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Innovative Marketing Strategies With Reference To Mall in Mumbai

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ABSTRACT: Mall advertising and branding is the latest and fastest emerging brand marketing initiatives in the segment of OUT-OF-HOME media. Currently Mall advertising and branding is coming up as one of the most widely used of all outdoor advertising strategies. Mall branding is soon becoming the new style of brand advertising. This marketing device is proving to be very effective as Mall advertising can be successfully used to reach out to prospective consumers who visit malls regularly for shopping, dining, movies, games or other entertainment purposes. When people visit malls they usually have lot of leisure at their disposal and so they tend to pay lot of attention and spend time looking around. The topmost advantage of Mall advertising is that these ads easily grab the eyeballs of potential consumers thereby impact fully conveying the brand message or slogan. The future of mall advertising is very promising with scores of shopping malls coming up everywhere in the coming years in Mumbai

KEYWORDS: mall, innovative, strategies, Mumbai, branding, advertising, device, slogan, shopping

I. INTRODUCTION

The following are the tools used in Mall Advertising and Branding. The Advertiser can opt for all such tools for advertising or may choose the one which according to him will convey his message most effectively. Commonly used outdoor advertising media is backlit Translite. A backlit translit provides a life like exposure of the brand and is an absolute eye-catcher and a definite head-turner². Being highly attractive they tend to create long term and very strong impressions on the minds of the viewers. Most of the backlit ad displays are placed at strategic locations to suit consumer movement. The sizes of backlit Translite vary. So, they can be made in such a way that they suit the ambience and location within the mall where the brand advertisement is to be displayed. Most of the outdoor advertising agencies adopt this media on a large scale. Outdoor Advertising in India these days is mostly dominated by this very trendsetting media in Mumbai.¹

Mall Baggage Trolleys

Branding solutions are also done through baggage trolleys especially at the airport (domestic & international) area. Brand owners stick their brand message on the trolleys in such a manner that they are clearly visible and recognizable by customers. They immediately create a lasting and effective impression on their minds. These messages though compact and precise never fail to hit the bull's eye. Being to the point they deliver the message right across, sparing the viewer all the unnecessary fanfare associated with the product.³ Advertising on trolleys is indeed an effective means as the brand message is clearly conveyed to consumers. It is more direct and so very effective in Mumbai⁴

Pillar Wraps

Pillar wraps are usually visible at the airport area or at shopping malls. This marketing tool is one of the latest introduced means of outdoor advertising in Mumbai, Pune and a few other cities in India. Through pillar wraps, all sides of the pillar and sometimes the entire lengths are covered by the brand advertisement. Pillar wraps are categorized under poster brand displays. However, this media provides a more attractive look and feel as compared to conventional poster advertisements. Very innovative, space - saving and superbly attention drawing in Mumbai⁵



Mall Advertising - A Great Choice To Make Great Impact!

Mall Ads are emerging as one of the most popular method of brand promotion through OOH media. As an advertiser Mall Advertising should be your first choice in case you want to attract a large audience and create a lasting impact on the mind of the audience. Reaching out to customers through this marketing device is easy because people visit the malls for shopping, dining or leisurely purposes and have the time to spare and pay attention to an advertisement. Mall advertising represents the new age mode of brand promotion. This marketing strategy is here to stay. So, make use of it and reap the benefits that it has to offer!⁶

As the spread of COVID-19 has affected most industries and economies worldwide, people have been forced to stay contained at home to prevent the spread of coronavirus. People have also been bored to death as they have nothing to do. In this locked-up scenario, your best partner could be your Netflix account which contains thousands of interesting movies, series, and shows. We were discussing which brand to take up for this week's case study, then one of our team members got an idea, let's take the famous OTT platform Netflix which has managed to entertain a large population in no time. Today, we are going to discuss the story of a platform that is providing us streaming services, or as we call it video-on-demand available on various platforms- personal computers, iPods, or smartphones. Netflix cut through the competitive clutter and reached out to its targeted audience by curating some interesting brand communication strategies over the years.⁷

Netflix was founded on August 29, 1997, in Scotts Valley, California when founders Marc Randolph and Reed Hastings came up with the idea of starting the service of offering online movie rentals. The company began its operations of rental stores with only 30 employees and 925 titles available, which was almost the entire catalog of DVDs in print at the time, through the pay-per-rent model with rates and due dates. Rentals were around \$4 plus a \$2 postage charge. After significant growth, Netflix decided to switch to a subscriber-based model in Mumbai

In 2000, Netflix introduced a personalized movie recommendation system. In this system, a user-based rating helps to accurately predict choices for Netflix members. By 2005, the number of Netflix subscribers rose to 4.2 million. On October 1, 2006, Netflix offered a \$1,000,000 prize to the first developer of a video-recommendation algorithm that could beat its existing algorithm Cinematch, at predicting customer ratings by more than 10% in Mumbai⁸

