


Sharing, Creating and Connecting

World Of Marketing

Digital Magazine

Articles from Marketing Enthusiasts and Professionals across Industries



Secondary Should
Always Come Before
Primary By
Dave McCaughan

Netflix- The next BIG
plans for India
Devyani S. Singh

MARKETING

Marketing Technologies: Augmented Reality and Virtual Reality by **Hasan Ozkan**

1st Edition
February 2020



World Of Marketing

| Think Marketing, Get World Of Marketing

TABLE OF CONTENT



Foreword	3
WOM Introduction	5
Editor's/Founder's Desk	6
Articles From Professionals	7-38
Humor	40
Advertorial	41-42
Contact WoM	43



That is a big brief. And at the same time an old one.

If you consider that marketing is really just “understanding what people want, need, desire, fear and then making your offering relevant to those life drivers” then you can understand the breadth and depth of the role of marketing.

Of course over time the definitions of what is involved in marketing shifts with trends, knowledge and fads but in truth the definition holds. Don't get caught up in defending or challenging the “4Ps” or “6Ps” or whether “digital has changed everything” or “influence is alive” or “dead” depending on your own interest. In truth the basics don't change.

Marketing is all around understanding people. Augustus Caesar was a brilliant marketer because he understood the value of distribution.

Just like Coca-Cola's global success was based on “always within arms reach” based marketing strategy nineteen centuries earlier Augustus put his own “improved image” in the form of statues that made him look stronger, more military, more of a “god” than he really was and distributed them to every major city in his empire. Marketing genius. He understood that people wanted stability and leadership after decades of chaos. So he advertised himself as the leader they needed.

Marketing has always been about understanding what mediums drive social understanding and desirability.

Ancient cave paintings on all continents were our ancestors understanding that they could market their knowledge and expertise and beliefs using the mediums that provided safety.

Social, digital, influencers, on-line/off-line may be new terms but really the world of marketing only really changes in terms of tactics. There was a time when the telegraph truly caused more disruption in information and trade than we have ever known. Want to understand the power of influencers and use of new technology then look us the history of laundry detergent marketing in the 1920s. Maybe the greatest social media campaigns in modern history.

Yes, yes. I know. You are reading this and thinking “what an old fogey”. Well experienced enough and challenged enough over the last four decades to understand one simple rule : do not get rattled by innovation. Tomorrow something will be launched that will make you rethink, and change tactics. That is the one consistency of the World of Marketing.

So enjoy this new publication. Personally I look forward to learning

experiences, understanding shifts in how people think, become consumers, have to be encouraged to re-consume. We will all go on a journey to continually stay up to date with fads and trends we can take advantage of use. Hopefully there will be a good mix of content around the keys to great marketing like pricing, distribution, how to research ideas, what is needed in product development decision making, how to learn from the

As I said the World of Marketing is big and broad and will constantly develop.

Welcome to your access point to that world.



Dave McCaughan

Founder&Storyteller@BiblioSexual

Davidcmccaughan@gmail.com

www.biblioSexual.weebly.com

Magazine intends to Connect Marketers

So that they may share notes, Ideate and go back wiser and equipped to create newer and finer art pieces of Marketing that are not just creatively satisfying, but also bring in the business numbers.

When Ashish & Team approached me a few months ago to be part of the World of Marketing endeavour, I was slightly apprehensive of it being yet another of those million WhatsApp groups which end up becoming the dump yard of forwards & memes. From that to today this, the team has surely come a long way in connecting Marketing Professionals & Enthusiasts across countries, having regional meetups and to present day, the launch of World of Marketing Magazine.

Marketing is akin to Art. With the latest trends of Digital and Analytics, the palette is broadening and the tools are getting finer. Equipped with better tools, does that take away from the Artist's ability to enrich the painting on the canvas? Not in the least.

Any smart Marketer stays true to the basics of understanding of what drives his Customers & Consumers. Even as modern analytics tools and platforms will both enable and equip in gathering knowledge and insights on this, it will most definitely not supplant the Marketer's creativity in thinking beyond the numbers. These tools help immensely in identifying trends in real time and in enabling the Marketer to reach out to the consumers through a multitude of channels. It gives myriad options.

So, while it is without doubt that the modern platforms of Social Media and new age tools of Big Data, AI etc. are crucial to discover insights and develop marketing plans, it is equally important to not get swayed by the glamour of data & digital platforms. Catering to the desires of human beings is Logical & Strategic business and thinking through short and long term consequences of investment decisions is thus an amalgamation of both Logical & Creative Inputs.

With all of our own experiences & expertise being poured into this magazine, the collective marketing wisdom

spanning across countries, demographics, multi-decades and more, the plethora of ideas and learnings for us Marketers will be limitless. I encourage each one of you to come forth and embrace this honest venture.

And thus with this understanding firmly in place, I do believe whole-heartedly that this meeting ground of ideas & knowledge sharing, in the World of Marketing (WoM) Magazine, as thus enabled by the Team of WoM, will leave us all richer, wiser & more creative.

The first steps of a journey well intended has well begun and I wish the Team, All the Very Best.



Dr. Anvitha Prabhakara

PhD (UK), MBA, BE VP

Marketing & Strategy

anvidagane@gmail.com

In February 2016, an idea was conceived by a marketing professional Ashish Singh to bring together experienced as well as novice marketing professionals on the same platform and let the knowledge diffuse. Supported by Dinesh Mahajan.

The initial structure was kept minimal to three major arenas:

a.) Acquisition Team

(membership drive)

b.) Conflict resolution team

(owing to diverse cultural backgrounds of members)

c.) Retention team

(continuous personal feedback system to keep attrition rate at 0)

As the idea grew into a full fledged growing group, chapters were made based on geography to manage the members and provide them an opportunity to meet each other. Each chapter is headed by regional leaders who take the ownership of membership, engagement and

discussion on local issues and Meetups. Marketing professionals and enthusiasts are encouraged to reach out to the local group admins and be a part of the group.

We have now extended our journey from WhatsApp to all major social media platforms - Facebook groups and pages, LinkedIn, Twitter and Instagram.

In the journey of four years, we have grown from two members to a big family of 1k and its growing by the day. We have not kept ourselves limited to only professionals, but extended to certified vendors and agencies. This makes WOM a complete platform for knowledge sharing as well as job hunting.

We are working each day on our vision to enable sustainable marketing ecosystem of value-based networking and knowledge sharing. WOM is the one platform for all marketing needs like job, vendors, networking, investors and more importantly knowledge sharing. A place for people who think in the language of marketing.

Our mission is to facilitate discussion on this knowledge sharing platform for setting new benchmarks, specifications and to encourage innovation, networking and marketing solutions.

It gives me great pleasure to see WOM take the shape of a digital magazine.

Top 20 articles have been shortlisted from a pool of work submitted by professionals as well as amateurs to maintain the balance and prevent it from becoming another textbook used in universities.

We are continuously working on all round growth of WOM, while the focus is to extend our hand to more and more marketers, equal effort is made to help the existing members grow as an individual in their career and in turn add value to WOM family.



Ashish Singh
Concept and Ideation
ashish91@gmail.com



Parichay Parivesh
Editor, Compiler & Designer
parichay.parivesh@gmail.com



Snehal Todkar
Brand & Creative Designer
snehal.todkar@outlook.com



Asakti Panjiyar
Editor
e2aasakti@gmail.com



Devyani S Singh
Editor
devyani.s.singh@gmail.com

Hello Everyone,

We are presenting WoM's 1st digital magazine to you. World of Marketing or WoM for short, first came into its own back in 2016. We started with the sole vision to have a single and simple knowledge-sharing platform of marketing enthusiasts from across the globe – a unique 'knowledgepedia,' that would be a one-stop solution for all marketers.

This magazine is the voice of the marketing world, and very relevant even in this era of hyper-communication and information overload.

Our effort to publish a monthly marketing magazine is to give our dream a definitive framework. As we all know, too much information is simply 'noise,' which subsequently overpowers our mental capabilities leaving little or no space for relevant content. WoM aims to bring this 'relevant' content to you, without the unnecessary detractors. A popular counter argument being the utility of such a niche platform vis-à-vis larger knowledge sharing networking sites such as LinkedIn and Reddit amongst others? To answer simply, we are the "voice," of the marketers exclusively – by the marketers, of the marketers and for the marketers.

Our objective is to recognize and celebrate individual experiences as you, the reader, navigate the challenges of the marketing world. This magazine is a small effort from team WoM as we move a step closer to our dream, and it is one of the various initiatives from us. More on that in the upcoming editions.

We hope you enjoy reading the thought leadership articles that this magazine brings to you. With each edition, we aim to get better with our content basket. The very first edition is dedicated to you, dear reader, and this time we have kept it open for all without any restrictions or thematic impositions. All articles and stories which you will read in the next few pages are based on the personal experiences of WoM's members and not penned by paid professionals.

Your feedback remains critical, and we encourage and invite comments on every article. Together we learn and grow.

We take this opportunity to thank all our members, especially those who took the effort to write for the very first edition of WoM. I would also thank our editorial and designing team for making it all possible. Someone had rightly said - **It is not about ideas, it is about making ideas happen, and this team has done it.**

We have a long way to go long, so let us keep exploring this vast ocean of 'marketing,' where every drop does count.

Think marketing, get World of Marketing!

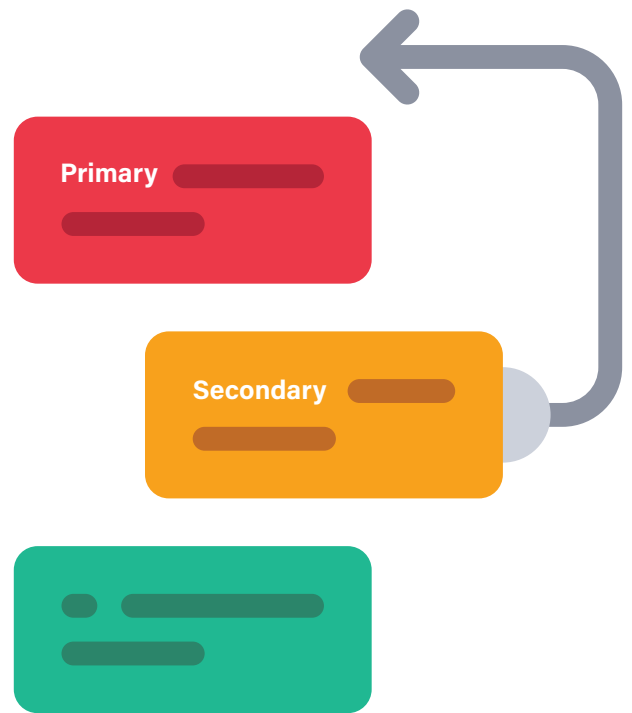


Ashish Singh
Founder



Secondary Should Always Come Before Primary

“Secondary research” is actual the first and should be the constant means of you and your team really understanding the marketplace and what opportunities are open to you.



No this is not a confusing note about school grades but it is a serious note about doing research. If you have attended our Marketing Research Futures seminar then you will know that I am passionate about the need for any organization to spend time and money on quality research at all stages of your business. Afterall marketing is primarily about **“knowing what it is people want, need, fear and how your product or service can help fulfill that need”**. And as explained in previous columns if you think you “know” what people want then you are a bit of a fool. Never use your own or your friends and family as a stand in for understanding what real people feel.

Qualitative, quantitative, semiotic, ethnographic, automated research all can play a key part at all stages of your business. They are all generally called “primary research” research undertaken as an original or primary investigation or substantiation or tracking of what is

happening that you commission. My problem is that before you do that primary research you really need to be spending a lot more time on what is, in my opinion, referred as secondary research. The use of secondary (as in developed, written, published by others) research should always be your first priority.

Now I don't mean doing a google search. I am guessing that many of you, like me, when confronted with some new subject have a first reaction to google, yahoo, bing it. Fair enough. Except that is a very “poor man's” effort. For as you surely know the big search engines only cover a part of what we know and also report it by popularity rather than quality. when confronted with some new subject have a first reaction to google, yahoo, bing it. Fair enough. Except that is a very “poor man's” effort.

