

HBR ASSIGNMENT

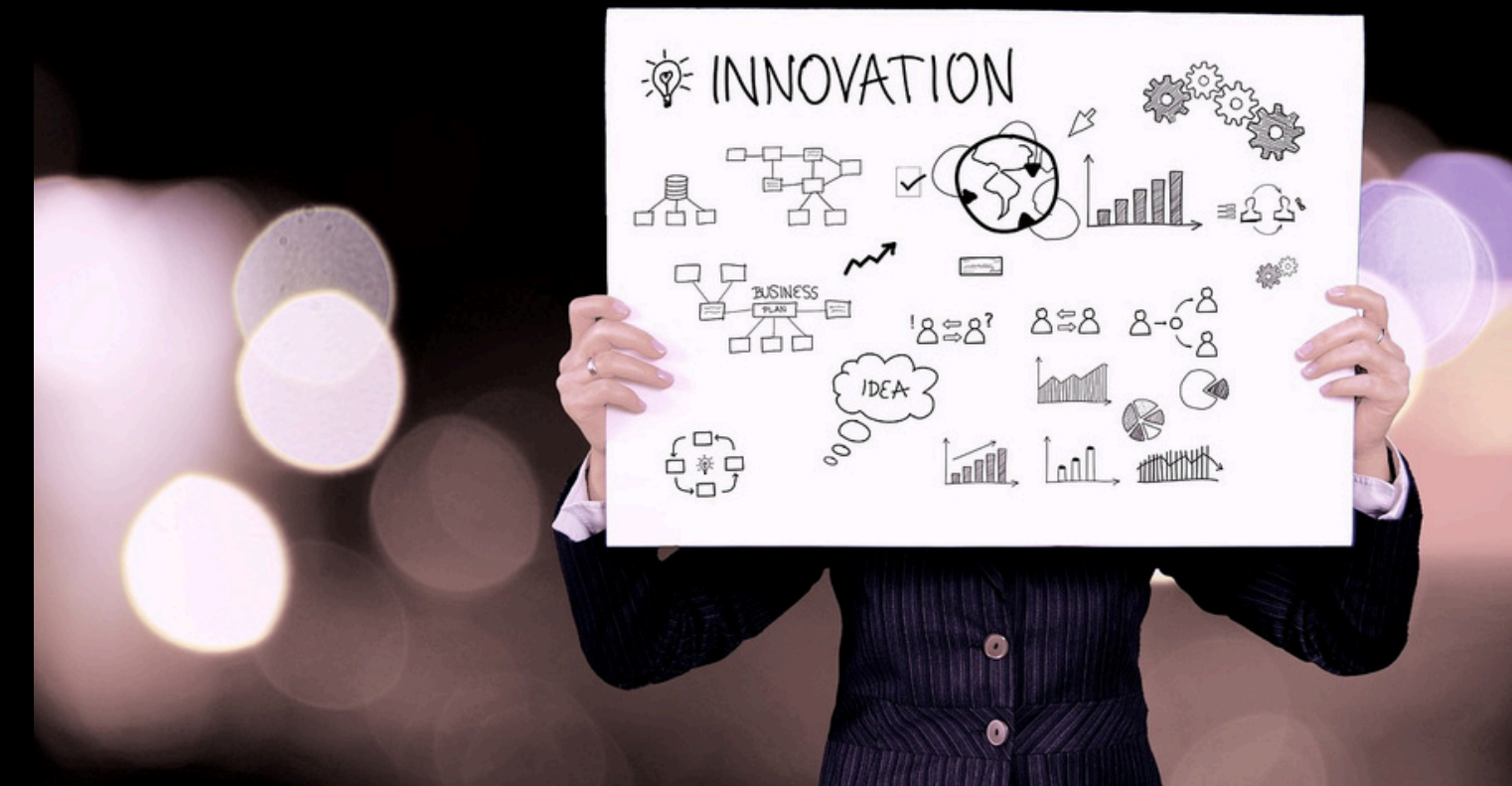
BOMBAY SHAVING COMPANY

Digital Marketing Initiatives

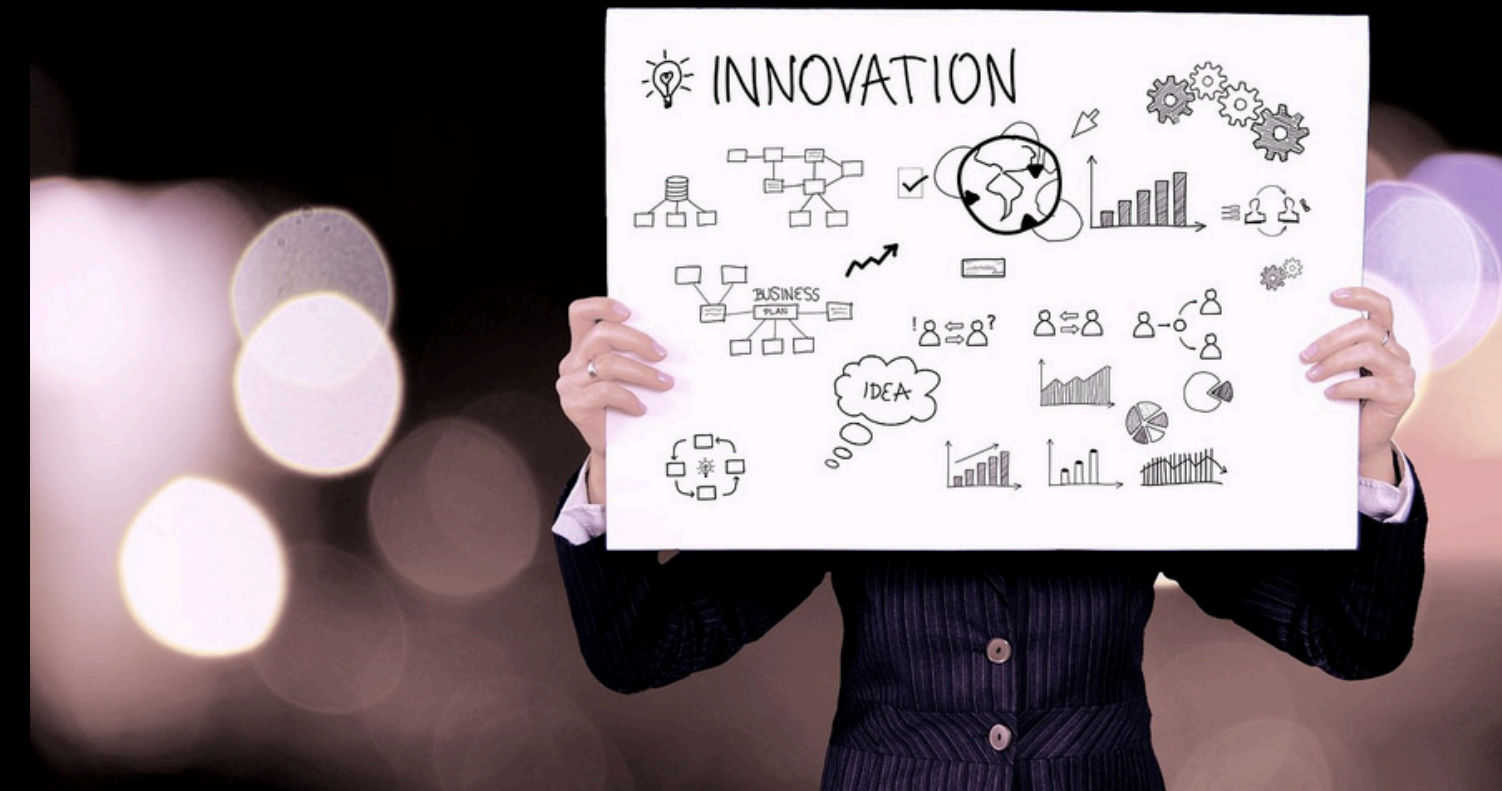
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PRODUCT INNOVATION



Strategies Adopted Since 2020

BSC had been engaging with data-driven insights since 2020. As we analyzed customer data and used our social listening tools to measure growth in demand, we found an increasing trend for beard care and general male grooming products-----not just shaving. We then diversified our product offering - beard care and body care and the ongoing evolving needs of grooming.



Strategies Adopted Since 2020

Data Insight: Increasing demand for beard care, related to customer information and social listening on starch beyond shave products.

