

# Digital Marketing

## *:Innovative Strategy*

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for *Silicon India Seminar, Chennai*

September 24, 2011

# Marketing – In the Digital World

Offering

# Marketing – In the Digital World

Offering

Portal (*e*-Marketplace)

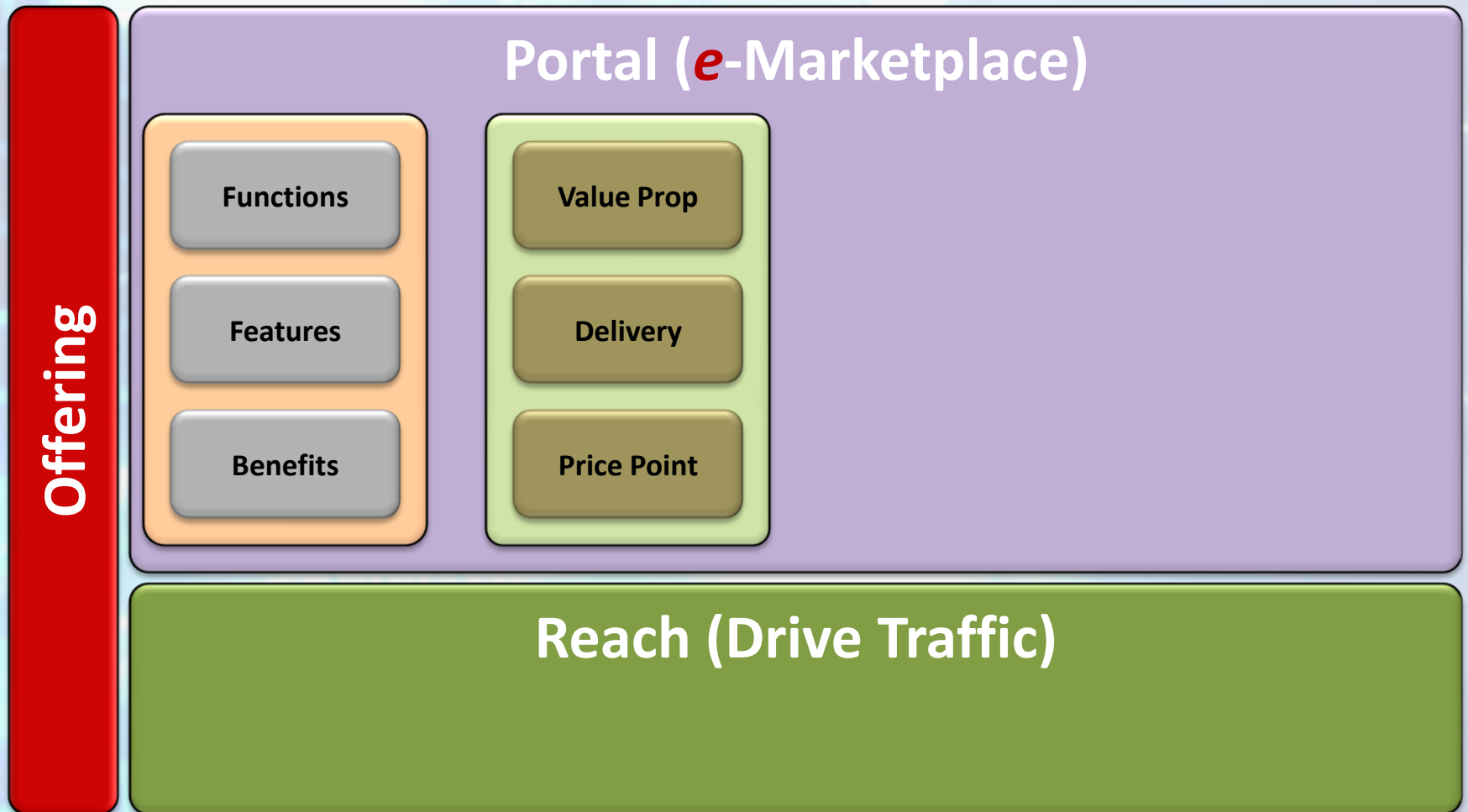
# Marketing – In the Digital World

Offering

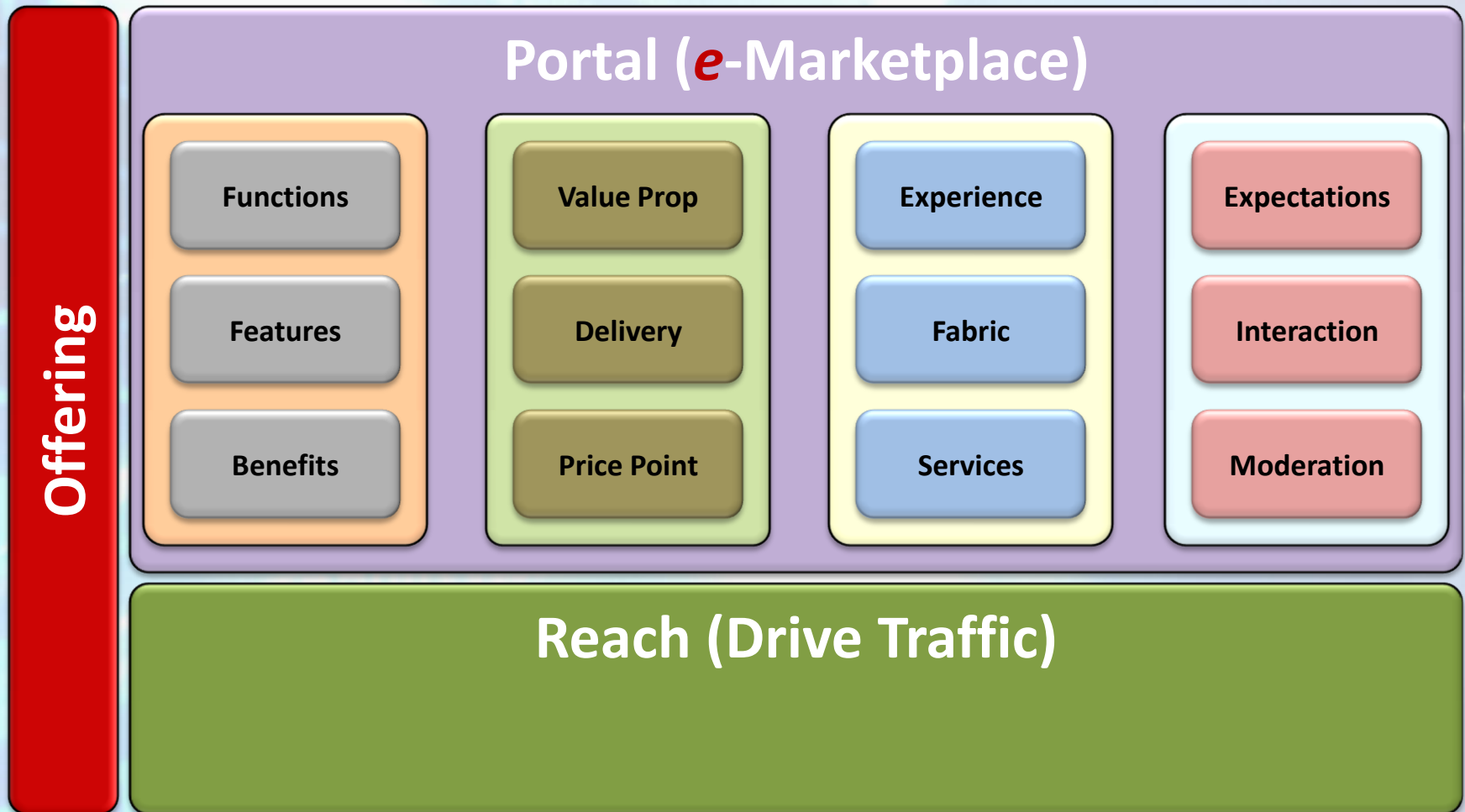
Portal (*e*-Marketplace)

