

COMPREHENSIVE BATA DIGITAL MARKETING PROJECT WORK



Part 1: Bata Brand study, Competitor Analysis & Buyers/Audience Persona

Research Brand Identity: Study the brand's mission, values, vision, and unique selling propositions (USPs).

Mission/Values:

Mission

BATA delivers safe, high-quality, efficient, and reliable transportation services in its region that link people, jobs, and communities.

Values

- **Integrity** — Honesty is the key to strong and effective communication between employees and riders.
- **Respect** — A mutual respect between employer, employees, and community members helps strengthen and grow BATA as an organization.
- **Accountability** — Integrity & respect lead to accountability, an important aspect of our organization.
- **Community** — When it comes down to it, BATA is community-driven—we want to be the best we can be for community members who live, work & play in northern Michigan.

USP: The stores not just offer facilities such as shoe laundry and certified foot care specialists who offer medical pedicures, but also 3-D scanners that can scan one's feet and customise a sole as per one's fit.

The company has set up five such stores across Mumbai, Delhi and Kolkata, but the larger agenda is to reinvent the footwear brand that has been around in this country for over 80 years. "We were the largest seller of footwear in the country, but we were losing out," says Sandeep Kataria, CEO of the Rs 3,000-odd crore Bata India. Kataria, who joined the company in 2017, says that while the reinvention process had already begun when he joined, his agenda was to fast forward it.

Part 1: Bata Brand study, Competitor Analysis & Buyers/ Audience Persona

Analyze Brand Messaging : Bata brand known for well-made and well-priced footwear, clothing and accessories, was founded in 1894 in Zlín, Moravia by Tomáš Baťa, his brother Antonín and his sister Anna. Its headquarters is located in Lausanne, Switzerland. Bata succeeded in becoming one of Europe's leading shoe manufacturers in just a few decades, due to smart entrepreneurship and competitive pricing. In the early 1930s, the company was present in Switzerland, Germany, England, France, Yugoslavia, Poland, India and the Netherlands. By 1960, Bata employed about 42,000 employees owned thousands of companies and factories in almost every continent. It was one of the few manufacturers to sell its products all over the world. In 1970, Bata Industrials was founded to meet a specific demand for footwear for professionals.

Bata World-Wide

Bata has recorded its presence in more 70 countries with over 5000 stores. The 28 production units are spread across 18 countries. Bata serves more than 1 million customers every day.



Bata around the world

- Examine the brands tagline :

BATA Brand Slogans:

- India's favourite Footwear Brand, Shoes for all; I love my Shoes
- I love my shoes
- Caring for your feet
- The luxury of a true Mocassino



Part 1: Bata Brand study, Competitor Analysis & Buyers/ Audience Persona

- **Competitor analysis:** Select three competitors operating in the same industry or niche as the chosen brand , examine their USPs and online communication.

Competitor 1:



1. Design of Red Tape shoes is the key differentiator and it has top class designers working on the designs in the fashion cities of the world
2. Since the parent company Mirza is the manufacturer also, it can enjoy better profit margins
3. Foray into apparel industry which already has a very tough competition means limited market share
4. Offers Lower profit margins to the multi- brand retailers than the local brands

Competitor 2:



- Nike Possesses Strong Brand Equity
- The Brand Enjoys an Enormous Market Share
- Low-Cost Manufacturing Is a Key Part of Its Business Strategy
- Nike's Weaknesses – Internal Strategic Factors. In the last 20 years, Nike has been consistently targeted regarding their poor labor conditions. These issues include forced labor, child labor, low wages, and horrific working conditions that were deemed “unsafe”.

Competitor 3:



Innovation and design: Puma is known for its innovative designs and cutting-edge product technologies. The company continually invests in research and development to enhance product performance and appeal, giving it a competitive advantage in the market.

- **Intense competition:** Puma operates in a highly competitive market, with major players like Nike and Adidas dominating the industry. ...
- **Limited market share:** Although Puma is a well-known brand, it

holds a comparatively smaller market share than industry leaders like Nike and Adidas.

- **Supply Chain Challenges:** As with any company in the apparel industry, managing a complex global supply chain can present logistical and operational challenges.
- **Brand Perception:** Perception is subjective, and some consumers may view Puma as a secondary choice compared to other dominant brands in the market.

