

# Digital marketing plan assignment

[Business](#), [Marketing](#)



Mathis Edutainment Pet Ltd Mathis is 13-year-old company that came up with introductory products for Kids like T. V. Video Games, Talking Educational Computers with multiple Intellectual functions. Later we expanded our product range with introduction of Hand Video Games, Art Sets, Cameras etc. We have also developed the Cricket LCD game in the Global Market, which has multiple functions in it & we reserve exclusive rights over the same throughout the globe. Further we developed Fun & Learn series of CD-Rooms.

In recent days Mathis has ventured into home entertainment products like DVD, VS., Portable CD Players, Audio Systems & Home Theatres. We have wide range of Trendy Sports Watches which are of Analog & Digital type marketed under the brand name MI Time Machines. We also have children watches sold under the Brand MI Junior and slim series sold under Slick brand name. These products are made keeping in mind the need for home entertainment at low price and high quality.

Step 1: Presence on web : The company has a decent website that mentions and shows all the products that they have to offer. It seems to have been designed with the objective of solely advertising of their products. They even cater to the post decision making process of purchasing by creating a smart dealership locator that would tell the customer where exactly the closest dealership is located. They also have customer support and a feedback section. They are present on various site such as backbone, Linked, Twitter, assume. Com , compendia. In, classical. Mom, tetchy. Com and certification. Com. They are also the official electronic partners of team Restaurants royals as they have made a portable android device which was made for a cricket

application(game) and is placed on a global level. They have numerous mentions of the PILL and updates of matches just to keep people tuned and broadcast the company's presence through BBC platforms such as Backbone and twitter. Their presence on the web is not very strong and they are trying to make the most out of the two social networking sites i. e Backbone and twitter.

They sell their products on sites that claim to offer cheap and best products and prices, sites like flippant, Gabon , seasonal and homophobes. Apart from this they don't have many forums or blogs talking about their products apart from reviews and feedbacks on the sites that sell the products (Mathis) online. "GOOD QUALITY at a CHEAPER PRICE"- campaign Step 2: Define digital marketing campaign goal 1 . Backbone: to get a good number of members and likes on the face book group with digital marketing plan By Misunderstandings competition which to lead to the participants gaining a Mathis product.

The goal on face book would be to get around ten thousand likes and tallest k to k members who would like to be updated and reminded of their current and new upcoming products. The use of association with the Restaurants Royals can be continued to be used but in a smarter way. They should not only talk about when they are going to lay their next game but somehow create some link to their portable cricket gaming device through their print ads. It is very important to make sure that our competitors are not mentioned on our FEB.. Page.

Instead we should print ads or posts put up by 'Mock id' which would put the competitors below us proving to the public that Mathis has the same quality but at a cheaper price. The logos can be edited so they cannot file a law suit or track it back to us in anyway but this could be a good attempt. The focus should be on people who would like to play games in their spare time so some Ames that Mathis has developed could even be advertised on the page by posting links that would allow you to play that game for a limit of 5 miss a day (with a timer installed that locks the game after the allotted time).

This could be used as a Trial platform before a purchase is made. Another thing that could be done is, they could upload videos that teach people how to operate their products, or informative videos that talk about the products price and quality, IM not talking about commercials, IM talking about Informative videos that are purely based on facts. 2. Google search ads: Create ads through Google towards 3.

Technology blobs: get bloggers to talk about the products and how they could find their ways into the middle or the lower-middle class houses because of their affordable prices and good quality. 4. Email marketing: Sending emails to existing customers or through face book, informing them about new products [games/ competitions/discount offers etc. 5. Youth: Make smart and professional commercials that again highlight how cheap and effective their products are. The configuration or specs of the products. 6. Twitter: use this platform to keep people updated again.

It could be used to compare 2 products and to find out what people would like. 7. Linked: could be used to gain some profession insight. The sight has a

lot of experts who would love to state their opinions and give the brand so insight if proper conversations are created . Step 3: Backbone Mathis edutainment is present on backbone as a group and they have interesting updates regarding their products . They post about all their new products , games that you could download onto those devices , wallpapers and much more.

They also seem to talk about the other brands such as Sony palpatation 1, which was a classic hat actually was their main competitor and was one of the first console games along with the OXBOW that had destroyed their market share in that Product category. So seriously, talking about such products is not a good idea. The first thing that must change on the Backbone page is mention of other brands or products that are adds such as: They started the page in 2011 . They haves used cricket add to help them advertise their cricket game (application) that they developed swell as their television sets that they have to offer.

The organizing of competitions / quiz's to get people to visit he page was also done, the winner of these competitions would win Mathis products and get the consumers to a state of delight with their free product. This would in-turn help , as a customer is the best brand ambassador for the product. Their current FEB.. Group page is flooded with countless armature print ads that seems to kill the charm of the brand. They look as-if they have been captured on a cell phone camera . Professional photographers and models would be ideal in such a situation.

