



OLA DIGITAL MARKETING STRATEGY & CASE STUDY





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About Ola

- India's largest mobility platform and one of the world's largest ride-hailing companies, serving 250+ cities across India. Ola was founded in 2011, by two IITians Bhavish Aggarwal and Ankit Bhati.
- Offers mobility solutions by connecting customers to drivers and a wide range of for hundreds of millions of consumers and over 1.5 million driver-partners.
- Customers can access OLA on the web, through the mobile app or through the customer service centre.
- OLA's GPS enabled mobile app for the driver helps receive booking requests from customers in the vicinity and navigate to the customer's pickup point with utmost ease.



Number Crunch



- OLA is present in 102 cities with over 2.5 lakh vehicles, includes:
 - Cabs
 - Two-wheeler (on rent & with Driver – Bangalore)\
 - Auto Rickshaw.
- Over 70% of the bookings come through the mobile app!
- Ola's revenue is growing at an average of 30% month on month.
- 2000 cars get added on the platform every month pan-India.
- Ola has raised – \$70mn through venture capital funds and has prestigious investors like Tiger Global, Matrix Partners, Steadview Capital, Sequoia Capital and 'Ratan Tata'.



Micro-Entrepreneurs

- OLA has transformed lives of Drivers and motivated them to become Owner well known as DCO – Driver cum Operator.
- OLA also works with leading car manufacturers and financial institutions to help drivers buy their own cars at huge discounts – nurturing micro-entrepreneurship.
- Payment may be received through cash, Paytm, OlaMoney, etc. from customers.
- DCO : OLA ratio – 80% : 20%
 - OLA has recently increased its commission from 15% to 20%.
 - OLA also provides ‘Minimum Business Guarantee’ (MBG)* to drivers to secure their earnings.

* MBG: Will be explained in coming slides



Ola's Target Audience

- Comments from the interview

I have used Ola frequently while traveling to office. I preferred carpool over normal cabs as it was cheaper. There should be a cancellation penalty for drivers.



Isha, 22yr

I have used Ola carpool feature but because of detours involved it takes me more time to reach my destination than it normally would.



Vivek, 25 yr

I book Ola cabs frequently for my family. I would use carpool if I am travelling alone but I am not comfortable sharing a ride with a stranger at night.



