

Project – 1

Marketing Project

[By Prateek Johri]

[Email id- Prateek0johri@gmail.com]

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.

1 - 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**

Company keep the records of all their customers and they can use the sorting tools to follow the existing customers and use data to determine which customer can afford credit cards.

Bank can hire an employ for doing calls or assign duties to the internal staff doing calls to the clients. Company invests Rs 15000 per month as a salary for calling and email marketing

- **Email Marketing**

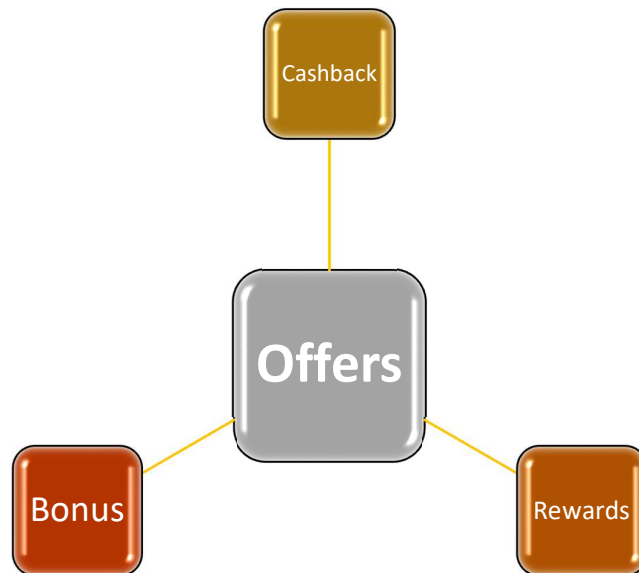
Email marketing is new tool to spread information about the product and the budget of the marketing is already discuss in above tool.

Total cost of Direct calling + Email Marketing

= Rs 15000 *3months = Rs45000

- **Offers**

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



Offers [Rs 1,00,000]

Offers are monetary benefits that company use to attract their customers .

Bank can make strategies to allocation of Funds into different categories
Such as :

Suppose Bank keeps RS1lakh as distribution cost for existing customers by offers , They divide the funds as follows:

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

Cashback

Cashback is an offer that a company can give to their customers based on their transactions.

In this Bank , they can introduce the cashback up to 25% or Rs 1000.

Conditions :

Company can allow some conditions such as :

- Cashback will give to only first 50 customers who will make maximum transactions .
- Company will give Up to 25% or RS 1000 based on volume of transactions .
- Offer Valid till 3 months.

Welcome Bonus

Welcome Bonus is a type of distribution expense of the company that is given to their customers for joining the company.

Bank should give up to 100% welcome bonus to their Customers , It will work as a promotional tool for the bank.

Conditions:

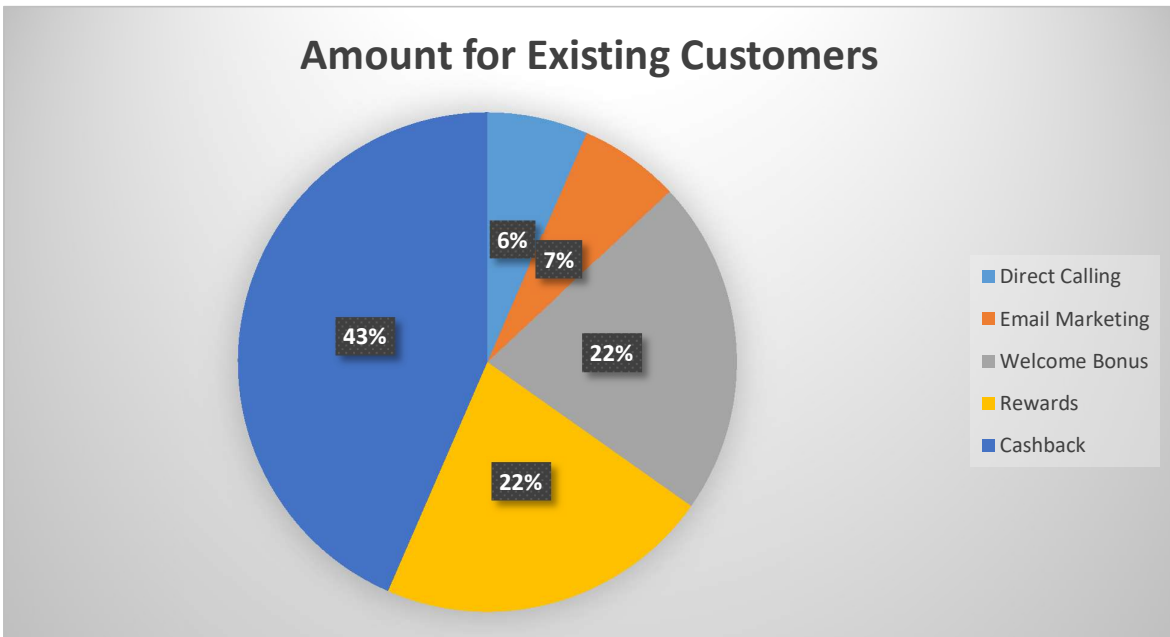
Company can allow some conditions such as :

