

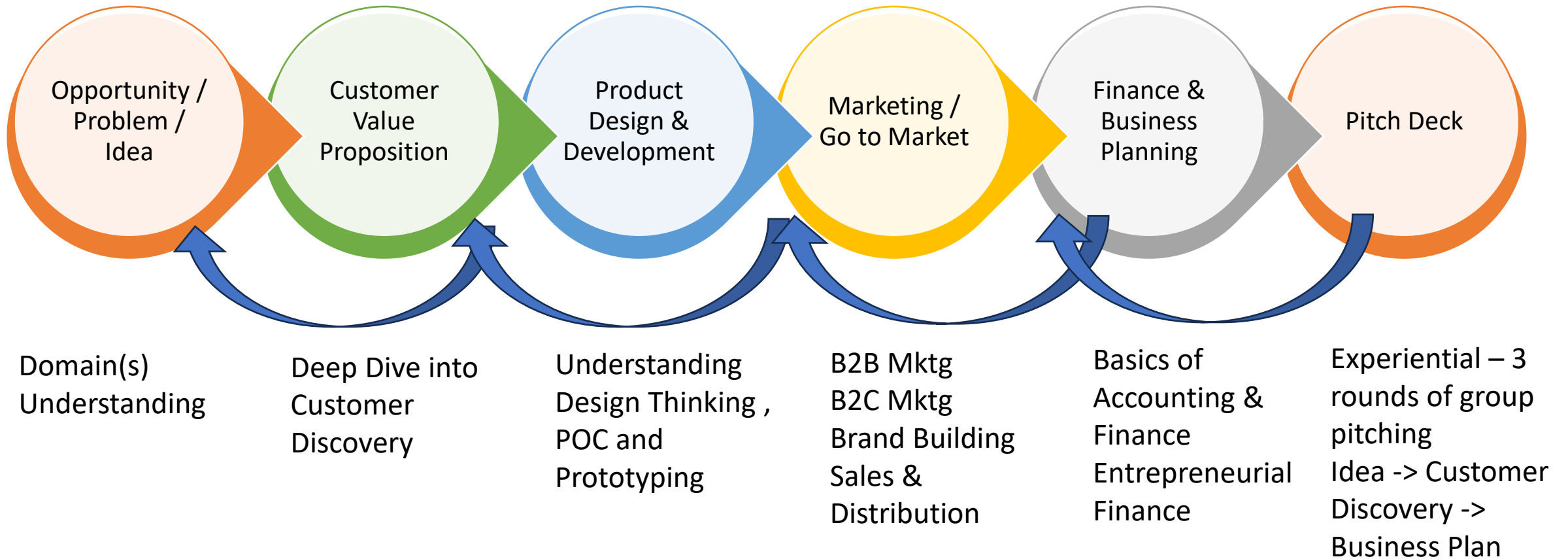
Go to Market = Marketing + Sales / Distribution
Covered in Sessions 11 and 13

