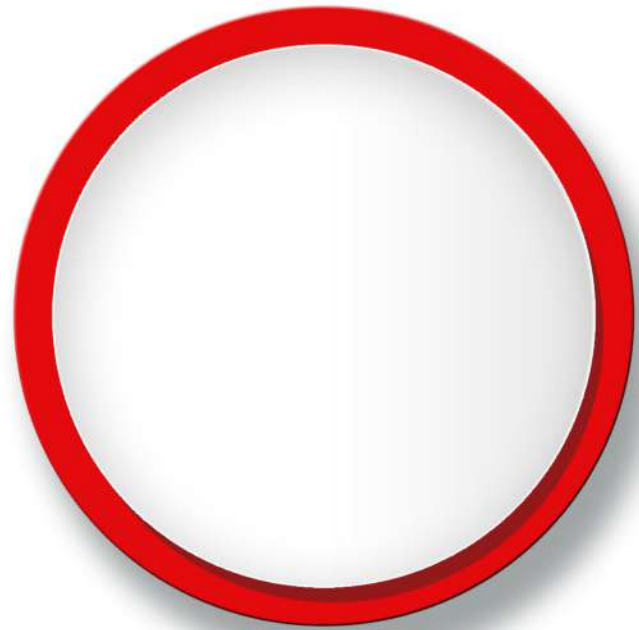


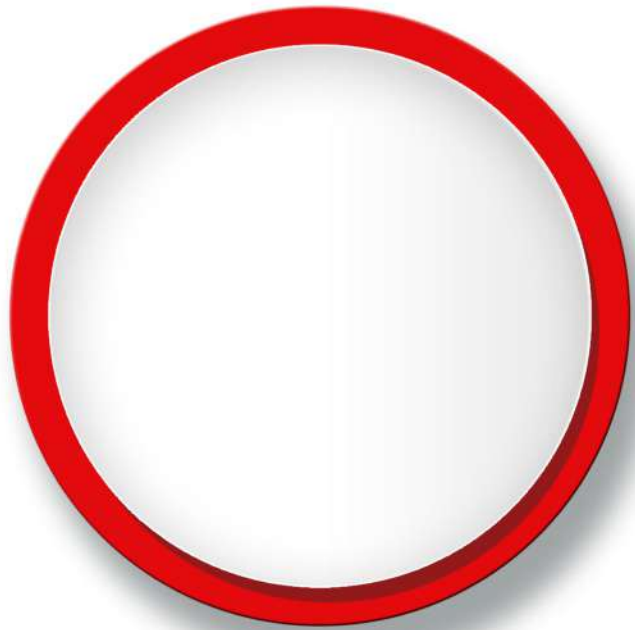
RanchiMall Marketing Strategy

10th August, 2020.



RanchiMall Marketing Strategy: Key Pillars

1. Dot Circle Approach
 2. Precision marketing
 3. Marketing as an extension of product development
 4. Strategy and data-driven targeting
 5. Low volume, high quality -
No spam, no fake likes
 6. Consumption Rights
 7. QoQ: Quality over Quantity
 8. Create relatability then make it awesome
-