Reach (Drive Traffic)

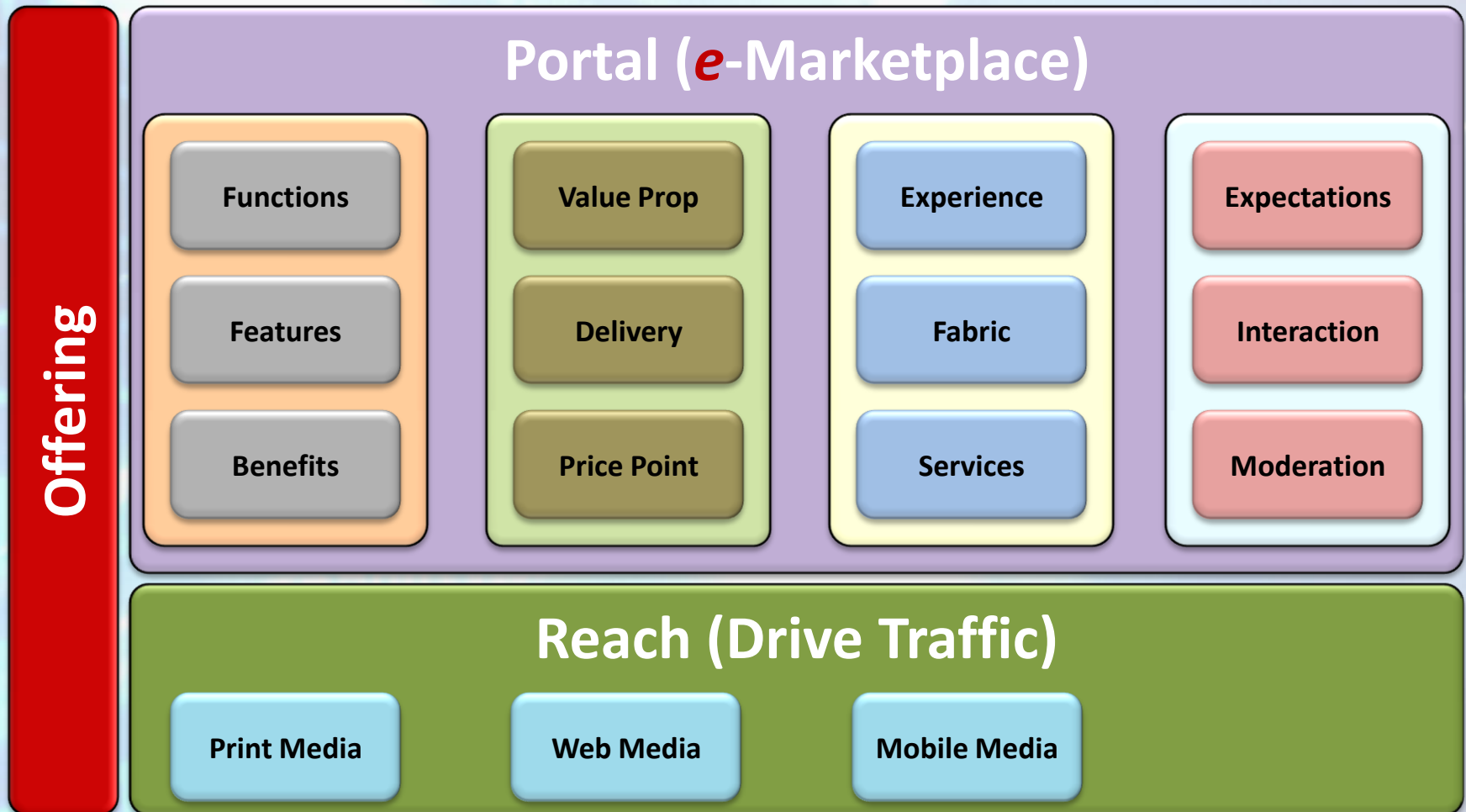
# Marketing – In the Digital World



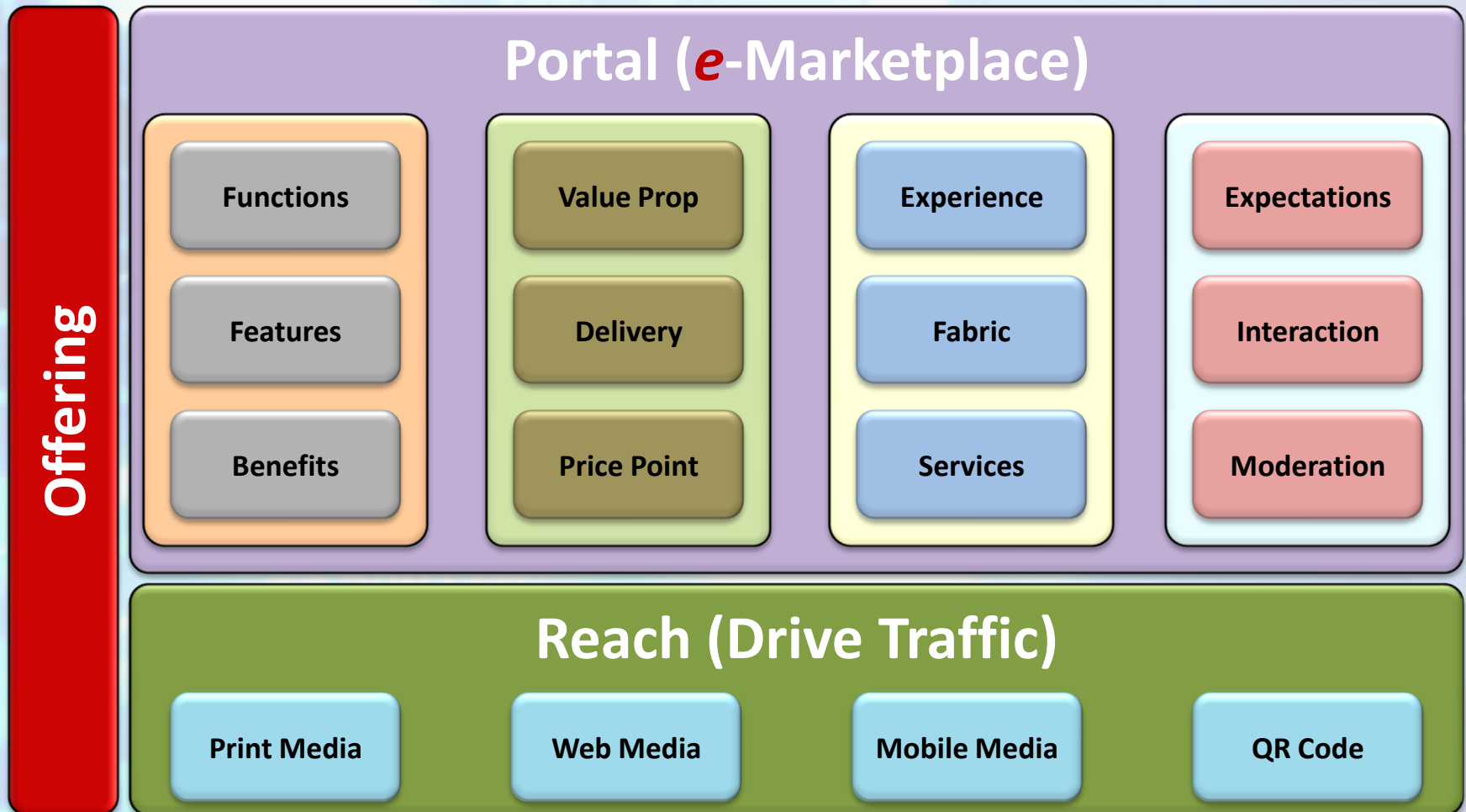
# Marketing – In the Digital World



# Marketing – In the Digital World



# Marketing – In the Digital