
SHIV NADAR UNIVERSITY

School of Management and Entrepreneurship

MKT636 – Going Digital



Project Report

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Index

Page Number	Topic
03	About Amazon
05	Social Media Audit
07	Target Market
12	Buyer Persona
16	Goal Setting
19	Selection of Platforms
21	Research Worksheets
42	Google Trends analysis
47	Conclusion
48	References

About Amazon



Amazon is an American multinational technology company that has made a significant impact across various domains. Founded by **Jeff Bezos** in his garage in Bellevue, Washington on **July 5, 1994**, Amazon initially started as an online marketplace for books. Over time, it expanded its offerings to become what is often referred to as "**The Everything Store**." The company's relentless focus on customer-centric experiences and innovation has propelled it to the forefront of the tech industry.

Amazon's product lines span a wide range, including:

- **E-commerce:** Amazon.com is the world's largest online retailer, selling products across numerous categories such as electronics, apparel, beauty, groceries, and more.
- **Cloud Computing:** Through Amazon Web Services (AWS), it provides cloud computing services to businesses and organizations.
- **Digital Streaming:** Amazon Prime Video offers a vast library of movies, TV shows, and original content.
- **Artificial Intelligence:** Amazon Alexa powers smart speakers and devices.
- **Physical Retail:** The acquisition of Whole Foods expanded its presence as a physical retailer.
- **Self-Driving Cars:** Amazon's division, Zoox, focuses on self-driving car technology.
- **Satellite Internet:** Kuiper Systems aims to provide satellite-based internet services.
- **Hardware Research and Development:** Amazon Lab126 works on computer hardware innovations.
- **Entertainment and Media:** Subsidiaries like Twitch, IMDb, and Amazon Studios contribute to its entertainment portfolio.

As of 2023, Amazon holds the title of the world's largest online retailer, smart speaker provider, and cloud computing service provider. Its disruptive approach, technological innovation, and aggressive reinvestment of profits have solidified its position among the Big Five American tech companies.

Why Amazon?

Amazon's motto, "*Earth's most customer-centric company*," underscores its unwavering commitment to customer satisfaction. Their focus on providing convenience, reasonable prices, and a vast selection of products has resonated globally.

- **Customer-Centric Approach:** Amazon prioritizes customer satisfaction, which aligns with effective digital marketing strategies.
- **Global Reach:** Its worldwide presence provides a vast audience base.

- **Diverse Product Range:** Amazon's extensive offerings allow you to target various buyer personas.
- **Digital Marketing Expertise:** Learn from their successful campaigns and practices.

Social Media Audit

Brand	Platforms	The social media networks the company is active on	If the social media profiles are fully optimized	Number of followers	Posting frequency (Weekly Basis)	The average number of engagements, reach, clicks, video views, brand mentions	If the posts are on brand and properly optimized across all social media channels	Types of content being shared on each platform	Which platforms perform best and why.	The number of reviews/testimonials. Note if they are positive, neutral or negative	Customer inquiries	Average response rate to customer inquiries
Amazon	Instagram	Active	Yes	4.6M	5-7 times per week	60%	Yes	Amazon shares the latest and most luxurious collection of clothes and bags representing itself as eclectic, modern, exclusive, and influential. Videos and reels of sponsored events, promotional videos, fashion show posts and promote its charitable initiatives.	Instagram is the best platform for Amazon as it has the latest news, posts, and updates about the brand and the highest reach of customers.	Neutral	Yes	70-80% (2-6 hours)
	LinkedIn	Active	Yes	30M	3-5 times per week	0.65%	Yes	Amazon shares news updates, job opportunities, employee stories, sponsored events, promotional videos, and fashion show posts.		Negative	Yes	60-70% (4-8 hours)
	Facebook	Active	Yes	30M	Daily(10-15 times per week)	22.50%	Yes	Amazon shares news updates, product promotions, customer reviews, new collections, signature styles & new reveals.		Neutral	Yes	80-90% (1-4 hours)
	Twitter	Active	Yes	3.6M	Daily(35-50 times per week)	25%	Yes	Amazon shares news updates, product promotions, and fun facts.		Neutral	Yes	75-85% (30 minutes - 2 hours)
	Youtube	Active	Yes	566K	1-3 times per week	3%	Yes	Amazon shares entertaining videos, behind-the-scenes glimpses, employee stories, campaign videos and footage of their fashion shows		Neutral	Yes	50-60% (1-3 days)
Flipkart	Instagram	Active	Yes	4.2M	5-7 times per week	80%	Yes	Flipkart shares product images, lifestyle photos, behind-the-scenes glimpses, and stories highlighting promotions, contests, and engaging visual content like reels.	Flipkart sells a wide range of products, many of which benefit from high-quality images and videos. Instagram's visual emphasis can showcase products in an appealing way, especially electronics, fashion, and home goods.	Neutral	Yes	60-70% (2-8 hours)
	LinkedIn	Active	Yes	4M	4-5 times per week	0.50%	Yes	Flipkart shares professional and industry-related content, promotions, company updates, thought leadership articles, and industry insights.		Negative	Yes	50-60% (4-8 hours)
	Facebook	Active	Yes	10M	Daily(7-10 times per week)	27.50%	Yes	Flipkart shares product promotions, customer testimonials, engaging videos, live streams, interactive polls.		Neutral	Yes	70-80% (1-4 hours)
	Twitter	Active	Yes	2.9M	Daily(35-40 times per week)	31.03%	Yes	Flipkart shares news updates, customer service interactions, sharing promotions, engaging in conversations with customers.		Negative	Yes	65-75% (30 minutes - 2 hours)
	Youtube	Active	Yes	802K	1-2 times per week	39.87%	Yes	Flipkart shares entertaining videos, behind-the-scenes glimpses, ad promotions.		Neutral	Yes	40-50% (1-3 days)
Competitor 2												
Meesho	Instagram	Active	Yes	3.2M	3-5 times per week	43.00%	Yes	Meesho product images, promotions, lifestyle photos, ad promotions reels, behind-the-scenes glimpses, and stories highlighting promotions and contests.	Meesho primarily deals with fashion and lifestyle products, which resonate well with Instagram's visually driven audience. Eye-catching product photos and video demonstrations can attract potential customers.	Neutral	Yes	50-60% (4-8 hours)
	LinkedIn	Active	Yes	825K	3-5 times per week	2.50%	Yes	Meesho shares content related to their business achievements, collaborations, and corporate social responsibility initiatives.		Negative	Yes	40-50% (4-8 hours)
	Facebook	Active	Yes	9M	Daily(10-12 times per week)	22.50%	Yes	Meesho shares product promotions, customer testimonials, engaging videos, live streams, and interactive polls.		Negative	Yes	60-70% (2-6 hours)
	Twitter	Active	Yes	55.7K	Daily(15-20 times per week)	6%	Yes	Meesho shares quick updates, customer service interactions, sharing promotions, industry news, market trends, and relevant insights.		Negative	Yes	55-65% (30 minutes - 2 hours)
	Youtube	Active	Yes	1.23M	1-3 times per week	5%	Yes	Meesho shares product demonstrations, tutorials, success stories of their sellers, promotional videos, customer testimonials, behind-the-scenes footage, and		Negative	Yes	30-40% (1-3 days)

Learnings from Social Media audit

- Analysing Amazon's product listings helped us understand effective strategies. We learned about product titles, features, descriptions, and Q&A sections. These insights can guide about product listings.
- Assessing competitor branding revealed why shoppers choose them. We gained insights into their brand identity, messaging, and visual consistency.
- Examining competitors' social media accounts helped us to understand which platforms they prioritize for promotion.
- Studying competitors' use of Amazon SEO services and sponsored products informed us about their marketing approach.
- Understanding competitors' engagement levels (likes, comments, shares) helps us to set benchmarks for content.
- Each platform (Instagram, Twitter, YouTube, Facebook, LinkedIn) requires a unique strategy. Learning from competitors' successful approaches on different channels can inform content creation and posting schedules.

SWOT Analysis

Strengths:

- Strong brand presence across multiple social media platforms.
- High posting frequency and engagement.
- A high number of followers.
- Strong Instagram and Twitter strategy.
- Variety of content shared.
- The high response rate to customer inquiries.

Weaknesses:

- Neutral and negative reviews/testimonials on social media platforms.
- Low average engagement per post despite a high number of followers, indicated the need for higher-quality content on YouTube and LinkedIn.
- Infrequent responses to reviews or customer inquiries.

Opportunities:

- Opportunity to collaborate with customers for user-generated content.
- The target market is very likely to engage on social media platforms.
- Detailed analytics and emerging social media management technologies provide an opportunity to expand social media marketing efforts.
- Social media advertising offers a targeted way to reach buyer personas.
- Collaborate with influencers for reach and engagement.
- Partner with suppliers to co-market products and services across social media.
- Expand visual content strategy to include more engaging videos and lifestyle photos to attract and retain a visually driven audience.
- Encouraging positive customer testimonials on platforms like LinkedIn and Facebook can strengthen the brand's credibility.

Threats:

- Competition with other brands with a strong social media presence.
- Emerging competitors very successful on Instagram particularly pose a threat.
- Facebook's organic reach for posts is declining.
- Negative feedback and reviews on social media platforms.

Target Market

Who is Amazon India Target Market?

Target users of Amazon India

- Gen Z (18-24): Tech-savvy, budget-conscious, early adopters of trends.
- Millennials (25-40): Largest segment, digitally fluent, career focused.
- Gen X (41-55): Growing online presence, value convenience and security.

