



# TARGETED MARKETING STRATEGIES

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# TARGETED MARKETING STRATEGIES

- Regional Targeting Strategies
- Customer Segment Focus
- Differentiation from Competitors
- Promotional Tactics
- Exploratory Data Analysis Insights
- Competitive Analysis
- Market Gap Analysis
- Visual Representation of Data
- Marketing Strategies for Young Professionals
- Innovative Promotions for Tourists





# REGIONAL TARGETING STRATEGIES

## North India: Quick Bites & North Indian Cuisine

*Rationale:* High preference for Quick Bites and North Indian cuisine drives foot traffic.

*Tactics:* Implement street-side pop-ups in urban areas for quick, affordable meals.

## South India: Casual Dining & South Indian Delicacies

*Rationale:* Preference for relaxed dining experiences and regional cuisines.

*Tactics:* Host chef meet-and-greets to enhance authenticity and engage food enthusiasts.

## East India: Fusion of North Indian and Chinese

*Rationale:* Openness to culinary fusion, especially North Indian and Chinese cuisines.

*Tactics:* Offer limited-time menus to create buzz and encourage trial of new dishes.

## West India: Variety of Cuisines

*Rationale:* High aggregate ratings and diverse cuisines indicate a hotspot for culinary excellence.

*Tactics:* Leverage user-generated content to enhance brand reputation and customer loyalty.

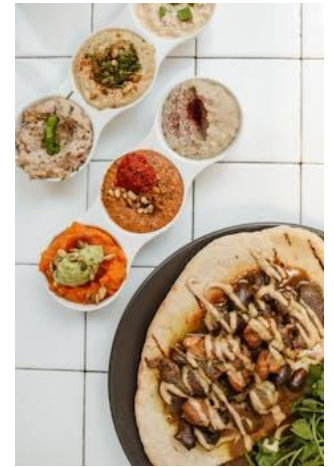


Photo by Polina Tankilevich on Pexels



# CUSTOMER SEGMENT FOCUS - OVERALL

## Young Professionals

- Universal Applicability: Strategies adapt to both major urban centers and emerging urban areas.
- Urban Centers: Utilize digital marketing, happy hour specials, and tech-friendly services.
- Emerging Urban Areas: Introduce modern dining concepts and loyalty programs to capture emerging markets.

## Tourists

- Selective Applicability: Strategies vary based on regional tourism popularity.
- High Tourist Traffic Regions: Partner with local travel agencies and hotels for bundled dining experiences.
- Regions with Specific Attractions: Target promotions around peak tourist seasons and local attractions.





# CUSTOMER SEGMENT FOCUS- REGIONAL



## North India

- Young Professionals: Focus on quick service and digital engagement in tech hubs like Gurgaon and Noida.
- Tourists: Offer regional cuisine experiences in culturally rich areas like Jaipur and Varanasi.


## South India

- Young Professionals: Provide trendy, health-conscious dining options in IT hubs like Bangalore and Hyderabad.
- Tourists: Attract with seafood and traditional South Indian cuisine in tourist spots like Cochin and Chennai.

## East India

- Dual Focus: In culturally rich and growing IT sectors like Kolkata, promote both local culinary heritage for tourists and modern dining for young professionals.

## West India

- Young Professionals: Leverage Mumbai's cosmopolitan lifestyle for trendy dining experiences.
  - Tourists: Use Goa's tourist-centric economy to offer special dining discounts and seafood experiences.
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# DIFFERENTIATION FROM COMPETITORS - OVERALL

## Unique Culinary Events

- Applicability Across All Regions: Tailor themes and cuisines to local tastes and preferences.
- Cultural Hotspots: Focus on traditional cuisines in regions like Rajasthan or Kerala.
- Metropolitan Areas: Host experimental events with fusion or international cuisines in cities like Mumbai, Bangalore, and Delhi.

## Loyalty Programs

- Universal Applicability: Adapt programs to regional consumer habits and market dynamics.
- Highly Competitive Regions: Implement aggressive rewards, such as every fifth meal free or discounts on special occasions.
- Regions with Less Competition: Emphasize community building with exclusive events like cooking classes or food tastings.



# DIFFERENTIATION FROM COMPETITORS - REGIONAL

## North India

Culinary Events: Feature popular local cuisines like Punjabi or Mughlai to attract interest.

Loyalty Programs: Reward frequent visits, effective in urban and suburban areas.

## South India

Culinary Events: Highlight regional specialties from states like Karnataka, Tamil Nadu, and Andhra Pradesh.

Loyalty Programs: Cater to family-oriented dining with rewards that reflect regional culture.

## East India

Culinary Events: Focus on local festivals and traditional foods, especially in West Bengal.

Loyalty Programs: Offer value with specials during local festivals like Durga Puja.

## West India

Culinary Events: In Goa, emphasize seafood and Portuguese influences; in Gujarat, celebrate vegetarian cuisine.

Loyalty Programs: In cosmopolitan areas like Mumbai, target younger, tech-savvy crowds with app-based promotions and digital rewards.





# PROMOTIONAL TACTICS - OVERALL




## Discounts During Off-Peak Hours

- Universal Applicability: Increase foot traffic by offering discounts during slower times.
- Urban and Metropolitan Areas: Target office workers and young professionals in cities like Mumbai, Delhi, and Bangalore.
- Tourist Areas: Maintain customer volume throughout the day in seasonal regions like Goa and Jaipur.

## Special Events

- Selective Applicability: Tailor to local cultural and demographic preferences.
- Cultural Hotspots: Theme events around local festivals or holidays to attract both locals and tourists (e.g., Diwali in North India, Pongal in South India).
- Youthful and Urban Settings: Include live music and modern dining experiences in cities like Pune and Hyderabad.

## Loyalty Programs

- Universal Applicability: Can be customized to regional dining habits and market dynamics.
  - High-Competition Areas: Offer significant rewards in major cities to stand out.
  - Smaller Towns and Cities: Focus on community building and personal recognition, such as celebrating customer milestones.
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# PROMOTIONAL TACTICS – REGIONAL

## North India

- Strategy: Utilize discounts and special events, especially during cultural festivals.
- Focus: Leverage the popularity of street food and casual dining.

## South India


- Strategy: Implement loyalty programs that reward frequent visits.
- Focus: Host special events showcasing traditional South Indian cuisine, catering to the family-oriented dining culture.

## East India

- Strategy: Offer discounts during off-peak hours for budget-conscious consumers.
- Focus: Organize culinary events to highlight the rich culinary heritage of regions like West Bengal.

## West India

- Strategy: Integrate special events with global cuisine themes in cosmopolitan areas like Mumbai.
- Focus: Use dynamic pricing strategies to manage demand during peak tourist season



Indian restaurant  
marketing tips like  
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**THANK  
YOU!**