Action Taken: Launched new product categories to address changing grooming trends – beard care, body care.

Impact: Expanded product line to reach wider customer base & possibly increase conversion rates.

Branding & Communication



Strategies Adopted Since 2020

We launched influencer marketing campaigns with the Indian celebrities attracted by potential customers to try our products.

- -Leveraged influencer marketing to target specific demographics and build brand trust
- -Strengthened social media presence for increased brand awareness and engagement
- -Adopted a humorous and relatable brand voice to connect with our target audience



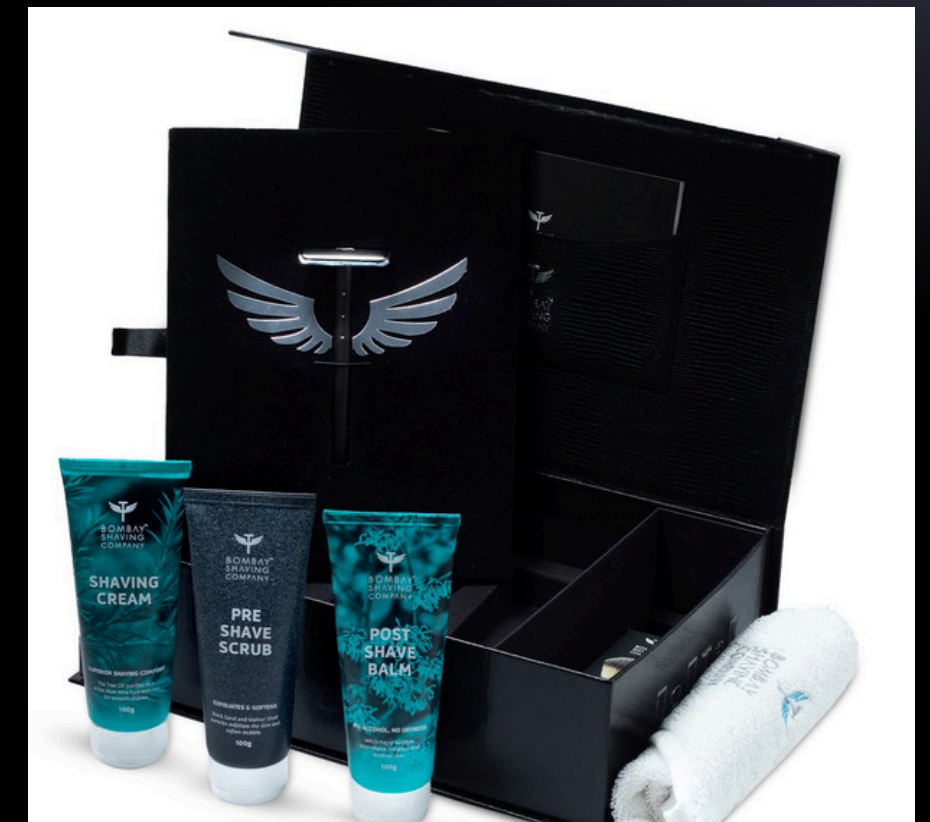
Distribution & Sales



DISTRIBUTION AND SALES

Since the optimization process has been on the focus, website has been improved a lot for a seamless user experience.

- Optimized website for a seamless user experience and faster checkout process
- Partnered with leading e-commerce platforms to expand product reach
- Offered free shipping and attractive discounts to incentivize purchases