Demographics Segment

- Age: Primarily 18-55 years old
- Income: Varied, but skews towards middle and upper-middle class with disposable income. Students and budget-conscious consumers are also present across India.
- Gender: The audience is equally split between males and females.

Geographical Segment

- Focus on major metros and urban centres initially.
- Expanding reach to Tier 2 and 3 cities, including smaller towns and villages.
- Adapting offerings to regional preferences and languages.

Behavioural Segment

- Nearly 80% of Amazon users prioritize fast and free shipping as their main reason for purchasing.
- Amazon Prime, the brand's membership club, drives loyalty and repeat business. With over 200 million members worldwide, they spend an average of \$1400 each year.

Lifestyle Segments

- Budget-conscious, prioritize affordability and deals.
- Busy individuals valuing speed and ease of purchase.
- Loyal to specific brands and seek premium products.
- Early adopters of new products and experiences.
- Prioritize product quality and reliability.

Psychological segment

- Aspirational, seeking products that enhance their lifestyle and status.
- Value-driven, seeking good deals and discounts.
- Time-conscious, appreciating the convenience of online shopping.
- Brand-conscious, recognizing the value of trusted brands.

Creation of Buyer Persona

Method of Market Segmentation. Buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.

Daily Life:

- What does a typical day in your life look like?
- Do you have any sort of routine with your online shopping?
- Do you prefer to shop online or in-store?
- What role does convenience play in your daily decision-making, particularly when it comes to shopping?

Usage of Online Platforms:

- Are you aware of the membership options available on your favourite platform for free shipping, if any?
- What is the length of your current subscription, if any?
- How willing are you to pay for additional features?
- What are the devices that you use for online shopping?
- How frequently do you shop online?
- What are your secondary preferred services?
- What features or tools do you look for while using an online shopping platform?

Behavioural Questions:

- How often do you shop online?
- What types of products do you typically purchase online?
- Do you have any membership? If so, what benefits do you find most valuable?
- How do you typically research products before making a purchase?
- What factors influence your decision to buy from online platforms over other offline retailers?

Finances:

- How do you approach budgeting and financial planning when it comes to making purchases, especially for items bought online?
- How do you prioritize spending on different categories of products or services?
- Do you consciously spend your money?
- How often do you look for online deals and discounts?
- What is your preferred mode of payment?
- What factors influence your purchasing decision?
- How has your membership impacted your overall spending on online platforms?

Goal-Oriented Questions:

- What are your primary goals when shopping online?
- What do you hope to achieve by using Amazon's services?
- How does social media help you accomplish your shopping goals?
- What are your expectations for customer service and support when shopping online?

What Influences Him/Her:

- Who or what influences your purchasing decisions the most?
- Do you seek out reviews, recommendations, or endorsements from specific sources before making a purchase?
- How does advertising or marketing influence your perception of products or services?

Online Behaviour:

- How do you typically discover new products or services online?
- What online platforms or social media channels do you use to gather product information or seek recommendations?
- Can you describe your typical online shopping journey, from initial research to making a purchase?

E-commerce Preferences:

- What are your favourite product categories?
- What are your preferred brands?
- What are your preferred price ranges?
- What are your preferred delivery options?
- What are your preferred payment options?

Pain Point Questions:

- What frustrations do you encounter when shopping online?
- What challenges do you face when using e-commerce platforms like Amazon?
- Have you experienced any issues with product quality, delivery, or customer service when shopping on e-commerce?
- What would improve your overall experience with online shopping?

Hopes and Dreams:

- What are your aspirations and long-term goals, and how do they impact your purchasing decisions?
- Are there specific products or services that align with your personal or professional aspirations?
- How do your hopes and dreams influence the way you approach online shopping?

Worries and Fears:

- What are some of your concerns or worries when it comes to online shopping?
- Have you experienced any negative experiences or challenges when shopping online, and how have they impacted your behaviour?
- What are your biggest fears or hesitations when considering a purchase from an online retailer?

Demographics:

- What is your name?
- What is your age?
- What is your gender?
- What is your occupation?
- What is your average household income?

Profiling of the target audience

Cohort	Segment	Income	Key Traits & Behaviors	Looking For	Needs & Pain Points	Influences & Motivations	Brand Affinities
18-30	Busy Students & Young Professionals	₹20,000 - ₹1,20,000	Value convenience & time-saving benefits. Juggle work, family, personal life.	Innovative tech products - Reliable performance & user experience	Quick & hassle-free shopping experiences. Balancing busy schedules.	Convenience, affordability, quality. Fast & reliable delivery	Tech brands with good reputation
	Tech Enthusiasts	₹80,000 - ₹1,20,000	Passionate about tech, value innovation. Research extensively before buying	Quick & hassle-free shopping experiences, Affordable & quality products	Finding reliable & innovative tech products. Time-consuming research.	Tech specs, user reviews, expert opinions. Discounts & special offers	Established brands with good value
	Urban Explorers	₹85,000 - ₹1,20,000	Open to new experiences & products. Enjoy exploring & discovering.	Unique & trendy product options.	Variety & unique product options. Finding local stores & services.	Quality, uniqueness, social media influence. Convenience, affordability	Trendsetting & socially conscious brands
	Efficient Professionals	₹85,000	Organized & conscientious, value efficiency. Prioritize work-life balance.	Efficient & reliable products, Time-saving features & services.	Balancing work & personal needs. Saving time & effort.	Efficiency, quality, brand reputation. Easy returns & hassle-free shopping	Practical & functional brands
30-55+	Family-Oriented Individuals	₹1,20,000 - ₹1,800,000	Prioritize family needs & convenience. Juggle family & work responsibilities.	Convenient & timesaving, Trustworthy.	Convenient & time-saving solutions for family. Trustworthy & reliable brands.	Convenient & time-saving solutions for family. Trustworthy & reliable brands	Family-friendly brands with good value
	Multitasking Parents	₹1,50,000 - ₹1,800,000	Organized & reliable, prioritize family needs. Manage family & work.	Time-saving options, quality & value for money	Juggling multiple tasks & finding solutions. Convenient & time-saving options.	Family needs, convenience, quality. Value for money & discounts	Practical & reliable brands with good value

	Savvy Shoppers	₹80,000 - ₹1,800,000	Conscious spenders, avoid impulsive purchases. Research & compare products before buying	Quality, competitive prices, discounts & deals.	Finding quality products at good prices. Avoiding unnecessary expenses.	Quality, value for money, customer reviews. Discounts & deals.	Value-oriented brands with good quality
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Buyer Persona

Based on the insights gathered from the interviews, we had created a composite buyer persona.

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.

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, gadgets for better options and prices.
- Look for coupons and good deals for new experiences.

WHAT ARE THEY LOOKING FOR

- High-quality electronic gadgets/products.
- Looking for latest trends in Fashion and tech gadgets online.
- Would love to get good deals online at times.
- Looks for exploring new places with friends and family.
- Opportunities to learn, explore, and expand their knowledge base.

WHAT INFLUENCES THEM

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

BRAND AFFINITIES

- Nike, Apple, One Plus, Logitech, Prime.

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.

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

- Juggles a demanding career with managing a household and caring for children.
- Enjoys staying active with yoga and weekend hikes with family.
- Values quality time with friends and socializing over dinner parties.
- Actively engages with social media and online communities related to their interests.
- Values efficiency and prioritizes saving time with convenient online shopping.

ONLINE BEHAVIOUR

- Actively use social media (Facebook, Instagram, Pinterest) for inspiration, recommendations, and connecting with friends and family.
- Engages in online communities related to parenting, fitness, and personal development.
- Reads blogs and online reviews before making purchase decisions.
- Seeks detailed product information, including sizing guides and color swatches, to avoid returns.
- Enjoys discovering new brands and products through social media influencers she trusts.
- Budget-conscious but willing to invest in quality items that will last.

WHAT INFLUENCES THEM

- Product quality and brand reputation.
- Positive reviews and influencer recommendations.
- Personalized shopping experiences and loyalty programs.
- Free shipping and return options.
- Sustainable practices and social responsibility.

WHAT THEY ARE LOOKING FOR

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

MOTIVATIONS

- Simplify life with convenient shopping solutions.
- Maintains well-being with quality products for fitness and self-care.
- Finds joy in discovering new things and express individuality through online purchases.
- Values brands that are socially responsible and offer sustainable products.

PAIN POINTS:

- Can feel overwhelmed by the vast selection of products.
- Concerned about the authenticity and quality of some products.
- May find navigating different product categories challenging.
- Timely delivery and product authenticity are crucial factors.

WORRIES & FEARS:

- Fake/low-quality products, especially new brands.
- Overwhelmed by vast selection, difficulty in choosing.

- Fear of missing better prices or promotions.
- Fake reviews & marketing influencing decisions.
- Anxious about late/lost packages, especially time-sensitive ones.

Justification:

Buyer Persona Development Process:

- **Identifying the Target:** We began by defining our brand's ideal customer, considering demographics, financial background, behavioural patterns, and lifestyle choices. This initial segmentation helped us understand who to focus on within the broader market.
- **In-Depth Interviews:** To gain deeper insights, we conducted intensive interviews with eight individuals from our target audience. These conversations were recorded for later analysis, allowing us to capture their detailed responses and perspectives.
- **Crafting Individual Personas:** Based on the individual interview data, we created distinct profiles for each participant. These individual personas provided a nuanced understanding of the diverse experiences and characteristics within our target group.
- **Building the Ideal Buyer Persona:** By analysing the collected responses and identifying commonalities across all eight interviews, we were able to construct a consolidated representation of our ideal buyer persona. This persona encompasses key aspects like financial situation, online behaviour, interests, and the pain points our target audience typically faces.

