

Today's Class : B2C Marketing using Digital Media



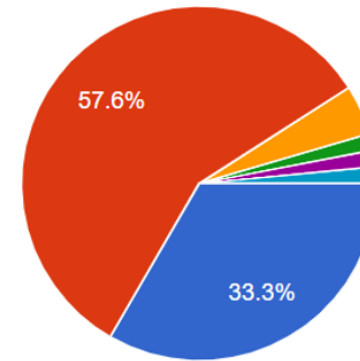
Full Funnel Campaigns

Facebook Case studies

Mid Sem Exam – 25%



- Evaluation Break up
 - Mid Sem & End Sem – 50%,
 - Project Teams – 30%
 - Mid Sem (BMC write up)
 - End Sem (Business Plan Competition)
 - Assignments / Attendance / Participation – 20% (Mid Sem 10% , sheet will be shared after class)
- Mid Semester Exam – 15th Sep , Wed, 1 pm to 4 pm
 - Will be held on Microsoft Teams
 - Typewritten, not handwritten
 - Only 150 of you on ENT 603 Teams
 - TRIAL RUN – SUBMIT ASSIGNMENT 4 ON MS TEAMS
 - DEADLINE – MIDNIGHT TONIGHT

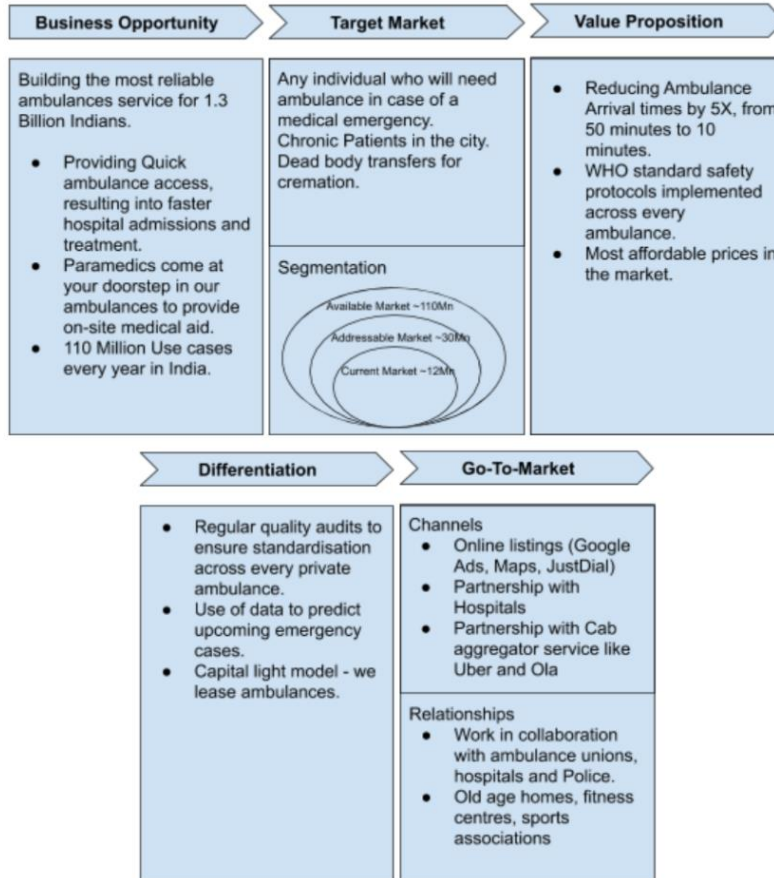


- I can type the answer sheet without needing more time
- I can type the answer sheet but might need more time
- I would find it difficult to type
- I would find it impossible to type
- I prefer writing over typing
- Also possibility of writing by pen and uploading pdf with some extra time for uploading

Mid-Sem Project Team Write Up – 15%



HelpNow BMC



Business Opportunity

Open with

We provide the quickest, most reliable and easy to book fleet of ambulance. We enable faster and optimised booking of nearest ambulances and connecting them to nearest hospitals with available beds. We found that there are only 25,000 ambulances of the 1,25,000 required by WHO standards, whereas the number of usage of the service was around 11Cr per year and there was not enough fleet of ambulances and reliable service catering this demand.

Target Market

- Our current target market is Tier-1 cities like Mumbai, Pune, Bangalore, Delhi, etc which has a total market size of ~30Mn.
- Segmentation**
Our total market is around 110Mn (\$11Billion size as the average ticket cost is \$100 per ambulance trip) patient per year based on current data, Of which our target market which are mostly tier-1 cities has a market of around 30Mn patients per year and our current market is cities like Mumbai, Delhi, Bangalore and Pune is around 12Mn patients (\$1.2B) per year.

