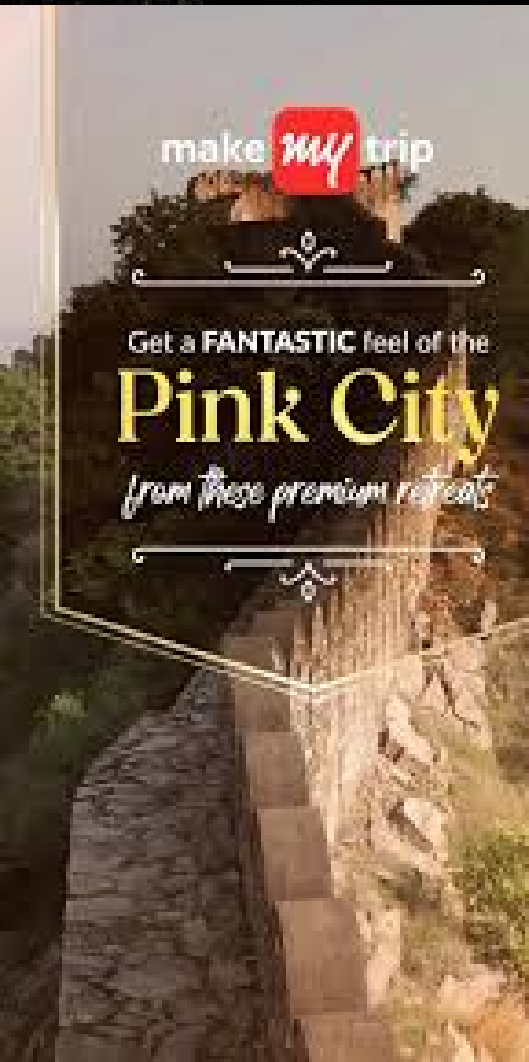
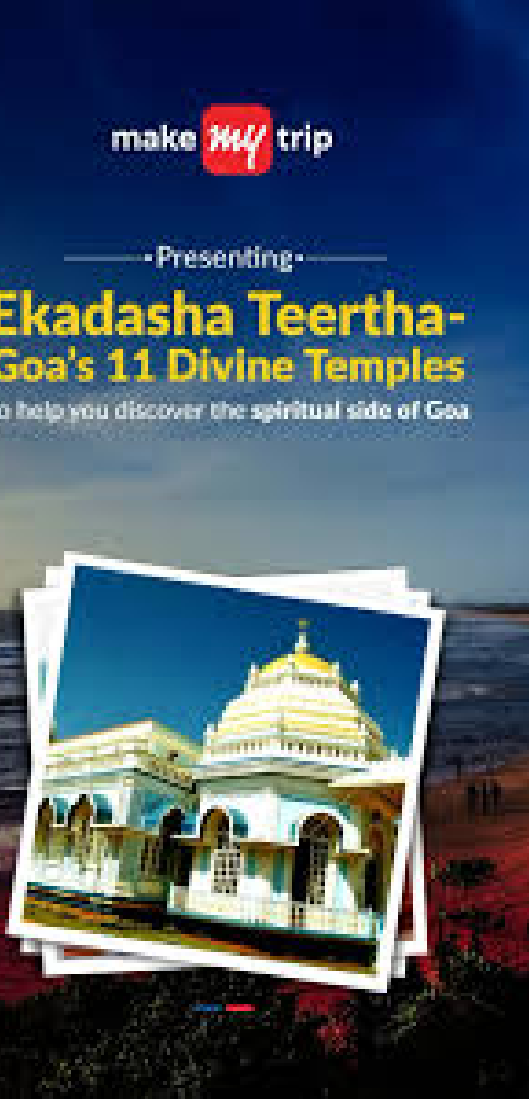


