

CREDAI-MCHI Webinar: Key to the Lockdown – Episode 6

Date : 11th April, 2020 (Saturday)

Time : 11:00 AM

Topic: Digital Marketing- A New Normal

Speaker: Mr. Krish Ramnani, Co-Founder and Director- Togglehead

Key Points:

Digital Technology is most effective community conversation

Facebook, Instagram, Youtube, Google, email are the effective means of communications.

Pinterest is also new beauty aspiration platform

In this lockdown whole universe is using digital technology. Like Google is the 1st intent to all to search.

Now a day what we see we have different avenues to display advertisement.

TO BUILD TRUST and effectively communicate the situation.

- Key to communication strategy :
 - Build trust
 - Break the myth
 - Education
 - Transparency and clarity

There are two types of Marketing, digital Marketing and Traditional Marketing.

- In Traditional advertising gives us less returns, e.g. hoardings are not going well in monsoons.

WHAT IS TRADITIONAL MARKETING

- Blanket Cost
- No tangible effectiveness
- Paying for eyeballs but the eyeballs are going to considerably reduce given the current circumstances.

BENEFITS OF DIGITAL

- Granular interest levels
- Change in customer patterns
 - In India digital population is approximately 688 million as of January 2020.*
 - 'SCROLLING IS THE NEW SMOKING' (People are opening multiple time only for scrolling)*
- WhatsApp is the 'New' News Channel
- Effectiveness of campaign
- Tracking analytics
- Analysing engagement levels

- Media use as an effective means

PERCEPTION 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 consumer's mind

BUILDING TRUST

- Finding opportunity in Adversity
- Construction updates
- Communicate that the sales are ongoing
- Communicate the deferred project/completion plan

SALES STRATEGY

In next 4-6 months' sales are going to be low.

- In Real Estate next couple of year consumer need to customise the interior of the project, use this technology to do so.
- Digital marketing is cheaper than the traditional marketing and more effective
- Change the format of advertising (use I pad give demo to customer, show footage of internal area; 3D map etc.)

OBJECTIVE – TO STAY RELEVANT

- Looking for different consumer pattern
- We have to see all category of people
- To move in future advertisement

SALES FUNNEL STAGE

Following are the top process

1. Awareness
2. Interest
3. Consideration
4. Intent
5. Evaluation
6. Purchase

AVENUES TO ADVERTISE

- Always understand the cycology of user
- Whatever advertising should be reach to relevant people
- Spread positivity is very important
- In Real Estate we need to sale experience modern day of technology.
- User want to see more, use digital technology with launching of brochures of project