

Magicpin

Strategic Growth and Optimization

By Team~ The Case Crusade



Key Challenges & Objectives



Challenges

- Reaching price-sensitive users while optimizing marketing budget.
- Building a partner ecosystem and offering diverse services.
- Increasing app downloads and user retention.

Objectives

- Drive user engagement cost-effectively.
- Strengthen brand presence through innovative collaborations.
- Expand product portfolio to position Magicpin as a super app.

Cost Effective Marketing & Innovative Ideas

Bundling of Products

Since we already offer personalized products, we can add one more thing, introducing **Personalized Bundled Products**. These bundles would be according to individual user preferences, combining complementary items or services into curated packages.

Cost Optimization Analytics:

Measure ROI, track CPA, and evaluate strategy performance to optimize costs.

Vendor Empowerment

Helping Vendors in publicizing their products. Like~ For an Restaurant we can teach them to put Blackboard showing their best Deal foods(With Magicpin Logo) outside the restaurant.

And ask Vendors to do Word of Mouth Marketing by Publicizing about Magicpin to their Customers.

Dynamic Tiered Advertising

Offering products or services at different price points can cater to a wider range of consumers.

And obviously Communicate clearly about the value of product and services.

Brand Collaboration

Hyperlocal Brands

Collaborate with unique
Local Brands or
Companies~Like Bawarchi in
Hyderabad(Only one Original
Centre), Pramod Mixture
from Bihar, Ramoji Film City
etc..

Collaboration Tech Companies

Partnering with companies
Like~ NLX(To create, manage,
and analyze conversational
experiences), Hubspot(Helps
to grow Sales, Marketing etc)
etc

Fintech Companies

Companies like~ Stripe or
CRED to provide features like
BNPL(Buy Now Pay Later) &
Discounts on using Credit
Card from Specific Banks

Influencer Agency

Collaboration with Agencies
like One Impression to get
local influencer easily.

Cross Branding Offers

- **Festive Bundles:** Combine dining, groceries, and shopping deals during festivals.
- **Small Edtech Companies~** Toppr to provide discount and get Mutual Benefits
- **Shared Points:** Allow users to redeem Magicpin points across partnered apps.
- **Subscription Offers:** Discounts on long-term subscription services like streaming platforms.

New Products Offering

- **Group Buying~** Promoting Group Buying and providing bigger discounts and offers like~ Buy 1 Get 2 free (E.g. If 5 People will buy this product, discount will increase from 10 to 20%)
 - Providing Specific Goals like~ Dining at 5 Restaurant & put a post on each restaurants in 1 month to get 2000 Cashback
 - **Introducing Buy Now Pay Later**
-

Leveraging AI

- **Predictive Analytics** ~AI can analyze historical data to predict future consumer behavior.
- **Dynamic Pricing**~ AI can enable dynamic pricing, where prices are adjusted in real-time based on various factors such as: Demand, Competitor pricing, Customer behavior
- **Personalized Pricing**~ With enough data, we can use AI to provide Personalized Pricing~ offering specific prices to individual customers based on their purchase history, behavior, and price sensitivity.
- **Operational Analytics**~ Streamline supply chains and user flows.

Boosting App Downloads and Retention

- Bargain Vendors to promote Magicpin to their Customers by explaining their features.
 - Encourage your users to share their feedback by leaving ratings and reviews on the App Store in return of Reward points or personalized discounts
 - Since it's and Hyperlocal app~ Create Community for Group Buying to join and buy products.
 - Keep Customer Engaged by giving them variety of task~ Social Media Posting, Asking for Feedback in return of Rewards
 - Target 3rd tier cities by App Localization means Adapting your app for different Languages, cultures and location.
-

THANK YOU

Reference~ ONDC with Magicpin, Startup Talky, Unconventional Marketing by Magicpin, Magicpin Long Game, Marketing spend,
