

Project – 1

Marketing Project

Part - 1

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Problem Statement

Guidelines

- Our team worked on a Marketing project for a leading bank (Indian). The main task was to formulate a strategy to utilise a budget of \$1mn.
- Marketing Interns need to formulate a similar strategy based on below parameters.
- Input – Budget – 50lakhs INR.
- Time – 3 Months.
- Target Audience – Full population (India only).
- Main task is to reach maximum number of existing customers and new customers via different channels in order to spread awareness about credit card products of the bank.

Tasks

- Categorization between Existing and New Customers.
- Categorization between different available channels.
- Segmentation on the basis of Gender and Age group.
- Segmentation on the basis of cities like Tier1, Tier2 and Tier3.
- Segmentation on the basis of type of occupation.

Solution :

As it is clear that there is an Indian bank that want to make the different types of strategies to spread awareness about their credit card in duration of 3 months with the budget of 50 lakhs .

Bank can use different types of strategies and channel of distribution to meet their different range of customers.

- Categorization between Existing and New Customers.

There are different types of strategies to attract the Existing and New customers:

For Existing Customers: (Budget Rs. 145000)

Direct Calling

Email Marketing

Total cost of Direct calling + Email Marketing

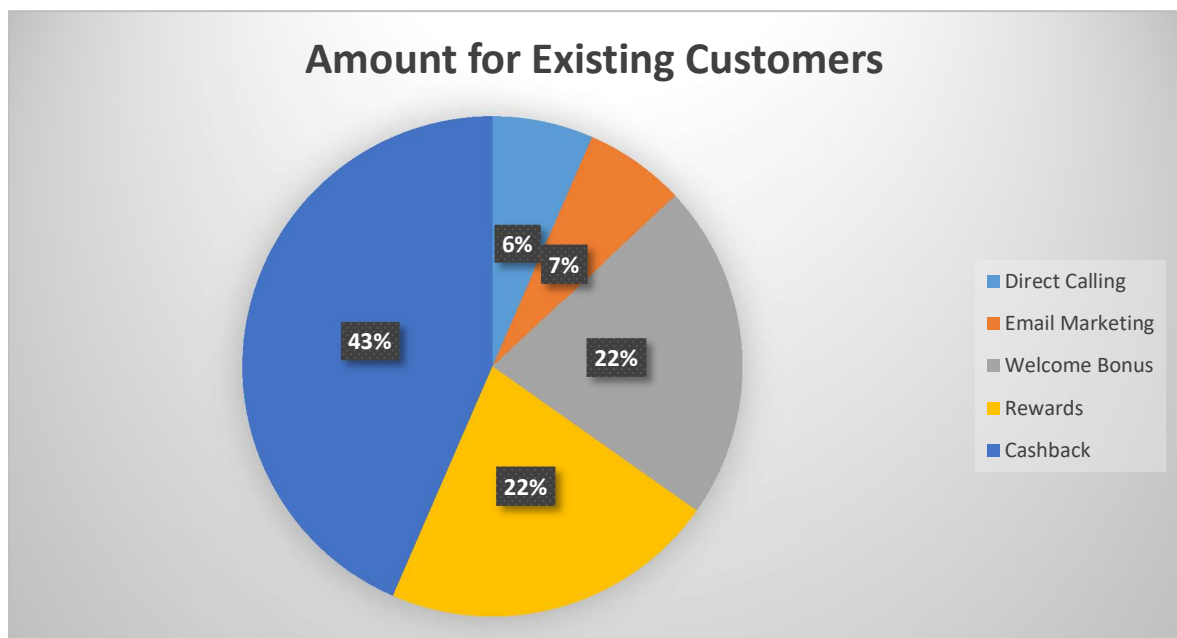
= Rs 15000 *3months = Rs45000

Offers [Rs 1,00,000]

There are lots of offers that company can introduced to attract the customers :



Offers	Funds
Cashback	Upto25% or Rs1000 (On random basis first 50 customers) based on transaction more than RS20000.
Welcome Bonus	Up to 100%or (Rs 500) to First 50 customers
Rewards	Up to Rs 500 Bonus to First 50 customers.