For as you surely know the big search

engines only cover a part of what we know and also report it by popularity rather than quality. And of course being universally lazy we all tend to only look at the first 3, maybe 4 pages of results of findings on the big search engines. When I first entered the world of marketing I had already spent a decade as a trained librarian. I was used to helping people seek out detailed list of bibliographies by looking thoroughly through library catalogues, specialist journal compilation indices and detailed specialist databases. So imagine my shock when I discovered most clients and most colleagues did almost no background investigation and reading with existing documents before commissioning “research.” Even more so I was amazed at the monetary waste of clients who fail to search their own records and in house document files before starting some new focus groups or ordering a survey.

There is no excuse but laziness. Too

often I have seen clients who have no idea of the back data and research in their own files. Once for an office of Coca-Cola I had to point out that they were commissioning a new survey on exactly the same topic that different divisions of their company had also undertaken studies three times in the last five years. They simply had not kept a good record and a process of insisting that brand managers know about existing primary research before starting anything new.

There are, I recommend, three key types of "secondary" research that any company should insist all marketing staff are constantly updating themselves with, investigating and using in-depth before undertaking any new research:

1) Internal records: all that information that has come before. Because all too often they will have more inspiration, learning and new ideas embedded in them than new research can find

2) External Data-bases: there are many great sources of research, experience, learning and potential learning by simply doing some proper investigation. Never ever start a new project before looking standards like the WARC database, the ESOMAR Research World database, a proper academic search of key marketing journals through your local university library (Note most of this material is not easily available on Google).

3) Search engines searched by experts : you might be one but if you think just typing your subject in to a search engine will help you are sadly mistaken. You can also use the new wave of machine learning / AI driven platforms that will search, read, analyse all content across the internet. Not list what is popular but do a full analysis of what is really happening and matters. Ask me about the SignificanceSystems platform I use.

Good research is not about finding instant answers. It is about understanding what really matters and to do that you will find there are an awfull lot of sources you need to study before maybe wasting time and money on a new survey.

(Lessons Learned is a series from Marketing Futures where our Co-Founder Dave McCaughan shares some of his experience from three decades leading the marketing communications for major international brands across Asia)



Dave McCaughan

Davidcmccaughan@gmail.com

Credit: IBT Lesson Learned



Digital is the NEW BTL

In my view, digital marketing is not a new concept but an extended and evolved part of BTL – both looking to engage the consumer with a truly immersive experience.

BTL has been an integral part of marketing for decades, while digital marketing is a relatively new discovery. Let us take a magnifying glass to both to figure out the similarities, as we chart out the tricks of the trade.

Complete flexibility BTL and Digital both are very flexible and can be customized to a great extent. One can edit a post or tweak ongoing offers and even ads after looking at the trends on a dynamic basis when online. A BTL experience is often curated and executed real time, and on-site personnel often tweak communication on a dynamic basis as they gauge the sentiments of the audience they are catering to at the very moment!

Audience Selection While understanding the psychographics and demographics is an essential component of any marketing campaign, both digital and BTL require deep sub-segmentation such as the level of preference that a potential consumer displays. When a popular Instant Noodle brand wanted to really understand how the market in different geographies would react to its latest launch, it chalked out an extensive BTL marketing plan to not only spread awareness but to popularize the products in those segments; which typically would not even look at the variants being marketed as 'healthy'. The concept of re-targeted ads in digital marketing works on a very similar premise.

ROI calculation Marketing is pure math, but both BTL activities as well digital marketing look at ROI much differently when compared to traditional modes of marketing i.e. ad spends vis-à-vis a hike in sales during ad-run period. For a BTL activities as well as digital marketing initiatives, direct hike in sales is considered secondary to the 'growth hacking' which is related to repeat customer cycle, and not just generating

new enquires.

Personalization and customization

BTL is more personal and immersive experience. Today digital marketing has taken on many aspects of the BTL experience – be it sampling of make-up through virtual mirrors on mega-sites such as Nykaa.com or an augmented reality tour of the latest apartment suit in a city skyscraper.

IN BTL marketing signage, inserts, leaflets, posters and other POS materials help customers to make a buying decision, similarly, in digital marketing – SEO helps users navigate towards relevant information through search engine algorithms.

A cost-effective way of

communication BTL and Digital both are very profitable advertisement mediums, unlike ATL where spends can run ad-hoc during to inflating prime time rates and decreased consumer attention span.

Being local Localization of campaign makes digital is a part of BTL strategy. The micro arrangement, promotion of local and regional offers along with the primary campaign, is only possible in BTL. For Example, A durable consumer company does thousands of brand stores across the country, and each brand shop can promote its own local offers through 'Google My Business,' and help surrounding communities provide solution and offers in regional languages.

Innovations and creativity innovations and creativity are integrates of digital marketing. Content and context are

crucial in digital promotion. In BTL, the 'right' selection of media platforms is vital. Similarly, in digital marketing, the choice of the right application for message propagation is essential. Snapchat and Ticktok are not for a political campaigns, whereas for restaurant promotions an Instagram business profile is a must.

Therefore, we can say both Medias provide an opportunity to innovate on a dynamic basis and create a unique value to each user on a deeply personal level and this is the very trait that sets these two segments apart from other modes of marketing.



Ashish Singh

ashish91@gmail.com



NETFLIX

The next BIG plans for India

A perspective on their existing content strategy for the Indian Audience

Netflix has gained significant ground in the urban mind-space but in India, the volume game does not really take off with Tier 1 cities, especially with a burgeoning 'aspiration class,' emerging from semi-urban and even rural areas.

Netflix recently reached out to senior representatives from across industries to try to figure out wherein lie the gaps that need to be addressed, for Netflix to be successfully crowned the king of all content distribution platforms in India.

Strategically, is it even possible with the content spectrum that Netflix currently showcases?

Generic overview on the nature of foreign content available on Netflix (taking into account Indian audience)

A veteran market researcher once told me, "Like any good charity, a good analysis comes with observing your own self and your surroundings. If you can't connect your observations of the other to your own self in some way, then then the insights will never really hold much ground." Therefore, I begin this analysis, with me – the urban viewer. Me and my family and friends

tune into Netflix to watch trending global content, especially the ones that create a lot of buzz and you invariably end up seeing snippets, interviews, PR pieces around them across social media i.e. Sabrina, Riverdale, Lucifer,

Sherlock etc. I am a bit of a documentary buff and I do enjoy NETFLIX documentaries, specifically the ones on holistic health and plant based diets. Ex: Fork over Knives, Cowspiracy and Game Changers. These are harder to get hold of outside the platform.

If Netflix were to penetrate beyond Tier 1 cities, is current content likely to be attractive to Tier 2 and Tier 3 cities. If not, what would be the ideal recommendations?

Having worked at a production house which produced India's longest running television serial - 'Diya aur Baati Hum,' and thereafter a couple of web series, I was privy to a lot of market research undertaken to understand the psychographics and demographics of

Tier 1, 2 and 3 cities (Census segments A, B and C.) Our studies indicated that at least 50% and as much as 85-90% of households in segment C preferred free-to-air channels and that they would leave their television channels running all day as the housewives (the politically correct term being home-makers) went about their chores. Much like a radio. This often threw off the TRPs released by BARC!

Whereas 'A' prefers more comic and urban content and viewers tend to watch in their 'downtime,' (which can be sporadically spread throughout the day or during commute hours) life in segment 'B' and 'C' is still quite regimented where women viewership is still maximum during 12-4 p.m. and

and family shows most popular between 8:30 to 10:30 p.m.

Whereas stories on women empowerment are popular (Diya or Bati Hum was about a girl's ambition to become a police officer and her adventures therefore) more contemporary or 'daring,' subjects like surrogacy or womb-on-hire are not received well. Considering all of this, it would be unwise to think that the existing content bouquet from Netflix would be as attractive to people from B and C cities but if some special content is developed keeping in mind the life of college kids in these cities, then that could possibly create inroads for the platform. These college kids are a unique story themselves, where they don't quite fit in with the set mentality of the previous generation but neither do these kids want to leave home to pursue higher studies in bigger cities. They enjoy their town and want opportunities therein itself. Curating content for this specific segment has been a challenge though there is a market. In addition, this is that segment which has optimum access to smartphones and laptops and can easily view content.

Feedback on the nature of Indian content available on Netflix platform

Insights led through detailed focused group discussions reveal that Indian content is often scripted 'better,' by local platforms like TVF and desi channels hosted on YouTube. Shows like Leila are too dystopian. Much like Mira Nair's 'Water,' and 'Fire,' it is too much to take, especially for people from Tier 2 or 3 cities.

Feedback on price point (mobile only plan of INR 199 has been recently launched)

At this price point, you can view content only on one screen (mobile.) The pricing when compared to free-to-air and minimally priced bouquets from Dish TV providers, seems high. Besides, there is the question of fast enough data connection and its cost.

In addition, within segments B and C we had noticed that people like to consume content together with friends or family (rather than alone) which would be difficult under this scheme.

Some points of comparison vis-à-vis other OTT platforms

TVF, Alt-Balaji, Voot are all homegrown and have their own platforms with content that more often than not talks to all three segments at any given time. On TVF there was a very popular show on live-in relationships (Permanent Roommates) for Cat (Tier 1) viewers while at the same time they had 'The Aam Admi show' a comedy on the life of a telephone exchange government employee and his family in a small city. Where they had a 'Pitchers,' they also have a 'Quityapa,' and 'Kota Factory,' (on IIT prep for middle class kids from segment B and C and how their world changes completely in the race to secure that fabled AIR ranking.)

TVF has now launched different channels catering to each sub-segment - Girliyapa for urban female population (17 to 35,) Teen Patti for Desi memes/funny snippets/ absolutely desi jokes, Timeliners for college kids (Urban and semi urban) etc

There is also YouTube Premium where you have content from Rajshree Tamil to Rajshree only cooking channel in Bengali etc and all for a monthly subscription of 129 INR while the family plan is for 189 INR (5 members) and not to mention a lot of content from TVF, Alt etc is also hosted on YouTube. So am honestly not sure if people would be willing to pay any amount to Netflix to watch more Indian content when we have a wider range of regional content available on other platforms.

Netflix is at that crucial crossroad right now, where it's content strategy can either make it go really BIG or lose out on a really big chunk of the market.

Devyani S. Singh

devyani.s.singh@gmail.com



Samurai Marketer

Land has remained one of the major subjects of war from time immemorial. According to Wikipedia, Samurai were the hereditary military nobility and officer caste of medieval and early modern Japan from the 12th century to their abolition in the 1870s. They were the well-paid retainers of the daimyo (the great feudal landholders).

Nations and people waged war against each other because of this precious but limited resource that nature has stopped producing. The conquest of lands became a symbol of power, authority and influence. A person or nation without land is almost equivalent to someone without a portion in the land of the living. This is not strange because there is a correlation between scarcity and affordability. Even though the land is not scarce in itself, the resource needed to acquire it is. Its limited-edition tag made it valuable resources worth having. Every stage of civilization and development of mankind from the Stone Age to the information age requires land for the building of infrastructure. Simply put, without land, there is no development.

There is a new kind of 'Land' that can't be bought with millions of dollars but can be bought with 1\$. You can spend so much to get it and still not have it. And you can have plenty of it, even with very little money. It is called ATTENTION. What can you do or get without attention?

