

MKT636

Going Digital Project Presentation

The Amazon logo is displayed in white text on an orange rounded rectangular background.

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Agenda

amazon

About Amazon



Social Media Audit



Target Market & Buyer Persona's



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Google Trends Analysis



Conclusion





About Amazon

- Founded by **Jeff Bezos** in **1994** as an online bookstore.
- Evolved into a multinational tech company offering diverse services.
- Emphasizes customer satisfaction with features like one-click ordering and fast delivery.
- **E-commerce**: Started with books, now sells a vast range of products.
- Disrupted traditional retail with innovations like **Amazon Go** and **drone delivery**.
- **AWS**: Leading cloud computing platform.
- Kindle, Prime Video, Alexa: Key offerings in digital content and smart devices.
- Holds significant market share in e-commerce and cloud services.



Why Amazon?

World's largest online retailer, smart speaker provider, and cloud computing service provider.

Among the Big Five American tech companies

Social Media Audit



Instagram

- 4.6M followers.
- Posting 5-7 times/week.
- High engagement (60%).
- Shares latest collections, fashion shows, and charitable initiatives.
- Neutral reviews, 70-80% response rate.

LinkedIn

- 30M followers.
- Posting 3-5 times/week.
- Low engagement (0.65%).
- Shares news updates, job opportunities, and employee stories.
- Negative reviews, 60-70% response rate.

Facebook

- 30M followers.
- Daily posting (10-15 times/week).
- Good engagement (22.50%).
- Shares news updates, product promotions, and customer reviews.
- Neutral reviews, 80-90% response rate.

Twitter

- 3.6M followers.
- Daily posting (35-50 times/week).
- Decent engagement (25%).
- Shares news updates and product promotions.
- Neutral reviews, 75-85% response rate.

YouTube

- 566K subscribers.
- 1-3 posts/week.
- Low engagement (3%).
- Shares entertaining videos and employee stories.
- Neutral reviews, 50-60% response rate.

Social Media Audit



Flipkart

- Strong Instagram presence (**4.2M followers**), high engagement (**80%**).
- LinkedIn and Facebook show promising engagement.
- Neutral reviews across platforms.
- Response rates vary from **50-70%**.

Meesho

- Good Instagram following (**3.2M followers**), moderate engagement (**43%**).
- YouTube and Facebook engagement is notable.
- Neutral reviews across platforms.
- Response rates range from **30-65%**.

Learnings from Social Media Audit



Branding:

Assessed competitor branding to understand why customers choose them (identity, message, visuals).



Social Media:

Examined platforms used for promotion and content types.



Product Listings:

Analyzed Amazon listings for effective title, feature, description & Q&A strategies.



Engagement:

Analyzed competitor engagement metrics (likes, comments, shares) to set benchmarks.



Content Strategy:

Learned from successful competitor approaches on various platforms for informing content creation and planning.



SWOT Analysis

Strengths

- Strong brand presence.
- High engagement and posting frequency.
- Large follower base.
- Effective Instagram and Twitter strategies.
- Diverse content offerings.
- Prompt customer response.

Weaknesses

- Neutral/negative reviews.
- Low engagement despite high followers.
- Inconsistent response to inquiries.

Opportunities

- User-generated content collaboration.
- Advanced analytics and management tools.
- Influencer partnerships.
- Co-marketing with suppliers.
- Enhanced visual content.
- Positive testimonials promotion.

Threats

- Competition with strong social media brands.
- Rising Instagram-focused competitors.
- Declining Facebook organic reach.
- Negative feedback on platforms.

Target Market

Demographics

Age: 18-55 years old (primarily)

Income: Varied (middle-upper class with disposable income, students).

Gender: Equally split between males and females.

Location: Major metros, urban centers expanding to Tier 2 & 3 cities (adapting to regional preferences).

Behavior

Value: Fast & free shipping (80% prioritize).

Loyalty: Prime members (high spenders, repeat business).

Lifestyles

Value seekers: Budget-conscious, deal-driven.

Convenience seekers: Busy individuals valuing speed & ease.

Brand loyalists: Prefer specific brands & premium products.

Early adopters: Embrace new products & experiences.

Quality seekers: Prioritize quality & reliability.

Psychology

Aspirational: Enhance lifestyle & status.

