

ET Medialabs

- Four Phase Comprehensive Plan

**INDIA'S LEADING DIGITAL ADVERTISING AND
ANALYTICS COMPANY**
USING DATA TO DRIVE YOUR DIGITAL SUCCESS



Digital Marketing



Mobile



Strategy



Data & Analytics

Phase wise strategy

1. Creating a formidable presence online

- GA Setup
- On Page Optimization
- Off Page Optimization/Social Magazine
- e-Commerce Conversion Optimization
- Social Analytics Setup
- TG & Channel Mapping
- STP Analysis

2. CPA optimization

- Cross Funnel Optimization
- Quantitative Optimization
- Creative Optimization
- Conversion Optimization
- Precise Targeting
- Virality Loop

3. Nurturing CLV and Scaling

- Setting up customer life time value
- Assessing CLV across funnels
- Scaling up the profitable funnels
- Scaling down the less profitable

4. Scaling beyond 'Inflection Point'

- Identifying 'Inflection Point'
- Working on alternative strategies
- Shuffling of marketing budgets
- Increasing customer base

Creating a formidable presence online (1/3)

GA Setup

- Would be the first and most important step to begin with.
- Setting up client's properties in Google Analytics and integrating Google Tag Manager
- Google Adwords integration, conversion and remarketing pixel
- Enabling all crucial features and e-commerce tracking
- Setting up events and goals such as cart visits, checkouts, home page visits, product page visits, category page visits, shipping information page visits
- Debugging, testing and cross-checking that all data is recorded accurately

On Page Optimization

- Title optimization
- Meta Description Tag
- Meta Keywords Tag
- Meta codes
- Image optimization
- Images Alt Tag
- XML sitemap creation

Creating a formidable presence online (2/3)

Off Page Optimization / Social Magazine

- Off Page Optimization will be done by our innovative proprietary methodology Social Magazine (explained in detail, in slide 14)
- Social Magazine is a mix of Content, Contest, Quizzes and Landing Pages which eventually land up to a 'Social Blog'
- Social Blog acts as a single destination of the entire content related to the Brand which fetches its origin from all social media properties
- Social Magazine is revolutionary as it not just does brand building, while it eventually leads up in the most quality customers using retargeting and email marketing

E-Commerce Conversion Optimization

- Setting up and studying the e-commerce conversion funnel on Google Analytics
- Benchmarking the e-commerce conversion rate against client's competitors (industry)
- Identifying the weak areas and reasons to what is causing the major drop in the funnel
- Segmenting the conversion by different types of users
- Taking strategic actions to improve the e-commerce conversion rate

Creating a formidable presence online (3/3)

Setting UP Social Analytics

- Studying social media properties of the client.
- Setting up analytics for these properties
- Identifying the KPIs and benchmarking (CPC, CPL, CPE, CTR etc.)
- Devising goals and objectives from social media campaigns
- Prioritizing and scaling the KPIs that we mutually agree upon

STP Analysis & TG – Channel Mapping

- Studying the segmenting, targeting and positioning of the client.
- Mapping the target groups with channels
- Competitor research
- Grid modeling to break the segments into mutually exclusive and collectively exhaustive groups of client's customers

CPA Optimization (1/2)

The ideal CPA that we try to achieve is “zero” ! This may sound a bit over promising but consider a case that our cost to revenue ratio is 1:3 and our margins are 33%. This eventually gives you a CPA of 0. So we try to maximize the average purchase value of a customer and reduce the media buying spending using these techniques -

Cross Funnel Optimization

- Analytics set up for various funnels (Facebook, Google, Direct)
- Dashboards for all the funnels
- Calculating CPA for each funnel
- Optimizing at each and every step of the funnel to reduce the CPA
- Reducing the burn at critical funnel points

Quantitative Optimization

- Comparing the KPIs among the funnels
- Calculating the funnel value (CPA multiplied by number of leads with that funnel)
- Reallocating the media spend
- Scaling up the more profitable funnels
- Scaling down the less profitable funnels

CPA Optimization (2/2)

