



CASE STUDY ON RAZORPAY

GROUP 5



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SUB TOPIC : SALES AND MARKETING ANALYSIS

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CONTENT

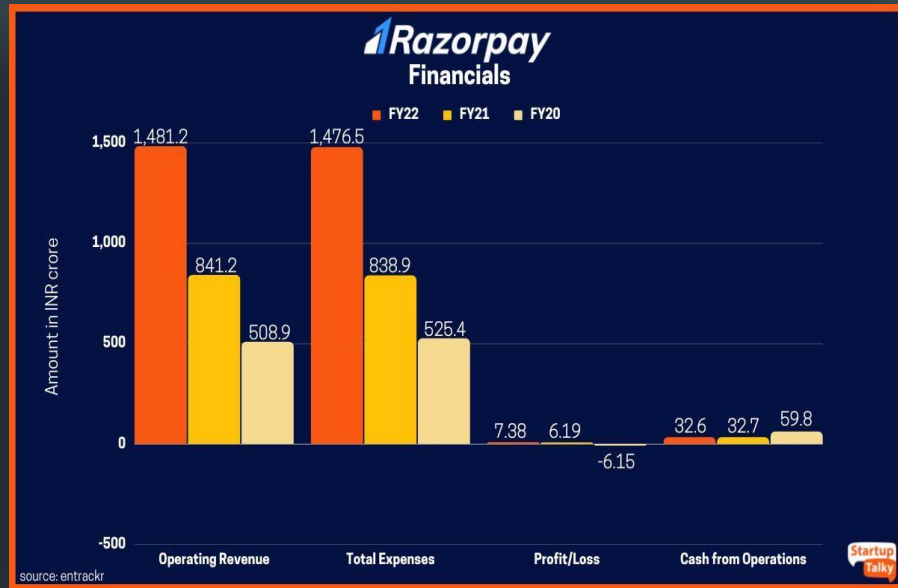
1. SALES AND MARKETING ANALYSIS
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SALES AND MARKETING ANALYSIS

Market Trends & Online Marketing

- **Massive Shift to Online Marketing:** Over 50% of marketers are expected to allocate more resources to online mediums.
- **Importance of Market Analysis:** Businesses need to conduct market analyses and understand industry trends.
- **Solution-Oriented Content:** Acts as a strong lead generator for businesses.
- **Reliance on Lead Generation:** Most SaaS and service-based companies depend on lead generation for revenue and sales.



SALES AND MARKETING ANALYSIS (CONTINUED)

Marketing Strategies

- **Social Media Marketing:** Brands can build a strong audience base and drive engagement by posting shareable content.
- **Internet Marketing:** Uses all web-based channels for spreading messages about products and services.
- **Conversational Marketing:** Involves real-time interaction with the brand through chatbots or customer service executives.
- **Benefits of Conversational Marketing:** Provides a sense of security to customers and is effective for tech-based and e-commerce companies.



SALES AND MARKETING ANALYSIS (CONTINUED)

Marketing Mix Strategy

- **Product Strategy:** Includes products like Razorpay Route, Smart Collect, Subscriptions, and Invoices, along with Razorpay Capital and RazorpayX.
- **Pricing Strategy:** Offers Standard and Enterprise plans, with customized options for large transaction volumes.
- **Place Strategy:** Provides various online payment modes and a comprehensive dashboard for handling payments.
- **Promotion & Branding:** Focuses on sectors like e-commerce, ed-tech, and small enterprises, and offers collateral-free credit lines for MSMEs.



CONCLUSION

Razorpay is a leading payment gateway in India, offering seamless integration and a comprehensive range of payment methods, including cards, UPI, and net banking. It stands out with advanced features like automated payouts and subscription management, making it an ideal choice for businesses of all sizes seeking a reliable and versatile payment solution.

REFERENCES

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THANK YOU