Digital Marketing
5th Sep 2024, Session 11

Recap : Process for Start up Creation



Continuous Learning & Iterative Process



RECAP : What does Marketing Do : 4P's of Marketing



Source : Philip Kotler,
Marketing Management

Recap : Product P : Functional to Emotional Benefits



Dove Beauty Bar

Dove doesn't dry your skin the way soap can

Dove has 1/4th moisturizing cream



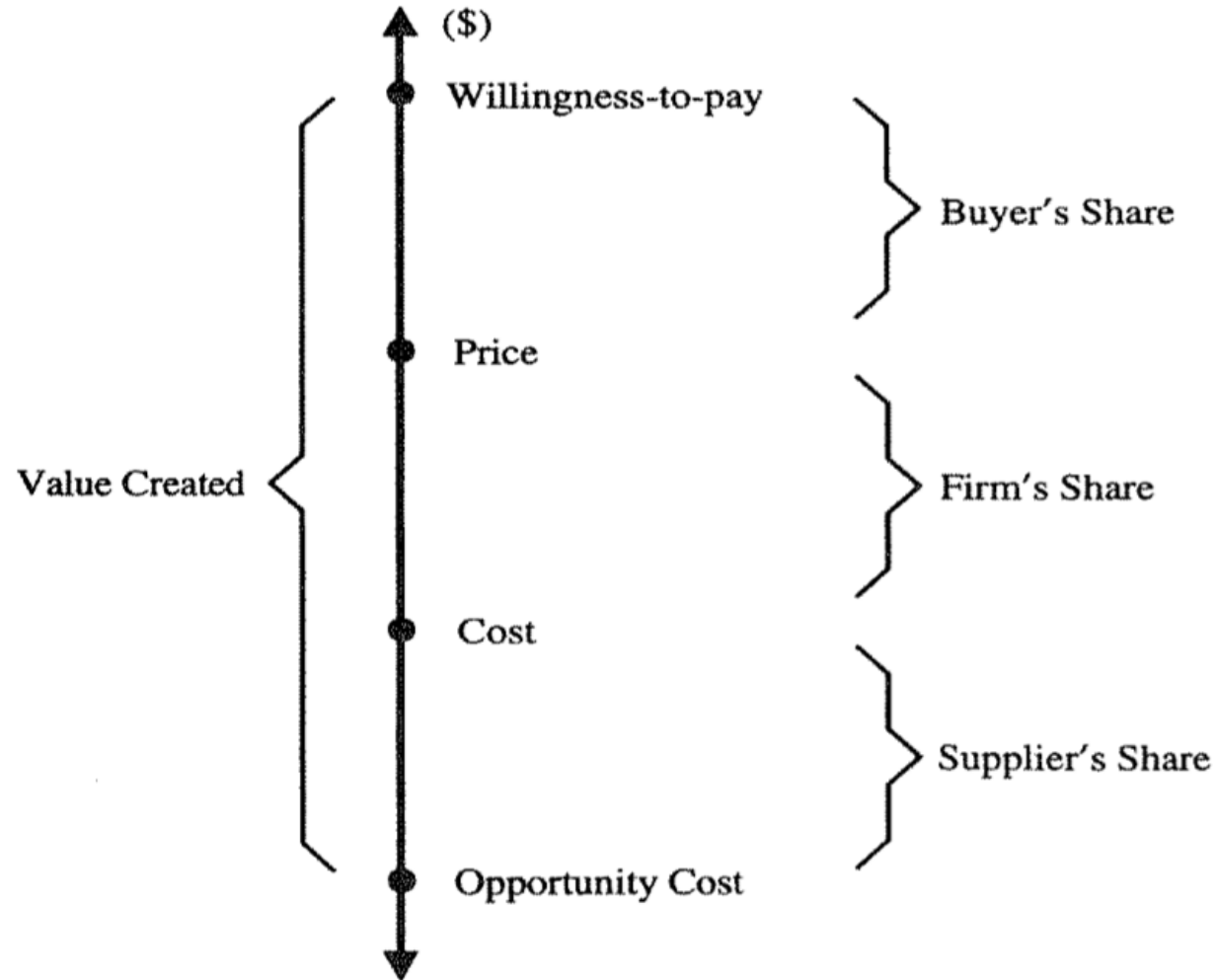
Brand with a Point of View



<https://www.youtube.com/watch?v=XpaOjMXyJGk>

Emotions drive consumer behaviour, turns products into brands

Recap : The Price “P” : Some Fundamental Concepts



Price

MRP
GMV
Discounts
Promotions
Subscriptions
Credit Terms

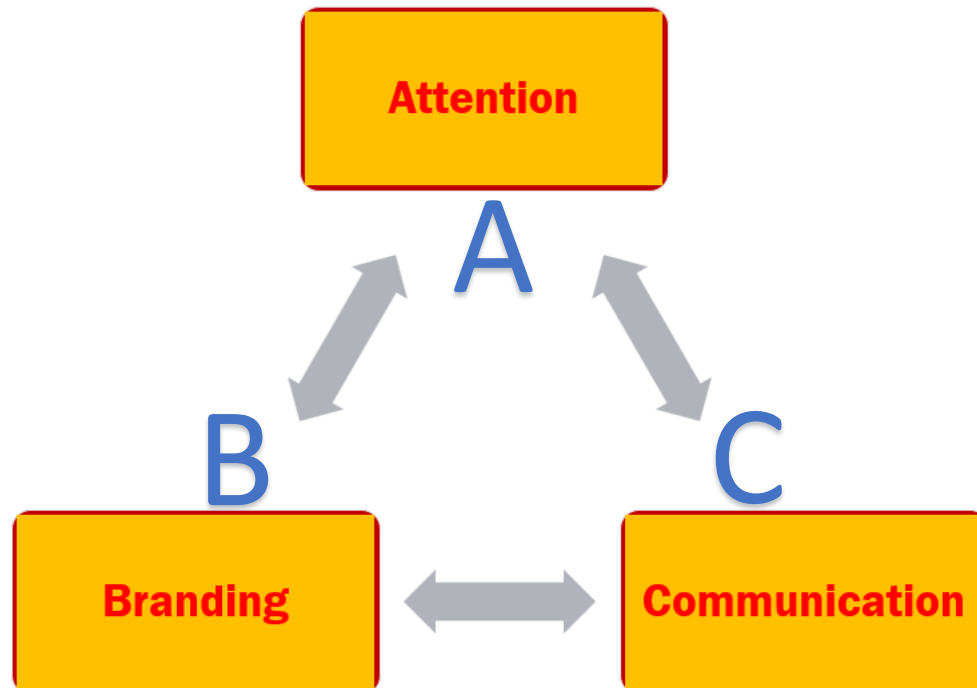
- **Cost Plus Pricing**
- **Perceived Value Pricing**

