

SCALING UP YOUR VENTURE

NEW VENTURE CREATION

Oct 30th

Sales & Marketing

- Sales:
 - Identify the channel
 - Train your team to handle the channel
 - Set up the processes to handle the same
- Marketing
 - Advertising
 - Traditional Multi-media; TV, Print, Radio, OOH
 - Digital Marketing; SEO, Performance (SEM +banner), Brand (display)
 - Database Marketing
 - Promotions

Customer Databases and Database Marketing

An organized collection of comprehensive information about individual customers or prospects that is current, accessible, and actionable for lead generation, lead qualification, sale of a product or service, or maintenance of customer relationships



Customer Databases and Database Marketing

- Data warehouse
 - Captures, queries, and analyzes data to draw inferences about an individual customer's needs and responses
- Data mining
 - Uses sophisticated statistical and mathematical techniques on data to extract useful information about individuals, trends, and segments

Bulk SMS/ OBD

- There are 4 types of SMS messages
 1. Transactional
 2. Service-Inferred/Implicit
 3. Service Explicit
 4. Promotional
- For the first three types the alpha sender id can be used but for promotional SMS, only numeric sender id should be used
- Database:
 - Your Owned
 - First party (network service provider owned)
 - It is illegal to send bulk sms to third party database

DLT sender ID used to track who is sending messages

Header /CLI Authorisation issued by Sender

This is to confirm that below mentioned Header(s)/CLI(s) is required by XXXXXXXXXXXXXXXXXXXX PVT LTD (Name of the Sender) for purpose commercial communication.



S.no	Proposed Header/CLI	Category (Promotional/Transactional/Service)	Remarks
1.	005600	Promotional	



I further understand and confirm that the Headers shall be duly registered in the name of the Sender and that the Sender shall be liable for any and/or all actions or consequences arising from the use or misuse of such headers.

Name of the Authorised Signatory

Designation

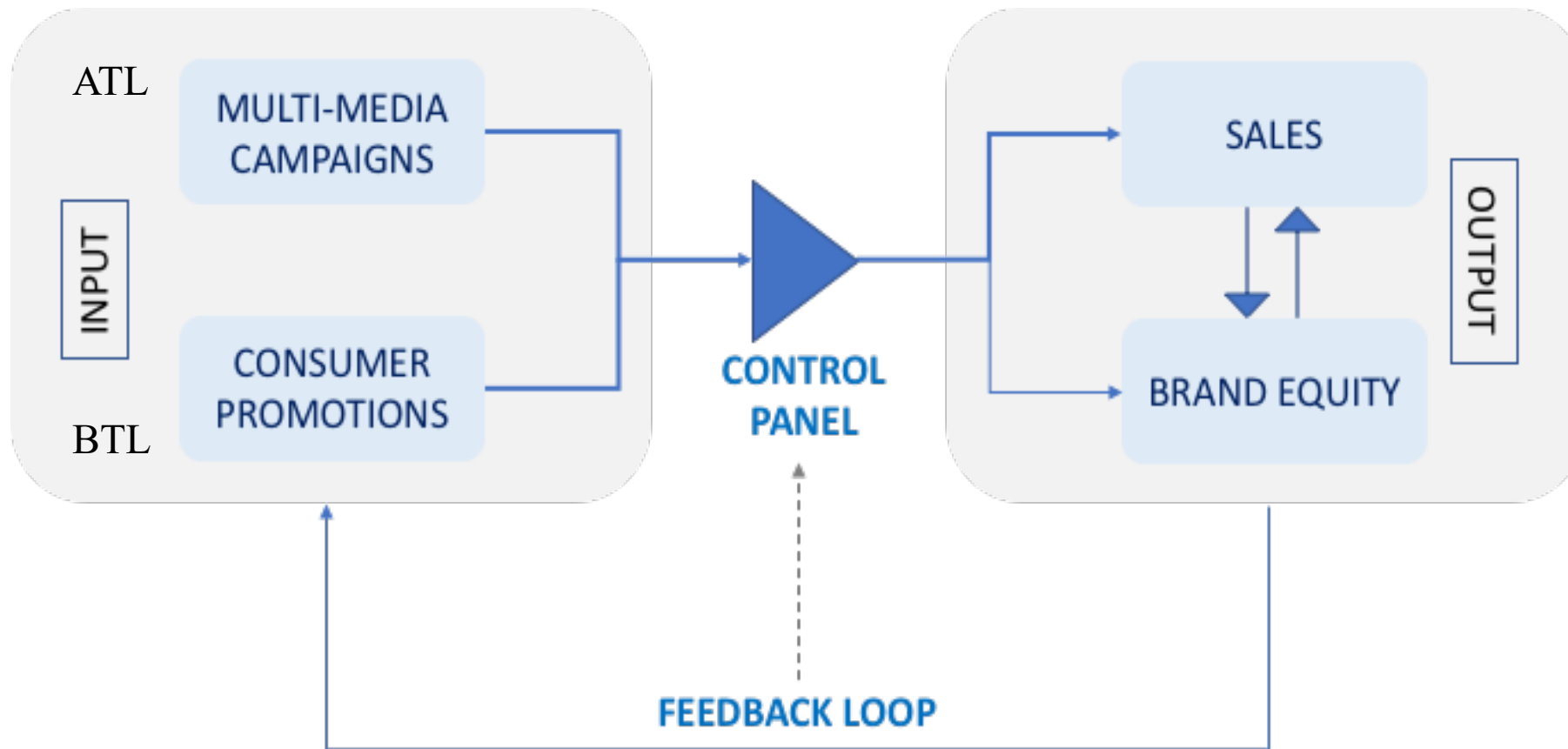
Mobile No:

Email ID

Message text is also to be approved by the bulk sms sender



The Marketing Mix



Three elements of 'inputs': TP, CP, Ad

	Trade Promotion	Consumer Promotion	Advertising
Brand Equity	Low	Medium	High
Emphasis	Price	Price/ Benefit	Benefit
Marketer Control	Low	Medium	High
Prime Target	Trade	Trade & Consumer	Consumer
Strategy	Push	Push-Pull	Pull
Impact	Pipeline Sales (Short term)	Usage & TOM	Long Term
Lead time	Short term	Medium Term	Long term

promotions are great gimmicks
to create a buzz

i.e., when there is nothing to talk on the brand promote

BTL: Promotions

Two broad categories of price promotions

1. Temporary price reductions
2. Permanent features of pricing systems

Basically, a camouflaged price reduction for a Purpose

Usually, a B2C phenomena

Who's the promotion for:

1. Consumer..... offers

- (leakage) channel accepts from brand but does not honour consumer

2. Trade/ channel.....scheme/ TP

- (leakage) undercutting

Common segmentation criteria

- Time
 - E.g., movie theatres changing lower prices on Wednesdays
- Geography
 - Different prices for different regions
 - E.g., densely populated areas might be served at lower cost
- Tolerable discrimination, e.g., students or seniors

Let's Talk : different types of consumer promotions?

1. 20% off
2. Buy one get one
3. Product A free with B
4. Scratch coupons.....(couponing online)
5. Cash back system
6. Membership point (sometimes)
7. Referral program
8. Lucky draws
9. Free sampling (consumer demonstration)....FREEMIUM
10. Happy hours
11. Bulk purchase
12. Flash sales..
13. EMI options

Let's Talk : different types of trade promotions?

1. X% off in March
2. Y% stock extra
3. Bulk purchase (annual bonus)
4. Cash discount
5. Time bound discount
6. Gifts, trips
7. Lucky draws
8. Maximum purchase (Gold/ silver class)
9. Event Gratification, dealer/ channel
10. Get brands to advertise for the channel
11. Forecast your sales and get a discount
12. Pay for sales promoters of the channel
13. Early bird incentive
14. Interest credit
15. Priority allocation of short supply item
16. Giving interesting Point of sale material

Promotions: what's the objective

Consumer

- Acquire new customers by generating trial
- Appeal to price-sensitive segments
- Increase loyalty/ purchase rates of existing customers