Value Proposition

- We provide the Quickest, Cost Effective and Most Reliable ambulance service ensuring all government and WHO safety standards.
- Our Solution**
Building the largest network of private ambulances in the city (a combination of aggregated and Leased ambulances) and using tech to reduce arrival times drastically. Our algorithm provides highly optimised connectivity between patients, ambulance and hospitals thus reducing the overall service time by finding nearest ambulance, hospital and a least time consuming route to get to the hospital.

Differentiation

- We run data analytic and prediction techniques on our ever-increasing data thus creating a prediction model that helps us anticipate upcoming emergencies by notifying patients and the nearest available ambulance. Our data set is unique and private to us, thus a significant differentiator.
- We have a supplementary sales model which we call the Capital Light Model where we lease our ambulance fleet on demand basis.
- We are auditing all private ambulances in the city, providing a standardised experience for all our patients. (OYO for ambulance model)

Go To Market

- Channels**
Our current marketing channel includes online advertising and listing services like Google ads, just dial, G Maps, etc which help us advertise our service to targeted customers.
- Relationships**
We have a partnership with the governments, hospitals, police and follow all regulatory compliances. We have tie ups with large gated communities, offices spaces, educational institutes and provide them with a dedicated service. We have strategic partnership with cab hailing service which scales the availability of our services.

Feedback to Teams : BMC Draft 1



Key Partners



Key Activities



Value Proposition



Should not be list of features

Should include
What is it?
Who is it for?
Why is it valuable?

Customer Relationships



How to
Acquire
Keep
Grow

Channels



Online
and /or
Offline

Customer Segments



Cannot be a long list. Cannot be for everyone
FOCUS

Distinguish between Customer & Consumer
B2B2C

Cost Structure



Revenue Streams



Mostly in the right direction. Some misunderstanding
Not investment . It is about how will you sell your product / service / solution and get money from customers

Assignment 4: Refined BMC + Cast your idea as a platform

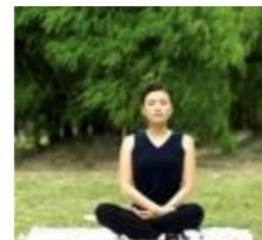
Marketing Campaigns : Target Customers / Personas



What we say!