If you can get and give attention, you

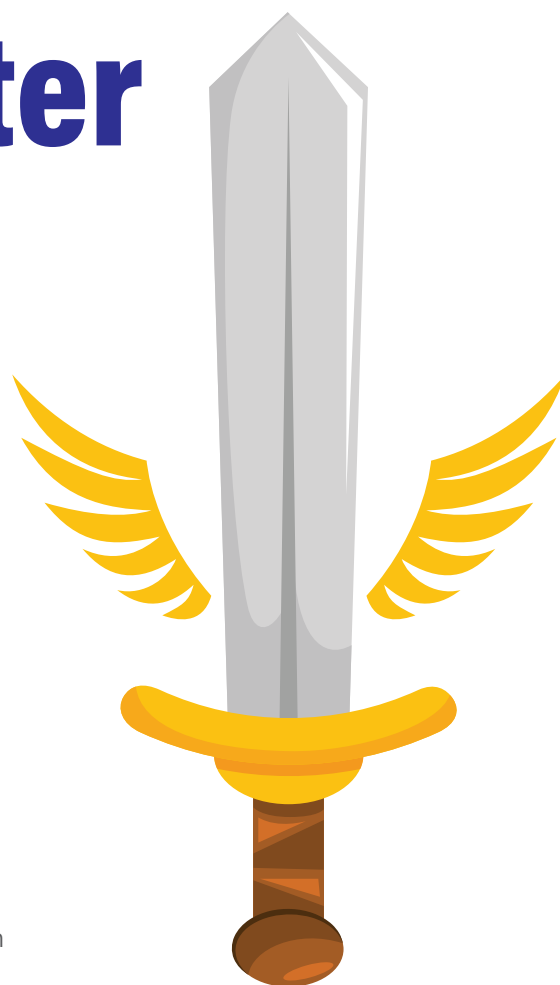
can have the world under your feet when you know what to do with it. Knowing how to get and give attention will place in the hands of every willing marketer a double-edged sword that can help him/her 'conquer' the mind of customers. In no order of importance, one side of the sword is excitement while the other is delight.

Delighted is how people feel when their expectation(s) are met/surpassed. Excited is what they feel even before they even try something or when they want to try it again. Both require getting and giving attention simultaneously. To delight and excite a customer, you have to know what they want and make them want what they need. This requires a great deal of attention from both parties. To make someone look forward to you, or your products or services, you have to know how to get them excited and delighted!

What commands attention?

Change or a perceived promise of it commands attention. If you can make someone that is sad, happy, you have his/her attention (think comedian). If you can make someone that is broke, wealthy, people will come to you (think Robert Kiyosaki).

If you can give identity to or influence a clueless person, the masses will follow you (think celebrities). The real work for any serious marketer lies in being able to give an impression that you can deliver on a promised change.



deliver on a promised change.

Everyone needs a change or want to get better at something in a particular area(s) of their life, and it is the job of a serious marketer to find out these areas because that is what is at stake for the customer and the best area where value communication should be targeted.

Dear marketer, now that you know your sword, take it and wield it powerfully and creatively like a samurai marketer, take over those precious 'lands' and get well paid it.

Falade, Toba Stephen

faladetoba@gmail.com

Marketing Challenges

in Healthcare Industry

Healthcare is changing and challenging !!



In Healthcare industry, marketing is an important tool to generate interest and trust among the community. A healthcare marketing strategy is an investment for doctors, healthcare networks and healthcare marketing professionals. There's no other industry like healthcare. The services we provide and the relationships we build as doctors are central to consumers well-being. It can be tough for even the most experienced marketer to catch that lightning in a bottle. What makes one doctor or clinic special?

Dynamics in society, medicine, medical delivery systems, and the professions (generalists, specialists and sub-specialists) have changed in recent years. Marketing and advertising for physical therapists, occupational therapists and psychiatrists have shifted from simple and straightforward to being increasingly varied and difficult. While other businesses have adopted online marketing years ago, many healthcare organizations are just getting started.

Although every market has its own opportunities, the structure of healthcare limits what marketers can do and how. Working within those boundaries isn't just important, it's essential. Forgetting to do so can cost businesses millions or force them to shut their doors. Healthcare marketing compliance is a head-scratcher. Up until the 1970s, it was illegal to market hospitals and practices. Healthcare marketers were restricted from using certain tools, such as remarketing ads, in order to safeguard users'

confidential health data.

Being into independent Physical Therapy practice for 9 years, I have realized the rising challenges of physical therapy marketing seem to cross all borders - competitors, funding, consumers, systems changes, digital technologies - you name it, each area presents its own complexities.

Health consumers are the most challenging consumers to deal with. Because the service or the product has to do with curing their body and minimizing their sufferings, it's difficult for healthcare service providers to convince their consumers (patients) regarding their treatment (its procedure), and meet their expectations.

Consumers are now more actively involved in making key decisions in their care than ever before. Internet research is on the rise, thanks to "Dr. Google". With a wealth of information available anytime, consumers and patients take advantage of online resources both

during initial research and ongoing care — researching health systems and services, reading physician reviews, and participating in online forums. This isn't surprising, considering that 89% of consumers turn to a search engine to answer health questions, resulting into severe complications at time.

Another biggest challenges in healthcare today require doctors to shift their thinking to be competitive in the market. Consumer can find around 10 hospitals or rehabilitation centers within 2 km radius. With increased competition and changing patient behaviors and expectations, your marketing should evolve with the times. Patients are expecting more because professional services aren't exactly cheap. Whether positive or negative, online reviews offer powerful persuasion to patients. we need to know what people are saying about our hospital and healthcare providers.

Being into Rehabilitation sector, we depend on the Physicians and

specialists referrals, which ultimately requires not only marketing to patients, but marketing to the doctors themselves. Even the health insurance industry has now become a MARKETING GAME and relies on how well your clinic is marketing, acquiring leads, and converting those leads into regular patients. Poor phone skills are a huge factor in keeping patients and referrals from ever stepping foot in your office. Every paramedical service (Acupuncture, Chiroprapist, Massage Therapist, Osteopath, Podiatrist etc.)claims to fix back pain which was once just with Physiotherapy and chiropractice.

With few exceptions, prospective patients are not purchasers until the moment they need your service. That is particularly true with most services in my healthcare niche - Physiotherapy. No one is saving up to get a really nice Cervical or Lumbar Traction someday. Digital and social media Marketing involves continuous updation and investment of time, money and efforts.

Lack of maintaining metrics related to patient satisfaction, stakeholder interest, and paid media has made it much more challenging for healthcare marketers to get a comprehensive view of their efforts and performance.

Healthcare marketing is not a decision that should be taken lightly, it's about creating a reputation in the society and should be chosen wisely and ethically. We need to learn about the most advanced modern marketing strategies that will not only optimize our clinic operations, but free up our time, allowing us to work on our business, not in our business. The best and ethical way for healthcare marketers to restore any sense of trust is by becoming better storytellers and sharing the real-life healthcare experiences of patients instead of creating uninformative ads for prescription drugs or advising a therapy.

Patient care should always come first in the world of healthcare. And that dedication to patient's well-being needs to be apparent.

Dr. Richa Purohit

Physiotherapist, Pune.

richaa82@gmail.com

Marketing Technologies:

Augmented Reality and Virtual Reality

As a requirement of the 21st century, we are going through a period in which enterprises that cannot keep up with change have difficulties or even disappear. This situation can be felt in marketing functions as well as in all functions of businesses. Along with increasing competition, developing technology has become a factor that necessitates change and transformation. Thanks to technology, consumers have experiences that have never been faced before. Of these, virtual reality and augmented reality have started to be preferred in marketing activities today (Güleç, 2019).

Virtual reality that abstracts the user from the real world and includes an artificial environment far from reality; provides the user with a brand new experience (Azuma, 1997: 355-356).



Augmented reality by integrating additional information produced by the computer into the real world environment; It plays an important role in improving the users' experience. Augmented reality combines the graphics created by computer-aided programs and the real environment of the user (Paelke, 2014: 1). The user who wants to experience this must use special electronic equipment. In this way, it has the chance to realistically perceive the three-dimensional simulation environment created by the computer. But the purpose of virtual reality is to enjoy the pleasure of being in the virtual environment to the user (Linowes, 2018: 10).

It is possible to encounter virtual reality and augmented reality applications in the marketing activities of businesses. These methods, which are preferred by world-famous brands, provide a new experience to the users and return to the businesses as a gain. L'Oréal Paris, benefiting from this application, is a world famous cosmetic brand. This brand, which is frequently preferred by women, offers its users the opportunity to experience their products while they have not yet purchased them. In doing so, it benefits from augmented reality applications. L'Oréal Paris, which has one-to-one contact with users thanks to the App created by Make Up Genius With this makeup simulator, the user gets the opportunity to try makeup products on his own face. In addition, L'Oréal Paris, which makes the application socially supported, also leads to the sharing of experiences with the circle of friends.

Another brand where such an application is implemented is Vitra. Vitra allows its customers to create their own bathroom decorations themselves. While doing this, the brand, which makes use of virtual reality applications, enables its customers to see the finished version of a bathroom that has not been made with virtual reality glasses. The only thing that Vitra, which allows its customers to experience this, demands from their customers is the measurements of their bathrooms in their homes. By reaching this information, the brand draws the project and shares the image uploaded to the virtual reality glasses with its customer IKEA, one of the most common furniture chains in the world; With the virtual reality application it developed, it gives the opportunity to examine the products sold in its store. Users can instantly change and see the color and material types of the products in the application developed with HTC Vive. Although there is only a kitchen area in the application for now, IKEA is thought to continue to invest in this application.

Thanks to these applications that strengthen experiential marketing, brands can make product promotions more easily. It is believed that virtual reality and augmented reality technologies, which contribute to improving brand perception and increasing brand loyalty, will be used more frequently by brands in the future. If these applications are not used carefully, it will be possible to mention the disadvantage. Some applications

that do not have an effect on the dosage may affect the brain of the users and cause nausea and dizziness (Güleç, 2019).

These technologies, which provide a completely different experience with the right applications, are expected to be preferred frequently in the coming years without disturbing people. In a way, these applications developed for the cases where the users try to predict what will happen when it ends, will be used by more brands in the future. We have to be ready for these kind of new technologies in marketing.

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Hasan Ozkan

hasan@demircelik.com

SWOT Analysis

Every organisation wants to increase sales of their products in the market and generate revenue, but how many companies are able to achieve success in it. Only few of them.

Why ? Because their branding is strong, advertisement is good, market cap is high and distribution channel/ supply chain is good. Is it enough to have these things only ? No. Their business analysis model is so good which help them to see the whole picture about the market.

There are lot of business analysis model that gives a complete picture to the organisation. Dozens of generic techniques are available, but few as "PESTLE", "SWOT", "Scenario Planning", Porter's Five Forces Framework States and so on.

The origin of the SWOT analysis technique is credited to Albert Humphrey, who led a research project at Stanford University in the 1960s and 1970s using data from many top companies. The goal was to identify why corporate planning failed. The resulting research identified a number of key areas and the tool used to explore each of the critical areas was called SOFT analysis. Humphrey and the original research team used the categories "What is good in the present is satisfactory, good in the future is an opportunity, bad in the present is a fault and bad in the future is a threat." In 1964 Urick and Orr at a conference changed the F to a W and it changed from SOFT to SWOT.

SWOT analysis is a planning tool used to understand the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business. It involves specifying the objective of the business or project and

identifying the internal and external factors that are supportive or unfavourable to achieving that objective. This is often used as part of a strategic planning process. SWOT or TOWS is an acronym for Strengths, Weaknesses, Opportunities, and Threats.

A good SWOT analysis can help the organisation and competitors place themselves in the market wisely. Therefore, here we look at the SWOT Analysis to give you an idea of how this tools works.



Strengths are organisation's capabilities and resources that allow it to engage in activities to generate economic value and perhaps competitive advantage. All capability of organisation can be regarded as strength.



Weaknesses are a lack of resources or capabilities that can prevent it from generating economic value or gaining a competitive advantage if used to enact the company's strategy.



Threats can be an individual, group, or organization outside the organisation that aims to reduce the level of the company's performance. It may also come from government regulation or even consumer groups.



Opportunities are to make an effort to offer unique product to customer, create software for their product, launch more stores to serve more customers, to offer additional services etc.

It will help to create strategies that can proactively contend with organizational challenges.



Hitanshu Chawda

hitanshuc@gmail.com

Straight, Concise, Precise, Pointed, Naked.

A lesson for a founder/CEO is totally un-intuitive. My biggest personal improvement as head, occurred on the day when I stopped being too positive. As a young CEO/founder, I felt the pressure of employees depending on me.

