

MOTOROLA – RAZR

DIGITAL MARKETING CAMPAIGN



PRODUCT & DIGITAL MARKETING ICPM – FPDM401 ASSIGNMENT

Agenda

- Problem Statement
- Objective
- Market Analysis
- Buyer persona
- GTM Strategy
- Key Channels
- SEO & Keyword strategy – Keywords
- Media plan/Budget allocation per channel
- Promotions & Growth Strategies – Digital pull strategy
- Social Media & Content Marketing Strategy
- Email, Mobile marketing strategy
- Sales Enablement
- Key success metrics

Problem Statement

- To regain market share, company is targeting the millennials, which is a big segment of smartphone users worldwide.
- The company has launched a series of smartphones focused on gamers online. These phones function as high- performance gaming consoles with long-lasting batteries.
- The device has got great reviews as "the best home entertainment device" from independent experts and critics.
- This product will now be competing directly with gaming consoles like Sony's PlayStation, Nintendo Switch etc., along with existing smartphone players.
- The strategic goal of the company is to regain market share by positioning their 'gaming phone' as a high-performance device with enhanced features and capabilities. Such positioning has been particularly picked keeping their millennial target audience in mind.
- The company intends to both prompt current gamers to switch to their device while adding to the growing category of first-time gaming enthusiasts.

Objective

- Target Audience: Millennial Gamers
- Key Message: Motorola's cutting-edge gaming smartphone is here to improve the gaming experience for Indian millennials.
- Why Is India Important: Smartphone usage is on the rise in India, which has one of the world's largest and fastest-growing smartphone markets.
- A thriving gaming community: The country has a thriving community of devoted gamers of all ages.
- Strategic Focus: Using Motorola's reputation of innovation to develop a gaming smartphone that resonates with the aspirations of millennial gamers. Using India's passionate gaming culture to market the product as the best gaming companion.

Market Analysis

- India's mobile gaming industry is exploding.
- Gamer Enthusiasts: India's gaming community has grown to more than 400 million fans, making it one of the world's largest gaming markets. (According to the Newzoo Global Games Market Report)
- Revenue from Mobile Gaming: Currently, India is predicted to become one of the world's biggest gaming marketplaces.
- According to the KPMG research, it has been gradually growing for the last five years and is predicted to triple in value to \$3.9 billion by 2025.

Competitor Analysis

Topics	Competitors		
Company name	Samsung	Huawei	Motorola
Product name	Samsung galaxy Z Flip	Huawei Mate Xs 2	Motorola Razr
Unique Selling Proposition	<div>1. Ultra-Compact Foldable Design: Easily portable for on-the-go gaming.</div> <div>2. AMOLED Infinity Flex Display: Vivid visuals for an enhanced gaming experience.</div> <div>3. Flex Mode: Split-screen capability for multitasking, potentially useful for gaming alongside other apps.</div>	<div>1. Falcon Wing Design: Seamless transition between tablet and phone modes for versatile gaming.</div> <div>2. Kirin 990 5G Processor: High-performance chipset for gaming and multitasking.</div> <div>3. Large Foldable Display: Spacious screen for immersive gameplay.</div>	<div>1. Optimized Gaming Ergonomics: The Perfect Blend of Compact Form Factor and Comfortable Grip for Extended Gaming Sessions.</div> <div>2. Foldable Gaming Experience: A larger Flex View display offers more screen real estate for immersive gaming visuals.</div> <div>3. Battery Longevity: An ample-sized battery ensures uninterrupted gaming enjoyment.</div> <div>Quick View Display Benefits: Quick interactions, notifications, and gameplay management without unfolding</div>
Limitations	<div>1. Gaming Comfort: A smaller screen size may affect comfort during extended gaming sessions.</div> <div>2. Battery Endurance: A slightly lower battery capacity might impact uninterrupted gaming.</div> <div>3. Immersion: Limited screen real estate for fully immersive gaming</div>	<div>1. Gaming Ergonomics: Holding a larger device may be less comfortable during prolonged gaming.</div> <div>2. App Optimisation: App compatibility and optimisation for gaming on a foldable screen may vary.</div>	NA
Prize - Rs	100000	1,44,982	60,000

Buyer Persona



Gayatri Varma

Age 30 **Gender** Female

Occupation

Marketer

Location

Hyderabad

Gaming Habits

- Regular Mobile Gamer: Spends 14 hours per week playing a variety of mobile games.
- Enjoys Immersive experiences and prefers games with engaging storylines and visually appealing graphics.
- Multiplayer Enthusiast: Loves competing and collaborating with friends in multiplayer games.