- Cashback will give to only first 50 customers who will make maximum transactions .
- Company will give Up to 100% or RS 500 based on volume of transactions .
- Offer Valid till 3 months.

Rewards

Rewards are the benefits in terms of money that a customer can get in based on Transactions or chances.

Bank should give Up to Rs 500 up to their 50 customers.

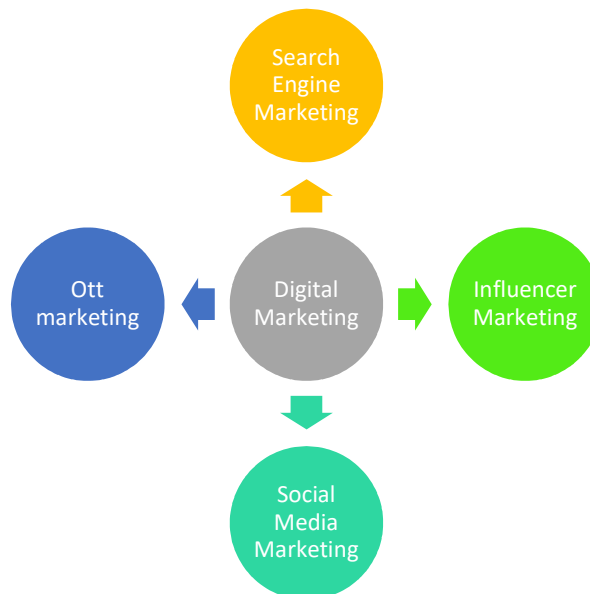


For New Customers :

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

- Digital marketing
- Offline Marketing

Digital Marketing



Digital Marketing

Budget = Rs 41,68,570

A) Search Engine Marketing

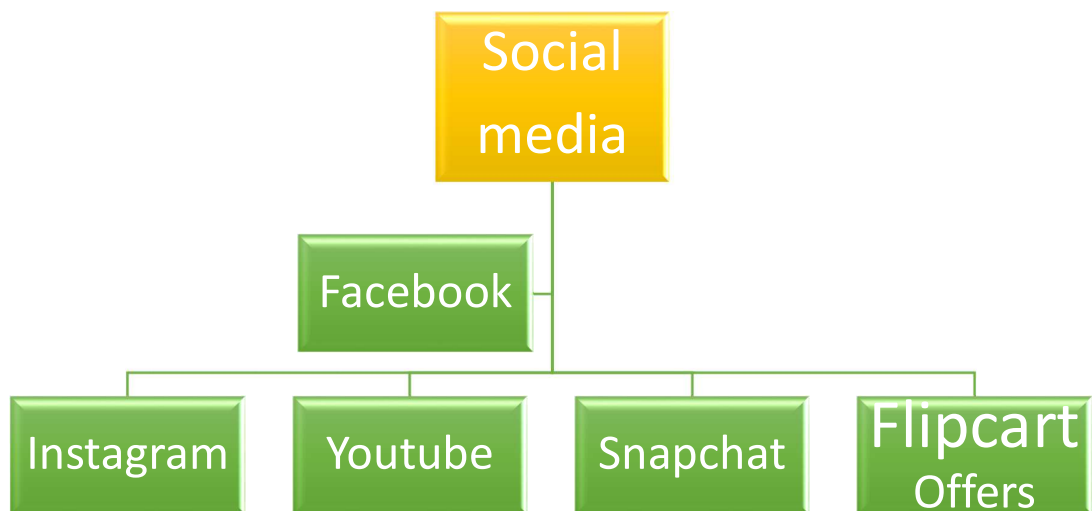
- Google ads

Google is a digital marketing tool that spread an information globally in digital way instantly.

Bank should make the estimate budget of Rs 1laks for google ads. The reason is that google charges arround **\$1200** for **3** month for banking ads.

