

# Decoding Digital Marketing: Indian Social Media Marketing Campaigns

Ashutosh Navgaje<sup>1</sup>, Divyanshu Bhardwaj<sup>2</sup>, Manoj B.<sup>3</sup>

<sup>1, 2, 3</sup>PostGraduate Diploma in Management, IMT Ghaziabad

**Abstract** –Digital Marketing has arrived and is here to stay. Companies have been able to generate sales and gauge consumer behavior with the help of digital marketing. Marketing is no more a one way monologue, rather it has become a dialogue between the company and the consumer. The 4P's have been taken over by the 4E's in the digital landscape. Low cost and greater engagement has made the social media platform more popular than the conventional Above-The-Line marketing techniques.

**Keywords** – 4E's, Reproducibility, Value Equation, Tangibility, Contextual value

## I. WHY DIGITAL IS IMPORTANT?

Indian internet population in 2011 was 120 million and in 2013 it was about 205 million. It is expected to rise to about 350 million by 2015.<sup>1</sup>The huge mass can be targeted using this medium alone which has comparatively low cost for advertising.

	<i>Traditional Media</i>	<i>Online</i>
<i>Space</i>	<i>Expensive</i>	<i>Cheap</i>
<i>Communication</i>	<i>One way</i>	<i>Two way</i>
<i>Links to further information</i>	<i>Indirect</i>	<i>Embedded</i>
<i>Rigidity in design</i>	<i>Rigid</i>	<i>Flexible</i>

Table 1: Traditional Advertising v/s Internet Advertising

It is estimated that by 2016, Indian ad revenues would grow at a CAGR of 14.3% but among the media, the digital ad revenues would grow by CAGR 30% contributing about INR 57 billion out of the total INR 586 billion revenues of Indian ads.<sup>2</sup>India is now home to fourth largest audience of searchers in the world, behind China, US and Japan.<sup>3</sup> The rural India which is quite difficult to target for any advertiser, the internet user base of rural area has a year-on-year growth rate of 58%. On the internet, the most dominant thing is social media. About 86% of Indian web users visit a social networking site.

## II. THE 4 E'S OF DIGITAL

The digital medium revolutionized the 50 year old concept of 4 P's. For digital medium, the 4 P's are replaced by 4 E's.<sup>4</sup>

1. *Engagement (Promotion)*: Promoting a brand is a two way process today. You can't just put display messages on TV and print. The key to strengthen the relations between customer and company is a dialogue and not a monologue.
2. *Experience (Product)*:Product is no more a king. What matters more is the experience while using the product. Companies try to build end to end solutions today such that the experience of buying, trying, sharing and living the brand.
3. *Value Equation (Price)*:Price is no more a single critical point to take buy/sell decisions. Buyers are ready to pay more for experience till it outbalances total cost of acquisition. Factors such as speed, ease, social affinity are critical value drives of the equation.
4. *Everywhere (Place)*:Place is not restricted anymore because of the technology.Today customers are available 24/7, and the customers, whatever they want, they want it conveniently, even while playing, or at work or at home or even in the stores.

## III. NATURE OF DIGITAL CONTENT

The digital content is information. Building on the contributions from earlier work on nature of information and nature of digital content, it is proposed to exhibit the below characteristics:<sup>5</sup>

- *Contextual Value*: The value of digital content can't be determined in advance. It depends upon in what context it is used, on what occasions and by whom.
- *Reproducibility*:The digital content is neither diminished nor lost when it is consumed. Its transmission and sharing will always cause its increase.
- *Repackageability*:The content is available in different forms and expressed in different forms. Lot of digital content may be generated from single source to cater to different audiences.
- *Perishability*:While the value may change with time, the digital content doesn't necessarily deteriorate with time.
- *Homogeneity*:As each set of digital content is identical to other and also to the original, it can be assumed that in homogeneity spectrum, it is at the extreme end.
- *Tangibility*:When the digital content is created and packaged, the means through which it is conveyed is the only tangible element.

