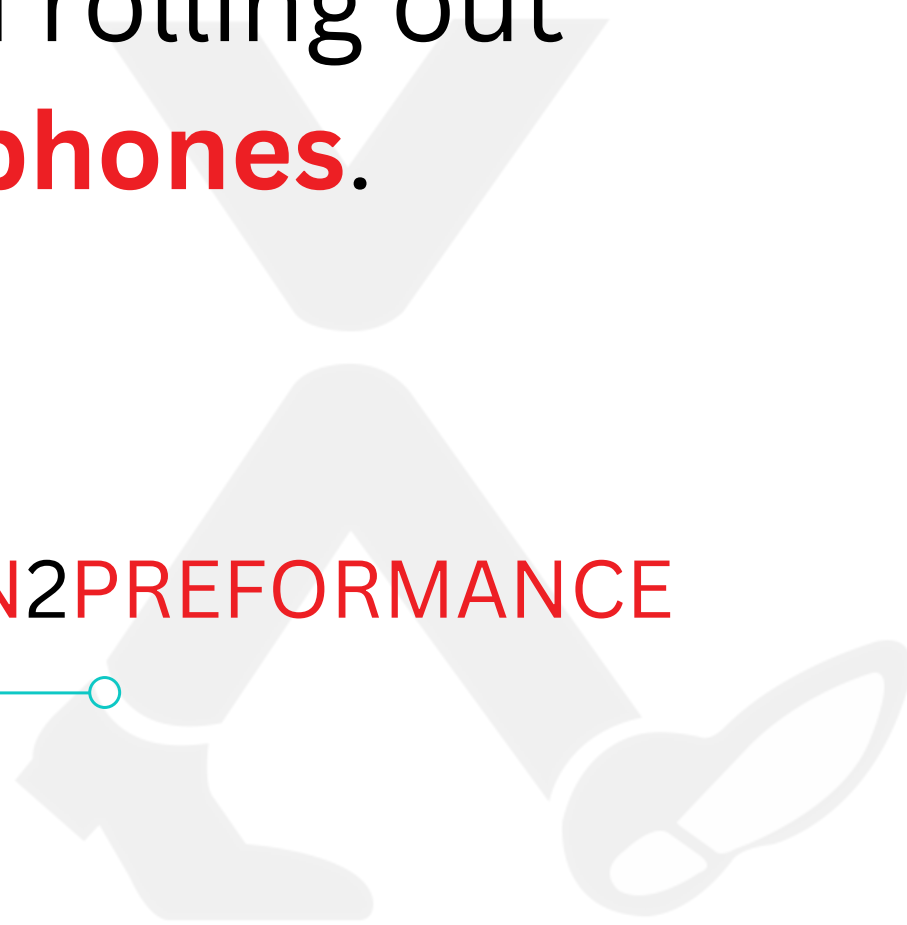
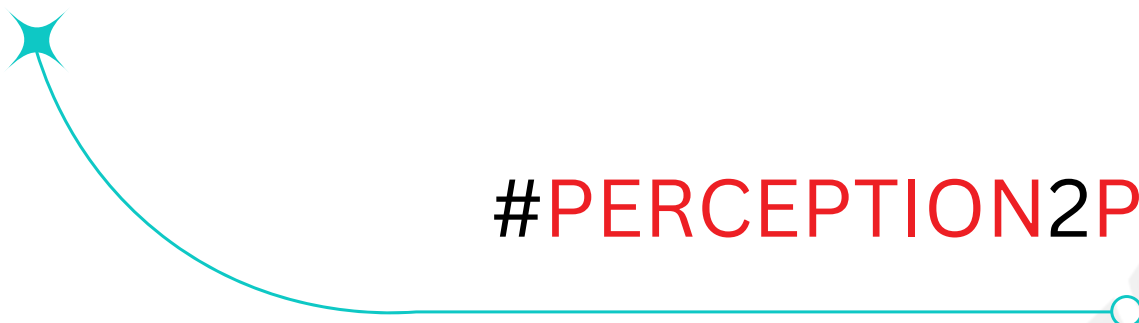


BlackBerry, once a prominent player in the early smartphone market, **went downhill due to longer TTM.**

It's focus was on **physical keyboard-equipped devices** while its competitors started rolling out **touchscreen smartphones.**

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Thus **Time To Market(TTM)**
drives **Go-to-Market(GTM)**
in a significant way!

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CONTENT SUCCESS TIPS YOU DONT KNOW ABOUT



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More Content= Higher Impact

Did you know that 72% of B2B marketers use content marketing to generate leads?