They cannot just do with anything as it is visible in the picture. As they are trying to send people back in time by creating such hilarious picture, they should try highlighting the ' OLD' games that people used to play as kids, which would help them gain back the memory of those events. They should focus more on the 8 bit/bit games instead of such stupid Print ads. Posting screen shots on the engage environment and things related to the games would be a much better concept for their gaming sub-brand.

Classics like Mario , Contra, Circus , Virtual cops have very distinct tunes attached to them that people still remember even though they don't have any visual memory of the game . If I was the adman I would put up audio files of these classics as ring tones for one and instead of putting up pictures of a fat man doing funny things I would put up pictures of the game(application) and instances of the game that people would remember such as a tough boss or a mission that was the hardest for example the last boss in Mario or contra .

The idea is to bring people back to these old classic games even though there are many newer alternatives in the market currency , that work on a completely different platform and are as good as alien technology as compare to mitosis's 8 bit and 16 bit games. And things that I noticed that they didn't really mention their house hold appliances product category to many times and it seems like they have invested a lot in R&D for this category as they seem to have a wide range of products in this category. They make products like DVD, VS., Portable CD Players, Audio Systems & Home Theatres.

There are only print ads created for their television sets and apart from that there seems to be no mention of the other products. Print ads for the other products must be made and broadcasted evenly on the FEB.. Page. Instead of having competitions that asks the suitors to be creative , you could have a Mathis Gaming competition , in which everyone who has a Mathis gaming device can participate by posting corrections of their highest score ‘ on their Mathis products’ to claim a price. Technology Blobs: approach floggers, give them gifts or money , what ever it takes to make them talk about us.

We know for a fact that people who want to invest in electronics do their fair bit of research and would like a professionals opinion, when consumers that instead of investing twenty thousand rupees on a 24 inch Sony TV you can invest the same amount and get a 40 inch Mathis television and it was a much utter deal , it could work wonders for the brand. It might label the brand as a cheap brand , in the sense people might think only poor people buy this brand. But that doesn't seem to be the problem as they are trying to get to the majority and not the minority.

Email marketing : this is Just a way to keep a data base of existing customers and may add potential customers to this . Information can be obtained through registration (during competitions or quizzes , etc) that could be used to pass on information about our new products and offers. Basically keeping them in the loop. You Tube : The platform could be used greatly as it is totally free(until u reach a certain amount of likes) there could be many interactive videos that could have a story line attached to it .

They could make it interactive by making the story to consist of many parts and these parts could be strung together by adding links at the points need , so that the users could decide which path they want to take in terms of the story line. The videos I have not decided yet but I am guessing you get what is trying to be said here. Linked : create posts that talk about price and quality. Spark conversation about our product category and how we could cater to our target segment better. Google ad words: the campaign will be shown and explained below as there is a section that says its for 50 marks Twitter: Talk about new trends and devices.

Q> Where will the company's target audiences most likely reside on the web? A> The companies target audience will mostly reside on backbone and other information based sites, such as Google, ask. Com, technical. Com etc. Some of their inventory is for toddlers or till the age of around 10 , these games are the educational games that Itasca as a company are famous for. SO their parents have to be targeted. As we are India , not many people from the older generations are tech savvy, even if they use the internet, it would be limited to Google and nothing else. They would never look up forums or any such discussion based sites.

Q> what are they likely to be doing on these platforms? A> If we are talking about the teenagers, then they would be using backbone or twitter or Google. Backbone they would chatting, making friends, reading posts, liking posts, posting pictures of themselves and their gear, Joining groups that they like and much more. These people also go onto forums and discussions that seem to be very useful when it comes to finding you best spec or product( I



do this so I'm guessing everyone does) If we are looking at parents then they would be doing the something on backbone as the teens.

They would use Google for searches if they had to look for anything or enter basic forums such as assume. Com . They would look at reviews and be happy with the professional telling them that ' ITS GODHOOD'. The goal would be obtained if all these strategies are executed well. The whole point do so . The use of Backbone for teens/parents , the buying out of floggers, and dressing on the fact that we have ' GOOD Quality for cheaper price' will make be believe and trust the company.

If an extension in warranty is made then they might have an upper hand as compared to their competitors, and it could reinforce the promise of good quality. Account:[email protected]Com Campaign: Mathis Quality gaming  
Budget (per day) RSI. 3000 Monthly Budget RSI. 90000 : entry India  
Languages English Google + Network Partners Negative keywords: Estimates  
Group 1 - Quality gaming Match Type Clicks Impair. Bag. Pos. Cost CTR Bag.  
CAP Remarks/ Explanation: focus on portable gaming devices Television