuals:** These shoes are designed for everyday comfort. They have a soft, padded insole and a flexible outsole that provides support and cushioning.

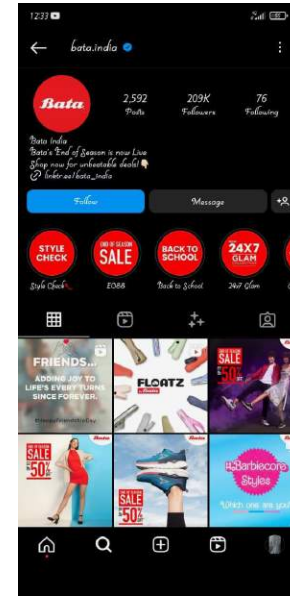
**Bata Dexter Lites:** These sneakers are lightweight and breathable, making them perfect for running or working out. They have a supportive midsole that absorbs shock, and a durable outsole that provides traction.



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

# Instagram Story

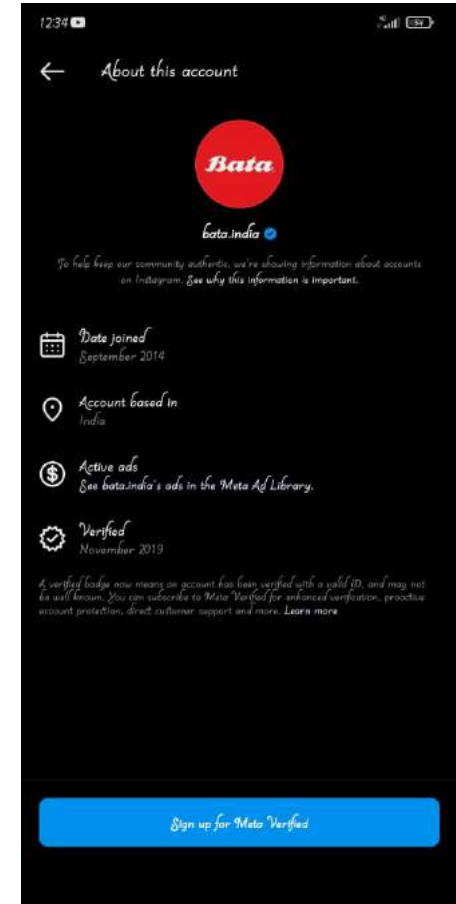
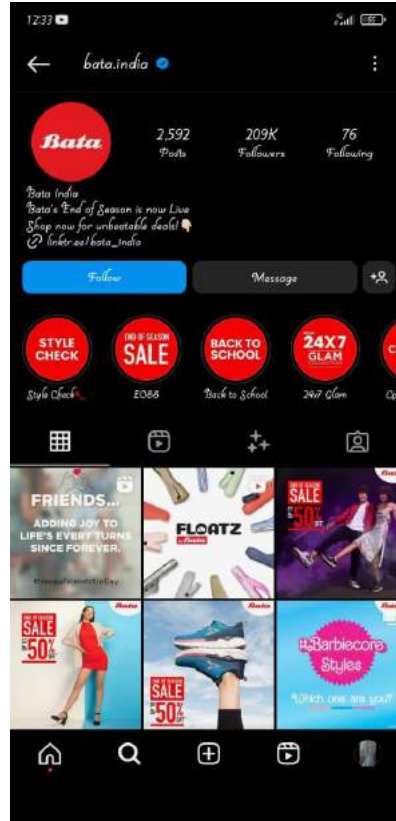
Utilize the Stories feature on Instagram for three consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save the 3 story with an appropriate name for each.





The Instagram page is typically updated several times a week, with posts that include:

- Product photos and videos
- Behind-the-scenes content from Bata's factories and stores
- Stories about Bata's history and culture
- Collaborations with other brands
- Challenges and contests



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

# Designs/Video Editing

- create videos related to the chosen topic.
- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- **Video Creation:** Utilize VN or any video editor of your choice to



VN20230801\_192032 (9).mp4

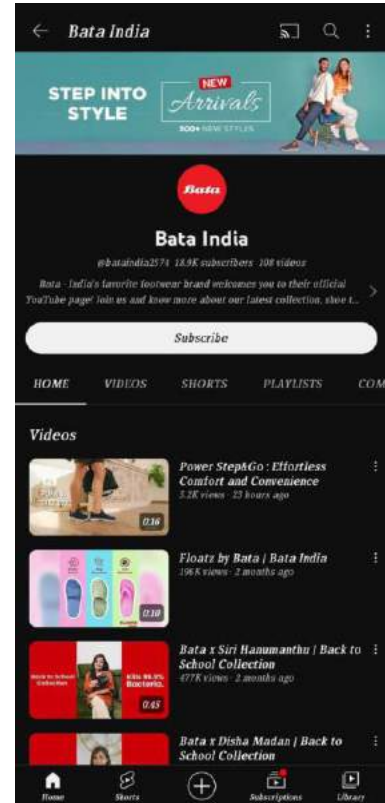
## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Campaigns over Social Media: Ad

**Introducing Bata:** @bataindia2574

Bata India was founded in 1931 by Antonín Bat'a, a Czech shoemaker. He established the company in India in response to the growing demand for affordable and stylish footwear in the country. The company's first factory was built in Konnagar, near Kolkata.

Over the years, Bata India has grown to become a household name in India. It has a network of over 1,300 stores across the country and employs over 10,000 people. Bata India offers a wide range of footwear for men, women, and children. Its products are known for their quality, comfort, and affordability.