INR - \$1200 * 83 = Rs 99,600

B) Social Media Marketing



Budget for social media = Rs 27,17,350

1) Facebook

Facebook Marketing is best source of spreading information across the Target Market.

According to my research Facebook charges **\$1.20 for 40sec** promotional adds per impression.

So , According to this , The Budget for Facebook Marketing is :

\$1.20 per impression [Here , Impression means How many Number of time a adds displays to the viewers]

Now , I will filter some Conditions such as:

\$1.20 per impression , I will display 100 impression per day,
so my one day cost will be

$$\text{\$1.20} \times 100 = \text{\$120} \times 83 = \text{INR 9960}$$

$$\text{And for 30 days} = 9960 \times 30 \text{days} = 298800$$

$$\text{for 3 months} = 298800 \times 3 \text{ months} = \text{Rs 8,96,400}$$

2) Youtube

Youtube Marketing is another best source of spreading information across the Target Market.

According to my research Youtube charges **\$1 for 40sec** promotional adds per impression.

So , According to this , The Budget for Youtube Marketing is :

\$1 per impression [Here , Impression means How many Number of time a adds displays to the viewers]

Now , I will filter some Conditions such as:

\$1.00 per impression , I will display 100 impression per day,
so my one day cost will be

$\$1.00 * 100 = \$100 * 83 = \text{INR } 8300$

And for 30 days = $8300 * 30 \text{ days} = 249000$

for 3 months = $249000 * 3 \text{ months} = \text{Rs } 7,47,000$

3) SnapChat

SnapChat is a social media platform that is mostly used by youngsters, Marketing in Snapchat is another best source of spreading information across the Target Market.

According to my research Youtube charges **\$10 for 40sec** promotional adds per 2000 impression.

So, According to this, The Budget for Snapchat Marketing is :

\$2 per impression [Here, Impression means How many Number of time a adds displays to the viewers]

Now, I will filter some Conditions such as:

\$10 per 2000 impression, I will display 1000 impression per day, so my one day cost will be

\$10 per 2000 impression

Which means, In two days we will pay \$10

And for 30 days = \$150

for 3 months = $\$30 * 3 \text{ months} = \$150 = \text{INR } 37,350$

4) Instagram Marketing

Instagram is a social media platform that is mostly used by youngsters, Marketing in Snapchat is another best source of spreading information across the Target Market.

According to my research ₹2,400 (approximately \$31.60 USD) per day for a reach of 10,000 to 50,000 people

So , According to this , The Budget for Instagram Marketing is :

\$31.60 per 50,000 reach [**Here , Impression means How many Number of time a adds displays to the viewers**]

Now , I will filter some Conditions such as:

$\$31.60 * 30\text{days} = \$948 * 83 = \text{Rs}78,684$

For 3 months = Rs2,36,052 = **Rs2,37,000**

5) Flipcart Offers

WE as a bank can offer various shopping benefits to our customers .

Such as if a customer purchases an IPHONE worth Rs 1 lakhs then we will give upto 10% off or max Rs10,000 off if they pay via credit card and the budget for this promotional tool is = **7 lakhs**

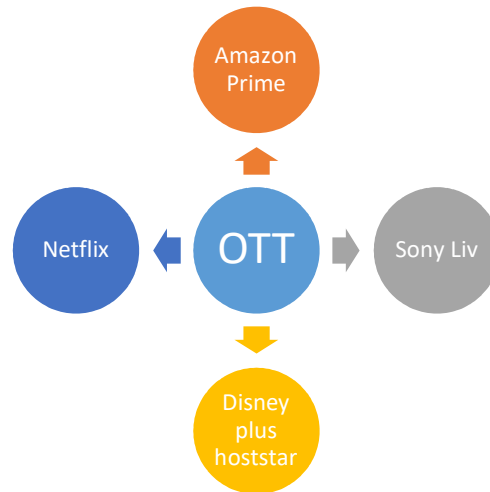
C) Influencer Marketing

Budget = 5 lakhs

Influencers are the personnal who has the great impact to the soiety , They are the role model in the society .

As a bank we allocate the budget of Rs 5L akhs for Influencer Marketing.

D) OTT Marketing



OTT

Budget – Rs 9,51,220

Over The Top media services platform that provides Entertainment programs and contents virtually , Now a days , It is most popular platform and widely used and preferable by the youth generation.

1) Amazon Prime

Amazon prime is an OTT platform that provides virtual contents to the audience , It is a effective tool for marketing , And it charges price for ads as follows:

Amazon charges \$25 for 40 sec video ads per 1000 impression.