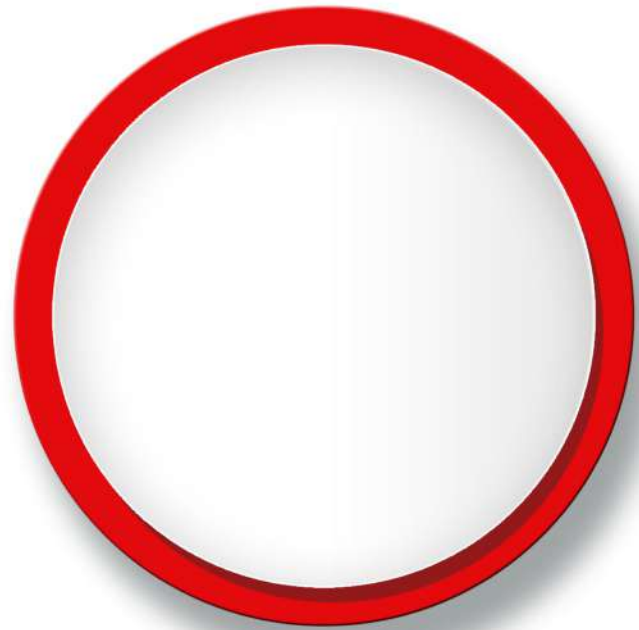


What is Dot Circle

Dots are initial approach points like a college, a geographical city or a web platform like Twitter or a specific Telegram or WhatsApp group.

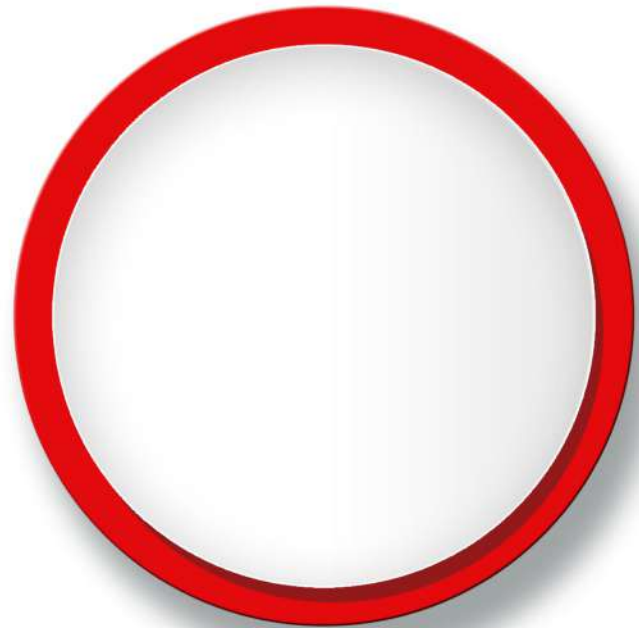
Circle means to expand the zone of influence in the selected dots.

The goal is to get multiple dots to intersect, ensuring everyone in the targeted zone has been reached by the marketing strategy.



Dot Circle Approach in summary

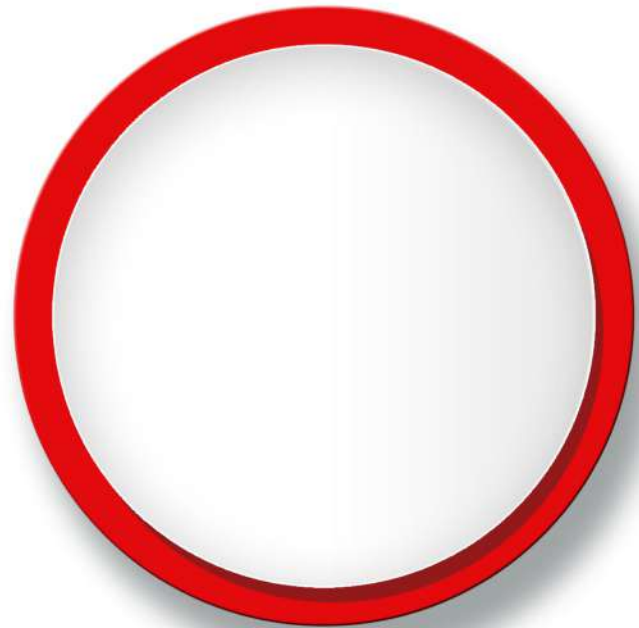
1. Research and select dots
2. Expand dots to circles
3. Ensure circles are intersecting



Precision Marketing

Marketing budget and resources are limited. The marketing resources should only be spent on relevant people to deepen engagement with them.

