

# Retail Marketing Plan

Launching a Premium Mobile Handset Brand in Maharashtra.

Road Map for success with strategic planning frameworks, by Ashish Singh

# Buyer Personas

## Prospective Buyers Personas

- ❑ Android lovers looking for something new and trendy - such as Photographer's Phone
- ❑ High-Income professionals who can easily afford high-value phones, such as I.T. professional project managers and software engineers.
- ❑ Club Regulars such as rotary club, lions club etc4. Frequent Fliers
- ❑ One who plays golf and attends music festivals and concerts.
- ❑ Hardcore MI lovers who aspire to buy Flagship phones from MI



# STRATEGY, TACTICS, & EXECUTION

## STRATEGY

- Create exclusivity and differentiate from competitors in the same category
- Create a Blue ocean of no competitors
- To Create a culture-driven brand, not product or features driven.

## TACTICS

- Product placement
- Brand Association
- Available only on reference
- Visual Merchandising
- Experiential Marketing Activity
- Press Meet
- Digital Marketing
- Association and sponsorship tie-ups and agreement
- Outdoor and Radio campaign

## EXECUTION

- Setting up the budget, approvals and timeline
- Finding the agency and vendors. •
- Tie-ups and agreements.
- Check List for all activities
- Audit while the activity is going on

## Highlights

CRM at Brand Stores

PRODUCT PLACEMENT @ TRADE

BRANDING at Retail outlets &  
Consumer touch points

Association, Tie-up and Sponsorship

Experiential Booth at HNI clubs

Exclusive Outdoor , Radio and Social  
Media Campaign

Launch Day Event and Press Meet

Fan Clubs & Influencers Meetups



Retail Marketing Plan





**Definition of CRM(Customer Relationship Management) - CRM is the process of building a solid relationship between the Brand Shop and the customer, using internal and external customer data. Target marketing is based on customer data, so it can achieve great results at a low cost, which has become a leading marketing technique.**

**Objective:-** The key to CRM promotions is to extract target customers who are more likely to purchase a high-value smartphone and bring them to shop on a specific time period.

There will be three categories - **1) Nearby residents** – through window sticker and paper inserts 2) **Those who visited the shop in the last 60 days but did not buy anything.** – Through Tell-calling 3) **All Existing customer** – Through SMS campaign.

	Mass Marketing	CRM Marketing
Target	Unspecified Customers	Target Customers
Cost	Big Budget	Small Budget
Success Rate	Low	High

**The flow of event ( starts from 30 days before the D day)**

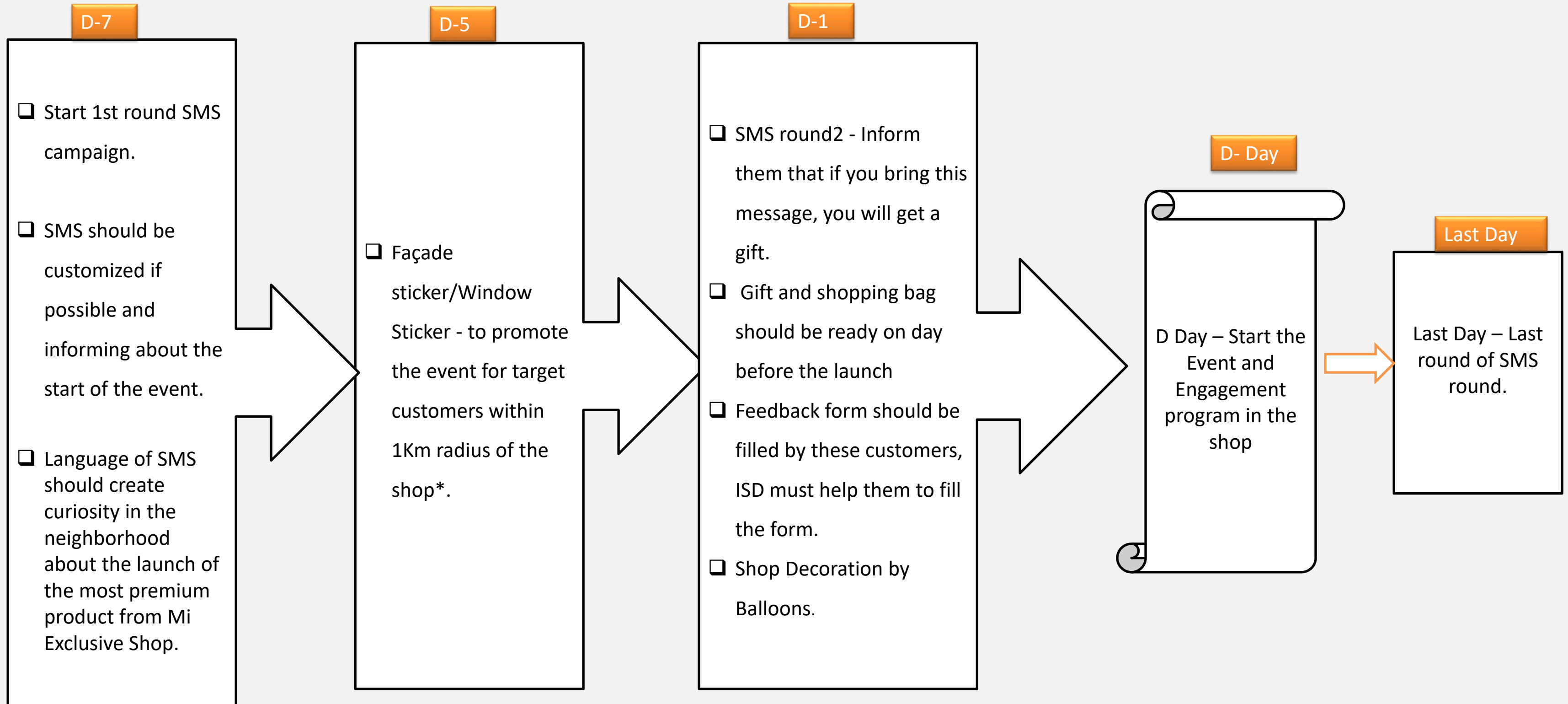
D30 - Identify Brand retail outlets.