Recap : The Promotion “P” : Advertising

Promotion

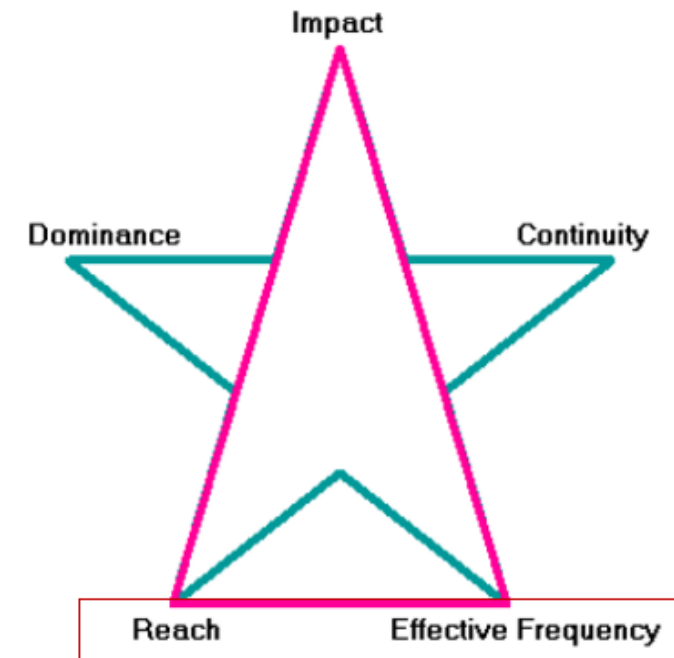
Creative

What will you showcase ?



Media

Where will you showcase ?

