

Honasa Consumer Pvt Ltd

Digital Marketing Analytics

Building Digital Marketing Strategies for new
Product Launch

Tanu

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Introduction :

Mamaearth is an Indian company and st. Varun Alagh is the Founder and Chief Dad of **Honasa Consumer Private Limited**, which established its first ever baby nourishing brand, Mamaearth, in November 2016. The company is based in Gurugram, India. Mamaearth is declared as Asia's first MadeSafe certified brand. The brand has now emerged as a **strong direct-to-consumer (D2C) brand** in the personal care category with its own website and app, targeting young millennials. Revenues are derived through its own D2C platform, e-commerce channels and offline sources.

This survey is regarding a product launch of an Ayurveda fairness cream. Depending upon the responses we will analysis the marketing concept.

The Founders started the company keeping the consumer as the babies and mothers in their mind. It achieves huge success day by day and getting competition in the market with Himalayas, Lotus Herbal,

Industry Overview :

Founded in **2016** by husband-wife duo, Varun and Ghazal Alagh, Mamaearth claims to be Asia's first Made-safe certified brand that offers 100 per cent toxin-free and natural skin care, hair care and baby care products.

Mamaearth is one of the few plastic positive brands in India. The **company strives to conserve Mother Earth for future generations of babies**. With an initiative called 'Let's Recycle', the company recycles more plastic than it ever uses and also spreads awareness by making the customers a part of the programme.

There are some top used Mamaearth products which is available in the market with an exponential growth rate like as Bye Bye Blemishes Face Cream, Argan Hair Mask with Avocado oil, and milk protein, C3 face mask with charcoal, coffee & clay, Ubtan Face mask with Saffron, Turmeric & Apricot Oil, Onion Oil for Hair Fall Control with Redensyl and etc.

Mamaearth was influenced by the social media vastly. It approaches the blue ocean theory. Blue ocean strategy is the **simultaneous pursuit of differentiation and low cost to open up a new market space and create new demand**. It is about creating and capturing uncontested market space, thereby making the competition irrelevant.

Segment :

Depending upon the survey response on the Mamaearth Brand, we can clearly say that people are not aware of the brand properly. So Our target segment would be advertising more and more to reach out to the market. The main focus should be not only on the target audience but also the general public who are open minded to accept an Ayurveda product to their day to day life.

Mamaearth offers more than 80 products. In Order to get awareness in the market we can provide exclusive offers and discounts on the fairness cream which attracts the general consumers.

