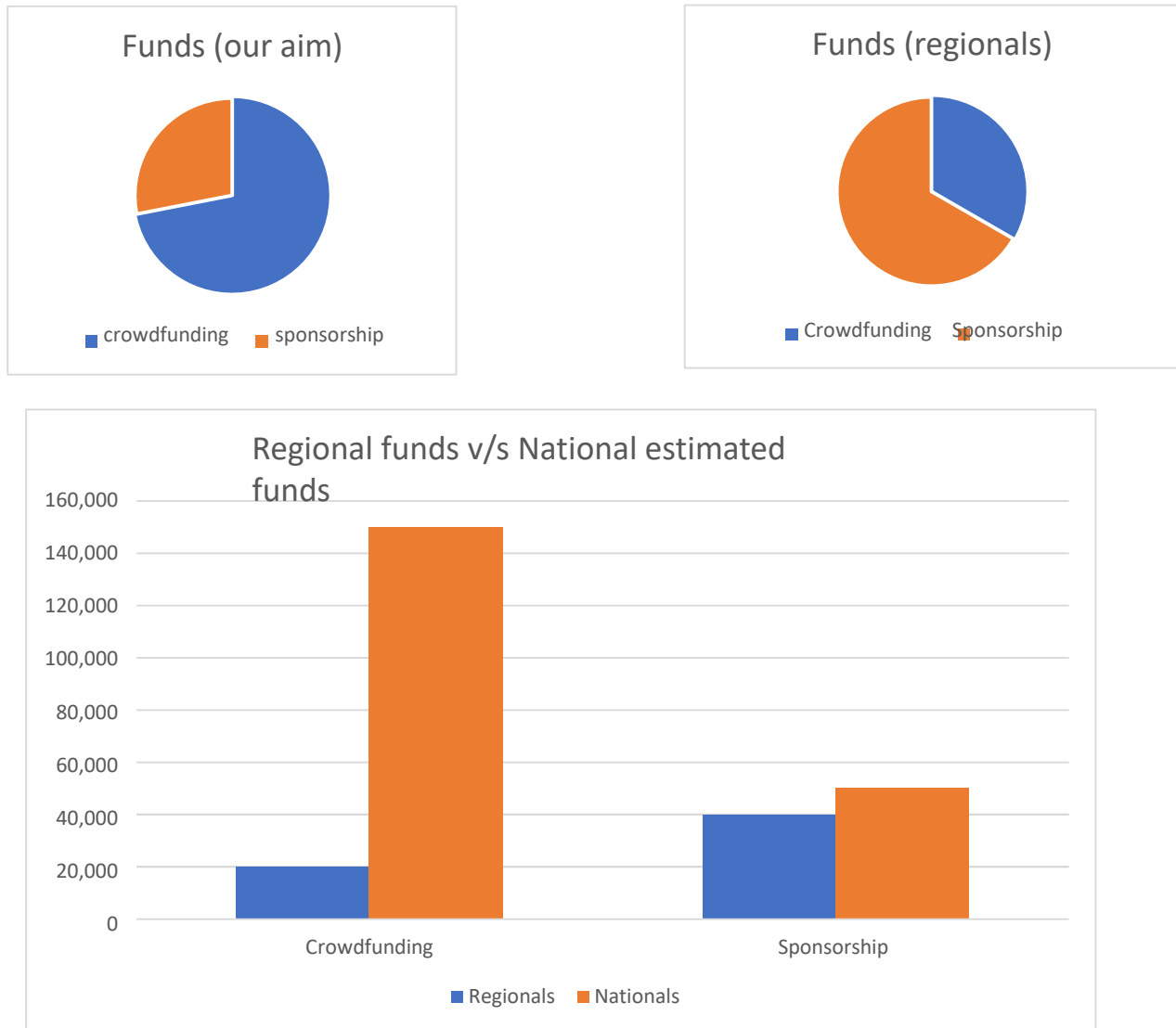


## Marketing and Social Media Strategy Document:

**Team Name:** Blitz Falcon 6

**Team Members:** Sara Sehgal (Team Manager), Aastik Khandelwal (Resource Manager), Shaurya Agarwal (Sponsorship Manager), Yajvin Bhalla (Manufacturing Engineer), Saranya Gupta (Graphics Designer), Shaurya Panwar (Design Engineer)