\$25 per 1000 impression **(we will filter the condition that only 2000 impression use in one day)**

$\$50 * 30\text{days} = 1500 * 83 = \text{INR}1,24,500$

And for 3 months = $\text{RS}1,24,500 * 3 = \mathbf{3,73,500}$

2) Disney plus hotstar

Disney plus hotstar is also an OTT platform that provides virtual contents to the audience , It is a effective tool for marketing , And it charges price for ads as follows:

Amazon charges \$20 for 40 sec video ads per 1000 impression.

\$20 per 1000 impression **(we will filter the condition that only 2000 impression use in one day)**

$\$40 * 30\text{days} = 1200 * 83 = \text{INR}99,600$

And for 3 months = $\text{Rs } 99600 * 3 = \text{Rs } 2,98,800$

3) Sony Liv

Sony liv is an OTT platform that provides virtual contents to the audience , It is a effective tool for marketing , And it charges price for ads as follows:

Amazon charges \$18 for 40 sec video ads per 1000 impression.

\$18 per 1000 impression **(we will filter the condition that only 2000 impression use in per day)**

$\$36 * 30\text{days} = 1080 * 83 = \text{INR}89,640$

And for 3 months = $\text{RS}89640 * 3 = \text{Rs } 2,68,920$

4) Netflix

Netflix charges approximate \$40 per month for premium ads.