Part 1: Bata Brand study, Competitor Analysis & Buyers/ Audience Persona

●**Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviors, and interests.

Demographics :-

The demographic factors are age, Income, gender & occupation. Bata offers products mainly to men & woman above the age of 14, with limited products for school kids.

psychographic :-

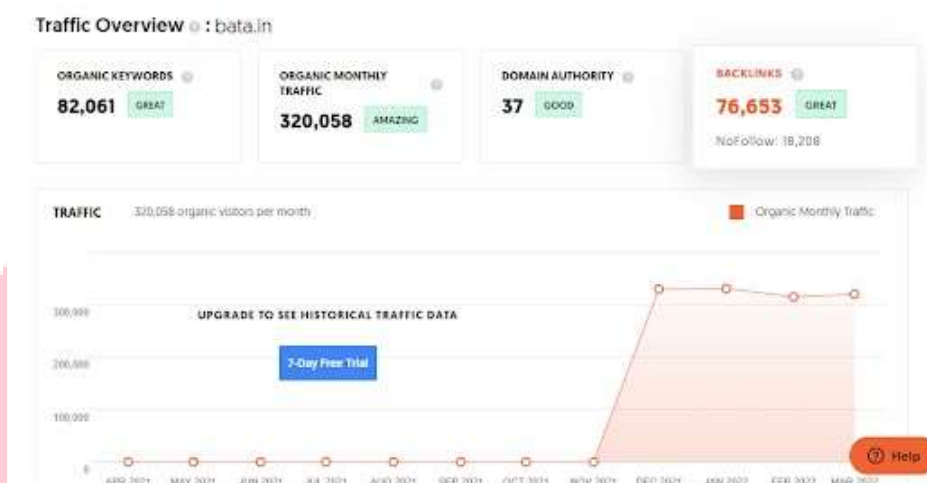
Personal Activities like hobbies, social events (marathon), sports, shopping and Personal interests like fashion, styles are considered in psychographic factors. Bata being the mother brand covers all these segments in their portfolio.

Part 2: SEO & Keyword Research

- **SEO Audit:** Do an SEO audit of the brands website
- **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.
- **On page Optimization:** Meta Tag optimization & content optimization

Reflect on the process of conducting keyword research and the SEO recommendations provided.

SEO Strategies



SEO strategy is “The thing” when it comes to bringing in organic traffic to your site. And Bata does well in it since it has 82,000 organic keywords. And its site also has monthly organic traffic of 3,20,000

visitors. Which is way more than any of its competitors and shows how much importance Bata gives to its SEO strategy.

Keyword Research : Good keyword research is the foundation of how a business can connect with its potential customers and audience.

Understanding this helps to understand a good SEO strategy. A business strategy starts with understanding its audience and their needs.

On page Optimization : Onpage optimization (AKA on-page SEO) refers to all measures that can be taken directly within the website in order to improve its position in the search rankings. Examples of this include measures to optimize the content or improve the meta description and title tags.

Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:** Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram.

And include the strategy, aim and the idea behind these posts and story

Chart calendar Bata India Limited

Upcoming events on Bata India Limited

2023-08-02	Détachement de for final dividend
2023-08-09	Q1 2024 Earnings Release (Projected)
2023-08-10 02:30 am	Annual General Meeting
2023-11-01	Q2 2024 Earnings Release (Projected)
2024-02-07	Q3 2024 Earnings Release (Projected)
2024-05-22	Q4 2024 Earnings Release (Projected)

Past events on Bata India Limited

2023-05-19 06:30 am	Q4 2023 Earnings Call
2023-05-18 08:25 am	Q4 2023 Earnings Release