The interview recordings can be accessed through the following **Google Drive link:**
<https://drive.google.com/drive/folders/1GrmT0rR0QKAInTS6CZ2OieE189Th2eWS?usp=sharing>

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.

Strategies:

- Host contests and giveaways on Instagram and Facebook, offering discounts or coupons as rewards.
- Partner with relevant influencers who resonate with your target audience to share customer testimonials.
- Engage satisfied customers through email or social media, responding to reviews positively and showcasing customer stories.

Tactics:

- Create branded templates for consistency and highlight specific details mentioned in testimonials.
- Use relevant hashtags to increase discoverability, run polls, and ask questions to encourage engagement.
- Track and measure results to optimize campaigns over time.

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

Strategies:

- Respond to all reviews promptly and professionally, focusing on positive aspects and offering solutions when necessary.
- Feature customer stories in social media content and incentivize testimonials across platforms.
- Address negative feedback publicly and showcase the resolution.

Tactics:

- Reward participants with discounts or products.
- Monitor review platforms and social media for negative feedback.
- Use review management tools to automate responses and track progress.

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

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

Strategies:

- Create high-quality images and videos showcasing products, focusing on functionality and benefits relevant to target audience.

- Utilize user-generated content from young tech enthusiasts to build trust and authenticity.
- Implement A/B testing to optimize ad performance and target relevant demographics.

Tactics:

- Feature behind-the-scenes glimpses and employee stories to connect with target audience.
- Utilize Instagram Reels and Facebook Stories with engaging product.
- Collaborate with micro-influencers in the tech and gadget.

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

Strategies:

- Utilize targeted advertising on Facebook and Instagram, focusing on demographics and interests relevant to target audience.
- Foster a sense of community through Q&A sessions and discussions related to your products.
- Encourage user-generated content and testimonials to build social proof and trust.

Tactics:

- Develop partnerships with lifestyle and parenting influencers to create sponsored content.
- Host live shopping events on Facebook and Instagram with exclusive offers and discounts.
- Offer product tutorials and guides through social media platforms.

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

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

Strategies:

- Implement SEO best practices, focusing on keywords relevant to target audience interests and search habits.
- Develop and execute a content marketing plan with valuable blog posts, infographics, and videos addressing common pain points.
- Utilize social media advertising with targeted campaigns.

Tactics:

- Conduct keyword research and optimize website content for relevant terms.
- Create content related to new trends, product comparisons, and buying guides.
- Run retargeting campaigns to capture users who have shown interest.
- Use Facebook and Instagram ads for targeted audience.

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

Strategies:

- Optimize the website's user experience for a seamless shopping journey, addressing potential pain points raised in persona research.
- Implement personalized product recommendations and targeted promotions based on past behaviour and preferences.
- Showcase customer reviews and testimonials prominently throughout the website to build trust.

Tactics:

- Conduct A/B testing on website elements like navigation and checkout.
- Utilize heatmaps and user session recordings to identify areas for improvement.
- Offer live chat support for real-time assistance during the purchase process.

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

Strategies:

- Implement a customer-centric approach, focusing on prompt and personalized responses to inquiries and feedback.
- Develop a tiered loyalty program that rewards repeat purchases and incentivizes advocacy through referrals and reviews.
- Proactively gather customer feedback through surveys and use it to drive continuous improvement.

Tactics:

- Train customer service representatives on empathy and active listening skills.
- Offer exclusive discounts and early access to new products for loyal customers.
- Implement surveys at key touchpoints like purchase completion and post-interaction.
- Regularly analyse customer feedback and take action to address concerns and improve their experience.

Selection of Platform

Cohort 1 (18-30)

Primary Platforms:

- Instagram: Strong visual focus aligns with their interest in trends and discovery. Ideal for showcasing fashion, tech, and lifestyle content.
- Twitter: Short and frequent updates cater to their sporadic online activity and interest in new updates. Suitable for news, promotions, and fun facts.
- YouTube: Longer-form content format complements their OTT platform usage and interest in new trends. Utilize for tech reviews, entertaining videos, and lifestyle content.

Secondary Platforms:

- Facebook: Can be relevant for casual engagement and promotions. Encourage user-generated content and contests for better engagement.

Tactics

Instagram:

- Showcase latest fashion collections, tech gadgets, and lifestyle content.
- Utilize polls, quizzes, and stickers to interact with the audience.
- Partner with relevant personalities to promote products and brand values.
- Share authentic reviews, testimonials, and stories to build trust.
- Drive engagement and encourage brand loyalty.

Twitter:

- Share news, promotions, and fun facts in a conversational tone.
- Provide timely and professional customer service.
- Retweet, like, and join relevant discussions.
- Utilize hashtags and mentions to reach a wider audience.
- Advertise to specific user segments based on their interests.

YouTube:

- Product reviews, tech tutorials, and lifestyle videos.
- Utilize keywords, titles, descriptions, and tags for better search ranking.
- Partner with YouTubers with similar audience segments.
- Organize videos for easy navigation and discovery.
- Reach specific demographics and interests based on target audience.

Cohort 2 (30-55+)

Primary Platforms:

- Facebook: Offers community building, product recommendations, and news updates, aligning with their active engagement and community needs.

- Instagram: Provides visual inspiration and brand discovery for fashion, fitness, and personal development interests.
- YouTube: Enables in-depth content consumption for product demonstrations, industry insights, and learning.

Secondary Platforms:

- LinkedIn: Enhances professional networking and builds brand reputation through career opportunities and thought leadership content.
- Pinterest: Serves as a planning and research tool for product inspiration and purchase decisions. Curate boards and collaborate with relevant Pinners.

Tactics

Facebook:

- Share relevant content, engage in discussions, and respond to comments.
- Showcase products and highlight positive customer experiences.
- Host Q&A sessions, product launches, and behind-the-scenes glimpses.
- Reach specific demographics and interests.
- Offer exclusive deals and promotions based on user preferences.

Instagram:

- Share engaging posts related to fitness, personal development, and hobbies.
- Partner with personalities relevant to specific interests.
- Share authentic reviews and testimonials.
- Reach specific demographics and interests.

YouTube:

- Product demonstrations, tutorials, and industry insights.
- Partner with professionals in relevant fields.
- Utilize keywords, titles, descriptions, and tags for better search ranking.
- Reach specific demographics and interests.

LinkedIn:

- Share industry insights, best practices, and company news.
- Promote job openings and attract talent.
- Connect with potential partners and industry professionals.
- Reach specific job seekers and decision-makers.

Pinterest:

- Showcase product collections, lifestyle inspiration, and DIY projects.
- Partner with influencers in relevant niches.
- Reach specific demographics and interests based on target audience.

Research Worksheets

FACEBOOK RESEARCH WORKSHEET

Find and like the Pages of the competitors and the brands you think are successful on Facebook. Then click on the PAGES FEED link to begin to reverse engineer their marketing strategy.

Amazon India: 30,183,704 followers.

Page Description: The official Facebook page of Amazon India.

- Promotions and Deals: Amazon India shares updates about ongoing sales, discounts, and exclusive offers.
- Product Showcases: They highlight popular products, new arrivals, and seasonal trends.
- Customer Engagement: Amazon India responds to user comments and inquiries promptly.
- Community Building: They create polls, quizzes, and interactive content to engage followers.
- Brand Reputation: Sharing positive customer experiences and success stories.

Competitors

Flipkart: 640,000 followers.

Page Description: India's favourite online shopping destination!

- Flash Sales and Offers: Flipkart announces flash sales, discounts, and limited time offers.
- Product Categories: They showcase various product categories, including fashion, electronics, and home goods.
- Interactive Content: Polls and questions encourage user engagement.
- Customer Support: Responding to user queries and addressing concerns.
- Brand Identity: Highlighting Flipkart's position as a popular e-commerce platform.

Meesho: 744,879 followers.

Page Description: At Meesho, we strive to make quality products accessible to all.

- Reseller Community: Meesho shares success stories of resellers and encourages others to join.
- Product Variety: Showcasing a wide range of products available on the platform.
- Affordability: Emphasizing low prices and savings for customers.
- Customer Interaction: Responding to user comments and inquiries.
- Brand Values: Focusing on accessibility and quality.

Brands that are successful on Facebook

eBay: 10,912,246 followers.

Description: eBay is an online marketplace where users can buy and sell a wide range of products. Their Facebook page shares deals, featured items, and user-generated content.

- eBay emphasizes deals, showcasing unique and affordable products.
- They encourage users to share their #ebayfinds, creating a sense of community.
- eBay posts regularly to keep their audience engaged.

Walmart: 33,638,466 followers.

Description: Walmart is a retail company known for its “Save money. Live Better.” motto. Their Facebook page shares updates, deals, and information about their products and services. They engage with their audience through posts, photos, and videos.

- Walmart shares a mix of product promotions, lifestyle content, and community-related posts.
- They use high-quality images and videos to showcase their products and create an appealing visual experience.
- Walmart actively responds to comments and messages, fostering a sense of community.
- They leverage local store pages to promote specific locations.

Alibaba Group: 562,959 Followers.

Description: Alibaba Group’s mission is to make it easy to do business anywhere. They provide technology infrastructure and marketing reach for businesses.

- Alibaba shares updates related to e-commerce, technology, and business trends.
- They highlight their global presence and partnerships.
- Alibaba shares insights and resources for businesses.

INVENTORY: PAGE SET UP. Take the Pages you identified above and begin to inventory what you like / dislike / need to create for your own Page.

Likes / dislikes about their Cover Photos:

Amazon India:

- Likes: Simple, product-focused, and visually appealing.
- Dislikes: Can be static and not always reflect current promotions or campaigns.

