

Hello ASMT
Good Morning !!!



Introduction

Raj Kumar Saha

GMail

RAJKUMAR_SAHA2045@yahoo.com



9851195327



Raj Kumar Saha

Recent Marketing Trends & Relation with IT

Asian School of Management & Technology

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What is Marketing?



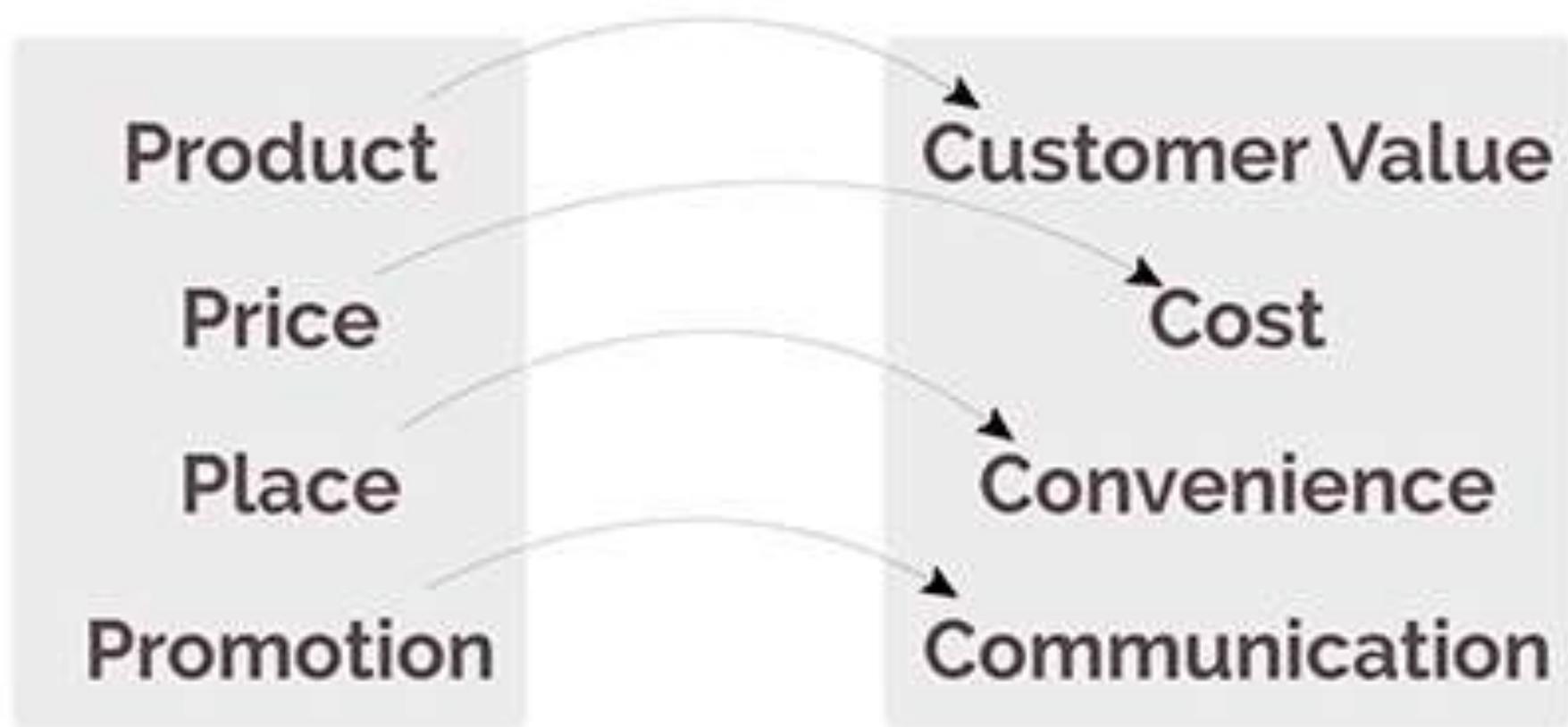
CUSTOMER
ANALYSIS
ADVERTISING
MARKET
SALES
PROMOTION
PRICE
INTERNET
TARGET



4Ps

7Ps

4Ps to 4Cs



8P

S in Marketing?





8P S in Marketing?

The 8th P of the Marketing Mix:

Productivity & Quality -

This P asks “is what you’re offering your customer a good deal?” This is less about you as a business improving your own productivity for cost management, and more about how your company passes this onto its customers.

Who is the best sales person?



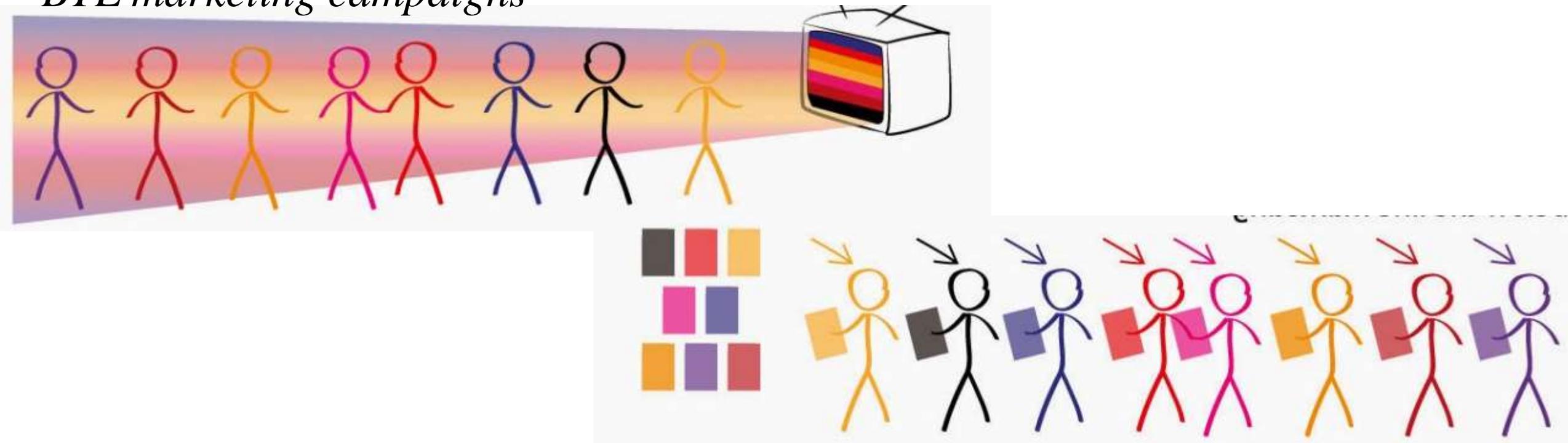
General Terms ATL, BTL and TTL??