D20- Planning – Budgeting of Paper Insertion, Window Sticker, Shopping bag, Free Gift, SMS vendor. Freezing agencies with commercial.

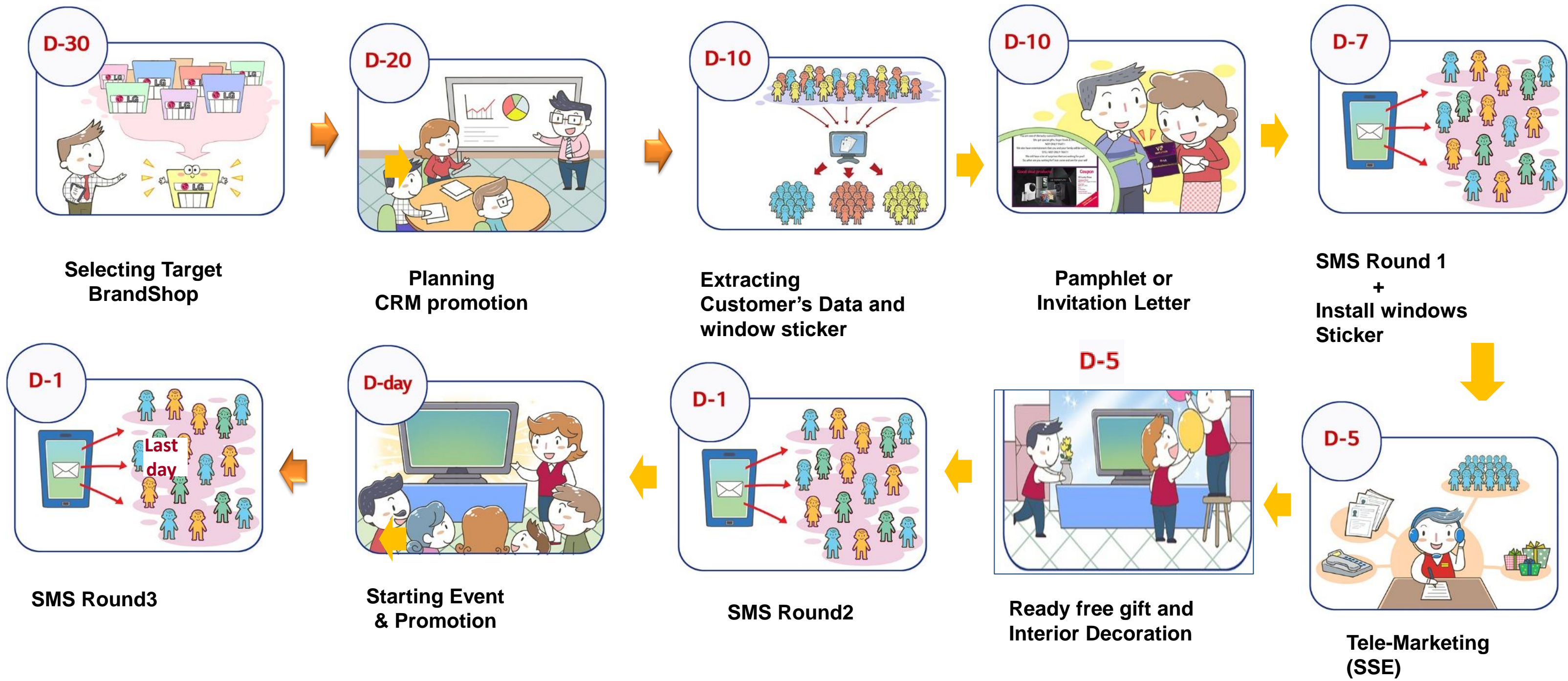
D-10 Extracting Customer data for SMS and Telle- calling. (SMS to all existing customer, who are registered with the shops, More the customers enrolled in the shop more effective it will be) \*

