



# Product and Digital Marketing Assignment

Nokia – G Series  
Xperience the Game within

# Objective

The goal of the company is to create awareness and generate interest of the millennials to regain popularity and be recognized as the high performance gaming phone with the enhanced capabilities.

**Target Segment:** Gaming enthusiasts, professional gamers.

**Age group:** 16 – 35 years

**Location :** Tier1 and Tier2 cities

# Market Analysis

6.5 Billion

World wide Smart phone users

**TAM**

750 Million

Smart phone users in India

**SAM**

326 Million

Smart phone gaming users in  
tier1 and tier2 cities

**SOM**

20 Million

Smart phone gaming  
users (age 16 – 28)

**Earlyvangelists**

# Market Analysis

## **Market Value**

Market is valued around \$1.5b as of 2021 and is expected to touch \$5b by 2025. [Reference](#)

## **Growth Rate**

Smart penetration rate in India is 54% in 2020 and it is expected to reach 78% by 2025 as per the source. [Reference](#)

Number of mobile gamers in India is expected to reach around 320Million by 2022 [Reference](#)

## **Potential Customer segment**

College Students, Corporate Employees, professional gamers,

# Competitor Analysis

## Strengths

- Brand popularity and trust
- One of the largest telecom equipment manufacturers and pioneers of mobile phones.
- Strong financial support for R&D
- Its tie up with leading software, hardware and gaming companies.

## Weaknesses

- No trust on the brand in smart phone segment.
- Not Durable
- Poor after sales service.
- Very few service centres.

## Opportunities

- Expand with wide range of products and features in different segments in terms of features and price range.
- Adoption of new technology (software, hardware) to boost sales and market share.
- Competitive pricing
- Ramp up tech and user experience specification

## Threats

- Low market share and domination of other smartphone companies .
- Inexpensive, advanced and attractive features found in low end smartphones.
- One failed product and prove to be a big issue .

# Competitor Analysis

Feature	Samsung	Xiaomi	Nokia
company profile	Established in 1938,seol, south korea	Established in 2010, beijing China	Established in 1865, Espoo finland
competitive advantages	Strong commitment to research and development	Massive distribution and production capacity	Leaders in telecom equipment, cutting edge technology
Indistry	Conglomerate	Consumer electronics and computer hardware	Telecommunication
Target market	All age group , specifically, professionals and students between 16-40	All age group, specifically students 16-25	Specifically students 16-25
Market share	16% in india	21% in india	1% in india
Marketing strategy	They portrey their device as status symbol, markets boths online and offline. Advertising	Social media post and online flash sale	Known for durability and cutting edge technology
Products	Consumer electronics , mobile phones,semiconductors, telecom equipments,	Mobile phones,Personal computers,IOT products	telecom equipment,Mobile phones,
Distribution channels	Online and offline stores. Distributor,wholesalers and retailers.	online sales , very few outlets coming up now .	Offline stores, through dristributors and retailers

# Customer Segmentation

Geography	Demographics	Behavioral	Psychographics
India	Age - 16-35 year old	Technological amateur, Tech savvy	High performance smart phone to switch between application for multitasking to execute daily tasks.
	Gender - Male/Female	Anxious, Impulsive	Brand preference
	Location - India	Social connectors, online Gamers, watch videos,	Variety seekers active in using digital technology
	Education : Bachelors Degree	Economical, adopt easily, high usage	Chilled attitude,

# Positioning Statement

- For gaming enthusiasts and professional gamers our product Nokia – G series smart phones are reliable best in class high performance smart phones with more sustainable battery, that can replace gaming consoles and provide best in class gaming experience. Through our cutting edge technology.

NOTE: our positioning statement is more focussed on the customers than differentiating our competitors.



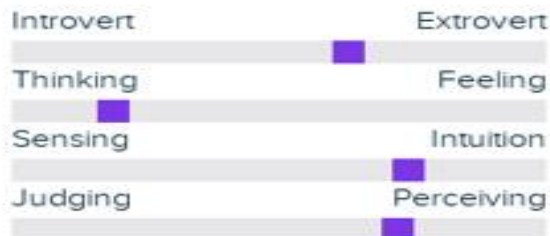
# Buyer Persona

## User Persona Name



Name: **Pranathi**  
Age: **19**  
Work: **Student**  
Family: **Working parents , brother (age-13)**  
Location: **Bangalore**  
Character: **Explorer**

## Personality



Competitor

Picky

Creative

## Goals

- Buy a high performance and durable gaming smart phone.
- Buy a high performance gaming smart phone that can replace her gaming consoles(Nintendo switch)