World



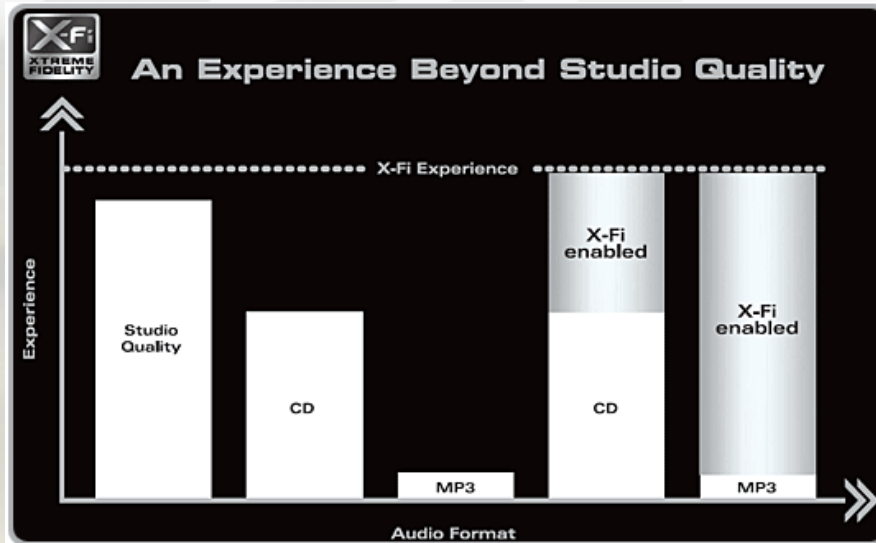


# Test Drive – Offer the Experience

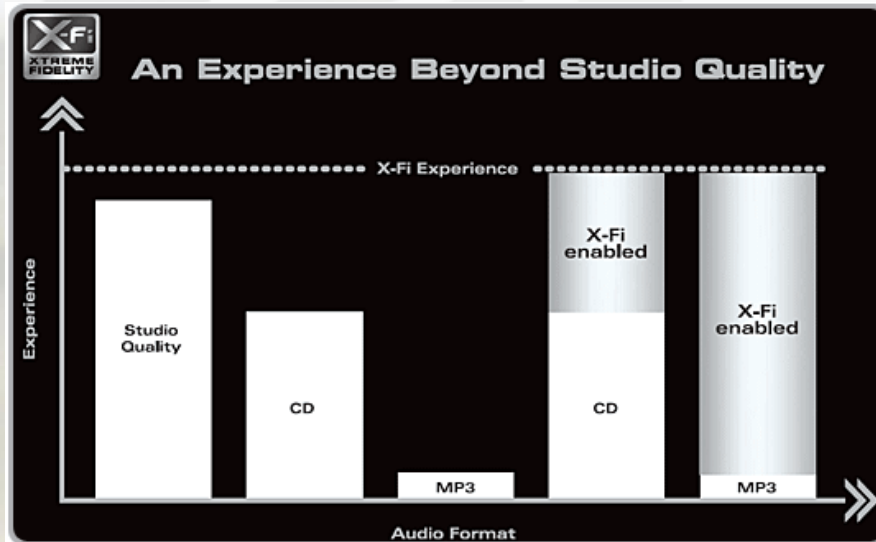
24  
Hour  
Test  
Drive



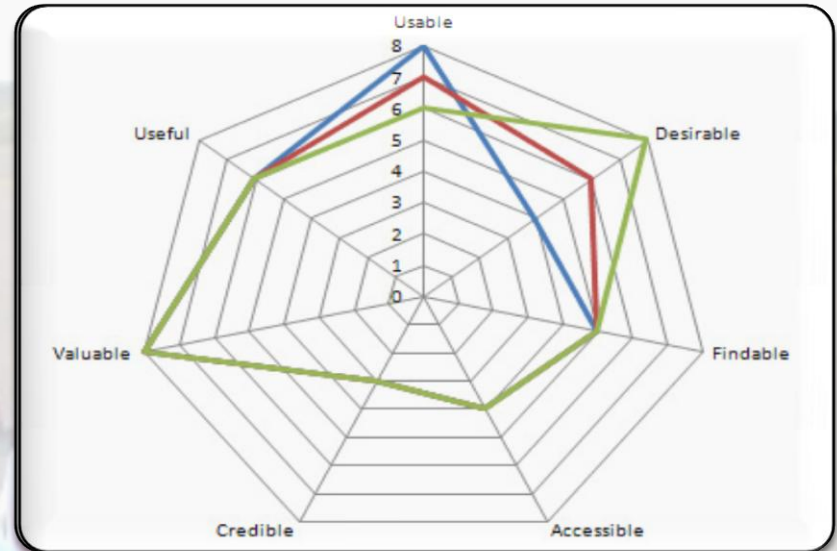
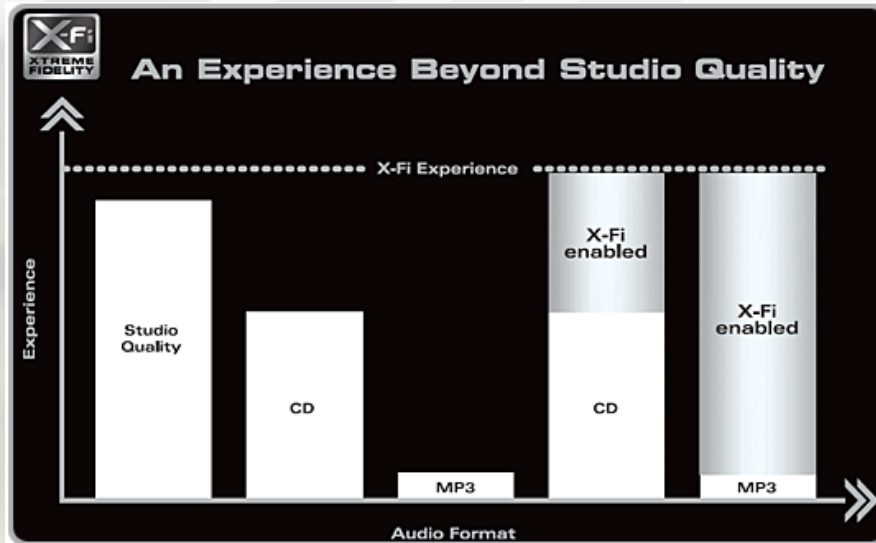