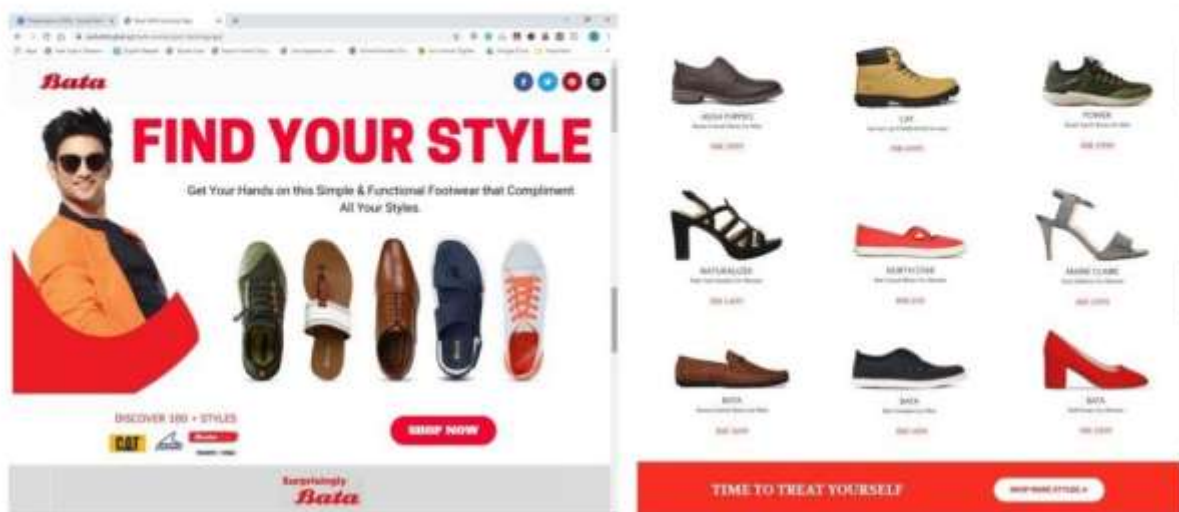
Part 3 : Content ideas and Marketing Strategies

Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

Marketing Strategy Of Bata India :

Bata's adaptation strategy is close to none despite being an international brand it provides Indians with affordable footwear with keeping the local taste in mind and that is what helped it in becoming the leading brand in terms of sales revenue in the footwear industry. Let's start analyzing the marketing strategy of Bata India.

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Segmentation, Targeting, and Positioning (STP) Analysis:

Segmentation

Bata has divided its customer base into different segments based on the following variables – geographics, demographics, and psychographics.

