

# Impact of content marketing in Indian Market

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# What is content marketing?

7 things to consider

- Strategic
- Consistent
- Relevant
- Value
- Creation & Distribution
- Multi-channel
- Clear goal

# What is called content?

Product/Service information, Blog, Feature, Article, Technical Content, Product Description, Product Picture, Customer Review, Knowledge Share, Presentation, Infographic, eBrochure, eCatalog, eBook, Webinar, Video / Explainer Video, Live Videos, Podcast, Animation, Forum participation, Business listing, Affiliating, Microblogging, Story telling, Social Media Calendar, Post & Update, Emailer, Newsletter, Question Answers etc

# Statistics of content marketing in India



**462** million **users in India** are projected to reach **850 million** by **2025** – a **85%**

Branded content is  
considered

72%

more effective than  
magazine  
advertisements



## Marketers rate Social Media effective in

72%

customer  
engagement

59%

increasing  
online traffic

48%

lead  
generation



## Content Marketing is considered helpful in

- 70%** increasing brand awareness
- 65%** engaging newer audience
- 58%** customer attraction and retention
- 54%** innovation through thought leadership
- 43%** lead generation







Notably, companies that **blog 15 or more times** each month **receive 5 times more traffic** than companies that don't blog



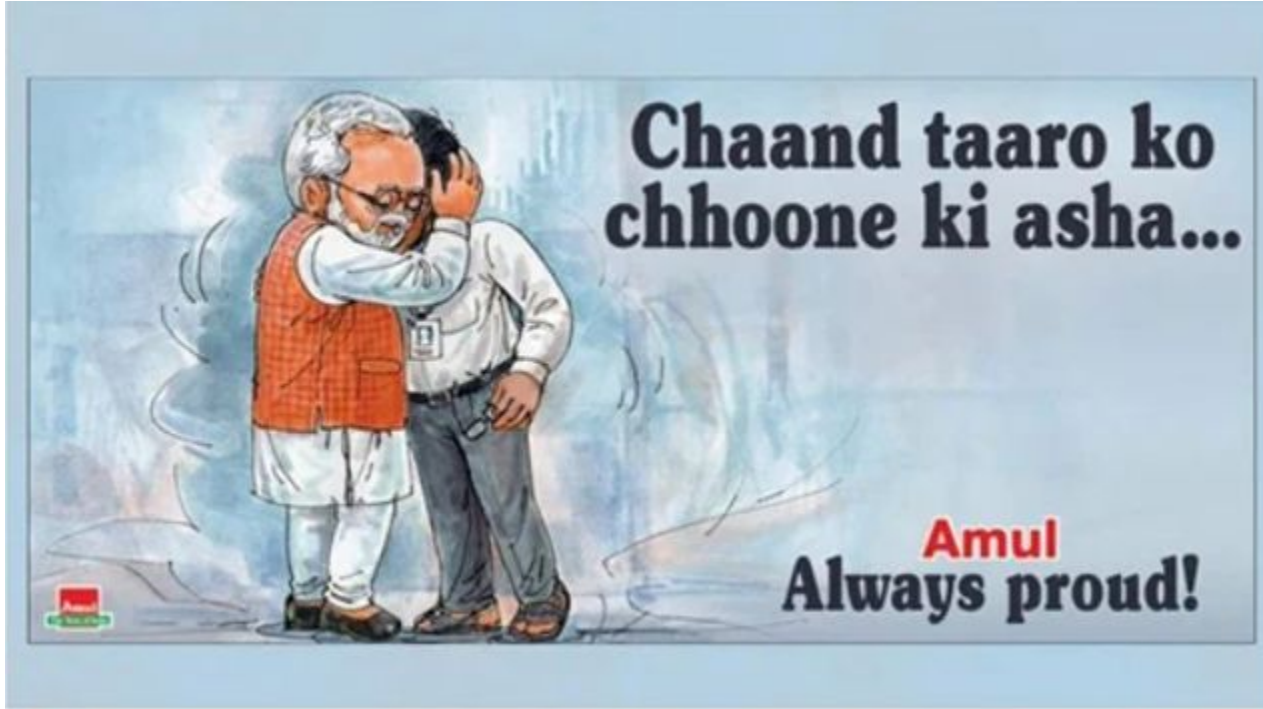


Embedding videos in landing pages have demonstrated an **increase in conversion rates** by **up to 80%**