Flipkart:

- Likes: Frequently updated, often reflects current promotions and campaigns, uses high-quality visuals.
- Dislikes: May lack consistent visual identity across different campaigns.

Meesho:

- Likes: Vibrant and visually appealing, highlights diverse product categories and uses trending elements.
- Dislikes: Can sometimes be cluttered and overwhelming.

eBay:

- Likes: Simple and clean design often features product categories or seasonal themes.
- Dislikes: Lacks brand personality and can feel generic.

Walmart:

- Likes: Uses high-quality visuals, often features seasonal themes or community initiatives.
- Dislikes: Can be inconsistent in visual style and messaging.

Alibaba Group:

- Likes: Professional design highlights global reach and diverse business segments.
- Dislikes: May not resonate well with individual consumers who use the platform for purchases.

Likes / dislikes about their Profile Pictures:

Amazon India:

- Likes: Recognizable logo, consistent with brand identity.
- Dislikes: Lacks personality and visual engagement compared to competitors.

Flipkart:

- Likes: Consistent with cover photo branding, uses a recognizable logo.
- Dislikes: Lacks differentiation from the cover photo.

Meesho:

- Likes: Colourful and eye-catching, reflects brand identity.
- Dislikes: May be too small to be easily recognizable on some devices.

eBay:

- Likes: Recognizable logo, consistent with brand identity.
- Dislikes: Lacks personality and visual engagement compared to some competitors.

Walmart:

- Likes: Recognizable logo, consistent with brand identity.
- Dislikes: Can appear generic and dated compared to some competitors.

Alibaba Group:

- Likes: Recognizable logo, consistent with brand identity.
- Dislikes: May not be as relevant to individual consumers as other brands' profile pictures.

Likes / dislikes about their Tabs:

Amazon India:

- Likes: Limited use of tabs could offer more options for user engagement.
- Dislikes: Lacks dedicated tabs for specific product categories or customer service information.

Flipkart:

- Likes: Utilizes various tabs for easy access to information (e.g., stores, deals, help).
- Dislikes: May overwhelm users with too many options, some tabs could be combined.

Meesho:

- Likes: Offers product category tabs for better navigation, includes a "Community" tab for user interaction.
- Dislikes: Some tabs may not be relevant to all users (e.g., "Become a Reseller").

eBay:

- Likes: Offers basic tabs for buying, selling, and customer service.
- Dislikes: Lacks more engaging tabs like "Trending Products" or "Community" features.

Walmart:

- Likes: Includes tabs for specific departments (e.g., grocery, electronics) and a "Community" tab.
- Dislikes: Some tabs may not be relevant to international audiences (e.g., "US Stores").

Alibaba Group:

- Likes: Offers various tabs highlighting different business segments (e.g., Taobao).
- Dislikes: May be overwhelming for individual consumers and not directly relevant to their shopping experience.

Likes / dislikes about their Review tabs:

Amazon India:

- Likes: Encourages customer reviews, potentially building trust and credibility.
- Dislikes: Limited visibility on the main page, making it difficult to find recent reviews and filter by product category.

Flipkart:

- Likes: Similar to Amazon India, potentially building trust with user reviews.
- Dislikes: Lacks prominence and organization, lacking visual elements like star ratings or user photos next to reviews.

Meesho:

- Likes: Showcases user reviews and ratings prominently on product pages, fostering trust and potentially influencing purchase decisions.
- Dislikes: Limited ability for users to sort or filter reviews by specific criteria (e.g., date, helpfulness, rating), making it challenging to find the most relevant information.

eBay:

- Likes: Offers a dedicated "Reviews" tab, allowing users to leave feedback on sellers and products.
- Dislikes: Review section can be cluttered and overwhelming, lacking clear organization or filtering options.

Walmart:

- Likes: Integrates reviews within product listings, potentially influencing purchase decisions.
- Dislikes: Lacks dedicated review section and filtering options, making it difficult to find specific reviews.

Alibaba Group:

- Likes: Not applicable for individual consumer interaction on the brand page, focus is primarily on B2B transactions.
- Dislikes: Not applicable for individual consumer review experience.

Likes / dislikes about whether they allow “post to the Page” by users:

Amazon India:

- Likes: Maintains brand control over content, but limits user engagement.
- Dislikes: Misses out on potential user-generated content and community building opportunities.

Flipkart:

- Likes: Enables "post to the Page" for specific campaigns and contests, encouraging user participation.
- Dislikes: Lacks consistent implementation and may not be fully utilized for organic user engagement.

Meesho:

- Likes: Encourages user-generated content through contests and hashtags, fosters a community feel.
- Dislikes: May need stronger moderation to ensure content quality and relevance.

eBay:

- Likes: Allows "post to the Page" but engagement is limited.
- Dislikes: Lacks a clear strategy to leverage user-generated content for marketing purposes.

Walmart:

- Likes: Enables "post to the Page" but user engagement is inconsistent.
- Dislikes: Lacks a dedicated strategy to encourage and curate user-generated content.

Alibaba Group:

- Likes: Limited user engagement on the Facebook page, focus is primarily on corporate communication.
- Dislikes: Not applicable for individual consumer interaction on the brand page.

INVENTORY: POSTING STRATEGY. Next, analyse the Pages as to what they are posting and why. Which posts have many likes, comments, and shares? Which posts are blatantly self-promotional? What is their apparent posting rhythm, or percent that are fun vs. percent that are self-promotional?

Likes / dislikes about Posts:

Amazon:

- Amazon uses a mix of product promotions, customer stories, and educational content in their posts.
- They also use multimedia content including videos and images to drive higher engagement.
- They leverage data to drive marketing decisions.
- Likes: Their focus on providing a convenient and trustworthy online shopping experience.
- Dislikes: They could add more variety to their posts, such as behind-the-scenes content or employee stories.

Flipkart:

- Flipkart uses a variety of strategies including star power and influencer marketing.
- They have increased their budget spend on digital marketing considerably.
- Likes: Their use of local influencers and vernacular content.
- Dislikes: They could do more to engage with their audience directly, such as through Q&A sessions or live videos.

Meesho:

- Meesho uses informative and entertaining content that educates users about the company, its products, and its services.
- They also use Facebook to drive traffic to its website and promote special deals and discounts.
- Likes: Their use of memes and relatable content to engage with their audience.
- Dislikes: They could provide more behind-the-scenes content or employee stories.

eBay:

- eBay uses a variety of strategies including product promotions, customer stories, and educational content.
- They also use multimedia content including videos and images to drive higher engagement.
- Likes: Their use of profile images and cover photos to promote products.
- Dislikes: They could do more to engage with their audience directly, such as through Q&A sessions or live videos.

Walmart:

- Walmart uses a mix of product promotions, customer stories, and educational content in their posts.
- They also use multimedia content including videos and images to drive higher engagement.
- Likes: Their use of profile images and cover photos to promote products.

- Dislikes: They could do more to engage with their audience directly, such as through Q&A sessions or live videos.

Alibaba Group:

- Alibaba uses informative and entertaining content that educates users about the company, its products, and its services.
- They also use Facebook to drive traffic to its website and promote special deals and discounts.
- Likes: Their use of memes and relatable content to engage with their audience.
- Dislikes: They could provide more behind-the-scenes content or employee stories.

Examples of Posts that got a lot of interactivities (likes / comments / shares). Why?

Example 1: Amazon's Prime Day deals post.

- Content: Highlighted exclusive discounts on popular electronics and home appliances.
- Likes: 115K
- Comments: 2.1K
- Views: 6.2M
- Success Factors:
 - Urgency: Prime Day is a limited-time event, creating urgency.
 - Visual Appeal: Eye-catching images grabbed attention.
 - Call-to-Action: The post encouraged followers to shop immediately.

Example 2: Amazon's Earth Day sustainability post.

- Content: Showcased eco-friendly products available on Amazon.
- Success Factors:
 - Relevance: Aligned with Earth Day, resonating with environmentally conscious users.
 - Brand Image: Demonstrated Amazon's commitment to sustainability.
- Hashtags: #PrimeDay, #ShopLocal, and #AmazonFinds connected with the audience.

Example 3: Flipkart's Big Billion Days sale video.

- Content: Showcased massive discounts across product categories.
- Likes: 9K
- Comments: 144
- Views: 419K
- Success Factors:
 - Video Format: Videos capture attention and encourage sharing.
 - Customer Testimonials: Real-life stories build trust.
 - Event Excitement: Created buzz around the upcoming sale.

Example 4: Flipkart's delivery heroes' post.

- Content: Celebrated delivery executives going the extra mile.
- Success Factors:
 - Emotional Appeal: Heartwarming stories resonate with users.

- Authenticity: Showed appreciation for unsung heroes.
- Hashtags: #BigBillionDays, #FlipkartDeliveryHeroes, and #ShopSmart engaged the community.

Example 5: Meesho's reseller success stories.

- Content: Highlighted how ordinary people transformed their lives through Meesho.
- Likes: 3.2K
- Comments: 191
- Views: 3.3M
- Success Factors:
 - Inspiration: Success stories motivate others to join the platform.
 - Community Building: Strengthened the Meesho community.

Example 6: eBay's post announcing a flash sale with limited quantities generated buzz.

- Why: Scarcity and exclusivity drive engagement. The post created a sense of urgency among followers.

Example 7: Walmart's post celebrating frontline workers during the pandemic received heartfelt comments and shares.

- Why: Authentic content that acknowledges real-world heroes resonates with users and encourages sharing.

