

# **Project – 1**

## **Marketing Project**

### **Part - 1**

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#### **Problem Statement**

##### **Guidelines**

- Our team worked on a Marketing project for a leading bank (Indian). The main task was to formulate a strategy to utilise a budget of \$1mn.
- Marketing Interns need to formulate a similar strategy based on below parameters.
- Input – Budget – 50lakhs INR.
- Time – 3 Months.
- Target Audience – Full population (India only).
- Main task is to reach maximum number of existing customers and new customers via different channels in order to spread awareness about credit card products of the bank.

##### **Tasks**

- Categorization between Existing and New Customers.
- Categorization between different available channels.
- Segmentation on the basis of Gender and Age group.
- Segmentation on the basis of cities like Tier1, Tier2 and Tier3.
- Segmentation on the basis of type of occupation.

## **Solution :**

As it is clear that there is an Indian bank that want to make the different types of strategies to spread awareness about their credit card in duration of 3 months with the budget of 50 lakhs .

Bank can use different types of strategies and channel of distribution to meet their different range of customers.

### **- Categorization between Existing and New Customers.**

There are different types of strategies to attract the Existing and New customers:

### **For Existing Customers: (Budget Rs. 145000)**

**Direct Calling**

**Email Marketing**

**Total cost of Direct calling + Email Marketing**

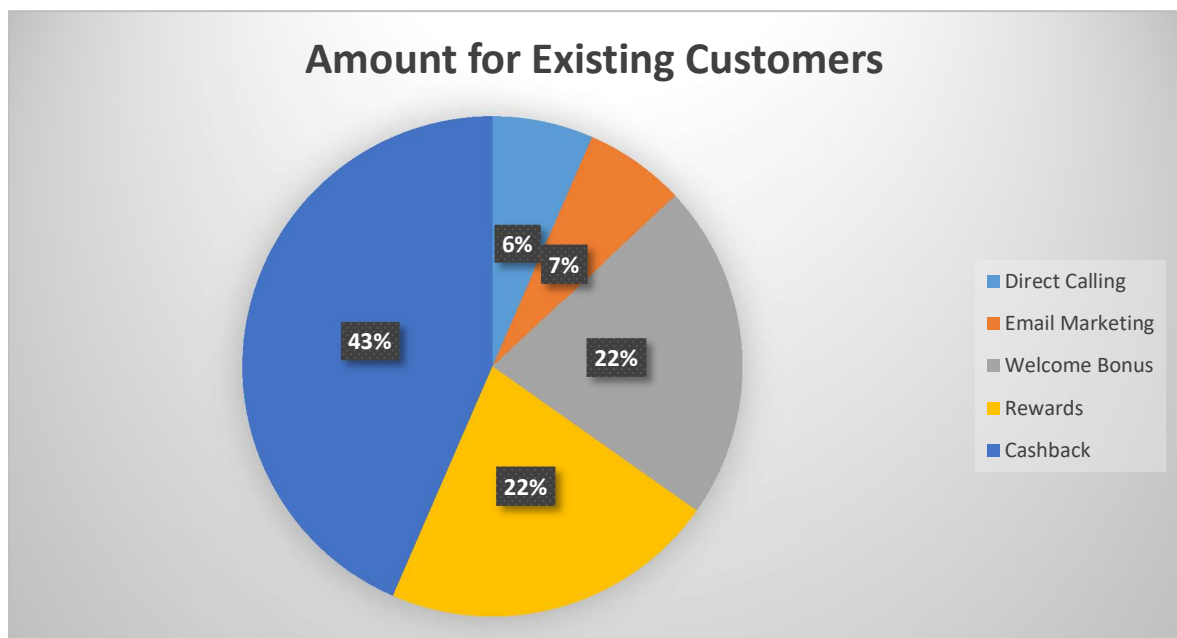
= Rs 15000 \*3months = Rs45000

### **Offers** [Rs 1,00,000]

There are lots of offers that company can introduced to attract the customers :



Offers	Funds
<b>Cashback</b>	Upto25% or Rs1000 (On random basis first 50 customers) based on transaction more than RS20000.
<b>Welcome Bonus</b>	Up to 100%or (Rs 500) to First 50 customers
<b>Rewards</b>	Up to Rs 500 Bonus to First 50 customers.