MakeMyTrip

Digital Business Management

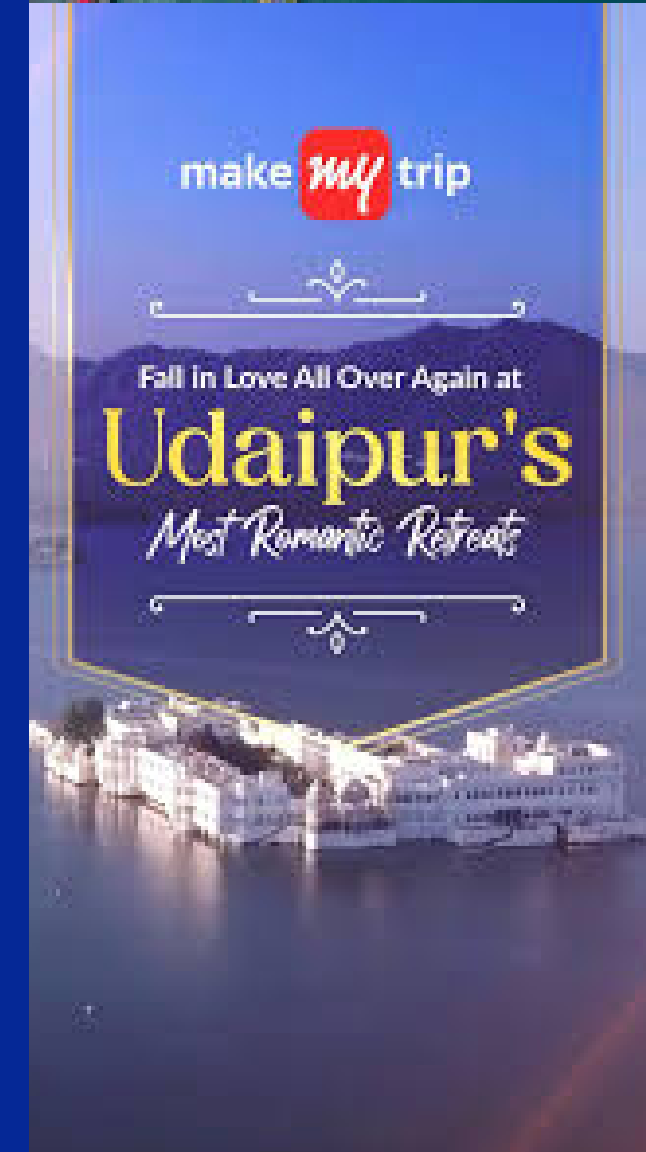
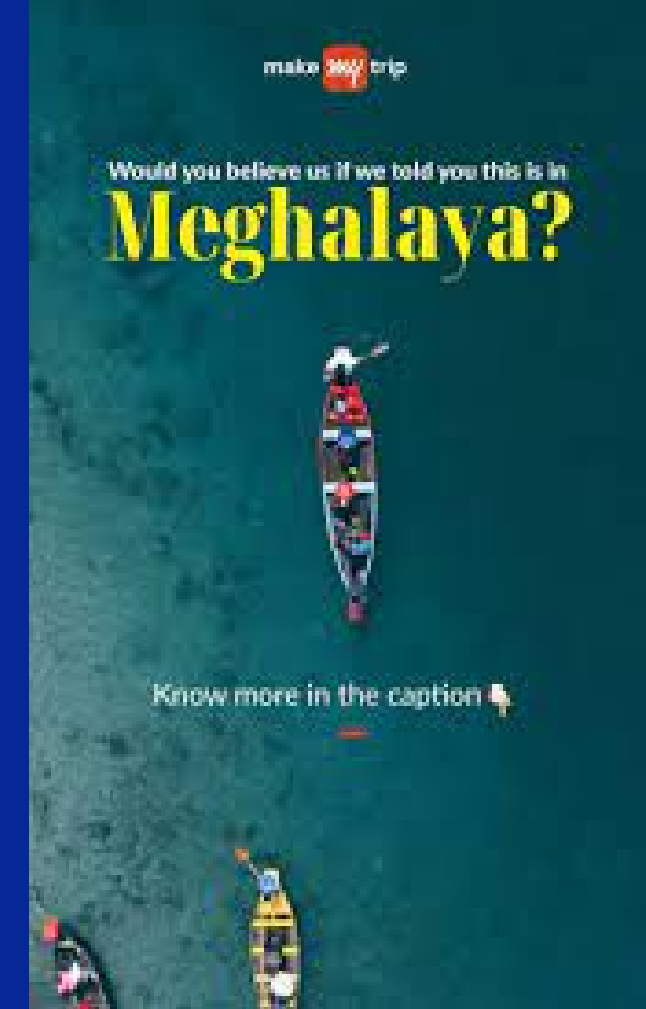


**Presented by:-
Rutuja Borawake
BE-A 44**



INTRODUCTION

MakeMyTrip is a leading digital business that offers a comprehensive range of travel services, including flight bookings, hotel reservations, holiday packages, and bus and train tickets. Founded in 2000, MakeMyTrip has revolutionized the way people plan and book their travel, providing convenient and hassle-free solutions through its user-friendly website and mobile app. With a vast network of travel partners and a commitment to customer satisfaction, MakeMyTrip has become one of the most trusted brands in the travel industry, catering to the diverse needs of travelers across India and beyond. Whether it's a leisurely vacation, a business trip, or a quick getaway, MakeMyTrip strives to make every journey memorable and seamless for its customers.