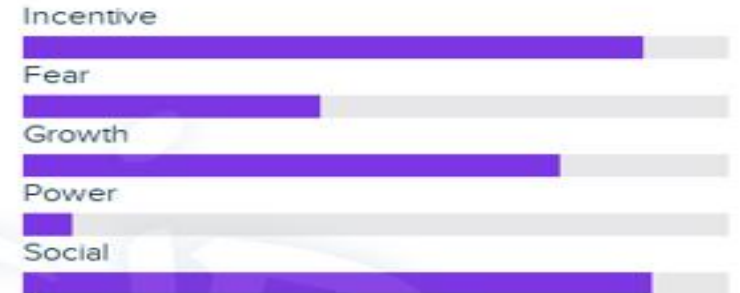
## Frustrations

- carrying both gaming console and phone is difficult during her travel to college.
- high performance phones not up to the mark in terms of performance.

## Bio

Pranathi is a student pursuing her bachelors degree in Product designing. She is a Professional gamer and has participated in many gaming competitions with her group of 3. she loves to play mobile games in her free times using gaming console she has a PlayStation 4. Pranathi is very active in the social media and she is a tech enthusiasts who likes to play new mobile games and application as and when released. she is also working as a beta tester for few gaming companies .she is looking for a smart phone well in her budget range that can provide best gaming experience along with durability.

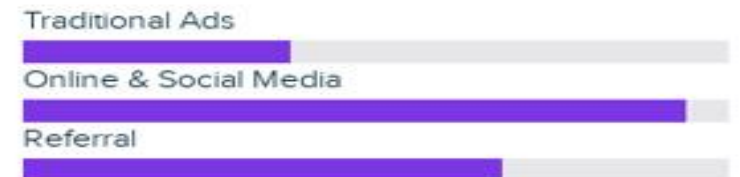
## Motivation



## Brands & Influencers



## Preferred Channels



# Go To Market Strategy

- Value Matrix

Buying Centers	Pain points	Product Value	Message
Buyer	Phone Performance deterioration in the existing smart phones.	Reliable and durable high performance smartphone	Durable and reliable high performance smart phones
User	not worthy gaming experience and draining battery	Supports high graphic requirement games and multitasking	Best in class high performance gaming smart phones

Model	Building brand awareness(Attract)	Increase Engagement (Engage)	Customer acquisition(Delight)
Self service Model	Advertising in leading Ecommerce web site, twitter, brand influener/promotor, TV advertisements, News paper Advertisements, Google Ads	Blogs, video testimonials, content marketing, SEO	Referral from the customers, online reviews and ratings

# Routes to Market

- **Direct Sales**

- Though Nokia official website and E-commerce website(Amazon, Flipkart) on a special.

- **Indirect sales(Intermediaries selling)**

- Selling through retailers ( Croma ,reliance digital ,Sangeetha mobiles, purvika mobiles) which enables consumers to physically see the product before buying. This can provide high visibility owing to their brand reputation and customer loyalty.

# SEO Keyword Strategy

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
Keywords that you provided								
<input type="checkbox"/> nokia g series	100 – 1K	0%	0%	High	—	₹0.65	₹1.17	
<input type="checkbox"/> 5g smart phones	100 – 1K	0%	0%	High	—	₹2.09	₹12.76	
<input type="checkbox"/> android smartphones	1K – 10K	0%	0%	High	—	₹1.56	₹5.30	
<input type="checkbox"/> buy smartphones	1K – 10K	0%	-90%	High	—	₹2.83	₹10.20	
<input type="checkbox"/> latest smartphones	10K – 100K	0%	0%	High	—	₹3.61	₹817.01	
<input type="checkbox"/> best gaming smartphones	1K – 10K	0%	0%	High	—	₹1.99	₹20.54	
<input type="checkbox"/> gaming smartphone price	10 – 100	0%	0%	High	—	₹1.51	₹9.57	
<input type="checkbox"/> best smartphone 2022 india	100 – 1K	0%	+∞	High	—	₹1.28	₹20.54	
<input type="checkbox"/> smartphone comparision	1K – 10K	0%	0%	Low	—	₹0.63	₹3.29	
<input type="checkbox"/> high performance smartphones	10 – 100	0%	0%	High	—	₹0.46	₹11.31	
Keyword ideas								

# SEO keyword Strategy

Draft plan  
Plan from Jul 26, 2022, 1 pm, GMT+05:30

Bid strategy  
Maximise clicks

India All languages 1 Oct - 31 Dec 2022

Your plan can get **6 conversions** for **₹42K** with a **—** average daily budget   
Conversion rate : 0.50%, Value per conversion -