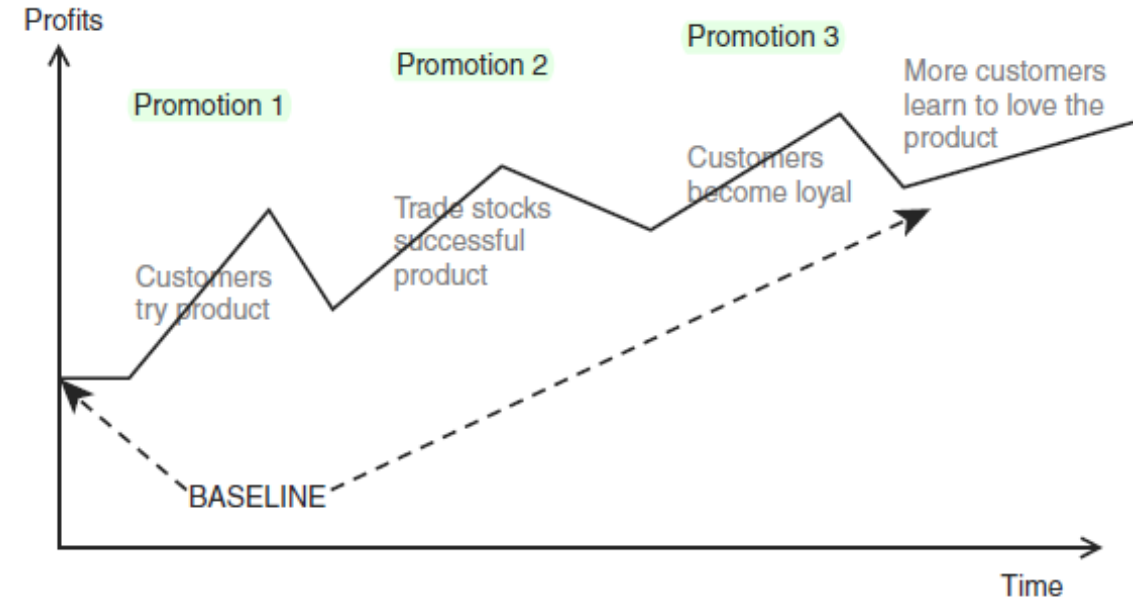
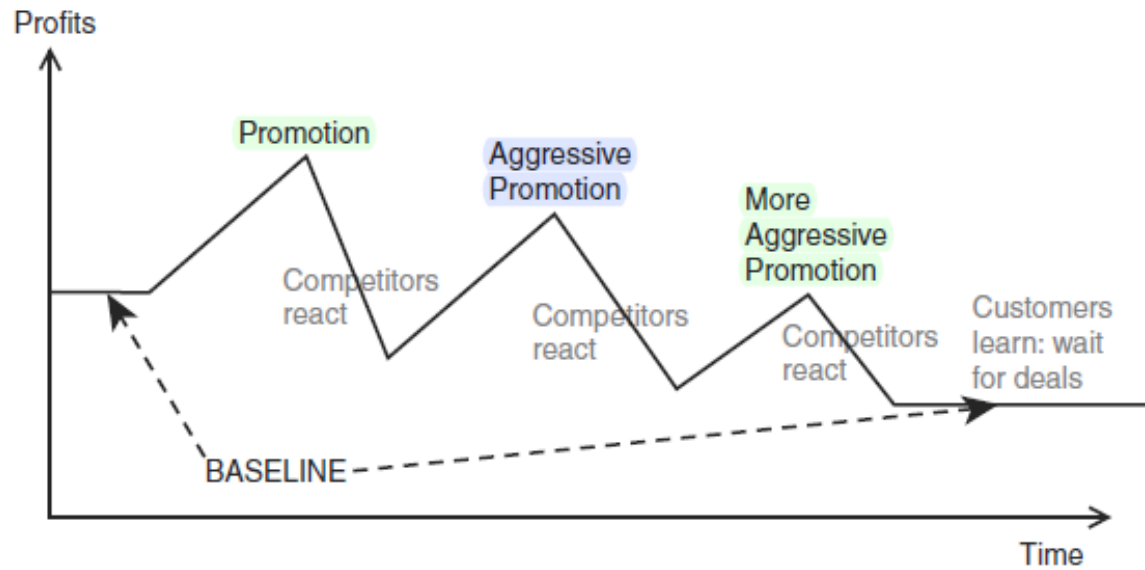
Trade

- Gain new trade accounts (distribution)
- Smooth seasonal categories
- Introduce new SKUs to the trade
- Increase shelf space
- Blunt competitive efforts, encourage customers to 'stock up'

A few consumer promotions

	Price/ Quantity Promotions	Samples	Collectibles	Coupons	Refunds	Prize Promotions
Gratification	IMMEDIATE	USUALLY, IMMEDIATE	IMMEDIATE	USUALLY, IMMEDIATE	DELAYED	DELAYED
Appeal	ECONOMIC	ECONOMIC	THEMATIC	ECONOMIC + TOM	ECONOMIC	THEMATIC
Target User	NEW	NEW	EXISTING	NEW	EXISTING	EXISTING
Cost	HIGH	HIGH	HIGH	HIGH	LOW	LOW

To Promote or not to promote?



Let's start with an illustration

Monthly capacity: 7 each