Sahil, 22yr

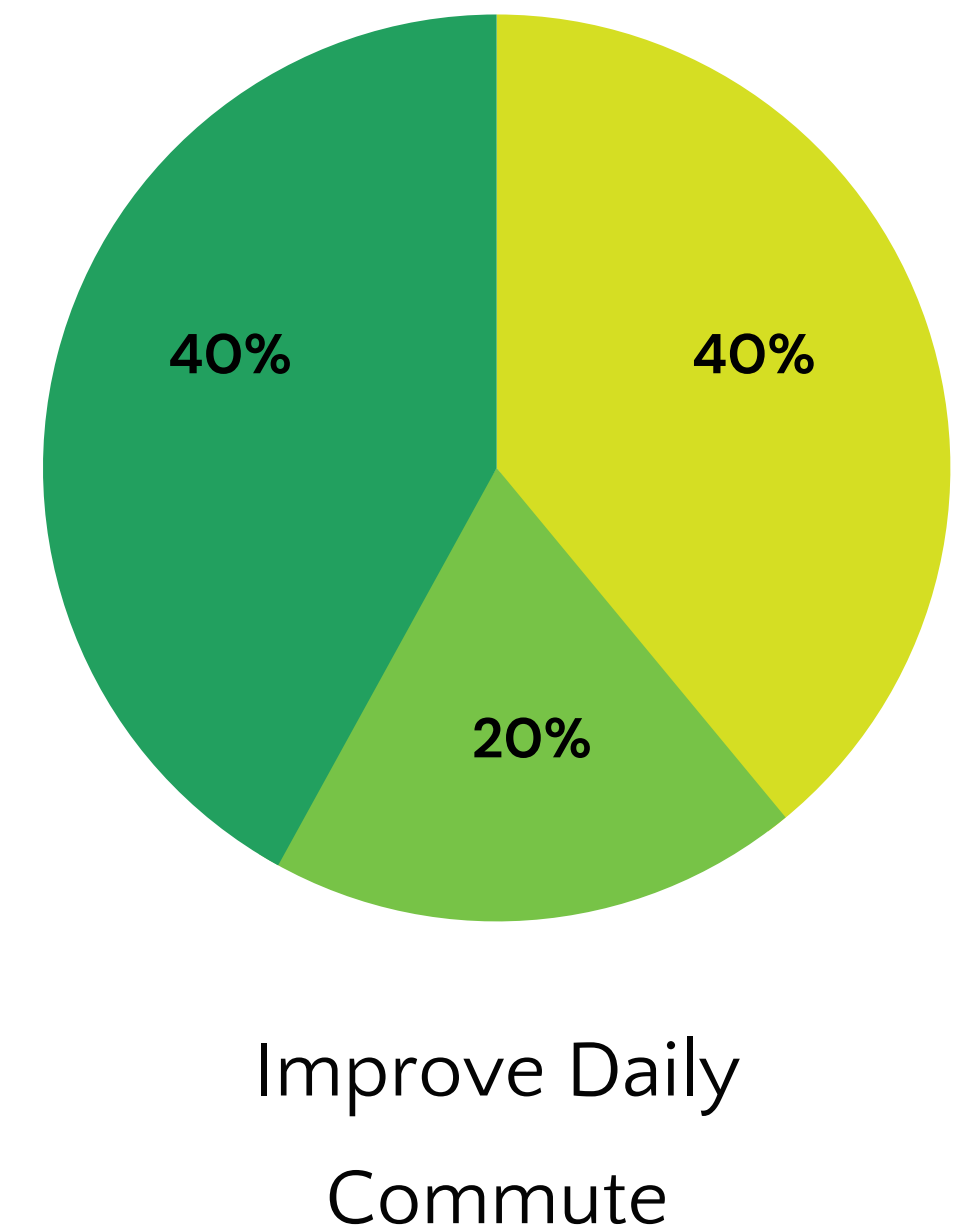
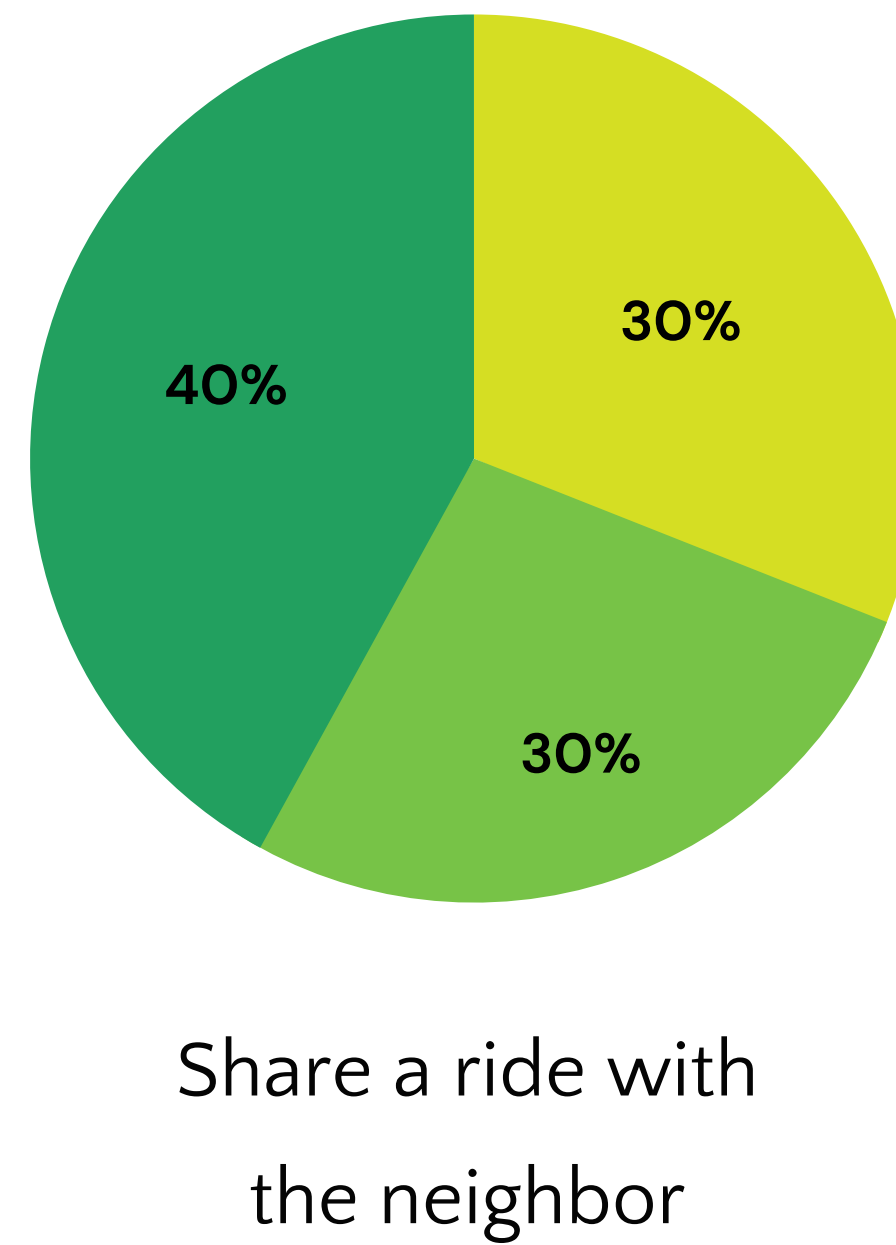
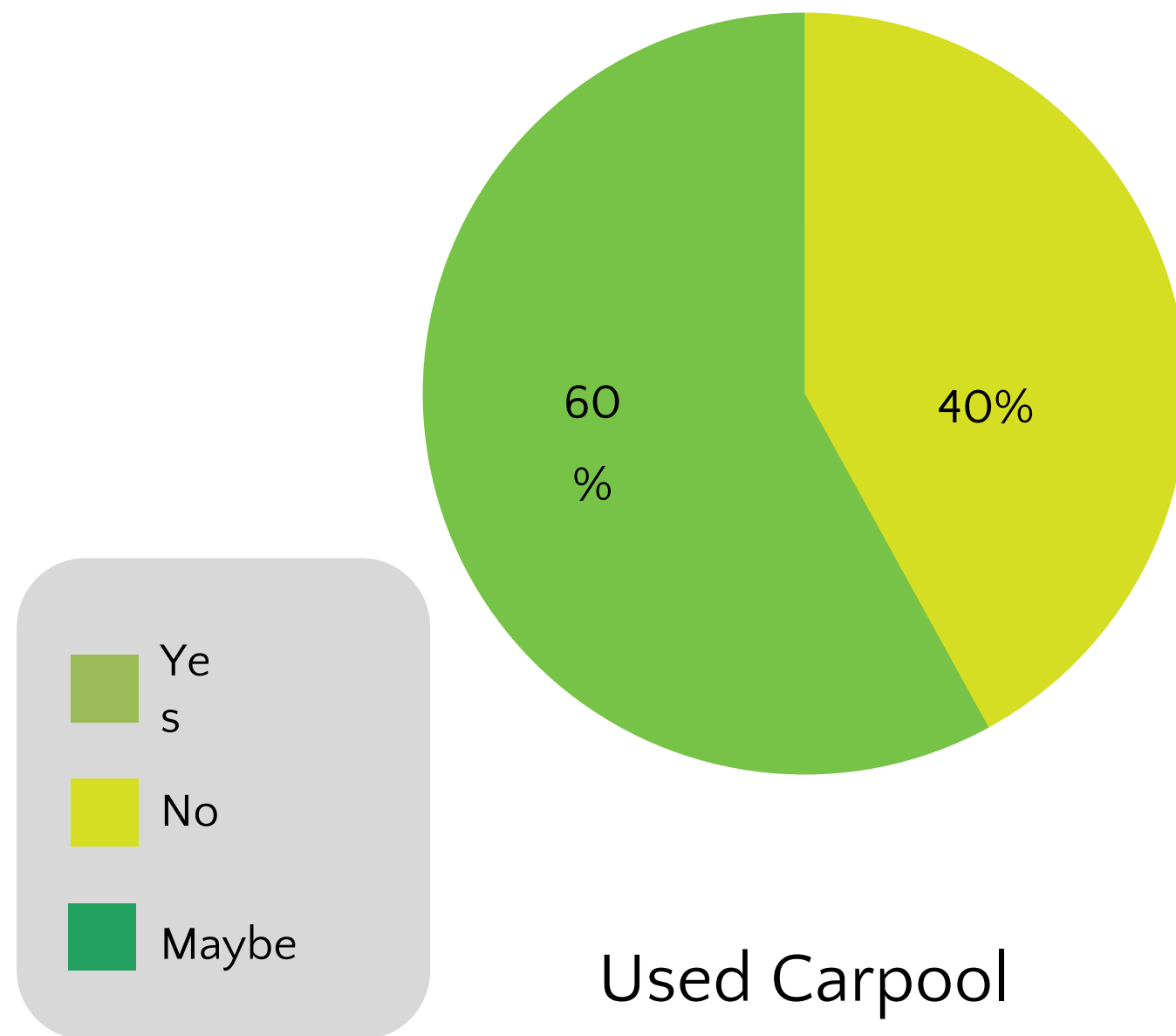
I use carpooling when I am not in hurry and the charges of the normal cabs are high. I will be comfortable sharing a ride with colleague or a neighbor.