We use in-house tools and products to design and optimize landing pages for sign up campaigns, coupons, viral referral campaigns and mailers to further reduce the CPA by maximizing the number of purchases and purchase value of each customer

Landing Page Optimization

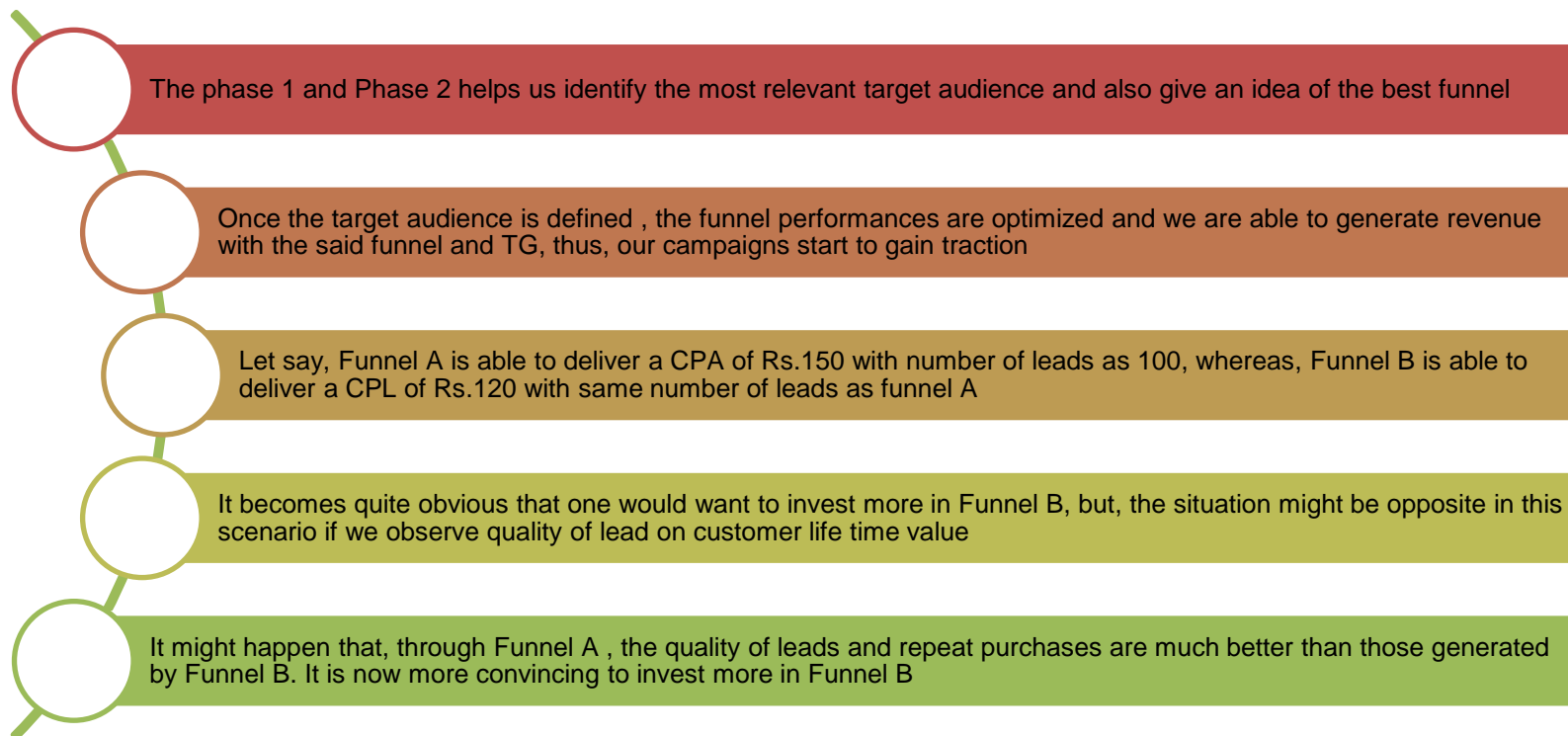
- Design landing pages using our in-house products (Referraly and Launchpad)
- Launching viral campaigns (coupons, cash backs, referral bonus, shout-crowd at twitter and Facebook etc.)
- Setting up analytics and data analysis
- A/B Split testing to reduce CPA further