Tech Preferences

- Appreciates High-Performance Devices: Seeks smartphones with powerful processors and vibrant displays.
- Value Convenience: Prioritizes devices that offer quick interactions and seamless multitasking.
- Battery Longevity: This requires a device that can withstand extended gaming sessions.

Goals and Aspirations:

- E-sports Follower: Keeps up with e-sport tournaments and aspires to participate in local gaming events.
- Content Creator: Enjoys sharing gameplay highlights and tutorials on social media.
- Seeks Community: Looks for opportunities to connect with fellow gamers and join gaming communities.

GTM Strategy: Positioning Motorola's Gaming Smartphone

Messaging: Elevating Gaming to a New Level

Positioning Statement: Elevate your gaming experience with Motorola's gaming smartphone, the ultimate gaming device designed for millennial gamers who demand unparalleled performance, immersive visuals, and seamless gameplay.

Connecting with Millennial Gamers:


- Engage with gaming influencers for authentic reviews and gameplay demonstrations.
- Leverage social media platforms to showcase gameplay highlights, tips, and community engagement.
- Collaborate with e-sports tournaments, showcasing the device's capabilities in competitive gaming scenarios.
- Create engaging content that resonates with millennial gaming culture, utilizing memes, challenges, and relatable narratives.

Key Channels




Paid Media

- Social media platforms like LinkedIn, Facebook, Twitter
- YouTube promotions
- Pay-per click
- Display Ads like pop-ups, wallpaper ads, banners, video ads



Earned Media

- Media mentions like in newspapers or magazines or national TV channels
- Customer reviews
- Social media interaction with consumers
- SEO Shares (Blog/Article quality matters)
- Word of Mouth



Owned Media

- Website
- Partner websites - network service providers, distributors/retailers
- Owned Channels in social media platforms
- Owned Blog-posts
- Owned YouTube channel

SEO & Keyword strategy - Keywords

Technical SEO	On-page SEO	Off page SEO
Crawling & Indexing	Page & Content Optimization	Website Promotion
<p><Site Structure & Navigation></p> <ul style="list-style-type: none">• Flat organized - Connection between every page is a must with limited no. of clicks (to make it easy for google to crawl)• Consistent URL Structure• Pages sorted under different categories• Bread crumb navigation	<p><Page Title></p> <p>www.Nokia.com/NOKIASmartPhoneSeries</p> <p><Meta Description> Nokia N Series smart phones for your everyday use and Gaming needs</p> <p><Keyword in H1 tag> Step up your Game using Nokia N Series smart Phone</p> <p><Keyword in H1 tag> Step up your Game using Nokia N Series smart Phone for your gaming needs</p> <p><Image Optimization> Alternate text for the images embedded and definitive titles with SEO Keyword in it</p> <p><Content updates> Regular content update about the phone and its features</p> <p><Outbound Links> Required number of outbound links</p> <p><Sitemap></p> <p><Page content>, <Header & footer links></p> <p><Internal & External links></p> <p>Website page loading speed</p> <p>Multi-screen compatibility</p>	<p><Link Building> back links</p> <p>Building brand value</p> <p>Social media marketing</p> <p>Content Marketing – Guest post, whitepapers, Quizzes, Infographics, Videos, Press releases</p>
To spot indexing issues – Coverage report in Google search console, screaming frog,		
Internal Link to deep pages		
Internal link to important pages from Authority pages		
XML Sitemap		
Href lang for international websites		
Web page size		
Ensuring website is free of any Deadlinks, duplicate content		
Validation of XML Sitemap		
Multi-screen compatibility		
Google analytics		

Keywords List
1. The best gaming smartphone
2. ultimate gaming device
3. top mobile gaming experience
4. Motorola gaming smartphone
5. Razr gaming features
6. foldable gaming display
7. long-lasting battery for gaming
8. immersive gaming visuals
9. powerful gaming processor
10. millennial gamer
11. e-sports gaming partnership
12. high-performance gaming
13. seamless gaming experience.
14. Immersive gameplay

