Solution & Results

A business plan was drafted after brainstorming with the team.

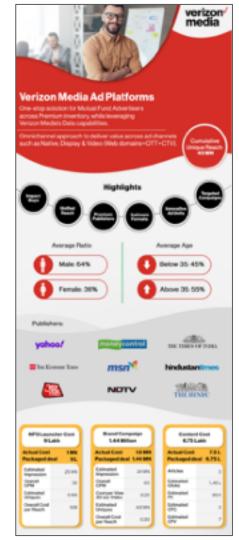
The plan was tailored to the current times and had granular details with explicit directions for myself and the team.

A few Ideas that worked were

Special deals designed for stressed category

- Background: Generic discounted deals were made for all advertisers once in three months.
- Solution : To revive the mutual fund and insurance category, customised objective-specific deals were created.
- Challenge :
- Results: Closed a few mutual advertisers on this package. Here is one the case study.





Description	Challenges	Solutions	Success Story	My Contribution
 Annual Strategy implemented in 2020 to manage the Business Impact due to Covid. 	 2020 was the most unprecedented year, hence there were no past trends to plan and strategize. Even after making a concrete plan, there was an extensive drop in the revenue from April till September. 	 I developed business plan specifically relevant for current times and evolved it based on the changing environment. We continued the engagement with all clients across the year. 	We managed to have no revenue decline from 2019 to 2020 when digital advertising spends across industry declined by 7% to 15%.	I created a detailed the Business strategy to deal with the impact on revenue in 2020 due COVID.