ATL Marketing Definition: *Above-the-Line Marketing - widespread brand-building advertising*

BTL Marketing Definition: *Below-the-Line Marketing - highly targeted direct marketing focused on conversions*

TTL Marketing Definition: *Through-the-Line Marketing- integrated ATL and BTL marketing campaigns*



ATL Marketing Definition

Marketing that has a very broad reach and is largely untargeted.

Think about a national TV campaign, where viewers across the nation see the same advert aired across the various networks.

This kind of marketing is mostly used for building brand awareness and goodwill.

ATL Promotional Activities:

- Television advert
- Newspaper/Magazine advert
- Radio advert
- Tube/Underground advert
- Outdoor billboard
- Cinema advert



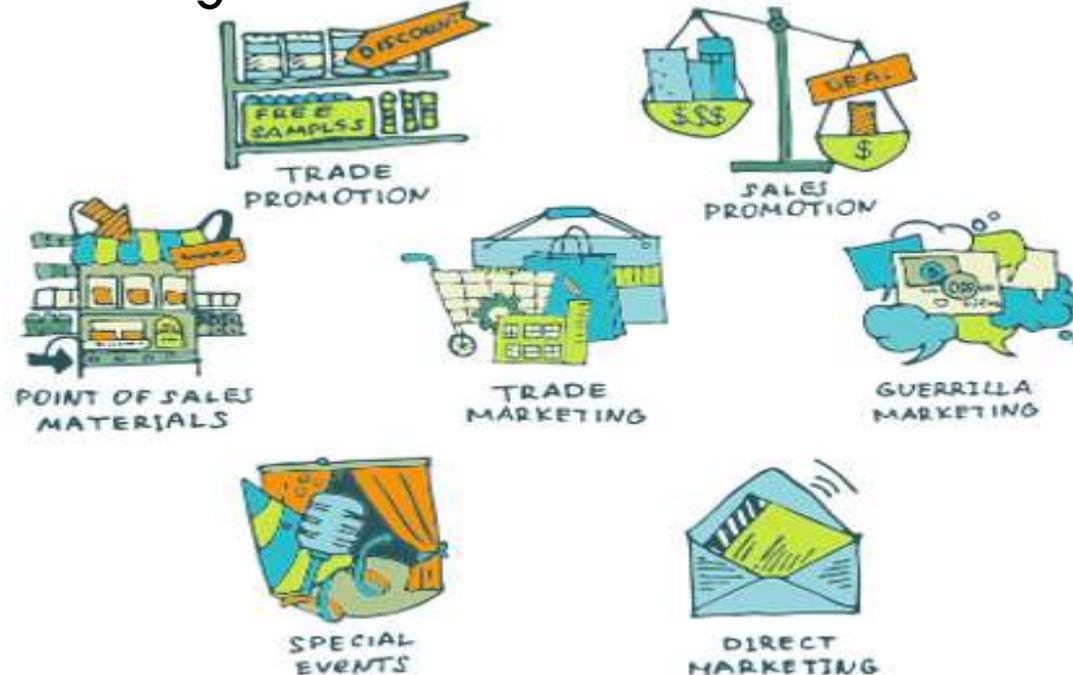
BTL Marketing Definition

'BTL Marketing' stands for 'Below The Line Marketing'.

This kind of marketing is the kind of marketing that targets specific groups of people with focus.

For example, a leaflet drop in a specific area, a Google Adwords campaign targeting a certain group or a direct telemarketing campaign targeting specific businesses.

This kind of marketing is best for conversions and direct response.