# Test Drive – Offer the Experience



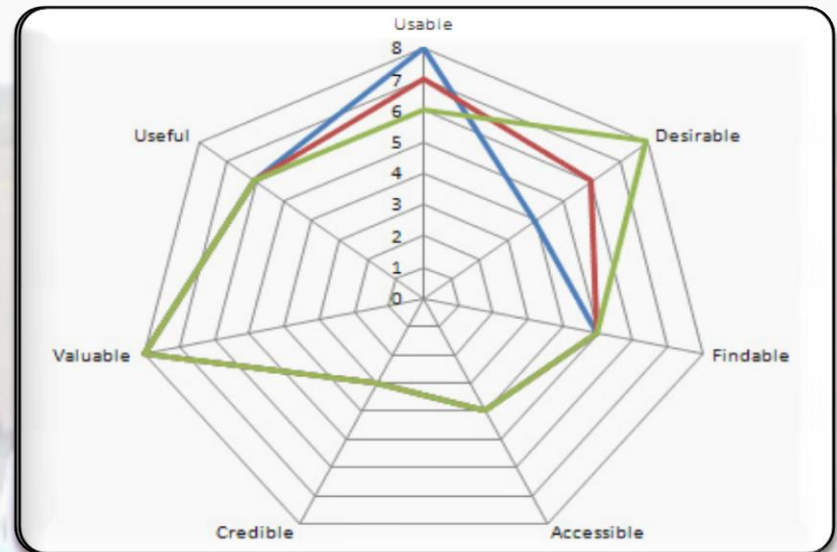
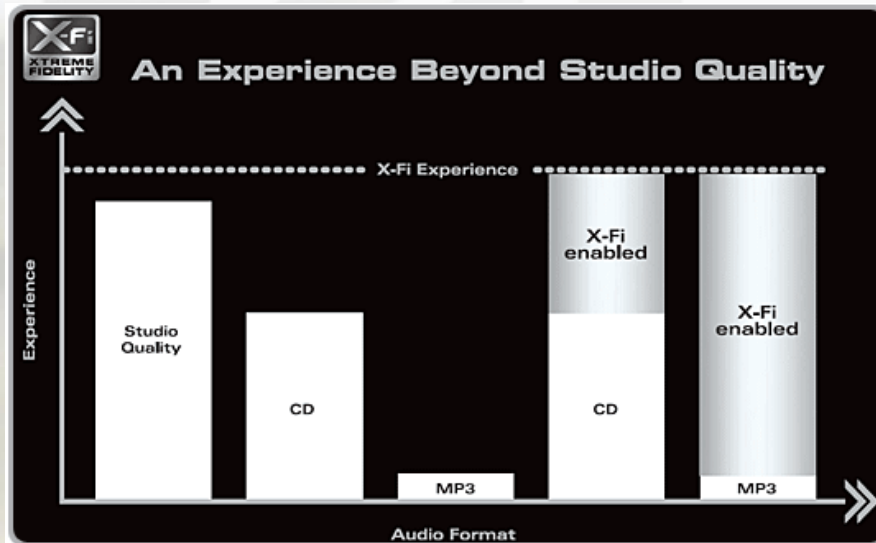
# Test Drive – Offer the Experience



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# Test Drive – Offer the Experience