For New Customers :

Bank can use many Marketing tools to attract the new Customers such as:

- Digital marketing
- Offline Marketing

Digital Marketing



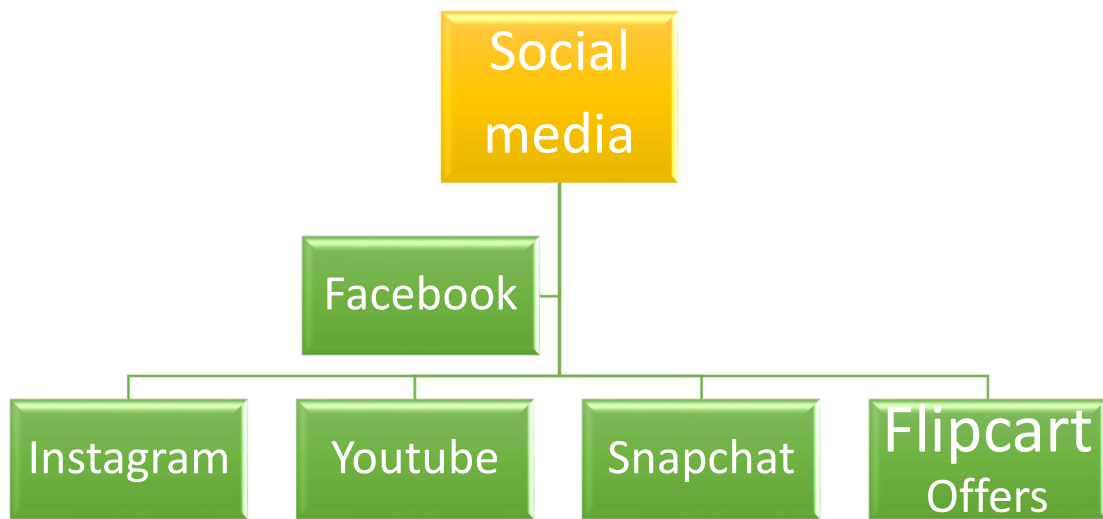
1)Digital Marketing

Budget = Rs 41,68,570

A)Search Engine Marketing

Google ads = = Rs 99,600

B) Social Media Marketing



Budget for social media = Rs 27,17,350

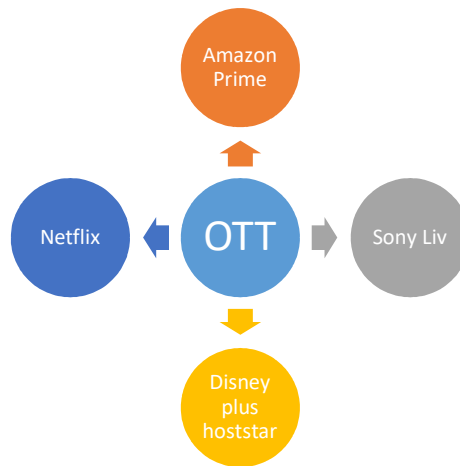
- **Facebook** = Rs 8,96,400
- **Youtube** = Rs 7,47,000
- **SnapChat** = INR 37,350
- **Instagram Marketing** = Rs2,37,000
- **Flipcart Offers** = 7 lakhs

C) Influencer Marketing

Budget = 5 lakhs

D) OTT Marketing

Budget – Rs 9,51,220



- **Amazon Prime**
Budget Rs3,73,500
- **Disney plus hotstar**
Budget Rs 2,98,800
- **Sony Liv**
Budget Rs 2,68,920
- **Netflix**
Budget Rs10,000

