

MARKETING & SALES IN COVID19 TIMES



Unlocking Potentials

Radical Management Services

Integrity • Transparency • Commitment

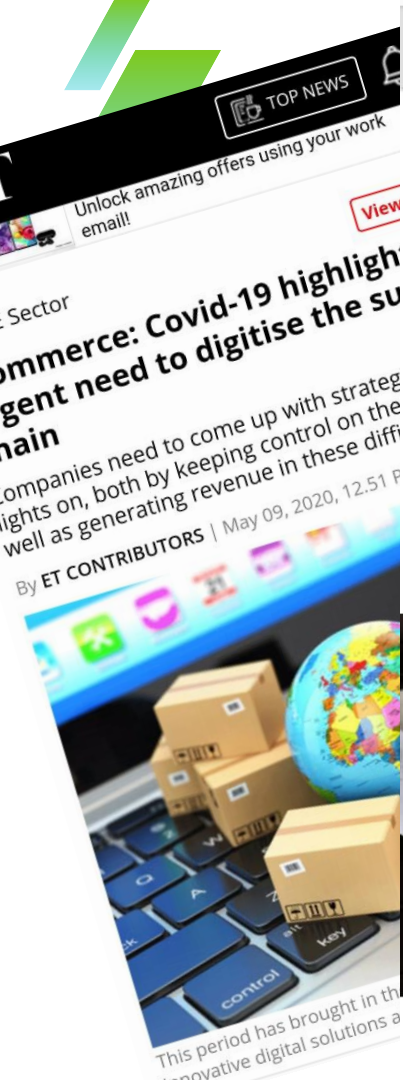


**COVID 19 HAS LEFT
TRADITIONAL
MARKETPLACES
IN RUINS**



**SUCH SIGHTS
MIGHT BE RARE IN
NEAR FORSEEABLE
FUTURE, IF NOT
COMPLETELY
REDUNDANT**





E-commerce has been lifeblood for cities under shutdown to fight Covid-19: Flipkart

"We see that world over, e-commerce, powered by technology, has played a key role as a partner with public authorities and has been the lifeblood for cities under shutdown to fight Covid-19," Flipkart spokesperson said in a statement.

PTI March 22, 2020, 11:30 IST



New Delhi : Flipkart on Saturday said that e-commerce worldwide has been the lifeblood for



Euromonitor says e-commerce boost for alcohol and fresh food during COVID-19 likely to be permanent ©Getty Images

By Guan Yu Lim
15-Apr-2020 - Last updated on 15-Apr-2020 at 02:58 GMT

RELATED TAGS: China, COVID-19, ecommerce, fresh food, Alcohol, Euromonitor

Sales of alcohol and fresh foods on e-commerce in China have surged during the COVID-19 epidemic, with market analysts predicting that the changes in consumer buying habits are here to stay.

In its insights on the impact of the coronavirus on FMCG in China, Euromonitor revealed that during this period, consumer behaviours changed to focus on health and hygiene, while they turned to e-commerce for alcohol, fresh food, and even dairy in the wake of lockdown.

#SOCIALDISTANCING & HEALTH SAFETY CONCERNS HAVE STRESSED EMPHASIS AND LOAD ON E-COMMERCE .

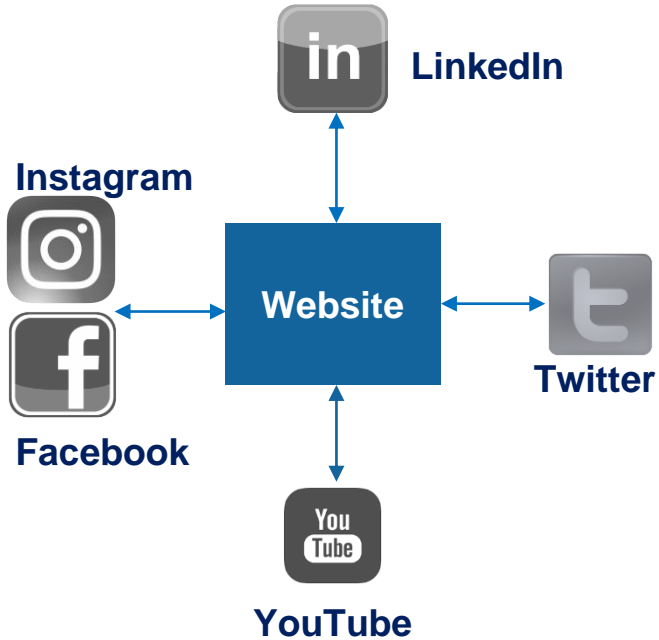


TRADITIONAL MARKETPLACES

Require

- Physical Store front/Office
- Money Intensive traditional Business Promotion Methods offer Low ROI, effectivity & no measurability
 - Hoardings/News Paper Advt. / Posters

DIGITAL ECOSYSTEM



Awareness, Engagement , Reach

Awareness, Influencing, Reach, Engagement, Thought Leadership

Content Consumption, Awareness

Buzz Generation

SALES



DIGITAL MARKETPLACE

Offers

- 24 x 7 Operability
- No Real Estate Space
- Limitless Demographic Exposure
- Wider Audience



WHY DIGITAL?

