**Case studies :**

Analysis real-world examples of successful digital marketing campaigns.

Extract lessons learned and apply them to your own strategies.

Case studies: Amozon

Early Days and Growth:Amazon started its India operations in 2013, selling books. Since then, the business has grown multi-fold, with presence across sectors ranging from grocery and pharmacy to OTT and music. With a 100 million-plus customer base, Amazon has been extremely bullish about the Indian market.29 Sept 2023

Big Billion Days:Amazon Great Indian Festival will start from 8 October 2023. For prime members, the sale will start a day early. The Amazon Great Indian Festival Sale 2023 will start from Sunday, 8 October. However, for Prime Members, the sale will start early on midnight of 7 October

Acquisitions:Amazon has diversified its acquisition portfolio into several market sectors, with its largest acquisition being the purchase of the grocery store chain Whole.

Background:

Amazon India was started in June 2013, and sooner it became one of the biggest eCommerce platforms in India. Initially, the company started by selling books and it expanded to sell electronics, households, software, food, jewellery, and a lot more.

Amazon was founded on July 5, 1994, by Jeff Bezos from his garage in Bellevue, Washington. The company initially was an online marketplace for books, but incrementally expanded into a multitude of product categories, a strategy that has earned it the moniker "The Everything Store".

Amazon.in was launched in India 10 years ago on June 5, 2013. Read about our decade-long journey in the country, and the India-focussed ideas and innovations celebrating our customers, sellers, and partners.

Goals:

Market Leadership:Amazon succeeded in building a consumer paradise. They charge much less and promise much more than other stores and platforms: The best selection by combining a retail business with a marketplace business, the best price by using the “buybox“, and the quickest delivery by offering FBA to their sellers.9 Dec 2019.

Customer Satisfaction:Follow the Amazon Rules & Regulations.

SEO + HEO Optimize Your Product Listings.

Captivate Customers with Convenience.

Identify Your Brand Values & Make It Noticeable.

Manage a Balanced Level of Inventory.

Strive For High Amazon Seller Rating.

Monitor & Manage Buyers' Feedback.

Improve the Order Fulfilment Process.

Explanation and Diversification:eastern latitude (The linear extension) of India is Extended Gujrat to the East longitude (Arunachal Pradesh) The west-east length of India is 2933 k.m.From this, it can be said that the south-north extension of India is more than the west-east extension.

Sustainable Growth:We use our scale and culture of innovation to help create a more sustainable future for all, with a focus on five impact areas: Driving Climate Solutions, Reducing Packaging and Waste, Protecting Natural Resources, Advancing Human Rights, and Innovating Products and Services.

Globe Expention:You can export from India easily with Amazon Global Selling. All you have to do is: Select the product you want to sell and the marketplace you want to sell in. Register with Amazon Global Selling.

Successful digital marketing campaigns:

Big Billion Days campaigns:Amazon had initially announced October 10 as the starting date for its Great Indian Festival, but has now changed it to align with Flipkart's Big Billion Days. Ecommerce majors Amazon and Flipkart are set to kickstart their annual festival season sales from October 8.

Video Content Marketing:Video marketing describes the use of video content to promote or inform audiences about your brand and products. Brands can use video across a variety of digital channels and formats, including their own website, social media marketing, programmatic advertising, and more.

Social Media Marketing:How Amazon Uses Facebook. Amazon's primary Facebook account is mostly used to market their products, highlight deals, run competitions, share community content, and share important posts. Often these are optimised to coincide with relevant events and holidays, providing enticing and valuable content for their customers .