Experience

Awareness

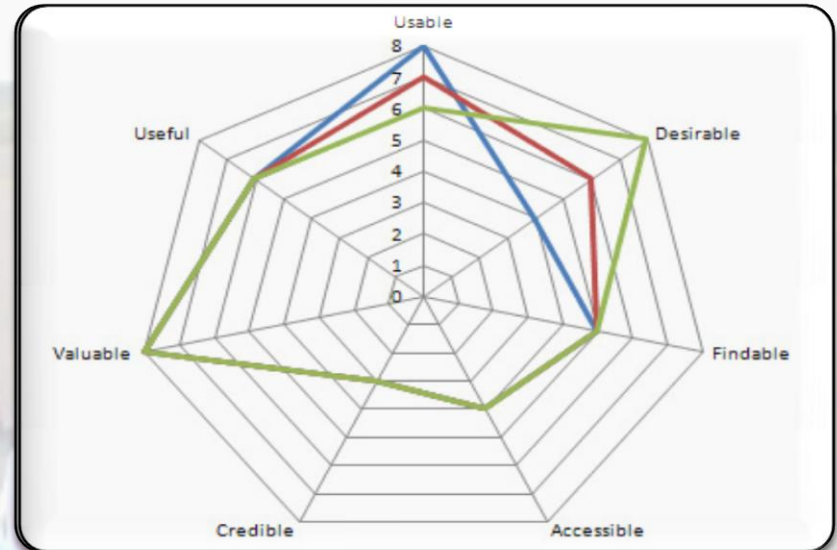
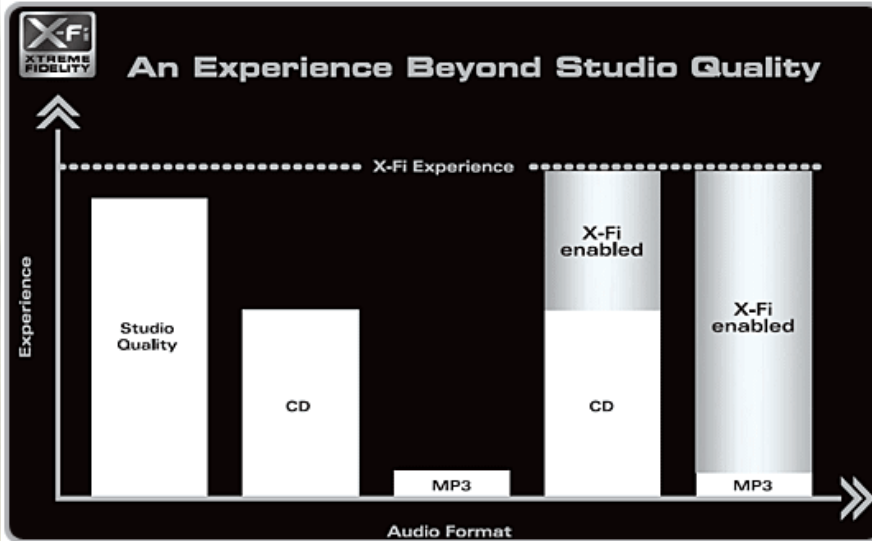
Consideration