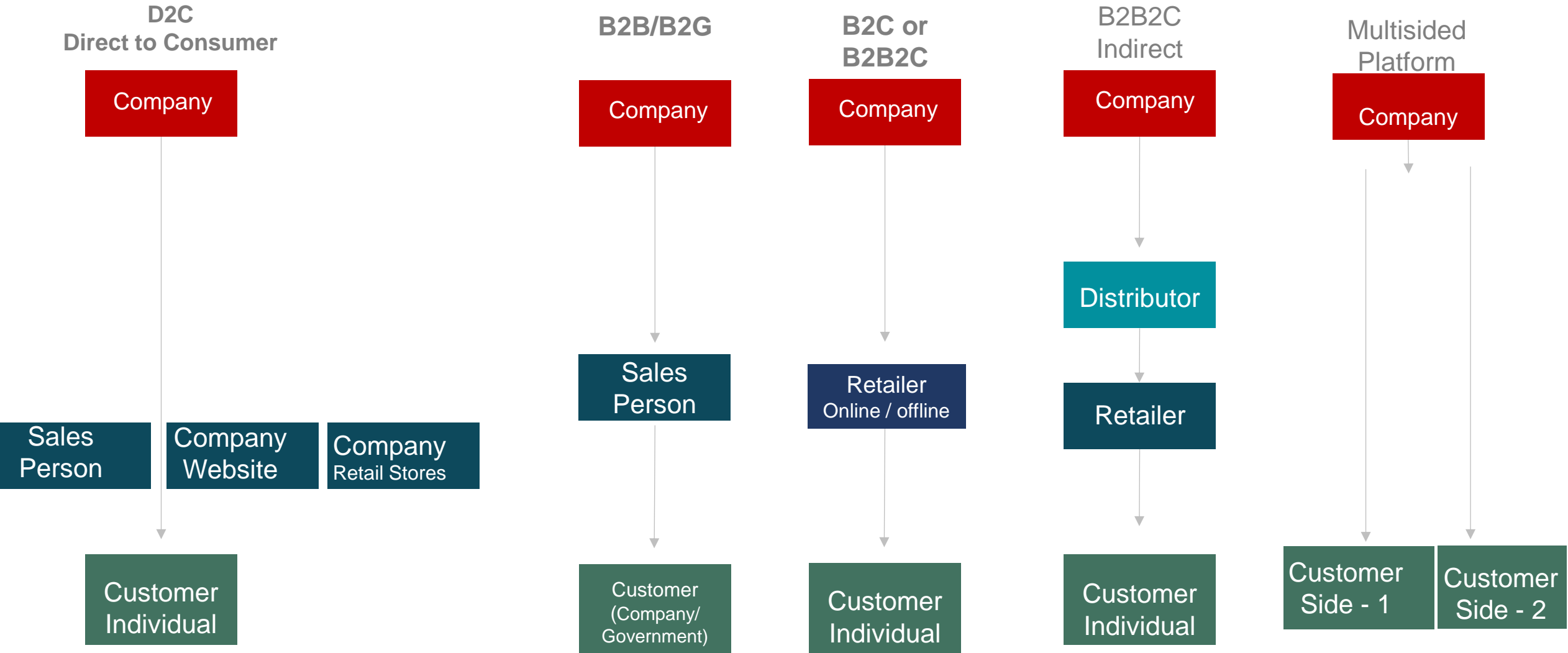


Recap : The Promotion “P” : Advertising



https://www.instagram.com/reel/C_St56GMrNr/?utm_source=ig_embed&utm_campaign=loading

Recap : The Place “P” : Channels of Distribution



What kind of ideas did we come up in class ?



| Team Name | Domain | Idea |
|-----------------------|--------------------|--|
| Innosense | IOT | Detection/Transmission of smell digitally |
| Ecoflow Textiles | Sustainability | Converting Plant waste into viable Textile Yarn |
| InnoAI Solutions | AI/ML | AI – powered BOT streamlining recruitment processes |
| TechnoCare | Digital Healthcare | VR method for post-surgery care |
| BlueWave | IOT | Automated Oil-Spill Cleaning Mechanism |
| Nebula | Space Tech | Helping Space Missions |
| The Consneurs | Consumer Tech | Headphones without headbands |
| Novent | Climate Tech | Solving efficiency & intermittency problems in Renewable Energy sector |
| Unsupervised Learners | AI/ML | AI for personalised learning and assessment system for universities |

Choosing the Right Target Audiences / Persona



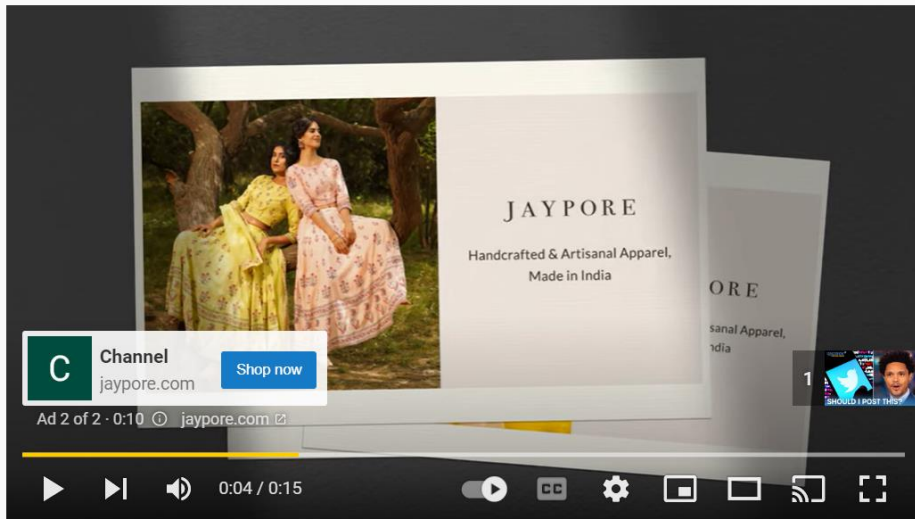
- **Client Brief**
 - **Core User TG**
 - **Core Communication TG**
 - **Any influencers for the user**
 - **Brand Associations preferred**
- **Translating to FB / Insta Audiences**
 - **Demographics – Core + Influencer**
 - **Socio Economic Proxies**
 - **Smart Phone usage**
 - **Consumer Classification Proxies from FB**
 - **Retargeting**
 - **Lookalike Audiences**