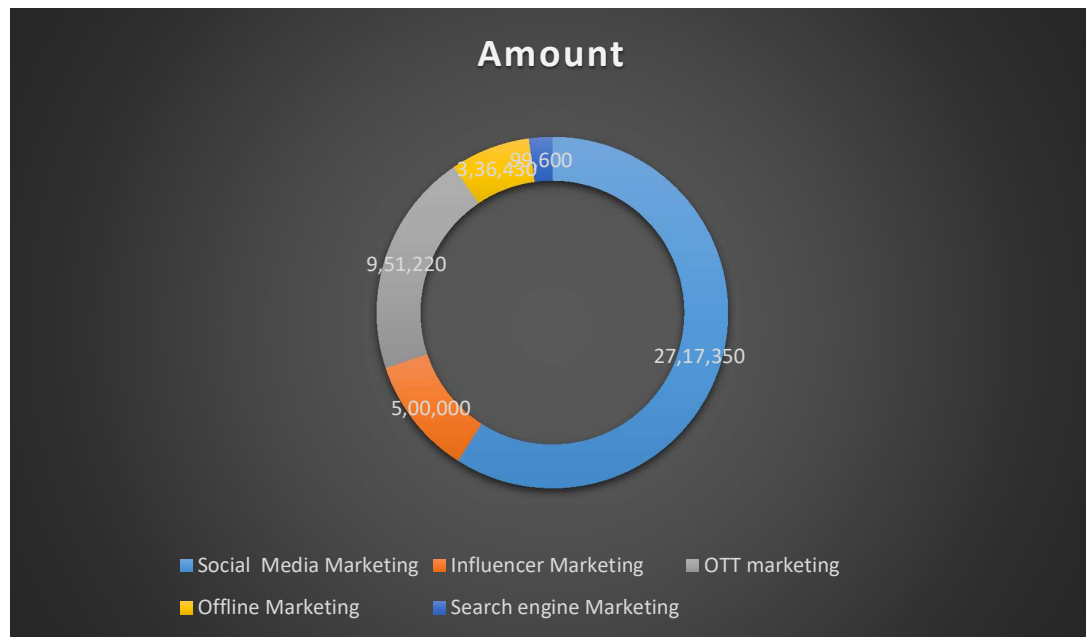
2) Offline Marketing

Print Media

Budget = Rs 3,36,430

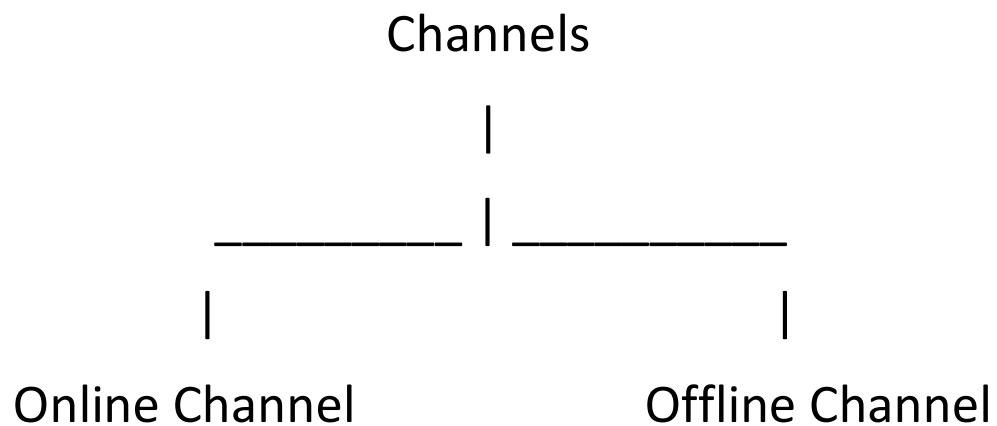
Printing budget = Rs 1,86,430

Events and Programs = Rs 1.5 lakhs



Categorization between different available channels

There are two types of distribution channels available for Credit Promotion:



As we already discuss both the Channels and made the budget.

Offline Channels	Budget
Direct Marketing	Rs 45,000
Offers	Rs1,00,000
Printing	Rs 1,86,430
Events and Programs	Rs 1,50,000
Total	Rs 4,81,430
Digital Channels	Budget
Google Ads	Rs 99,600
OTT Marketing	Rs 9,51,220
Influencer marketing	Rs 5,00,000
Social Media Marketing	Rs 27,17,350
Total	Rs 41,68,570

Offline + online = Rs 4,81,430 + Rs 41,68,570 = **Rs 46,65,000**

Segmentation on the basis of Gender and Age group

Gender

On the basis of Gender , we can segment the market based on their preferences , such as:

For Male

- **Direct Marketing**
Email Marketing + calling
We already made the budget for Direct Marketing = Rs 45,000
- **Special Offers**
For category of male between (20-35 age) , Special Offers plays a vital roles
These offers are:
Gym Offers and OFFs
Mostly men at the age between 20 to 35 prefer gym , so It is a

best strategy to provide them Offers on gym products :
Buy GYM product with credit card and get **up to 20% off or Rs 1000** on minimum purchase of Rs5000 or above.