## For New Customers :

Bank can use many Marketing tools to attract the new Customers such as:

- Digital marketing
- Offline Marketing

### Digital Marketing



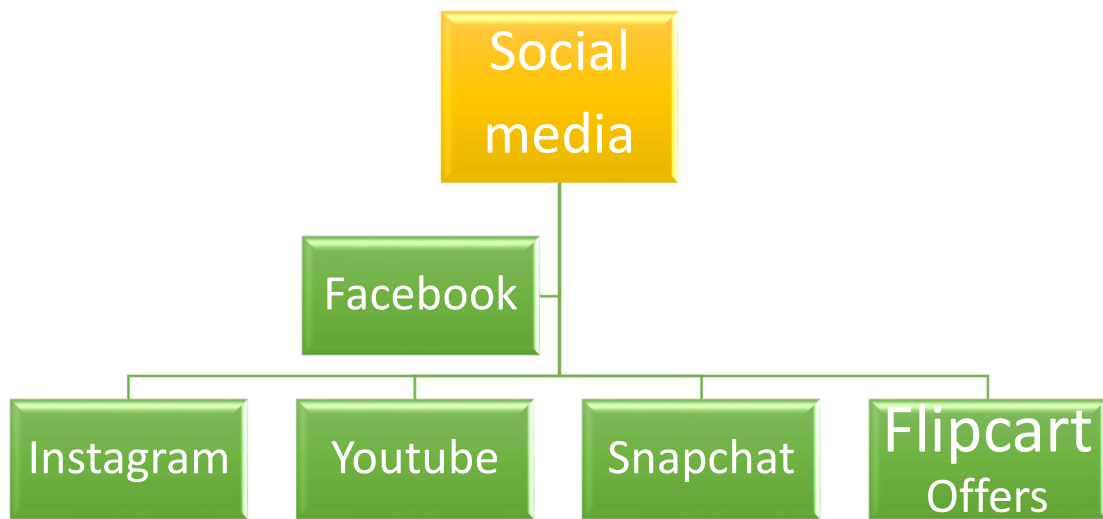
## 1)Digital Marketing

Budget = Rs 41,68,570

### A)Search Engine Marketing

Google ads = = Rs 99,600

## B) Social Media Marketing



**Budget for social media = Rs 27,17,350**

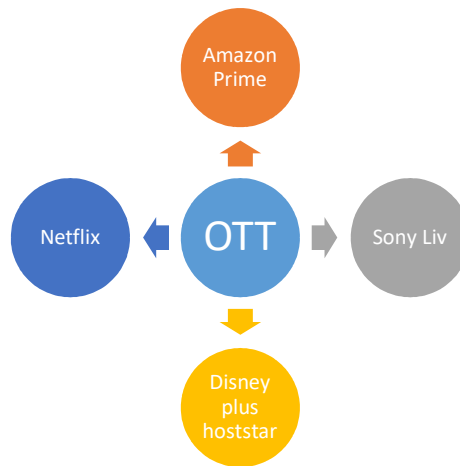
- **Facebook** = Rs 8,96,400
- **Youtube** = Rs 7,47,000
- **SnapChat** = INR 37,350
- **Instagram Marketing** = Rs2,37,000
- **Flipcart Offers** = 7 lakhs

## C) Influencer Marketing

**Budget = 5 lakhs**

## D) OTT Marketing

**Budget – Rs 9,51,220**



- **Amazon Prime**  
Budget Rs3,73,500
- **Disney plus hotstar**  
Budget Rs 2,98,800
- **Sony Liv**  
Budget Rs 2,68,920
- **Netflix**  
Budget Rs10,000