**Team Vision:** We aim to efficiently use our marketing skills to help promote our team and build a name for itself on multiple platforms like social media, F1 community and corporate world. In order to make this team a success we will need sufficient amounts of capital to keep the team running and meet the requirements of the team respectively. In order to raise high amounts of donations we will need to explore innovative ways and come with a unique return of investment schemes to convince our sponsors and use unorthodox and creative ideas for crowdfunding as well. We will be looking forward to raising money in lacs and will be focusing more on ways to crowdfunding which help us market ourselves simultaneously as well.



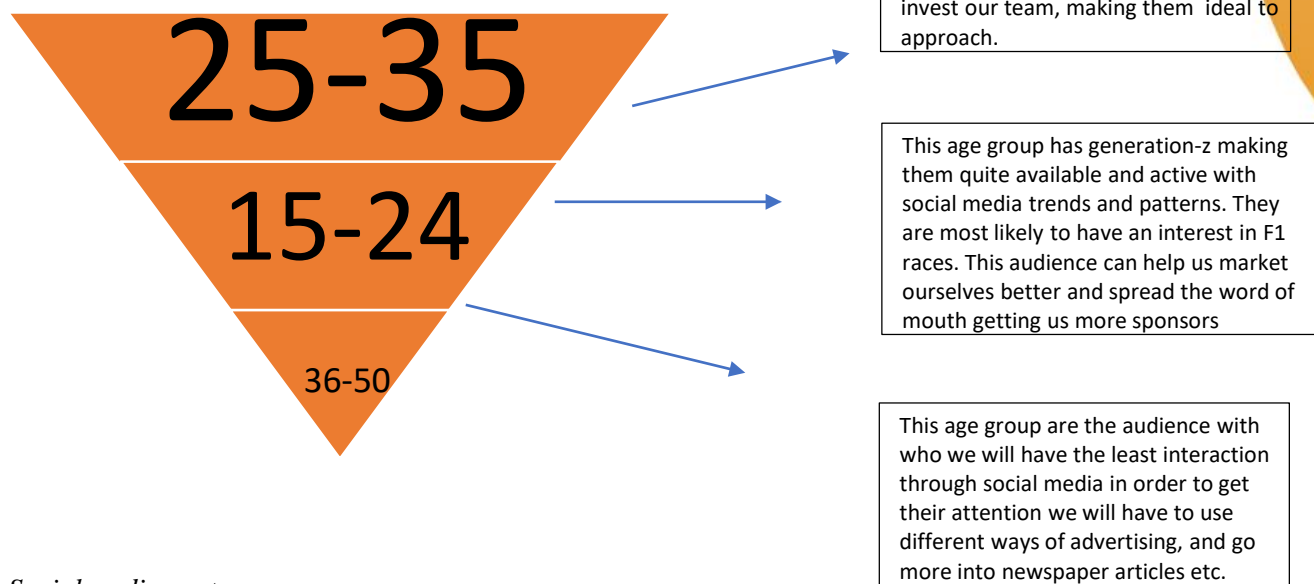
## **Marketing**

### *Digital media*

Digital media is considered to be the most profound method of marketing at the time, realizing its importance our team also invested a lot of time and capital in digital media in order to advertise ourselves and F1 better. We were quite active on all social media platform which allowed us to interact with hundreds of people and with over a hundred visits on our social media handles weekly. We used Social Media as a major platform for attracting more sponsors.

We brainstormed on various social media platforms. We placed it on Instagram, Facebook and Twitter. We analysed about the age groups who are using which social media apps, and accordingly made social media accounts. Facebook is accessed by more than 2.5 billion people, out of which majority lie in the age groups between 25-34, and we expected our sponsors from that category, as this the age where there are entrepreneurs who have start-ups and need promotions. We were also targeting the age group 35-44, who are 16% of Facebook users. Even on Instagram, the majority of people were from the same age group which was 35%, followed by the age group 18-24.