The Target
Consumer



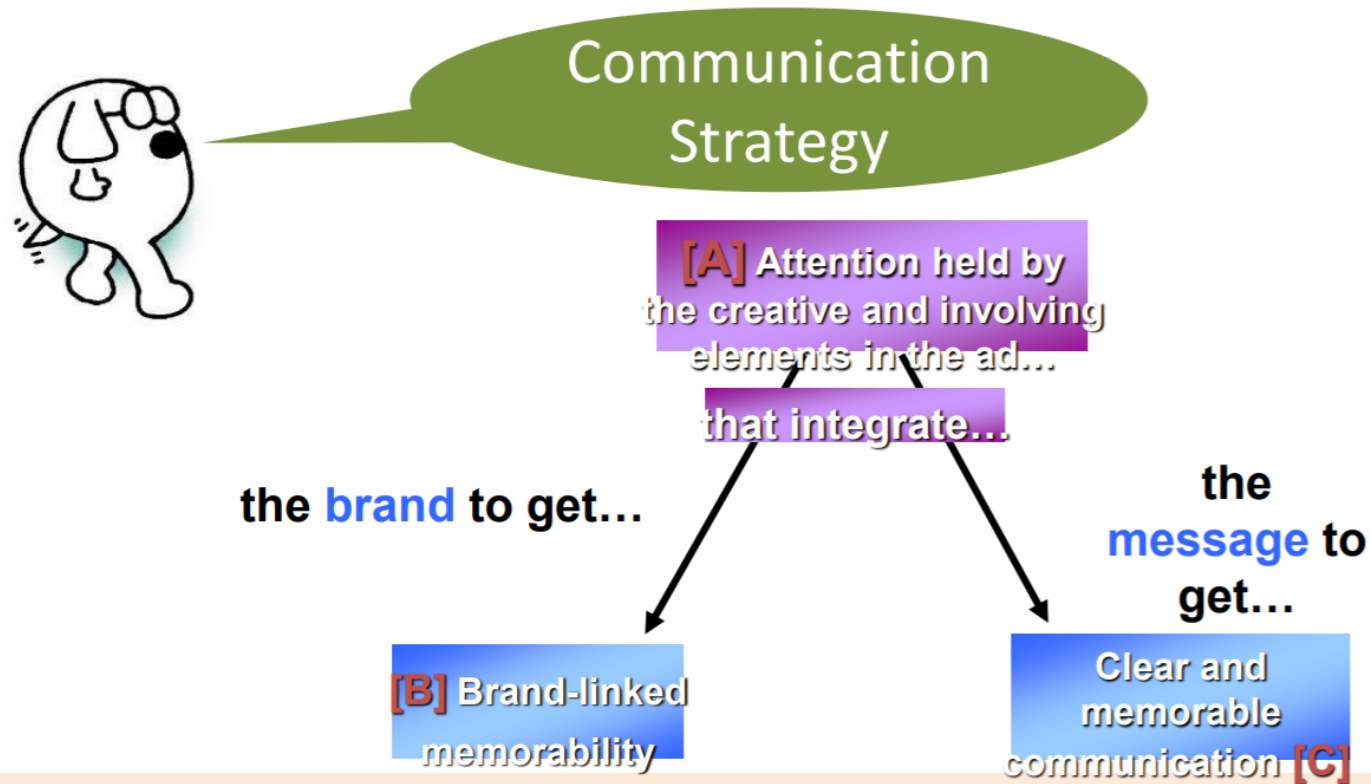
What YOU should ask

- Who is your bulls eye target consumer ?
- What role does your product and brand play in her life ?
- Which are the other products and brands chasing the same TG ?

Marketing Campaigns : ABC of Communication



What we say!



What YOU should ask

- Is my message grabbing **Attention** ?
- Is it helping associate with the right **Brand** / product ?
- Is it helping persuade the customer ? Is it delivering on **Communication**

Do you remember these ads ?



Do you remember the brands ?