D 10- Paper Insertion starts in phase wise in societies nearby brand shop. One shop should have 4-5 round of paper insertion to cover the target market.

D5 – Tell-calling to all those customers who have visited the shop in the last three months to enquire premium phones but did not buy anything. They will be invited to visit the shop on launch day to experience the most powerful and luxury phone from MI. Each ISD should select 40 Top prospective customers and start calling to invite.



The core of CRM promotion is to extract target customers with a high likelihood of buying, with persistent invitations to the stores to finally visit.



Selecting Target BrandShop

Planning CRM promotion

Extracting Customer's Data and window sticker

Pamphlet or Invitation Letter

SMS Round 1 + Install windows Sticker

D-1

D-day

D-1

D-5

D-5

SMS Round3

Starting Event & Promotion

SMS Round2

Ready free gift and Interior Decoration

Tele-Marketing (SSE)



# Product Placement on trade – only at BRO & Exclusive outlets

## Google and Facebook Page

- Retail Digitisation -Brand shop Google and Facebook pages should start creating awareness and curiosity.
- Customer engagement - Run a contest and engage users by giving Freebies as gifts.
- Community branding- Local Facebook Groups can be used to promote the product through regional marketing; some groups have millions of profiles and can explore without any cost.

**1 Month before the launch**

## Innovation Corner

- Create an innovation corner - a premium display shelf at the most prominent place in a store
- In-shop branding using premium media – **translit or any premium vinyl.**
- Get the agency and budget done 15 days before.

**15 days before the launch**

## Training of ISDs

- Product and behavioral training of ISDs in exclusive outlets
- Different and Premium T-shirt's for ISDs

**10 and 5 days before the launch**

## POSM Planning

- POS Planning as per stores quantity and type
  - ✓ Danglers – 10 to 15/shop
  - ✓ Leaflets – 200 leaflets/shop
  - ✓ Foam banner – 1 per shop
  - ✓ Posters – 2 per shop
  - ✓ Tabletop – 5-6/shop
- Budget approval for POSM
- and printers' selection

**15 days before the launch**

## Outlet finalization

- Finalize the list of outlets for product display across Rest of Maharashtra before launch
- Get it verified by the sales team for better placement.

**15 days before the launch**





Display at Premium Consumer Touch Points - such , Airport- VIP lounge area and premium restaurant ( Not at Malls) and media and aesthetics should be premium quality trans lit vinyl at high visibility Spots.

### Association with Golf course

- Branding at premise
- Experience or demo booth
- Special offers for golfers
- Plan to have a championship with the brand name
  - This should be initiated 1 month before the launch date.
- There are four gold course in Nagpur CP club, Captee, Engal and the grand Bhagwati

**1 month before the launch**

### Airport branding

- Branding at Nagpur Airport VIP lounge Area
- Reccee with agency 15 days before to select the space.
- Creative and budget should be finalizing 10 days before the launch

**15 days before the launch**

### Association with Restaurant & premium Multiplexes

- Select the extremely premium restaurants and night clubs
- Reccee with agency and close the deal for branding
- IMAX theater, PVR and Inox can be good touch points for branding.

**10 - 15 days before the launch**

### Race-course and Clubs Branding & Engagement

- Visit the venue 15- 20 days before and close the deal for branding spaces and engagement activity on launch day.
- Tie-up with clubs such as Rotary and ladies' clubs.
- Cost and agencies should be close well before time.