For 3 months = $3 * \$40 = \120

$\$120 * 83 = \text{INR } 9960$ round off **Rs10,000**

Offline Marketing

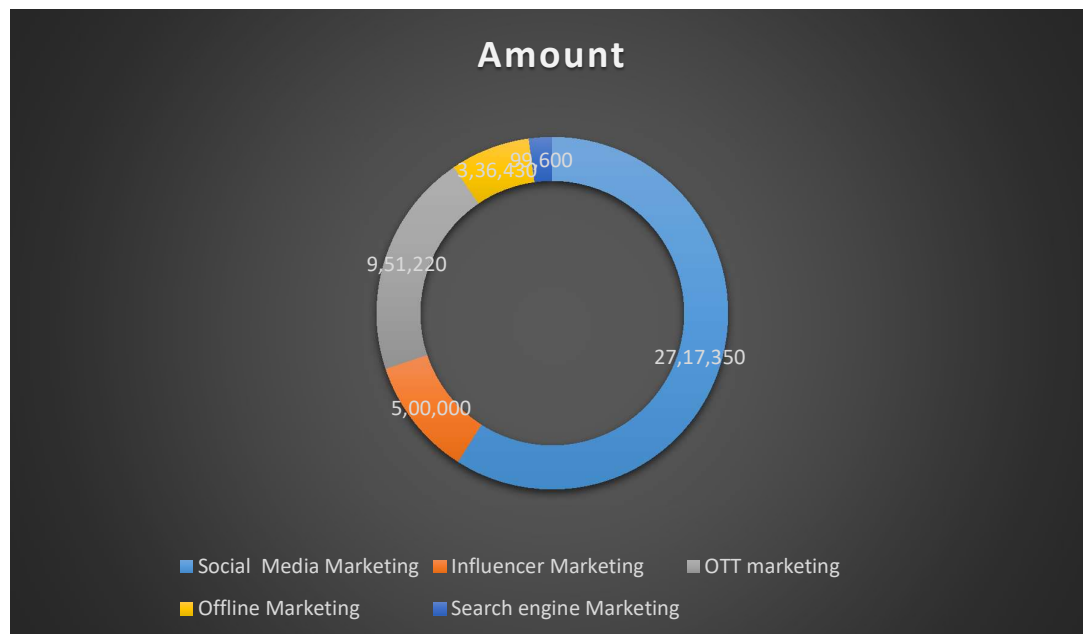
Print Media

Budget = Rs 3,36,430

Printing budget = Rs 1,86,430

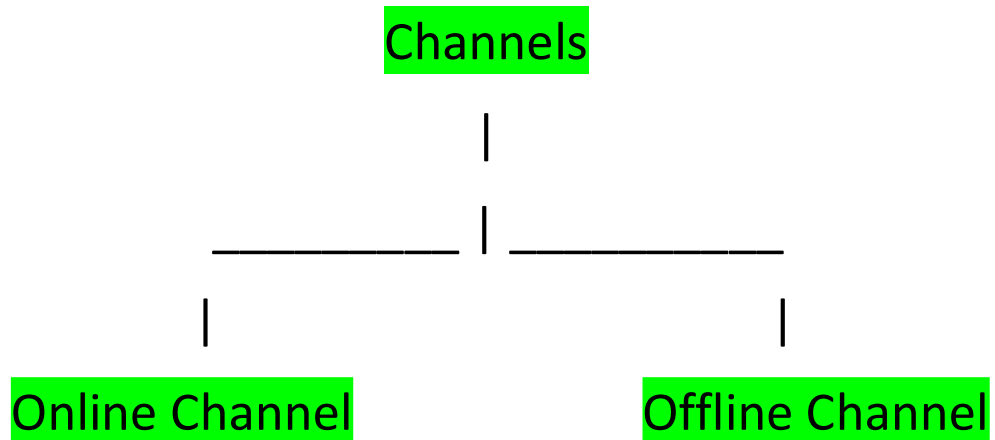
Events and Programs = Rs 1.5 lakhs

Total Budget for acquiring new customers



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.

Offline Channels	Budget
Direct Marketing	Rs 45,000
Offers	Rs1,00,000
Printing	Rs 1,86,430
Events and Programs	Rs 1,50,000
Total	Rs 4,81,430
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
Total	Rs 41,68,570

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**

Tier 3 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.

2. Referral Programs (Budget: 25,000)

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

4. Government Employees

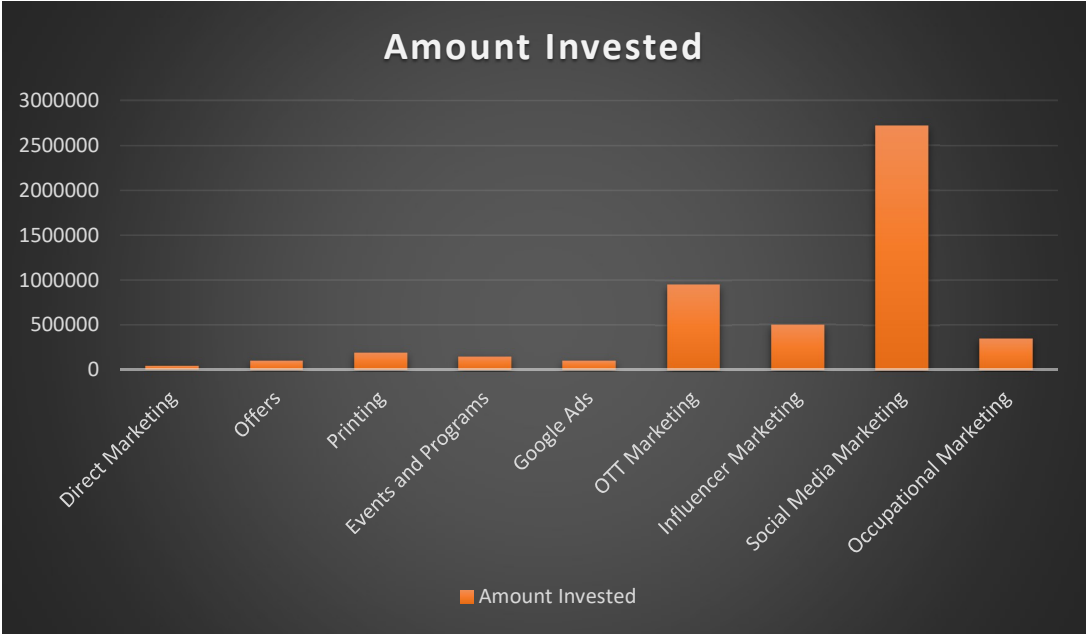
1. Partnerships with Government Agencies (Budget: 50,000)

- 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
Total	Rs 4,81,430
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
Total	Rs 41,68,570
Occupational Marketing	Budget
Medical+IT+Business+govenment	Rs1,00,000+Rs1,00,000+Rs50,000+Rs25,000+Rs 50,000
Total	Rs 3,50,000

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



Conclusion:

This Marketing Project is made by me with my total individual Understandings, Findings and Research. I have divided and Chategoriesd the project into differents parts according to the guidance . I made the different Strategies to attract the Indian market's potential cusomers only .

I allocate the budget according to :-

- Customers
Existing and New
- Market Channels
Offline and Online
- Based on Gender and Age
Men and Women
Youngster
Adult
Mature
- Based on Cities
Tier 1
Tier 2
Tier 3
- Based on Occupation
Doctor and Medical
IT s
Businesses
Government Employees

I used each and every possible Tools and Strategies that can be helpful to promote Credit card awareness to the potential customers .

This table is showing the all budget expensis and Marketing channels

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

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

THANK YOU