How Ad Creatives work



Photo

Video

Stories

Carousel

Slideshow

Collection

Making Ad Creatives work harder : Creative Best Practices



CAPTURE ATTENTION QUICKLY

Start with your most
captivating moments

Engage with copy

Incorporate branding early

Put your hero front & center



DESIGN FOR SOUND- OFF

Tell your story visually

Use text and graphics to
deliver your message

Try captions

Layer on content



FRAME YOUR VISUAL STORY

Highlight key elements

Highlight feature
products

Explore vertical frames



PLAY MORE

Play with rhythm

Play with speed

Play with duration

Play with sound

Marketing Campaigns : Media

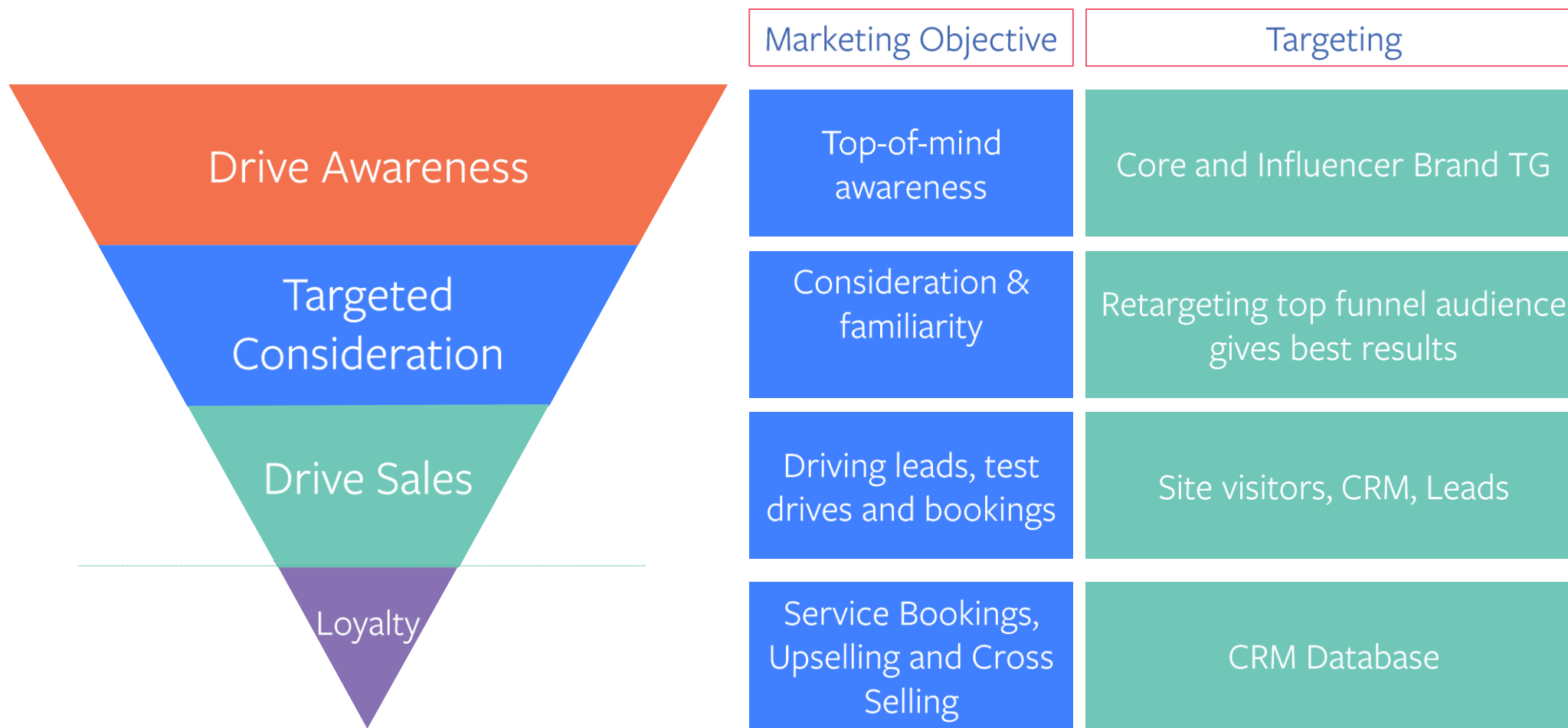


What YOU should ask

- What is your media strategy ?
- Reach + Frequency + Impact + Dominance + Continuity = UTOPIA
- First measure for effectiveness, then efficiency