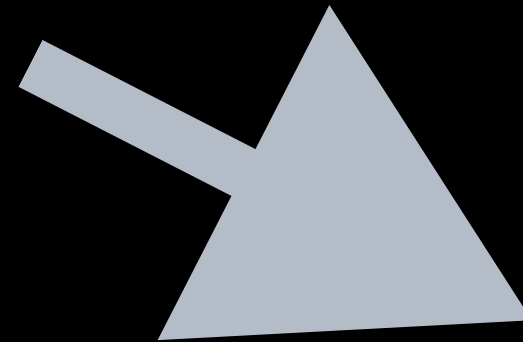
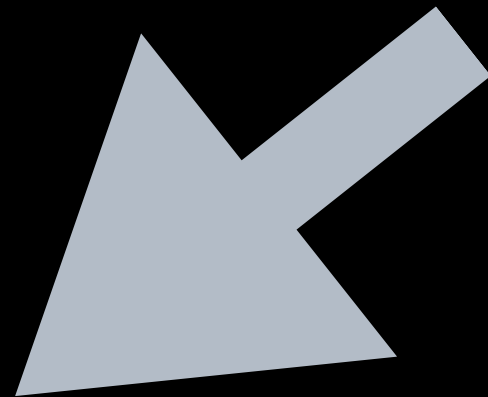
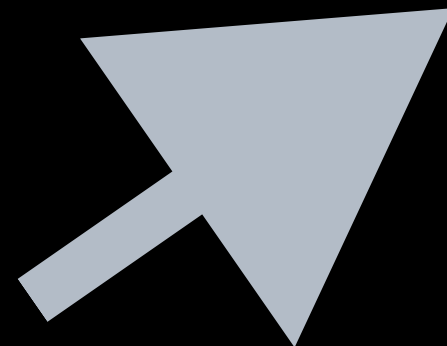
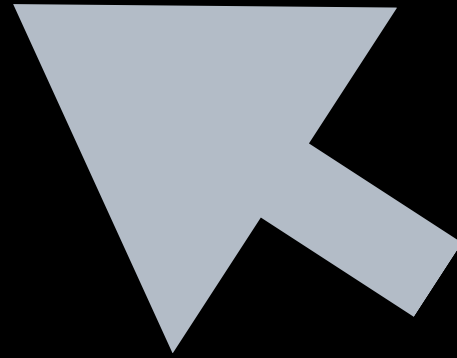
**Paid
Advertising**