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Social Media Ad Campaigns

#### Kriti sanon x Bata #Come And Be Surprised :



Kriti Sanon is the brand ambassador for Bata India's Red Label collection. The "Come & Be Surprised" campaign features Sanon as a young woman who is pleasantly surprised by the stylish and fashionable footwear that she finds at Bata stores. The campaign is aimed at changing the perception of Bata as a brand that only sells school shoes. It wants to show that Bata also sells stylish and fashionable footwear for men and women of all ages.

The campaign has been well-received by the public. Many people have commented on how Sanon looks great in the ads and how the shoes are really stylish. The campaign has also helped to increase sales of Bata's Red Label collection.

## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

### **Social Media Ad Campaigns**

#### **Bata End Of Season sale :**

Bata is currently having an End of Season Sale with up to 55% off on a wide range of footwear for men, women, and children. You can find a great selection of stylish and comfortable shoes at a fraction of the regular price.



## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

This email ad campaign is targeted at Bata's existing customers and potential customers are looking for stylish and comfortable footwear at a discounted price. The email highlights the key benefits of the Bata End of Season Sale, such as up to 55% off on a wide range of footwear, stylish and comfortable shoes for every occasion, and a great opportunity to stock up on new shoes for the upcoming season. The email also includes a clear call to action, which is to shop the Bata End of Season Sale today.



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### *Email Ad Campaigns*

**Brand Awareness:** Brand awareness is the extent to which a brand is recognized by potential customers. It is measured by how well consumers can recognize the brand's logo, name, products, and other assets. Brand awareness is important for businesses because it helps them to reach new customers, differentiate from the competition, and build trust and loyalty with their customers.

**Lead Generation:** Bata can generate leads through a variety of channels, such as its website, email marketing, social media, PPC advertising, and referrals. By using a variety of channels, Bata can reach a wider audience and generate more leads.

Make it easy for potential customers to provide their contact information.

Personalize the lead generation process.

Follow up with leads promptly.

Nurture leads over time.



# Email Ad Campaign 1 - Brand Awareness

Bata is a well-known brand in India. It has been around for over 90 years and has a network of over 1,300 stores across the country. Bata is known for its affordable and stylish footwear for men, women, and children.

According to a 2022 survey by Nielsen, Bata has a brand awareness of 90% in India. This means that 9 out of 10 people in India are aware of the Bata brand. Bata's brand awareness is particularly high among women (93%) and young people (95%).

Bata's high brand awareness is due to a number of factors, including its long history in India, its wide network of stores, and its focus on affordable and stylish footwear. Bata has also been successful in marketing its brand through advertising, public relations, and social media.

Bata's high brand awareness gives it a number of advantages in the Indian market. It is able to reach a wider audience and generate more sales.

It is also able to charge a premium for its products because customers are familiar with the brand and trust its quality. Bata is committed to maintaining its high brand awareness in India. It plans to continue to invest in marketing and advertising to reach new customers and strengthen its brand presence. Bata also plans to expand its network of stores and introduce new products to meet the needs of its customers.

# Email Ad Campaign 2 - Lead Generation

**Website:** Bata can generate leads by creating a lead magnet, such as an ebook or whitepaper, that visitors can download in exchange for their contact information. Bata can also use its website to collect leads through its contact form or through social media sign-up forms.

**Email marketing:** Bata can generate leads by sending out email campaigns to its existing customers and subscribers. These email campaigns can include content that is relevant to the recipient's interests, such as new product launches, special offers, or blog posts. Bata can also use email marketing to promote its lead magnets and encourage visitors to sign up for its mailing list.

**Social media:** Bata can generate leads by creating engaging content on its social media channels, such as Facebook, Twitter, and Instagram. This content can include product photos, videos, and blog posts. Bata can also use social media to run contests and giveaways that require users to provide their contact information in order to enter.

## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Create

**Challenges Faced:** Competition from international brands: Bata faces stiff competition from international brands, such as Nike, Adidas, and Puma. These brands have a strong presence in India and offer a wider range of products than Bata.

**Changing consumer preferences:** Consumer preferences for footwear are changing, with more people opting for stylish and fashionable footwear. Bata is known for its affordable and comfortable footwear, but it needs to adapt to the changing market and offer more stylish and fashionable products.

**E-commerce:** The rise of e-commerce is another challenge faced by Bata. Customers are increasingly shopping online for footwear, and Bata needs to invest in its e-commerce platform to compete with online retailers.

**Changing demographics:** The Indian population is changing, with more people moving to urban areas. Bata needs to adapt to this changing demographic and open more stores in urban areas.

**Labor costs:** Labor costs in India are rising, which puts pressure on Bata's profitability. Bata needs to find ways to reduce its labor costs or pass them on to consumers.

## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Create

**Lessons Learned : The importance of brand awareness:** Bata has learned that brand awareness is essential for success in the footwear industry. The company has invested heavily in marketing and advertising to build its brand awareness in India.

**The importance of customer satisfaction:** Bata has learned that customer satisfaction is key to long-term success. The company has a strong focus on customer service and strives to provide a positive shopping experience for its customers.

**The importance of innovation:** Bata has learned that innovation is essential for staying ahead of the competition. The company is constantly developing new products and services to meet the changing needs of its customers.

**The importance of diversification:** Bata has learned that diversification is important for reducing risk. The company has a wide range of products and services, which helps to insulate it from fluctuations in the market.

**The importance of internationalization:** Bata has learned that internationalization is important for growth. The company has a presence in over 70 countries, which helps it to reach a wider audience and grow its business.



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