



B115 DIGITAL MARKETING
METHODS
GH1019657

INDIVIDUAL CASE STUDY

01 July, 2022

Baba Falooda

A well-known Falooda shop in Mumbai, India is around 35 years old. Baba Falooda offers Falooda, Milkshakes, Ice-cream, Rabdi, and Kulfi (a form of ice cream). They operate from 1:30 PM afternoon till 1:30 AM. Baba Falooda has all 3 branches in Mumbai, and they are also listed on the Food delivery platforms of Zomato and Swiggy. Payments are accepted Digitally, by Cash, or by cards. They keep their customers in mind and take special care that the taste remains the same, and the customer also likes it and is completely satisfied.

It has an Instagram account, a Facebook page, and a website, which is good but not great considering they are 35 years old medium business, and one would expect to be all over the Internet and a trendsetter when it comes to Best Beverage in India. (BabaFalooda, 2021)



What is a Falooda?

Falooda is a noodle-based beverage dish that originated in Iran (Persian) and spread throughout West, Central, and South Asia. This Beverage is usually made with Cornflour noodles, Milk, Basil seeds, and Rose syrup and served with Flavored ice cream on top along with dry fruits or different fruits.

(Begum, 2020)

Review (What is missing?)

Since I started as Head of Digital Marketing, I have spent a considerable amount of time reviewing Baba Falooda and talking to customers and some regulars.

- ✚ We find that there is a good customer base built on Word of mouth and have no awareness of Digital presence as more than 80% of consumers Digitally research for their requirements.
- ✚ Based on a 2020 Study, an average social media user spends around 2 hours per day on social media whereas Baba Falooda has an account on Instagram and Facebook, and a website but they will need to handle more aggressively to match changing times and engage with every section of the crowd to help scale the operation and revenues.
- ✚ There is no outreach or communication with the Existing customer base about new happenings at Baba Falooda, neither via Traditional communication like SMS, Emails or via new communication like social media. More than 97% of Digital consumers use social media and we are currently not tapping into that potential.
- ✚ A Professionalized approach is needed and build a team that does Digital work and customer outreach to create more possibilities for Baba Falooda. This will make sure as a small business we keep pace with latest trends.

(70+ digital marketing statistics to know in 2022, 2022)

Suggestions (Ways to improve digital marketing)

(7 Digital Marketing Strategies & How to Launch Yours in 2022, 2022)



To set the ground running for Digital marketing, we will need to activate social media presence with a technical team and use the below Marketing strategies.

1) Social media marketing: -

- a. With this strategy we will create a way to connect with our existing customers and gain new customers by promoting Baba Falooda on multiple social media apps or sites. (Newberry, 2021)
- b. As mentioned, customer base currently built by us is organic and aggressively pushing for social media presence and marketing will act Digital Word of mouth
- c. Having a strategy on social media would be essential for Customer retention and engagement

2) Content Marketing: -

- a. A strategy to hold, attract and maintain an audience by sharing and creating videos, articles, and other media. This approach will promote awareness about Baba Falooda.
- b. On social media, video is second most popular content format for increasing engagement, hence, it is a good idea to be regular/creative with Content and share them on digital platforms
- c. Regardless of topic we choose, content will need to be fresh and High quality to make users share in their Social and personal community

3) Influencer Marketing (Social media Influencers): -

- a. In this strategy we employ an influencer to promote our Baba Falooda. These influencers have devoted and active social media followings. So, with the use of Influencers, we will exert influence on its followers to come and enjoy Baba falooda and its products. (Influencer Marketing 101: Strategy Guide for Brands, 2022)
- b. We will invite Food Vloggers to promote our shop on YouTube and other platforms as well as on Facebook, Instagram, etc.
- c. An influencer should be an actor, musician, athlete, former politician, or cartoon character could be this renowned person. To summarize it should be a group of individuals or An Individual who has reached all communities. (Celebrity Marketing, 2022)

4) SEO Marketing: -

- a. With help of this strategy, we will improve Baba falooda website to Rank higher in Search engine results for keywords related to Baba falooda

- b. SEO strategy will be an Important requirement for our product as it will intercept with every member of our Target audience considering that 80% of users search for product online

5) Email Marketing: -

- a. A This marketing strategy is needed to Create and optimize marketing and promotional campaigns which are focused on new products, Festive offers, etc.
- b. By doing this we will retain our existing customers and gain new customers as well.