Targeting & Creative Optimization

- Using grid modeling and precise targeting
- Breaking audiences in mutually exclusive and collectively exhaustive grids
- Mapping the creatives with the grids
- Targeting based on intent, interest, demographics, geography, category, context, work profile and remarketing

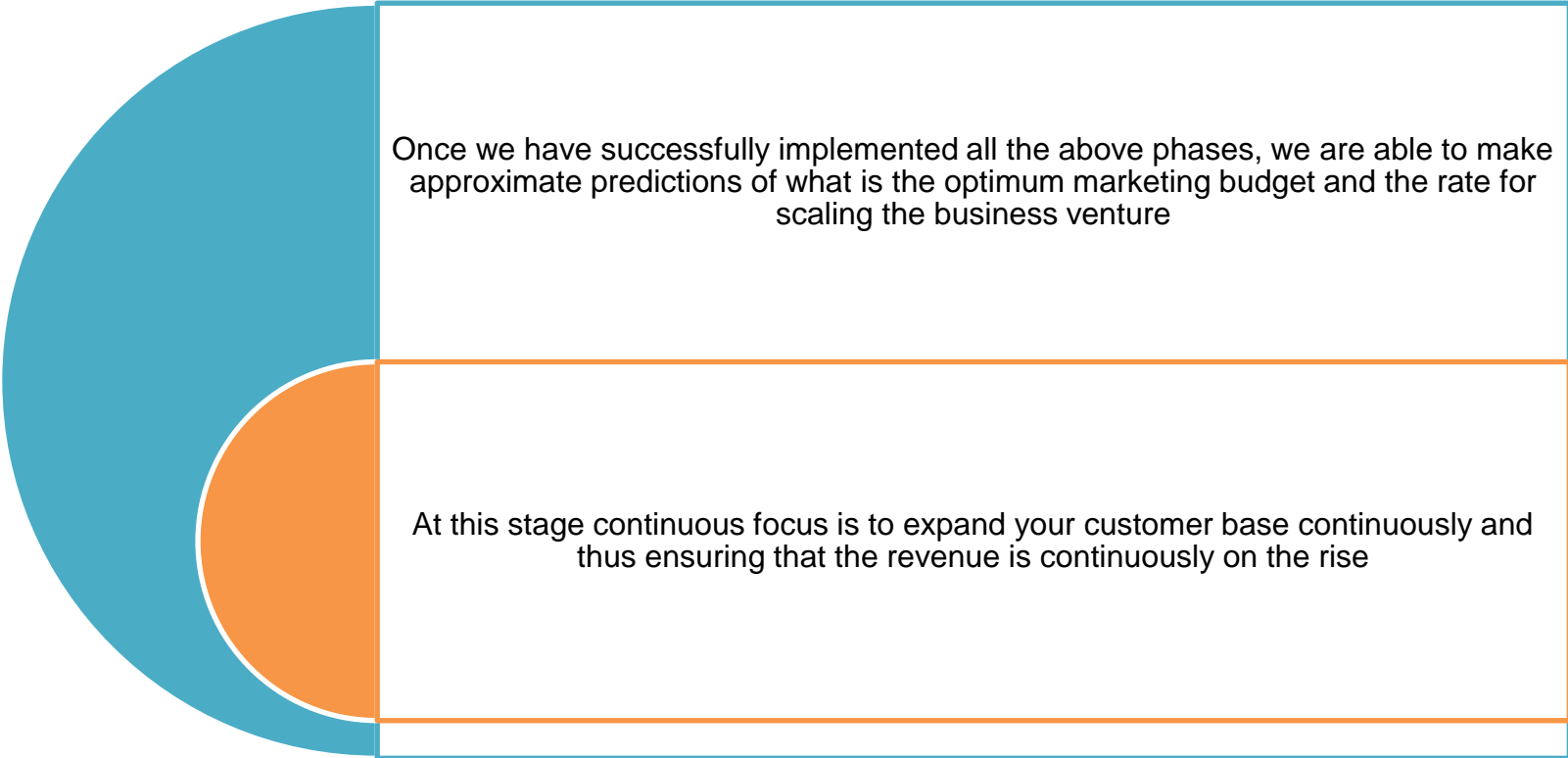
Scaling and optimizing customer life time value