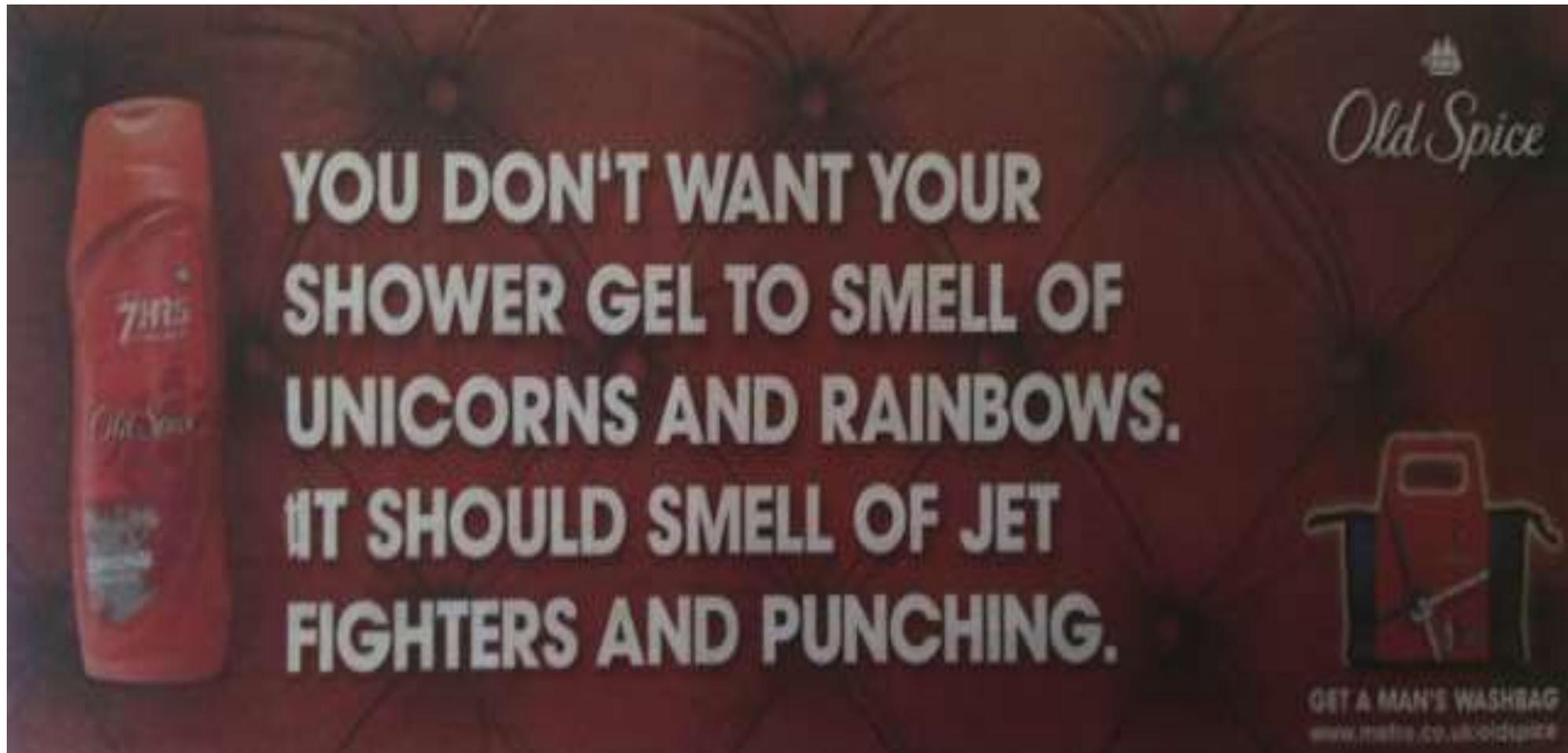


Here are some BTL marketing ideas for you to consider:

1. Intelligence-based telemarketing
 2. Targeted leaflet drop
 3. Tradeshow/exhibition
4. Shopping center stand/Mall stand
5. Local sports team sponsorship
6. In-person demonstrations
 7. Door-to-door selling
 8. Direct mail marketing
 9. Catalogues
 10. Email marketing
 11. PPC/Social media ads
 12. Remarketing
13. Post-sales coupons/incentives
14. Point of sale promotion

ATL Marketing Example Image

As you can see, this advert is geared toward raising brand awareness and would likely have a vast reach. There is no direct response element here, so it can't be considered BTL or TTL.



BTL Marketing Example Image

The Red Bull Mini is a great example of a BTL marketing campaign - free samples are given face-to-face to people in local towns and cities.



TTL Marketing Example Image

This kind of appeal is normally aired nationally, is useful for building brand awareness and of course has the direct response element included. Therefore, it can be considered 'through the line'.



Measuring your ATL, BTL or TTL campaigns

Depending on the type of campaign you launch, there will be different ways of measuring its success, as follows:

Measuring an Above-the-Line marketing campaign

As a strict ATL campaign is designed to reach a wide audience with brand building type content, these are the types of measurements you will take, for example:

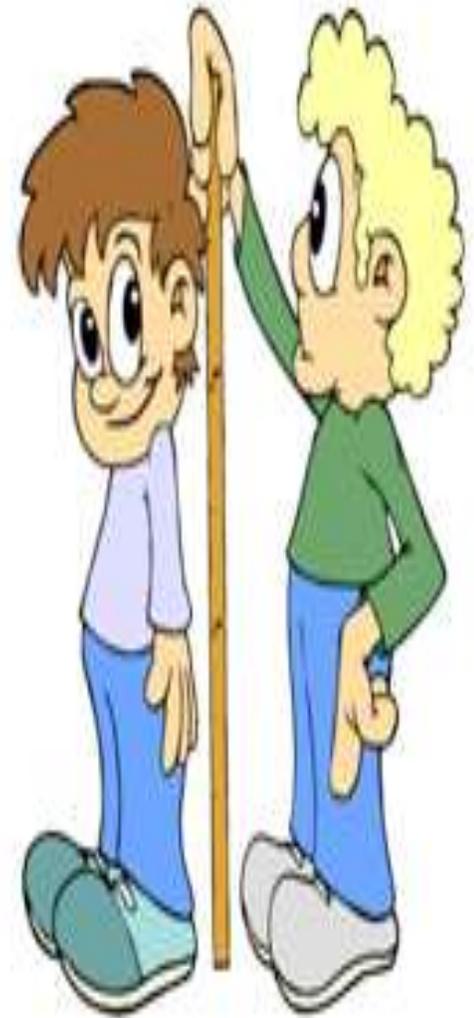
- Frequency (number of times members of target audience see your ads)
 - Reach (total number of people that see your ads)
- Number of impressions (how many times your ads have been displayed across various mediums)



