

Case3: Skippi Icepops

In the current problem statement, a budget of 10 lakh is allotted by Skippi Icepops for creating maximum buzz around its brand. Our market strategy revolves around the idea that In addition to the direct to consumer(D2C) sales via website our assumption is that the major sales of popsicles could be through the Business to Business (B2B) model in which the retailers sell Icepops to the customers. Thus it becomes important that this brand is known to our customers. Also the main target customers are not just childrens but also the age group around 18-40 as they can feel the nostalgia of childhood by tasting these popsicles.

The different sources of digital marketing that we thought can create buzz of Skippi Icepops brand are as follows:

1. Online Payment Scratch Cards

This strategy can be applied across any payment gateway platforms like Paytm, Google Pay or PhonePe. Scratch card is a common giveaway that these platforms provide when a customer uses their gateway for payment. The company can provide coupons for discounts on their product. This scratch card can be used as a medium to increase the reach of Skippi Icepops. This will majorly target the customer base between the age of 18-40.

Target to Reach among customers : 3.5 Lakhs

Cost per Coupon Code = Rs 0.66

Budget allotted to this segment = Rs 2,31,000.

2. Advertisements in Games

The advancement in technology has created so many versatile games that attract people of almost every age group and thus this has a huge potential in marketing a product to people in the form of videos and photos advertisement. In general for marketing a product using photos or banners the average cost is \$8 CPM (cost per thousand impressions) which usually fluctuates between \$4 to \$12. This mode of advertisement targets mostly teenagers and youngsters (5-18 age group).

Target to Reach among customers = 5 Lakh

CPM = \$8

Budget allotted to this segment = Rs 3,20,000

3. Instagram Ads

The most common method of digital marketing is instagram ads. and there is no need to tell its importance in digital marketing. Instagram ads will cost \$6.70 CPM(cost per thousand impressions) i.e 0.536Rs per impression. So, our target is to reach 5 Lakh impressions which will cost 6 lakh * 0.536 Rs = 3.216 Lakh Rs.

Target to Reach among customers : 5,00,000

CPM = Rs 0.536

Budget allotted to this segment = Rs 3,21,600

4. Banners in online food ordering platforms

Nowadays people have a good reach over a large variety of food through online food ordering platforms such as Swiggy and Zomato and this allows a company to market its product to a large number of people. For example we can have advertisement banners on Swiggy website which charges Rs 0.093 CPM, which is quite a good way to increase the customer base of any company through digital marketing. And this mode of advertisement will address people belonging to the age group of 15 years and above. If we want to reach say 10 lakh people then the amount to be charge will be :

Target to Reach among customers :10,00,000

Cost per thousand impression /Cost per mille (CPM) = Rs 0.093

Budget allotted to this segment = Rs 93,000

5. Trend makers

The company will create their own trend by making the customers give their valuable testimonials on their social media stories by tagging Skippi Icepops page. The founders have tried to make customers remember their childhood days so the customers will be using a hashtag #BachpanKiYadein. From these customers, we can choose the lucky winners and they will get exciting skippi pops gift hampers from the 30,000Rs prize pool. These steps will be given on packaging of skippi ice pops.

This is the most efficient way of marketing skippi ice pops with least expenses.

Source of digital marketing	Cost they charge	Reach we want	Total cost(Rs)
PayTm Scratch cards	0.66 per coupon code	3.5 Lakh	2,31,000
Online food ordering platforms	Eg: swiggy costs 0.093 CPM per banner	10 Lakh	93000
Ads. on games	\$8 CPM(0.64 per impression)	5 Lakh	3,20,000
Instagram Ads.	6.7 Rs CPM(0.536 Rs per impression)	6 Lakh	3,21,600
Total		24.5 Lakh	9,65,600

Table 1 : The table shows the budget allocation and the reach we will be getting

Apart from 24.5 lakh customer base, the trend maker strategy will boost the reach exponentially, since the customer's followers on social media will be their real friends and relatives and will believe their choice of product.

The total budget allocated : 9,65,600 + 30,000(Trend makers) = 9,95,600

Remaining = 4,400 Rs

The references for the data such as CPM cost and other advertising cost is taken from :

1. <https://www.k6agency.com/instagram-ads-cost/>
2. <https://www.themediaant.com/digital/swiggy-app-advertising>
3. <https://www.themediaant.com/digital/paytm-app-advertising/scratch-card>
4. <https://www.livemint.com/brand-stories/mobile-gaming-app-industry-state-and-marketing-analysis-in-h1-2022-11659533695961.html>