# Strategies - ACC Model (Awareness-Consideration-Conversion)

- Relationship build up / binge tactics
- Educate, excite & engage model
- Story Triangle (Story of untold pain to unexpected gain)
- Empathy & Emotion [Power words]
- Research, Innovation, Technology integration (AI & Tools)
- User intention & User Experience (Playable, Clickable, Shareable)
- Lead magnet & lead funnel
- POD (Point of difference)
- FAB (Feature-Advantage-Benefit)
- SMART Mode (Specific-Measurable-Achievable-Relevant-Time bound)
- Repurpose & Content curation  
(Aggregation-Elevation-Distillation-Chronology-Mashup)

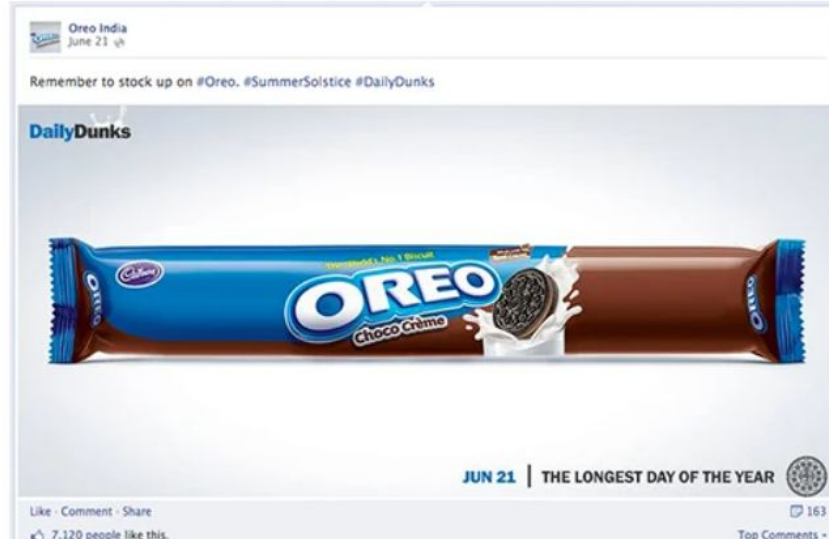
## Example - Few Best Indian Brands



## THE INFINITE COOKIE LOOP



Oreo India has successfully cracked the code to keep their audience engaged with their content. In the beginning, as the Indian market was dominated by Britannia and Parle, Oreo faced great challenges. So, they started with a brand awareness campaign with #DailyDunks with Bollywood celebrity Ranbir Kapoor.



e.g.- June 21, being the longest day of the year, this is how Oreo used a stretched pack of Oreo biscuits as the graphics

Oreo India is present on Facebook, Twitter, Instagram, Pinterest, and YouTube. Apart from that, they have TVCs with the featuring actor- Ranbir Kapoor.

Vogue India uses one of the greatest weapons of **content marketing** - **Storytelling**

They came up with a campaign #VogueEmpower, an initiative to raise voice for women empowerment and violence against women. They feature Bollywood celebrities like Madhuri Dixit in their videos, that adds glamour and creates a buzz to their content marketing efforts.



FlipKart is one of those pioneer Indian online brands that adopted TVCs as a primary player for their content marketing. The ads are really catchy and cute with children dressed up as adults.



These videos are topical, funny and extremely engaging!

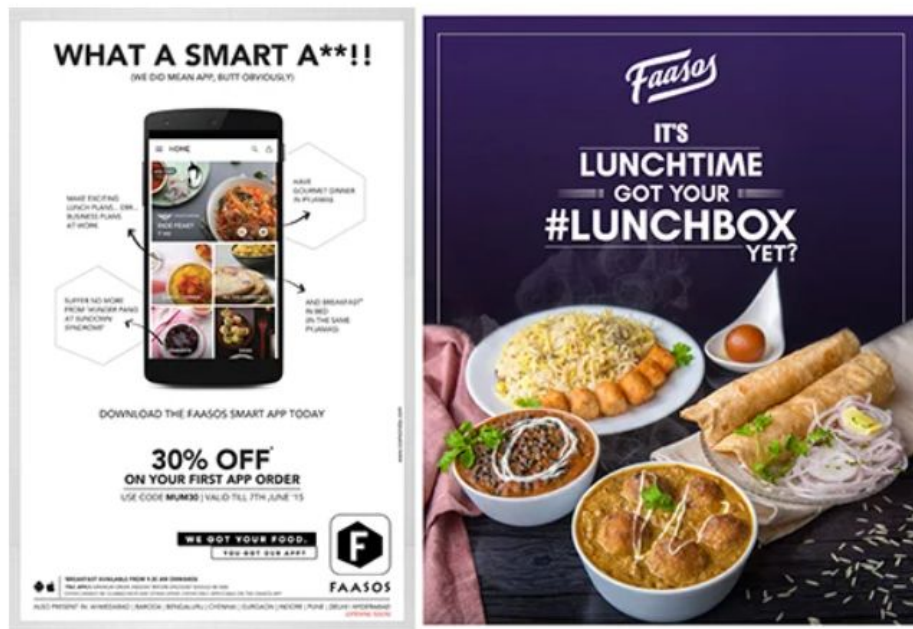


Imperial Blue uses video marketing for all its campaigns, and they got their ultimate fame from 'Men will be men'.