Conditions :

We will give Gym Offer up to 35 customers.

Budget = 1000 * 35 = 35000

For Female

- **Direct Marketing**

- Email Marketing + calling**

- We already made the budget for Direct Marketing = **Rs 45,000**

- **Social Media marketing**

- we discuss and made the budget earlier. = **Rs 19,17,750**

- **OTT marketing = Rs 9,51,220**

- we discuss and made the budget earlier.

- **Special Offers**

- For category of male between (20-35 age) , Special Offers plays a vital roles

- These offers are:

- Beauty offers and Offs**

- Girls are highly affected by this type of offers , this include give cash discount up to 20% or Rs1500 on purchase of beauty product more than Rs6000.

- Conditions:**

- Offer will be for one time purchase only .

- We will give this offer to first 60 females.

- Budget = Rs1500 * 60 =Rs 90,000**

- **Social Media marketing**

- we discuss and made the budget earlier. = **Rs 19,17,750**

- **OTT marketing = Rs 9,51,220**

- we discuss and made the budget earlier.

Age Group

For Youngster [18-24 years]

- **Direct Marketing**
Email Marketing + calling
We already made the budget for Direct Marketing = **Rs 45,000**
- **Social Media marketing**
we discuss and made the budget earlier. = **Rs 19,17,750**
- **OTT marketing = Rs 9,51,220**
we discuss and made the budget earlier.
- **Influencer Marketing**
We already made the budget = **Rs 5 lakhs**
- **Search Engine Marketing = Rs 99,600**

For Middle Adults [30-40 years]

- **Direct Marketing**
Email Marketing + calling
We already made the budget for Direct Marketing = **Rs 45,000**
- **Social Media marketing**
we discuss and made the budget earlier. = **Rs 19,17,750**
- **OTT marketing = Rs 9,51,220**
we discuss and made the budget earlier.
- **Influencer Marketing**
We already made the budget = **Rs 5 lakhs**
- **Search Engine Marketing = Rs 99,600**
- **Printing budget = Rs 1,86,430**
- **Events and Programs = Rs 1.5 lakhs**

Segmentation on the basis of cities like Tier1, Tier2 and Tier3

Tier 1 Cities (Delhi, Mumbai, Bangalore, Chennai, Hyderabad):

- **Direct Marketing**

Email Marketing + calling

We already made the budget for Direct Marketing = **Rs 45,000**

- **Social Media marketing**

we discuss and made the budget earlier. = **Rs 19,17,750**

- **OTT marketing = Rs 9,51,220**

we discuss and made the budget earlier.

- **Influencer Marketing**

We already made the budget = **Rs 5 lakhs**

Search Engine Marketing = Rs 99,600

Tier 2 Cities (Pune, Ahmedabad, Jaipur, Lucknow):

- **Direct Marketing**

Email Marketing + calling

We already made the budget for Direct Marketing = **Rs 45,000**

- **Social Media marketing**

we discuss and made the budget earlier. = **Rs 19,17,750**

- **OTT marketing = Rs 9,51,220**

we discuss and made the budget earlier.

- **Influencer Marketing**

We already made the budget = **Rs 5 lakhs**

- **Search Engine Marketing = Rs 99,600**

- **Printing budget = Rs 1,86,430**

- **Events and Programs = Rs 1.5 lakhs**

Cities (Nashik, Surat, Kanpur, Nagpur, Visakhapatnam):

- **Influencer Marketing**

We already made the budget = **Rs 5 lakhs**

- **Search Engine Marketing = Rs 99,600**

- **Printing budget = Rs 1,86,430**

- **Events and Programs = Rs 1.5 lakhs**

- **Direct Marketing**
Email Marketing + calling
 We already made the budget for Direct Marketing = **Rs 45,000**
- **Social Media marketing**
 we discuss and made the budget earlier. = **Rs 19,17,750**
- **OTT marketing = Rs 9,51,220**
 we discuss and made the budget earlier.
- **Influencer Marketing**
 We already made the budget = **Rs 5 lakhs**
Search Engine Marketing = Rs 99,600

Segmentation on the basis of type of occupation.