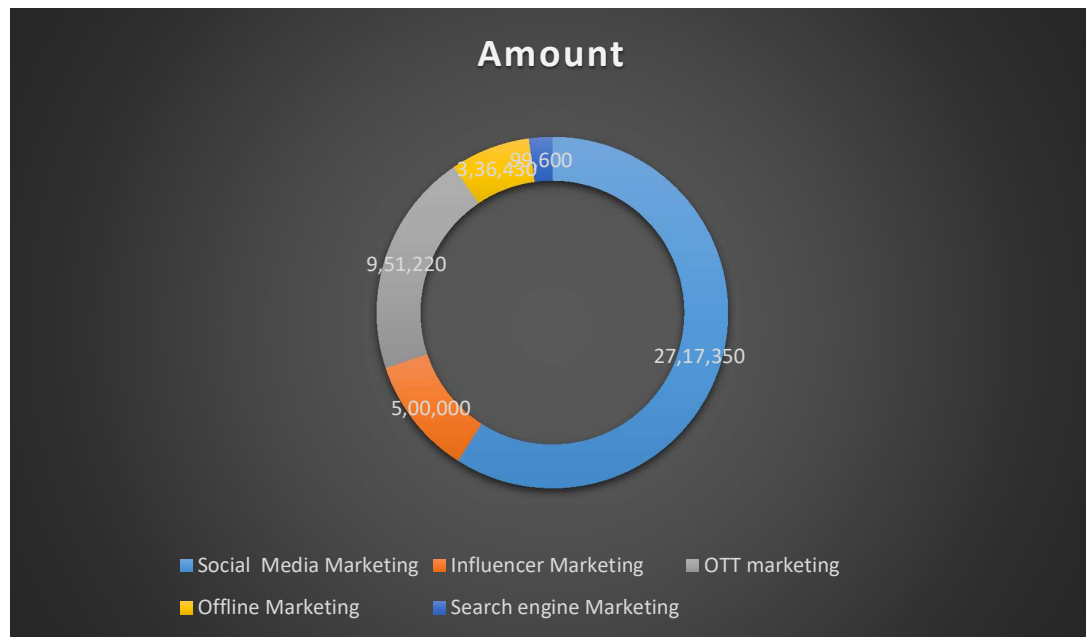
## 2) Offline Marketing

### Print Media

**Budget = Rs 3,36,430**

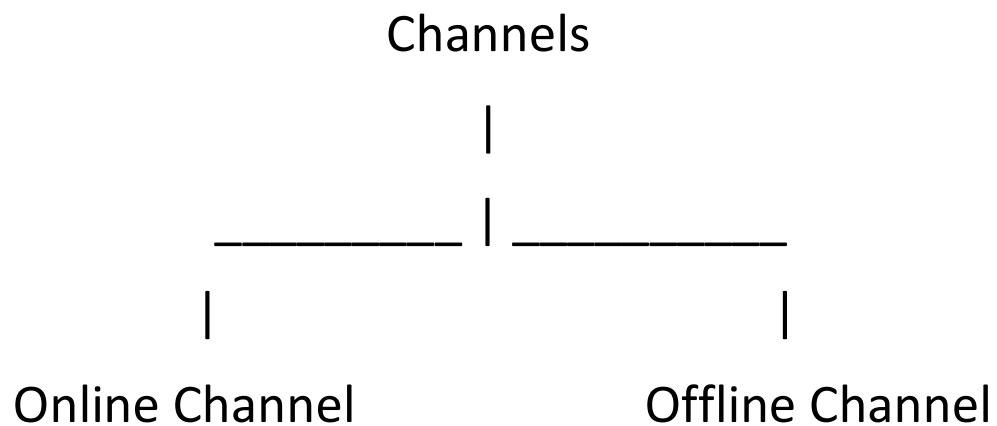
Printing budget = Rs 1,86,430

Events and Programs = Rs 1.5 lakhs



### Categorization between different available channels

There are two types of distribution channels available for Credit Promotion:



As we already discuss both the Channels and made the budget.

<b>Offline Channels</b>	<b>Budget</b>
Direct Marketing	Rs 45,000
Offers	Rs1,00,000
Printing	Rs 1,86,430
Events and Programs	Rs 1,50,000
<b>Total</b>	<b>Rs 4,81,430</b>
<b>Digital Channels</b>	<b>Budget</b>
Google Ads	Rs 99,600
OTT Marketing	Rs 9,51,220
Influencer marketing	Rs 5,00,000
Social Media Marketing	Rs 27,17,350
<b>Total</b>	<b>Rs 41,68,570</b>

Offline + online = Rs 4,81,430 + Rs 41,68,570 = **Rs 46,65,000**

## **Segmentation on the basis of Gender and Age group**

### **Gender**

On the basis of Gender , we can segment the market based on their preferences , such as:

#### **For Male**

- **Direct Marketing**  
**Email Marketing + calling**  
 We already made the budget for Direct Marketing = Rs 45,000
- **Special Offers**  
 For category of male between (20-35 age) , Special Offers plays a vital roles  
 These offers are:  
**Gym Offers and OFFs**  
 Mostly men at the age between 20 to 35 prefer gym , so It is a



best strategy to provide them Offers on gym products :  
Buy GYM product with credit card and get **up to 20% off or Rs 1000** on minimum purchase of Rs5000 or above.

