

Telecom industry

JIO VS AIRTEL VS VODAFONE VS BSNL

- ***DIGITAL
MARKETING
STRATEGY***

JIO :-

1. **DIGITAL INDIA, HOME DELIVERED:-** This campaign is very interesting in which they **delivered the sim card to door step** [Home delivery]
2. **JIO CHEERS CRICKET :-** this campaign was rolled out to increase the hype of India – Pakistan match . Jio also pushed **#jioforindia** started trending on facebook and youtube that led them with more than 24.8 million organic reach and 35000 messages across platform jio became the first ever brand to do these things in this volume

AIRTEL

1. AIRTEL KNOWS THAT IN INDIA THE CRAZE OF THE CRICKET IS VERY MUCH MOSTELY ALL LOVE THE CRICKET SO TO CAMPAIGN THEIR 5G NETWORK THEY MAKE THE AD OF KAPIL DEV 175 RUNNS NOT OUT PLAY AGAINST ZIMBAWE WHICH BECOME VERY POPULAR AMONG THE PEOPLE
2. THEY HAVE MADE VERY JINGLES LIKE “SB KUCH KRO,FIR SAHI CHUNO”



VODAFONE & BSNL

1. **VODAFONE:-** IT HAS MAKE VERY CREATIVE ADVERTISING AND GIVE TO NEW CHARACTER NAME IS “ZOOzoo” it has captured the imagination of the millions that help to increase the company profit as well as sales
2. **BSNL:-**It promotes its schemes,programs,discount deals,on social media platforms also it will mad their diffternt attractive logos to attract the customer



WEBSITES OF THE COMPANIES

- JIO :- <https://www.jio.com>
- AIRTEL :- <https://www.airtel.com>
- VODAFONE(Vi) :-
<https://www.Vodafone.com>
- BSNL :- <https://www.bsnl.co.in>



SOCIAL MEDIA PRESENCE

	INSTAGRAM	FACEBOOK	TWITTER	LINKEDIN
JIO	1M	2.6M	987K	1M
AIRTEL	567K	10M	1.4M	1M
VODAFON IDEA	155K	3.6M	360K	2M
BSNL	61K	550K	176K	46K