Market Analysis and Our Goals

(7 Digital Marketing Strategies & How to Launch Yours in 2022, 2022)

Strategy Type	Why?	Our Goal	Impact
Social Media Marketing	<ul style="list-style-type: none"> - 70% of users rely on social media to make purchases - Social Media is used by 65% or more consumers for customer service 	<ul style="list-style-type: none"> - Build and maintain Baba Falooda's reputation - Maintain a connection with Consumers 	HIGH
Content Marketing	<ul style="list-style-type: none"> - 54% more leads than old ways of marketing - 62% fewer costs than the old ways of marketing 	<ul style="list-style-type: none"> - Create good content for higher conversion chances - Long term strategy with impressive ROI 	MEDIUM
Influencer Marketing	<ul style="list-style-type: none"> - 40% of Gen Z are the consumers - Brands that use Instagram Influencer marketing are 67% 	<ul style="list-style-type: none"> - To raise the brand awareness of Baba Falooda - Increase interactions and engagements 	HIGH
SEO Marketing	<ul style="list-style-type: none"> - 80% of the consumers search for products online - More than 30% of searchers use the first visible result 	<ul style="list-style-type: none"> - Make our website first available on search engines - Direct more consumer traffic onto our website - Continuously optimize our website based on search history and time spent on our website 	MEDIUM
Email Marketing	<ul style="list-style-type: none"> - 50% of the consumers like the promotions, targeted events - ROI greater than 1000% 	<ul style="list-style-type: none"> - Continuous engagement with existing customers via product updates and discounts - Personalized campaigns for the targeted audience 	HIGH

Timeline to Completion

Research and Readiness



Testing, Rollout and Completion



Costs - Technical and Operational

Website and social media accounts will act as face for Baba Falooda, hence, for a website to be continuous with contents and offers, and for social media accounts to be updated and interactive, we will need a technical setup supported by Full-time employees or Hourly employees.

- I. Social media accounts to be updated and handled for 360 hours/month (12 hours per day for 30 days/month) and considering 25% of times a social media resource will be away, we will need coverage of 480 hours-Equivalent to 3 Full-time employees. This will be a monthly cost of 90K Rupees/month combined for 3 Full-time employees.
- II. Website development and updating would require, 1 Full-time Web developer who is consistently working on Updating and maintaining our website. This will be a monthly cost of 45K Rupees/month for 1 developer.
- III. For content creation and editing, we would require 1 Hourly contracted Videographer and 1 hourly contracted Video Editor. We should need them for 60-90 hours per month / contracted employee. This will be a monthly cost of 90K Rupees/month combined for 2 contracted employees and we will need them for 3 months consecutively and after that as per requirement.
- IV. To perform all above jobs as required we will need a technical infrastructure that includes Computers and Laptops. This will be a one-time cost of 120K rupees.
- V. Cost influencers will depend on How we tie with them, we would need them on a Video commitment basis and that would cost us 300K for 3 videos.
- VI. We are looking at 3 cost layers, Including One-time technical cost = 345K, 2-month w/ Contracted = 225K, and monthly costs = 135K and we would need to add 100K / month for influencer when we need them.

Financials with Revenue Increase

		Normal Operation Year		Digital Marketing Implementation Year		Operations year - Post Implementation		
		Off peak	Peak	Off peak	Peak	Off peak	Peak	
Sales Volume	Hours	6	6	6	6	6	6	
	Orders	10	30	10	30	10	30	
	Locations	3	3	3	3	3	3	
	Total Orders	180	540	180	540	180	540	
	Impact of Digital Marketing	0%		9%		22%		
	Total Monthly Sales	21600		23544		27670		
	Total Annual Sales	259,200		282,528		332,035		28%
Revenue	Avg Order of Beverage	250		250		250		
	Total Daily Revenue	180,000		196,200		230,580		
	Total Monthly Revenue	5,400,000		5,886,000		6,917,400		
	Total Annual Revenue	64,800,000		70,632,000		83,008,800		28%
Income	Monthly Expenditure	2,025,000		2,025,000		2,025,000		
	Digital Marketing Expenditure			1,130,000		1,320,000		
	Monthly Income post expenditure	3,375,000		2,731,000		3,572,400		
	Annualized Income	40,500,000		32,772,000		42,868,800		6%

- Although annualized income will drop by 25% during implementation year, during post-implementation it will increase by a minimum of 6%.
- Digital marketing strategies should result in a 9% sales increase during implementation year and a 22% increase during post-implementation year.
- Annualized revenue will be up as well will go up 9% during implementation year and post-implementation year will increase by 22%.
- Positive Impact on Sales and Revenue will increase consistently in 2nd and 3rd years as well, However, Annualized income can be optimized by letting go of some of digital marketing strategies and being aggressive or creative with cheaper Strategies like Email marketing and SEO optimizer.

(Ail, 2022), (Chaudhuri, 2018), (Nutritionists Speak, no date)

Summary and Next steps

Digital marketing strategy will surely increase Presence and Footprint of Baba Falooda as a medium enterprise and will add to ambitions of growing from 3 stores in Mumbai to multiple stores in India. The implementation year will require Baba Falooda to absorb some costs however it sets them up in a massive way by already 28% increase in sales in post-implementation year.

As a next step, we will continuously evaluate existing strategies and processes to come up with efficient and cost-effective strategies to make Digital marketing even more appealing for Baba Falooda as Organization.

Digital marketing strategy can be a Costly or Cost friendly approach, depending on what Strategic combination we end up using. It will depend on ambition of how fast we want to grow and avoid the Fear of losing out.

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Signed:



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