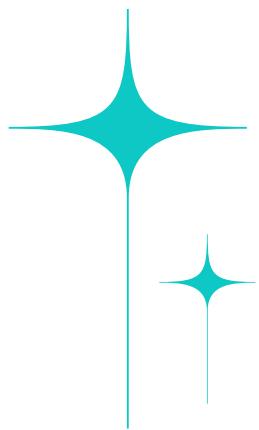




BlackBerry, once a prominent player in the early smartphone market, **went downhill due to longer TTM.**

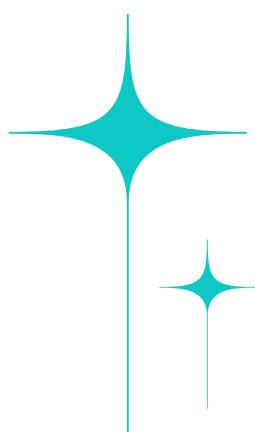
Its focus was on **physical keyboard-equipped devices** while its competitors started rolling out **touchscreen smartphones**.

#PERCEPTION2PREFORMANCE



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

#PERCEPTION2PREFORMANCE

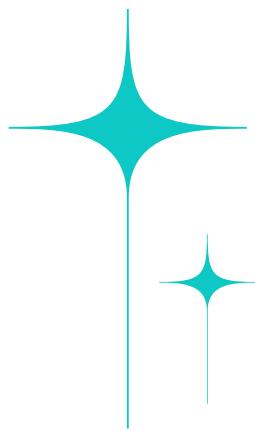


CONTENT SUCCESS TIPS YOU DONT KNOW ABOUT



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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

#PERCEPTION2PREFORMANCE



Quality vs. Quantity – every time!

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

#PERCEPTION2PREFORMANCE



SEO Optimized Content Works Wonders

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

Source: BrightEdge

#PERCEPTION2PREFORMANCE



Create Content That Inspires Trust or Shows Authority

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

Source: BrightEdge

#PERCEPTION2PREFORMANCE



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

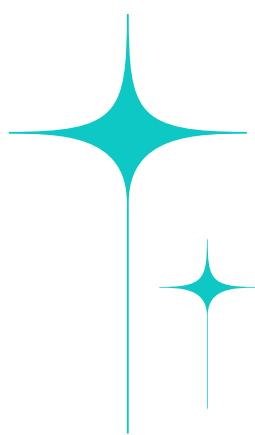
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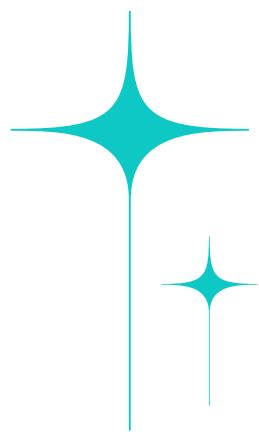
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**For more such regular tips
subscribe to our page/social
media handles**



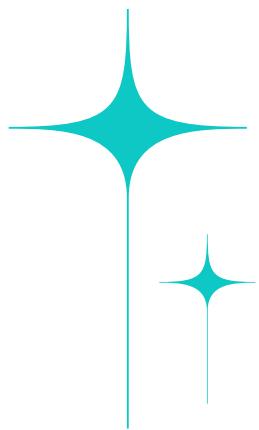
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AUDIENCE SEGMENTATION IN DIGITAL MARKETING



