

DIGITAL
a new normal




Togglehead™

"FIND OPPORTUNITY IN ADVERSITY"

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TRADITIONAL

VS

DIGITAL



TRADITIONAL

1. Blanket cost
2. No tangible effectiveness
3. Paying for eyeballs but the eyeballs are going to considerably reduce given the current circumstances





BENEFITS OF DIGITAL

1. Granular interest levels
2. Change in customer patterns

India's digital population is approximately 688 million as of January 2020;

SCROLLING IS THE NEW SMOKING

3. WhatsApp is the 'new' News Channel
4. Effectiveness of campaign
5. Tracking analytics
6. Analyzing engagement levels

ADVERTISING STRATEGY



A person wearing a white lab coat is holding a transparent tablet. The tablet displays a city skyline with the CN Tower. The background is a blurred cityscape.

1. DIGITAL MEDIA IS AN EFFECTIVE USE OF COMMUNICATION

Giving out information to our customers

2. PERSPECTIVE VS RECEPTION

- Consolidate at a group level
- Talk to our previous customers via social media
- Break the myth of the industry to tell the real story
- Using this to change the perception in the consumers mind





3. BUILDING TRUST

- “FINDING OPPORTUNITY IN ADVERSITY”
- Construction updates
- Communicate that the sales are ongoing
- Communicate the deferred project/completion plan

SALE STRATEGY



1. OBJECTIVE - TO STAY RELEVANT



• AWARENESS

• INTEREST

• CONSIDERATION

• INTENT

• EVALUATION

• PURCHASE



SALES
FUNNEL STAGES

AVENUES TO ADVERTISE



AFFILIATE MARKETING



2. SELL EXPERIENCES



3. TECHNOLOGY

1. Use it to advantage
2. Augmented reality to doorstep
*E.g. type an animal name into Google
and then press 'View in 3D'*
3. Can experience an entire floor
plan/project plan
4. Can be interactive for all
stakeholders including
brokers/architects



OPEN TO DISCUSS

QUESTION

ANSWER