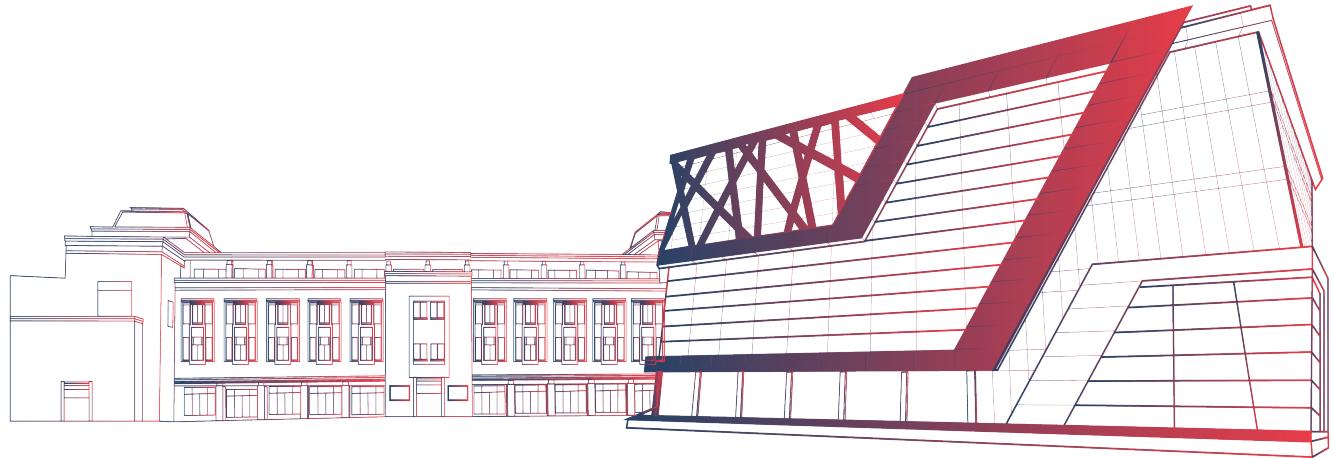


# Entrepreneurial Marketing



## Entrepreneurial Marketing

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Entrepreneurial Marketing is a proactive, innovative, and risk-tolerant approach to marketing, particularly suited for startups, small firms, or innovative ventures.

It focuses on **maximizing customer value with limited resources**, using unconventional strategies.

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Entrepreneurial Marketing modifies the traditional marketing mix to suit dynamic, resource-constrained environments.

Marketing Mix Element	Traditional Approach	Entrepreneurial Approach	Example
<b>Product</b>	Developed after extensive R&D and market studies.	Launched as MVP (Minimum Viable Product), improved iteratively.	<b>BoAt</b> started with limited audio products based on style + affordability, later expanded based on customer demand.
<b>Price</b>	Cost-based or competitor-based pricing.	Value-driven, flexible pricing, sometimes even "pay what you want".	<b>Paytm</b> introduced cashback-heavy promotions and flexible micro-pricing to boost wallet usage.
<b>Place (Distribution)</b>	Established retail or distribution networks.	Direct channels, digital-first, often DIY methods.	<b>Lenskart</b> started as an online-only platform for eyewear before moving to offline stores.
<b>Promotion</b>	Large-budget advertising, mass media.	Low-cost digital, social, word-of-mouth, guerrilla tactics.	<b>Zomato</b> built brand buzz through humorous and viral social media content, avoiding traditional ads.



Aspect	Conventional Marketing	Entrepreneurial Marketing	Examples
Budget	Large, allocated, risk-averse	Small, creative, risk-tolerant	Big companies like <b>Unilever</b> or <b>P&amp;G</b> plan massive ad budgets, leaving room for failure. Startups like <b>Mamaearth</b> rely on low-cost, high-impact methods like memes, reels, and influencers.
Planning	Structured, long-term	Adaptive, opportunity-based	Conventional marketing uses fixed annual campaigns. In contrast, <b>Zomato</b> changes its tone and posts daily based on trends—like IPL, or food festivals.
Research	Heavy reliance on data	Action-oriented experimentation	Traditional brands conduct surveys and market studies. Startups like <b>BoAt</b> quickly launch new product variants based on online reviews and social media polls instead of waiting for formal reports.
Focus	Market share, competition	Value creation, innovation	Big players aim to beat rivals and gain share. Entrepreneurs focus more on solving problems. <b>Paytm</b> , for instance, focused on giving access to mobile payments post-demonetization, not just competing with banks.