Purchase

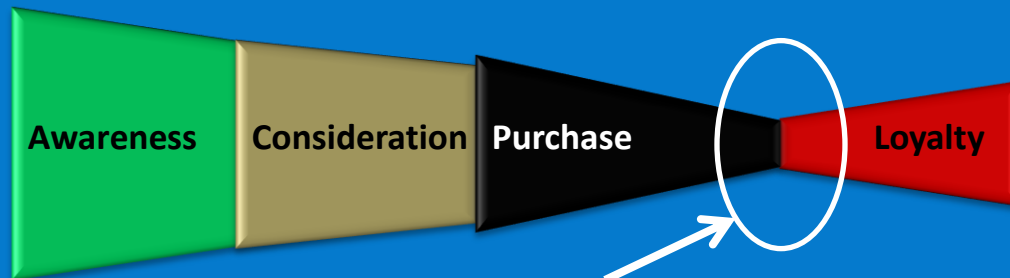
Loyalty



# Test Drive – Offer the Experience



## Experience

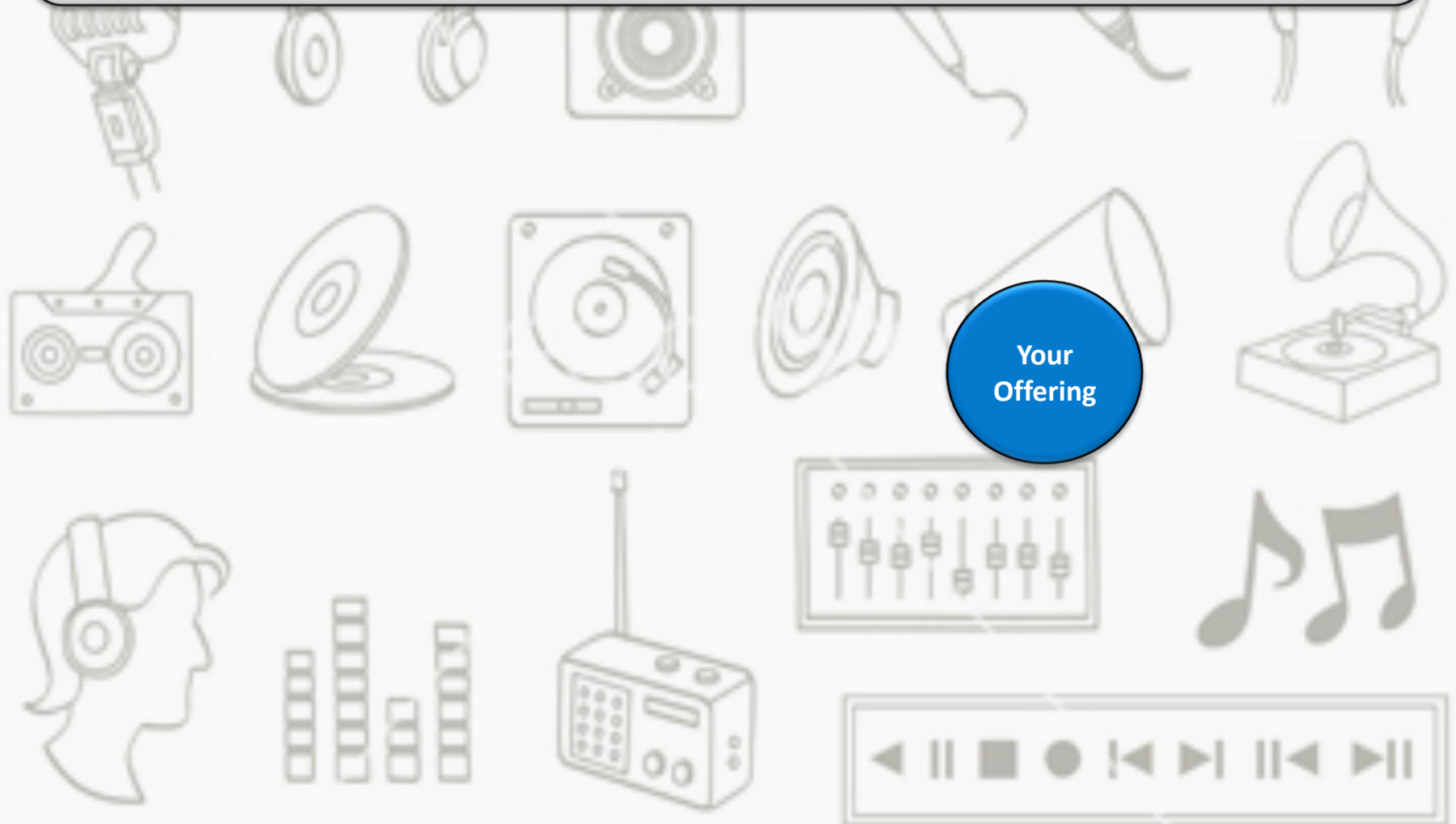


Strategy + Process + Content + Technology + Analytics

# The Fabric – Related Offerings



# The Fabric – Related Offerings





# The Fabric – Related Offerings



# The Fabric – Related Offerings



# The Fabric – Related Offerings

The Fabric is the  
platform for  
*Cross-Selling*  
Opportunities

The Fabric

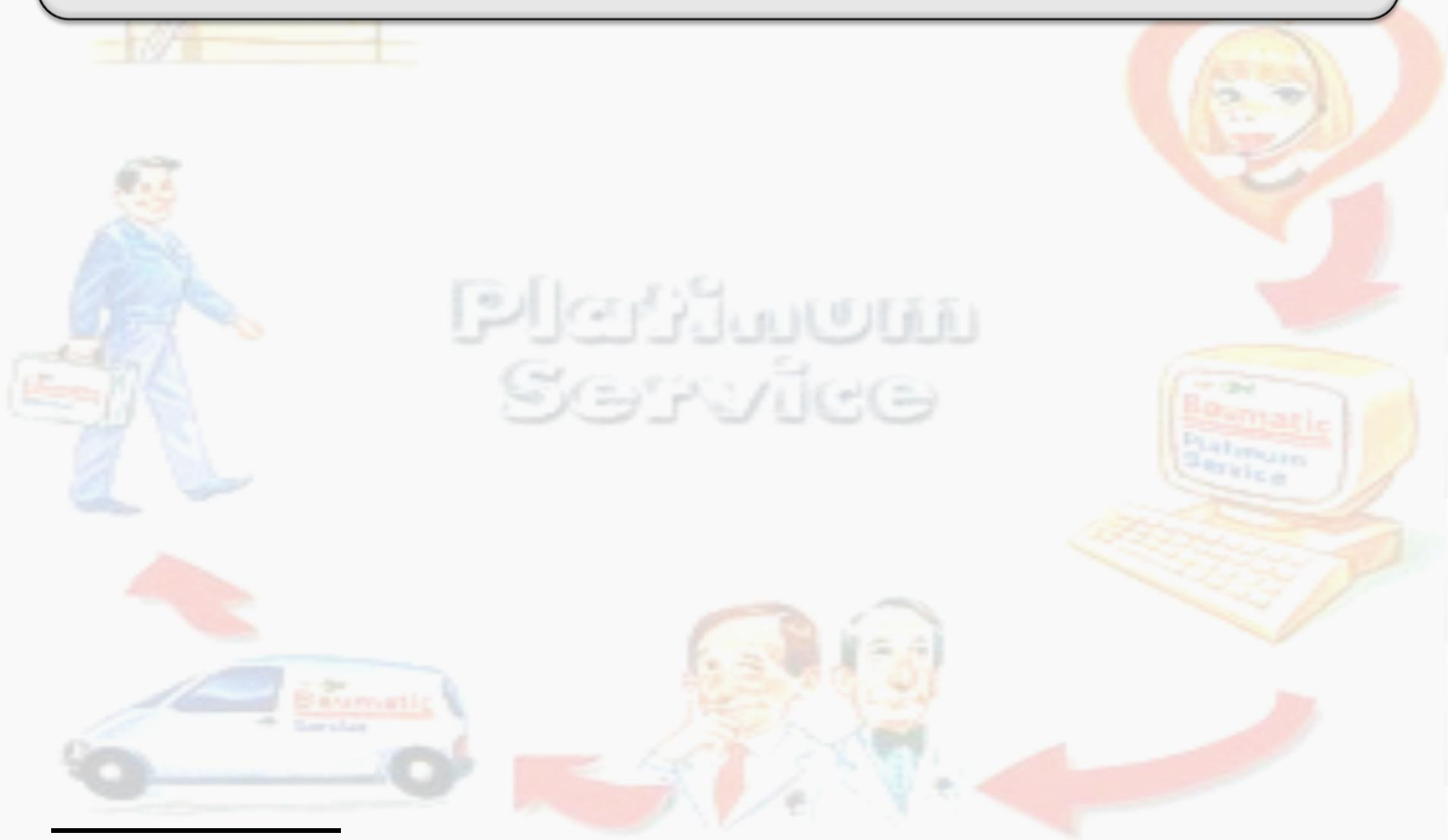
Neighborhood

Your  
Offering

Unified Management

Easy Access & Integration

# Integrated Services



# Integrated Services

Reach in  
as many  
ways as  
you can

Platinum  
Service

The diagram illustrates a multi-channel service delivery strategy for 'Platinum Service'. At the center is the text 'Platinum Service'. Surrounding this central text are four distinct icons, each representing a different method of reaching the customer. Red arrows point from each icon towards the central text, emphasizing the integration of these various channels. The icons include: a person in a blue suit carrying a briefcase (top left), a computer monitor displaying 'Automatic Platinum Service' (top right), a white delivery van with 'Automatic Platinum Service' branding (bottom left), and two men in suits (bottom right).

# Integrated Services

Reach in  
as many  
ways as  
you can



Deploy KYC Analytics



# Integrated Services

Reach in  
as many  
ways as  
you can



Deploy KYC Analytics

Create  
**Addiction**  
to revisit  
frequently

# Integrated Services

Reach in  
as many  
ways as  
you can



Deploy KYC Analytics

Create  
*Addiction*  
to revisit  
frequently



Users revisit a  
*handful of sites*  
frequently  
Can it be your  
site?