Source: Content Marketing Institute report

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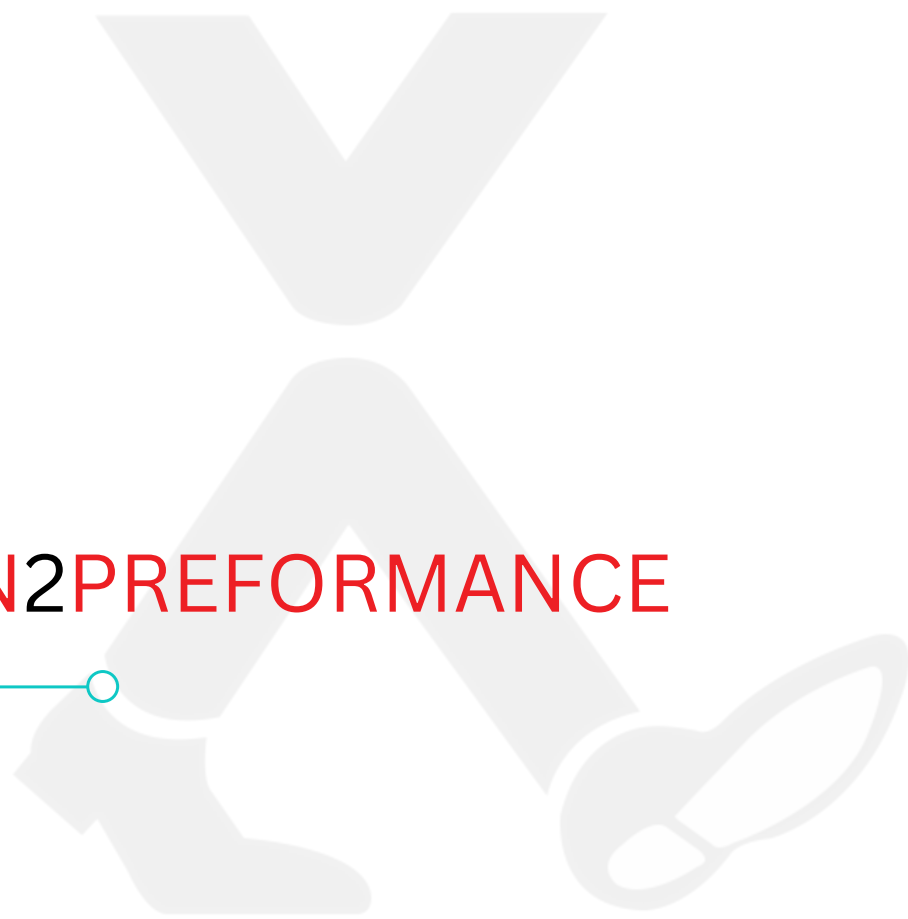




Quality vs. Quantity – every time!

A single great piece of content that helps or informs the user is 10X more valuable

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SEO Optimized Content Works Wonders

**Organic search drives 53.3% of
website traffic for businesses**

Source: BrightEdge

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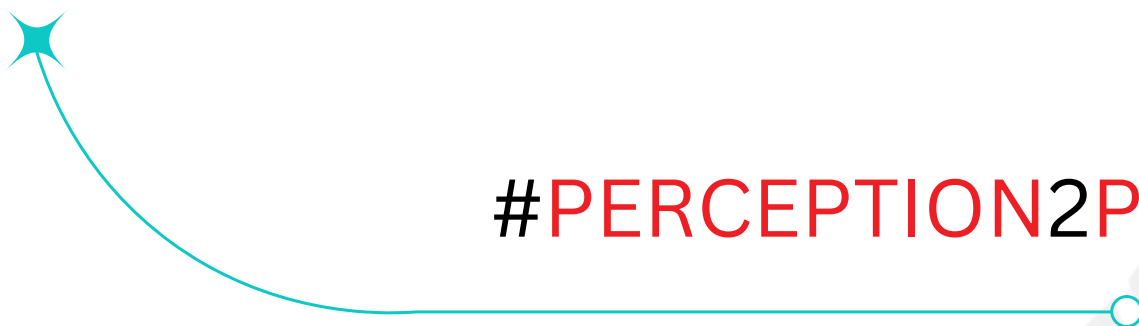


Create Content That Inspires Trust or Shows Authority

A case in point is Mamaeearth, which used blogs to build trust among parents and expecting mothers