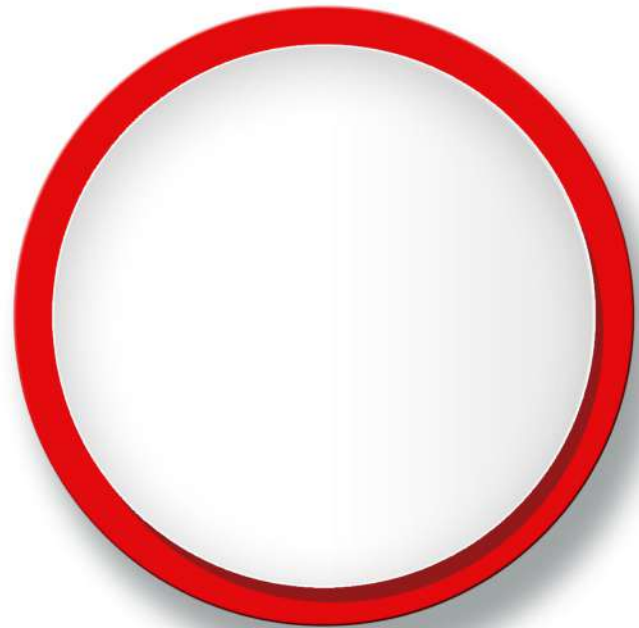
If marketing resources are spent on everyone even those who have no need for it, then it is a waste, and low value for the marketing investment.



Marketing as an extension of product development

For an innovative company, the role of marketing should be to find applications for the core product and users for the applications.

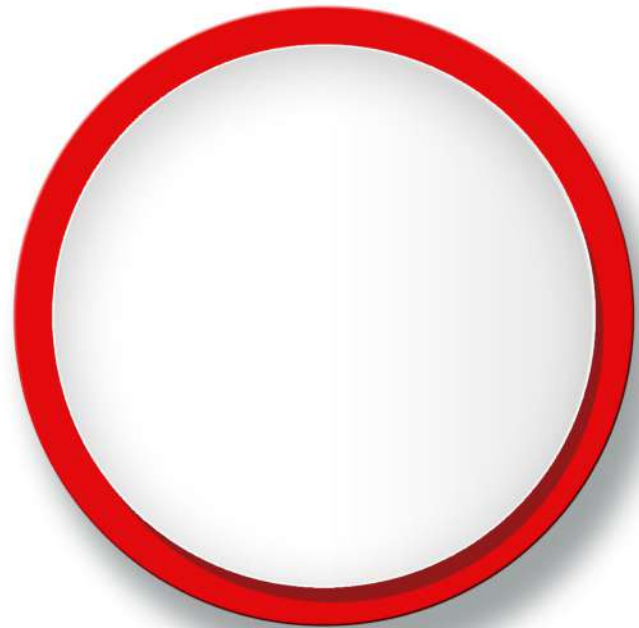
Marketing initiatives should initially be focused entirely on introducing the benefits of the products developed to the target market.



Marketing as an extension of product development

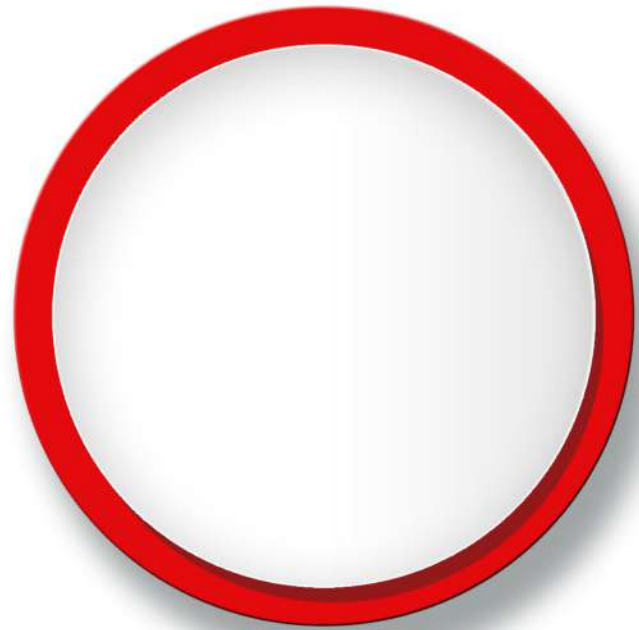
Marketing should ideally be seen as the final frontier of the product development process.