- Contactless, Virtual and completely Non-Obtrusive
- Omni-locational presence across boundaries/geographies
- 24 HOUR / 360 DEGREE open approach to marketing functions across multiple platforms
- Low Cost of Acquisition with Higher Awareness & Cognizance over traditional Mktg initiatives
- Measurable, Real time Analysis, Fly-by acclimatisation with fast-paced everchanging business/ objectives vis-à-vis market space dynamics and fast paced requirements
- LOW-COST ADVERTISING TO SUIT SPECIFIC BUSINESS OBJECTIVES/ CUSTOMER/GEOGRAPHY/INTERESTS and a lot more.....

CASE STUDIES



↑ **250% SALES** | **25% AD SPEND** ↓

A well known Apparel Brand witnessed its highest ever sale in 2 days by spending just 25% of its previous years Ad spend with no offline advertising; Just by doing FB geo-targeted Adverts and promotion.

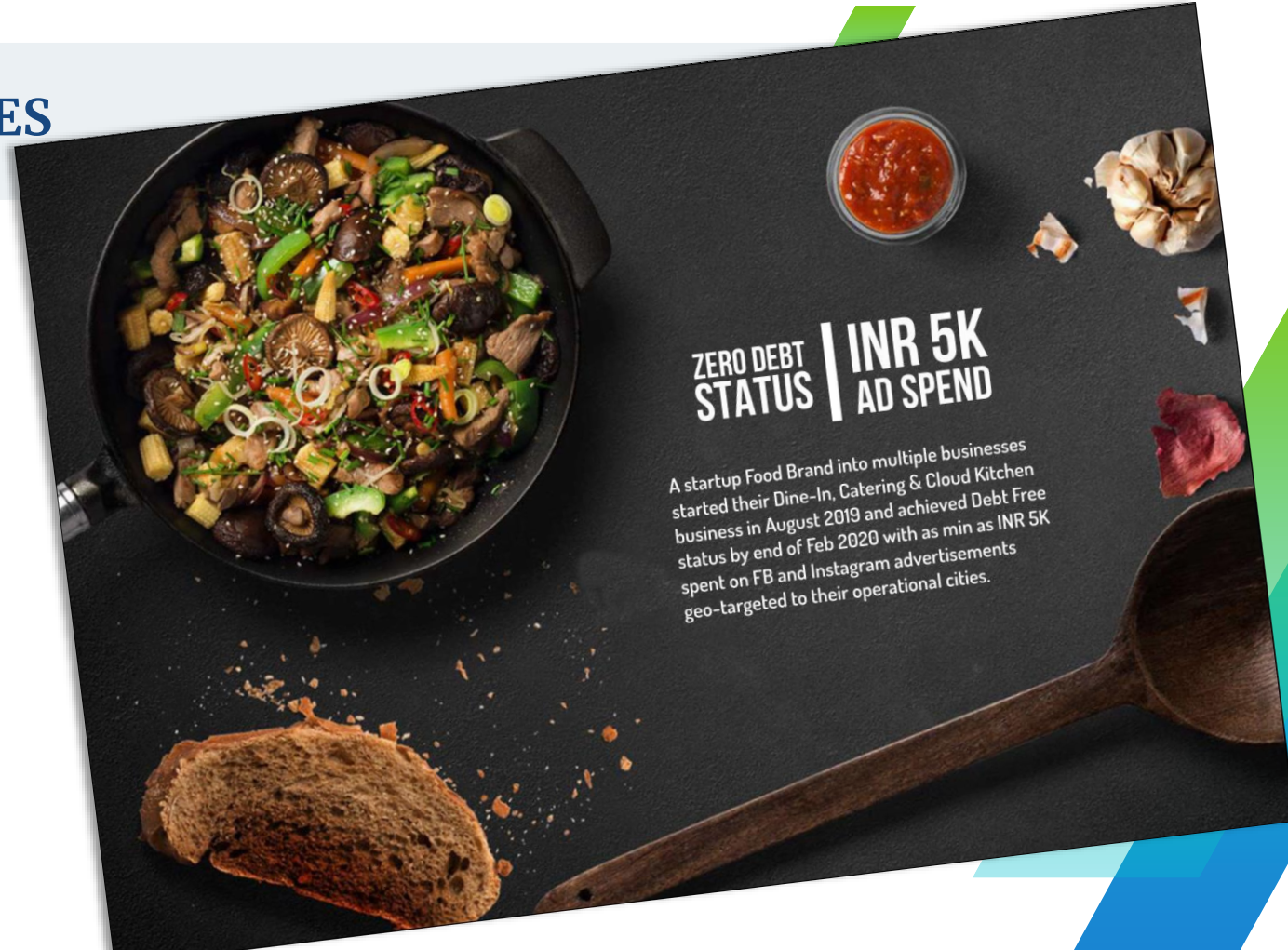
CASE STUDIES



↑ 696 ADMISISONS | **30% ↓ AD SPEND**

A known Chain of Schools recorded it's highest Admissions and enquiries from previous years against a meagre spend of 30% from previous year ad spends. Instead of News Paper ad's and Hoardings the Brand just did Digital campaigns with geo-targeting.

CASE STUDIES



**ZERO DEBT
STATUS** | **INR 5K
AD SPEND**

A startup Food Brand into multiple businesses started their Dine-In, Catering & Cloud Kitchen business in August 2019 and achieved Debt Free status by end of Feb 2020 with as min as INR 5K spent on FB and Instagram advertisements geo-targeted to their operational cities.

Thanks!

Reach out to go Digital

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