

JIO MARKETING STRATEGY AND ANALYSIS:

BRIEF ABOUT JIO INFOCOMM LTD.: Popularly known as Jio, one of the largest telecommunication networks in India, founded by Mukesh Ambani. It is considered that Jio has introduced cheapest 4G Services.

STRATEGY OF JIO: One of the key reasons why Jio made its mark is because of its strategy. This strategy includes 5 key components to help a business acquire and retain customers creatively and cost-effectively.

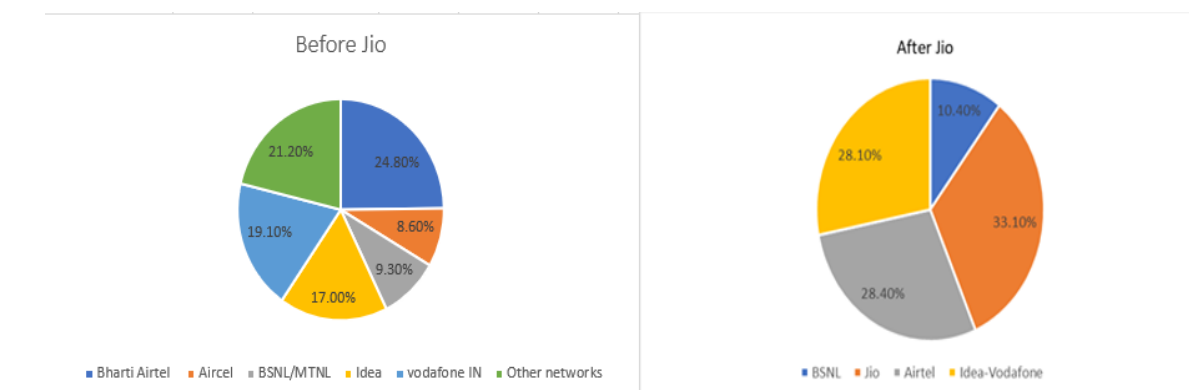
2A's 3R's Strategy

- **ACQUISITION:** People visit your website
After the commercial rollout of Jio in September 2016, Jio offered free services to its customers for 3 months. This plan worked as the trump card for Jio to acquire the customers. Within one month, Jio was able to acquire 16 million subscribers.
- **ACTIVATION:** They experience
The users were provided with the best experience, which was never provided by any telecom service provider.
- **RETENTION:** Users come back
Jio didn't stop here. On the occasion of the new year in 2017, they extended the free services to the users for another 3 months. Jio became the first-ever telecom company to provide 6 months of free service to customers.
- **REFERRAL:** Users invite others
The customers became its preacher. Jio got more and more business through positive customer reviews and user experience.
- **REVENUE:** Users buy our product/service
Slashing the prices to 1/10th the existing cost, Jio got ahead with revenue, which was the major factor in getting such a leap in the market.

DIGITAL MARKETING STRATEGY OF JIO: Reliance Jio has a fantastic digital marketing presence across most platforms, all due to its brilliant strategy and trendy campaigns. Some of its game changing strategies are:

- Digital India- Home delivered (Get your Jio sim delivered home for free)
- Jio sponsoring cricket events
- Jio cricket play along (It understood how people in India invested their time in the sport)

ANALYSIS:



AMAZON'S STRATEGY:

BRIEF ABOUT AMAZON: Amazon was founded on July 5, 1994, in Washington, United States by Jeff Bezos. From starting up as an online marketplace for books, it went on expanding its offerings. Amazon is the largest Internet-based retailer in the world by total sales and market capitalization.

MARKET STRATEGY: Four key pillars include;

1. Offering the widest range of products. The largest internet retailer in the world by revenue offers hundreds of millions of products. The majority, 58% of products offered in Amazon platform are from third-party sellers.
2. Using customer-friendly interface. The tech giant has an advanced interface that integrates personalized recommendations and recent browsing history, among others.
3. Scaling easily from small to large. The e-commerce and cloud computing company has experience and competence in scaling from small to large. This factor plays an instrumental role in exploring new business segments.
4. Exploiting affiliate products and resources. Up to date, the tech giant has taken a full advantage of affiliate products and resources to contribute to the bottom line of the business.

Amazon marketing strategy integrates a number of targeted online marketing channels, such as Associates program, sponsored search, social and online advertising, television advertising, and other initiatives.