Value-driven: Seek good deals & discounts.

Time-conscious: Appreciate online shopping convenience.

Brand-conscious: Recognize trusted brands.

Persona 1

Cohort Age - 18-30

A DAY IN LIFE

- Early morning does regular exercise and healthy juices.
- Starts their work or classes in the morning and studies at night.
- Students and working professionals.
- Works from home and uses a personal vehicle for daily purposes.
- Wants to learn something new every day.

FINANCES

- Prefers online mode of transactions, easy to keep track of spending.
- Invests a percentage of salary and pocket money in funds.
- Very conscious of spending money.

WHAT INFLUENCES THEM

- Friends, Family, and users of the product.
- Customer Experience, Quality over price, durability.
- Usually do deep research before making any decision.

ONLINE BEHAVIOR

- Spend leisure time with friends.
- Sporadic online activities such as surfing on Instagram, Facebook.
- Active on OTT platforms.
- Look for new trends in fashion.
- Online preference for electronic products. Look for coupons and good deals for new experiences.

HOPES AND DREAMS

- In their career, they want to get some learning out of things they put time into.
- Achieving subject matter expertise in their chosen field.
- Maintaining a healthy and fulfilling lifestyle.

BRAND AFFINITIES

Nike, Apple, One Plus, Logitech, Prime.

WORRIES AND FEARS

- Meeting deadlines and managing workload effectively.
- Balancing personal and professional commitments.
- Investing in products that don't meet expectations or lack durability.

PAIN POINTS

- Poor customer service and durability of the product.
- Limited functionality or compatibility issues with certain products purchased online.
- Unreliable product performance, especially for devices like laptops and speakers.

WHAT MAKES HIS LIFE EASIER

- Being with Friends and enjoying the present moment.
- Following their passion.
- Finding affordable solutions that enhance their lifestyle.

Persona 2

Cohort Age - 35+

LIFESTYLE

- Busy professional with family responsibilities.
- Values healthy living (yoga, hikes).
- Enjoys socializing and connecting with friends.
- Active on social media and online communities.
- Seeks efficient solutions and saves time with online shopping.

WHAT INFLUENCES THEM

- Brand reputation and product quality.
- Positive reviews & trusted influencer recommendations.
- Personalized shopping. experiences & loyalty programs
- Free shipping and easy returns.
- Sustainable practices and social responsibility.

WHAT THEY ARE LOOKING FOR

- Convenience and time-saving solutions.
- High-quality, durable products & value for money.
- Unique & stylish options.
- Safe and trustworthy shopping environment.
- Inspiring and informative content.

ONLINE BEHAVIOR

- Uses social media for inspiration, connection, and recommendations.
- Engages in online communities related to interests (parenting, fitness, etc.).
- Values detailed product information to avoid returns.
- Discovers new brands through trusted influencers.
- Budget-conscious.

MOTIVATIONS

- Simplify life with convenient shopping.
- Maintain well-being with quality products.
- Discover new things and express individuality.
- Support ethical and sustainable brands.

PAIN POINTS

- Overwhelming product choices.
- Difficulty finding authentic, high-quality products.
- Navigating diverse product categories.
- Timely delivery and product authenticity.

WORRIES & FEARS

- Purchasing fake or low-quality products, especially from new brands
- Feeling overwhelmed by too many choices and difficulty making decisions
- Missing out on better prices or promotions
- Fake reviews and marketing influencing buying decisions
- Receiving late or lost packages.

Goal Setting

Goal 1: Enhance brand credibility and trust

Objective 1: *Generate 100 positive customer testimonials across LinkedIn, Facebook, and YouTube within the next year.*

- Run contests & giveaways (social media) - discounts/coupons
- Partner with relevant influencers - share testimonials
- Engage satisfied customers (email/social media) - respond to reviews, showcase stories

Objective 2: *Increase average rating on review platforms by 1 star within the next 6 months.*

- Respond to all reviews (promptly, professionally)
- Feature customer stories & incentivize testimonials
- Address negative feedback publicly & showcase resolution

Goal 2: Drive product discovery and consideration among target audience.

Objective 1: *Increase product page visits from social media by 15% in 6 months.*

- Create high-quality product visuals (functionality, target audience benefits).
- Leverage user-generated content (trust, authenticity).
- A/B test ad performance & target relevant demographics.