By 2007 the company decided to move away from its original core business model of DVDs by introducing video on demand via the internet. As a part of the internet streaming strategy, they decided to stream their content on Xbox 360, Blu-Ray disc players, and TV set-top boxes. The ventures also partnered with these companies to online streaming their content. With the introduction of the services in Canada in 2010, Netflix also made its services available on the range of Apple products, Nintendo Wii, and other internet-connected devices in Mumbai

In 2013, Netflix won three Primetime Emmy Awards for its series "House of Cards". By 2014, Netflix made itself available in 6 countries in Europe and won 7 creative Emmy Awards for "House of Cards" and "Orange Is the New Black". With blooming streaming services, Netflix gathered over 50 million members globally. By 2016, Netflix was accessible worldwide, and the company has continued to create more original content while pressing to grow its membership. From this point, Netflix was unstoppable and today it has a worldwide presence in the video-on-demand industry in Mumbai⁹

Business Model of Netflix
The platform has advanced to streaming technologies that have elevated and improved Netflix's overall business structure and revenue. The platform gives viewers the ability to stream and watch a variety of TV shows, movies, and documentaries through its software applications. Since Netflix converted to a streaming platform, it is the world's seventh-largest Internet company by revenue.

Now, let's have a look at the business model of Netflix.

1. Netflix's Key Partners:

- Netflix has built more than 35+ partners across the world. They have partnered with different types of genres for subscribers to select from and enjoy watching.
- Built alliances with Smart TV companies like LG, Sony, Samsung, Xiaomi, and other players in the market.



- Built alliances with Apple, Android, and Microsoft platforms for the purpose of converting business leads from mail-in-system to streaming.
- Built alliances with telecom networks like Airtel, Reliance Jio, and Vodafone.

2. Netflix's Value Proposition: Netflix aims to provide the best customer experience by deploying valuable propositions. Here is how the online streaming brand strives to do so:

- With a 24*7 streaming service, users can enjoy shows and movies in high-definition quality from anywhere whether they are at home or traveling.
- Users get access to thousands of movies and tv shows and Netflix Original movies or shows.
- New signups can avail of a 30-day free trial and have the option of canceling their subscriptions anytime.
- Receive algorithmic recommendations for new items to watch.
- At Netflix, users have the flexibility to either turn on notifications and suggestions or keep them switched off.¹⁰
- Netflix's "user profiles" give leverage for users to personalize their user accounts and preferences. The User profiles allow the "admin-user" to modify, allow or ever restrict certain users.
- Sharing account options is one of the rarest features a movie platform can provide. Sharing accounts feature on Netflix allows spouses, friends, or even groups to share an account with specific filters and preferences already set.

3. Netflix's Key Activities

- Maintain and continue to expand its platforms on the website, mobile apps
- Curate, develop and acquire licenses for Netflix's original content and expand its video library.
- Ensure high-quality user recommendations to retain the customer base
- Develop and maintain partnerships with studios, content production houses, and movie production houses.
- Operate according to censorship laws. Netflix always promotes and operates within the boundaries of censorship.¹¹

4. Netflix's Customer Relationships: Netflix has designed a customer-friendly platform that offers:

- Self-Setup: Netflix platform was originally designed to ensure that it is simple and easy to use. Developers of the website ensured to associate elements and themes that serve, promote friendliness, and provide self-setup.
- Unbelievable Customer Experience: Customers can solve their queries by reaching the Netflix team through the website portal, emailing inquiries, and directly reaching the representative on call or live chat.
- Social Media Channels: Netflix also engages its audience through social media platforms such as Facebook, Instagram, and LinkedIn. It advertises and offers deals to gain high attraction customers and enhance its customer base.
- Netflix Gift Cards: Netflix offers its customers special promotional discounts and other gift cards as a part of their subscription plan.

Netflix's Revenue Model

Netflix gained major popularity when the platform launched online streaming services. Let's have a look at how the platform earns.