Measuring an Below-the-Line marketing campaign

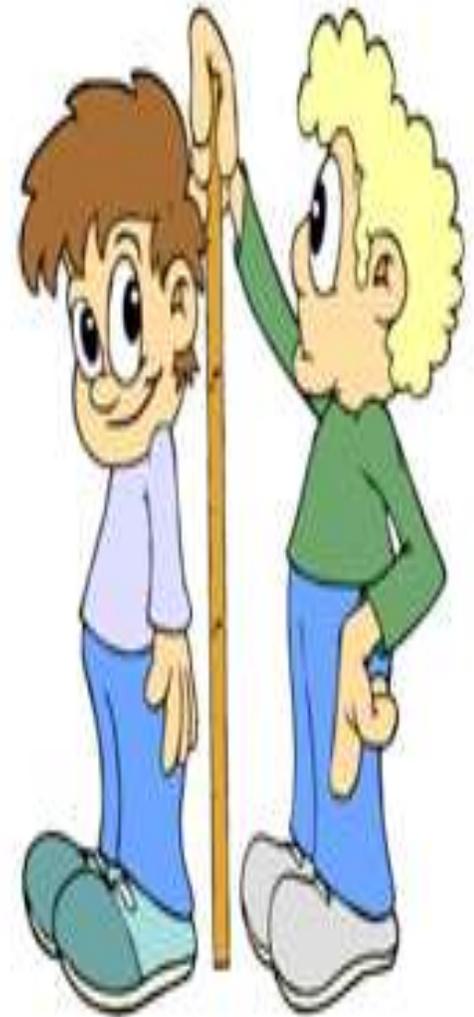
As a BTL campaign is much more targeted in nature, you will be able to measure the following types of events, for example:

- Conversion rates - from your websites/blog/direct mail campaigns/discount offers, etc.
- Click through rates (CTR) - from digital ads
- Open rates - emails/marketing automation campaigns
- Website/blog/landing page visits
- Followers and subscribers - on your blog, email lists and social media profiles, etc.



Measuring a Through-the-Line marketing campaign

As you can tell from the definitions provided above, TTL campaigns provide a mix of both ATL and BTL elements and therefore the measurement of such campaigns would be made up of both measurement options above.



What happens in an Internet Minute ?



2017 *This Is What Happens In An Internet Minute*



Created By:
[@LoriLewis](#)
[@OfficiallyChadd](#)

- According to the research, The world population together shares 3.25 billion photos a day.
- According to the latest Ofcom Communications Market research more than half of the total mobile audience used Facebook Messenger (61%) and half used WhatsApp (50%). Both properties are owned by Facebook.
- The Snapchat mobile app had a reach of 28%, with 10.1 million unique visitors.



- ON 15 Nov 2017
- [WeChat](#) team released the WeChat Data Report 2017 showing
- 902 million average daily logged in users in September 2017, up 17% year-over-year and 38 billion messages sent on WeChat everyday.
- Combined MAU of Weixin and WeChat were 980 million, an increase of 15.8% YoY according to [Tencent's](#) financial results for [Q3 2017](#). Check out Tencent Q3 performance [here](#).
- WeChat records 3.5 million monthly active Official Accounts in Q3 2017, up 14% YoY; and, 797 million monthly active users of WeChat Official Accounts, up 19% YoY