**Social Media
Marketing**

Strategies

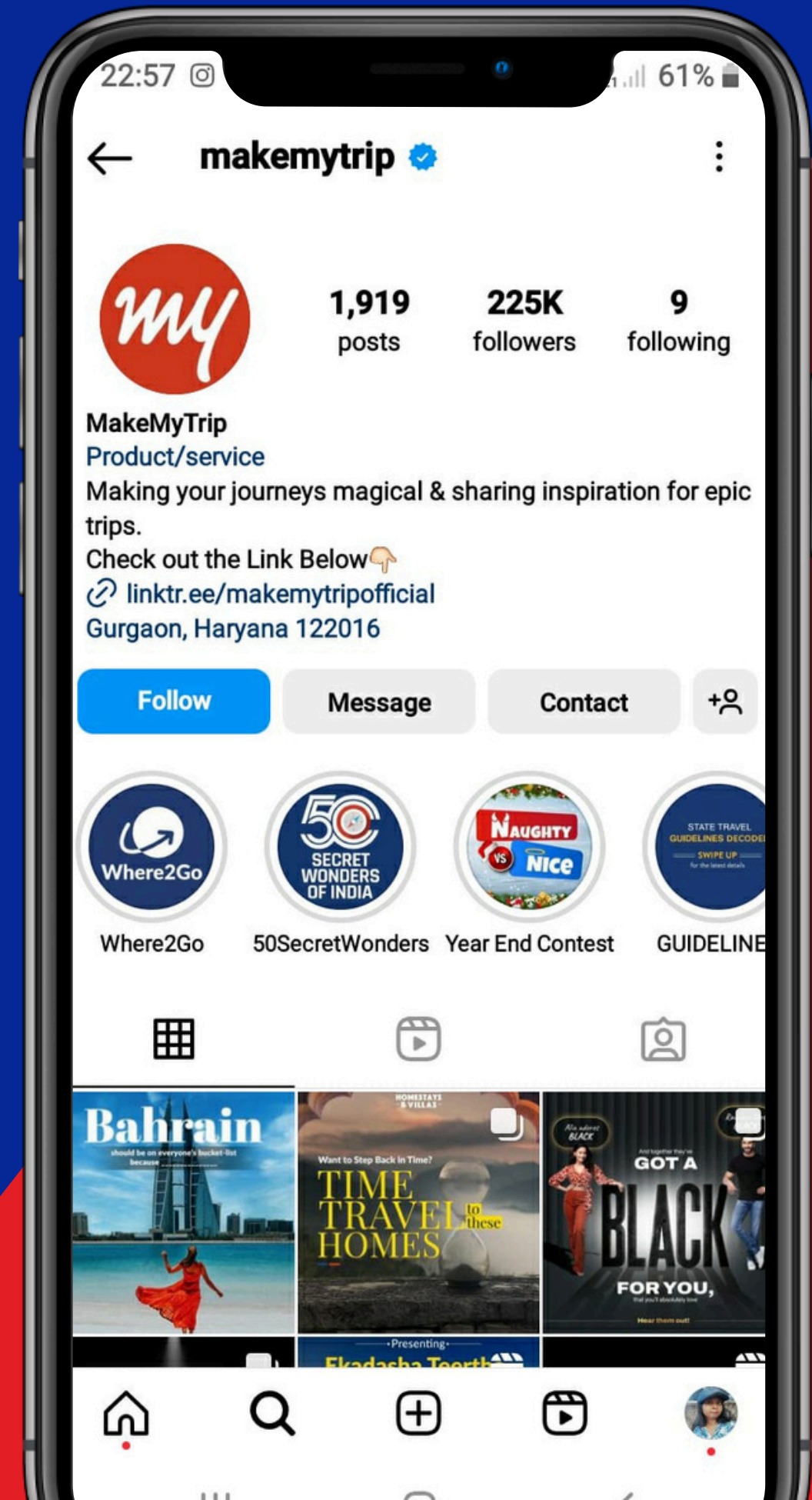
SEO

Email Marketing



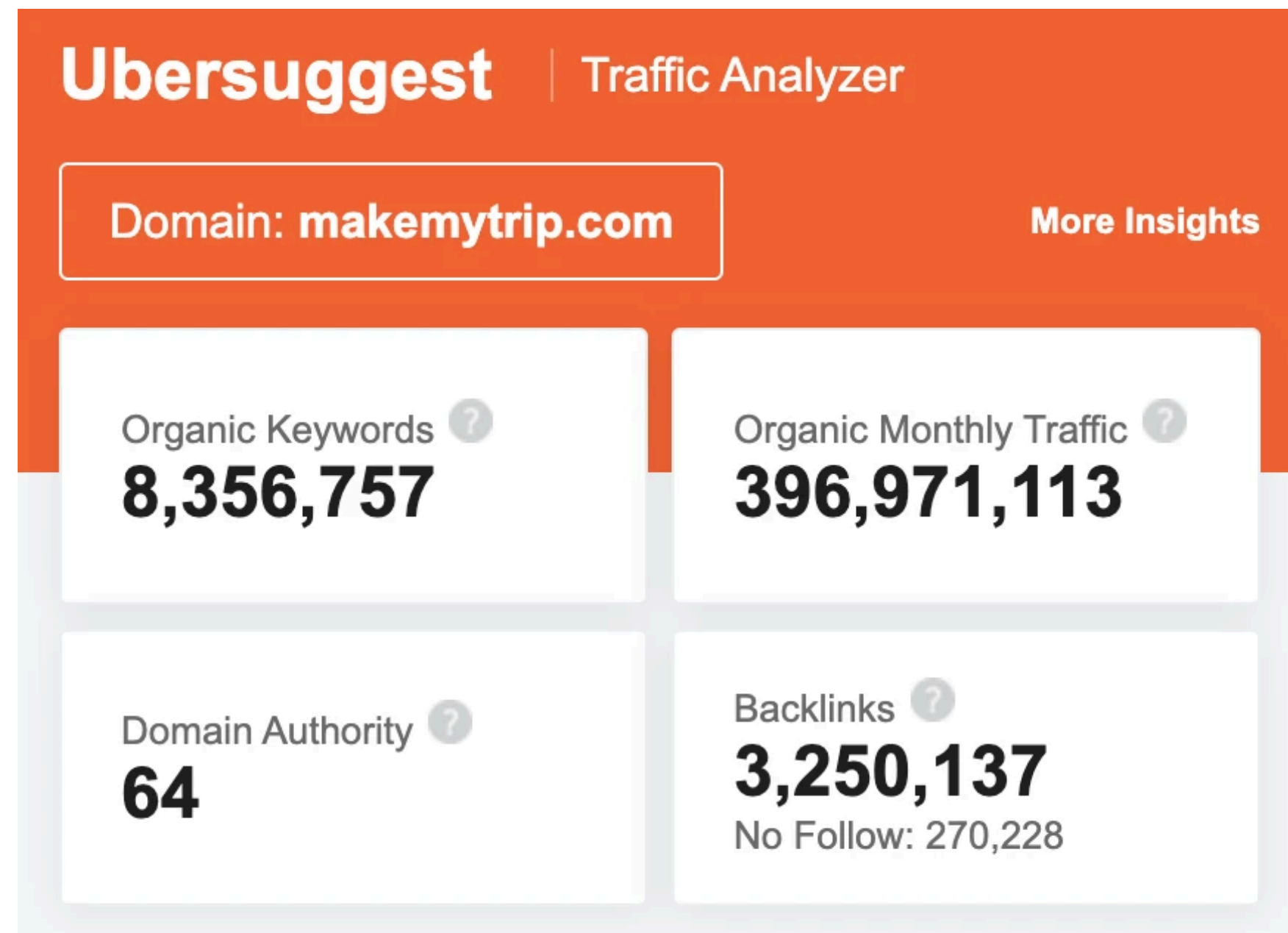
Social Media Marketing

MakeMyTrip is active on Instagram, Facebook, and Twitter. As of April 2024 it has 225k followers on Instagram, 2.5 million followers on Facebook, 75.4k subscribers on Youtube and 129.3k followers on Twitter.



Search Engine Optimisation

MakeMyTrip has put a lot of effort into SEO. As per Ubersuggest data, it ranks in India for 8,356,757 keywords as of August 2023. Its organic traffic is 396,971,113 sessions per month. The stats are much higher compared to their SEO performance in April 2023.



Email Marketing

Digital Marketing through E-mails with catchy subject lines and descriptions. Out of all the e-mails sent out, some will have a link to the landing page, some to the blogs, and others to video montages made of the offline activity done at various college fests.