The pressure of not really knowing what I was doing. The pressure of being responsible for tens of millions of currency- of other people's money.

Thus as a consequence of this pressure, I took losses extremely hard. If we failed to win a customer or slipped a date or shipped a product which wasn't quite right, it weighed heavily on me, I thought that I would make the problem worse by transferring the burden on to my employees. Instead, I thought I should project a positive, sunny demeanor and rally the unburdened troops to victory.

And I was completely wrong.

In my mind I was keeping everyone in high spirits by accentuating the positive while ignoring the negative, but my team was aware of the reality, were more nuanced than I was describing it. And not only did they see for themselves the world wasn't as rosy as I was describing it: they still had to listen to me blowing sunshine up their butts during every company's meet up.

How on earth did I make such a mistake and why was it such a big mistake?

The positivity delusion

As the highest - ranking person in the company, I thought that I would be best able to handle bad news. Interestingly the opposite was true: nobody took bad news harder than I did. Engineers easily brushed off

As the highest - ranking person in the company, I thought that I would be best able to handle bad news. Interestingly the opposite was true: nobody took bad news harder than I did. Engineers easily brushed off things that kept me awake the night long. After all I was the CEO. I was the one who was married to the company.

things that kept me awake the night long. After all I was the CEO. I was the one who was married to the company. If things went horribly wrong, they could walk away, I could not cause I had my stake in the company. As a consequence, the employee handled losses much better.

Even more stupidly, I thought it was my job and my job only to worry about the company's problem. Had I been thinking more clearly, I would have realized that it didn't make sense for me to be the only one to worry, for example the product having deficiencies, is not my cake and I certainly isn't the one who was writing the code that could fix it.

A much better idea would have been to give the problem to those who could not only fix it, but who would also be personally excited, motivated to do so. Another example I could recollect was that when we lost a big order, the whole organization needed to understand , why we lost, such that we could together can fix the broken things up, in our products, marketing and sales efforts. If I insisted on keeping the setbacks to myself, there was surely no way to jump-start that process.

Why is it imperative to tell it like it is?

3 key reasons why being transparent about your company's problems makes sense:

Trust: without trust, communication snaps. More so- in any human interaction the required amount of communication is inversely propositional



In a company, this is the critical point as the company grows; communication becomes its biggest challenge. If the employees fundamentally trust the CEO, then communication will be vastly more efficient than if they don't. Telling things as they are is a critical part of building trust. A CEO's ability to build this trust over time is often the difference between companies that execute well and companies that are chaotic.

A company that discusses its problems freely, openly can quickly solve them while the one that covers up its problems, frustrates everyone involved. Hence CEO needs to build a culture that rewards - not punish people for baring problems in the open, where they can be solved.

The more brains working on hard problems, the better: In order to build a great company, you need to hire lots of incredibly smart people. It's a total waste to have a multitude of big brains but not let them work on your biggest issue. A brain, no matter how big cannot solve a problem that it doesn't know. Given enough eye balls, all bugs are shallow.

A good culture is like the vintage car. Bad news travel fast while good news travel at snail's speed. If you investigate companies that have failed, you will find that many employees knew about the fatal issues long before those issues killed the company. Yet they chose silence. Too often the answer being a disdaining culture in which the directive is not to share bad news, being a disdaining culture in which the directive is not to

share bad news, so the knowledge of the issue lays dormant, until it was too late to act.

A healthy company culture encourages people to share bad news. A company that discusses its problems freely, openly can quickly solve them while the one that covers up its problems, frustrates everyone involved. Hence CEO needs to build a culture that rewards – not punish people for baring problems in the open, where they can be solved. As a corollary, beware of management maxims that stop information from flowing freely in your company. Consider the old management standard: don't bring me a problem without bringing in a solution. What if the employee cannot solve an important issue? For example, what if an engineer identifies a serious flaw in the way the product is marketed; do you really want him to bury that information? Management truisms like these may be good for employees to aspire in the abstract, but they can also be the enemy of free-flowing information- which is critical for health of the company.

Remember if you run a company, you will experience over-whelming psychological pressure to be overtly positive. Stand up to the pressure, face your fear, and tell it like it is.

KS Ahluwalia

Executive Coach and Mentor-Excalibre,
ks.ahluwalia@yahoo.com

Online Marketing: New Era of Advertising

Space that Every Brand wants to Capture

Internet is all new space where leading brands want their presence & advertise. With its rapid growth & ability to reach out to the right customers, it is the obvious place to advertise. All major brands who were active on other advertising medium like Outdoor, Print & TV etc. have identified the benefits and created a whole new medium of advertising named Online/Digital Marketing.

Ability to calculate precise ROI has given Online Marketing an edge over all other mediums. Brand Managers can actually evaluate their strategies in real time and optimize their campaign activity for better performance. Possibilities of Remarketing is also available to those who have either shown interest in product or have brought that product earlier. Let's check why a brand manager should consider Online/Digital Marketing as primary marketing option for their products:



Precise Demo & Geo Targeting

Every product has its own TG. Digital Marketing provides precise demographics (Age & Gender) and geo location targeting options to the brand managers which enhances the market performance of the product & create better sales options.



Balanced Media Mix

Internet offers variety of websites with their loyal as well as unique user's base updated regularly. While planning any activity, brand managers can analyze & choose media mix according to the niche of the product & can achieve better sales.



Behavior Targeting

Marketers have often found themselves in a situation where they don't know if the users whom they are targeting are actually their right audience or not. Analyzing user's regular internet consumption behavior and latest search trends, brand marketers could actually reach to their best fit audience & increase their sales.



Re-Marketing

People often engaged with your products but forget because of lack of brand awareness. Online marketing provides you an option of re-market your product to those who have shown interest earlier but somehow not converted. Many brands saw a major uplift in their sales simply re-market.



Creative Freedom

Digital space provides creative freedom to showcase brands over internet. Brand managers can exercise any creative from such as display banners, videos, texts etc. to reach to their customers and analyze best performing creative to carry forward.



Comprehensive Reporting

Brand Managers can generate comprehensive reports of the media mix they have run and check whether they have chosen the right property or not & could act accordingly. This exercise let them understand better propositions of media mix & enhance product performance into the market.

Kumar Anchit

Kumar.anchit@gmail.com





Top 5 factors impacting it in 2020

- 1) Changing buyer behavior
- 2) Emerging Data Privacy
- 3) Increased AI influence
- 4) Rise of instant gratification
- 5) Visual search

"We are often too late with our brilliance. We are on time delay. The only instant gratification comes in the form of potato chips. The rest will find us by surprise somewhere down the road maybe as we sleep and dream of other things." - Richard Schiff

Intent-based marketing may have had its fundamental beginnings with the first grocer or neighborhood vendor who informed customers of new arrivals or kept items aside for the frequent buyers. This was made more formal with the invention of the printed press whereby the local grocer kept a record of the purchases made by his patrons and sent them fliers for new offers and new merchandise information.

As with most things affected by the digital age, this "intent" evolved into something no marketer can ignore or do away with. An increasing number of businesses have realized the importance of intent-marketing and are spending an ever-increasing dollar share to reach the customers during their decision-making journey. By definition, Wikipedia notes - Intent marketing is about marketing a product or a service based on consumers' intent to adopt, purchase or consume that particular service

which may have been either explicitly or implicitly conveyed by the subscriber.

The past decade has seen intent marketing come of age. Most successful B2B marketers in 2019 spent more than 40% of their marketing budgets in content marketing alone! These "spends" were dedicated to capturing human attention digitally while the buying journeys became more complex and the "intent to buy" even more elusive. As we enter a new decade, how is it that intent-based marketing going to change?

Here is a list of top five factors that are certain to impact B2B "intent based marketing" in the 2020.

1) Changing buyer behavior

Buyer behavior has changed drastically over the past five years. While the businesses have increased the number of people involved in a B2B decision, buyers seem to be making their decisions more like consumers. There is

a significant spillover of their retail-customer behavior into their decision making. This would mean two things for B2B businesses, one, availability of products online and the second, the availability of most relevant information in the right context to influence buyer behavior digitally.

Businesses will need to deepen their understanding of customers by using a mix of trackable data and data gleaned from online behaviors like browsing patterns and search history.

Business buyers now expect customized content that gives them more information on their search without irrelevant advertising, emailers and phone calls. In that context, business is expected to understand the customer's need and make a personalized recommendation using his contextual history. This expectation will become more pronounced with more exacting individual behavioral data tracking that offers the most critical insights needed to deliver

to deliver precise intent-driven personalization.

2) Emerging Data Privacy

The General Data Protection Regulation (GDPR) went into effect in May 2018. Marketing teams globally now have certain restrictions on storing customer data without consent. This also restricted their personalization efforts for intent-based marketing.

The January 2020 California Consumer Protection Act is one of the toughest and most restrictive data protection legislation. It severely restricts the ability of companies to buy 3rd party data and store customer data. This plugs the loophole that B2B businesses could have used to disseminate information to customers.

For marketers, the 2020s will be focused on strengthening their first-party data gathering abilities and ensuring that it is updated in real-time, and rid of all bad data which could be legally expensive for their business.

3) Increased AI influence

Intent-based marketing is one of the key areas where AI can and will be effectively used to decrease inefficiencies and increase customer engagement. AI analytics will be utilized to generate reach with precise slotting of customers on key parameters. AI will be used to accurately decipher the intent signals and analyze this data in an insignificant time to provide correct content, preventing customer disengagement.

The most important benefit will be the removal of personal bias which could lead marketers to misinterpret data at times. The relevant communication, based on where the customer is in their buyer journey will be provided based on the developed algorithms. Any changes in the customer status will be updated without effort, making data more qualitative and relevant. AI's ability to round-the-clock learning and developing algorithms to target customers puts global B2B businesses in the driver's seat in the most cost-effective and value-added manner.

4) Rise of instant gratification

This relationship between instant gratification and technology is a two way street: the more we are offered instant gratification through our technology, the more we come to expect it, and the more habituated we become to getting what we want right now, the more pressure there is on companies to fulfill this urge.

An increasing number of Gen Z and Millennials need answers to their queries immediately, necessitating chatbots and chat windows to your website. Buyers no longer have the patience to wait 48-72 hours for a response, at max, they can allow you 24 hours. It is then up to marketers to make it easier for the buyer to get relevant information as and when they want, to enable buying decisions. Besides the chatbots, your website's search functionality will need to weave in all relevant keywords and analytics to deliver content most suitable for the customer.

5) Visual search

62% of the millennials are partial to visual searches over any other new technology. With major search engines and websites like Google, Amazon, and Bing developing capabilities in this area, intent-based marketing will need to accommodate visual search as a major trend factor in the 2020s. Currently, less than 8% of the websites have visual search as a major trend factor in the 2020s. Currently, less than 8% of the websites have visual search functionality, but with Millennials joining the workforce and becoming a significant decision making force, marketers will have to pay more attention to visual search capabilities on their websites and e-commerce platforms. To make the visual search even more impactful, you will need to include images to the existing sitemap as well and tag it with the necessary information, making it easier to search and find.

Positive Psychology referred to research from the University of Amherst which found that video stream quality has a critical influence on viewer behavior. A video that takes more than two seconds to load starts losing viewers and each additional second causes an additional 5.8% viewers to give up. **(Krishnan Sitaraman, 2013).**

A delay of only two seconds is enough to make many of us give up on discovering something new, learning something we need to know, or even being entertained!

Mallika Apte



How to leverage self-leadership profiling on Social media to Win business leads?



Self-leadership is developing a sense of your abilities, goals and capabilities to achieve and create a successful life. If we break the words down it literally translates into leading yourself through life and influencing others along with it

This aspect of your personality touches all the areas of your life; be it social, personal or professional. In a business-oriented market, it thus becomes very necessary to showcase yourself as a self-lead and self-made person. We have leading examples such as the Azim Premji, Dilip Shanghvi, Uday Kotak, Narayan Murthy, so on and so forth!