Search engine
marketing

Web
analysis

Display
Advertising

Pay per
click

Search
analysis

Social media
marketing

SEO

Cost per
impression

Internet

E-mail
marketing

Marketing

Referral
marketing

Affiliate
Marketing

Mobile
Advertising

Content
marketing

Cost per
action

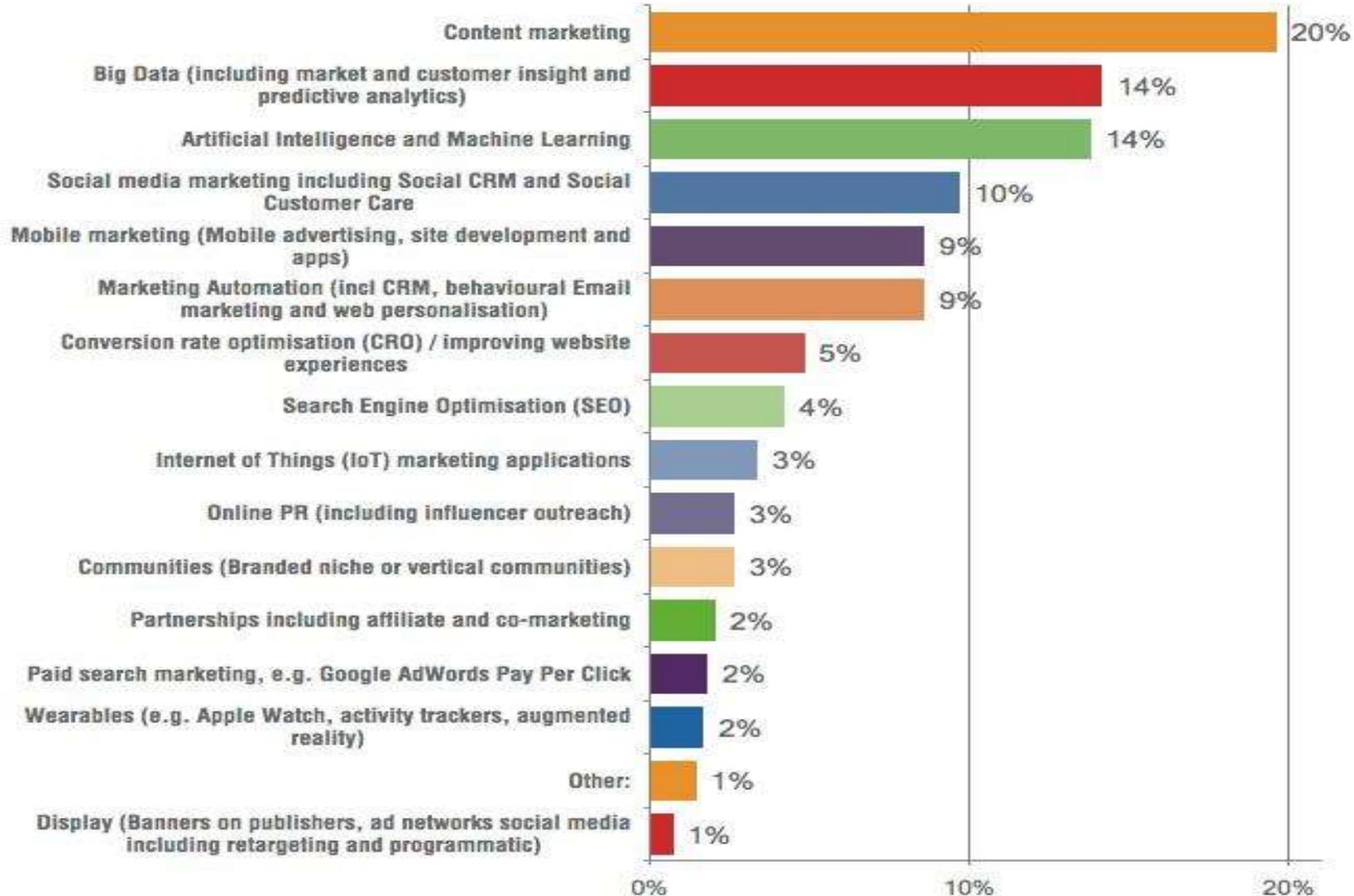
Behavioral
targeting

Native
advertising



According to a research

Select the **SINGLE** marketing activity that you think will make the largest commercial impact in 2018 for your business (or your clients)

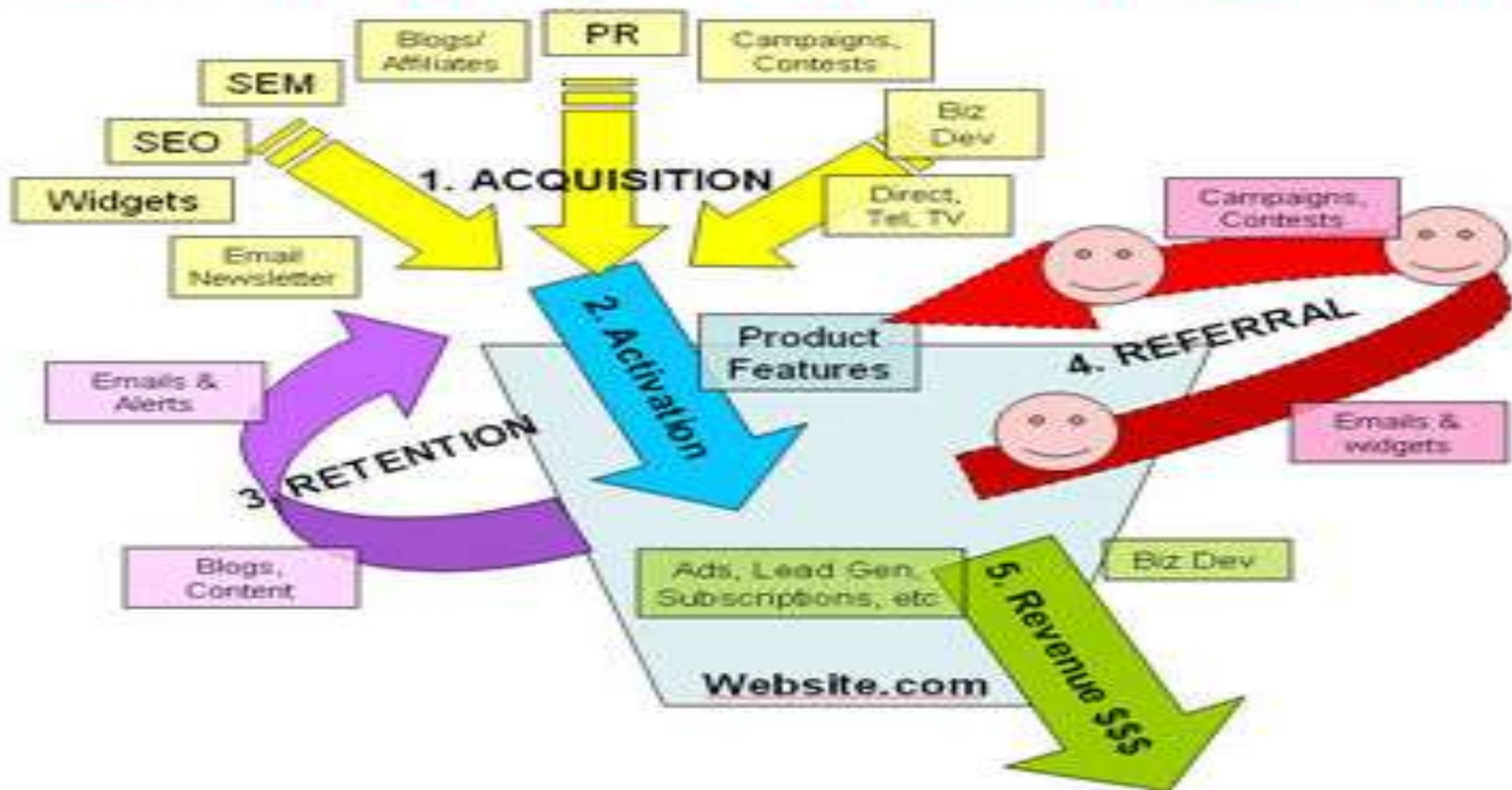


Product Marketing for Pirates: AARRR! (aka Startup Metrics for Internet Marketing & Product Management)

