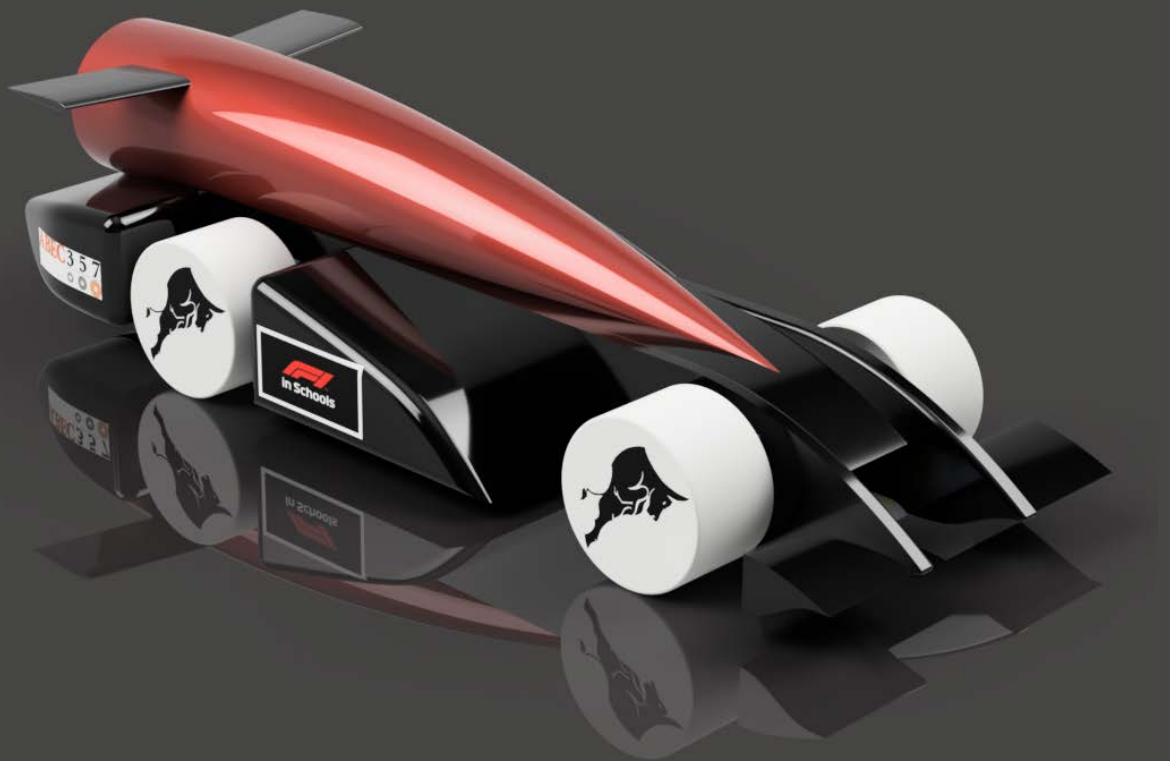


TEAM MATADORS

World Finals

MARKETING & SOCIAL MEDIA

Singapore -2018





Marketing Strategy

Our marketing strategy had a brand association proposal as its basis. The proposal served as a lucid document about the working of the team. It served the purpose of stating our unique qualifications that further helped in associating our team to various companies. What set our strategy apart, was its multi-faceted and realistic implementation over time. Under this:

A. Detail-specific activities were undertaken

Each activity or task was separately identified. It was, next, stipulated who on the team would be responsible for these activities. That is, apart from the portfolios already distributed, in accordance to the 'F1 in Schools™' guide recommendations, further sub-divisions were made in resource collection, designing, manufacturing, presentation-making and brand-affiliation plan building.

B. Budget Allocation

- Based on the selected inputs which were aerodynamically and experimentally desirable, the manufacturing engineer provided a list of materials to the resource manager.
- A system of comparison of prices of products in the market led to a rough budget, drawn by the resource manager.
- This budget was further presented before the sponsorship manager who set the sponsorship packages and prioritized company entities accordingly.

The plan included a sponsorship strategy that estimated external funding and in-kind contributions.

C. Measurable specifics

Since the contribution of revenue and profits is an indispensable aspect of marketing measurements, details and tactics were drawn to propel the strategy for a good marketing plan. We had:

1. **short-term** (such as deciding upon the deliverables and merchandises), as well as;
2. **long-term** (such as working upon packages according to these deliverables and manufacturing details) marketing goals planned up.