**Conditions :**

We will give Gym Offer up to 35 customers.

**Budget = 1000 \* 35 = 35000**

**For Female**

- **Direct Marketing**

- Email Marketing + calling**

- We already made the budget for Direct Marketing = **Rs 45,000**

- **Social Media marketing**

- we discuss and made the budget earlier. = **Rs 19,17,750**

- **OTT marketing = Rs 9,51,220**

- we discuss and made the budget earlier.

- **Special Offers**

- For category of male between (20-35 age) , Special Offers plays a vital roles

- These offers are:

- Beauty offers and Offs**

- Girls are highly affected by this type of offers , this include give cash discount up to 20% or Rs1500 on purchase of beauty product more than Rs6000.

- Conditions:**

- Offer will be for one time purchase only .

- We will give this offer to first 60 females.

- Budget = Rs1500 \* 60 =Rs 90,000**

- **Social Media marketing**

- we discuss and made the budget earlier. = **Rs 19,17,750**

- **OTT marketing = Rs 9,51,220**

- we discuss and made the budget earlier.

## **Age Group**

**For Youngster [18-24 years]**

- **Direct Marketing**  
**Email Marketing + calling**  
We already made the budget for Direct Marketing = **Rs 45,000**
- **Social Media marketing**  
we discuss and made the budget earlier. = **Rs 19,17,750**
- **OTT marketing = Rs 9,51,220**  
we discuss and made the budget earlier.
- **Influencer Marketing**  
We already made the budget = **Rs 5 lakhs**
- **Search Engine Marketing = Rs 99,600**

**For Middle Adults [30-40 years]**

- **Direct Marketing**  
**Email Marketing + calling**  
We already made the budget for Direct Marketing = **Rs 45,000**
- **Social Media marketing**  
we discuss and made the budget earlier. = **Rs 19,17,750**
- **OTT marketing = Rs 9,51,220**  
we discuss and made the budget earlier.
- **Influencer Marketing**  
We already made the budget = **Rs 5 lakhs**
- **Search Engine Marketing = Rs 99,600**
- **Printing budget = Rs 1,86,430**
- **Events and Programs = Rs 1.5 lakhs**

**Segmentation on the basis of cities like Tier1, Tier2 and Tier3**

Tier 1 Cities ( Delhi, Mumbai, Bangalore, Chennai, Hyderabad):

- **Direct Marketing**

**Email Marketing + calling**

We already made the budget for Direct Marketing = **Rs 45,000**

- **Social Media marketing**

we discuss and made the budget earlier. = **Rs 19,17,750**

- **OTT marketing = Rs 9,51,220**

we discuss and made the budget earlier.

- **Influencer Marketing**

We already made the budget = **Rs 5 lakhs**

**Search Engine Marketing = Rs 99,600**

Tier 2 Cities (Pune, Ahmedabad, Jaipur, Lucknow):

- **Direct Marketing**

**Email Marketing + calling**

We already made the budget for Direct Marketing = **Rs 45,000**

- **Social Media marketing**

we discuss and made the budget earlier. = **Rs 19,17,750**

- **OTT marketing = Rs 9,51,220**

we discuss and made the budget earlier.

- **Influencer Marketing**

We already made the budget = **Rs 5 lakhs**

- **Search Engine Marketing = Rs 99,600**

- **Printing budget = Rs 1,86,430**

- **Events and Programs = Rs 1.5 lakhs**

Cities (Nashik, Surat, Kanpur, Nagpur, Visakhapatnam):

- **Influencer Marketing**

We already made the budget = **Rs 5 lakhs**

- **Search Engine Marketing = Rs 99,600**

- **Printing budget = Rs 1,86,430**

- **Events and Programs = Rs 1.5 lakhs**

- **Direct Marketing**  
**Email Marketing + calling**  
We already made the budget for Direct Marketing = **Rs 45,000**
- **Social Media marketing**  
we discuss and made the budget earlier. = **Rs 19,17,750**
- **OTT marketing = Rs 9,51,220**  
we discuss and made the budget earlier.
- **Influencer Marketing**  
We already made the budget = **Rs 5 lakhs**  
**Search Engine Marketing = Rs 99,600**

## **Segmentation on the basis of type of occupation.**

### **Doctors and Medical Professionals**

#### **1. Partnerships with Medical Associations (Budget: 1 lakh)**

- Collaborate with medical associations to offer exclusive credit card benefits
- Provide financial education and literacy programs

#### **2.IT Professionals and Tech Entrepreneurs**

- Tech Event Sponsorship (Budget: 1 lakh)

Sponsor tech conferences, hackathons and startup events.