Objective 2: *Generate 10% more leads through social media channels within 3 months.*

- Targeted advertising (Facebook/Instagram) - demographics & interests.
- Foster community (Q&A, product discussions).
- Encourage user-generated content & testimonials (social proof).

Goal Setting

Goal 3: Become a trusted online destination for convenient shopping.

Objective 1: *Increase website traffic by 25% within the next 12 months.*

- Implement SEO best practices (target audience keywords).
- Content marketing plan (blogs, infographics, videos) - address pain points.
- Social media advertising with targeted campaigns.

Objective 2: *Increase online sales conversion rate by 15% within the next 6 months.*

- Optimize website user experience (address pain points).
- Personalized product recommendations & targeted promotions.
- Showcase customer reviews & testimonials prominently.

Objective 3: *Enhance customer satisfaction and loyalty by achieving a Net Promoter Score (NPS) of 8 within the next year.*

- Customer-centric approach (prompt & personalized responses).
- Develop tiered loyalty program (rewards & referral incentives).
- Proactively gather customer feedback (surveys) & use for improvement.

Selection of Platform

Cohort 1 (18-30)

- Primary: Instagram (Fashion, Tech, Lifestyle), Twitter (News, Promotions), YouTube (Tech Reviews, Lifestyle).
- Secondary: Facebook (Engagement, Contests).

Cohort 2 (30-55+)

- Primary: Facebook (Community, Recommendations), Instagram (Inspiration), YouTube (Product Demos).
- Secondary: LinkedIn (Professional Networking), Pinterest (Inspiration, Planning).

Competitors & Successful Brands

- Amazon India: 30,183,704 followers
- Flipkart: 640,000 followers
- Meesho: 744,879 followers
- eBay: 10,912,246 followers
- Walmart: 33,638,466 followers
- Alibaba Group: 562,959 followers

Inventory: Page Setup

Cover Photos:

- Amazon India: Simple, product-focused.
- Flipkart: Frequently updated.
- Meesho: Vibrant, diverse products.
- eBay: Simple design.
- Walmart: High-quality visuals.
- Alibaba Group: Professional, global reach.

Profile Pictures:

- Consistent with brand identity.

"Post to the Page" Policy:

- Influences user engagement.
- Varies in implementation and effectiveness.



Facebook Worksheet

Inventory: Posting Strategy

Content Likes/Dislikes:

- Variety of strategies observed.
- Focus on promotions, customer stories, and education.

Examples of Engaging Posts:

- Utilize urgency, emotional appeal, and relevant events.

Examples of "Buy My Stuff" Posts:

- Vary in effectiveness and resonance.

Post Interactive

- Post Concept #1: Customer Story.
- Post Concept #2: Product Showcase with User Reviews.
- Post Concept #3: Interactive Poll.
- Post Concept #4: Humorous Product-Related Content.
- Post Concept #5: Community Feature: "What are you reading?".
- Post Concept #6: Behind-the-Scenes Look.

Competitors & Successful Brands

- Amazon India: 6.1M followers
- Flipkart: 2.9M followers
- Meesho: 55.7K followers
- eBay: 1.2M followers
- Walmart: 3.2M followers
- Alibaba Group: 243.5K followers

Inventory: Page Setup

Header Image Analysis:

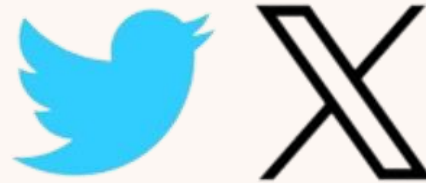
- Assess header images of competitors like Amazon India, Flipkart, and Meesho.
- Evaluate designs, branding, and product representations.

Profile Picture Evaluation:

- Review profile pictures of brands like Myntra and eBay.
- Consider simplicity, branding consistency, and relevance.

Pinned Tweet Critique:

- Evaluate pinned tweets of brands like Walmart and Alibaba Group.
- Assess effectiveness in conveying key messages and engaging users.



Twitter Worksheet

Inventory: Tweeting Strategy

- Content Mix Analysis
- Engagement Approach Review
- Tweet Frequency Assessment
- Tweet Evaluation

Inventory: Customer Interaction

- Customer Engagement on Twitter.
- Engagement Strategies.
- Reasons for Customer Presence on Twitter.