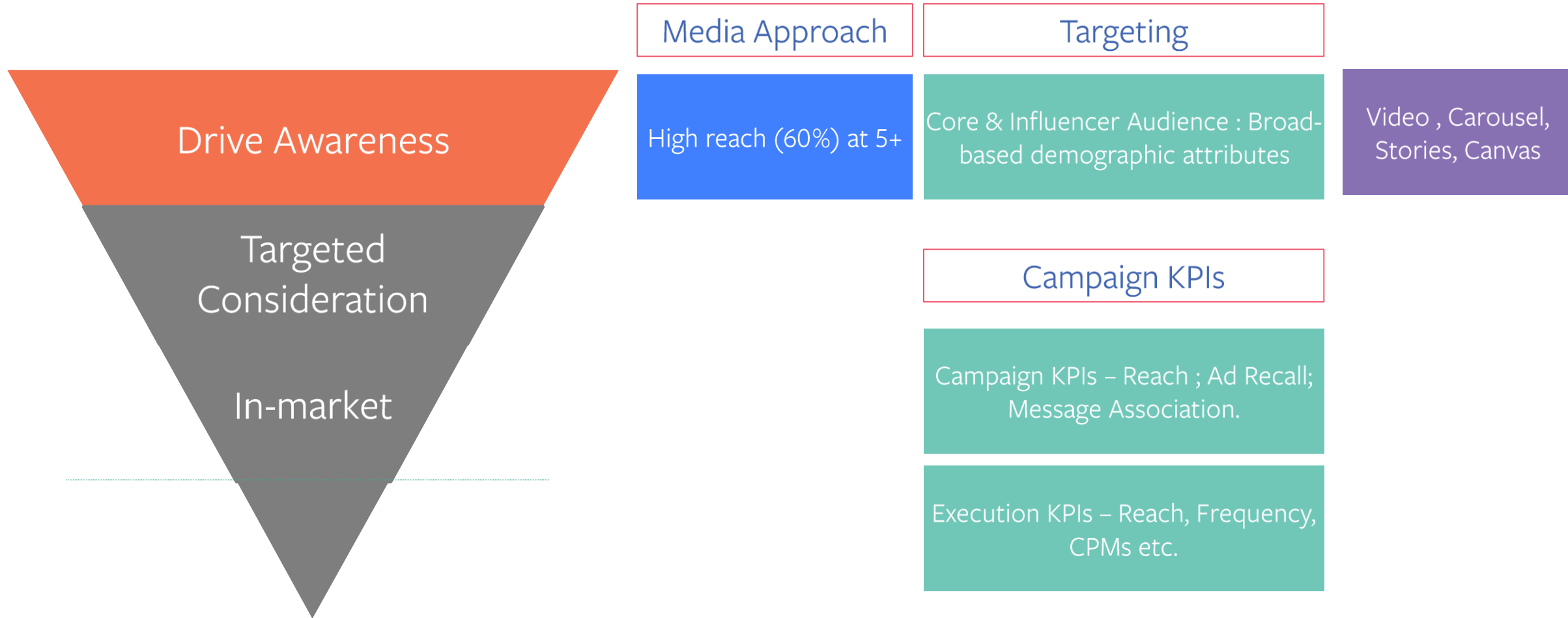
Pic : Google

Understanding the Sales Funnel



FB Case Study

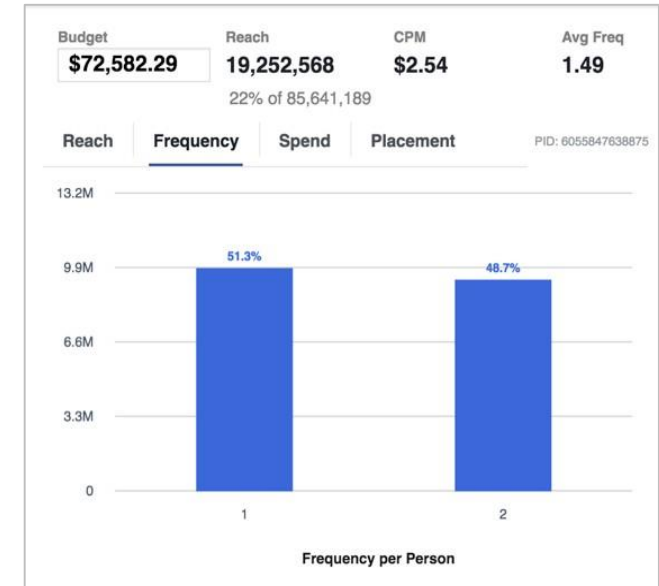
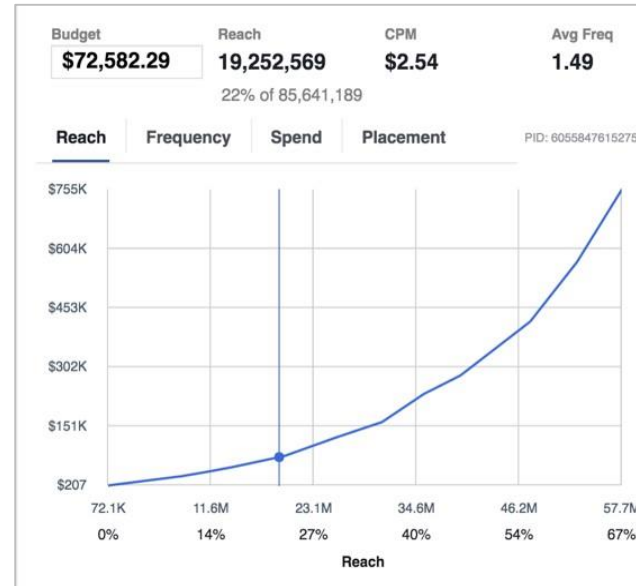
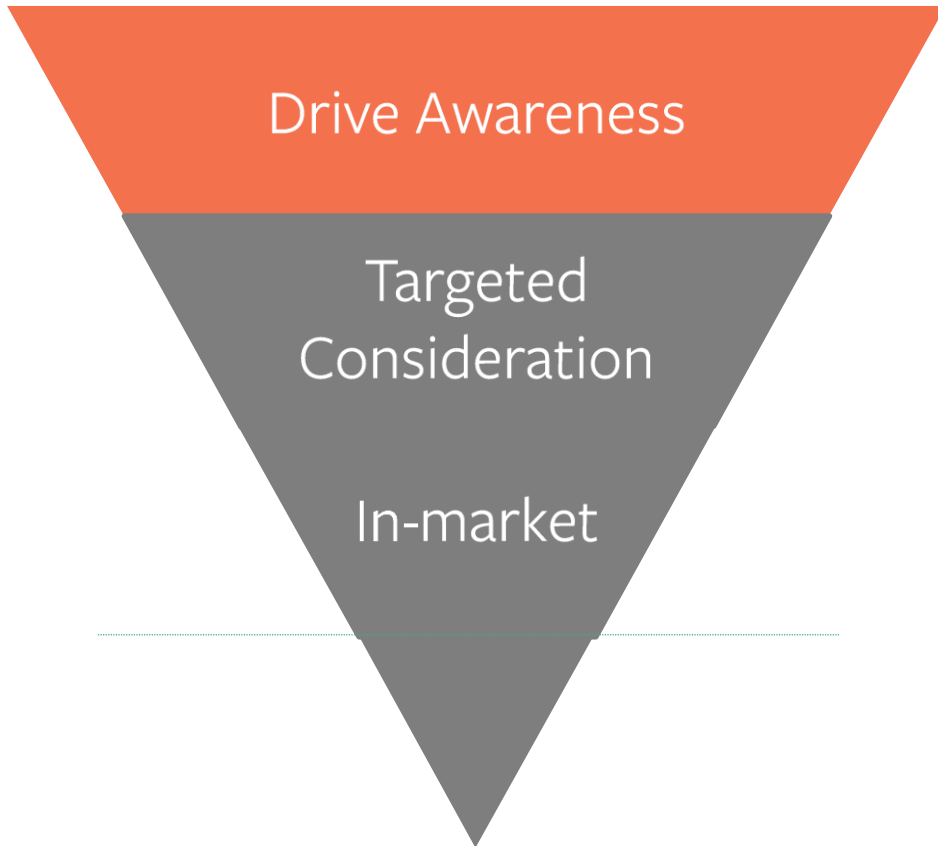
Top of Funnel : Drive Awareness