Source: **BrightEdge**

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Smart Use of Content To Build Community/Fan- Base On Social Media

A recent success story is The Man Company. It mixed educational and lifestyle content on Instagram and TikTok to create a loyal following

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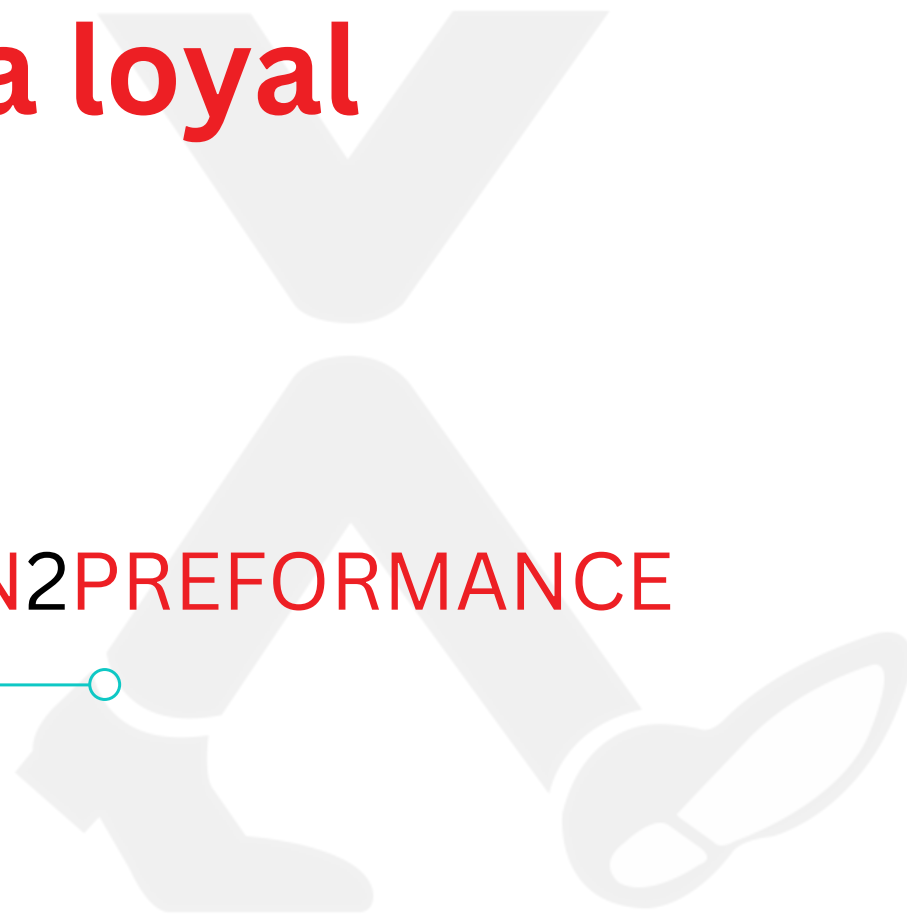


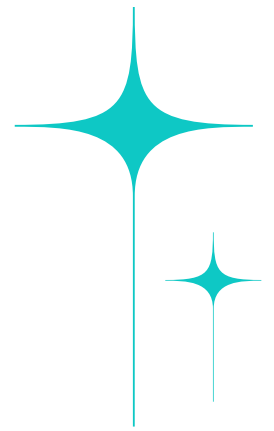


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**For more such regular tips
subscribe to our page/social
media handles**



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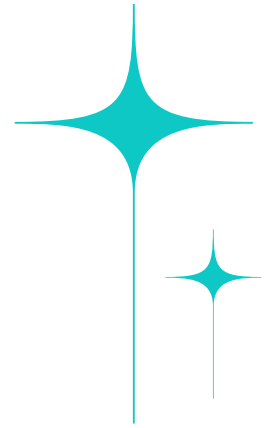




AUDIENCE SEGMENTATION IN DIGITAL MARKETING



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Audience Segmentation (Niche Marketing)