FB used as reference, similar for Google

Digital Marketing : Some References



Facebook & Whatsapp CTA Ads



#DailyShow #Comedy

Youtube Display – Video & Static

12:14 4G

< iit bombay official channel

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Use code: **GC20**

Valid from 24th-31st August

Exclusively Available on www.truebrowns.com

8:43 PM

Shop Now

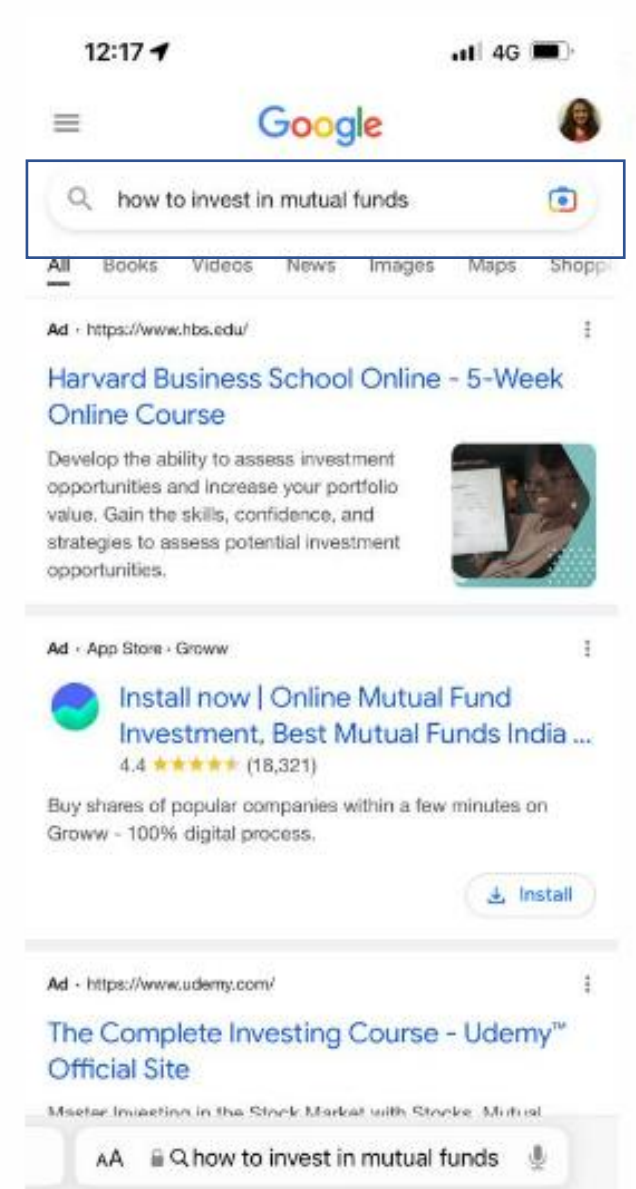
Digital Marketing : Some References



Ads while Gaming



Google Search “How to invest in Mutual Funds”