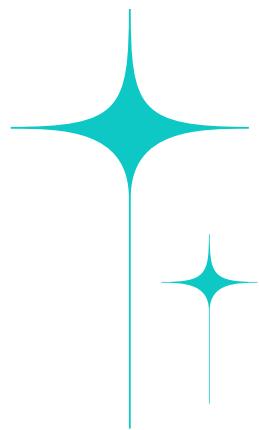
#PERCEPTION2PREFORMANCE



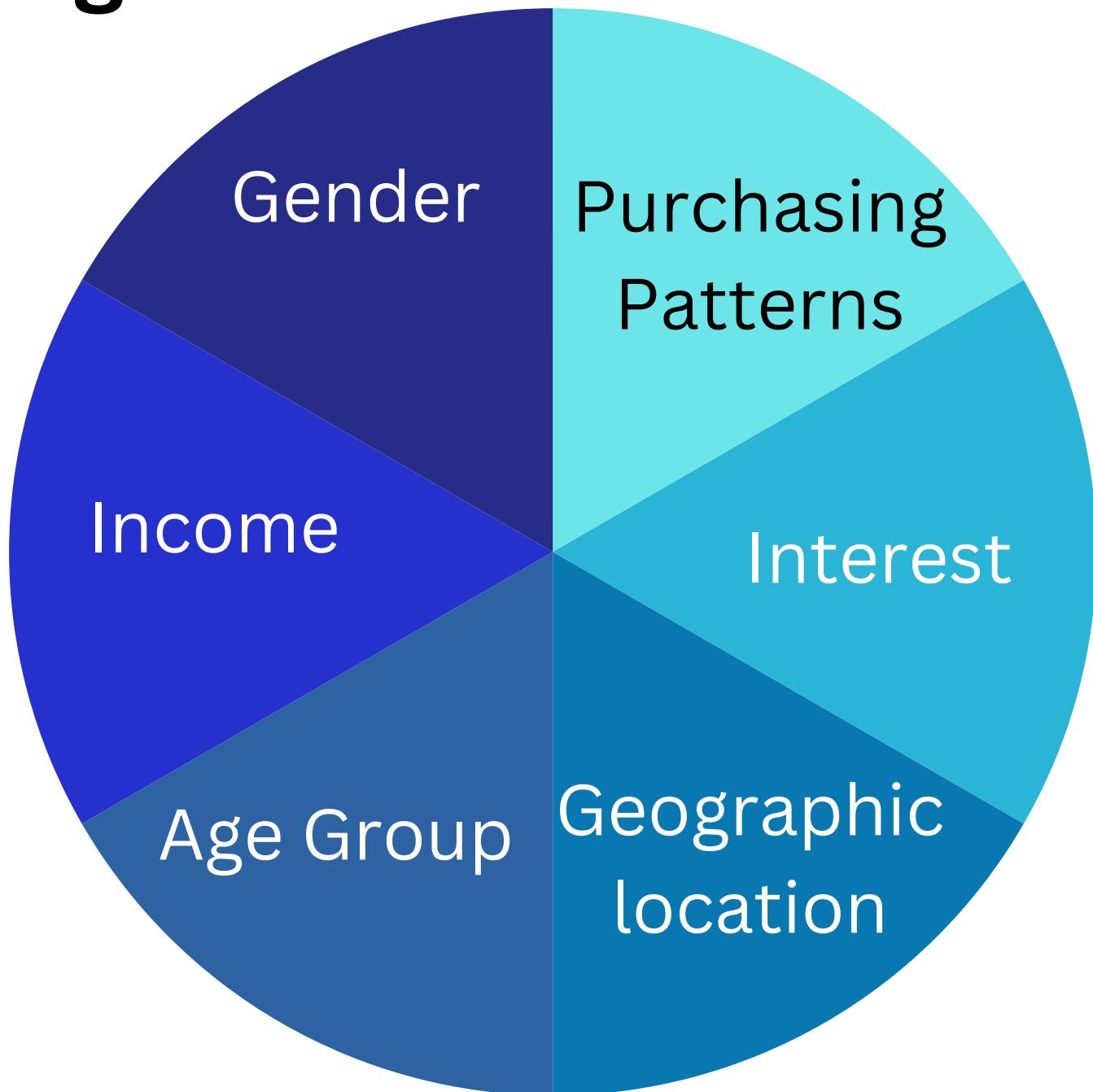
Audience Segmentation (Niche Marketing)

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

#PERCEPTION2PREFORMANCE



Segments for Audience Segmentation



#PERCEPTION2PREFORMANCE

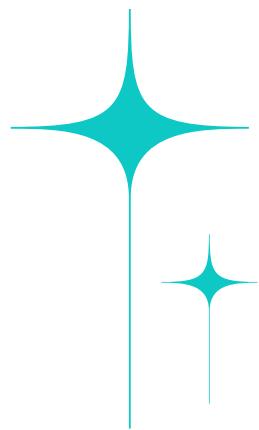


Segmented Campaigns In Numbers

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

Source: Hubspot

#PERCEPTION2PREFORMANCE



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

#PERCEPTION2PREFORMANCE



Benefits of Market Segmentation?

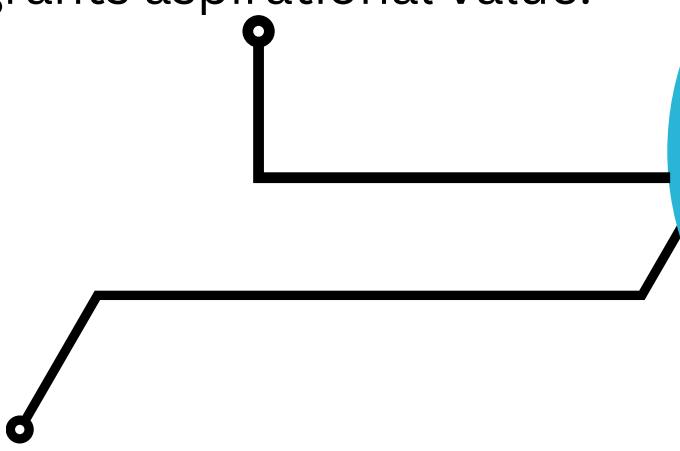
- Leverages customer desires and deal-breakers.
- Drives extensive sales with intensive efforts.