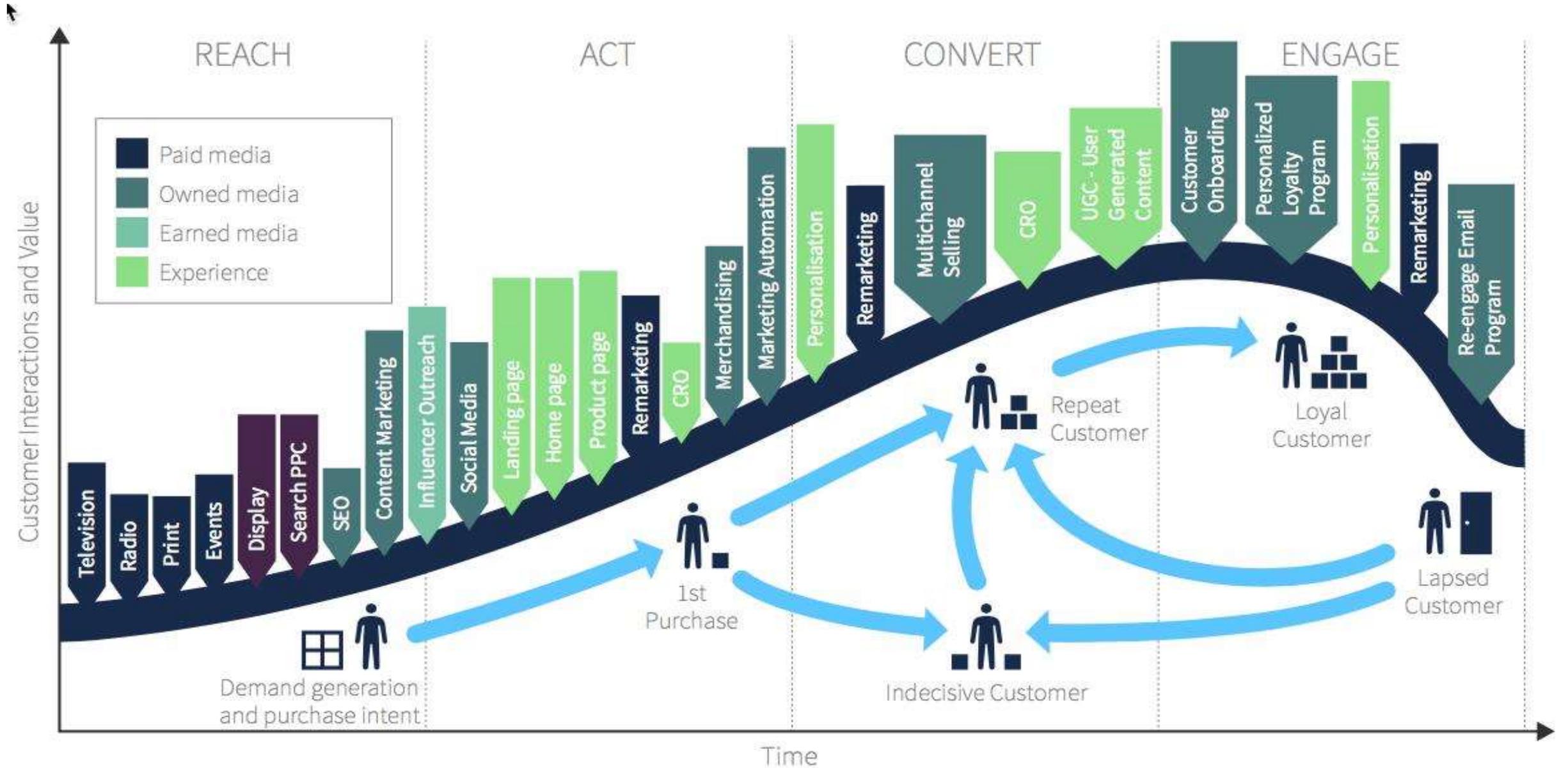
The basic concept is based on 5 types of measurements of user behavior:

- A: Acquisition - where / what channels do users come from?
- A: Activation - what % have a "happy" initial experience?
- R: Retention - do they come back & re-visit over time?
- R: Referral - do they like it enough to tell their friends?
- R: Revenue - can you monetize any of this behavior?

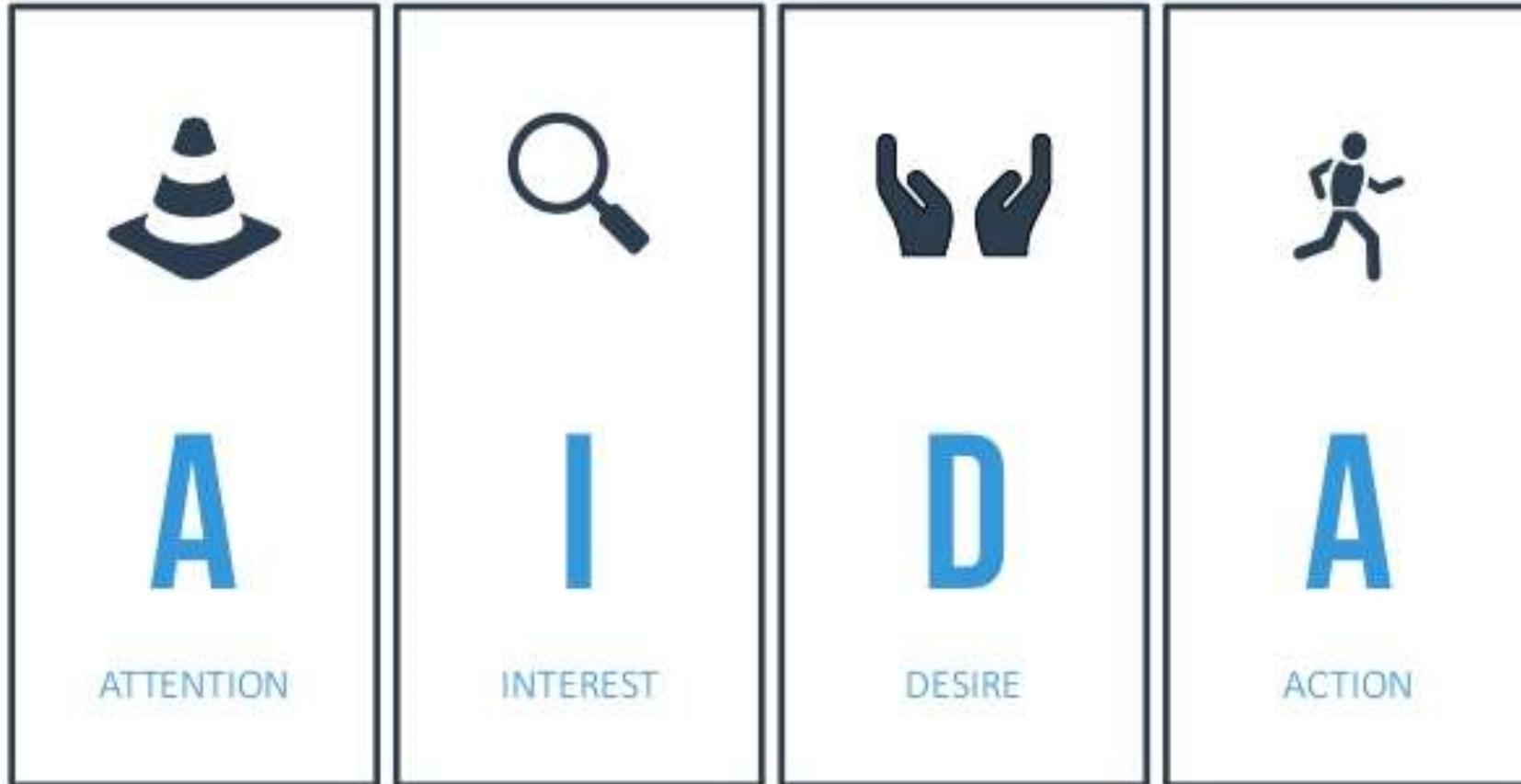
Customer Lifecycle / Conversion Behavior