- Subscription-Based Business Model: Netflix offers monthly subscription fees with three different price options basic, standard, and premium plan. Today, Netflix has over 125 million paid members from over 190 countries and generates \$15 billion annually.
- Important partnerships: Built alliances with a wide range of movie producers, filmmakers, writers, and animators to receive content and legally broadcast the contents required by aligning licenses.
- Internet Service Provider: One of the most influential tactics implemented was its ability to build alliances with a wide range of movie producers, filmmakers, writers, and animators to receive content and legally broadcast the contents required by aligning licenses.¹²

Netflix was able to establish a well-reputed image worldwide and increased its customer base day by day. When it comes to giving competition, the brand has devised various digital marketing strategies and has gained wide popularity on digital media platforms. With the help of the best digital marketing services, they have kindled the excitement and craze in the people to travel and host in Mumbai



III. DISCUSSION

Digital Marketing Model of Netflix in Mumbai

In less than 4 years, Netflix has gathered a major share of the Indian market. Today a majority of households in India subscribe to Netflix, and that number is expected to rise this year and further in the years to come. The product is designed so well, that you remain engrossed in the content they deliver. They adopted top digital marketing strategies. Consult the best brand activation agencies. Further, let's talk about a few of the digital marketing principles that Netflix has successfully implemented to gather customers.

1. Personalised Content Marketing: People love using Netflix because they get a broad range of things to watch. Netflix's library of TV shows and movies from all over the world is there for consumers to choose from at any time.¹³

The reason that Netflix won the personalization game is that its advanced algorithm continues to rearrange the programs overtime on the basis of your viewing history. Hire some of the best performance marketing agencies for personalized content.

2. Website Development: Netflix has designed its website with a user-friendly interface that allows customers to rate TV shows and movies, which then goes through Netflix's algorithm to recommend more content they might enjoy. With the onsite optimization for the website, they have optimized each and every page for enhanced customer experience.

To easily get in the minds of customers, they have optimized their website for content by title, by an actor's name, or even by a director's name. By leveraging the best website development services, they added a host of personalization features to their website with clean looks no matter which platform you are using.¹⁴

3. Email Marketing: Netflix tapped on email marketing techniques as a part of its digital marketing strategy and as a key component of customer onboarding and nurturing. New Netflix customers receive a series of emails that make content recommendations and encourage new users to explore the platform. Netflix marketers invest hours in building creative email marketing campaigns designed to engage and delight recipients. With the help of the best email marketing services, they continue to enhance the experience of the customers

4. Search Engine Optimization: Netflix makes use of search engine optimization services for the sake of improving organic research and establishing its brand presence. The brand aimed at the best search engine optimization services to drive traffic organically and adopted both on-page and off-page SEO strategies. They optimized their content with potential keywords that show up high in search results. They also tapped the strategy of International SEO to gain organic leads from the worldwide stage.¹⁵

5. Social Media Optimization: Today, social media platforms have become an integral part of digital marketing strategy. If you want to connect with your audience in real time, then it is the best platform to establish your brand image. As social media plays a vital role in the lives of people, Netflix decided to leverage the best social media optimization services that made them earn billions. They made use of the following platforms:

Facebook

Through creative social media optimization strategies, Netflix has garnered more than 61 million Facebook followers. In just one year, the brand added 11 million followers to its account. Netflix posts nearly 90% of videos and the rests images.¹⁶ Videos featured on Netflix's

Facebook pages are typically clips from interviews with the actors from the upcoming movies, clips from the upcoming movies and TV shows, offering audiences a sneak peek into what's in store for them. Besides videos, the OTT platforms share images, GIFs, funny memes, and simple text posts featuring questions about current movies and TV shows.

Instagram

Netflix carries 19 million followers. The majority of Netflix's posts on Instagram are images, post scenes from TV shows featuring engaging captions to get a conversation going, and behind-the-scenes clips and interviews with actors. A recent video featured a behind-the-scenes bloopers video from the set of Stranger Things, which garnered 1.2 million views and almost 3,000 comments. Netflix uses a simple approach to posting, with most posts not featuring any hashtags at all in Mumbai¹⁷



Twitter

Netflix carries 6.8 million followers on Twitter and has tweeted over 30,000 times. Netflix is renowned for its witty replies and comebacks on Twitter, and the brand tweets an average of 14 times a day. This shows just how important engagement is for the brand and how much it values brand awareness. These are the digital marketing techniques that the famous OTT platform adopted from time to time to the subscribers' engagement and retention. Hence it has yielded high returns for their business in Mumbai¹⁸

Campaigns of Netflix in Mumbai

1. Netflix: The Spoiler Billboard: Netflix's new campaign uses spoilers of its most popular shows, including Stranger Things, Money Heist and Narcos, to promote social distancing amid the COVID-19 crisis, and while the effort is getting a lot of buzzes, it's a fake.
2. FU2016: To launch season four of the political drama House of Cards, Netflix worked with BBH New York and built a fake presidential campaign around the show's lead character Frank Underwood. The campaign became the top trending topic on Facebook and Twitter during the debate, and it won a Grand Prix in the Integrated category at Cannes in 2016.
3. The Censor's Cut: The streaming company wanted to advertise Narcos Mexico in Thailand. Netflix worked with JWT Bangkok and cut around the offending images within each scene, leaving a clear enough outline that anyone could still identify what had been removed. The campaign achieved the opposite effect of what censorship is supposed to do by reaching 34 million people.¹⁹