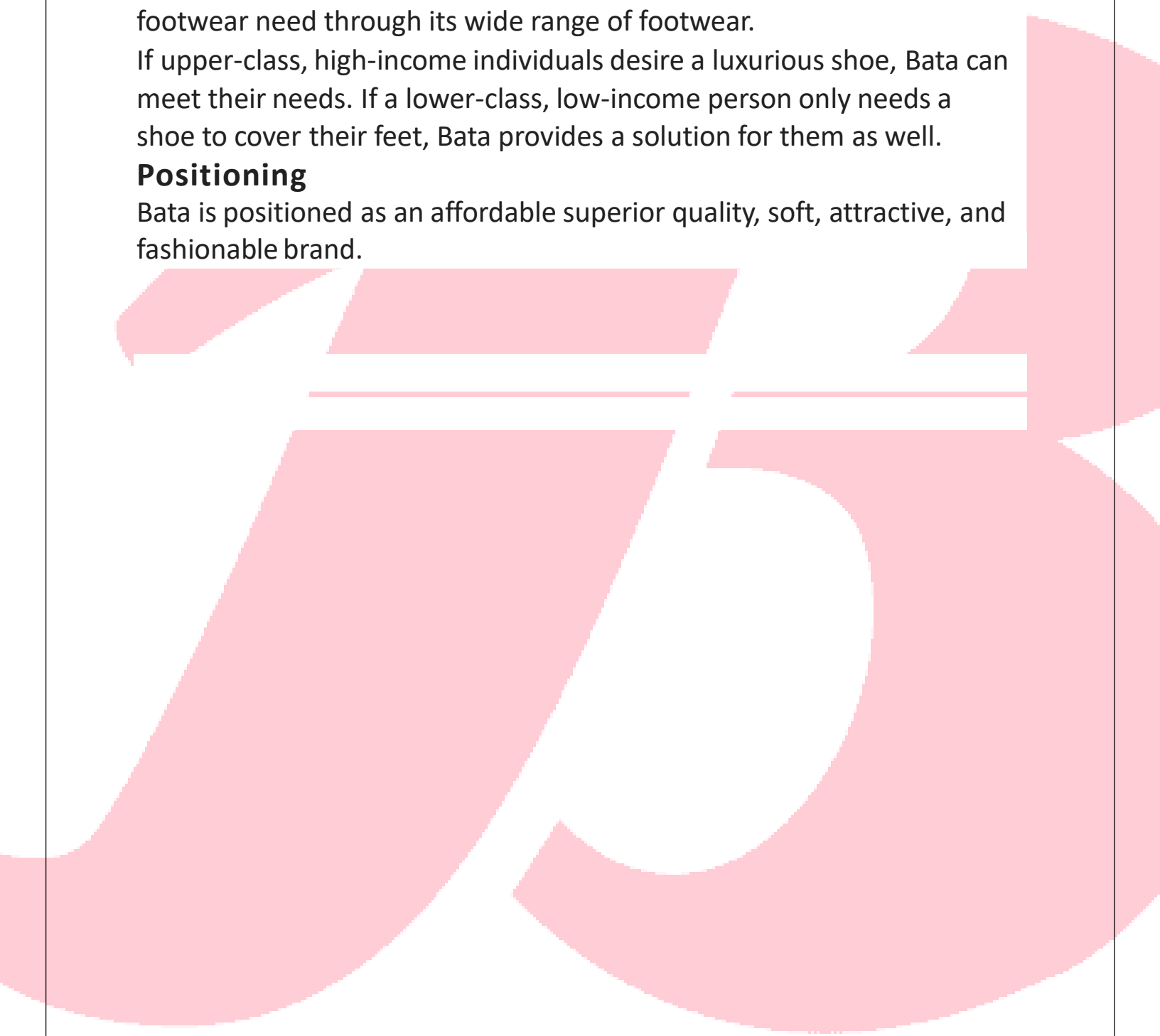
Targeting

Bata employs a targeted marketing strategy that is differentiated. With its many sorts of sectors, offerings, and services, Bata Shoe Company has covered the whole shoe market. Bata is ready to meet any footwear need through its wide range of footwear.

If upper-class, high-income individuals desire a luxurious shoe, Bata can meet their needs. If a lower-class, low-income person only needs a shoe to cover their feet, Bata provides a solution for them as well.

Positioning

Bata is positioned as an affordable superior quality, soft, attractive, and fashionable brand.

A large, abstract graphic composed of several overlapping, semi-transparent pink shapes. These shapes include rectangles, triangles, and curved forms, creating a dynamic, layered effect in the lower half of the page.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Post Creation:

- **Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

Post creation:

Select Content Categories : Bata is a well-known global footwear company that offers a wide range of products. The company is known for producing various types of footwear, catering to different age groups, genders, and styles. Here are three different content categories that Bata might have:

Format 1 :-

Casual Footwear: This category includes everyday shoes that are comfortable and suitable for casual occasions. It may consist of sneakers, loafers, sandals, and slip-on shoes. Bata produces a diverse range of casual footwear for men, women, and children, designed to be fashionable, functional, and affordable.

Format 2:-

Formal Footwear: Bata offers a selection of formal footwear designed for professional and dressy occasions. This category

may include leather dress shoes, oxfords, pumps, and formal loafers. These shoes are typically more elegant and sophisticated, intended to complement business attire or formal outfits.

Format 3 :-

Sportswear and Performance Footwear: Bata may also have a range of sportswear and performance footwear designed for various athletic activities. This category may include running shoes, training shoes, football boots, and other sports-specific footwear. Bata may collaborate with athletes and use advanced technologies to produce high-performance shoes for sports enthusiasts.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over

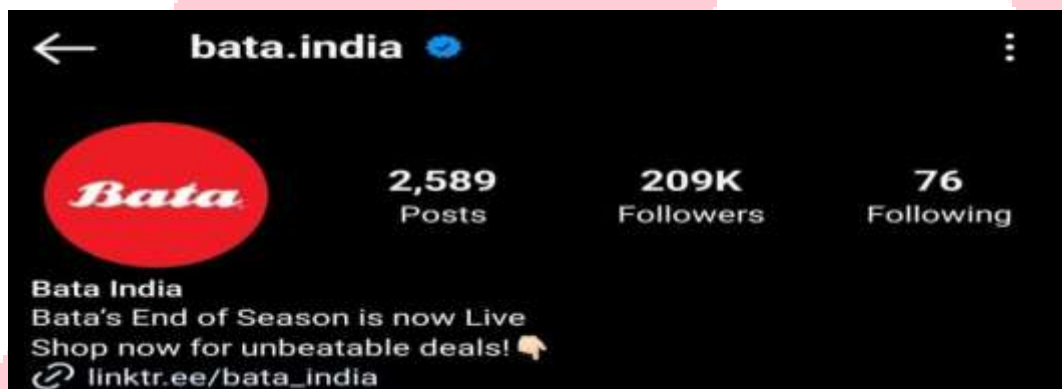
Social Media and Email Ideation and Creation)