IV. THE PATH BREAKING DIGITAL MARKETING CAMPAIGNS

1. Zomato – There Are Two Kinds of People

Since childhood, we have been listening to the catchphrase – “Duniyamein do tarahke log hotehain” – but it was the sheer genius of Zomato which conceptualized an entire social media campaign around this adage. Steve Jobs once said that Marketing is all about story-telling and Zomato perfectly told the stories of human nature in the simplest manner possible.



Figure 1: Zomato Campaign

With some well-presented images and just a single line, "There are two kinds of people in this world", the ads were able to capture the different personalities of humans quite well in a humorous and amusing way.

Zomato created a set of 21 photos under the title “There are two kinds of people” and rolled them out on their Facebook page. It generated a lot of likes, shares and got more engagement. In total, it got 9000 plus likes, 2200 plus shares and 150 plus comments.

Its relatable content, simplicity and compatibility were the main reasons for its success.

2. Pepsi IPL: The Great Indian Catch Campaign

To play the game, one had to visit the Pepsi website and login with their Facebook accounts. The game was played on the entire map of India. Batsmen hit the ball to different parts of the country while fielders had to field the ball. If the batsman’s shot lands on your highlighted fielding circle, you take a catch or get a run out! If the shot lands on any other fielding circle, you save runs! You could also upgrade your fielders by sending gifts to your friends.

Social aspect of the gameplay. Moreover, the involvement of the players stacks up brand loyalty and builds up excitement.



Figure 2: Pepsi Campaign on website

3. Cadbury #SongsForSisters Campaign

With the launch of its new TVC and campaign ‘Made with Love’, the brand expressed the special feeling generated when given a gift made with love is exchanged among the siblings. “Songs For Sisters” was an attempt in that direction. Cadbury had aligned its digital marketing with its overall marketing strategy. The campaign captured the human emotion perfectly and was a huge success.



Figure 3: Cadbury Campaign

Combination of gaming and social networking is a great way toThe campaign was majorly run on twitter and brothers were engaged one’s audience. It has leveraged Facebook to tap on theasked to leave special messages for their sisters.

#### 4. Meri Maggi Campaign

This campaign was a masterstroke by the Nestle digital marketing team. It engaged customers to tell their own Maggi stories, tag their friends and get likes.



Figure 4: Maggi Campaign

#### 5. The ALS #IceBucketChallenge

On social media, it's been nearly impossible to escape the Ice Bucket Challenge videos and photos of people dumping ice water over their heads.



Figure 5: ALS Ice Bucket Campaign

The feel-good campaign has raised \$15.6 million since July 29 for the ALS Association, which researches Amyotrophic lateral sclerosis, also known as Lou Gehrig's disease. That's compared with \$1.8 million raised in the same time period last year.

From US President Barack Obama to Mark Zuckerberg, from Bill Gates to Cristiano Ronaldo, the who's who of this world took the challenge and posted their videos on YouTube and Facebook. This created a chain and a "bandwagon effect" was observed.

If digital media is somewhere related to 'virality', then this was as viral as it could get. The multiplier effect generated by this Campaign was enormous and the best thing was – it was all for a good cause.

#### V. CONCLUSION

The marketing landscape is changing fast. Companies are moving fast to grab a share of the digital pie. The above

mentioned five campaigns are just a small fraction of the digital marketing excellence.

Narendra Modi's "Digital India" vision is ready to act as a catalyst to propel the growth of marketing on Internet in a country which ranks third in terms of number of internet users. Penetration and connectivity are still areas of concerns but the first step is in a positive direction.

Be it the ALS Ice Bucket Challenge or Zomato's "Two Kinds of People" gig, marketers will keep coming with something sensational on the Internet which will make you skip a beat in awe. Marketing is all about storytelling and everyone wants to hear a good story. And internet provides the perfect medium to tell those stories.

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