Aspect	Conventional Marketing	Entrepreneurial Marketing	Explanation & Indian Examples
Tools	Print, TV, formal market studies	Digital, social, grassroots outreach	Old-school marketing uses TV ads and billboards. Startups use Instagram, WhatsApp and YouTube shorts to reach customers faster and cheaper. Example: <b>CRED</b> 's meme marketing.
Decision-Making	Formal, committee-based	Fast, often founder-led	Traditional firms involve layers of approval. Entrepreneurs make quick decisions. <b>Narayana Murthy</b> once famously said early Infosys decisions were often made in a single room.
Customer Role	Passive recipient	Active co-creator, feedback loop	Big brands “talk to” customers. Startups “talk with” customers. Example: <b>Lenskart</b> includes customer reviews and even invites suggestions for new features or frames.

# Principles of Entrepreneurial Marketing

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Opportunity  
Orientation

Customer  
Intensity

Innovation  
Orientation

Risk  
Management

Resource  
Leveraging

Value  
Creation

Proactiveness

## Principles of Entrepreneurial Marketing

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**1. Opportunity Orientation** - Entrepreneurial marketers are constantly scanning the environment to identify unmet customer needs or market gaps.

Example - Ola Cabs

**Opportunity Spotted:** Urban Indians were struggling with unreliable auto-rickshaws and traditional taxis.

**Entrepreneurial Move:** Ola identified the market gap for reliable, app-based, on-demand transportation. By leveraging smartphone penetration and GPS technology, they offered a user-friendly ride-booking experience.

**Outcome:** They revolutionized urban mobility and challenged traditional transport systems in India.

It's about **seeing opportunities others overlook**, and moving fast to grab them.



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**2. Customer Intensity (Customer Focus)** - EM puts the customer at the heart of the business. It's not just about selling, but about engaging deeply with customers to co-create solutions.

**Example - Big Basket** constantly collects and responds to customer feedback. It improved its app interface and delivery system based on customer usage behavior, even customizing delivery slots.

Entrepreneurial firms listen more, respond faster, and even build products with customers, not just for them.

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**3. Innovation Orientation** - Innovation is central to entrepreneurial marketing – not just in product, but in pricing, packaging, communication, and delivery.

**BYJU'S** transformed traditional tutoring into app-based video learning with gamified content.

**Lenskart** offered home eye tests and 3D try-on tech long before traditional opticians considered it.

Innovation isn't just about high-tech. It's about solving a problem in a better, faster, cheaper way.

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**4. Risk Management (Calculated Risk-Taking)** - Entrepreneurial marketers are comfortable with uncertainty. They test small, learn fast, and pivot if needed, unlike traditional marketers who wait for certainty.

Example: **Nyka** launched as an online-only beauty platform in a market dominated by offline retail giants like Shoppers Stop. It became a unicorn and later a publicly listed company; blended online + offline successfully.

EM involves smart risks, not reckless ones.

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**5. Resource Leveraging** - Entrepreneurs are known for "doing more with less"—money, time, and people.

EM maximizes the value of limited resources through partnerships, technology, and creativity.

**Example:** Mamaearth grew by leveraging mommy bloggers and micro-influencers instead of running big-budget TV ads.

When resources are scarce, creativity becomes the entrepreneur's superpower.

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6. Proactiveness: Entrepreneurial marketers act before trends become obvious. They anticipate customer needs and lead the change, not just follow it.

**Naukri.com Proactive Move:**

Launched in 1997, before the internet boom in India had truly started.

Believed that jobseekers would prefer online portals over newspaper classifieds—an idea that was ahead of its time.