The basic objective of the customer lifetime value metric is to assess the financial value of each customer. This allows us to predict the most profitable group of customers, understand those customers' common characteristics, and focus more on them rather than on less profitable customers



Scaling beyond 'Inflection Point'

After a certain point in time, when we reach an inflection point, some channels become saturated and costs start rising no matter how much you try to optimize, then it becomes crucial to re-shuffle your marketing budgets across channels and re-prioritize the objectives. Then we work on alternative strategies as per priorities



Once we have successfully implemented all the above phases, we are able to make approximate predictions of what is the optimum marketing budget and the rate for scaling the business venture

At this stage continuous focus is to expand your customer base continuously and thus ensuring that the revenue is continuously on the rise

Using this Four Phase Strategy we launched an ecommerce giant in Saudi



Business Objective –

Client wanted to launch itself in Saudi as one of the biggest local e-commerce giants. They had requested for a launch strategy and overall paid marketing plan on Facebook and Google

Solution Offered –

We designed a sign up campaign using 'Referraly' and 'Launchpad'. We also handled huge ppc campaigns, covering more than 2 Lakh keywords on Google with monthly media buying of more than 2 Million USD

Similarly we established a luxury home décor brand on digital in India, US & UK



Business Objective –

Client wanted to build its presence online and establish themselves as a luxury home décor brand. They also wanted to achieve a 2 Million USD worth flash sale within a week by offering lucrative discount coupons and vouchers

Solution Offered –

We cleverly targeted the users on Facebook which had a very high socio-economic index using our proprietary grid modeling techniques. An overwhelming response came from the alumni of Ivy league colleges, CXOs and high net worth individuals

Products that we will utilize for the client's digital journey



Launchpad – A kick starter to your venture and campaigns with great analytics underneath !

Referraly – An awesome tool to help you launch viral campaigns with easy manageable dashboards



EasyInsights – Your very own control room to manage all your digital marketing campaigns like a boss !

Social Quiz – Social quiz helps you design quizzes that are sure to get viral across different social platforms



Customozi - A great tool, coupled with strong analytics, to leverage personalization & recommendation for users



FB App Suite - Run Viral Facebook Campaigns within minutes. Easy to setup, Multi-lingual and Fully Customizable Apps



Adbytzz– Our flagship product which helps to create, launch, manage and analyze your digital marketing campaigns



Social Magazine – Our proprietary methodology to innovate content marketing across social media platforms



Viral Sign up campaigns would come handy

Wadi.com - Everything. D. x Nikhil

signup.wadi.com

wadi.com

ELECTRONICS | FASHION | JEWELLERY & WATCHES | HEALTH & BEAUTY

WADI.COM - EVERYTHING. DELIVERED.

SIGNUP NOW TO GET 300 SAR

Oxoloxo x Nikhil

signup.oxoloxo.com

oxoloxo

WOMEN | MEN | KIDS | ACCESSORIES

OXOLLOXO.COM WEAR THE WORLD!