#PERCEPTION2PREFORMANCE



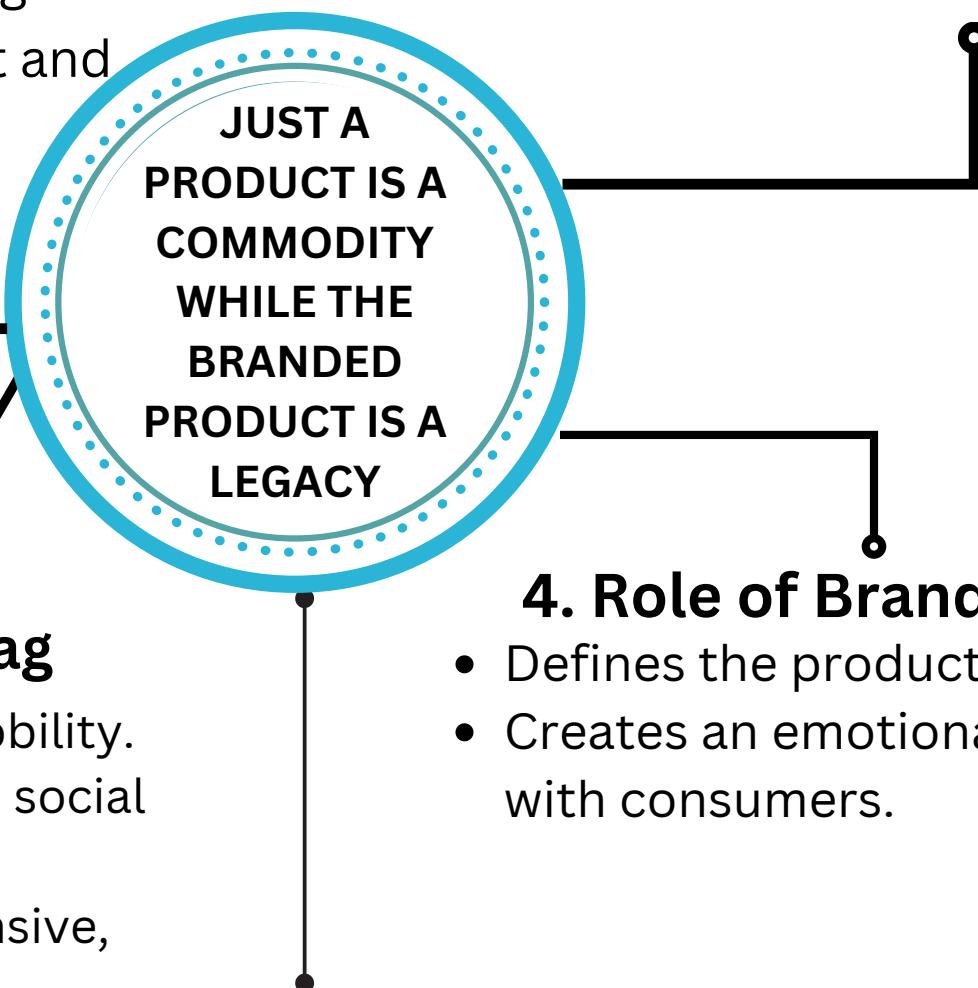
1. Branding Significance

- 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**).



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

ONLINE REVIEWS MATTER

66% of consumers trust online consumer opinions.

(Source. **Nielsen**)

AUTHENTICITY DRIVES TRUST

91% of consumers are likely to reward a brand for its authenticity.

(Source: **Cohn & Wolfej**)

02



01

04



05



03

TRUST IN RECOMMENDATION

83% of consumers trust recommendations from friends and family.

(Source. **Nielsen**)

ASPIRATIONAL VALUE

Brands aligning with consumer desires and aspirations can lead to Increased sales and customer retention

TRUST EQUALS ROI

Trustworthy brands often result in repeated business, longer customer lifecycle, positive word of mouth, and higher ROI.



#PERCEPTION2PREFORMANCE