DIGITAL MARKETING STRATEGY: Since Amazon is an Ecommerce company, it is utilising all its digital marketing tools to market its products and services. Some of the game-changing marketing strategies introduced are:

- Festive and occasional promotions
- Amazon story highlights to support small businesses
- Activity on social media
- Promoting small women businesses
- Email marketing strategy

FUTURE OF E-LEARNING:

E-Learning is changing. And, we will see new models, new technologies and designs emerge. The coronavirus pandemic is forcing global experimentation with remote teaching. There are many indicators that this crisis is going to transform many aspects of life. Education could be one of them if remote teaching proves to be a success. E-learning is the new future post corona. The educational system is moving online as far as possible, turning classrooms into online spaces and teachers into virtual educators. Various authorities in their respective domains, at the higher educational institutions or at the school level, have been proposing the setting up of virtual classrooms for e-learning. Many schools and universities throughout the country are attempting to provide some form of virtual learning with the help of virtual teachers and virtual platforms available. Paths for greater access and opportunities to online education have now been forged, and there is a clear route for the next generation of adopters of online education. Before the pandemic, the primary purpose of distance and online education was providing access to instruction for those otherwise unable to participate in a traditional, place-based academic programme. It will be interesting to see which aspects of emergency remote teaching remain in the next generation of education, when the threat of COVID-19 is no longer a factor. But online education will undoubtedly find new audiences.

E-LEARNING MARKET STATISTICS:

- 90% of corporate businesses offer E-learning opportunities to its employees
- E-learning is the quickest growing market in the industry (since 2000 the growth of this sector has been 900%)
- By 2020, the worth of e-learning sector is going to be \$243 billion
- Covid pandemic promoted this sector engagement immensely

TECHNOLOGIES HOLD THE KEY TO THE FUTURE OF ONLINE LEARNING:

- Adaptive learning technologies
- Dynamic and changing learning experiences of people
- Social learning platforms
- Artificial Intelligence
- Learning as a service

KEY TRENDS OF E-LEARNING IN THE FUTURE:

- Mobile learning
- Immersive learning
- Social learning
- Game based learning

COMPETITIVE ANALYSIS:

Name/Basis of comparison	Segments it is dealing in	Age group	Analysis	Digital presence	Pricing	Children Nurtured
Bright kid	Play group, Nursery, LKG, UKG	1-5.6 years	Interacting, providing quality service, parent review and stories, student activities	Facebook, Instagram, YouTube	Average annual fees 27,151.25	35,000+
Footprints	Play group, Nursery, LKG, UKG	1.5-5.5 years	affordable price divisions, Quality Education, Promotional online campaigns like program Experience	Facebook, LinkedIn, WhatsApp	Annual fees: Elite pack 47,998 and Regular subscription 9,996	over 20,000
Klay at home	Infants, toddlers, KG	6 months - 6 years	campaigns Driven strategies, Quality education activities and promotions, parent reviews	Facebook, LinkedIn, YouTube, twitter	Annual fees: Prime slots 95,988 non-prime slots: 59,988	over 4,500
Flintoclass	Pre school	1.5-2.5 years	Interacting, Spreading awareness, development and engagement (providing Flinto Quality kits)	Instagram, Facebook and twitter	Annual fee: 24,231	over 1,25,000+
little Elly at home	Play group, Nursery, KG	1.5-5.5 years	Targeting, interacting (through their stories and blog posts) and engaging	Instagram, Facebook and YouTube	Average annual fees 30,000	Over 4,00,000 Globally

ROADMAP:

Don't SELL, Educate Parents: Educate parents about the importance of pre-school.

Don't fall into PRICING traps: One of the most common mistakes preschools do is falling into price traps. If we are providing High-quality education, we can also demand high fees; Focus on providing quality, streamline process, improve delivery of service, interact with parents very often.

Awareness Program Initiatives: As a part of our marketing strategy, we should try constantly to stay in the limelight for supporting some cause. For example: we can start a child rights awareness campaign. This initiative should be a part of all our communications (online & offline). "If you don't Stand up for something then you will fall for anything" – Malcolm X

The above saying perfectly goes in marketing as well. As a brand, we have to stand with a cause and concentrate on our marketing activities around it.

Position your school as One Stop Solution in Education: If we are an established player the we should definitely use this strategy. In my study, I realized that once parents take admission in preschool their concern is about admission to the higher school for grade 1.

Engage with Parents: We have to make sure that Digital marketing is a part of our marketing strategy. If Digital Marketing is not part of our current strategy, then we might lose our customers (parents) over a period of time. Parents have the need to be social and connect with one another. In today's scenario where social media has become a part of our daily life; as a pre-school, you cannot ignore the opportunity to connect with parents on these mediums. It is really important to have a social media marketing strategy where, pre-school is engaging with parents on daily basis, answering their queries and communicating with them. we can make our weekly post calendar and update it on all our channels starting from Facebook, Twitter, YouTube, Pinterest, Instagram. For example, every Monday our social media will talk about Do's and Don'ts.

Kid appeal: Since we are dealing with kids, we have to make sure what kids want. Kids look for entertainment and are often attracted to things that offer fun. Get children interested and they promote all these things with other Children as well.

Keeping our name out in the market: Creating a logo and branding in a right way is really important to keep ourselves on map.

Word of mouth: One of the most powerful tools to advertise any brand is word of mouth. Encourage current families to spread the good word and offer incentives, like a free month of enrolment



Vedic Tree