How to get started? The first step is to use your self-leadership skills and appropriately profile them. The easiest way to reach people is through the booming social platforms; they have given us the power to reach out to thousands and creating an audience! So here are our top-picks on how you can leverage your profile and generate more business!

Effective Communication: People are always attracted to someone who grants them clarity in business matters. As various aspects are involved, it is obvious that there will be numerous questions that your possible future or current clients will have! How well you communicate holds the key in gaining or retaining the client. Once your lead is able to gain confidence in you, it will always work to your advantage

Showcasing: While profiling, be sure to mention even your smallest achievements. This will give your possible leads an opportunity to gather the aspect and ratio of your areas of expertise.

Share: Videos and self-made articles are a great way to attract people on social media. You can create YouTube Channels, Facebook page or other such services to engage your targeted audience.

Be prompt: It is very necessary that you are quick in your responses to any future leads, which may approach you. Being prompt not only gives you an upper hand over other entrepreneurs in your field, but also makes your possible clients feel valued right from the start. After all that is what customer satisfaction responses are based on! The more valued they feel, the more comfortable they become with you!

Follow strict schedule: As important as it is for your clients to feel comfortable, it is equally important for them to know that you are a professional. If you entertain your clients or leads at any given time, it takes away a sense of professionalism soon resulting in them burdening you with literally anything. Always have a strict and scheduled work life balance to maintain your aura of professionalism

Now you might be wondering how these few

things can help you get leads. But this is exactly the kind of traits, practices and habits that will project in your conduct in all levels, be it on the virtual world or the real one! These traits coupled with a good well-constructed profile will set you out on a roll of lead generations!

At A Real Buzz One Company, we assist you in making the maximum use of your self-leadership skills and effectively utilize them generate business! We believe that the more evolved an individual is in himself, the better he can be manage his work! You can avail these services by contacting us on the below details!

Manjula Nair

manjulanaair@realbuzzzone.com

Drivers of the purchase decision

Functional or Symbolic..

Somewhere the subjective/symbolic benefits play a vital role in creating a brand image



It was a Sunday and I was in full mood to relax with a couple of cups of tea and some pages of the book I was reading. The idea was graduating in itself when my 5 year old daughter came to me and started coaxing for a mall visit.

I agreed reluctantly as I could see my plan taking a back seat and checked with my wife – Anshu to plumb between the two propositions, one being the natural and the other being acquired. To obvious, she plumbs my ideas to be rubbish and got too interested in visiting the mall. She had a good reason to visit the mall, as our marriage anniversary was round the corner.

Once we reached the mall, Anshu guided us to the Blackberry store. We entered into the store and found a relatively young couple arguing with the salesman.

The apple of the conflict - why has there been a change in the logo of the

brand which was relatively new for the people to recognise and thus not worth paying so much for it.

I could figure out that the couple walked into the store for some genuine shopping with the clear value on their spend. In between the choice being made, they realised that the logo has got changed and they themselves were not familiar with the changed logo as there has been no formal communication from the clothing company. Thus they checked with the salesman on the changed logo and got the answer as “Badal gaya hai Madam” with a return argument of “how and why have you changed? If I wear the trouser and nobody identifies it as a brand then why should I spend when there is no appreciation (perceived) in the cloth.”

Brand image plays a vital role in distinguishing between brands within similar product or brand categories. The brand image also comprises of components embedded in fundamental product or service attributes.

Thus, “the concept and practice of brand image focuses on product, service, quality and price, but we must not discount subjective benefits such as enabling psychological utility, signifying social status and differentiation of customers from others and maintains effective and mental perceptions of the brand”

The integration these symbolic attributes with their products/services, brands constitute their images. The functional utility and experiential utility are the driving force which leads to buying decisions.

Mrinal Sinha

mrinals_mktg@yahoo.com

The State of Content Marketing in 2020

The biggest questions plaguing content marketing can be broadly described as follows:

- #1** Why are we creating content & not how much are we creating.
- #2** Who is going to watch it & not how many people.
- #3** Beyond vanity & media bought metrics like reach and likes and engagement, how do we measure if this content has worked for us.

This article addresses the first two questions because the third question deserves an article on its own which I would like to write a little later.

So here's what I think we should be really addressing when it comes to digital content.



Context

What is digital content / digital video? If you take it in the true spirit of things, a digital video is a piece of content created to be used only or primarily for online media. However, we need to dig a little deeper. A pure play digital video has to seamlessly merge into the timeline on social platforms. It needs to have the appearance, tonality and treatment of massively consumed video properties. Cats, Dogs, Bottle flip and other challenges. I am not saying it has to be poorly produced. The opposite in fact. Today we have retina displays, high end headphones and speakers which instantly throw the spotlight on badly produced video content. However, if a brand video looks and seems like it's part of my timeline and doesn't come across as a disruption / piece of advertising, the chances that I will consume it are infinitely more than otherwise.



Craft

Most brand videos come across as cleaned up commercials. Yes, they won't have the product window or the ubiquitous branding but does that make it a true online video? To me, one of the best examples of online video is the stuff that Geico or Skittles created. Made for the web keeping in mind the user behavior on specific platforms. Let's talk about the craft of writing an online video. Pardon me for saying this but most (not all) digital agencies in India don't have the creative chops to craft a really good video. That's because the digital agency business in India is only 10 years old and digital creatives are not trained in video crafting. Mainline agencies on the other hand are masters of the 30 second video and they are instinctive brand thinkers. They are very good with creating a 3 minute or a 6 minute video but most don't

know how to really take advantage of a 5 second YouTube pre-roll or create a vertical video for IG Stories.



Authenticity & Credibility

So who is creating cutting edge video content for digital? This role is now being fulfilled by specialists. Smaller, nimbler players staffed by people who understand platforms and also know the craft. Yes a lot of these guys are ex-agency people. I somehow feel that once you leave the environment of an ad agency, you shed agency / brand centric thinking but retain the craft that you have learnt.

Examples are Culture Machine, TVF and AIB. They have adopted a newsroom approach to video creation. They pick up micro moments and create content on the fly in a matter of hours. This takes technology and investment in equipment for sure. But without the

newsroom mindset, all the technology in the world will not help you.

Increasingly, brands are approaching and willing to pay a premium to these guys to create great video content.



Interactivity

A true digital creative piece is interactive at heart. Clicking the play button and watching the story payout is just the beginning. Clicking the like or share button is the end of the journey. But what about the actual video itself. I would love to see more interactive videos. AR & VR are changing the game and once access to cardboard and other devices becomes easier, I am betting that a lot more brands will start looking at interactivity and discovery within the video as a great way of building brand experience and in-video engagement. button is the end of the journey. But what about the actual video itself. I would love to see more interactive videos. AR & VR are changing the game and once access to cardboard and other devices becomes easier, I am betting that a lot more brands will start looking at interactivity and discovery within the video as a great way of building brand experience and in-video engagement.



Financials

We all know this. Digital videos have far poorer budgets compared to commercials. Yes the behind the camera talent and the actors are

cheaper or not as well known so it helps cut costs but does that mean the client will accept a second hand product? No! I hear a lot of clients focusing more on volume production rather than the quality of production. A simple example; you will get a budget of INR 20L easy if you can produce between 6 to 10 films. But not if you produce only two. That's not acceptable. So how do we deal with this?



Technology & Logistics

Production technology has not significantly improved. Neither have the logistics of production. A digital video on an average takes the same amount of crew to produce as does a commercial. So even if you save costs on the talent and some of the equipment, the production crew like assistants, light men, etc. still remain the same in numbers. Yes they might cost a little less but the numbers still remain the same. So what's the solution.



Content Strategy

While everyone is creating content, no one seems to have a content strategy. Most digital content is nothing but cheaply made TVCs. This will increasingly be questioned. We will see the emergence of content strategy that is aligned to brand strategy and the marketing calendar. We will also see more native video content formats outside of the 16:9 format. More brands

platforms like TikTok. This calls into question the ability of existing creative teams to create 'digital content' as opposed to 'digital films' Will they learn and adapt or will these jobs go to 'content specialists'? As we have seen with social media, if the existing agency can't deliver because they don't understand how to, specialist content writers will start taking over.

I am sure a lot of people will disagree or partially agree with what I have written. Which is good because it's time we started a discussion about this. Online video is here to stay and we need to catch up with technology and invest in it. Otherwise, we will end up under cutting costs and end up choking ourselves to death.

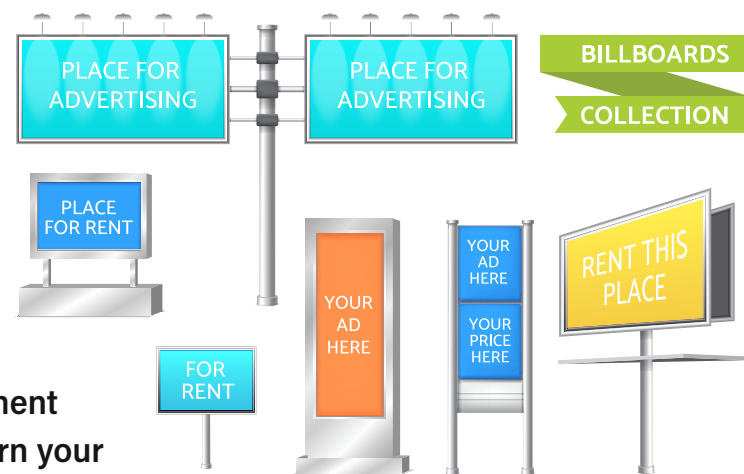


Prashanth Challapalli

prashanth0275@gmail.com

The Changing Face Of Marketing: Outdoor Advertising

There are many ways to join the outdoor advertisement revolution. It is time to look for a partner that can turn your marketing ideas into reality.



Outdoor advertising is considered one of the oldest forms of promotion, dating back to past three decades. Together with print ads, outdoor ads have bravely and successfully survived the changes in consumer behaviour. Unfortunately, when digital media became popular, advertisements for TV and radio became viable options to get a wider reach among the audience. Today, advancements in information technology allowed the Internet to consume most of the attention of potential customers, making it an ideal avenue for product and service promotion. So is there anything out-of-home (OOH) advertising can do to keep up?

Fortunately, technology also offers a variety of improvements to know how these outdoor ads work. And, because of the latest, cutting edge technology, these advertisements won't just capture attention, but also allow their audience to interact with them. This means, just as technology changed the face of digital and online advertising, it is also doing the same for OOH.

Technology in OOH.

Advertisements placed on billboards, bus terminals, transport vehicles, and public spaces haven't changed a lot since the early 1900s. The only notable changes are the crisper colours, higher quality print, and more durable print materials. All the mediums available together are so cluttered that people are slowly getting tired of them, as well. That is why businesses, both large and small, should consider gaining the benefits of advanced technology in doing their OOH campaigns. Outdoor advertising is definitely here to stay no matter what, but they need to get the necessary facelift to remain relevant in a digital and fast-paced world.

Here are some of the ways technology is changing outdoor advertising today:

Sources say conventional **OOH advertising** raked almost 348 Cr revenue in year 2018. While that amount is far from what online ads earned in the same year, the fact remains that outdoor ads are here to stay. Why? Because people spend more time outdoors than indoors, accounting for 70% of their time each

day. These potential consumers are made up of several demographic groups professionals, students, entrepreneurs, etc. As long as there are potential consumers who will look at these advertisements, OOH ads will remain alive.

Ads are becoming smarter and smarter – Smart outdoor ads are already present today, although not many companies are utilizing it due to its cost. These are OOH advertisements that do not only show information about a particular business, product, or service; it also reacts to who's viewing it.

Sensors, facial recognition software, and other smart features allow outdoor billboards to interact with their target audience. There are also some OOH ads today that use augmented reality and other interactive tech to make their campaigns more engaging.

Data gathering options are increasing – Gone are the days when billboards only show information, and advertisers hope for the best and that viewers would drop by their store or purchase their product. Today, Bluetooth-low energy beacons can be equipped in OOH ads to send information based on the demographics that

interact with them. Advertisers would then tweak some details to tailor to the needs of the majority of audiences in the location. This increases the chances that the OOH ad would actually be noticed and viewed by a targeted audience.

