

CONTENT MEDIA AND SOCIAL MARKETING PLAN

COMPANY NAME: ZOMATO

INDUSTRY: FOOD AND HOTEL INDUSTRY

COMPANY URL: <https://www.zomato.com/ncr>

SOCIAL MEDIA ACCOUNTS:-

1. FACEBOOK: <https://www.facebook.com/zomato>
2. TWITTER: <https://twitter.com/zomato>
3. INSTAGRAM: <https://www.instagram.com/zomato/>

CONTENT AUDIT:

- **WHAT THEY DO:-**

Zomato is an Indian restaurant aggregator and food delivery start-up founded by Deepinder Goyal and Pankaj Chaddah in 2008. Zomato provides information, menus and user-reviews of restaurants, and also has food delivery options from partner restaurants in select cities. Zomato is also entering into grocery delivery amid the COVID-19 outbreak. As of 2019, the service is available in 24 countries and in more than 10,000 cities.

- **THEIR CURRENT BUSINESS STRATEGY:-**

Of the 1.4 million listings that Zomato has globally, about 1,50,000 are from India. In India alone, the platform sees 22 million users come on board every month who haven't tried the delivery service yet. It is this opportunity that Zomato is looking to convert, even if only a fraction, to scale its food delivery business.

Every month, about 5% (of the 22 million new users) try out delivery and that is a no-cost acquisition for us. So, for us, (food-delivery) is not a standalone business. This comes from the ecosystem benefit they have.

Industry sources peg Zomato's monthly cash burn at \$23-25 million on food-delivery alone, but the ad business' monthly revenue of \$6-7 million helps trim the company's total burn to \$17-18 million.

For them, the unit economics and cost efficiency that they do is much more than anyone else. So, if someone else needs to raise \$100 million, they can fight that with \$33 million.

SOURCE: <https://economictimes.indiatimes.com/small-biz/startups/newsbuzz/zomatos-full-course-strategy-from-supply-to-delivery-and-more/articleshow/66645881.cms>

- **A REVISED CONTENT MARKETING ACTION PLAN:**

Many of us today are aware of the vloggers and their food vlogs. Zomato already has an option where foodies are graded as per their levels on Zomato. These grades are based on the number of reviews they post and the places they visit.

But, they don't really attract the crowd as they are not very famous among the people. For example a food vlogger from Chicago may not be famous in Mumbai. So, some famous food vlogging channels like Mark Weins, DavidsBeenHere, etc. which are now quite famous across the world, Zomato needs to get into a venture with them.

For example, veggie paggi channel on youtube can be a brand ambassador for vegetarian food on Zomato. Mark Weins and Davids Been Here can review multiple areas of food industry.

Zomato can arrange fan meets along with these people. This will lead to a relationship establishment between the vlogger, the brand Zomato and its audience. The blogs of the food vloggers can be attached as a backlink to the Zomato Website.

- AN EXAMPLE OF A PICE OF CONTENT:-

5 Reasons Free Walking Tours Are the Best Way to See a New City

The concept of joining a walking tour where there is no set charge and tourists show their appreciation by leaving a tip is becoming increasingly popular across Europe and the globe. A growth in [budget-conscious travel](#), an increase in savvy travel guides, and the ease of word-of-mouth and internet marketing is helping drive the trend.

For the tourist, it's quite simple: check the tour company's website to find the daily meet up place; sign up; take the tour alongside anyone else who shows up; and then leave a tip at the end (knowing in advance that "free" is loosely employed as a marketing tactic and you are expected to part ways with more than a handshake). For the guide, it can be surprisingly lucrative on a good day and favorable reviews are pushing the best ones up the ranks on peer-to-peer review sites such as TripAdvisor.

One of the most prominent benefits of joining a walking tour is how it allows the individual to really experience a new destination, as much as a tourist can, within a few hours. Partaking on a walking tour allows you to feel your surroundings, and walk the same streets and paths the locals do. In fact, in some cities, like [Prague, walking tours](#) are the only way to see some historical sites.

A good guide will be able to explain the local culture and traditions and give you other local insights, showing you off-the-beaten-path spots, historic buildings and monuments, eat from street vendors, and see the people. This can speak volumes about lifestyle, culture, and diversity.

You can really get so much more value for your money by taking the time to get to know your guide and pick their brain a little. Chances are they have some good ideas and recommendations. And if you have a question about an area, it's always nice to have a face to face discussion rather than just pulling out your phone and searching Google. Use the allotted time to your advantage. Take note of any restaurants and favorite spots they recommend so that you can take advantage of them later.

On a regular tour where you pay at least 20 £/\$/€ per person, the tour guide is employed as part of the company and automatically expects compensation from his/her company for the work they carry out. At the end of a free walking tour, you are usually

invited by the tour guide to leave a voluntary donation, which hopefully reflects your satisfaction with the service. This means that each tour done this way will be to the highest standards, as the guide will try their best to create the same great experience every time in order to get paid. Feel free to share with the tour guide what you thought at the end and if they ask, share your recommendations. Tour guides usually want feedback and wish to do a good job. They'll appreciate your opinion and commonly try to apply your feedback to improve their tours.

Joining a walking tour is a great way to [meet fellow travelers](#). For many, travelling solo is an exciting adventure with a great sense of freedom. But occasionally it can also get lonely. If you join a tour earlier in your stay, you may just make a new friend to spend time with for the remainder of your trip in the city. The fact that you are joining a group with a common language also creates familiarity, especially when travelling in a foreign country.

Walking tours bestow a lot of flexibility as there are typically multiple times available throughout the day and don't typically require a reservation. For tourists, it allows for more spontaneous travel: if you oversleep or the weather is bad, you just try again later. Spending up to three hours on a tour also means a full morning or afternoon when no planning is required, and you can trust someone else to lead the way.

SOURCE: <https://davidsbeenhere.com/2020/06/03/5-reasons-free-walking-tours-are-the-best-way-to-see-a-new-city/>

- **A REVISED SOCIAL MEDIA ACTION PLAN:**

Currently, Zomato has their accounts only on Instagram, FaceBook and Twitter. But, they can at the same time get their accounts on youtube where they can make joint ventures with the food vloggers as I mentioned above in the content marketing plan.

LinkedIn is growing as a platform where people with entrepreneurship and startup ideas find ideas to grow their business. Zomato can open an account on LinkedIn wherein food industries with startup mindsets can get in touch with Zomato and hence Zomato as well their own business to expand.

Thanks a lot for reading till the end.
Vedant Athavale