Doctors and Medical Professionals

1. Partnerships with Medical Associations (Budget: 1 lakh)

- Collaborate with medical associations to offer exclusive credit card benefits
- Provide financial education and literacy programs

2.IT Professionals and Tech Entrepreneurs

- Tech Event Sponsorship (Budget: 1 lakh)

Sponsor tech conferences, hackathons and startup events.

3.Business Owners and Entrepreneurs

1. Business Networking Events (Budget: 50,000)

- Host and participate in business networking events
- Offer exclusive credit card benefits and rewards for business expenses.

4. Referral Programs (Budget: 25,000)

- Launch a referral program for business owners and entrepreneurs.
- Offer rewards for successful referrals.

5. Government Employees

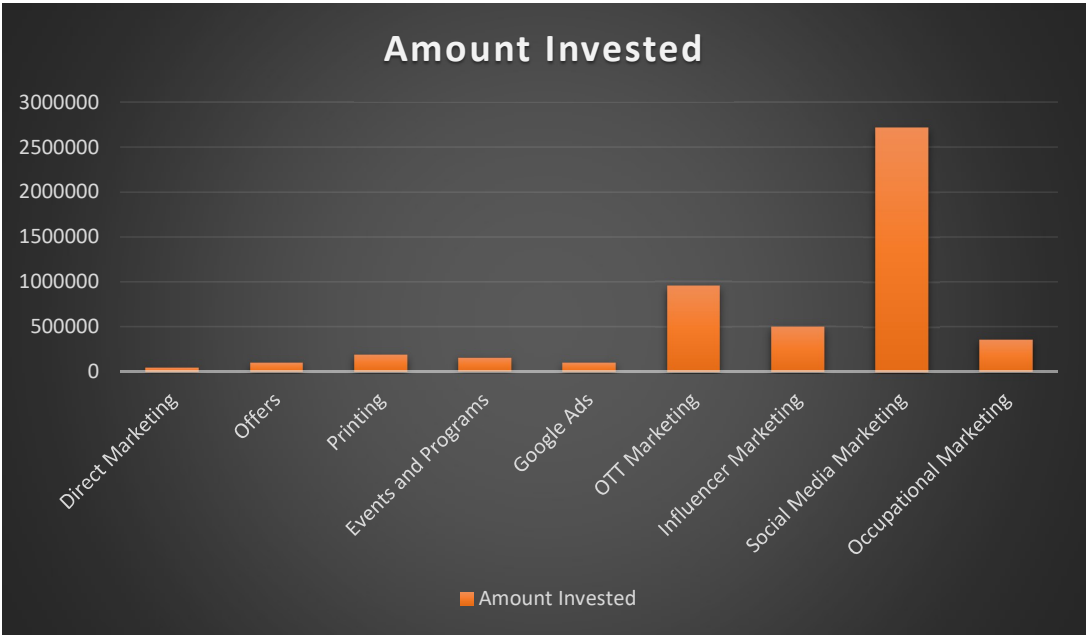
1. Partnerships with Government Agencies (Budget: 50,000)

- Collaborate with government agencies to offer exclusive credit card benefits
- Provide financial education and literacy programs.

TOTAL BUDGET

Offline Channels	Budget
Direct Marketing	Rs 45,000
Offers	Rs1,00,000
Printing	Rs 1,86,430
Events and Programs	Rs 1,50,000
Total	Rs 4,81,430
Digital Channels	Budget
Google Ads	Rs 99,600
OTT Marketing	Rs 9,51,220
Influencer marketing	Rs 5,00,000
Social Media Marketing	Rs 27,17,350
Total	Rs 41,68,570
Occupational Marketing	Budget
Medical+IT+Business+govenment	Rs1,00,000+Rs1,00,000+Rs50,000+Rs25,000+Rs50,000
Total	Rs 3,50,000

Offline + online + Occupational = Rs 4,81,430 + Rs 41,68,570 + Rs 3,50,000= **Rs 50,00,000**



THANK YOU