Example 8: Alibaba's post about its annual Singles' Day shopping festival garnered massive interactions.

- Why: Singles' Day is a major event in China, and Alibaba's post capitalized on the excitement around it.

Examples of Posts that are “buy my stuff.” Do you think that they are effective?

Example 1: Prime Day 2023.

Content: Amazon announced their Prime Day deals, highlighting discounts on various product categories.

Effectiveness:

- Pros: Urgency created by the limited-time event. Eye-catching images and clear call-to-action.
- Cons: May feel promotional and lack personalization.

Example 2: Amazon's Earth Day Sustainability Post.

Content: Amazon showcased eco-friendly products available on their platform, encouraging environmentally conscious choices.

Effectiveness:

- Pros: Aligns with Earth Day, resonating with conscious consumers. Demonstrates Amazon's commitment to sustainability.

- Cons: May not directly drive immediate sales but enhances brand image.

Example 3: Flipkart's Big Billion Days 2016.

Content: Promoted their annual Big Billion Days sale with attractive discounts.

Effectiveness:

- Pros: Generated buzz around the sale event.
- Cons: May feel promotional to some users.

Example 4: Flipkart's Green E-Store.

Content: Introduced their green e-store with sustainable products.

Effectiveness:

- Pros: Showcased commitment to sustainability.
- Cons: May not directly drive immediate sales but enhances brand image.

Example 5: Meesho's Shop & Resell Post.

Content: Promoted their platform for shopping and reselling.

Effectiveness:

- Pros: Clear call-to-action for users to join Meesho.
- Cons: May feel transactional without personalization.

Example 6: eBay's Campaign Launch with Alia Bhatt and Ranbir Kapoor.

Content: Introduced their campaign with popular Bollywood actors.

Effectiveness:

- Pros: Celebrity endorsement attracts attention.
- Cons: May not directly drive immediate sales.

Example 7: Walmart's Back-to-School Campaign.

Content: Promoted back-to-school supplies and essentials.

Effectiveness:

- Pros: Timely and relevant for parents.
- Cons: May not resonate with all followers.

Example 8: Alibaba's Singles' Day Promotion.

Content: Celebrated Singles' Day, a major shopping event in China.

Effectiveness:

- Pros: Capitalized on event excitement.
- Cons: May not resonate with global audience.

INVENTORY: CUSTOMER INTERACTION. As you review competitors and other companies on Facebook, do your customers seem to be on Facebook? If so, what are they doing? What sorts of strategies do you see in use that are keeping them engaged?

Customer Interaction on Facebook:

- Amazon's Reviews System:
 - Amazon has mastered the art of customer engagement through its reviews system.
 - Reviews are promoted throughout the platform, both before and after purchase.
 - Every listed item has a star rating awarded by Amazon customers, accompanied by voluntary reviews from previous buyers.
 - Reviews serve as an indicator of quality and provide accountability for sellers.
 - These reviews generate genuine consumer engagement with the platform.
 - The highly active customer reviews columns on Amazon.com function almost like a consumer-driven social network.
- Promotions and Deals:
 - Amazon uses Facebook to highlight products and offer date-related coupons and discounts.
 - Timely promotions keep customers engaged and encourage sales.
 - Flash sales announcements and limited time offers create a sense of urgency.
- Community Building:
 - Amazon fosters a sense of community by encouraging buyers to share their experiences.
 - Customers actively participate by leaving reviews, sharing product recommendations, and discussing purchases.
 - The platform becomes a space where buyers connect, learn from each other, and make informed decisions.
- Customer Service and Queries:
 - Amazon responds promptly to customer inquiries and complaints on Facebook.
 - Quick resolution of issues enhances customer satisfaction and trust.
 - Transparent communication builds a positive brand image.
- Interactive Content:
 - Amazon posts interactive content such as polls, quizzes, and challenges.
 - Engaging questions encourage users to participate and share their preferences.
 - Interactive posts create a sense of fun and community.
- Product Showcases and Behind-the-Scenes:
 - Amazon shares behind-the-scenes glimpses of its operations, warehouses, and fulfilment centres.
 - Product showcases, unboxing videos, and sneak peeks generate excitement.
 - Transparency about the company's processes and commitment to quality resonates with customers.
- User-Generated Content (UGC):
 - Amazon encourages customers to share photos and videos of their purchases.
 - UGC humanizes the brand and showcases real people using Amazon products.
 - Contests and challenges that involve UGC boost engagement.
- Educational Content:
 - Amazon provides educational content related to products, usage, and benefits.

- How-to guides, tips, and tutorials enhance customer knowledge.
- Informed customers are more likely to engage and make confident purchases.

Engagement Strategies:

- Amazon strikes a balance between self-promotion and customer-centric content. While promoting products, it also focuses on customer needs, reviews, and community building.
- Amazon maintains a regular posting rhythm, ensuring that customers receive timely updates.
- Amazon capitalizes on holidays, festivals, and shopping events to engage customers with relevant content.
- High-quality images, videos, and infographics enhance engagement.
- Polls, quizzes, and challenges encourage participation.
- Quick responses to queries and complaints demonstrate commitment to customer satisfaction.

POST INTERACTIVITY. Why will potential customers “like” your Facebook Page? What will they “get” out of it? And for individual posts, why will they like, comment, and even share your posts?

Post Concept #1: Customer Story

- Content: Share a heartwarming story of a customer using an Amazon product in a unique or meaningful way.
- Why they will like: Relatable content, emotional connection, user-generated content (UGC) encourages engagement.
- Why they will comment: Share their own stories, ask questions about the product, provide feedback.
- Why they will share: Feels good to share a positive experience, supports the customer featured, raises awareness of the product.

Post Concept #2: Product Showcase with User Reviews

- Content: Feature a popular product alongside positive user reviews and star ratings.
- Why they will like: Visual appeal, helps with purchase decisions by showcasing real-user experiences and trust.
- Why they will comment: Ask specific questions about the product, share their own experiences, offer alternative recommendations.
- Why they will share: Helpful information for others, potentially receive a response from the brand for their comment.

Post Concept #3: Interactive Poll

- Content: Ask a fun and engaging question related to shopping preferences or product categories, offer a discount code based on the results.
- Why they will like: Interactive and engaging format, chance to win a discount, feels like their voice matters.
- Why they will comment: Share their opinions and participate in the discussion.
- Why they will share: Encourage friends to participate and potentially win the discount, contribute to the data and see the overall results.

Post Concept #4: Humorous Product-Related Content

- Content: Utilize humour, relatable scenarios, or memes incorporating Amazon products or services.
- Why they will like: Entertaining and light-hearted content, provides a break from their day, feels relatable.
- Why they will comment: Share their own humorous experiences, tag friends, add to the ongoing joke.
- Why they will share: Spread the humour and entertainment with others, potentially go viral if well-received.

Post Concept #5: Community Feature: "What are you reading?"

- Content: Ask users to share the book they're currently reading or recommend their favourite read.
- Why they will like: Feels like a community discussion, allows them to share personal interests, discover new recommendations.
- Why they will comment: Recommend their own favourites, discuss the book being read, engage in friendly conversation.
- Why they will share: Encourage others to participate and share their reading habits, potentially discover new books through recommendations.

Post Concept #6: Behind-the-Scenes Look

- Content: Share a short video or photo showcasing the work environment, employees, or the process behind Amazon services.
- Why they will like: Provides transparency and humanizes the brand, allows them to connect with the company on a deeper level.
- Why they will comment: Ask questions about the work environment, share their own experiences working with Amazon (if applicable).
- Why they will share: Feel connected to the brand, provides others with a unique perspective of the company.

TWITTER RESEARCH WORKSHEET

INTRODUCTION. Before you plunge into setting up your business Twitter account and tweeting wildly to interact with your customers, it's worth researching Twitter to find out what potential customers are doing on Twitter as well as identify companies to reverse engineer.

TWITTER SET UP (PROFILE). You and your team will need a Twitter account for your business. Next, you'll need to identify potential companies that are either like your own (competitors) and/or major brands that you respect that seem to be doing a good job of Twitter marketing. (Use Twitter search or Google Site: Twitter.com to identify potential companies.)

- Twitter account set up for: Amazon
- Twitter handle: @Amazon

List existing competitors and identify their Twitter page by URL:

- Competitor: Flipkart
 - Follower Count: 2.9M
 - Twitter Handle @Flipkart
- Competitor: Meesho
 - Follower Count: 55.7K
 - Twitter Handle @Meesho_official.
- Competitor: Myntra
 - Follower Count: 732.4K
 - Twitter Handle @Myntra

Brands you like that seem to “get” Twitter:

- Competitor: Walmart
 - Follower Count: 3.2M
 - Twitter Handle: @Walmart
- Competitor: eBay
 - Follower Count: 1.2M
 - Twitter Handle: @eBay
- Competitor: Alibaba Group
 - Follower Count: 243.5K
 - Twitter Handle: @AlibabaGroup

Find and follow the above accounts from within your own Twitter account. Then click on the BLUE FOLLOWING link at the top left of your Twitter account to begin to reverse engineer their marketing strategy.

INVENTORY: PAGE SET UP. Take the accounts you identified above and begin to inventory what you like / dislike / need to create for your own Page.

Likes / dislikes about their Header Image:

- Amazon India's header image features a clean and professional design. It prominently displays its logo and showcases a diverse range of products, emphasizing its vast selection.
- Flipkart's header image features a clean design with their logo and vibrant colours. It effectively represents their brand.
- Meesho's header image is visually appealing, featuring a collage of product images. It reflects their focus on small businesses and entrepreneurship.
- Myntra's header image features fashion models wearing trendy outfits. It aligns with their brand as an online fashion retailer.
- Walmart's header image features a clean design with their logo and a focus on shopping and retail.
- Alibaba Group's header image showcases a recent logistics feature launch. It effectively communicates their business focus.