It should not be seen as an independent activity.



Strategy and data driven targeting

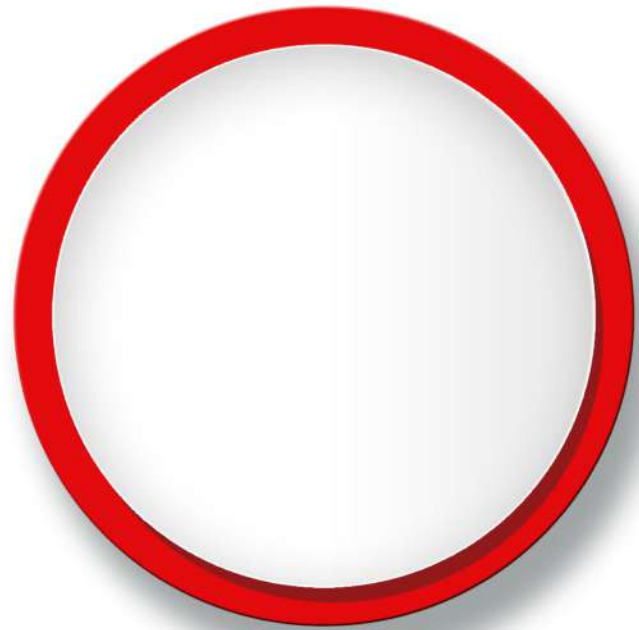
Marketing should not be random. The target groups should be carefully researched to identify groups for whom the product either solves their problem or gives them new abilities.



Strategy and data-driven targeting

Marketing should be strategic:

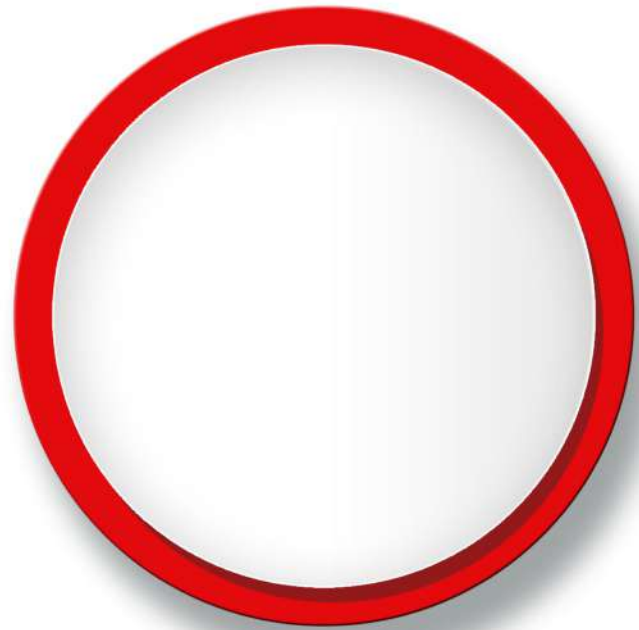
1. Research the target group
 2. Identify the group with data
 3. Access the group through a channel frequented by them
 4. Present your solution
-



Strategy and data-driven targeting

Collect Data to identify:

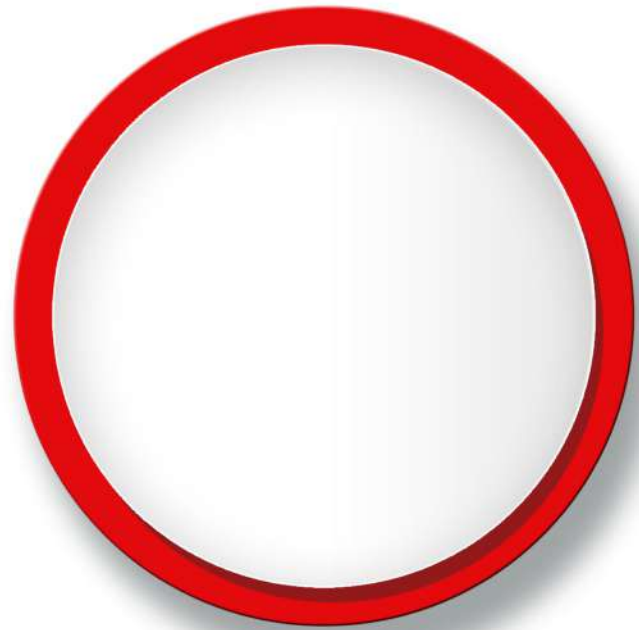
1. Current market size
 2. Market leaders
 3. Market segmentation
 4. Top features of products being used
 5. Growth rates for entire market
 6. Growth rates for market leaders
-



Low volume, high quality - No spam, no fake likes

The marketing should be sensitive to people, and not bombard them with frivolous information in the age of information overload.

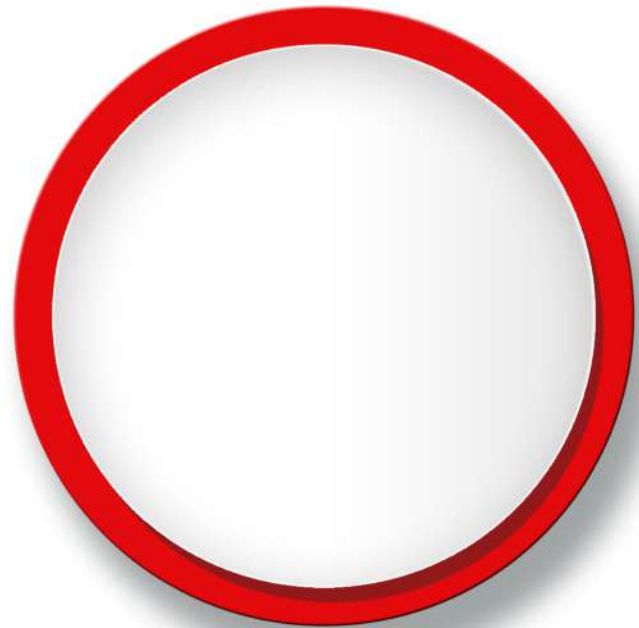
Any information presented should be high quality and of extreme value to the target market.



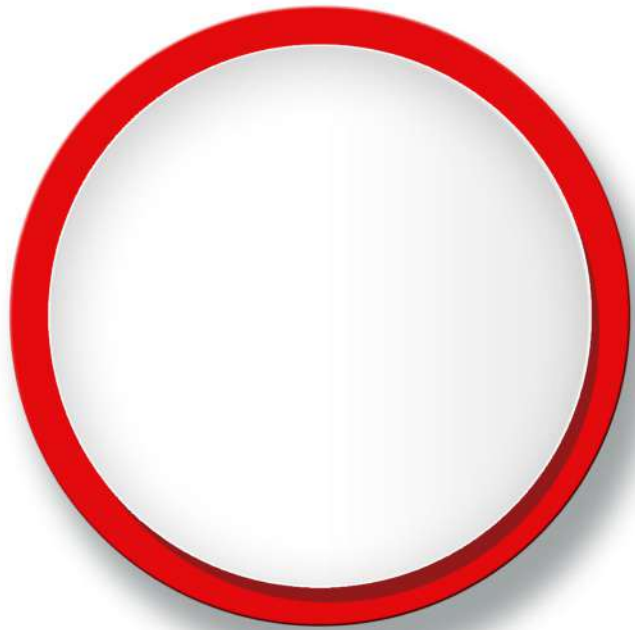
Low volume, high quality -
No spam, no fake likes

No mass mailings.
No junk Facebook posts.
No junk tweets.
No unsolicited calls.

Make every engagement with customer count.