Customer Lifecycle – B2C Retail



AIDA strategy?



The steps proposed by the AIDA model are as follows:

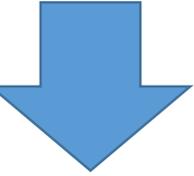
Attention -

The consumer becomes aware of a category, product or brand (usually through advertising).



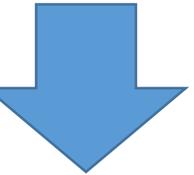
Interest -

The consumer becomes interested by learning about brand benefits & how the brand fits with lifestyle.



Desire -

The consumer develops a favorable disposition towards the brand.



Action -

The consumer forms a purchase intention, shops around, engages in trial or makes a purchase.



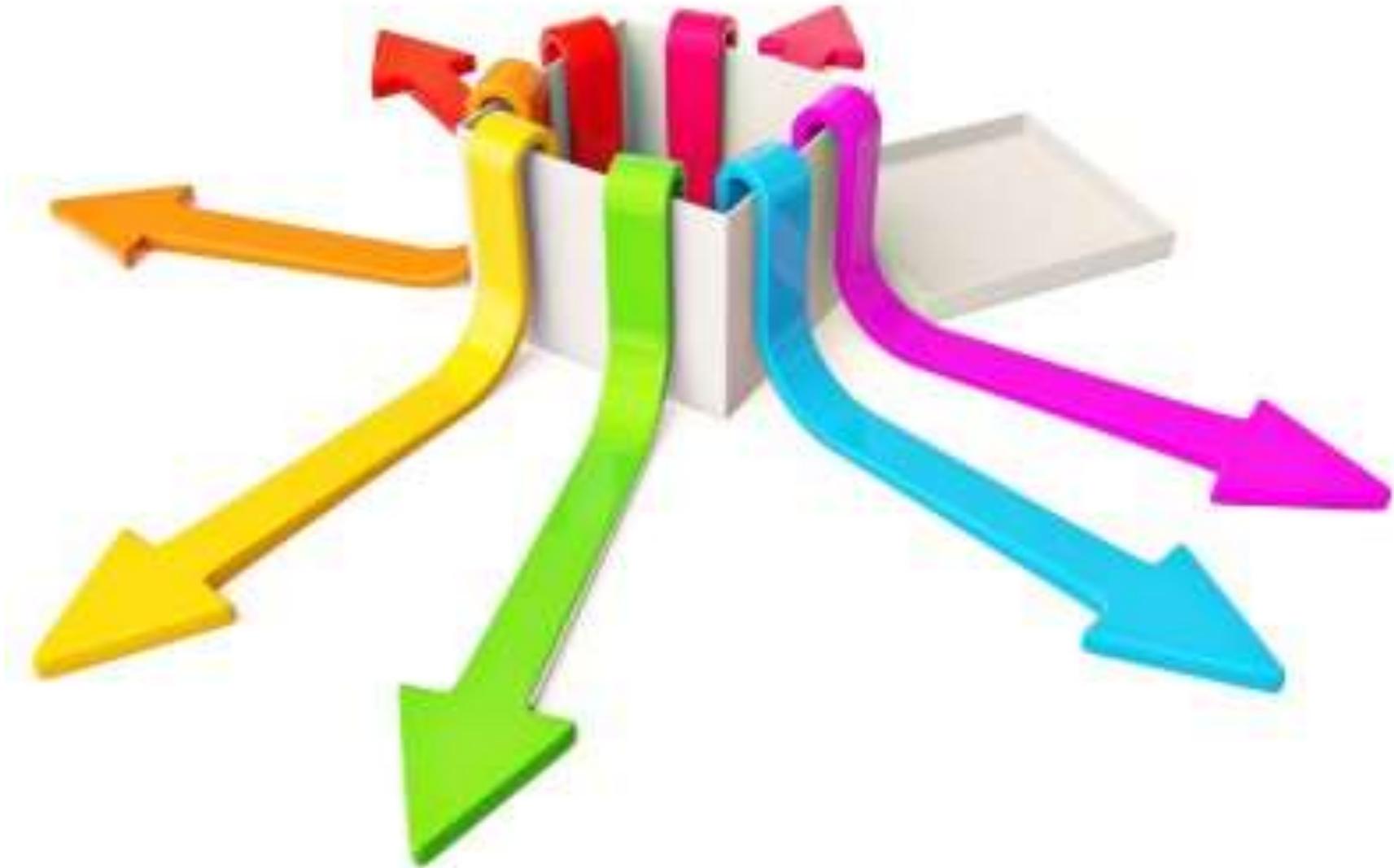
Strategy for engagement

SIPS

- S=Sympathize
- I=Identify
- P=Participate
- S=Share & Spread



Distribution???