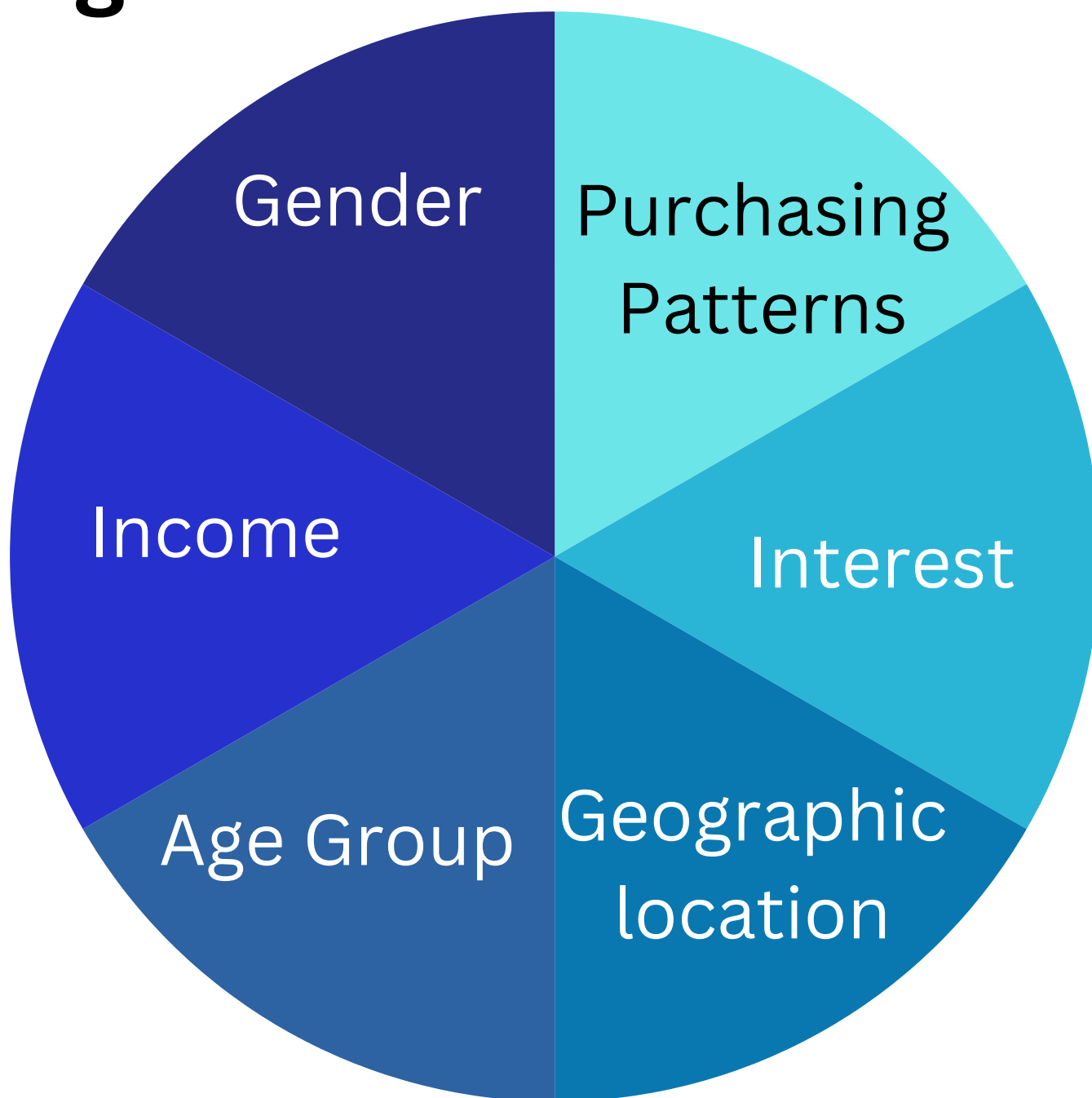
- A cardinal rule in marketing
- Helps identify high-value customers & maximizes ROI