# Manage Expectations



# Manage Expectations

**Technology with  
rich UI**

**Real-time  
Monitoring**

**TARGET**

# Manage Expectations

Technology with  
rich UI

Strong Delivery  
Mechanism

Real-time  
Monitoring

Response

TARGET

# Manage Expectations

Technology with  
rich UI

Strong Delivery  
Mechanism

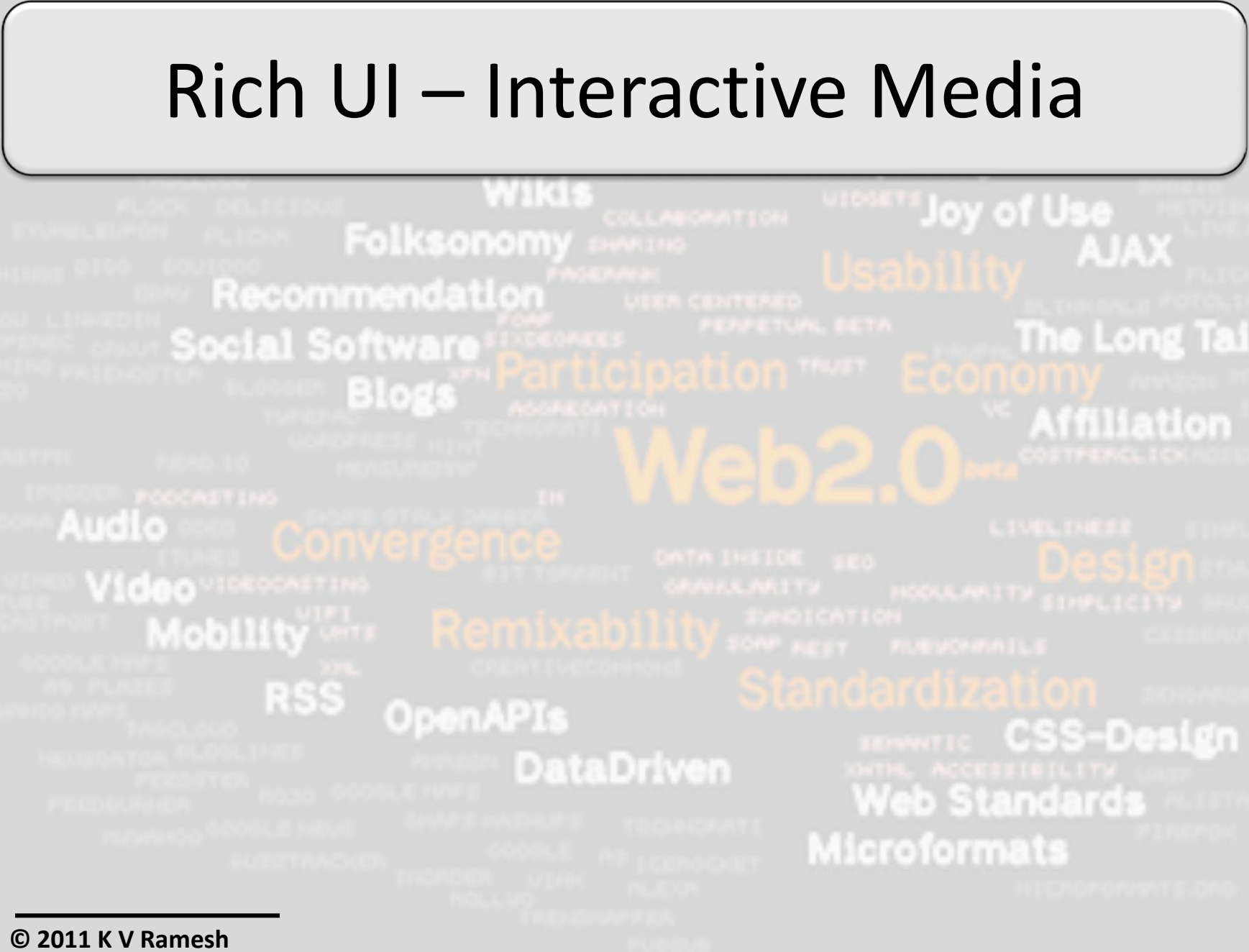
Real-time  
Monitoring

Response

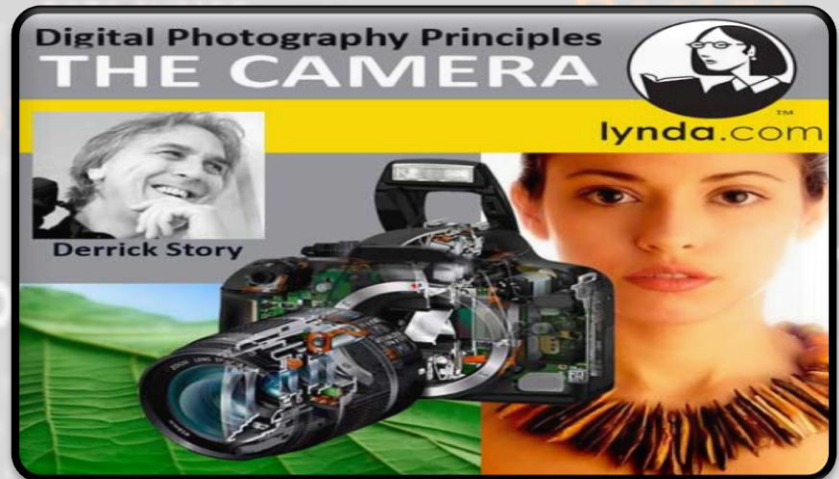
Technology Back-bone to handle volume

Sustainable Content/Promotions Management

# Rich UI – Interactive Media



# Rich UI – Interactive Media



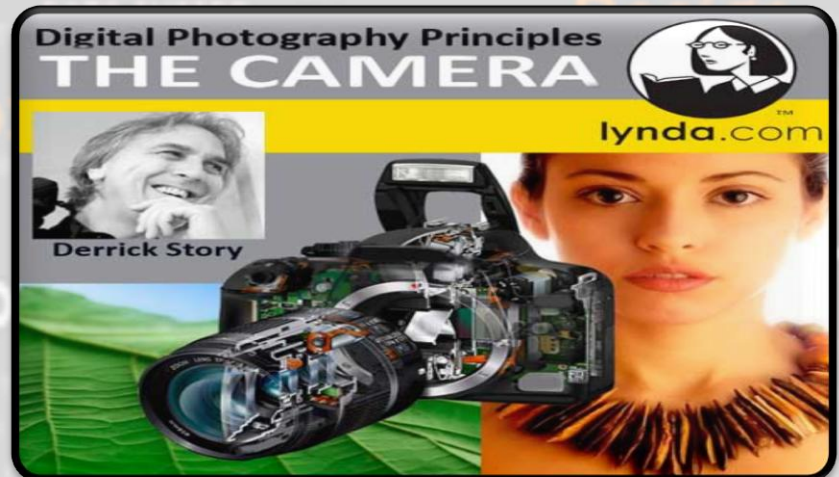
Online Tutors



# Rich UI – Interactive Media



**Experiential Shopping**



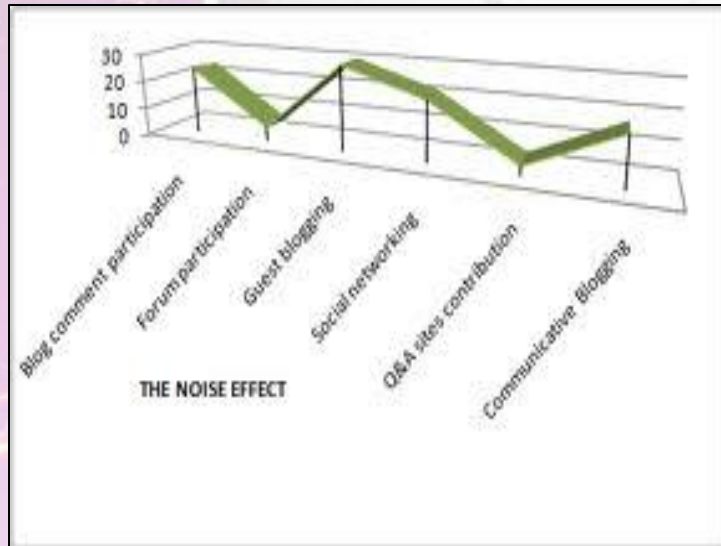
**Online Tutors**

# Social Media - Moderation



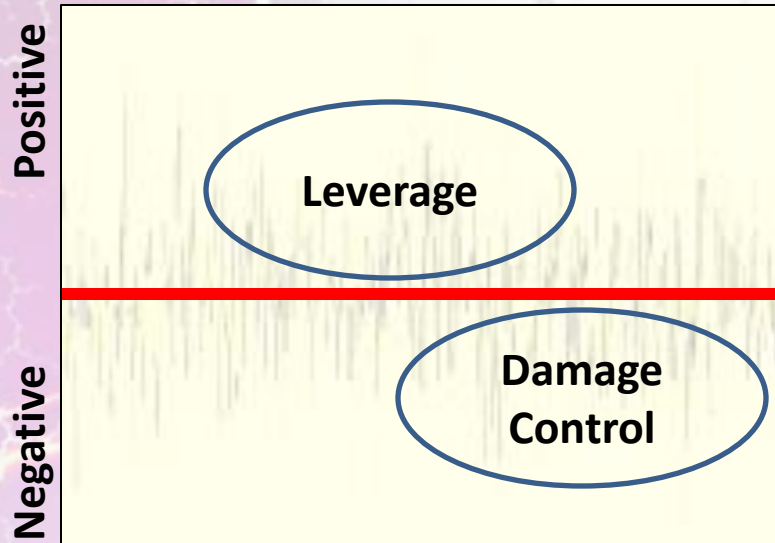


# Social Media - Moderation



# Social Media - Moderation

Traffic

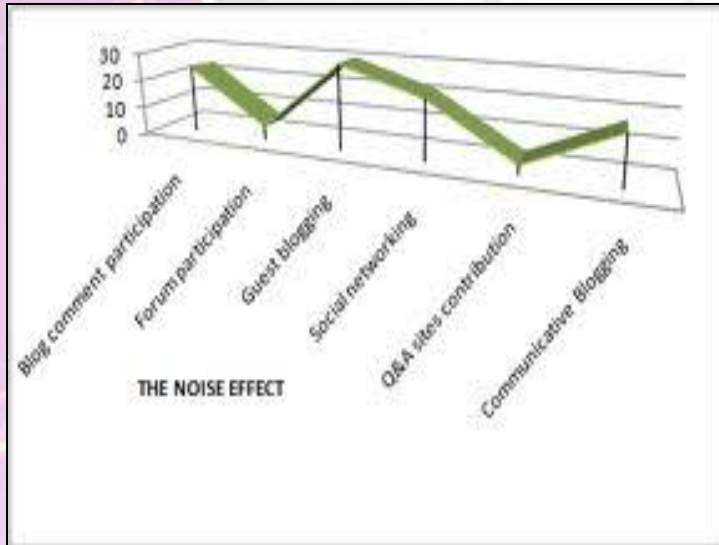


# Social Media - Moderation

Traffic

Positive

Negative



Deploy Listening Post

Monitor

Measure

