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AUGUST 2017

# From the Editor's Desk

As Ganpati Bappa departs we bring for you the latest edition of SMARK-O-SHARE. This edition talks about Digital Marketing and Consumer Behavior. Along with this, there is an infographic that depicts various aspects of marketing.

It also consists a brief on our event SIP WARRIOR 4.0 that was successfully conducted on Aug 19<sup>th</sup>. Do have a look at the special interview from one of our alumnus.

Your feedback is always welcome at [smark@sims.edu](mailto:smark@sims.edu)

- Team **SMARK**

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*Ms. Shivani Behl*

Amrita Warriar

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# DIGITAL MARKETING **TRANSFORMING THE CONSUMER BUYING BEHAVIOUR**

Digital Marketing is often misunderstood as marketing done through any type of electronic media. This is not completely right. Though digital marketing is done through e-medium. It includes only those strategies of marketing that deliver a measurable and quantifiable feedback about consumer spending and buying schemes.

Now, if someone needs anything, they go online, find exactly what they are looking for, and have it in just a day or two. Or, if someone is curious about a product or service, he or she can enquire and search online, read comments and reviews of other



buyers and go through product demonstration, before finalizing a purchase. While the way consumers go about purchasing has in some ways been simplified by digital marketing, the means of reaching

and contacting businesses have multiplied. And, while competition has grown manifold, there has never been a better opportunity for growth.

In just the past few years, mobile searches have exceeded desktop searches. Now,



**35% of consumers' purchase decisions are influenced by social media**

Google factors mobile-friendliness into its algorithm. 77% of customers read online reviews before making a purchase, 3 million advertisers now use Facebook to reach their customers, 93% of purchases made by online shoppers are influenced by social media, online sales from cyber Monday topped \$3 million in 2015-the list goes on.

The traditional e-retail sector and the old age marketing theories are undergoing a complete revamp. Traditional marketing theories and consumer behavior gave the marketers an upper hand by telling them how their consumers will react to a plethora of changes and how to use their expected reaction in branding and advertising strategies and schemes. Today's world has however seen a turnaround where the marketing world is being run by the consumers. The producers are making use of every piece of information available to them

about the consumers to pull them towards their products.

Today's buyers have become more rational. The information that they have at their disposal is enormous. Buyers have started making decisions based on the product itself. Historically, the buyer would use the brand as a substitute for quality due to lack of information and interaction with the sellers

A buyer no more depends only on the brand but also compares the available products, blogs and reviews, checks the ratings that a seller has and then makes a purchase! Now we know how critical this data is for the

seller. This kind of inflow of data and the ease of understanding it has made the modern-day buyer much more rational.

Consumers all over the globe are going to have even more information available at their fingertips. The marketing that we think we know today will further evolve in the coming future. At this point of time, the consumers are leveraging and making use of the information like never before to make choices that weren't anticipated by the sellers before. Clearly, the digital marketing era lies ahead of us.

# SIP WARRIOR 4.0

## DECODING THE FUTURE

*“Warriors are not the ones who always win but the ones who always fight”*

SIP Warrior organized by SMARK-the marketing club of SIMS, Pune is a competition which calls out for student managers to present their projects that they did in their summer internships to the panel of esteemed jury members and professionals from the concerned industries. This year's theme for the event was 'Digital Marketing'. SIP Warrior 4.0 sponsored by Kadhai, Butterflies Salon and VLCC in its fourth season received a whopping 35 registrations from B-Schools all over India through Dare2Compete website. After rigorous evaluation of presentations in round 1, only seven made it to the battle field of SIMS for the final round. Under the

guidance of SMARK Faculty in charge Mr. Komal Chopra the event commenced on 19 August, 2017. The judges for the event were Dr. Richa Vyas-Senior Practice Consultant at Tata training center, Mr. Rohit Raina-Senior Manager of Bankbazaar.com and Mrs. Vidyasagari Sundaram-Senior management consultant at ZS associates. All seven warriors were exceptional in their skills. From the start of the event they were preparing strategies and sharpening their weapons forged with knowledge, experience and talent. They had very good project presentations. Projects and companies of all seven participants are mentioned below:

They really proved their mettle and showed that digital marketing is not just limited to social media, it has got wide scope and it is

Warrior Name	Project Name	Company
Vikash Patial (SIMS)	Webinar and test market for Dubai diploma program	Middle Earth HR
Aaditee Rane (SIMS)	Role of Social Media Strategy in B2B marketing communication	Excellence Tech Infosystem Pvt Ltd
Naman Jha (SIMS)	Content Strategy and Sales	Markatix Solution
Arun Singh Rathore (SIMS)	Search engine optimization for client ewizsales.com	Pragmatic Infosolve Pvt Ltd
Gaurav Garg (SCMHRD)	Improving Web net promoter score	Phillips Lighting
Gowtham Krishnamoorthy (PSGIM, Coimbatore)	How to improve conversation rate in website	Mango Education
Nisha Saini (SIMS)	Digital Marketing Strategies in wealth management industries	ERIC

the future of marketing. Every participant presented their presentations so well that it was very challenging for the judges to decide the best warrior amongst them, but at the end of the day there has to be only one ultimate warrior who is always just a little bit ahead of the others in his/her field of expertise. Participants were judged on the basis of their creativity, content, knowledge, clarity and overall presentation. Finally,

towards the end of the event judges provided their valuable feedback to each warrior which was really a great learning for everybody and event ended with declaration of winners. Vikash Patial bagged the 1<sup>st</sup> position followed by Aaditee Rane at 2<sup>nd</sup> position and Naman Jha at 3<sup>rd</sup> position. Overall the competition was a huge success because of the continuous efforts of both participants and the event coordinators.

## **ALUMNI SPEAK**

### **MS. SHIVANI BEHL MARKETING HEAD- RELIANCE BRANDS LTD**



#### **1. Who are you as a person?**

I take life as it comes and believe in living each day as if it was my last. I am a travel junkie and a diehard foodie.

#### **2. What is your fondest memory of SIMS?**

Well, there are too many. As cliché as it may sound but the days spent at SIMS were truly the best days of my life.

#### **3. How has the journey from SIMS to Reliance Brands been?**

From working with great brands like Tata Motors, Reebok to spearheading the launch of Caprese brand in India, it has been an interesting journey. My love for travel also got me to start my own boutique city tour company called Mumbai and U. Currently as Marketing Head, Reliance Brands Ltd, I handle a portfolio of premium brands like MUJI, Dune London and Hunkemoller.

#### **4. What is your typical workday like?**

**6 am to 9 am** – Mommy on Duty

**9 am to 7pm** – Marketing Head, RBL (I'm still on calls with my son/ with the maids/with playgroup teacher etc.)

**7pm onwards** – Mommy on Duty

#### **5. What do you most like/dislike about your job?**

I like that I get to work on such varied brands.

Dislike: When work keeps me away from my son

#### **6. What adjectives do you keep in mind when gauging people?**

Sincerity and Ownership.

#### **7. How do you spend your time when not at work?**

- Mommy on Duty
- Self-claimed Master Chef
- And when the weighing machine doesn't show favorable numbers, I hit the gym

**8. One thing that you are still looking for and has eluded you?**

To revive my start up – MUMBAI and U

**9. Any wise words that you would like to pass on to all SIMsites?**

Break the norms, take risks!

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