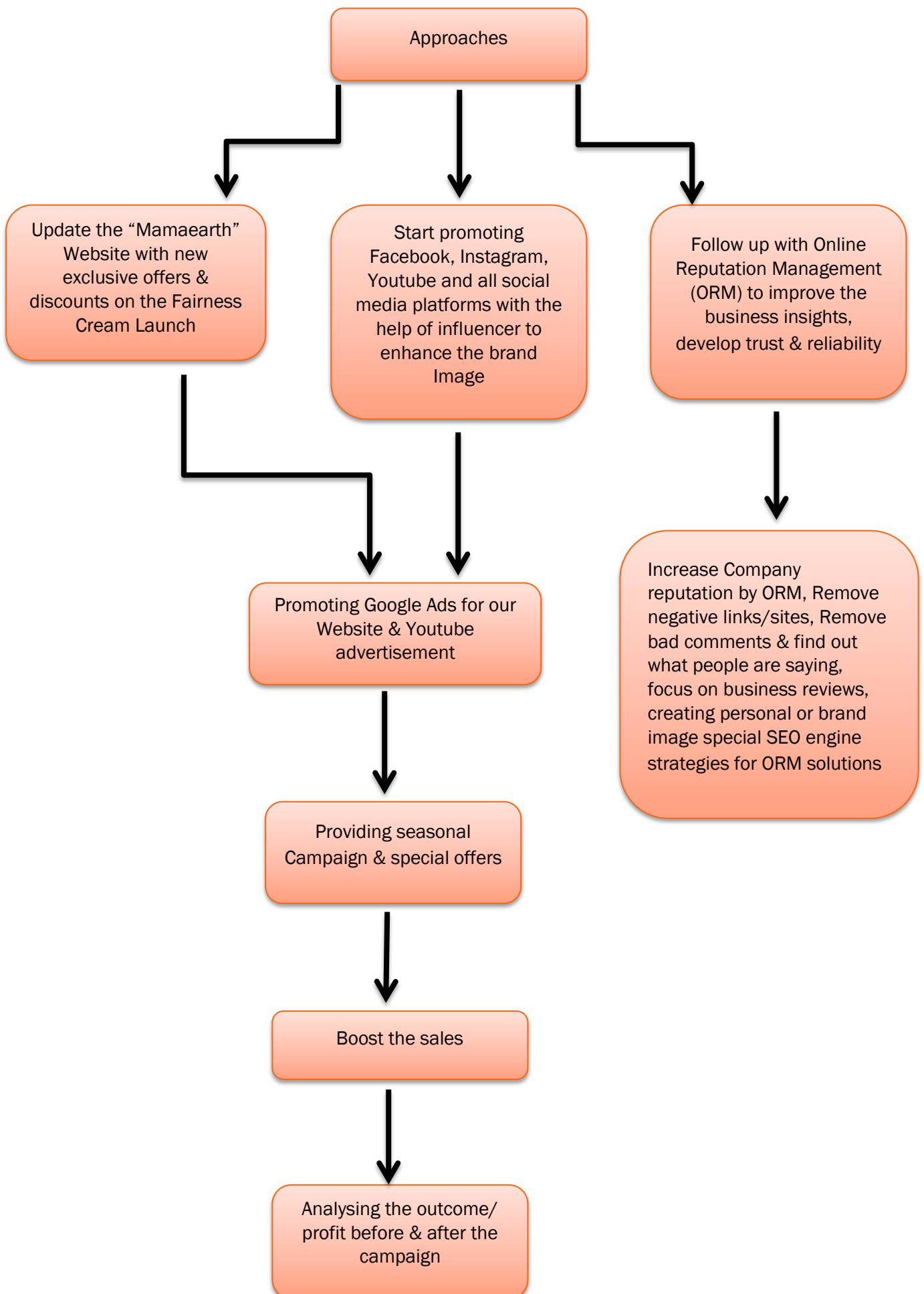
We will evaluate the target audience who has already used our brand and get the review from them by managing ORM.

SWOT :