D. Marketing Methods were defined

From Internet Marketing to Public Relations, our methods varied in accordance to our target audience, that is:

1. **Social media sites** for demographic public (further discussed in social media strategy) and;
2. **Business forums**(such as LinkedIn) **and meetings** for companies.

E. Flexibility modifications were made

It was to be ensured that adjustments could be made possible in our plan, when needed. For this, we made a strategy that was flexible. For instance, our incentives changed based on the sector of the company, while making contacts. Therefore, the basic strategy was composed of a mitigation plan, in case of incompetence of the original one. This plan was specifically functional in sponsorship aspect where an alternate list of companies was drawn, in case we couldn't associate ourselves with preferred ones.

F. Advertisement Methods

An advertisement strategy was drawn to communicate and interact with our target audience. Systematic methods were used for the purpose.

1. An interview of the team was published in the newspaper 'The Global Times' to increase our recognition.
2. Many events were organised by the team like Model United Nations where the students could participate. On the occasion of Indian Independence day, an event was held in our school where classical dances and acts were performed to show our societal involvement.
3. Online competitions such as uniform designing were organised wherein students could submit their entries. Prices were also announced at the end. Class activities were also held in our school.
4. Pit Booths were set up in our school on the days of Parent-Teacher Meetings. This ensured wider reach.



Marketing Strategy

G. Sponsorship Strategy

For the mobility of our activities we required resources and funds. As mentioned above, a proposal was prepared which was sent to various companies to associate our team with them. What set our strategy apart was the analysis of market fabrication. That is, instead of only approaching big franchises that could fund us, we decided to approach companies and brands that could help us more in terms of materialistic resources and assistance. Such In-kind sponsorship was not only easy to acquire because of its mutually- gainful characteristics, but also helped drop our expenditure by tangible amounts. Thus, making the entire marketing strategy affluent. Furthermore, In-kind reduced our budget effectively.

Finally, our **Unique Selling Proposition** sets us apart from rest and gives our team a high probability of finishing at the top. In the proposal documents presented before the companies, we talked about analytically scrutinized and modified aerodynamic specifications in the design that gave us an edge over the other teams.

In a dynamic marketing environment, like ours, it was necessary to track our performance, according to the planning process. Since we made a plan that wasn't static, as discussed above, we could review it regularly and revise it necessarily.



Social Media Strategy

Our Social Media Strategy mainly incorporated two crucial objectives:

- Interaction
- Involvement

For the right amount of interaction and involvement our initial step included analysing the social media sites so as to have a specific targeting of audience. This specific targeting also influenced our activities on these respective sites to gain inputs in a specific range. After analysing we concluded with the following result:

Social Media Site	Target Audience
Instagram	Youth
Facebook	Adult
LinkedIn	Corporate executives

Social Media Strategy



Interaction with the audience on a regular basis was followed and included content related to our preparation sessions, graphic designs and car design to intrigue the audience.

1. We decided upon balancing our page between formal and casual so that students feel a part of this project and tend to visit the page more often. These sites were also used to declare competitions, we organised in various classes and connected people to this project outside of school as well. The audience got regular inputs on our progress and were well involved and informed in each step.
2. Through these sites we were also able to follow the other teams participating in this round and also take reference from the past teams.
3. We also conducted online competitions for our various followers and to ensure maximum participation. Our respective pages were also used as rewarding means where we posted the winners of this competition held by us.
4. Our strategy also included going with the social media trends popular among the audience. So that people participate even in greater scales. However, these trends were only regarding F1. This ensured making the account more amiable and approachable.
5. The various activities taking place in this competition period were all presented on a regular basis. We contacted various people through this official page regarding our work. Gradually, with the increase in number of activities and the very fact that it representing India comes into account, we saw an increase in the number of followers.
6. The printing of newspaper articles, written by the members of our team, was also showcased on this platform, where the article not only reached the people receiving the newspaper but also worldwide.
7. Basically, the use of these sites tied us to all sorts of marketing initiatives and increased our marketing activity.
8. The booth we made on Parent-Teacher Meeting days were also displayed on these pages and were informed. This increased the participation and number of people on the succeeding days.

Overall this strategy gave us an increment in our confidence level at the same time boosting our marketing.