Likes / dislikes about their Profile Pictures:

- The profile picture of Amazon India is their logo, which is instantly recognizable and consistent with their global branding.
- The profile picture of Flipkart is their logo, which is simple and consistent with their branding.
- The profile picture of Meesho is their logo, which is clean and professional.
- The profile picture of Myntra is their logo, which is stylish and relevant to their industry.
- The profile picture of eBay is their logo, which is instantly recognizable and consistent with their global branding.
- The profile picture of Walmart is their logo, which is instantly recognizable and consistent with their branding.

Likes / dislikes about their Account Bio:

- The bio of Amazon India succinctly states, "Official Twitter account of Amazon India." It's informative and straightforward.
- Flipkart's bio succinctly describes Flipkart as "India's homegrown e-commerce marketplace."
- Meesho's bio introduces Meesho as "India's #1 Reselling App." It also includes a call-to-action to download their app.
- Myntra's bio succinctly states, "India's largest fashion destination." It's clear and informative.
- Alibaba group's bio introduces Alibaba Group as a global brand. It's concise and informative.
- Walmart and eBay bio's state, "Official Twitter account of Walmart" and "Official Twitter account of eBay India." It's clear and informative.

Likes / dislikes about their Pinned tweets:

- Amazon India's pinned tweets often highlight ongoing sales, exclusive deals, and new product launches. They effectively use visuals and concise text to engage their audience.
- Flipkart's pinned tweets often highlight ongoing sales, exclusive deals, and new product launches. They effectively use visuals and concise text.

- Meesho's pinned tweets often showcase success stories of resellers using their platform. It's a great way to engage their community.
- Mynta's pinned tweets highlight ongoing sales, collaborations with designers, and fashion trends. They use visuals effectively.
- eBay's pinned tweets often highlight ongoing sales, exclusive deals, and new product launches. They effectively use visuals and concise text.
- Walmart's pinned tweets often highlight promotions, community initiatives, and customer engagement. They maintain a positive tone.
- Alibaba Group's pinned tweets often highlight business achievements, innovations, and global impact. They engage their audience effectively.

INVENTORY: TWEETING STRATEGY. Next, analyse the accounts as to what they are tweeting and why. Which tweets have many likes, comments, and retweets? (Click on a tweet to see this information). Which tweets are blatantly self-promotional? What is their apparent tweeting rhythm, or percent that are fun vs. percent that are self-promotional?

Amazon India (@amazonIN)

Content Mix:

- Amazon India's tweets cover a wide range of topics, including product promotions, customer service, brand announcements, and social initiatives.
- They share content related to e-commerce, entertainment, technology, and lifestyle.

Engagement Approach:

- Amazon India actively engages with followers by responding to queries, addressing concerns, and sharing user-generated content.
- They use humour, GIFs, and interactive polls to encourage audience participation.

Tweet Frequency:

- Amazon India tweets multiple times a day, maintaining a consistent presence.
- Their tweets are timed strategically to coincide with peak user activity.

Likes / dislikes about tweets:

Likes:

- Amazon India's tweets that ask questions, run polls, or encourage user participation tend to receive more likes and retweets.
- Tweets that highlight customer stories, testimonials, and positive experiences resonate well.
- Amazon India participate in trending conversations or share relevant news, engagement increases.
- Flipkart's polls and questions encourage user participation, they ask about favourite services, products, and preferences.
- Sharing success stories of small businesses selling on Flipkart, highlighting customer testimonials and positive experiences.

- Meesho actively tackles issues related to platform misuse, responding to user complaints and inquiries.
- Myntra showcases new collections and style ideas, highlights fashion influencers and bloggers.
- Myntra Announces designer collections and exclusive launches, responding to user comments and feedback.

Dislikes:

- Some tweets are blatantly self-promotional, focusing solely on product sales.
- Occasionally, they share generic content that lacks uniqueness or creativity.
- Some tweets express dissatisfaction with delivery or refund processes.

Examples of tweets that got a lot of interactivities (favourites / conversations / retweets).

Why?

Amazon India (@amazonIN)

1. *Tweet: Amazon India's tweet about supporting delivery boys during the lockdown.*

Link: <https://twitter.com/amazonIN/>

Interactivity:

- Favourites: 153
- Retweets: 2,607

Why?

Authenticity: People appreciate acknowledging and supporting essential workers during challenging times.

2. *Tweet: Amazon India's announcement about the Great Indian Festival*

Link: <https://twitter.com/amazonIN/>

Interactivity:

- Favourites: 30.8K
- Retweets: 984

Why?

Timeliness: The tweet coincided with a major sale event, generating excitement among users.

Flipkart (@Flipkart)

1. *Tweet: Flipkart's poll asking users about their favourite Flipkart service.*

Link: <https://twitter.com/Flipkart>

Interactivity:

- Favourites: 30.8K
- Retweets: 984

Why?

Interactive Content: Polls encourage user participation and engagement.

2. *Tweet: Flipkart's tweet sharing a customer success story.*

Link: <https://twitter.com/Flipkart>

Interactivity:

- Favourites: 2,478
- Retweets: 26.3K

Why?

Customer-Centric: Highlighting real people's achievements resonates with followers.

Examples of tweets that are “buy my stuff.” Do you think that they are effective?

Amazon India (@amazonIN)

Amazon often posts about deals, new product launches, and company news. Tweets that involve contests or special promotions tend to get more likes, comments, and retweets because they offer value to the followers and encourage interaction.

Tweet: Amazon India’s announcement about the Great Indian Festival.

Content: “Get ready for the biggest sale of the year! The Great Indian Festival is here. Shop now!”

Effectiveness: Yes, Effective

- Urgency: Creating excitement for a major sale event.
- Clear call-to-action: “Shop now!”
- Seasonal relevance: Timely promotion during the festival season.

Flipkart (@Flipkart)

Flipkart is known for its engaging content, including contests, customer testimonials, and participation in trending topics. Their most interactive tweets are often those that offer value to their followers, such as contests or special promotions.

Tweet: Flipkart’s tweet about the Big Billion Days sale

Content: “The wait is over! The Big Billion Days sale is live. Grab your favourite products now!”

Effectiveness: Yes, Effective

- Urgency: Encouraging immediate action during the sale.
- Clear call-to-action: “Grab your favourite products now!”

Meesho (@Meesho_Official)

Meesho’s Twitter strategy includes sharing success stories of their sellers, which can inspire and engage their audience. They also post about new features or services, which can attract attention and engagement.

Tweet: Meesho’s tweet about a limited-time discount

Content: “Get 20% off on all fashion items. Use code FASHION20.”

Effectiveness: Yes, Effective

- Urgency: Limited time offer with a discount code.
- Clear instructions: “Use code FASHION20.”

Mynta (@Mynta)

Mynta uses Twitter to showcase their products and share fashion tips. Their most engaging tweets are often those that tap into current fashion trends or offer style advice. They also run contests and promotions, which can drive significant engagement.

Tweet: Mynta's tweet about a flash sale

Content: “Flash sale alert! Get up to 50% off on top brands. Limited stock!”

Effectiveness: Yes, Effective

- Urgency: Flash sale with limited stock.
- Attractive discount: “Up to 50% off.”

INVENTORY: CUSTOMER INTERACTION.

As you review competitors and other companies on Twitter, do your customers seem to be on Twitter? If so, what are they doing? What sorts of strategies do you see in use that are keeping them engaged? What is the “reason” for which customers are on Twitter, and therefore companies like yours can use Twitter as a marketing channel?

Amazon India (@AmazonIN)

Amazon India seems to have a dedicated Twitter handle for customer support (@AmazonHelp). They seem to engage with customers, resolve queries, and complaints. They also seem to use AI chatbots to enhance the customer shopping experience.

Customer Interaction:

- Amazon India actively responds to user queries, complaints, and feedback.
- They address customer concerns promptly, providing solutions or escalating issues.
- Amazon India shares updates about sales, new product launches, and exclusive deals.
- They engage with followers by announcing upcoming events and offers.

Engagement Strategies:

- Polls, questions, and quizzes encourage user participation.
- They ask about preferences, favourite products, and experiences.
- Sharing success stories of small businesses selling on Amazon.
- Highlighting positive customer testimonials.

Reasons Customers Are on Twitter:

- Customers follow Amazon India for updates on sales, discounts, and new arrivals.
- Twitter provides a direct channel for customers to seek assistance.
- Users engage with Amazon India to share experiences and connect with other shoppers.

Marketing Channel Potential:

- Twitter allows Amazon India to share real-time updates about promotions, flash sales, and events.
- Customers can directly interact with the brand, seeking support or clarifications.
- Engaging content helps build brand loyalty and trust. Users engage with Amazon India to share experiences and connect with other shoppers.

TWEET CONCEPTS. Remember that emotional content is the most likely to be interacted with and shared. Utility content does well, too. Brainstorm ways that your content will provoke interaction.

Tweet Type: Promotional content

- Tweet Concept: It's raining deals at Amazon India! Grab your umbrella and shop now to save up to 70% on select items #AmazonRainyDays.
- Encourage Interactivity? Invite followers to comment their favourite deal or product they bought from Amazon India.

Tweet Type: Inspirational content

- Tweet Concept: Meet Rani, a Meesho reseller who started her own boutique from home and now earns a six-figure income #MeeshoSuccessStories.
- Encourage Interactivity? Encourage followers to share their own success stories or goals using Meesho or ask them to tag a friend who needs some motivation.