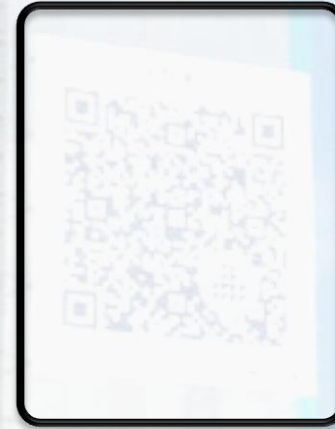
Moderate

# Effective Deployment of QR Code





# Effective Deployment of QR Code



**Promotions**

# Effective Deployment of QR Code



Promotions



Brochure

# Effective Deployment of QR Code



**Read & Share**



**Promotions**



**Brochure**

# Effective Deployment of QR Code



**Read & Share**



**Promotions**



**Property Data**



**Brochure**



# Effective Deployment of QR Code



**Read & Share**



**Promotions**



**Property Data**



**Brochure**



**Shop on the Go**

# Effective Deployment of QR Code



**Read & Share**



**Promotions**



**Property Data**



**Get Directions**



**Brochure**



**Shop on the Go**



# Effective Deployment of QR Code



**Read & Share**



**Jump to Blog**



**Promotions**



**Property Data**



**Get Directions**



**Brochure**



**Shop on the Go**

# Effective Deployment of QR Code



**Read & Share**



**Jump to Blog**



**Promotions**



**Property Data**



**Get Directions**



**Brochure**



**Shop on the Go**



**Access my CV**



# Questions



# Thank You