FB Case Study

Drive Top-of-Funnel metrics controlling Reach & Frequency

Predict your reach, control frequencies and fix your costs before Campaign Go-Live



FB Case Study

A case study : Maruti Suzuki Dzire Launch



MSIL leveraged Facebook's best practices to drive breakthrough results on the platform, as a part of its integrated media campaign



Way of Life!

-pt

Lift in ad recall

-pt

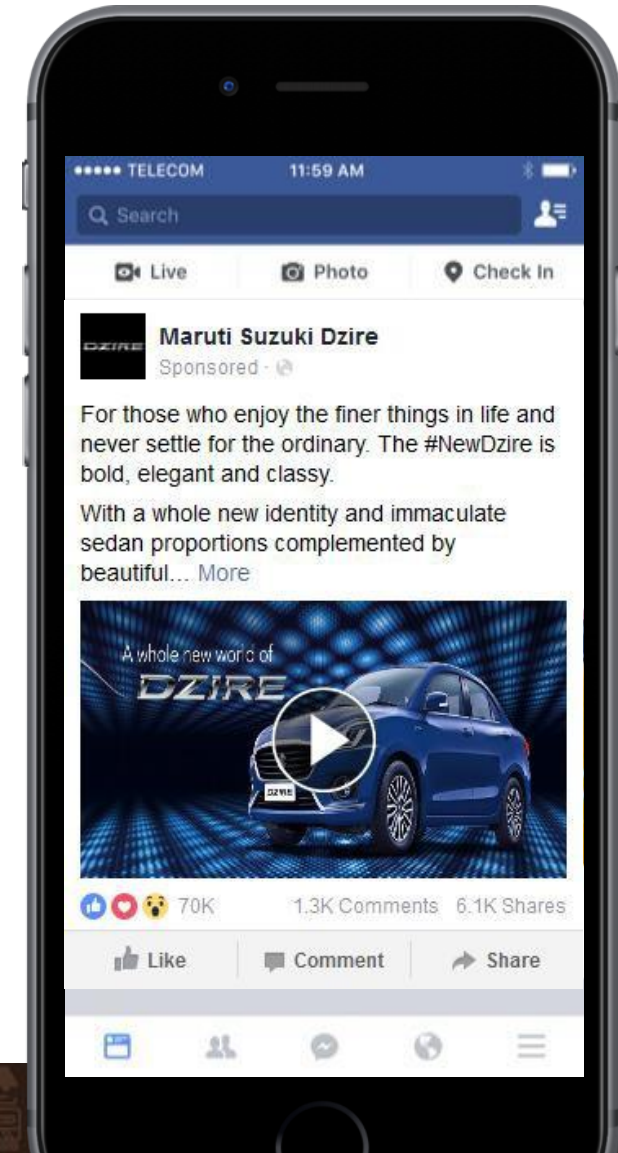
Lift in ToM Awareness

-pt

Lift in Attribute Rating

Maruti Suzuki, along with Denstu Aegis Network, partnered with Facebook to develop a brand marketing approach for the launch of the all-new Dzire. Based on Facebook's best practices for brand communication, this approach employed Reach & Frequency buys with a control on delivered frequencies. As it was an integrated media campaign, Facebook's impact was measured through a Brand Lift Study. It showed that this approach delivered great lifts in brand metrics, higher than APAC norms, despite being a small part of a high-octane integrated campaign.