Tweet Type: Educational content

- Tweet Concept: Did you know that denim was invented in France, not America? Learn more about the history and evolution of this versatile fabric on our blog #MyntraFashionFacts.
- Encourage Interactivity? Ask followers to share their own fashion facts or trivia or quiz them on some common fashion myths.

Tweet Type: Shocking news

- Tweet Concept: Can you believe that Amazon India is offering up to 80% off on electronics? Retweet if you're excited, too!
- Encourage Interactivity? Yes, this tweet creates a sense of urgency and curiosity among the followers and encourages them to share the deal with others.

Tweet Type: Humorous content

- Tweet Concept: When you order a dress from Flipkart, and it fits perfectly. #FlipkartFashion #ExpectationVsReality
- Encourage Interactivity? Yes, this tweet uses a relatable and funny scenario to showcase the quality of Flipkart's products and invites the followers to comment or share their own experiences.

Tweet Type: Testimonial

- Tweet Concept: Meet Priya, a Meesho reseller who earns 50K per month by selling sarees online.
- Encourage Interactivity? Yes, this tweet showcases a real-life success story of a Meesho user and motivates the followers to try out the platform or share their feedback.

Tweet Type: Contest

- Tweet Concept: Want to win a Myntra gift voucher worth 10K?
Just follow these simple steps: 1) Follow us on Twitter 2) Tag 3 friends in the comments 3) Use #MyntraForYou. Hurry, contest ends in 24 hours!
- Encourage Interactivity? Yes, this tweet creates a buzz and excitement among the followers and incentivizes them to engage with the brand and spread the word.

Amazon India (@amazonIN)

- Tweet Concept: “💡 Shocking news! Can you believe that Amazon India is offering a 70% discount on electronics? 🎉 Retweet if you’re excited to grab the deal! 📱 #AmazonDeals”
- Encourages Interactivity: Yes, by asking users to retweet if they’re excited about the discount.

TWEET TYPES. Think of Twitter as a headline service. You can also post links to images, videos, blog articles, infographics, instruct graphics, contests, and other stuff. What types of content do you plan to tweet?

Tweet Type: Product Launch

- Tweet Concept: “Introducing the all-new Kindle Paperwhite, now with a 7” screen and adjustable warm light. Perfect for night-time reading. #KindlePaperwhite”
- Who will care? Why? Book lovers and tech enthusiasts who are always on the lookout for the latest gadgets.

Tweet Type: Fashion Tip

- Tweet Concept: “Pair your skinny jeans with a loose top for a balanced outfit. Add a statement necklace for a pop of colour. #AmazonFashionTips”
- Who will care? Why? Fashion enthusiasts and people looking for style inspiration.

Tweet Type: Sale Announcement

- Tweet Concept: “The Great Indian Festival is back! Get up to 70% off on electronics, fashion, and more. Sale starts at midnight! #AmazonGreatIndianFestival.”
- Who will care? Why? Shoppers looking for great deals and discounts.

Tweet Type: Customer Story

- Tweet Concept: “Meet Raj, a small business owner who expanded his reach nationwide through Amazon. #AmazonSuccessStories.”
- Who will care? Why? Aspiring entrepreneurs and people interested in success stories.

Tweet Type: Educational Content

- Tweet Concept: “Did you know that you can schedule your deliveries with Amazon Day? Learn more about this feature on our blog. #AmazonTips.”
- Who will care? Why? Amazon customers who want to make the most out of their shopping experience.

Google Trends Analysis

This analysis compares Amazon's performance in the Indian market from January 1, 2024, to March 1, 2024, compared to its competitors Flipkart and Meesho. This analysis provides a comparative analysis of Amazon, Flipkart, and Meesho based on the provided datasets, focusing on search trends, regional popularity, and specific product categories. While Amazon remains the market leader, Flipkart shows significant growth, and Meesho exhibits strength in specific categories like women's clothing.

Time: (January 1, 2024 - March 1, 2024)

Market Share

- Amazon remains the market leader in terms of search volume with a consistent score of 100 throughout the period.
- Flipkart shows significant growth (80%) in search volume, potentially indicating a rising brand presence.
- Meesho holds steady search volume (7) but exhibits strong growth in specific categories like women's clothing (100%) and fleece leggings (550%).

Search Trends

Top Searches:

- Amazon: "amazon", "amazon login", "amazon prime", "amazon gift card"
- Flipkart: "flipkart login", "flipkart sale", "redmi 13c 5g flipkart"
- Meesho: "meesho seller", "meesho login", "meesho shopping"

Rising Searches:

- Amazon: "amazon promo code", "amazin", "amazon careers"
- Flipkart: "redmi 13c 5g flipkart", "republic day sale flipkart", "flipkart sale 2024"
- Meesho: "lint remover", "fleece leggings", "meesho label crop"

Regional Popularity:

- Amazon: Strong presence across all regions.
- Flipkart: Generally stronger in the South and East compared to the North and West.
- Meesho: Shows pockets of strength in the Northeast and some Southern states.

Product Categories:

- Overall: Amazon leads in search volume across most categories.
- Women's Clothing: Meesho leads in searches for sarees and specific clothing items, while Flipkart shows strength in sarees and women's dresses.
- Gadgets and Portable Electronics: Amazon dominates searches in most regions, except for West Bengal and some Northeastern states.

Seasonal Trends

- Interest spikes during festive seasons and major sale events.
- No significant seasonal trends were observed for smartphones within the provided timeframe.

Search Interest Trends

- Search Volume: Amazon consistently maintains high search interest globally.
- Seasonal Peaks: Peaks occur during festive seasons, major sales events (like Prime Day), and holiday shopping periods.
- Breakout Queries: Notable breakout queries include “Amazon promo code,” “Amazon gift card code,” and “upcoming Amazon sale 2024.”

Market Position and User Behaviour

- Market Share: Amazon is a dominant player in India’s e-commerce market.
- User Growth: Amazon’s user base grew at a 13% rate over the last year.
- Premium Offerings: Amazon’s marketplace features relatively premium products.
- User Behaviour Shift: Amazon is becoming the new Google for product searches.

Competitor Analysis

Flipkart:

- Market Position: Flipkart, owned by Walmart, holds the top position in India’s e-commerce market with a 48% market share.
- User Base Growth: Flipkart’s user base grew at a healthy rate (21% YoY).
- Categories: Mobiles and apparel are the largest categories for Flipkart.
- Gains traction with "redmi 13c 5g Flipkart" (Breakout) and "republic day sale Flipkart" (4100%) search surges.
- Customers actively search for "flipkart login", indicating a potentially less established user base compared to Amazon.

Meesho:

- Market Position: Meesho, backed by Softbank, is the fastest-growing platform in terms of user base.
- Tier-2 and Smaller Cities: Meesho’s growth is aligned with the expansion of e-commerce in tier-2 and smaller cities.
- Unbranded Products: Most products on Meesho are unbranded (around 95%).
- Shows significant growth in searches for "meesho careers" (50%) and "meesho supplier portal" (50%), suggesting potential team expansion and seller acquisition efforts.
- Experiences rising searches for specific women's clothing items like "yellow sharara for haldi meesho" (Breakout) and "velvet kurta set meesho" (550%).

Insights

- Festive Sales Impact: Amazon’s search interest peaks during **festive sales**, indicating strong consumer engagement.
- Meesho Competition: Meesho, a rapidly growing platform, poses competition in tier-2 cities.
- Unbranded Products: Meesho’s focus on **unbranded products** resonates with certain customer segments.
- Amazon: Maintains its market leadership but faces increasing competition from Flipkart, particularly in specific product categories like **smartphones**.
- Flipkart: Shows significant growth in search volume and regional presence. Their recent focus on smartphones and festive sales seems to be paying off.

- Meesho: Exhibits strength in specific categories like **women's clothing**, particularly in the **Northeast and some Southern states**. Their focus on affordability and a reseller model seems to be resonating with certain segments.

Recommendation

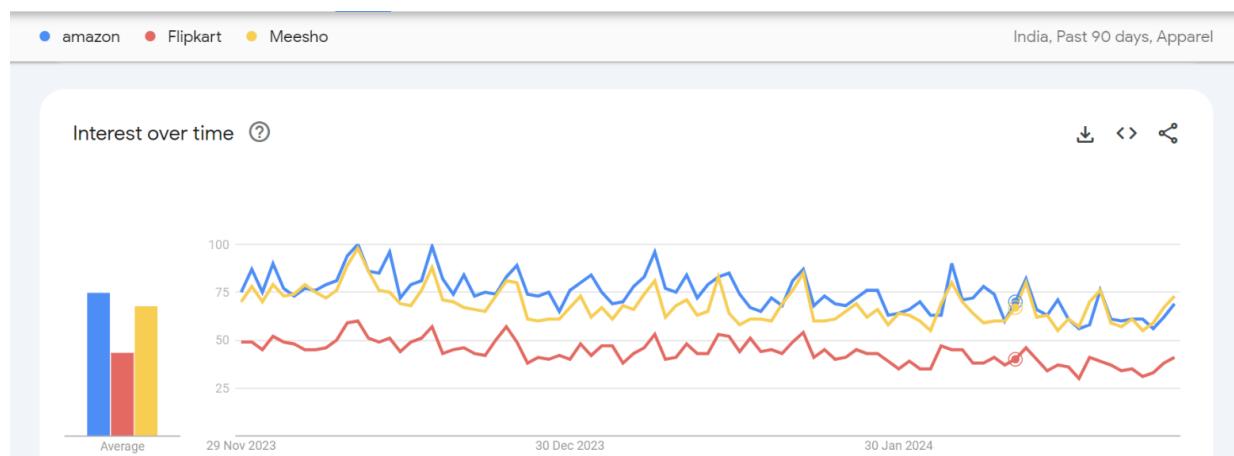
- Strengthen Premium Offerings
 - Continue to focus on premium products and services.
 - Enhance the quality of listings, product descriptions, and customer experience.
- Customer Engagement
 - Leverage personalized recommendations and targeted marketing.
 - Engage with customers through loyalty programs, exclusive deals, and personalized emails.
- Strategic Partnerships
 - Collaborate with popular brands and influencers to enhance brand visibility.
 - Explore partnerships in emerging categories (e.g., health, wellness, electronics).
- Seasonal Campaigns
 - Capitalize on festive seasons and special occasions.
 - Run targeted campaigns during major sale events (e.g., Diwali, Christmas, Prime Day).