Instagram worked the best out of the three as we were able to come in contact with multiple brands like “Design Nation” and “Abec357”, who approached us through our Instagram handle “blitzfacon6” where negotiated deals over text. We also came into contact with a professional racer Carlo van dam and commented on one of our posts wishing us luck for the competition.



### Social media posts

For the greater success in digital marketing with all our social media handles, we had to keep our post consistent as we figured out to keep our audience engaged and increasing our posts will play a vital role. To get the posts regular we introduced some segments like:

- #TrendyThursday- In this segment we used to post F1 facts each Thursday.
- #MarketingMonday- In this segment we used to give marketing tips each Monday.
- #InspirationalWednesday- In this segment we used to post quotes from Formula1 stars.
- #Falconchallenge

Challenge	Why is it a challenge?	Strategic Response
Consistency	If we don't post regularly then people's engagement with us will decrease and if we are more consistent people will remember us.	To tackle this challenge we started segments, which are mentioned above
Expanding Reach	There are a lot of other teams competing for the same thing, and we needed a good brand image.	We used hashtags, so we will be more visible on our social media page. We also got an article on a newspaper.

These segments helped us build a routine for our posts which kept our social media handles more lively as it helped us become regular with posts which were informative and interesting building up on their F1 knowledge, we also kept our audience updated with our team work and the competition details. In order to make our handles more engaging we also posted polls and interactive question-answer rounds so that our audience stays involved.

In order to make ourselves more visible throughout the social media we decided to use more and more hashtags which will make our posts appear when the search about specific topics capturing more audience of interest. We used all the 5 mandatory hashtags on every post and also added a few depending upon the post.

We also tried to make our own hashtag and challenge trend, which was the #falconchallenge which also promoted F1 as we encouraged people to use the hashtag #f1inschool and #blitzfalcon6, in this challenge the person had to make using his hands and making their fingers perfectly wave imitating an actual bird.

### Social media page design

In order to makes us look more professional with our work, we made templates and story icons so that our page adheres to the team identity.

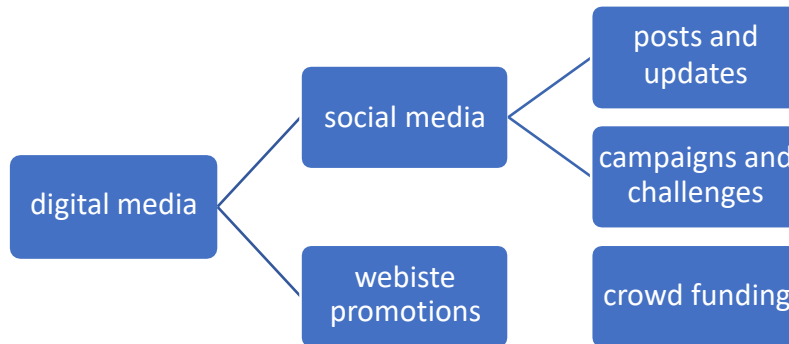
We made our posts template so that our posts look uniformed where the background was usually orange and blue with white borders and text which later made the design template as a part of our team identity as well. We also made our social media story highlights icon so that the adhere to the team identity as well and look more relatable to the audience.

## Social media campaign

We launched a social media where we committed to plant a sapling for every 10 followers, which was well appreciated by our audience in person and on our social media handles. This campaign was supported by people which helped us get a boost to increase our followers, moreover it wasn't limited to being a marketing strategy it was also our way to give back to the environment.

## Crowd funding

We also got crowd funded digitally through a website called fueladream.com, which is pretty well known in the field of crowd funding. They helped us raise money through their website which involved promoting it as well so in order to raise funds we simultaneously got a chance to advert F1 in schools and our team, over social media, school articles, assemblies, during performance and via emails, moreover the website itself had a lot of viewers which helped us market ourselves and raise a decent amount of capital of 1,25,750 INR. In order to raise money we had to create different ROI schemes for the investors which we did, we also had to showcase our budget plan to show investors why do we need money and how are we going to use it.