Designing for Types of Creative Units



Photo

Video

Stories

Carousel

Slideshow

Collection

Making Ad Creatives work harder : Creative Best



CAPTURE ATTENTION QUICKLY

Start with your most
captivating moments

Engage with copy

Incorporate branding early

Put your hero front & center



DESIGN FOR SOUND- OFF

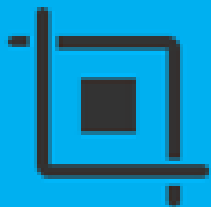
Tell your story visually

Use text and graphics to
deliver your message

Try captions

Layer on content

Making Ad Creatives work harder : Creative Best

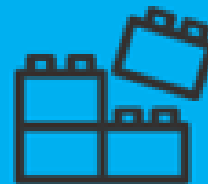


FRAME YOUR VISUAL STORY

Highlight key elements

Highlight feature
products

Explore vertical frames



PLAY MORE

Play wit rhythm

Play with speed

Play with duration

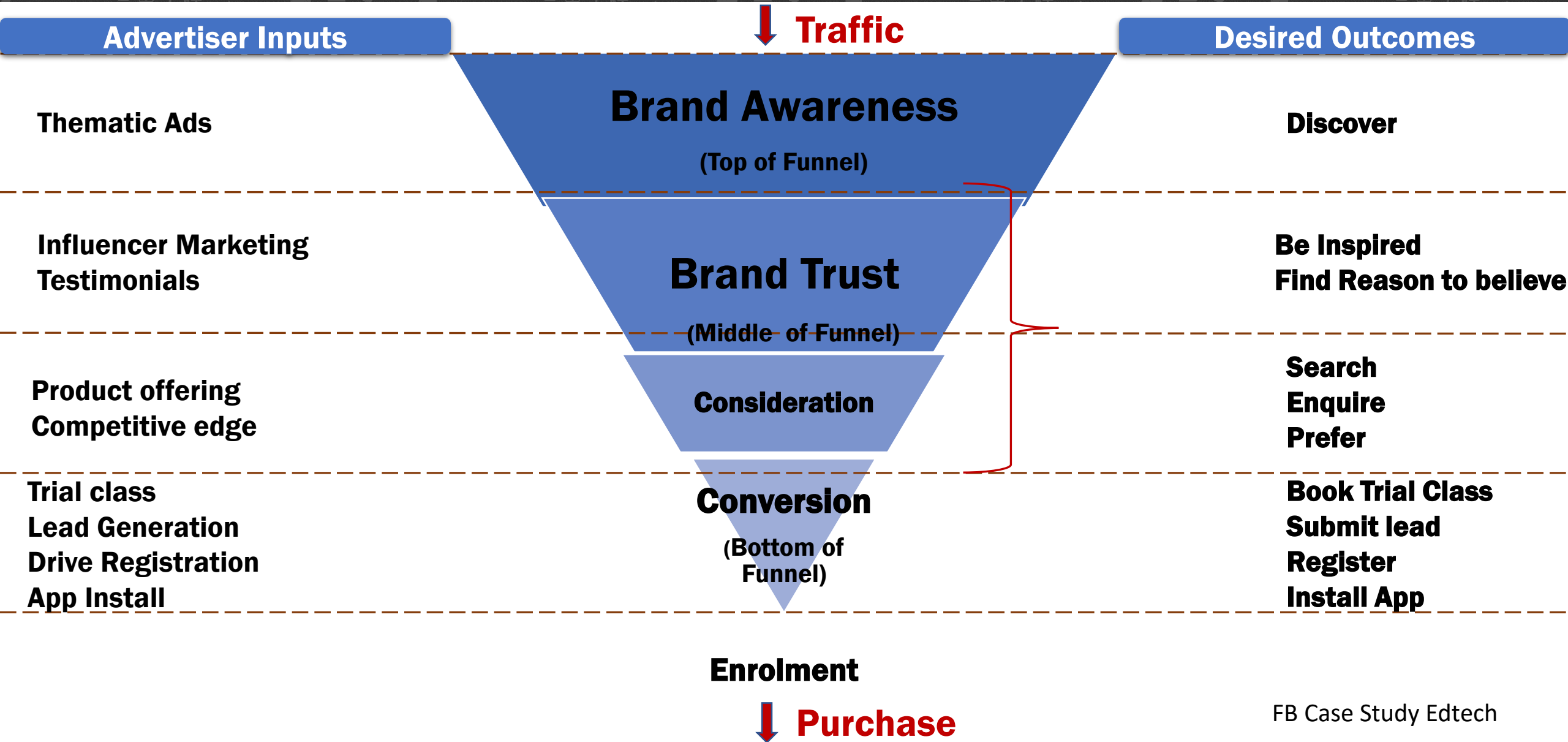
Play with sound

Digital Marketing : Some Terminology



- **Marketing Objectives**
 - **Get Traffic (Audience)**
 - **Add to Cart**
 - **Call to Action**
 - **Purchase**
- **Display vs Search**
- **Paid vs Organic**
- **Inbound vs Outbound**
- **Paid vs Owned vs Earned Media**
- **Stage of Funnel**
 - **Top of Funnel**
 - **Middle of Funnel**
 - **Bottom of Funnel**

Full funnel approach : Driving Business Outcomes



An Edtech Customer Journey – Online + Offline



Illustrative
Signal-fueled
consumer journey on
Facebook

- 1 ON-FACEBOOK
- 2 PIXEL-BASED
- 3 VALUE-BASED
- 4 OFFLINE



Digital Marketing Glossary



Objectives

- **Marketing Objectives**
Traffic,
Awareness,
Consideration,
Purchase
- **Stage of Funnel**
Top,
Middle
Bottom
- **Customer Segments**
Core
Influencer
Lookalike