Maximise clicks improves the probability of reaching these estimates by getting you the most clicks, even when budget constrained [Edit](#) [Learn more](#)

Conversions	Avg. CPA	Clicks	Impressions	Cost	CTR	Avg. CPC
6	₹7.5K	1.1K	9K	₹42K	12.5%	₹38

[Rate this forecast](#)

Keywords

<input type="checkbox"/> Keyword	Ad group	Clicks	Impressions	Cost	CTR	Avg. CPC
<input type="checkbox"/> 5G smart phones	smart phone	356.28	3,244.44	₹13,367.06	11.0%	₹37.52
<input type="checkbox"/> android smartphones	smart phone	57.20	475.50	₹1,631.30	12.0%	₹28.52
<input type="checkbox"/> best gaming smartp...	smart phone	0.00	0.00	₹0.00	—	—
<input type="checkbox"/> best smartphone 20...	smart phone	0.00	0.00	₹0.00	—	—
<input type="checkbox"/> buy smartphones	smart phone	53.16	447.09	₹1,678.17	11.9%	₹31.57
<input type="checkbox"/> gaming smartphone...	smart phone	0.00	0.00	₹0.00	—	—
<input type="checkbox"/> high performance s...	smart phone	0.00	0.00	₹0.00	—	—

## Keywords

- nokia G series
- 5G smart phones
- android smartphones
- buy smartphones
- latest smartphones
- best gaming smartphones
- gaming smartphone price
- best smartphone 2022 india
- smartphone comparision
- high performance smartphones
- shop smart phones
- large display smartphones
- nokia smartphones - flipkart
- nokia smartphones - amazon

# Budgeting [1/2]

Monthly Plan	In Million \$		
Months	Partnership & SEO	Social Media	Offline Advertisement
August	3.5	2	6
September	2	2	4
October	3	1	2
November	2	1	1
December	2	1	1
January	2	1	1

Partnership and SEO	In Million \$
Partners and discounts	6
SEO and content marketing	8.5
Total	14.5

Social Media	In Million \$
Google Ads/Youtube Ads	5
Facebook /Instagram ads	3
Total	8

Offline Advertisement	In Million \$
TV Advertisement	6
Large Banner Hordings	3
Event Sponsorships	3
fliers/brochers/print	3
Total	15

# Budgeting [2/2]

Campaign type	Estimated CPC	Total AD Spend	Clicks	Visits	Estimated Conversion Rate	Revenue in (\$)	ROI
Google Ads	5 \$	3.5MM	70,00,000	70000	1%	2,79,300	
Youtube Ads	2.6 \$	2.5MM	9,61,530	40000	1%	159600	
Total						4,38,900	-92.69%

Media	Advertisement Spend(\$)	Reach	Visits	Conversion Rate(%)	Avg product cost (\$)	Conversion	Revenue (\$)	ROI(%)
Mass Media Advertisement	6MM	100000000	800000	1	399	8000	3192000	
Partners and Discounts	3MM	40000000	8000000	0.7	399	56000	2,23,44,000	
SEO and Content Marketing	8.5MM	30000000	2500000	0.5	399	12500	4789500	
Event Sponsorships	3MM	1000000	15000	0.1	399	15	5985	
Large Banner Hording	3MM	5000000	200000	0.1	399	200	79800	
Total	23.5MM						30411285	29.41

# Sales Enablement

- Empower sales team with the required training and materials to maximize their engagement and in turn sales.
  - Creating, updating and organizing sales content
  - Managing CRM tools
  - Sales training
  - An attractive fliers or broacher.
  - Videos of product features and services.
  - Questions on customer profiling



# Key Metrics

Metric	Awareness	Interest/Consideration	Desire	Action
Goal	Impressions ,Click through Rate, number of visitors to website	Time spent on product page and review (greater than 5 min)	Number of MQL	average order value NPS Sales Conversion rate Refund and return Rate, customer acquisition cost

# Demand Generation

Customer Journey	Touch points	Stage
Product Awareness	Advertising through googe Ads, Celebraty Endorsement,Advertisement in Ecommerce website, TV advertisements	TOFU
find out more about product	Google Ads, Blogs, Social media pages, Subscribe for product updates, official website	MOFU
Engage potential customers to witness product (UX)	In Store Demos, browse product Specification, ,Visit store to check product(Demo)	BOFU

# Stakeholder Management