Challenges

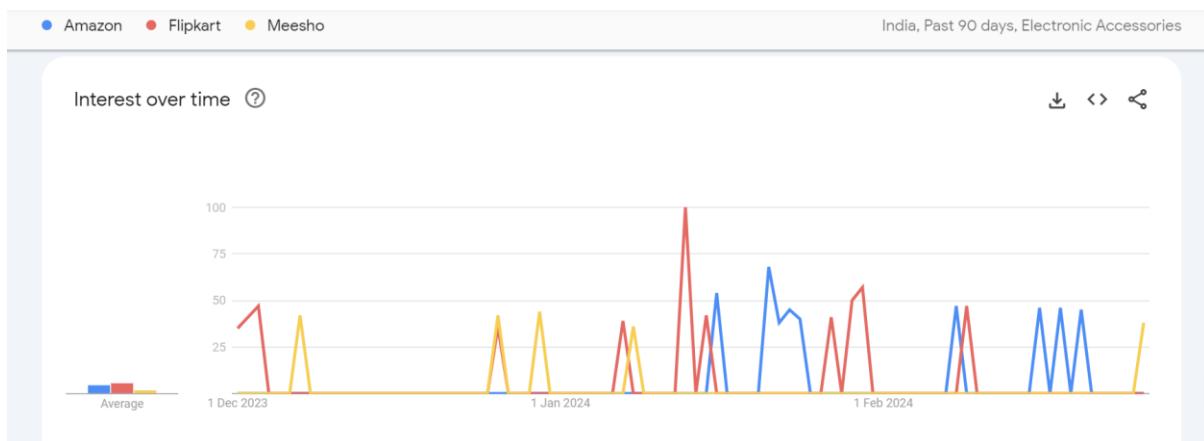
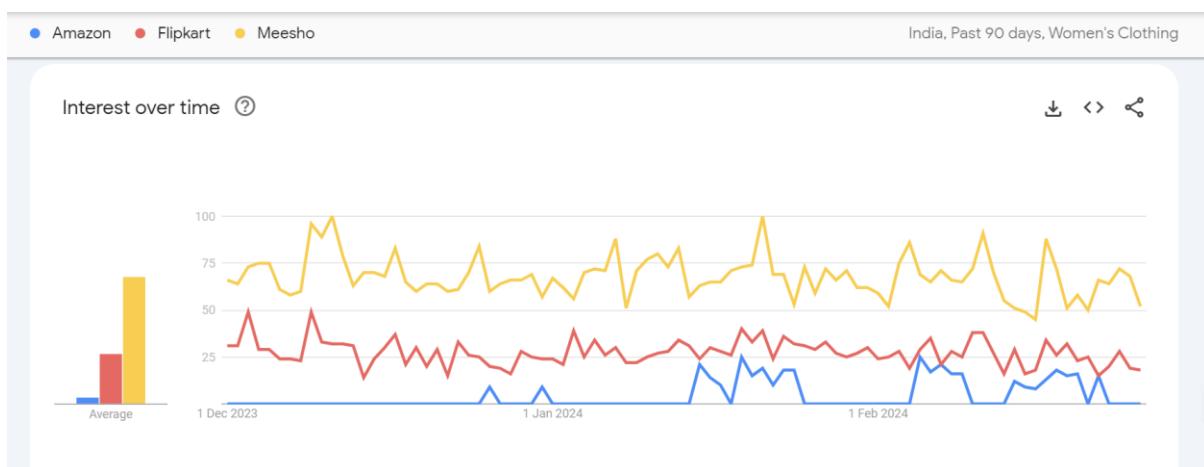
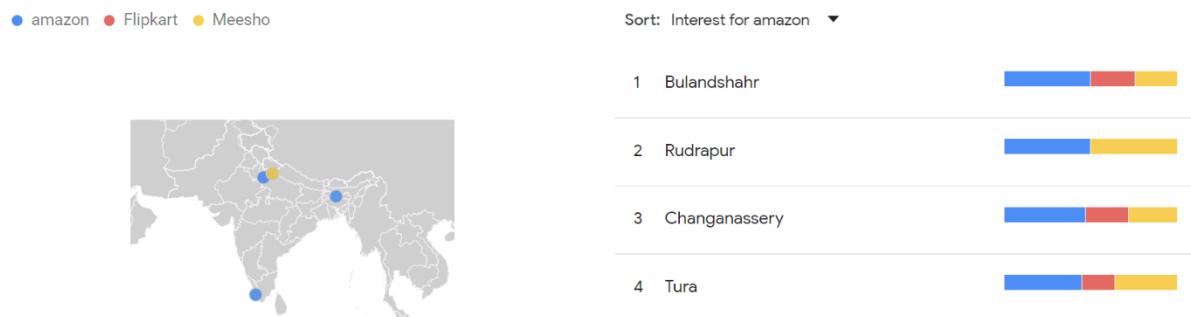
- Maintaining Market Share: Face growing competition from Flipkart, particularly in the electronics segment.
- Addressing User Concerns: Address potential user concerns indicated by searches like "amazon login" by focusing on user-friendliness and account management.
- Staying Relevant in Emerging Categories: Closely monitor competitor activity and adapt strategies to stay relevant in fast-growing categories like Meesho's women's clothing segment.

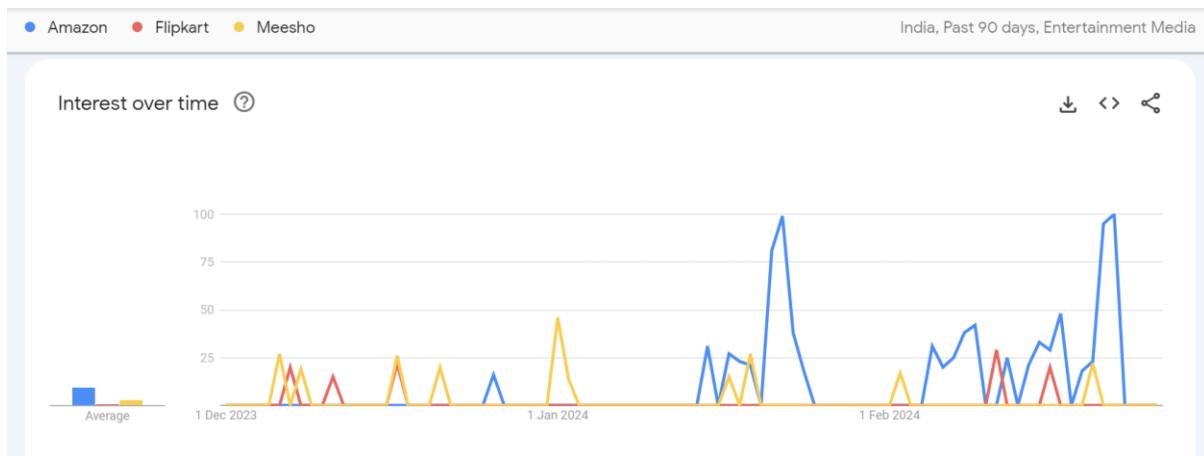
While Amazon maintains its market leader position, it faces increasing competition from Flipkart and Meesho. By strategically utilizing search trend insights, addressing user needs, and adapting to evolving market dynamics, Amazon can solidify its position and capture new growth opportunities in the Indian market.

Graphs



Compared breakdown by city





Conclusion

The comprehensive social media audit and deep research conducted on Amazon provide invaluable insights into the company's current standing and potential for growth in the Indian market. By setting clear goals aimed at enhancing brand credibility, driving product discovery, and becoming a trusted online destination, Amazon can strategically position itself for success.

The analysis of buyer personas, including cohorts aged 18-30 and 35+, illuminates the diverse demographics and behaviours of Amazon's target audience. Understanding their motivations, pain points, and preferences enables Amazon to tailor its marketing strategies and offerings effectively.

The selection of platforms such as Instagram, Twitter, YouTube, Facebook, LinkedIn, and Pinterest align with the preferences and engagement patterns of the target market segments. By leveraging the strengths of each platform and implementing tailored tactics, Amazon can engage with its audience across various touchpoints and drive meaningful interactions.

Insights from Google Trends analysis highlight Amazon's market leadership in India, as well as emerging competition from Flipkart and Meesho. By closely monitoring search trends, regional popularity, and product categories, Amazon can adapt its strategies to maintain its competitive edge and capitalize on growth opportunities.

By integrating findings from the social media audit, deep research, goal-setting exercises, and platform selection, Amazon can develop a holistic marketing approach that resonates with its audience, drives engagement, and fosters brand loyalty. With a customer-centric mindset and a commitment to innovation, Amazon is poised to solidify its position as a leader in the Indian market and continue delivering exceptional value to its customers.

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