**15 days before the launch**

### Professional Day

Association and Introduce to Doctors club and Doctors Day event, CEOs Club, chamber of commerce and other industrial Seminars will fuel the demand.

**1 month before the launch**

### Lifestyle or Tech magazine

Featured in such magazine give an extra edge and help to create a demand

**1 month before the launch**

### Bloggers & Youtubers meetup.

- We should have few meetups with bloggers and Youtubers who is having a good following.
- Selection of such influencers is tactical because local following with engagement level should check before inviting them.

### Display in IT Park

- Tie-up with Software companies for Display and Demo Zone at Nagpur IT Park, Trimurti Nagar. Special offers for IT professionals.
- Promotable, Promoters, permission and engagement activity should be fixed as per check list.

**20 days before the launch**

## FM Promotion

Promotion by Local FM channels. Freebies and gifts should be given to winners of various engagement contest. This helps in creating a buzz in the city. Launch day celebration should go on full day on radio

5 days before the launch

## NewsPaaper Ad

Get Full Page newspaper Ad featuring innovative features, subtle bits of information released little by little, so suspense increases and people are more and more curious.  
(It may come from central budget so part of company strategy from HQ)

3-4 days before the launch

## OOH Campaign

Hoardings and Pole Kiosk should select very carefully.  
All sites should be lit and at premium locality – Dharampeth, Bajaj Nagar, Friends colony and Amravati road.  
Team has to Reccee and select good sites well in advance.  
Agreement with the agency to up all the sites on launch day.

7 days before the launch

# Launch Day

This is the most important day because all the excitement and preparation should come into footfalls and Acquisition.

## Trade Partners Meet

- Unveiling the Product in a Event
- All trade partners and team should be invited in this event.
- Ideally it should be a night event where Hi-beam light or Laser lights can be used with the permission of authority

## Fan Clubs Engagement

Alling with Digital marketing team and invite MI FANs to the gallery for a get-together and take their advice for promotion.

## • Press- Meet

- Unveiling the Product in front of Press and Local Media.
- The PR team should be there to manage the show. The product team should answer any technical question from a reporter.

## Outdoor & Radio

- All outdoor sites should be up till evening.
- RJ of FM channels should talk about- how people identify with the phone, there should be like a contest, giveaway and visit to showroom to interview the visitors.
- **Air Balloon at all the Brand shops. This will get the attention of viewers.**

1. Note:- Today, all branding touchpoints should be open and visible. All concerned team members and agencies should report with photographs and activity details.
2. The marketing team has to audit all such tie-up and associations with a detailed checklist for each activity.
3. All those premium outlets where I.S.D.s are there should report to the war room about the customer footfalls, branding status, and activity details.



# Post Launch

Post Launch activities are important to keep customers engaged and support sellout.

## Service Camps

- Free Service camp – Put some service camps in societies where new product registration can execute
- .Exchange Offer and Pre-booking in these service camps.

## BTL

- All Brand outlets should have Google my business page.
- Brand outlets can promote the offer in Marathi, answer the queries of any visitors and review.
- Each brand shop should have its Facebook page to promote the product and share the reviews and experience
- Selfie booths should have deployed in each brand shop where walk-in customers should take photos and upload them on social media..
- Users should tag These photos on the MI India page; the most liked and talked about photos will be rewarded after 15 or 30 days..
- Some freebies must give to all walk-ins sharing the photo with product cutout/selfie-booth.

## Society and Exhibition Activity

- With or without other non-competitors products.
- Participate in Local Tech and lifestyle Exhibitions such as Utsav and Electro Exhibition.

## Review

- Review the Tie-ups and Associations to repeat the activity.
- Widen the Distribution Reach with time;
- Extend the product placement to selected sub-dealer outlets.
- Get more Influencers and bloggers on board. They will keep creating content to support the Fan base, phone features and intangible values.

## Product Packaging & Production

All European - In your communication- Use European language, esthetics, and ecosystem.

( Parent company brand theme should not highlight)

A Cult brand Ambassador, A Hollywood star, a Golfer or a Formula1 driver could be an excellent option.

Launching a new series of phones, where the parent's company will not be highlighted more, and the focus should be on fresh brand name.

Association with pan India music festivals – such as Sunburn or Bacardi NH7 weekender

Only Available for referral customers for 1st month. One MI customer can refer up to 3 more customers. Not for everyone. Limited Edition phones.