Media plan/Budget allocation per channel

Comprehensive Media Plan and Budget Allocation		
Total Budget: \$50 Million		
Channel	Strategy	Budget Allocation
Digital Advertising	\$20 million (40%)	
Social media ads	Facebook, Instagram, and Twitter	\$10 Million
	Engaging visual and video ads	
	Demographic targeting for Tier 1, 2, and 3 cities	
YouTube Advertising	Promotional videos, game reviews, and how-to guides	\$5 Million
	Reach gaming enthusiasts through popular videos.	
Gaming Websites	Banners, Sponsored Articles, and Video Pre-Rolls	\$3 Million
and Forums	Engage gaming forums and platforms.	
Influencer Collabs	Partner with gaming influencers.	\$2 Million
	Authentic content about 'Motorola Razr' benefits	
TV and streaming services	\$15 million (30%)	
Prime-Time TV Ads	Targeted Slots During Popular Shows and Sports Events	\$10 Million
	Reach a broader audience during peak viewership.	
OTT Platforms	Sponsorship of Gaming Shows and Pre-roll Ads on Streaming Platforms	\$5 Million
	Reach tech-savvy gamers on popular streaming platforms.	

Media plan/Budget allocation per channel

Out-of-Home Advertising	\$6 million (12%)	
Billboards and Transit	High-Visibility Locations in Major Cities	\$4 Million
Advertisements	catch attention during daily commutes	
Gaming Events	Gaming Tournaments, E-Sports Events, and Conventions	\$2 Million
Sponsorship	Connect with avid gamers at live events.	
Print and magazines	\$4 million (8%)	
Gaming and Tech	Full-page advertisements and featured articles	\$3 Million
Magazines	Engage tech-savvy readers through specialized magazines.	
Newspapers	Ad Inserts in Popular National and Regional Newspapers	\$1 Million
	target a broader audience through widely read newspapers	
Online content and influencer marketing	\$5 million (10%)	
Content Creation	Create engaging articles, videos, and infographics.	\$3 Million
	Educate and excite users about the gaming smartphone.	
Influencer Collabs	Collaborate with online influencers for content and reviews.	\$2 Million
	Leverage influencers' reach and authenticity.	
Total Budget		\$50 Million

Promotions & Growth Strategies – Digital pull strategy

1. **Limited-Time Launch Offers:**

- To generate awareness and encourage purchases, provide exclusive discounts, bundles, or accessories to early adopters and pre-orders.

2. **Influencer Partnerships:**

- Collaborate with gaming influencers to review, unbox, and highlight the features of the gaming smartphone on social media sites like YouTube.

3. **Gaming Tournaments and Giveaways:**

- Using social media channels, organise mobile gaming tournaments or challenges in which participants can win a gaming smartphone as a prize.

4. **E-sports Partnerships:**

- Collaborate with e-sport organizations to sponsor tournaments, events, or live broadcasts that highlight the performance and capabilities of the gaming smartphone.

5. **Retail Store Displays:**

- Create interactive displays in retail outlets that allow people to directly experience the features of the gaming smartphone.

Promotions & Growth Strategies – Digital pull strategy

6. Brand Identity:

- Create a distinct branding identity for the gaming smartphone, emphasising its gaming-centric features and distinct value proposition.
- Create an eye-catching logo, colour scheme, and visual components that appeal to millennial gamers.

7. Hashtags and Campaigns:

- Create branded hashtags that capture the essence of gaming on the smartphone (#GameWithMotorola, #RazrGamer, etc.).
- Launch creative social media campaigns that encourage user-generated content and engagement.

8. Social Media Platforms:

- Prioritise popular gaming networks such as Instagram, Twitter, YouTube, and gaming-specific forums.
- Content should be tailored to each platform's format and audience preferences.

9. Live Streaming and Webinars:

- Host live gaming sessions and webinars featuring experts and influencers to engage the gaming community.

10. Exclusive Content Drops:

- Release exclusive gaming content, wallpapers, themes, and in-game items to create excitement among fans.

Social Media & Content Marketing Strategy

1. Content Marketing:

- Blog Posts: Write insightful blog posts on gaming trends and e-sports events.
- Video Content: Create detailed video reviews, gameplay lessons, and product demonstrations for YouTube.

2. Budget Allocation:

- Content Creation: 25%
- Social Media Advertising: 20%
- Influencer Collaborations: 15%
- Giveaways and Contests: 10%
- Community Engagement: 15%
- Analytics and Optimization: 10%
- Miscellaneous (Events, PR): 5%

3. Highlight Social Media Accounts:

- Instagram: Share beautiful images, short movies, and reels demonstrating the gaming smartphone in action.
- Twitter: Share short updates and gaming news, as well as engage in conversations with other gamers.
- YouTube: Upload thorough unpacking videos, gameplay reviews, and tutorials for gaming advice to YouTube.
- Facebook: Share longer-form content, articles, and instructive posts about the benefits of the gaming smartphone on Facebook..