Subject:
tring tring Hello *[FNAME]*,Leh Ki Thandi Hawaayein
Calling 📞

MakeMyTrip Marketing Strategy-Email Marketing

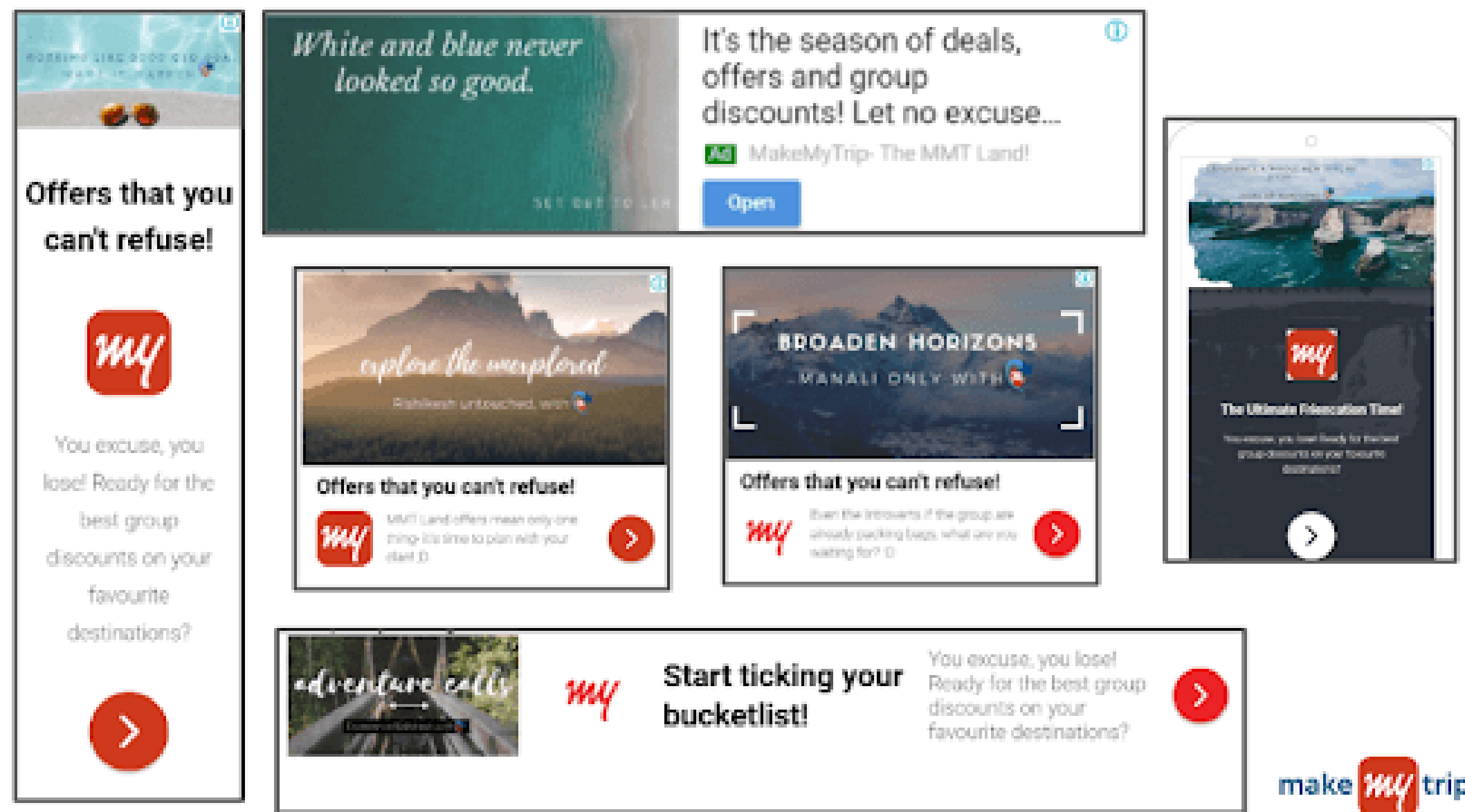
Preview Text:
Aaj hum tumhein *Leh* Jaayenge 🍷

Subject:
Iss Baar Hum Honge Kaamiyaab in making the plan work!

Preview Text:
No excuses will be accepted. Bol do us dost se 🤔

Paid Advertising

MakeMyTrip runs Google Display ads to target users on third-party websites and apps. The following are some of the Paid banner ads and display ads that MakeMyTrip have run in the past



Strengths

1. Comprehensive range of travel services.
2. User-friendly website and mobile app interface.
3. Strategic partnerships and alliances with travel service providers.
4. Investment in technology and innovation.
5. Excellent customer service with 24/7 support.

Weakness

1. Dependence on third-party suppliers for inventory.
2. Vulnerability to changes in economic conditions and travel regulations.
3. Intense competition from other online travel agencies and travel platforms.
4. Potential challenges with maintaining consistency in service quality across various partners.
5. Reliance on digital marketing channels for customer acquisition, which can be costly and competitive.

Competition

- **CLEARTRIP**:- Cleartrip offers similar travel services, including flight bookings, hotel reservations, and holiday packages. It competes with MakeMyTrip primarily in the Indian market.
- **YATRA**: Yatra is another major OTA in India, providing a wide range of travel services and catering to domestic and international travelers. It competes with MakeMyTrip in terms of service offerings and market share.
- **GOIBIBO**: Goibibo is a prominent OTA in India known for its competitive pricing and innovative features such as goCash rewards. It competes with MakeMyTrip in various segments, including flights, hotels, and bus bookings.
- **Booking.com**: While primarily known for hotel reservations, Booking.com also offers flight bookings, car rentals, and other travel services. It competes with MakeMyTrip in the international market and attracts travelers looking for accommodation options worldwide.
- **Expedia**: Expedia is a global OTA offering a wide range of travel services, including flights, hotels, vacation rentals, and activities. It competes with MakeMyTrip in the international market and targets travelers seeking a comprehensive platform for their travel needs.

Conclusion

As we wrap up our analysis of MakeMyTrip's impressive digital marketing strategy, it's clear that staying up-to-date with the latest trends and techniques is key to success in the digital marketing world.

Whether you're a marketing professional or just starting out, be sure to check out our free digital marketing masterclass to gain a solid foundation in the essentials of digital marketing.

Who knows, you might just develop the next big marketing strategy like MakeMyTrip's!



THANK YOU