Deepika, 24yr



- User Interview



Ola's Problem Identification & Analysis

We took multiple interviews to improve their insights and understand the pain points of the users.

The users wanted:

- Cheaper Ride
- Less Crowd
- Less Detour
- More Reliability
- Lesser Cancellations
- Safety.

After stating the pain points of the customer, We used multiple management techniques for problem identification. They are as follows :



- Insights from the interview

We interviewed 10 people and gained the following insights. They wanted:

direct ride
fixed route
less detour
reliable
time safety
cheaper ride
detour
less crowd
cancellation
reliability
accessibility
customization
security



1. User Persona Analysis

General Description

- Lives in Mumbai
- Is a Product Manager
- Earns around INR 30K
- Travels daily in cab to office



Rita Shah, 27 year old

Attitude

- Cautious
- Outgoing
- Determined
- Adaptable

Goals

- Excel professionally
- Save more money
- Maintain work life balance

Personality

- Organized
- Socially active
- Digitally active
- Likes to hangout with friends
- Tries to save money

Frustrations

- Unable to reach destination on time.
- Expensive cab charges
- Over crowded public transports
- Drivers cancelling rides



2. 'How Might We'(HMW) Statement:

HMW provide a more economically efficient ride to users?

Provide more economically rides
for users

So that they can commute easily,cheaply, and safely.

Need Statement:

Rita needs to find an economical way
to commute without a delay to reach
her destination.



Solution: Ola Swift- A Digital Marketing Plan

- Give them a more reliable option for cab rides.
- Give them gender choice for choosing their co-riders.
- Ensure their safety.
- Fixed routes



Introducing Ola Swift

Ola Swift is a real-time car-sharing feature that allows users to travel with car owners within the city. This will help other users to share a ride and split the cost accordingly.

Ola Swift is a real-time ride-sharing feature that allows users to travel by car owners within the city. Although it is essentially a carpool, the main differentiating factor is that the car will not stop at multiple stops to pick up other people. The car owner will pick you up and directly drop you at your destination that is on the way to wherever he/she is travelling to. This will help the users to share a ride, reduce their travelling cost, and still reach their destination without being delayed while being environmentally friendly!



Ola Swift is connecting



Rider

Save money & time
spend on travelling



Associate – Car owner

To earn money &
reduce their total cost
of travelling



Marketing Plan

Primary Target Audience : Working Professionals, Age group : 25 - 35

Wanting to save time, money & network with professionals

Secondary Target Audience : Young Adults, Age group : 18-24

Wanting to save money and save means to commute.



Marketing Plan: Push Notifications



1. Push Notifications: Push notifications are an effective medium to grab the attention of already existing ola cab users. It is essential to ensure that users are aware of Ola swift and that they do not mix it with Ola Share.



Marketing Plan: Promotion

2. Ola Marketing Campaigns:- To market to customers who do not use the Ola App currently, social media marketing, as well as youtube video campaigns, could be used.



Conclusion

Ola is India's most popular platform for on-demand rides. However, it is closely followed in market share by Uber and other small startups. To ensure that it stays ahead of the competition, Ola needs to keep coming up with new, practical solutions to improve the ease of mobility for its customers. There are different pain points for Ola and its customers and proposed the solution, Ola Swift. This business model benefits riders, car owners, and the environment. By crowdsourcing travelling services, Ola Swift combines the people's need for saving money with a low-cost high-efficiency business model. This will enable the company to give better services to more people without any explicit expenditure. In the last few years, the emphasis on making environmentally friendly business plans has increased manifold. Ola Swift is a brilliant example of a socially valuable and profitable business solution.



Thank you for riding with us !