Integration between OOH ads and mobile becoming easier

– New innovations in both outdoor advertising and mobile technology will enable them to interact and share data, customizing the experience for the consumer. Some outdoor ads integrate with a consumer's mobile phone display, while some connect with the device's audio. Beacons will play a significant part in these integrations for the targeted audience.

Choices for potential locations to advertise are endless

– With the help of technology, digital advertisements can be placed almost anywhere. The connection between airports and OOH advertising has been popular in recent years as it allows interactions with passengers. Waiting sheds, public transport (buses, taxis, trains), and even blank walls are also ideal spaces where smart outdoor ads can be placed.

Make the Shift Now

As more experts strive to make technology an integral part of our lives, more advancements will surely be developed. Today, there are numerous ways to incorporate those upgrades to both your digital and OOH advertisements but you need to start now. It does not matter if your business is just beginning because there are many ways to join the outdoor advertisement revolution. It is time to look for a partner that can turn your marketing ideas into reality. Fortunately, various digital outdoor advertising firms specialize in using the latest trends in technology. Do not hesitate; remember that in tech OOH advertising, nothing is wasted because you continue to gain popularity and reputation based on the ad content. As long as you utilize the information you gather in order to customize the content, then you're surely bound for success.

Rendeep.R

Head Marcom-Kerala

Rendeep.R@havells.com

Branding and start-ups!

Branding for Startups / Branding for new ventures

Well, it's not uncommon to get a few surprised looks when you mention this. After all, isn't it something absolutely the last thing on the list for any start-up founder to think about. He has to get his concept ready, manage operations, get himself fund ready and a lot more priorities to handle.

I understand this may not be the popular opinion but let's just take a few minutes to reflect on the point that one is trying to make. Ideally, every business owner would like to make a brand out of his or her venture. There is an evident need to communicate and present the offering to the target audience. There is a need to stand up for some purpose, some value that the venture is wanting to create irrespective of whether it is a B2B or a B2C or B2G entity. The venture needs to market itself. In fact to begin with it needs to call itself something. It needs to have a name, an identity for itself.

If all of this is true, what makes us think branding is not relevant for a new venture. On the contrary it becomes even more necessary to begin with as more often than not, you would be offering newer solutions, approaches or means to address a certain need or an opportunity.

The reason we may feel it is not important is due to the misconception present around branding. People mostly mistake

advertising as branding. The belief is that advertising demands the need for heavy media spends which goes beyond the means for any start up. This is so not true. While advertising is surely the way to show you how you can go about creating visibility and therefore build a strong brand, it is definitely not the complete picture.

Branding starts by defining the purpose of the venture, its value systems, its personality which manifests in its name and in the way the name presents itself, which becomes the identity for the venture.

Thereafter it is about creating a distinct brand story which then gets carried forward through a signature design language that presents itself consistently across all touch points. This then extends to the creation of the entire corporate collaterals, the introduction presentations and a lot more, finally to the website which becomes its primary brand asset. From here on marketing communication, exhibition design, space design, employer branding, etc. get implemented on need basis depending on which stage the start-up is currently in. The latter is the only part that is variable. The first part though is fundamental and extremely vital.

There is another prevalent tendency that one witnesses sometimes. It is surprising to note entrepreneurs wanting to get these vital aspects done at the cheapest possible cost either from friends, friends of friends or plain acquaintances. Let's get this right. Branding is not just a piece of graphic that needs to look aesthetically appealing. It is the essence of what you are wanting to build. It is a strategic exercise that has strong

implications on your venture's future and hence it is extremely necessary that one consults experienced experts who are familiar with the disciplines of a crucial exercise called branding.

A venture is the founder's single largest investment and is built with a lot of emotions and sacrifices. Isn't it therefore befitting that when it comes to bringing it alive, you should only have the right people to do it.

A strong and clear brand projection is a great competitive advantage to have and generates tremendous incremental returns going forward. Be it while raising funds or attracting quality talent, exploring a strategic collaboration or pursuing further opportunities for growth. In a competitive market environment where the consumer is ever evolving and is exposed to multiple choices, branding can build relevance and familiarity, which would be great attributes to possess for your venture. In the quest for market share, wouldn't it be good to also gain some mindshare along the way. Last but not the least, one of the most common reasons to avoid or postpone the vital element of branding is the belief that it is very expensive! Engaging a branding company must be a lot of expenses to incur. Well, this again is nothing more than just another perception. Yes, traditionally this important function was available for the most established players in the market and was beyond the reach for many who wanted to get there. A little bit of research and you will discover a few such companies which are relevant to you. Most importantly one should look at it as an investment in the company's future

and not as an expense.

Startup founders have a lot of things that they need to look into and this is precisely the reason why they should preferably have experience by their side when it comes to the crucial part of branding. The cost of redoing things especially when your venture is just picking up momentum is really huge. In the course of my experience, I have had founders come to me after having participated in some important global forum where realisation struck that their branding was not in place and they wished they had really thought of it before. Or just a month prior to an important investor meeting one just realized they didn't seem to have any story! There was no bigger purpose identified. A moment when they had no other option but to raise an alarm for help! Or like some international visitors who had come over to this IT venture with the possibility of a collaboration and whose branding seemed to be so much superior than what this company showcased. This had to be addressed and fixed on priority.

Ideally, any true visionary or passionate entrepreneur would like to avoid any such emergency. So here's my message to every startup founder. Every new venture has the potential to be an extremely powerful brand. Now is the time to take full advantage of the unlimited possibilities strategic brand building has to offer and there by unlock your venture's true brand potential.

Samyadeep De

Founder – Tricycle

samy@tricycle.co.in



Social Media Getting Started Guide

For CEO's, Founders, and Public Figures



The category of people we are addressing here are usually very busy, are frequent flyers, Take vital Strategic Decisions by the minute and have hundreds of people ready to take care of practically EVERYTHING' for them! However, it may not always be the best option for them to handover their social media handles to third person completely. Let us see Why, What, Where and How of getting started on Social Media for the Leadership Positioning.

First Decision Point

The Organisation Leader/Founder (possibly in consultation with his/her trusted aides) needs to decide the structure for enabling his social media engagement. There are two or more ways one can go about it:

- a. The Leader could be sharing his posts himself from his mobile, while the message/ creative is created by his core strategic team
- b. The complete social media engagement (planning, posting, tracking, and random post/like/ comments/responses) can be managed by his core strategic team in consultation with him- while he could track his own handles from his mobile handset.

Top reasons-Why is it a good idea to manage your social handles by yourself?

1. Social is Sensitive Just the way-'YOU', 'Your bank accounts'

and 'Your mobile phones' are inseparable identities, 'Your Social Media Brand Identity' = 'YOU' Are you ready to entrust all of yourself to some agency or individual-who may have questionable intention?

We can further elaborate on 'How to select the Right Person to Manage Your Social Presence? And why is it better to give part controls to an Individual rather than an Agency?

2. Online Persona The image that you wish to Project must be controlled by you 70-80% of the time.

3. Connecting Where and With Whom The people you want to stay connected with are all super busy and are now available on different sets of Social Handles.

4. Be Accessible If you sometimes want to be accessible to the people who wish to directly reach you (share concerns, feedback etc), how can they do that? They don't have your mobile number or office landline (as you are

most likely frequent traveller). So how can they leave some feedback or share confidential information with you, without hitting one of your doorkeepers?

5. Who is responding on your behalf through one-to-one chat messenger on your FB/LinkedIn/Instagram/Twitter/ Website/any other? Invest in Quality, Honest & Experienced Resources in terms of both Content Writing, Video Making, Design, Strategic Thinking and ability to collaborate and match timelines.

6. What is the Number or Email being fed at the time of opening your social handles? Is it your number/ email? Or again a managed number/ email by your trusted aide (Afterall, it is for you to decide how much to trust even your closest aide)?

7. Whom do you wish to Connect on Priority? - This is something you would know best, else you may give directives (define your network and audience of interest) to the individual professional who manages your handles.

8. Should one use Paid Marketing for

Personal Social Handles?- Mostly, all Leaders are Leaders because they already have a certain popularity quotient in their Industry or region. Therefore, it is advisable to build-up with organic engagement supported by relevant posting, use of language that establishes personal connect at all times. People are following you because of 'YOU.' The TEAM managed social handles just provide a 'PEAK in to your Professional or Personal Life.' However the feeling to communicate and connect with 'The Leader' is a personal bond, relationships, matter of pride, access for your followers and also a channel for 'The Leader' to remain accessible to all types of feedback/information/messages.

9. Finally When you need to post something instantly, a person may not always be available at your disposal, thereby causing delay in the world of Instant Messaging and Posting. This can be managed somewhat-if we use pre-planned Scheduler of Social Posts for a set duration of one/two months.

Important Decisions to make before you get started?

Google Yourself and check what appears and how it looks?

- i. Where all your presence is appearing in search?
- ii. Does it give the impression that you wish to project?
- iii. Identify missing links?
- iv. What Brand Persona you wish to create? Ex: Thought Leader, Fitness Aficionado, Socially & Environmentally Sensitive, Leader with Global Approach, Technology & Research Enabler and so on
- v. What type of audience you wish to

connect with?

- vi. Technical Decisions- From which specific Gadgets you wish to control your social Media engagement and how many? (Mobile/Tab/Laptop)?
- vii. Who can be your personal Social Media Executive Partner and Social Media Strategic Advisor?
- viii. Whether to subscribe to select paid automation apps and services to enable effective social media engagement? Then which ones?

How to get started on your handset?

Step 1- Choose a dedicated hand-phone for social media usage, which is separate from all your banking and personal use handset, so that privacy and confidentiality is not compromised in any case.

Step 2- Download identified social media channel apps from playstore-such as LinkedIn, FB, Instagram and Twitter

Step 3- Login to each of these and start posting & responding, you need to allow & accept terms of access.

Step 4- Once you become comfortable with step 'c' using all your social handles, after 2-3 months- you can download a social media tool -to post to all handles at one go. Usually these tools operate on monthly or annual paid model. The tools also allow you to collaborate with your social media executive partner and advisor and set a schedule for the same. The list of tools is available here. I recommend Buffer for Beginners and Co-schedule.

What you can start doing?

- a. Completely Update Your Social Media Profiles

b. Utilise Social Media Posting Apps on your handset

c. Share Content on a Regular Basis-as per your annual Content Strategy (calendar) + With Variations for-In Group Conversations + Shares + Comments + Unplanned occasions and incidents

d. Create & Curate Engaging Content through a series of Articles/Posts/ Podcasts/Videos

e. Ensure- the Content is Genuine & Authentic.

f. Invest in professional photo and audio/video shooting (Covering both Professional & Personal side of your personality- again your choice)

g. Import Your Contacts. <to download contacts in an excel>

h. Find & Join Groups (relevant groups) and engage in these

i. Discuss and define your Brand Voice, Image & Tone to maintain Consistent image

j. Point 'd' above will build your followers, additionally connect to contacts suggested by platforms like LinkedIn, search and send message to VC's and other top Management personnel with a context 'why you are sending an invite to them'

k. Subscribe to premium facility where relevant, ex: LinkedIn Last but Never the Least - "Never Lose Control on Strings of Your Life" and if you have lost some Control as this kind of advisory piece was not available to you- One Can Always REGAIN the LOST GROUND (CONTROL), as nothing ever is Permanent. ALL the BEST!

Shruti Namjoshi

Marketing & Communication

namjoshishruti@gmail.com



Why thoughtfulness is required in branding?

In my stint as an Independent Brand Consultant over the last decade, I have seen many businessmen struggling to arrive upon the right decisions on the branding front due to lack of understanding or ambiguity related to the phenomena named branding. Here I am referring to businessmen who are in the process of developing brands but are unable to attract big investments and are struggling to achieve their purpose.

Their confusion in branding often related to both the creative and strategic sides of branding. They often mix professionally designed creatives with meaningless cosmetic changes and on the strategic side they often want to depict the image of a 'me too' kind of brand. Here, I would like to discuss a few circumstances that could invite the confusion and would like to suggest the kind of brand- oriented thinking that could help them overcome the challenges.