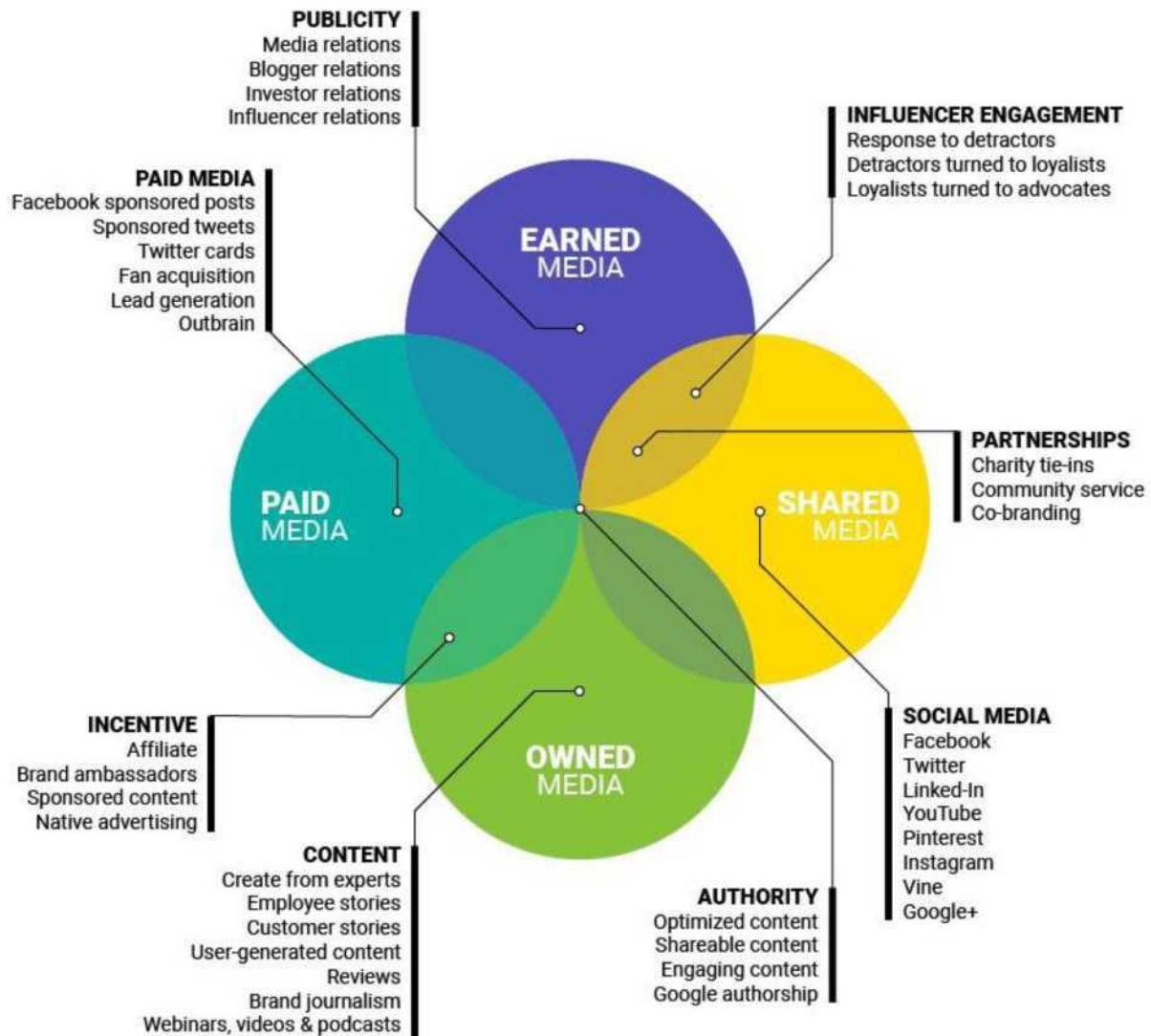
SWOT assumes that strengths and weaknesses are frequently internal, while opportunities and threats are more commonly external. We have to research on the Strengths, Weaknesses, Opportunities & Threats in order to completely dominate & understand the business.



Our Approach :



Digital Media to choose using PESO model :



PESO is a media model strategy that stands for Paid, Earned, Shared and Owned media. We have chosen Paid Media to start with. There should be proper advertisement of the brand where the features would be explicitly defined about the Indian Brand.

Measure of Success :

Here are many ways we can measure to find out just how successful our business are becoming after the campaign, starting with some basic metrics and ending with some more unique ways to think about success metrics:

1. Profitability

While it's clear that when our business is making money - it means some measure of success, especially if there is money left over after we cover all our expenses. We may have even turned the corner from months of being in the red. However, our true measure of success will be being in the black, for a year or longer. From there, our true measure of success will be creating sustainable profitability that continues long into the future. This may require tweaks in our

strategy, ongoing assessment of your processes and costs to see where you can become leaner and more efficient.

2. Number of Customers:

Our measure of success should show a growing customer base with a steady stream of leads in the pipeline. Yet, that true measure of success in terms of number of customers was just temporary. We have to keep working hard - and work smarter - to attract more of my target audience.

3. Satisfaction Level of Those Customers

Beyond the quantity of customers, the true measure of success was really more about how happy we were making the customers we had.

Their satisfaction would mean that future customers might come from what they had to say to their friends, family, and colleagues rather than from our research and marketing. It only takes one negative customer experience to immediately put the skids on that true success number we built up and were having in terms of customer satisfaction.

4. Employee Satisfaction

Happy, motivated employees tell us a lot about your real success. When they are satisfied, they are busy working hard. After all, their productivity is the engine that fuels the business

5. Our Satisfaction

It is good to feel satisfied with the results of the business as it develops and celebrate those "wins" along the way. It was a learning curve to find out how to balance satisfaction with results, and with the burning desire to do more.

Conclusion

As you can see, most of these true measures of success are more qualitative than relative to our financial reports and bottom line. Each one of these measures also requires continued attention, and influences the results of the other suggestions on the list.

The real measure of success then is to deliver to ourself, our employees and our company on all of these actions at once both now - and long into the future.