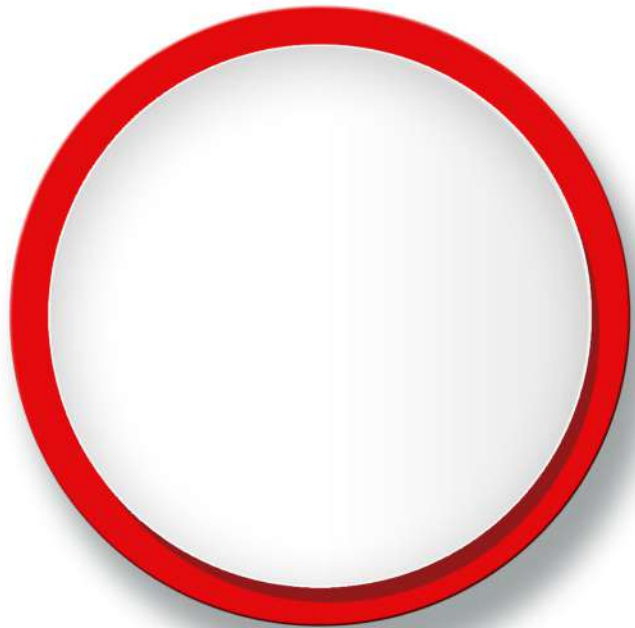
Chase the customer, not the investor



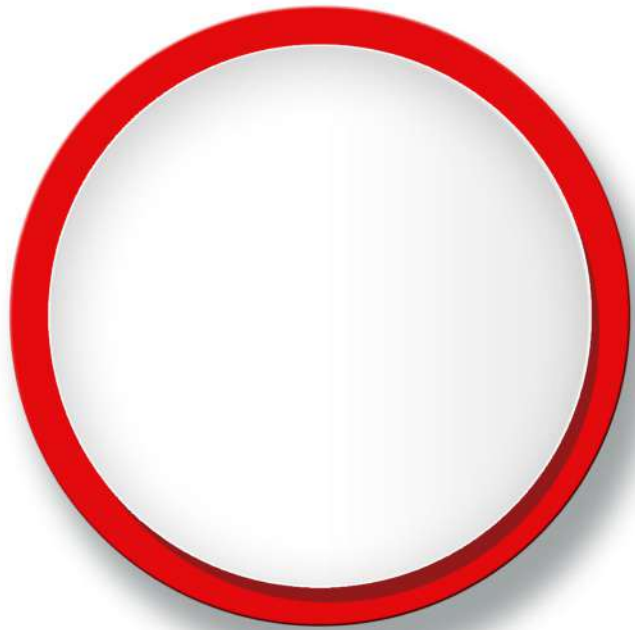
Consumption and Production

It is not enough for a firm to be good at producing things. They have to excel at creating consumption for what they produce.

The aim of marketing is to jump start consumption.



The Marketing Department should be renamed the Consumption Department to reflect this priority.

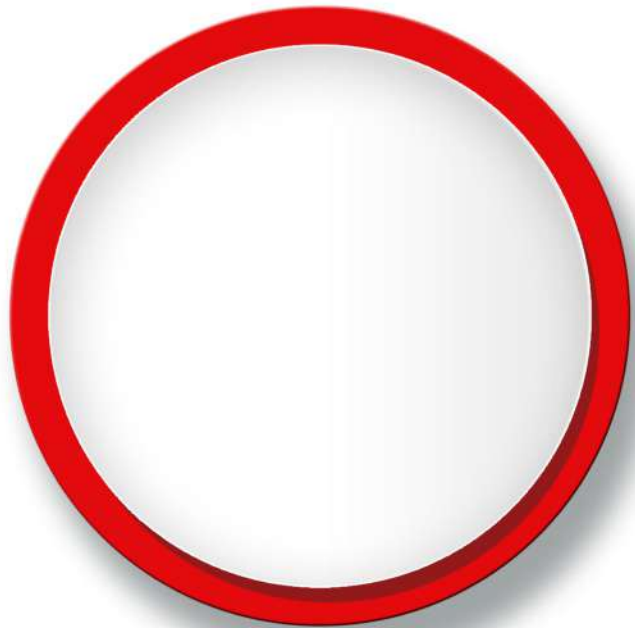


Consumption Rights

A very useful idea is the concept of Consumption Rights.