Source: Facebook Brand Lift Study Data,

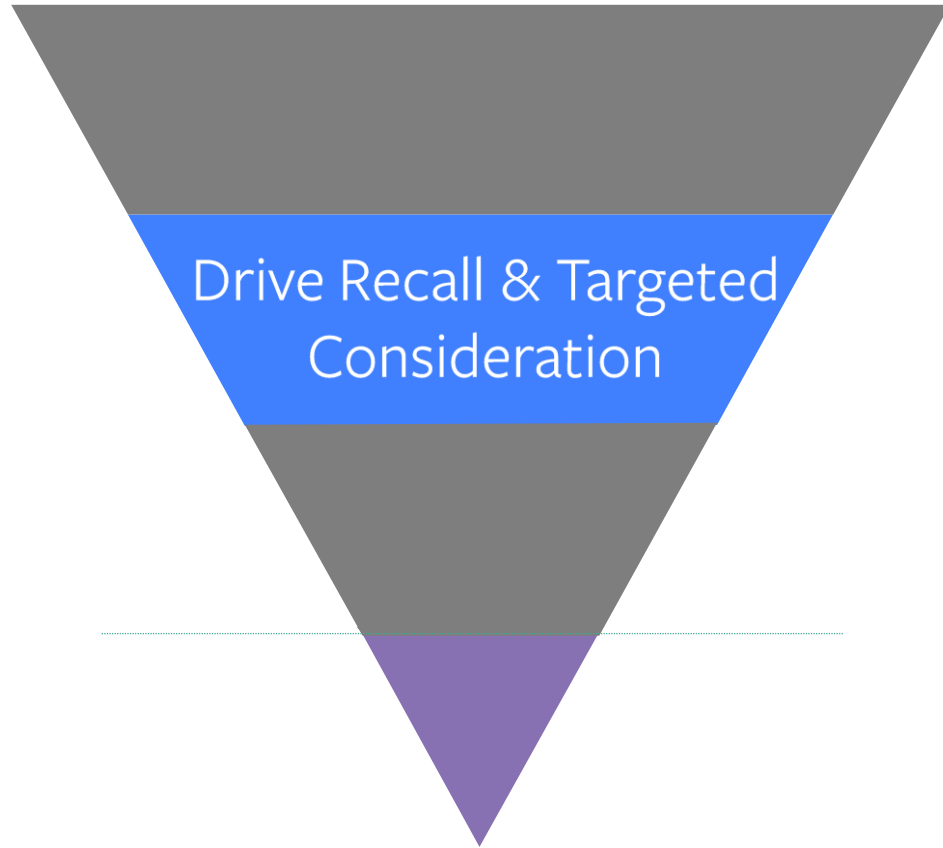


Choosing the Right Target Audiences / Personas



- Derive the following from the brief
 - Core User TG
 - Core communication TG
 - Are there any influencers for the user?
 - What is his affluence level? First time/upgrade buyer?
- Infer the following from other activities
 - What kind of associations does the brand usually prefer?
- Translating to FB Audiences
 - Demographics – Core +Influencer
 - Socio economic proxies –
 - Smartphone usage & Network Access
 - Consumer Classification Proxies from Facebook
 - Lookalike audiences
 - Retargeting!

Mid – Funnel : Drive Consideration



Key Messaging

Deliver in-depth product information to people who've responded to brand communication