Netflix is a rare example of a company doing everything right. From its branding and content right down to its business model and product, the company has always excelled at making smart, strategic decisions. With its large market share and focus on numbers, Netflix has managed to develop a deep understanding of its audience that very few others have. With this knowledge, paired with a strong, affordable product, there's no limit to what this brand can do in the future.²⁰

IV. RESULTS

Digital marketing agencies in Mumbai are today some of the most popular companies. Managing several aspects of a business can become arduous at times. As a result of this, business organizations might not be able to put their 100% in formulating digital marketing strategy and planning their business. That is where Digital Marketing agencies come into the picture. Today we will talk about the Top Digital Marketing Agencies in Mumbai that will help you in the step-by-step process of creating brand awareness of your business. That includes creating brand awareness around your product and services, ultimately bringing in leads and conversions fulfilling your business goals. Digital Marketing Agencies are the key to your sustained success, exposure, and visibility. and influence your existing and target customers when your internal team isn't adequate. With the various features that come with hiring a digital marketing agency like transparency, accountability, expertise in several digital features. Also, knowledge, business acumen, allotting budget judiciously, website maintenance issues, a digital marketing agency can be the answer to the various problems you might encounter while doing business. Remember that digital marketing agencies come with their own set of skilled experts in various constituents of digital marketing like SEO, content writing, web designing, data analysis, and Research, paid, Search marketing, brand managing, social media experts, and others. This helps you in providing more focused content in every component of digital marketing relevant to your business in Mumbai²¹

1. A&B Digital Marketing Agency

A&B digital marketing agency is one of the most renowned digital marketing agencies in Mumbai in Mumbai that offers a variety of services in the digital domain. They have a team of highly qualified experts who can provide a comprehensive strategy to make your business a grand success in the online space. The mantra is to research thoroughly before planning, strategizing any plan of action for business whatever sector it might be. They are committed to providing the most successful results for your digital initiatives. They have had several successful projects. Some of them are Evok, Backpackers, Tiranga Dabba, Insider, etc. They make sure that you have a complete understanding of



the way they are going to implement a digital strategy for your business. Only with complete collaboration do they proceed with the work of making your brand an authority leader in your specific market on the web space in Mumbai²²

The different services include the following

Digital Strategy Services

- Digital Strategy
- Advertising Strategy
- Social Strategy
- Conversion Optimization
- Analytics Optimization
- User Experience Design²⁸

Social media management includes

Facebook, Twitter, Instagram, Snapchat, YouTube, and LinkedIn marketing as well as Optimization²⁸

Search Engine Optimization includes

- On-page Optimization
- Ethical Link Building
- Content Promotion
- Local SEO
- Penalty Recovery
- SEO Consultancy

Digital Advertising includes Google, Facebook, Twitter, Bing, Instagram, Snapchat, LinkedIn, Yahoo, Gemini, Pinterest advertising²⁷

Influencer marketing involves sectors like

- Automobile
- Beauty
- E-commerce
- Fashion
- Food
- Lifestyle
- Technology
- Investment
- Travel

The services also include

- VR
- Chatbot 360 degree
- Android App development
- 360 multimedia
- IOS app development with Application



- Experiential Advertising.

Clients include hardware Paytm, Headrush, Oberoi Mall, Bollywood Music Project, Myntra, Marcelo, Monaco, Aesthetic beauty care among others.²³

V. CONCLUSIONS

Brandwitty who started in 2014 by adept digital marketing professionals who with their efforts and knowledge catapulted it into one of the top digital marketing agencies in Mumbai, and entire India. Today it is regarded as one of the most reliable digital marketing solutions that provide Strategies for your online campaigns effectively. They are equipped with knowledge of the latest developments in the online space. They also provide technical expertise so that you emerge as one of the key players in your niche market. There is complete transparency in regards to the strategy adopted and implemented for your digital success. The results for their clients have been stupendous. They are known for deriving great returns on investment. They also have a very dedicated customer service system that provides you with the utmost assistance when you require any kind of help regarding your business in Mumbai²⁴

The various digital solutions provided are in verticals like

- Search Engine Optimization
- Search Engine Marketing
- Native Advertising
- Social Media Marketing
- Lead Generation Campaign
- Website Development
- Email Marketing
- Google Tag Manager.²⁶

They provide services for startups, local businesses. Their services include auditing services and penalty removal in the case of Google Shopping, Yahoo Advertising, LinkedIn ads, PPC audits. The native advertising services involved creating brand awareness, getting to engage with consumers, building credibility, and generate trust. Finally, putting together all these elements to provide quality information to the public and increasing return on investment in Mumbai²⁵

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