## Publicity through school

At the PTM& Academic Fest, we had stalls, as a promotional event, where we also had F1 Games. In this event, we also arranged a PlayStation4, a laptop and a mobile phone, where we made them play games related to F1, and in return they had to give 50 Rs. The winners of both games got a gift voucher of 1000 Rs. each. Through the stall we were able to get in contact with some possible sponsors who should interest in our team, and were quite impressed with our previous performance and our car design which we displayed on the events in a display case build by our manufacturing engineer itself in our Product design lab. Through the conversation we were able to educate people about the concept of F1 in schools and we also got multiple emails from students and their parents asking questions about the F1 and our team. We were also invited to assemblies to talk about our success in the regionals and promote other to participate in F1 too.

## Newspaper Publicity

On a newspaper, named **Dainik Jagran**, which was our media sponsor, we got an article by them which did a promotion of BlitzFalcon6; our sponsors and also talked about F1 in Schools virtual finals.

## Mail and Article

With the support of school, Pathways world school, Aravali was one of our proud sponsor who supported us endlessly and also helped us extend our reach to more sponsors by sending the parents who can be our possible sponsors an email talking about F1 in schools and our team, they also published an article talking about F1 in schools and our team helping us market ourselves better as pathways has reach to a wider audience and with their help we could come in contact with new sponsors and even crowd fund better.

## Creating a Brand Identity

In order to make our brand identity we made sure marketing platforms our covered with our themed colours, and even the documents we create have our logo present at the top or at the bottom to ensure this we made special templates. In order to extend this, we also launched our own merchandise and got printed our own merchandise which we sold on cost we had T-shirts, mugs, pen drives, power banks etc. we also gave away a few planted sapling in pot for free with our sticker helping us market ourselves and aiding the environment as well. The merchandise was used by student making us more visible, and to every public event we made sure that we are wearing our working team uniform or regional finals uniform in order to maintain the team identity. We also got an email register by the name of our team, we also made a website i.e blitzfalcon6r.com which talked about our team in detail and also talks about F1 in schools.

## Checking Progress Measurement

Business Objective	Social Media Goal	Metrics
Growing the brand	Awareness	Followers, shares ,visits every week on social media handles and website and views.

Turn customers into advocates	Engagement	Comments, likes, @mentions queries over email and inquiries generated through our own website
Drive sponsorships	Conversions	Website clicks (Attracting sponsors through our websites), emails, contact over phone and talking in person

### **Sponsorships**

Our strategy to attract sponsors was to initiate a crowdfunding campaign so that we can raise funds. We also created a Slide Show Presentation, which we first sent to a multitude of marketing heads placed in different companies, we even got the chance to present it in front of the Board of Directors, in major companies. However, due to the lockdown the second strategy did not prove to be as effective as we had planned.

First, we designed different sponsorship packages along with specific Return on Investment. Then, we setup a crowd funding campaign on [www.fueladream.com](http://www.fueladream.com), to raise funds and promote our team. Later, we had sent an e-mail to MNC's, SMB and SME's. and had sent an e-mail to over 250 companies. Out of which 30, had acknowledged and replied. We had setup a meeting with 10 companies, but were unable to, due to the national lockdown.

### **Return on Investments**

Our packages ranged from Bronze (x), Silver(y), Gold(z) and Platinum(z). Our, Return on Investments are given below. Our team had also organised, other activities for our sponsors. In all promotional events, we had acknowledged our Regionals sponsors, along with our new sponsors.

### **Review**

The review will be led by the Resource Manager, 'Aastik Khandelwal'. The review is to be held once in every 4 days. We used our data insights on social media page for reviewing our performance. We saw the number of visits, likes, shares, comments and things like these on our page, for seeing the review. The outputs were measured using our metrics which were designed by us.