SIGNUP NOW TO GET 1800 INR

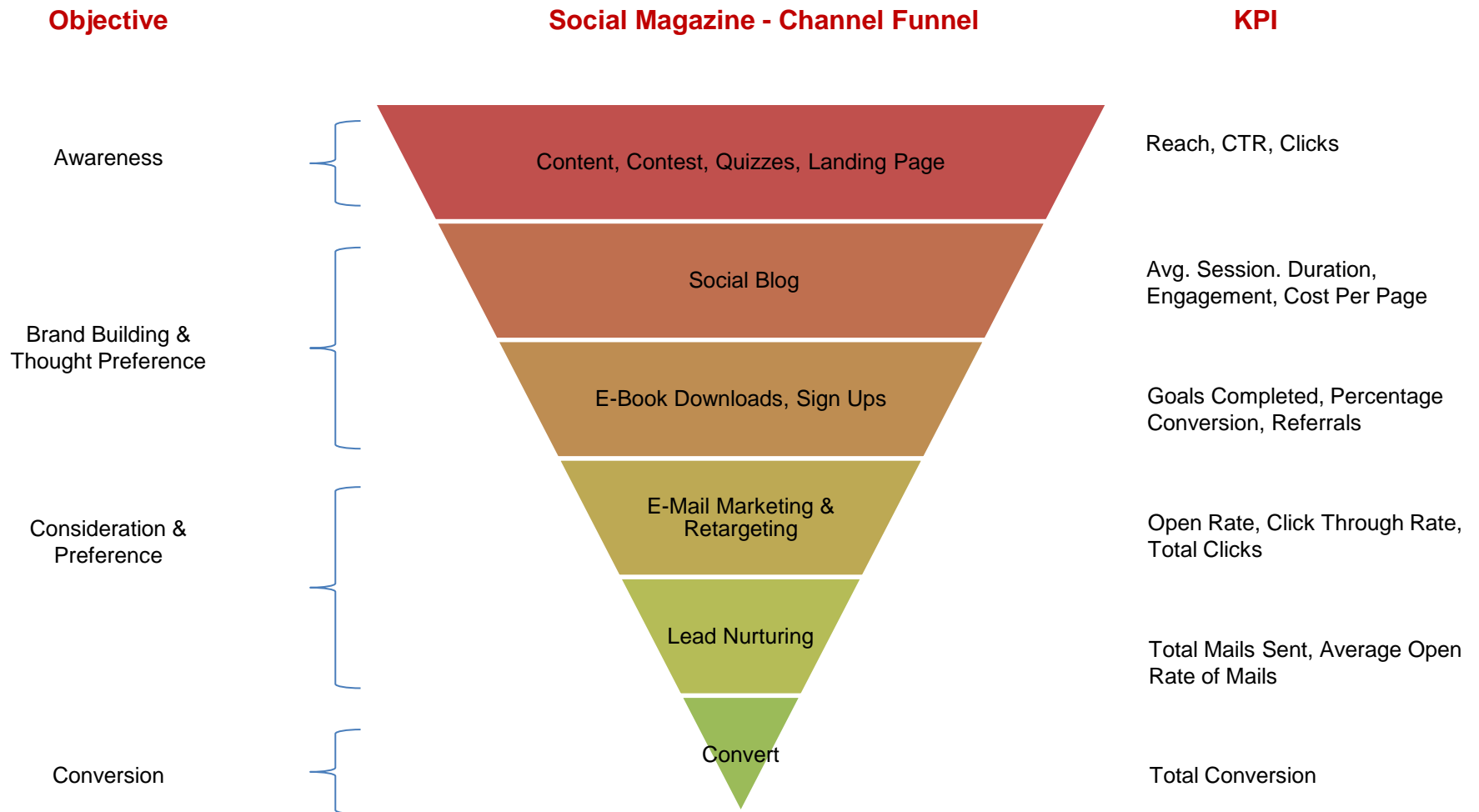
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Products such as 'Social Magazine' and 'Social Quiz' will help us in brand building



We have more than 50 success stories to tell. Here are some of them...



We would love to hear from you....

We'd really love to hear from you so why not drop us an email at iamgame@etmedialabs.com, and we promise to get back to you within 24 hours. And if you prefer to talk, feel free to call us at [+91 8587884587](tel:+918587884587)



“ENTHUSIASM IS THE SPARKLE IN YOUR EYES, THE SWING IN YOUR GAIT. THE GRIP OF YOUR HAND, THE IRRESISTIBLE SURGE OF WILL AND ENERGY TO EXECUTE YOUR IDEAS.”

-- Henry Ford --