### **3.Business Owners and Entrepreneurs**

#### **1. Business Networking Events (Budget: 50,000)**

- Host and participate in business networking events
- Offer exclusive credit card benefits and rewards for business expenses.

#### **4. Referral Programs (Budget: 25,000)**

- Launch a referral program for business owners and entrepreneurs.
- Offer rewards for successful referrals.

## 5. Government Employees

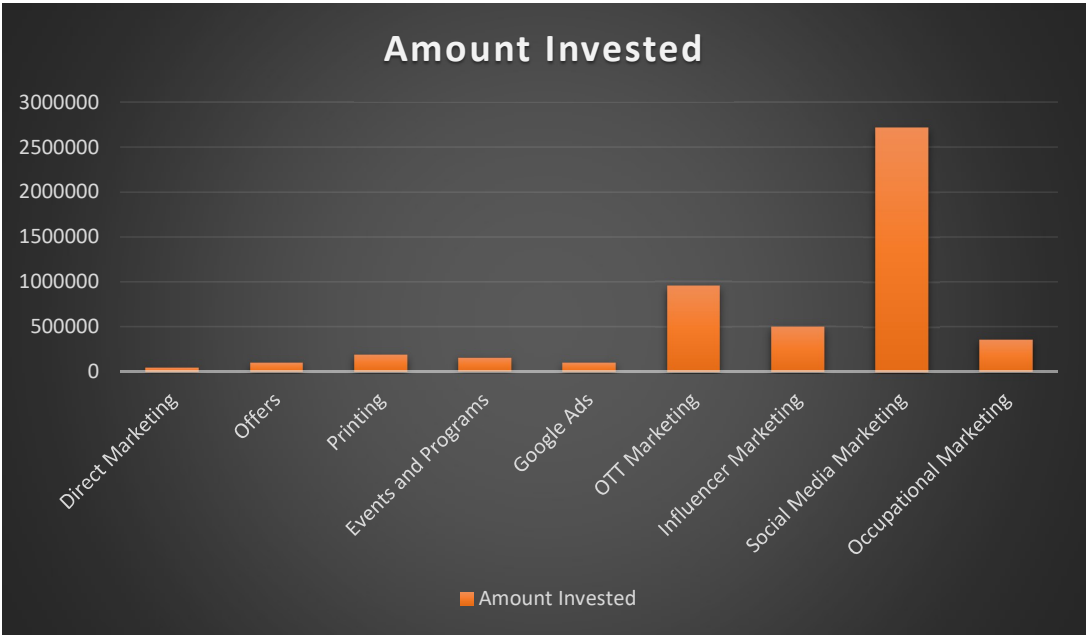
### 1. Partnerships with Government Agencies (Budget: 50,000)

- Collaborate with government agencies to offer exclusive credit card benefits
- Provide financial education and literacy programs.

## TOTAL BUDGET

Offline Channels	Budget
Direct Marketing	Rs 45,000
Offers	Rs1,00,000
Printing	Rs 1,86,430
Events and Programs	Rs 1,50,000
<b>Total</b>	<b>Rs 4,81,430</b>
Digital Channels	Budget
Google Ads	Rs 99,600
OTT Marketing	Rs 9,51,220
Influencer marketing	Rs 5,00,000
Social Media Marketing	Rs 27,17,350
<b>Total</b>	<b>Rs 41,68,570</b>
Occupational Marketing	Budget
Medical+IT+Business+govenment	Rs1,00,000+Rs1,00,000+Rs50,000+Rs25,000+Rs50,000
<b>Total</b>	<b>Rs 3,50,000</b>

Offline + online + Occupational = Rs 4,81,430 + Rs 41,68,570 + Rs 3,50,000= **Rs 50,00,000**



**THANK YOU**