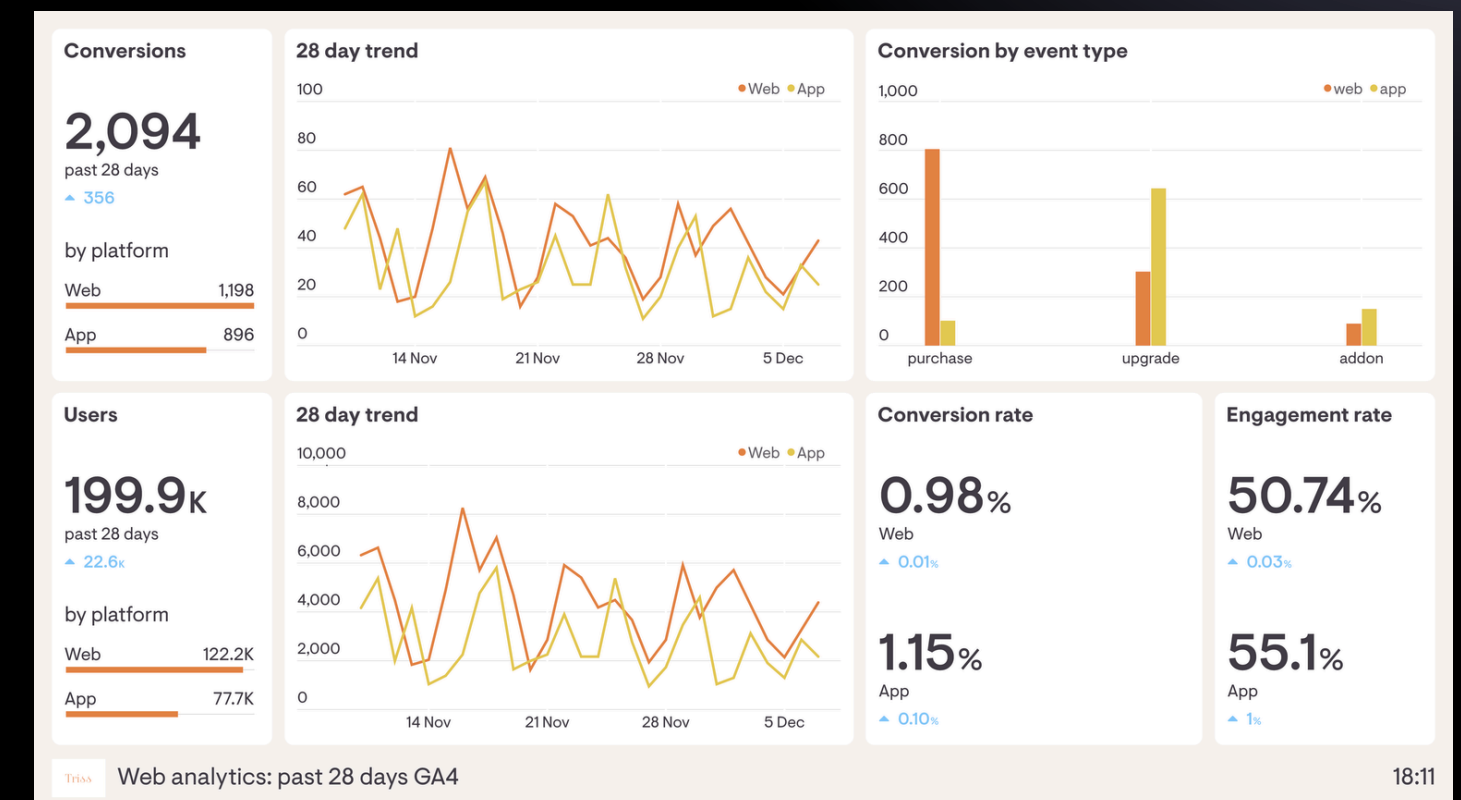


Marketing Channels & Techniques



Marketing Channels & Techniques

In terms of technical advancements, we used data technologies to map the customers' interactions and enhance the appeals in the marketing campaigns. Furthermore, we have used the techniques like A/B testing to evaluate the highest converting website sections, and content. Last but not least, we have applied moment marketing, which means that advertisements are displayed according to users' interests or ongoing events.



Strategies They Should Adopt Moving Forward



Expanding Product Reach

Moving forward, we propose strategies to expand product reach within our current budget:

- Search for a current level of collaboration with physical stores to expand the range of products installed
- Maximise on social commerce platforms for advertising and buying as it is easier and more specific.
- Underneath the manufacturing of regional product variations to accommodate the customer's preferences.