#PERCEPTION2PERFORMANCE



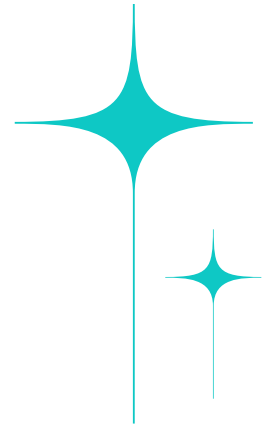


Segments for Audience Segmentation



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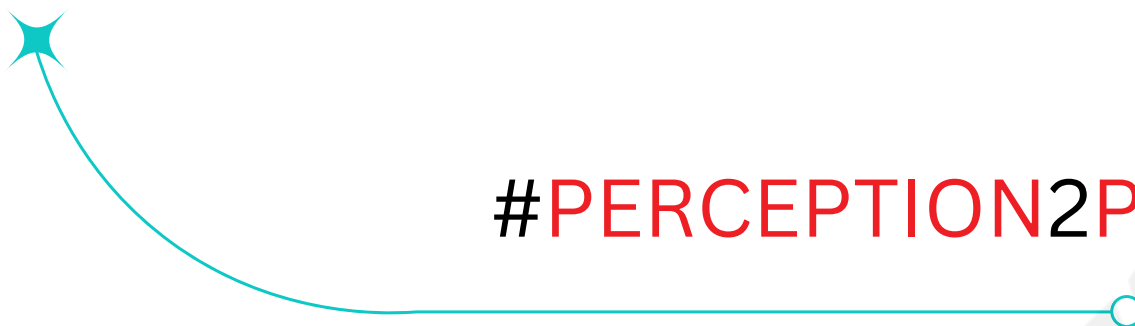


Segmented Campaigns In Numbers

- 30% of marketers use segmentation to improve email engagement.
- Segmented campaigns have 14.31% higher open rates and 101% more clicks.

Source: Hubspot

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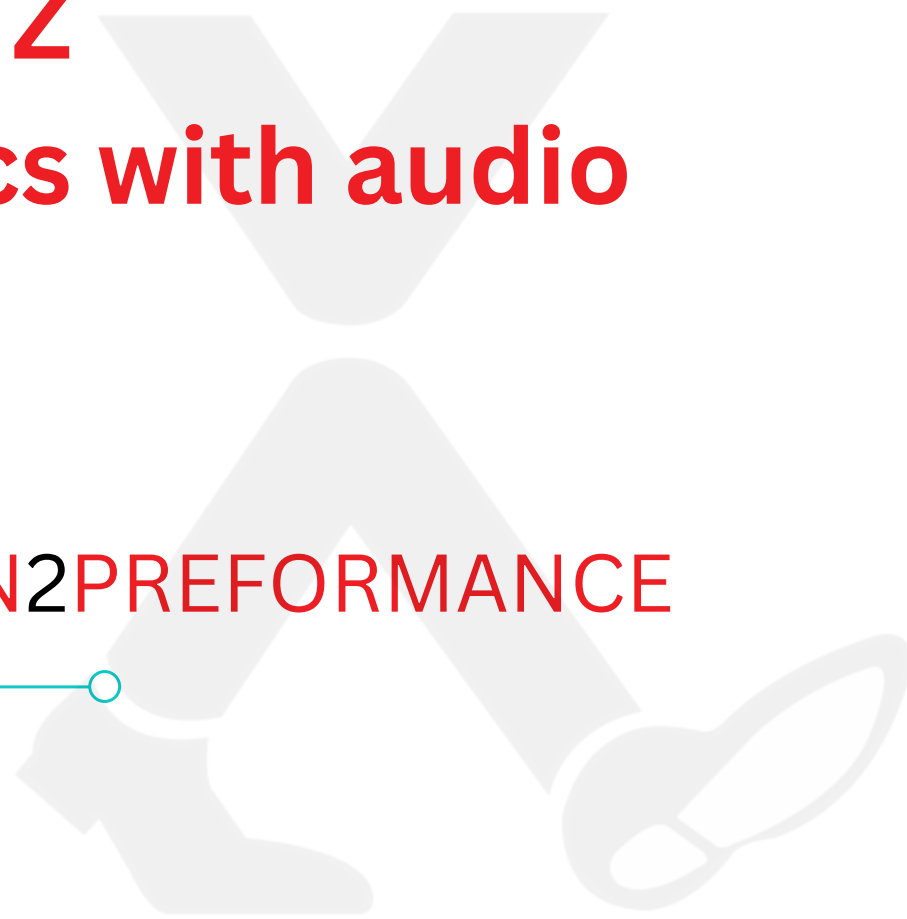




Case Study: "Boat" D2CBrand

- Targeted young students in India
- Focused on affordability and quality
- Positioned as a youth-oriented brand
- Created trendy designs for millennials and Gen Z
- Balanced aesthetics with audio performance

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Benefits of Market Segmentation?

- **Leverages customer desires and deal-breakers.**
- **Drives extensive sales with intensive efforts.**

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1. Branding Significance

- Branding distinguishes a product from an ordinary commodity.
- It adds a soul to the product, tells a story, and insists on prestige.
- Branding starts a movement and grants aspirational value.