Let's freeze this identity, as it looks good

– Many businessmen believe that what they think from an aesthetic perspective is right when it comes to brand identity. The identity of a brand covers elements like name, logo, tagline, typo, colour etc. Often clients come up with names that are non-strategic in nature and have less recall value. Names that are different from the clutter, but is related to the category and have some emotional value will only have high recall value. Brand names like Close Up, Flipkart, Infosys, Coca Cola etc are classic examples of easy recall and they easily relate to the category. Those names always have high top of the mind recall.

As the clients are too much obsessed with the names the agency would be tasked with only the job of developing a logo, tagline and other elements. A

marketing head with agency experience on the client side could easily identify a quality logo that evolves from the values of the organization. He can also assess its recall value and can imagine how well it could be adapted to various platforms. But when the logo is selected by the businessmen they often tend to look at only the aesthetic aspect. The success of many big brands in India is the result of identifying the right personnel for marketing and partnering with the right agency to guide the brand forward.

Brand identity is not going to bring sales, hence this is

enough - Also those businessmen think that brand identity is not something to bring in sales and hence anything they decide could be used. But what they should understand is, brand identity is meant to make a statement on where the brand belongs or in other words it is

meant to reflect the thoughtful quality of the brand.

Many people commented this is not good

- Another mistake most businessmen tend to commit are seeking opinion of all tom, dick and harry on the creatives. Ideally, creatives should be approved only among a small group including the CEO and the CMO along with the agency. Advertising Creatives is an area that most people think they have the knowledge to comment on. In order to impress upon the CEO or the management many people known to the promoter may comment about the advertisement if it is striking / not striking to them. Businessmen tend to take those opinions seriously thinking that the opinion of outsiders matter. Here, outsiders mean, those who are not related to the marketing wing of an Organization.

When it comes to products/ services and

changes needed for the products/ services, what matters is the feedback from outsiders especially the customers. But when it comes to creatives, it is better not to resort to the opinion of outsiders or customers as what matter to them is mainly the message in communication, whether it is beneficial to them or not and how truly the brand sticks on to its brand promise. Despite investing heavily in branding Immanuel Silks, a textile brand from Kerala met with a sad fate due to its inability to stick on to its brand promise – 'the world's largest textile and wedding collections.' The brand was launched in Kochi by none other than SRK.

Those promoters who are prudent enough to separate outsiders from the relevant team, often come out in flying colours and the results get unveiled in the form of iconic campaigns.

The tagline/ headline is not appealing when it is tried out verbally – Likewise, I have heard many businessmen opining that the tagline / headline doesn't sound good when it is verbally tried out. Actually a good marketing guy would assess the thought behind the lines rather than the aesthetics in verbally trying out the same. The taste of India (Amul tagline), Simplify (Deccan tagline), Share the load (Ariel - campaign), Jaago re (Tata Tea - campaign) etc are thoughtful taglines/ campaign headlines, rather than being considered as verbally good in pronouncing.

Creatives should be direct

and easily understandable –

Many businessmen think that all creatives of brands should be directly conveying and easily understandable. It also means that ads should be less thoughtful. Actually ads should be thoughtful and whether it should be easily understandable depends on the purpose of the advertisement. If the advertisement is meant for brand building it should uphold the brand philosophy in messaging and imagery to convey to the customer what the brand is all about / what it stands for. May be only a few thoughtful customers would be able to crack the idea immediately but that will never be easily forgettable. Gradually others will also understand the idea through repeated exposures / heresy and the imagery of the brand will get build in the minds of the TG. KFC UK's way of expressing sorry to its customers through print ad (FCK – We are sorry), Mercedes Benz's way of thanking BMW for 100 years of competition. Dove campaign for real beauty, Nike's – 'Believe in something. Even if it means sacrificing everything' etc are a few classic examples of thoughtful advertisements. If the purpose of the advertisement is to gain more leads and increase sales then the imagery and the messaging should be easily understandable and strategically crafted.

My competitor is paying the salary only on 7 th, I will do the same – On the brand strategy side many businessmen tend to follow exactly what others are doing irrespective of the success / failure of the competitors. If salary is being paid by competitors on 5 th or 7 th they will also get influenced by

it. Actually they should try to

follow an independent path and set new standards for the segment. This will increase confidence in the minds of the employees who are the biggest brand ambassadors for the business. The result from such moves will be reflected slowly and will last forever.

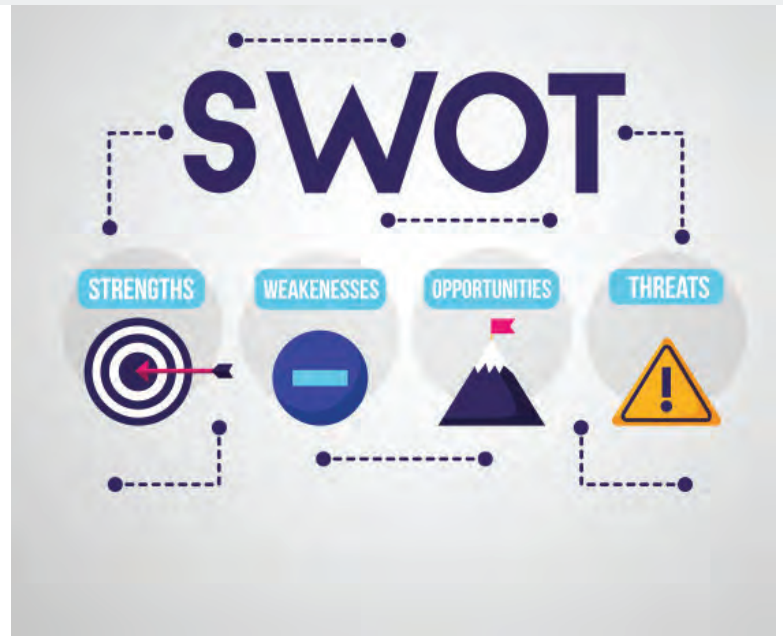
The crux of the above discussion is to convey the importance of thoughtfulness of brands in all aspects of its existence. If the brands are not thoughtful in developing its identity or its imagery in creatives, one cannot expect it in the product/ service as well. In other words, **the thoughtful quality of the brand should be reflected at all possible avenues. Also, the promoter should also make sure that outsiders are not meddling with the creatives, which are bound to enjoy a covert nature for its success.**

Mr. Sony V. Mathew, is an Alumnus of IIM-K and is an independent brand consultant based out of Kerala. He is the Chief Brand Consultant to ESAF Small Finance bank



Sony V Mathew
sonmat7@gmailcom

SWOT the stepping stone to turn yourself into a Brand



As we mature as a human race and become self-reliant, making yourself presentable to the world is an essential part of our lives. While terms like branding was commonly associated with companies, nowadays it is used with people too. For example, people like Oprah Winfrey or Karan Johar, are brands in themselves.

With the change in time and technological advancement, branding oneself or Personal Branding is a trendy practice that keeps people ahead of others. Interpersonal relations and people-to-people connections are more valued assets than having people-to-company connections, because it is easy to trust real people than businesses.

Building a brand around one's personality and then creating a range of products and services around it. Look

around you, every startup you come across seems to celebrate the term Personal Branding.

Personal Branding is something by which one will remember you or perceive your image and think of you when you are not there or hear your name. Imagine, a Mercedes or a Ferrari. The makers might have never imagined that individuals would turn brands with the passage of time. Possibly, Mr. Enzo Ferrari would have loved the term if he was from the present generation. Eventually, it boils down to the question of what you want people to think of you? The qualities you want to be known for or the social media image you want to portray.

I feel Personal Branding begins with the SWOT analysis of oneself. SWOT analysis, as in knowing ones, Strength, Weaknesses, Opportunities and Threats.

This will filter out your qualities and pull out your weaknesses. A little more of a thought will also bring out one's likes and dislikes.

Once you are clear on this, you start to think about what you want people to perceive you as. However, while you are at it, remember, whatever you are putting out about yourself, you must ensure that it is true and credible. Most people try to bring out absurdities, trying to project themselves as unique that throw their credibility down the drain. Remember, if you lose credibility, you can never ever be back on your feet.

The second most important aspect of Personal Branding is to judge on what you want to put out or not put out. The decision should be made wisely. There are certain times when one has an urge to put out a social media post or maybe even a WhatsApp message, without verifying the content. This eventually affects the reputation of a person which is like a nail in the coffin when it comes to Personal Branding.

The third and the most important part of Personal Branding is the way you interact with people. I would suggest, meet people, go to the most bizarre

conferences, post on social media, get media coverage. The more people talk about you, the stronger your brand gets.

You must know where you want to get spotted and why. One can be a jack of all trades, but people notice the masters. Even a simple activity like posting a photograph on a social media profile would require a lot of thought going into the caption and the people you are tagging. During meetings, tell people about your expertise and knowledge. There is no harm in showing off, a bit if you have it in you. It is also good to keep yourself updated with almost everything, an easy task these days.

Your personal brand, just like your professional brand, is the result of thousands of choices. Everyone you meet forms opinions about you, and if you're not actively shaping your brand, then you're leaving those opinions to chance. Taking control means ensuring that you're the best representation of yourself, that you can be. Essentially, if you are getting into Personal Branding, it is advisable to first try to define yourself and then promote your ideas on the relevant platform to stay afloat.



Srijeeta Chattopadhyaya

csrijeeta@gmail.com

Branding Self

Branding self or commonly known as personal branding refers to the practice of people marketing themselves and their careers as brands.

But what does your brand need to offer? How do you build it? Why build it? Well, once you sincerely ponder over it, I wouldn't have to reason with you over its importance. Personal branding is now a prerequisite for one's success today.

More often than not, you would see successful people are brands and in certain cases, successful people are more popular than their firm's brands. This is something most people notice on a daily basis, though we know it but we fail to execute it! Remember the guy who is half as good as you has a better image grows but not you – well dear friend he branded himself. It's a common phenomenon for actors, politicians, and sportsmen.

But why is building yourself as brand important? Can you tell a company branding is not important NO! they why not brand yourself too as you are the asset you want to build. Let's take an example Donald Trump (yes he is a brand) what comes to your mind first Loud, Spontaneous, Racist, Anti-Muslim, Anti-terror, Old school & ignorant, will fight terror and a billionaire turned politician. What you recall when



someone takes his name is how he has branded himself (built brand that tells you who he is). Whatever he may be as a person but his brand is memorable, unique and people can identify him and hence will vote for him when compared to a person who has no identity! Of course Hillary Clinton is a positive brand and has higher chances of winning the election as her brand speaks trustworthy, reliable, genuine and consistent brand (Remember it's not the party which plays as a brand here but the individual).

You are the brand and you represent what your brand is. Your personal brand needs to be is your choice and you need to define it, what it speaks however I recommend it should always be Consistent, Authentic, Unique and Popular (CAUP).

How to make it happen? Here are some pointers*(Collection of information from various sources):

Assess: Before building yourself as brand introspect, understand your uniqueness, understand who you are, what you are what are your strengths, what are your weaknesses, what motivates you? Where do you stand today and what do you want to be known as? (It even helps if you know what is your mission vision and goal (both short term and long term).

Rethink: the way you view yourself and your career. Don't think of yourself as an employee but as an asset that you own. Forget your job title. Ask yourself: What do I do that brings value? What I am most proud of? When people think of me what the first thing that comes to mind and what should be the first thing that comes to mind.

Be genuine: Be honest about who you are to yourself and to others— your attributes and qualities. If you know yourself, you can promote an honest brand also will help know where you stand and you can improve by working on your weakness.

Loyalty: Put loyalty to yourself first. Remember you are the most important person to yourself, not your company. Then be loyal to your team, your project, your customers, and your company.

Learn from the big brands/ names around you: Identify what makes you

distinctive from the competition. What have you done recently to make yourself stand out? What would your colleagues or your customers say is your greatest strength?

Always make yourself visible:

Build your profile internally and externally. Ways to do this include networking, signing up for high-profile projects, showcasing your skills in presentations or workshops, writing for internal or external publications, volunteering for committees or panel discussions at a conference.

