

ZOMATO

EDA Project 04
Marketing Strategies

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Segmented Approach

- Tailor the marketing message and offers based on the specific characteristics of each region and customer segment. For example:
 - Agra: Highlight traditional North Indian cuisine with special offers on Mughlai dishes.
 - Bangalore: Emphasize the city's cosmopolitan culture with offers on Continental and Chinese cuisines.
 - Chennai: Promote South Indian delicacies along with continental options to appeal to the diverse population.
 - Delhi-NCR: Offer a mix of North Indian, Chinese, and Continental cuisines to cater to the diverse preferences of the metropolitan population.

Differentiation

- Differentiate the restaurant by highlighting unique selling points such as:
 - **Authenticity:** Emphasize the authenticity of cuisines offered, especially for regions known for specific culinary traditions like Goa for Goan cuisine or Hyderabad for Biryani.
 - **Quality:** Highlight the quality of ingredients, food preparation techniques, and the dining experience to stand out from competitors.
 - **Specialty Dishes:** Promote signature dishes or chef's specials to create excitement and attract food enthusiasts.

Local Residents

- Target residents in areas like Shahganj, Civil Lines, and Dayal Bagh where the establishments are located.
- Highlight convenient locations and quick service for busy individuals.
- Emphasize the availability of takeaway and delivery options for those who prefer to dine at home.

Tourists:

- Target tourists visiting Agra by highlighting the authentic Indian cuisine experience offered by establishments like Yadav Dhaba Purana.
- Emphasize the cultural aspect of dining at traditional dhabas and quick bite joints.

Students and Young Professionals

- Target students and young professionals by offering budget-friendly options and quick service.
- Promote discounts for students or loyalty programs to encourage repeat visits.

Discounts and Offers

- Offer introductory discounts for new customers to encourage trial.
- Implement happy hour deals or meal combos to attract diners during off-peak hours.

Loyalty Programs

- Launch a loyalty program where customers earn points for every visit or purchase.
- Reward loyal customers with exclusive discounts, freebies, or birthday rewards.

Special Events and Collaborations:

- Host special events like food festivals or cooking workshops to engage with the community.
- Collaborate with local influencers or organizations to reach a wider audience and drive foot traffic.

Online Presence

- Leverage social media platforms to showcase mouth-watering food photos, share customer reviews, and announce promotions.
- Invest in targeted online advertising to reach potential customers in the target regions.