2. Impact of Emotional Branding

- Customers emotionally tied to a brand are 52% more valuable in terms of revenue and lifetime value. **(Source: Gallup).**
- 75% of consumers are more likely to stick with a brand they trust **(Source: InMoment).**

JUST A
PRODUCT IS A
COMMODITY
WHILE THE
BRANDED
PRODUCT IS A
LEGACY

3. Example: Michael Kors Bag

- Symbolic of luxury and social mobility.
- The initials "MK" signify moneyed social status and exclusivity.
- An aspirational brand with expensive, quality products.

4. Role of Branding

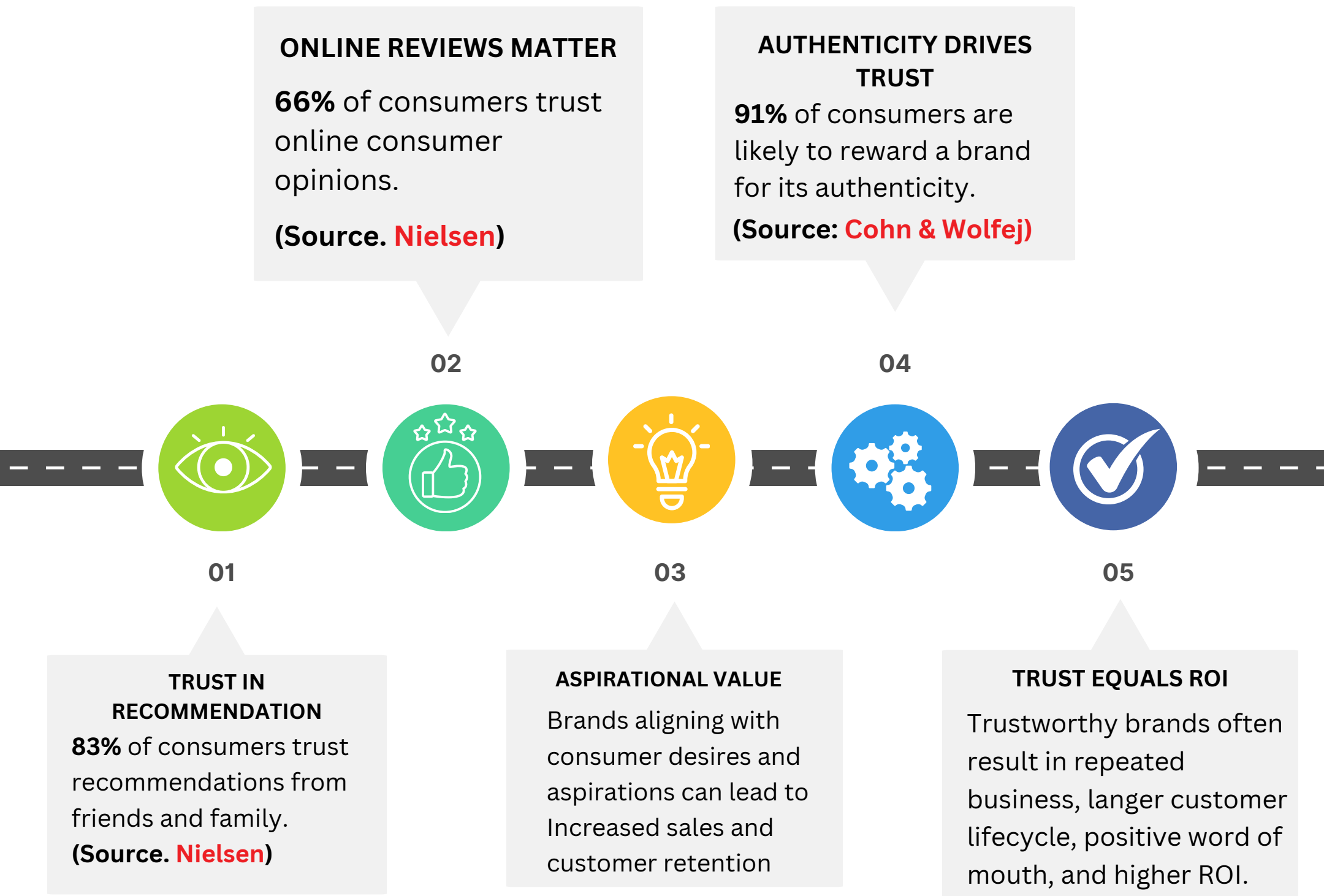
- Defines the product personality.
- Creates an emotional connection with consumers.

5. Branding Longevity

- Branding creates a lasting impact long after a purchase.
- Encourages repeat purchases and customer loyalty.

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ROADMAP OF BUSINESS MARKETING STRATEGY



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