Tweet Types

- Tweet Type: Product Launch
- Tweet Type: Fashion Tip
- Tweet Type: Sale Announcement
- Tweet Type: Customer Story
- Tweet Type: Educational Content

Google Trend Analysis *(Jan 1 - Mar 1, 2024)*

Market Share	Search Trends	Regional Popularity	Product Categories	Seasonal Trends	Market Position	Competitor Analysis
<ul style="list-style-type: none">• Amazon leads consistently.• Flipkart grows significantly.• Meesho maintains in specific categories.	<ul style="list-style-type: none">• Amazon: Prime, gift cards.• Flipkart: Sales, specific products.• Meesho: Seller queries, niche products.	<ul style="list-style-type: none">• Amazon: Nationwide presence.• Flipkart: Stronger in South, East.• Meesho: Gains in Northeast, South.	<ul style="list-style-type: none">• Amazon: Overall leader.• Meesho: Excels in women's clothing.• Flipkart: Dominates mobiles, apparel.	<ul style="list-style-type: none">• Peaks during festivals, sales.• Stable for smartphones.	<ul style="list-style-type: none">• Amazon faces Flipkart, Meesho competition.• Flipkart leads with 48% market share.• Meesho grows rapidly, especially in tier-2 cities.	<ul style="list-style-type: none">• Flipkart gains in volume, regionally.• Meesho resonates with niche products.

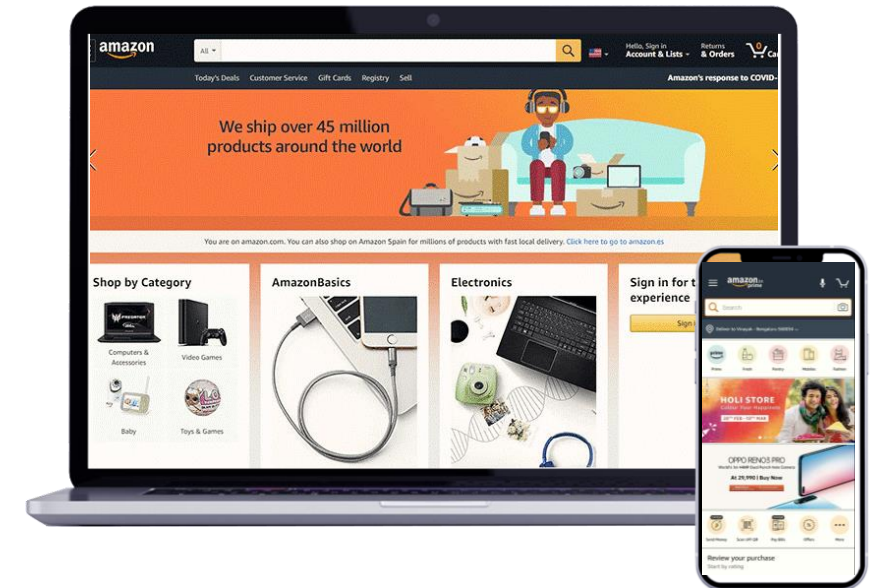
Recommendations: Strengthen Offerings, Personalize recommendations, Seasonal Campaigns.

Amazon, despite holding its market leader status, confronts rising competition from Flipkart and Meesho. To fortify its position and seize growth prospects in India, Amazon must leverage search trends, meet user demands, and flexibly adapt to changing market conditions.



Conclusion

- **Insightful Analysis:** The social media audit and deep research shed light on Amazon's current position and growth potential in India's market.
- **Strategic Goals:** Setting clear objectives to enhance brand credibility, drive product discovery, and become a trusted online destination lays the groundwork for success.
- **Understanding Buyer Personas:** Detailed personas for cohorts aged 18-30 and 35+ reveal diverse demographics and behaviors, enabling tailored marketing strategies.
- **Platform Selection:** Leveraging platforms like Instagram, Twitter, YouTube, Facebook, LinkedIn, and Pinterest aligns with target audience preferences, fostering meaningful interactions.
- **Google Trends Insights:** Highlighting Amazon's market leadership while identifying emerging competition from Flipkart and Meesho allows for agile adaptation and capitalization on growth opportunities.



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THANK YOU!

Presented By: Group 07

Any Questions?