

# TARGETING BOTTOM OF THE PYRAMID CUSTOMERS IN RURAL AREAS VIA DIGITAL MARKETING



It seems a little easier to capture the people in the urban area through digital marketing as compared to the rural areas. This is because in the urban side, there is proper awareness and knowledge of modern technology. These urban areas mostly consist the people lying in the 1<sup>st</sup> and 2<sup>nd</sup> tier of the economic pyramid whereas, in the rural areas, there is a majority of the people that include in the 4<sup>th</sup> tier or we can say that as “Bottom of the Pyramid”. These people have poverty issue and lack of awareness due to which they are unable to link with the corporate sector of the urban areas. Thus, it is a big challenge for the businesses to target such people. To make them involve in the modern world and technology, Digital Marketing can result in a good solution. But, before the application of Digital Marketing for the people in the 4<sup>th</sup> Tier, it is obvious to implement some basic strategies to build their interest towards the corporate market. Here are those strategies:

## **Creating Buying Power:**

For the people living in the rural areas and facing poverty, the businesses should work on the initiative of enhancing buying power among the 4<sup>th</sup> Tier people. They should be given access to credit from the banking systems in the urban areas. Moreover, the buying power could enhance through income generation by giving those people opportunities in productive employment and micro-enterprise development.

### **Shaping Aspirations:**

Another component that includes in the strategy is the shaping of inspiration. This could be made possible through two major things i.e. sustainable development and consumer knowledge. The product or service should be made as much supportable as possible so that the 4<sup>th</sup> Tier people could comfortably reach out. In addition, making them aware about the proper use of the product would help in better use.

### **Growth of Healthy Markets:**

Consideration of your customer is what needed to establish your business. For this purpose, tailored production and Bottom-to-Up innovation can be effective. Tailored production refers to fulfilling individual requirements of the customers and for the best growth of market, you first have to consider the 4<sup>th</sup> Tier. This would help in better sustainable production and enhancing creativity.

### **Access Improvement:**

One of the biggest challenge that businesses face when targeting bottom of pyramids is the communication gap. For filling out this vacant space and creating way to access products and services for the 4<sup>th</sup> Tiers, businesses should initiate distributed communication systems and links. This strategy shall work efficiently as the 4<sup>th</sup> Tier could then benefit due to the connections.

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