- Sales 5crore to 100 crores
- Within 5 years

\$



Steel Industries in Nepal

- Himlal Steel
- HAMA Steel
- Panchakanya Steel
- Jagdamba Steel (Sankhar Group)
- Ambe Steel (Hari Neupane)



Current Terms

- Emotions and Ethics
- Socially Responsible
- Content Driven Video
- Social Entrepreneurs
- Emotional Intelligence
- Social Inclusions Globally
 - Class Aspirations
 - Social Entrepreneur

Recent Trends

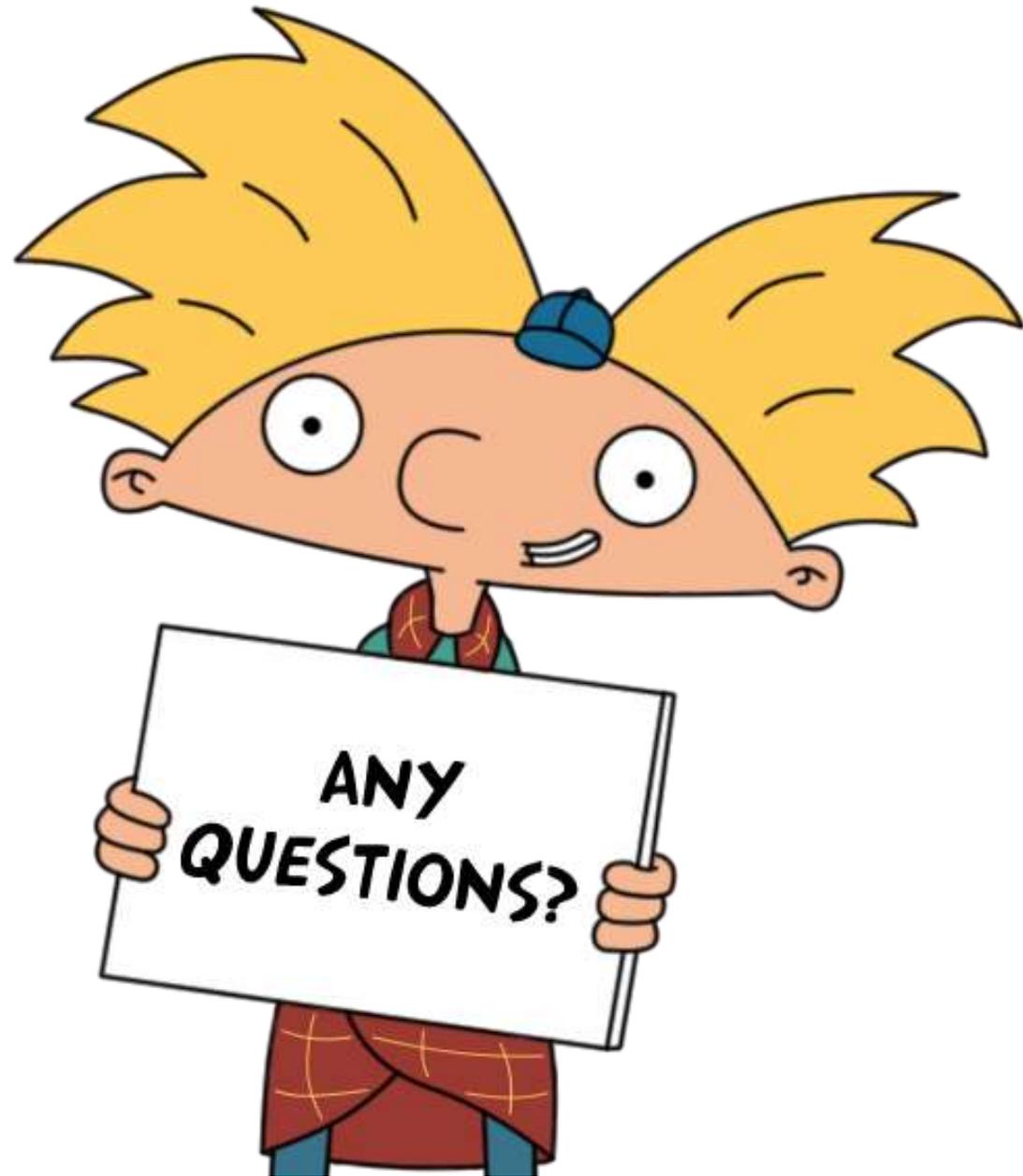
- Trend 1. Integrating Marketing Activities Into the Customer Lifecycle
- Trend 2. Integrating personalization into the user journey / customer experience
- Trend 3. Integrating machine learning into marketing automation
- Trend 4. Integrating social messaging apps into communications
- Trend 5. Integrating video into the customer journey
- Trend 6. Integrating content marketing into the customer journey using a customer engagement strategy
- Trend 7. Integrating search marketing into your content marketing activities
- Trend 8. Integrating marketing technology
- Trend 9. Integrating different data sources
- Trend 10. Integrating digital marketing insights sources

Here is the full listing of digital marketing techniques:

- Big Data (including market and customer insight and predictive analytics)
- Content marketing Communities (Branded niche or vertical communities)
- Conversion rate optimisation (CRO) / improving website experiences
- Display (Banners on publishers, ad networks social media including retargeting and programmatic)
- Internet of Things (IoT) marketing applications
- Marketing Automation (incl CRM, behavioural Email marketing and web personalisation)
- Mobile marketing (Mobile advertising, site development and apps)
- Paid search marketing, e.g. Google AdWords Pay Per Click
- Online PR (including influencer outreach)
- Partnerships including affiliate and co-marketing
- Search Engine Optimisation (SEO or organic search)
- Social media marketing including Social CRM and Social Customer Care
- Wearables (e.g. Apple Watch, activity trackers, augmented reality)



Conclusion



**THANK
YOU**