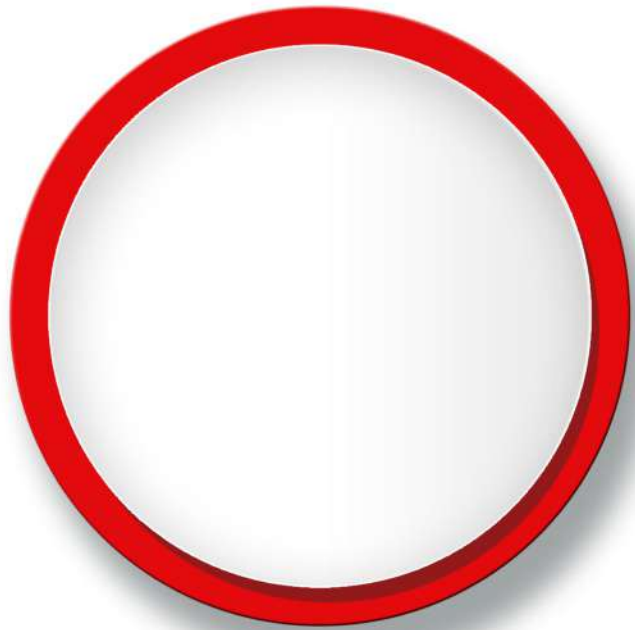
If a new product is created, design consumption rights to give consumers access to and ownership of the best quality products.

The consumption rights can also encompass forms of monetization of the products that do not involve sales.



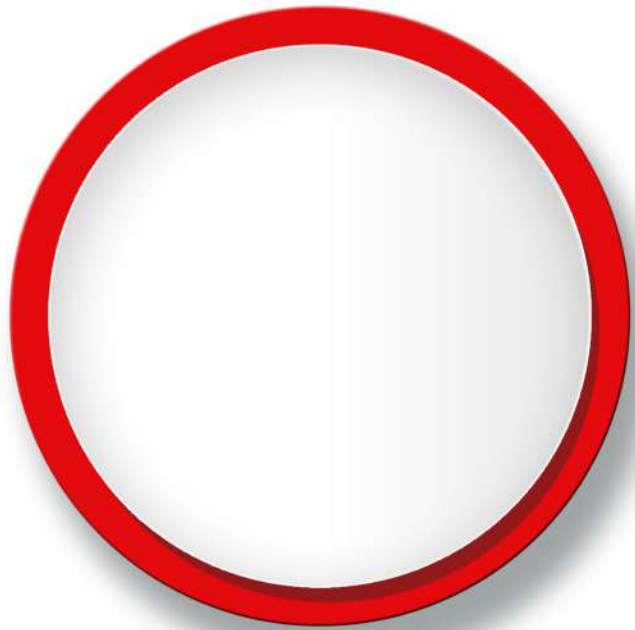
Consumption Rights

The job of marketing is also to design consumption rights in regards to the company's products.



Consumption Rights

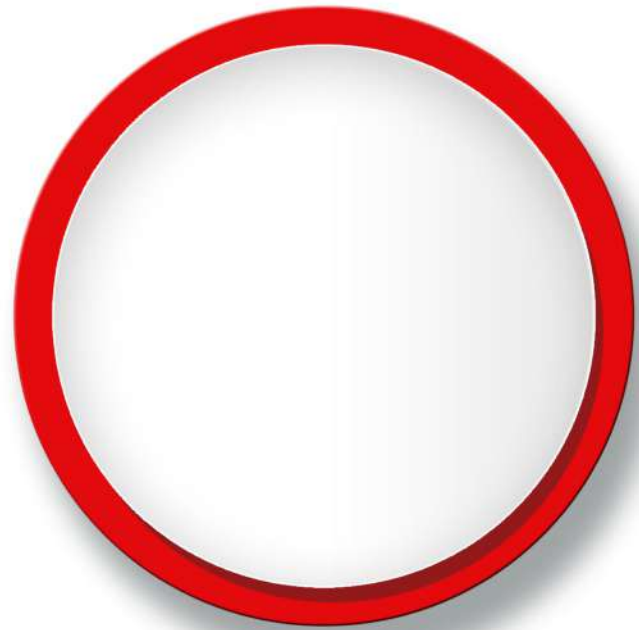
In the era of free products for the end customer, consumption rights are very important to create monetization.