**Outcome:** Became India's No. 1 job portal and created an entire category in online recruitment.

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**Ola Cabs Proactive Move:**

Introduced app-based cab booking in India in 2010, ahead of Uber's arrival.

Quickly rolled out features like Ola Auto, Ola Share, and Ola Electric even before the trends matured.

**Outcome:** Built a strong first-mover advantage and brand loyalty in Indian urban mobility.

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**7. Value Creation** - Entrepreneurial marketing is less about persuasion and more about delivering real, meaningful value to customers.

### Paper Boat

**Value Created:** Emotional connection through nostalgia + health.

Reintroduced traditional Indian drinks (e.g., Aamras, Jaljeera) in hygienic, ready-to-drink pouches.

Customers don't just buy a beverage—they buy memories of childhood and cultural identity.

### Mamaearth

**Value Created:** Safe, toxin-free personal care products, especially for babies and mothers.

# Entrepreneurial Marketing Strategies



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Entrepreneurial marketing strategies differ from conventional strategies because they are:

- Resource-constrained
- Opportunity-driven
- Innovation-focused
- Agile and customer-centric



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**1. Guerrilla Marketing** - Low-cost, unconventional tactics that create buzz and catch attention in public spaces or online.

- **Zomato** used witty, meme-based billboards and quirky social media posts to engage users without heavy ad budgets.

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**Guerrilla marketing is the creating use of novel or unconventional methods in order to boost sales or attract interest in a brand or business**

Guerrilla marketing is an advertisement strategy in which a company uses surprise and/or unconventional interactions in order to promote a product or service. It is a type of publicity.

It is an unconventional and powerful way of marketing goods and services to customers. Due to its unique and dynamic nature, it resides in the customers' minds longer than usual marketing techniques.

They enable the customers to easily associate with the product, the brand, and its core values. From giants like McDonald's to the grocery shop next to your place, every business can use guerilla marketing to increase their user base. Also, this strategy is an organic growth strategy that entails the audience to connect with the brand at a personal level.

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Anando Milk increased milk consumption among children through a creative ad placed on one of Mumbai's buildings. The creative isn't ordinary, it displays a child moving a part of the building due to his super strength. This guerilla marketing campaign was a huge success in promoting dairy products among children.







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**2. Social Media and Influencer Marketing** - Leveraging influencers, creators, and platforms like Instagram, YouTube, and Twitter to build brand value and reach.

- **Mamaearth** collaborated with mom bloggers and influencers to build credibility in the parenting niche.

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**3. Content Marketing & Storytelling** - Sharing valuable, relevant content to engage the audience, build trust, and drive action.

- **Paper Boat** shares nostalgic short films and stories that celebrate Indian culture, food, and childhood memories.
- Dove

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**4. Referral and Viral Loops** - Designing the product or service to encourage users to invite others, often with incentives.

- **PhonePe and Google Pay** used cashback referral systems to drive viral adoption during early UPI days.

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**5. Minimum Viable Product (MVP) Launches** - Launch early, test fast, and improve iteratively based on user feedback.

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**6. Niche Targeting** - Instead of targeting mass markets, focus on a narrow, underserved segment and dominate it.

### Cuemath – Math Tutoring for School Students

- **Niche:** Parents wanting personalized, **conceptual math learning** for kids.
- **Strategy:** App + teacher model, focused entirely on math, not all subjects.
- **Why It Worked:** Parents valued specialization and **strong fundamentals** over generic edtech apps.

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**7. Experiential Marketing** – Experiential marketing is a strategy that engages customers through live, memorable experiences rather than just ads or promotions. The goal is to create a personal connection between the brand and the consumer by letting them feel, touch, interact, or participate.

"Don't just tell people about your brand—let them experience it."

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## Lenskart – Home Eye Check-Up Experience

- Lenskart offered **free home eye-checkups**, where trained optometrists visited customers at their homes with eye-testing equipment.
- Customers could try on frames from a curated selection at home and place orders on the spot.

### Why It's Experiential:

- The *came to the customer's doorstep*.
- Customers didn't just *see ads*; they got to *interact with the service* first-hand.
- Removed barriers like travel and waiting time, especially helpful for the elderly.