Deepening Brand Engagement



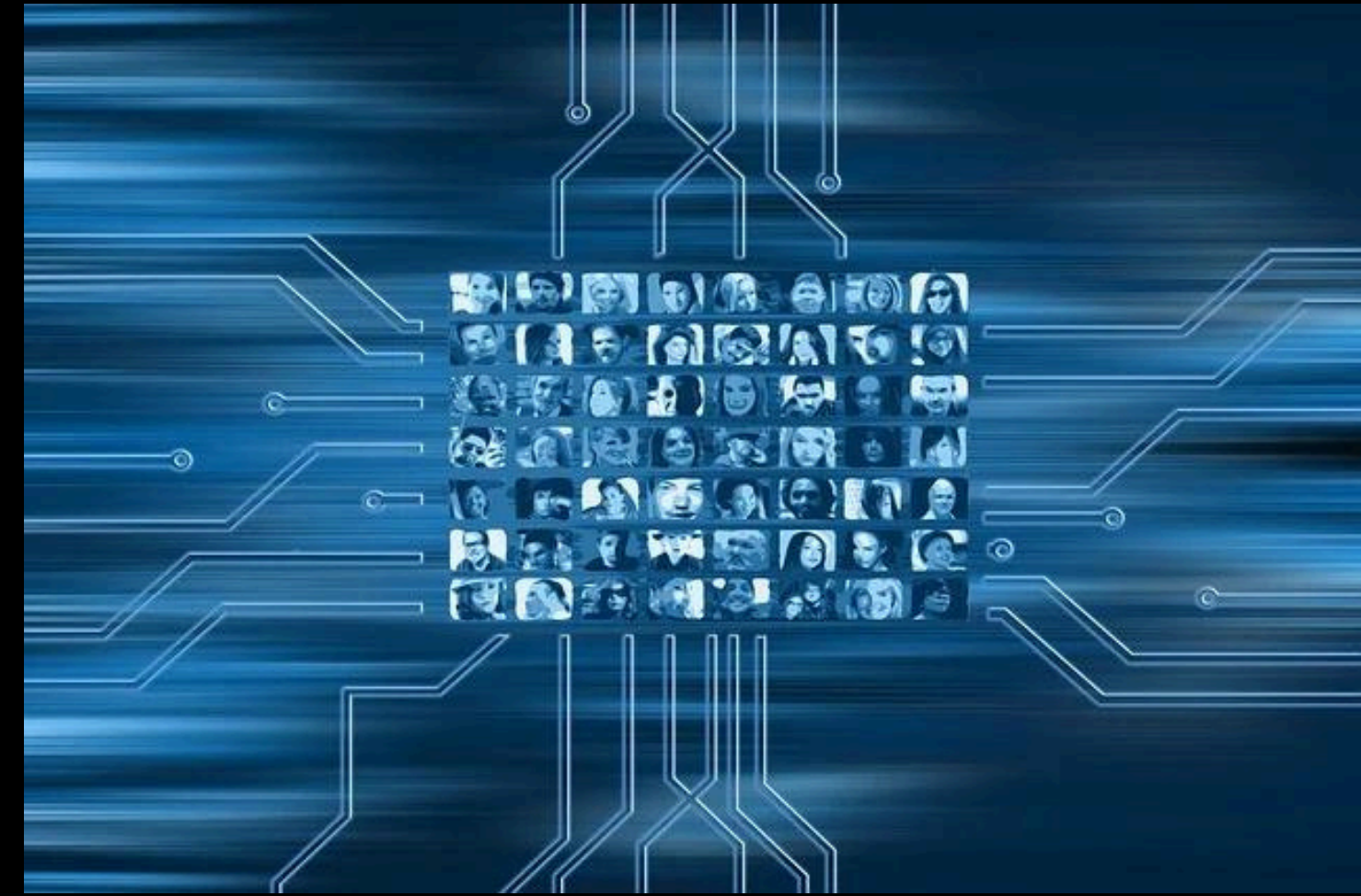
Deepening Brand Engagement

Moving forward, we propose strategies to expand product reach within our current budget:

- Host interactive social media contests and giveaways to encourage brand participation
- Partner with micro-influencers to reach niche



CONCLUSION





Therefore, the analysis shows that Bombay Shaving Company has improved the effectiveness of digital endeavors since 2020 to an optimal level. We have extensively applied professional solutions based on data analytics to product development, brand building, distribution and sales, and marketing channels and methods. In the future, we have outlined ideas on how to continue to grow the distribution of products and increase the extent of the brand's penetration within the existing financial constraints. We are quite sure that these strategies will further enhance the ability of increasing the customer conversion ratio and will add strength to BSC as an online grooming brand.