QoQ: Quality over Quantity

One in-depth, high quality article reaches more than a thousand low quality articles.

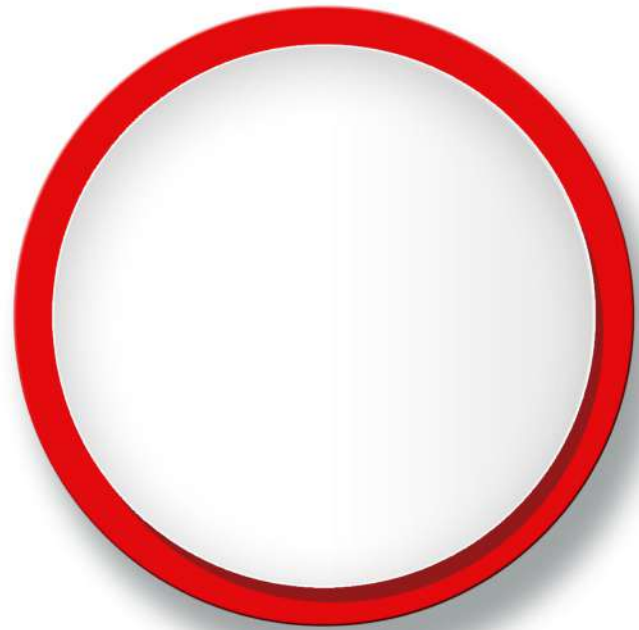
Spend a month creating one very high quality marketing article rather than churning out 30 mediocre articles in a month.





QoQ: Quality over Quantity

One very high-quality Tweet linking to a large number of high-quality visuals or data is much more valuable than thousands of no-value Tweets.

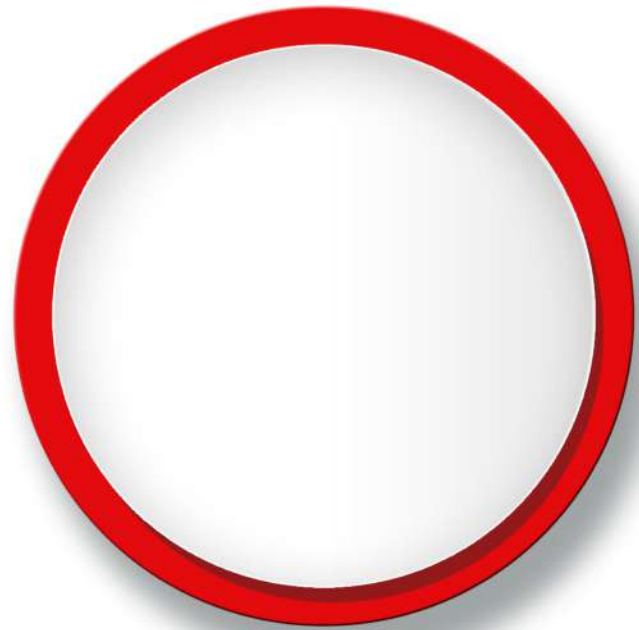


QoQ: Quality over Quantity

10 to the power of 100 is much bigger than 100 to the power of 10.

Quality to the power of Quantity is bigger than Quantity to the power of Quality.

Go deep before going wide.



Create relatability then make it awesome

In marketing, people respond to what they can relate to. A marketer has to stand out in the crowd by being really awesome.

Make your words relatable to your target market. Then make your article really awesome.