Terminology

- **Display & Search**
- **Organic vs Paid**
- **Inbound vs Outbound**
- **Paid vs Owned vs Earned Media**
- **Retargeting**
- **Search Engine Marketing**
- **Search Engine Optimization**
- **App Store Optimization**

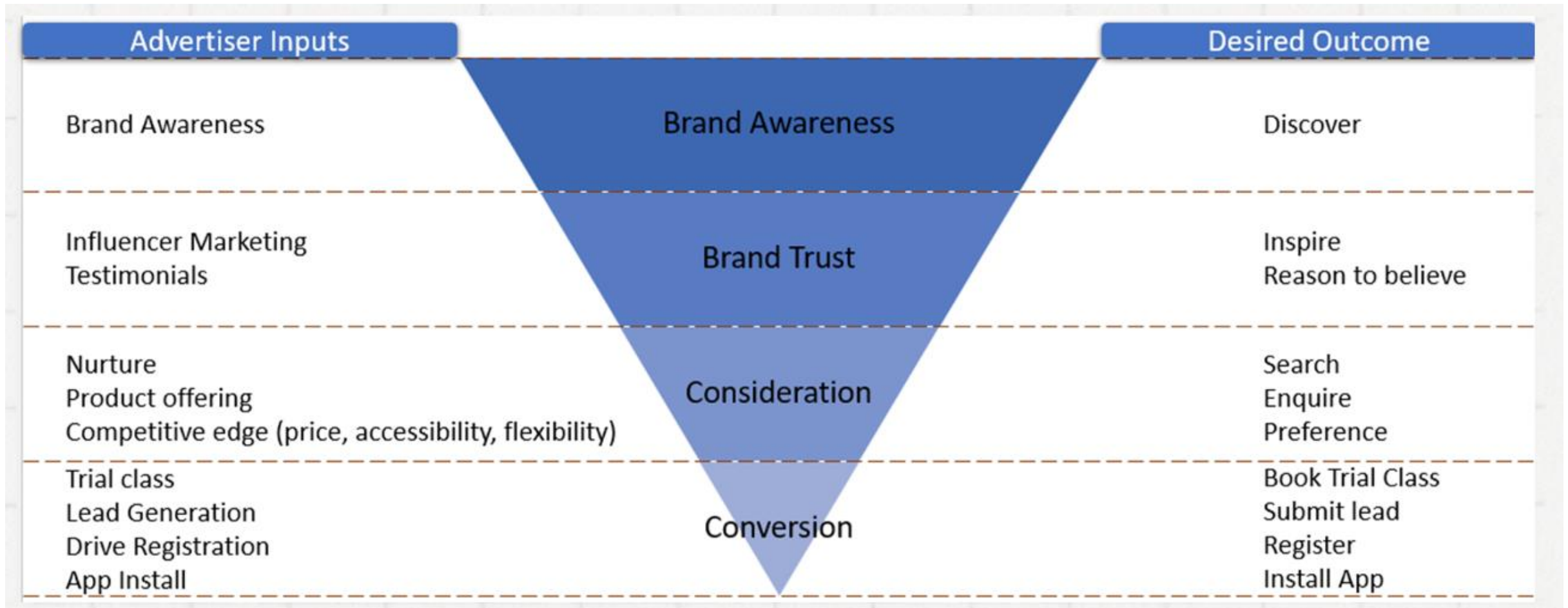
Creative Metrics

- **ABC – Attention, Branding, Communication**
- **A/B testing**
- **Ad Awareness**
- **Brand Awareness**
- **Message Recall**
- **Virality**

Media Metrics

- **Reach / Frequency**
- **CPC / CPM - Cost per contact / Mn**
- **CTR - Click through Rate**
- **Conversion Rate**
- **CAC - Cost of Acquisition**
- **LTV - Long term value**

The Consumer Journey to Purchase



Some Ballpark Numbers

- **App Download, Youth – Rs 7/10 per download**
-
- **Apparel, SEC A Women , CAC – Rs 300 - Rs 500**
-
- **Swiggy – CAC – Rs 250 (without the discount)**
- **Zepto – CAC – Rs 600**
-
- **Car – Cost per Lead – Rs 1200 to Rs 1500**
 - **Can you think of why there isn't an online CAC for a car ?**