Instagram Story

Utilize the Stories feature on Instagram for three consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save the 3 story with an appropriate name for each.

Note:

Once done monitor the performance of the posts and Stories using the insight tool and analyze the engagement metrics (likes, comments, shares, impressions, etc.). Based on the analysis, mention the strategies and areas for improvement.



In this era of digitalization, it has become very important for companies to promote themselves on social media platforms. Bata shoe has been doing its best on Social Media as well as to achieve its communication Bata shoe Marketing Strategy Instagram : Bata shoe has a total of 209k followers and they usually post their newly launched products and creative banners and schemes for different festivals.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)
Designs/Video Editing



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Social Media Ad Campaigns

Ad Campaigns over Social Media:

Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic, or generating leads

Marketing Campaigns:-

Here are the three most successful campaigns of Bata India.

‘9 to 9’ campaign:-

In Bata’s 9 to 9 campaigns TVC. It shows Kriti Sanon, the face of Bata’s women’s range solving her friend’s problem of not being able to find stylish and comfortable footwear by surprising her with Bata’s latest 9 to 9 range of footwear. The film’s purpose was to let working women know about Bata’s new comfortable and surprisingly stylish footwear for women. And the campaign does fulfil its objective.

Relaxed work wear:-



Bata has launched a campaign featuring Kartik Aryan promoting its new relaxed work wear collection. In its TVC campaign, Kartik Aryan surprises his friend who needed a replacement for his black formal shoes with Bata’s new relaxed work wear. The TVC aimed to target the working population who were going back to the office from home after the pandemic and needed something relaxed but formal for work.

Unlimited Sneakers at Bata:-



The “unlimited sneakers at Bata” campaign by the footwear company aims at letting the audience know about its 300+ styles of sneakers by Bata’s 9 brands. The digital film portrays people wearing Bata sneakers at various events in their lives. From the fashionable North Star shoes for college to the Power sneakers for workouts, Hush Puppies sneakers for workplace meetings, and Bata Red Label sneakers for date evenings, Bata has a sneaker for every occasion.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

For every campaign clearly define:

Advertising Goals :-

1.Brand Awareness: Building and increasing brand recognition is a fundamental advertising goal for any company, including Bata. They would want consumers to be familiar with their brand, logo, and products whenever they think about purchasing footwear or related products.

2.Product Promotion: Bata may use advertising to highlight specific product lines or new collections, showcasing the latest designs and features. This goal is particularly essential for seasonal launches or when introducing innovative footwear concepts.

1.Needs and Pain Points: A company identifies the needs and pain points of its target audience to provide solutions and benefits that address those specific challenges.

2.User Personas: Creating user personas, which are fictional representations of different segments of the target audience, can help companies visualize and empathize with their customers' needs and preferences.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Email Ad Campaigns

Ad Campaigns for email marketing :

- 1. Campaign Objectives:** Determine the specific goals of your email marketing campaign. Are you aiming to increase sales, promote a new product, drive website traffic, or build brand awareness? Clearly outline your objectives to guide the rest of the campaign development.
- 2. Personalization:** Use recipient data to personalize the content, such as including the recipient's name and tailoring product recommendations based on their past behavior.
- 3. Send at the Right Time:** Experiment with different send times to determine when your audience is most responsive. Consider time zones and the specific preferences of each audience segment.
- 4. Follow Legal and Ethical Guidelines:** Comply with email marketing laws, such as GDPR (for European audiences) and CAN-SPAM (for the United States). Provide a clear way for recipients to unsubscribe from your mailing list.
- 5. Consider Automation:** Utilize automation tools to set up triggered emails, such as welcome series, abandoned cart reminders, and post-purchase follow-ups.
- 6. Build Relationships:** Avoid being overly promotional in every email. Instead, focus on building a relationship with your audience by providing valuable content, insights, and exclusive offers.