Email, Mobile marketing strategy

1. Email Marketing:

- Segmented Campaigns: For targeted campaigns, divide the email list into segments (e.g., existing customers, gamers, subscribers).
- Product Announcements: Create enticing emails that highlight product features, pre-order discounts, and special content.
- Personalization: Personalise emails by including recipients' names, game preferences, and suggested accessories.

2. Mobile Marketing:

- SMS Campaigns: Send time-sensitive offers, product updates, and event invitations by SMS.
- Mobile App Engagement: Develop a specific mobile app that provides gaming-related material, updates, and special prizes.
- Push Notifications: Notify users about new game releases, app upgrades, and special promotions via push notifications.

Sales Enablement

1. **Thorough Product Training:**

- Educate the sales team thoroughly about the features, characteristics, and gaming-centric additions of the gaming smartphone. Show how these features cater to the unique needs and interests of millennial gamers. Hands-on training sessions and interactive demos should be provided to ensure a thorough understanding of the product's capabilities.

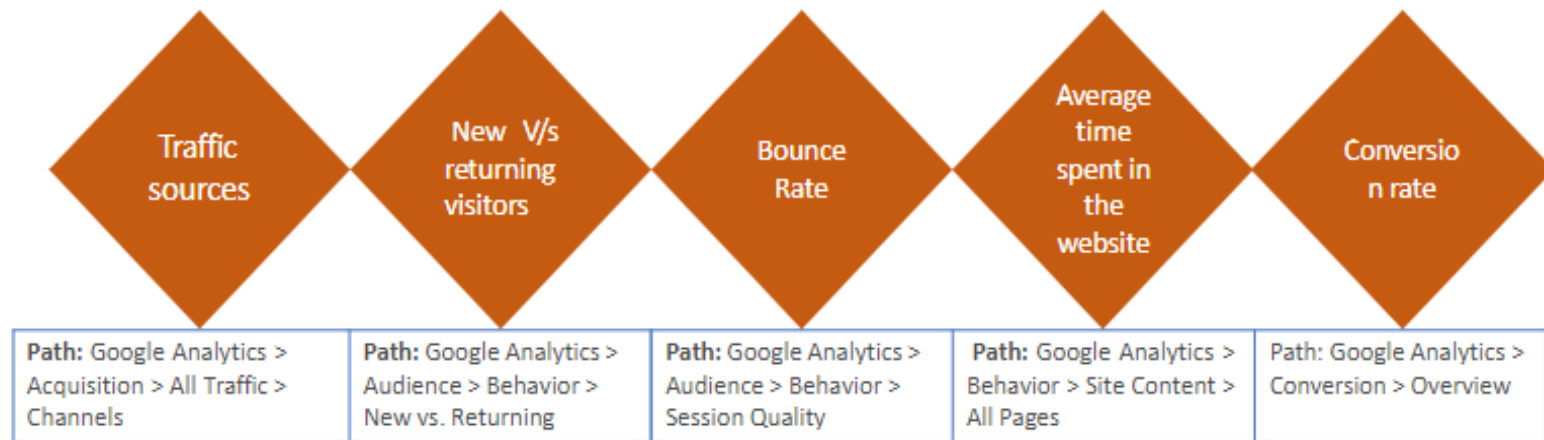
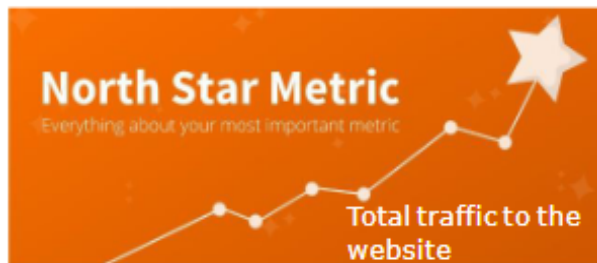
2. **Appealing Sales Material:**

- Create eye-catching sales collateral such as brochures, presentations, and comparison guides. These documents should clearly define the gaming smartphone's distinct value proposition, competitive advantages over competing smartphones, and real-world circumstances in which it excels. Include infographics and images to help you understand difficult technical knowledge.

3. **Handling Objections and Frequently Asked Questions:**

- Anticipate frequent objections and issues from potential customers, such as pricing, performance, or compatibility concerns. Provide well-crafted responses and solutions to the sales team.

Key Success Metrics





Thanks !