Be consistent: Be yourself or the definition that you have defined yourself to be seen as and ensure that your message is consistent.

Market yourself and network:

Your friends, colleagues, clients, and customers are an important marketing vehicle for your brand. What is said about you will determine the value of your brand.

Learn to influence: Use your personal power, your role and your network. But use them sensitively and intelligently, or else you will not be regarded as a credible or trustworthy leader.

Reassess: Keep checking what motivates you. What's your personal definition of success? Write yourself a personal statement about why you work and check it regularly.

Seek feedback: It's critical to keep checking the value of your brand. This

can be done by formal methods such as 360 feedback or informally, by asking people around you for honest and constructive feedback on your performance. Another good way to check is to go for job interviews, regardless of whether you wish to change jobs, which will help you test your market value.

Reinvent yourself: Always reinvent yourself Spiritually, Physically, Intellectually and Emotionally.

Evolve: Make sure as a brand or an individual you always evolve.

Remember you will be valued as much as you value yourself or how you have branded self and placed yourself!

"You are a unique person in the world try and be a copy – Anand Pillai"

**Tilak Ravi
Krishnaswamy**

tilakravikrishnaswamy@gmail.com



Retail Marketing Solutions

Retail Marketing Series - Low Footfalls and Solution.

India is the 2nd biggest retail market in the world, and retail marketing professionals are always in demand and will always be. The market is very dynamic and evolving with each passing day. There are many problems and issues in retail marketing. Still, there is enormous potential if we play our cards smartly. We will talk about these issues one by one in this series. Today's topic is Low footfalls and its solutions.

We love to buy after touch and feel the product or services; therefore, most of the companies are adopting experiential marketing, especially for premium products. There is a paradigm change in a product life journey to the customer experience journey.

Low footfall is the primary concern these days for all companies. Due to the slow growth rate and policies, people are more inclined to saving instead of investing in consumer goods.

For example - if a customer already experienced a 32' LCD television, then a 43' Ultra HD television is waiting for him from the product ecosystem. Entire marketing exercise will put on how to find such users, what to communicate, how to invite for a product demo, how to engage them, and drive them to share this story with his friends and family network. I am putting my thoughts from a decade

long experience in retail marketing into this series; we will analyze all issues about the current retail market and its possible solutions. I welcome all of you to give your suggestions and correct them anywhere if I am wrong. **Customers are two types - 1st**, Who are predetermined to visit some particular brand shop and buy and in **2nd** Customers are two types - 1st, Who are predetermined to visit some particular brand shop and buy and in 2nd category fall those who come to market with an open mind and select the shop by visibility elements - Signage, POSM materials.

We can't do much in the 1st case, but we can do a lot in 2nd case. Below are some necessary factors to drive a good footfall.



At Shop:

Hygiene Factor - In the Retail industry, shop hygiene matters a lot. Below elements are essential to keep the store hygiene at each parameter.

1) Promote hygiene - he should be presentable, shaved, and in uniform with complete product knowledge. These days when premiumization is the driving force behind the profitability, just having the product knowledge is not so important. Only product features can not sell the product, but how these features improve the user experience that's the USP, and

product trainers must make this understand to promoters, retailers, and sales force. A part of the marketing budget should spend on regular training and behavioral training. I will describe this in a separate article.

- 2)** Product display, and cleanliness
- 3)** Catalog and product brochures
- 4)** Promotable and canopy for shop front activities
- 5)** The guest book should be ready.
- 6)** Internet, USB connectors and wi-fi availability if its an electronic shop
- 7)** Signage of a particular brand should be placed at facia, if its multi-Brand outlets, then at least get eye-level visibility. - If Brand X is promoting its product in this shop in the case of multi-brand outlets, then signage visibility matters in India. It always depends on industry type and product value. In the handsets industry, if your handsets are glitzy and powerful, then signage should also have the same shine, such as ACP boards. However, it is not entirely followed in other industries.
- 8)** Greetings by promoters - It should be natural and have a local flavour.
- 9)** Need analysis- Premiumization and Upselling. Dealer and salesperson must focus on selling premium products and never judging any walk-in customer by his visual outlook, dress, and shoes. Respect them and sell premium.
- 10)** Closing with some gifts:- Always give some freebies for customer delights. These freebies will provide an opportunity to get into the drying room or kitchen and keep on reminding the



users about your brand. A simple coffee mug is screaming your brand name whenever he or his guests take a sip of coffee. So I always recommend freebies after closing the deal. While invoicing and handing over the gift, a smart promoter of a strong consumer brand can fetch the necessary information. For example, if its Air conditioner sale, he can ask - how old is the washing machine at home, Automatic or semi-automatic, Water purifier status, Refrigerator, whether TV is LCD or old colour television and likewise. The customer's mental state is vulnerable at that time, and he will share all his information about his home and contacts - email id, phone number, and most importantly, WhatsApp numbers.

11) Customer Relationship by Shop Promoter- Home demo and home visit -This is the final stage of the deal. As I described in the previous point that a smart promoter fetches the durability status of other consumer products of the customer home. After making the payment, a customer considers the salesperson to his best friend and seek his opinion to upgrade his home. I am sure many of you would not agree with this, but visit any shop and silently observe the behavioural change in customers from entering into a shop till making the payment. After that, when

he shakes the hand with a dealer or salesman, that is the best time to milk him, and a smart and well-trained shop sales executive takes the best from it. Please understand, this may not be the best time to offer other products, but winning the trust of this customer should be a priority.

12) Post-sales - The promoter can make a call to the customer after 15 days to ask whether his Air conditioner is working well or have any issue. Whether he knows the function of remote or should I come to explain to you, or I have a great deal of water purifier, so I want to go and give you a demo because your existing Water purifier is four years old and maybe it's time to upgrade. There are many other things to win the trust and upgrade him.



Customer Relationship Management

Referral and repeat - now it's fascinating. Customer relationship management is not new then why I am mentioning here, because we take this very casually. Indian trade considers that smiling and how are you are CRM, and there is nothing beyond that. It is not in Korean companies, which I found when I was working with LG. They treat this very seriously and execute CRM in an organized way, like a time-bound campaign. Some of the parts of this CRM project is mentioned below, which is equally relevant to any industry. The objective is to drive customers to visit increase footfalls.

- 1) Fix the date** - the start of the activity and end of the event, the entire time scheduled should be fixed in advance.
- 2) Fix the shops** - Identify the most potential shop in a particular market
- 3) Shop branding** - Vinyl sticker or banner on shop glass/façade - celebration starts date
- 4) SMS** - 3 times SMS to old customer database - 5 days before the activity, three days before the event and one day before the last year of activity
- 5) Tele calling** - shop promoter or ISDs will call all those customers in the previous 30 or 60 days who have visited the shop but did not buy anything. His sales speech will not have any product or offer description but to invite them to shop to get the benefits of the celebration offer. He will say that there will be a grand celebration offer is going to start from this date, so I remember the name that you have visited our shop at that time but did not buy anything. Please do visit and you will be amazed to see this offer. Words can be anything to ignite curiosity.
- 6) Shop decoration** - Balloons are a very cost-effective tool for shop decoration and a sign of celebration. It starts from Rs. 600 to 2500 to decorate a shop with balloons. Decoration should begin from the start date of the activity.
- 7) Freebies** - In LG, we used to give free shopping bags with a logo and a nicely wrapped gift. Shopping bags works in three ways - 1) Customer hesitates to visit in competition shop nearby with this bag 2) This bag promotes the celebration going on and advertise the activity in that shop while this customer roams in the market. 3) This bag increases the curiosity of family and friends, and this motivates them to revisit the shop.

8) Offer stickers - There may be many product stickers, such as the end of life product offer, today's special offer, these stickers communicate to the customer, and fuel his buying decision.

This entire activity can be modified as per the product category and market specification, but the objective must remain the same, to drive customer footfalls

Experiential Marketing

When the footfall is low, we have to arrange more experiential and engagement activities. This type of demonstration could be anywhere either at the customer's home, shopping malls, or his society. As per the product category, we can plan it out. Provide live product experience would be real marketing without advertising.

Experiential marketing is a fantastic concept in which a company incorporates a similar ecosystem to allow the customer to experience the features and perceived the value for his lifestyle. This entire holistic set of the condition influence customer thinking and motivates him to buy the product and remain loyal to the brand. This could be a real-life event or experience where the customer participates, and a step ahead, he shares his expertise on his timeline that the main objective to engage the customer and drive him to narrate his story to his network. There are two types of experiential marketing, in terms of nature and expectations

1) For Brand Building - Where brand awareness is the main objective,

followed by brand loyalty by customer engagement.

2) For Activation - When the company uses all 4Ps to drive brand awareness into a sale. Unfortunately, in most of the experiential marketing in India are sales-centric, and companies want number instantly. Marketing becomes sales driven and works as a support to the sales force to get the target numbers. I will describe this in my next article.

Engagement Activity

Activities for awareness, education, and promotion and to increase the footfall. There may be many BTL market activities that can attract customers and drive them to visit nearby shops and buy the product. Roadshow with product demo can be one such example. In my last assignment at MTS - Shamiyana Activity was the most successful customer acquisition activity in MTS. Umbrella and canopy event in Haat, trade fair, and another gathering could be the other options too.

Influencing Marketing

There are two types of influencers - online and offline.

Online - With big celebrities with millions of followers or in 2nd type with having small numbers of followers. Gone are those days when big celeb was a guarantee of success and only considered to promote a brand now it has been observed that minor celebrities are better than that big film stars. Customer engagement, which is the main objective, would better with a short time celeb. They can be anyone, even our neighbour who's having 3k followers in our locality is a better choice to drive the offer and engage people. Their followers belong to

that particular locality only not from across the world; therefore, this is more logical to promote an offer that is meant to this market. Here the context is the Emperor.

Offline influencers - A social worker, artist, Architects, Author, Sarpanch, even an electrician, and teacher could be a part of influencer marketing. It depends on the marketing team, their thought process, and market working. Detailed market research and working are essential to use these influencers. In tiles and building making material industry Architects and interior designers are considered influencers, and their involvement in the product will bring more awareness in the market, followed by business. I have done such meets in my tenure with Nitco tiles, and 15% growth from this category just happened after the event. These meet helped us to create a pool of advocates from influencers for the Nitco brand of tiles.

more awareness in the market, followed by business. I have done such meets in my tenure with Nitco tiles, and 15% growth from this category just happened after the event. These meet helped us to create a pool of advocates from influencers for the Nitco brand of tiles.

I will write my experience and importance of planning on this topic in my next article because this is one of the most discussed marketing concepts, and there are many misconceptions about it in the world of marketing.

Retail Visibility

Visibility is an integral and essential part of retail marketing. Visuals are outstanding in brand building. It does not directly bring you the customer but enabling the sales by awareness and capturing the customer's mind share. In a sales funnel, visibility elements and activities are on the top, and in the absence of these activities, a brand cant is evolved and prosper.

Retail Visibility



Signage & POSM



Road show



Trade Meet



Sponsorship



Acquisition Activity



Trade fair

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Retail Visibility



CO-BRANDING



INNOVATION



INFLUENCERS MEET



RETAIL BRANDING



TRADE ENGAGEMENT



EVENTS

Retail Marketing solutions Series by Ashish Singh



Ashish Singh

ashish91@gmail.com



Hey, why is our quarterly revenue so low in soaps?



We don't have the right soaps and its too expensive !!



We are 3% cheaper than the competition. And them seem to be doing well!



Well they are selling detergents now!



*No matter what we do, it always seems like the product with highest demand is the one we don't have!
need to product gap analysis again or hire another agency!*



*Phew! Detergent :P
I need new excuse for the next time, just in case!*



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+91-9730030951

snehal.todkar@outlook.com

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L'ATRIUM



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World of Marketing Global

We Invite you to join this value-based networking and knowledge sharing platform:



#wrl dofmarketing



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Job Group

Job Group: <http://bit.ly/2E9oWQo>

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