Email Ad Campaign 1 - Brand Awareness

Email 1: Welcoming New Subscribers

Subject: Welcome to the Bata Family! 🧦✂️

Dear [Subscriber's Name],

We're thrilled to have you as part of the Bata family! As a special thank you for joining us, we're offering an exclusive 15% discount on your first purchase. Discover the latest trends in footwear and find your perfect pair for any occasion.

👉 Shop now and use code WELCOME15 at checkout to claim your discount: [Shop Now]

At Bata, we believe that every step should be comfortable and stylish. Whether you're looking for the perfect pair of sneakers for your active lifestyle or elegant heels for a night out, we've got you covered!

Don't miss out on this incredible offer. Start your footwear journey with Bata today!

Best Regards,
The Bata Team



Email Ad Campaign 2 - Lead Generation

Email 2: Seasonal Sale - Up to 40% Off

Subject: Summer Footwear Extravaganza ✨👣

Dear [Subscriber's Name],

Summer is in full swing, and so is our sizzling hot sale! Step into the season with the comfiest and trendiest footwear from Bata. Get ready to upgrade your summer wardrobe with discounts of up to 40% off on selected styles.

👉 Hurry! Explore our summer collection and grab your favorites: [Shop Now]

From flip-flops for beach days to casual sandals for city strolls, we have something for everyone. Embrace the sunshine and enjoy the ultimate comfort in every step!

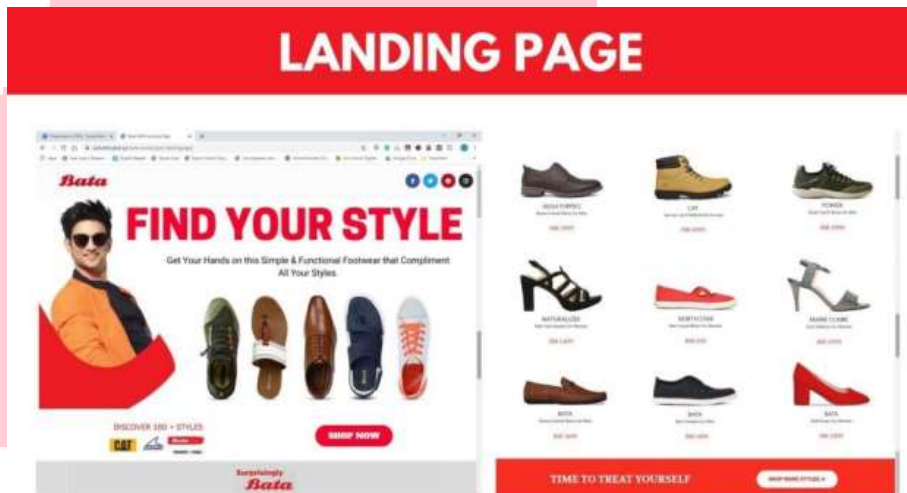
But wait, there's more! For a limited time, get free shipping on orders over \$50. It's time to treat yourself and your loved ones to fantastic footwear!

Don't let this summer sale slip away. Start shopping now!

Best Regards,

The Bata Team

LANDING PAGE



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

- 1. Brand Strategy:** Understand and align content with Bata's brand identity, core values, and target audience. Determine the messaging and tone that reflects the company's personality.
- 2. Audience Research:** Conduct market research to identify the preferences, needs, and behaviors of Bata's target customers. This data will help tailor content to resonate with the intended audience.
- 3. Content Types:** Create diverse content types, such as product showcases, customer testimonials, style guides, behind-the-scenes glimpses, and trend-focused articles. Mix promotional content with engaging and informative posts.
- 4. Social Media:** Utilize social media channels to reach and interact with a broader audience. Regularly post updates, respond to comments, and engage with customers to build a community.
- 5. Blog and Website:** Maintain an active blog with content related to fashion trends, style tips, footwear care, and industry insights. Ensure the website is user-friendly and up-to-date with product information.

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