This ensures higher quality of conversions towards leads & enquiries

Creatives

- Videos <10s , sequenced
 - Video Carousels
 - Canvas
 - Stories

Targeting

Retargeting - Facebook Audiences, Custom Audiences, Website Audiences

Lookalikes – of existing owners and intenders

Campaign KPIs

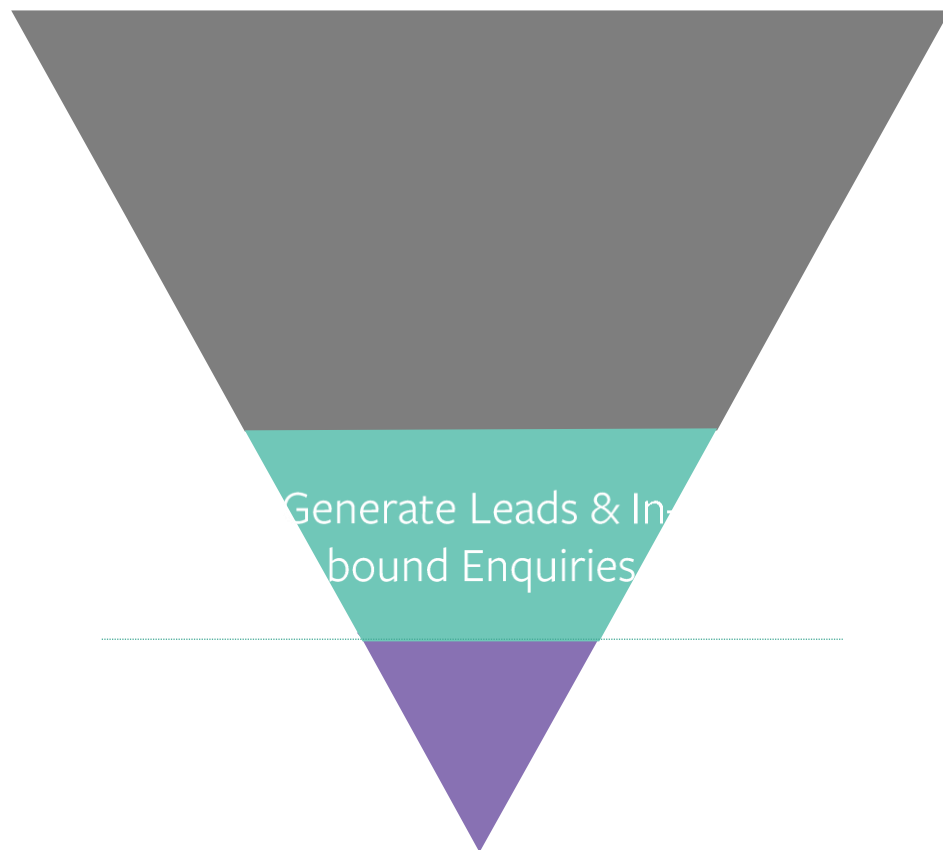
Campaign KPIs – Brand Recall; Key Attribute Rating, Purchase Intent

Execution KPIs – Reach, Frequency, CPMs , Dwell Time

FB Case Study

Recommended to be an always-on activity as there are always in-market audiences

Bottom – Funnel : Generate Leads



Key Messaging

Must provide a trigger to take the action –
e.g. Tactical Offer
Exclusive Access

Creatives

- Videos <10s , sequenced
 - Video Carousels
 - Static Carousel
 - “Call now” CTA

Targeting

ONLY Retargeting - Facebook Audiences,
Custom Audiences, Website Audiences

Campaign KPIs

Campaign KPIs – No. of online results, no.
of verified enquiries, Sales

Execution KPIs – Cost per Enquiry, Cost
per click etc

FB Case Study

Recommended to be an always-on activity as there are always in-market audiences

A Case Study : Nissan Turkey



Powerful lead generation

“After the superb results of our SUV Family campaign, Facebook lead ads have become an essential part of our media mix. Their simplicity, targeting options and streamlining of the connection between the brand and target audience make them an efficient, direct way of reaching in-market customers. Lead ads have been more effective than any other model for short-term sales conversions.”

Emre Özocak

MARKETING MANAGER, NISSAN TURKEY

%

of target audience reached

%

of all sales from online channels were generated by lead ads

X

cars sold via lead ads

lower form submission costs than all other online media

Japanese carmaker Nissan found Facebook lead ads to be its most effective lead generation channel in driving sales of its 3 SUV models in Turkey.

FB Case Study



Digital Marketing : An Edtech Case Study



POWER WHAT'S POSSIBLE

Building stronger relationships with parents & students to drive growth and enrollments in today's mobile world



DISCOVER

CONSIDER

INQUIRE

RESEARCH

APPLY

ENROLL

START

GRADUATE

STAFF

Audience
cultivation

Lead
Generation

Lead nurturing

Community
building

Introduce
prospective
to your brand

Generate
leads & drive
enrolment

Enrich
learning
experience

Full funnel approach : Driving Business Outcomes



Advertiser Inputs

Desired Outcome

Brand Awareness

Brand Awareness

Discover

Influencer Marketing
Testimonials

Brand Trust

Inspire
Reason to believe

Nurture
Product offering
Competitive edge (price, accessibility, flexibility)

Consideration

Search
Enquire
Preference

Trial class
Lead Generation
Drive Registration
App Install

Conversion

Book Trial Class
Submit lead
Register
Install App

Enrolment