Online food app service Faasos uses different times of the day or topical events to communicate with their audience. The main channels that are used to communicate contextual content are email and mobile-based apps.



NO CHIPKOING.

Puraana jayega  
toh naya aayega.

SELL YOUR CAR ON OLX TO UPGRADE.

EXTRA LOW FEE GUARANTEE

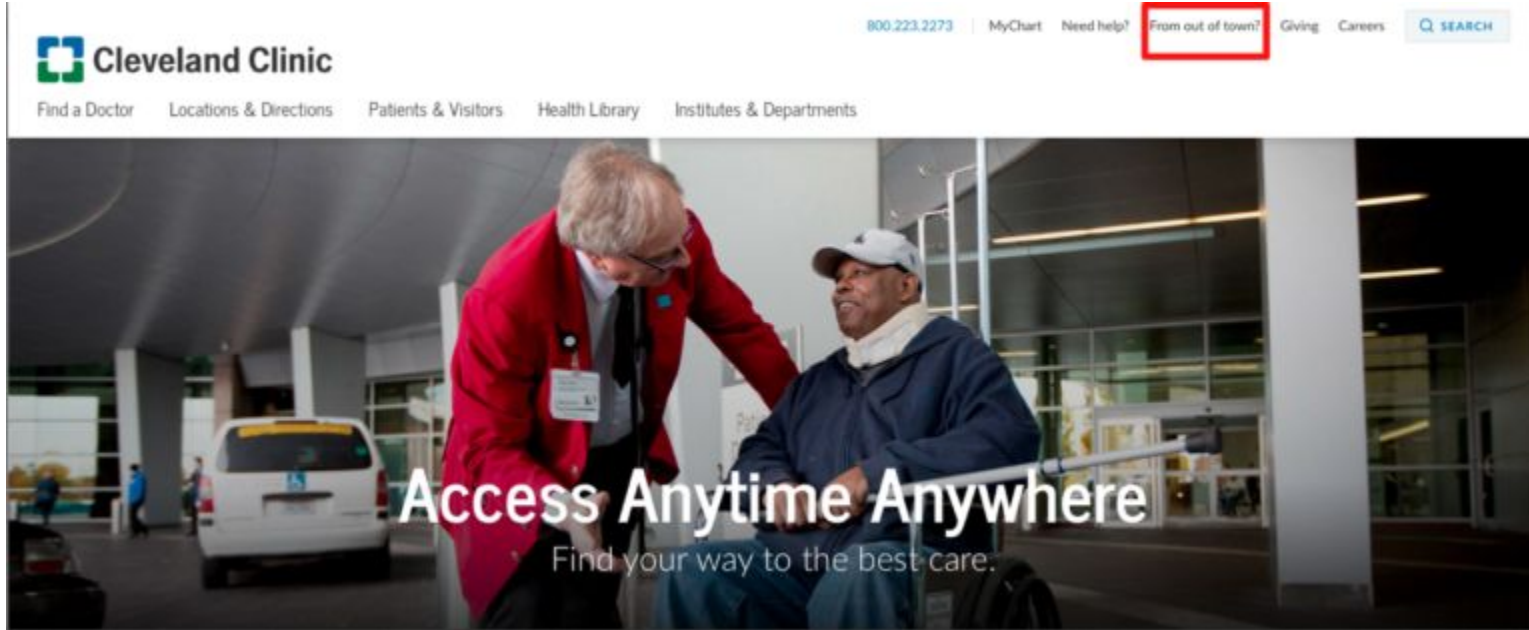


Bech de

# Use Dipper at Night

TATA - Rediffusion-YR - HLL

# Tactful Brand Messaging on Landing Pages



# Accounting Made for You, the Non-Accountant

Join 5 million people using FreshBooks to painlessly send invoices, track time and capture expenses. [Watch the TV ad](#) to see why.

Company Name

Email Address

Try it Free for 30 Days

No credit card required. No Contracts. Cancel anytime.



Invoices



Expenses



Time Tracking



Reports

# Music for everyone.

Millions of songs. No credit card needed.

GET SPOTIFY FREE

# A few proven types of content that yield results

- Emotional content
- Purpose driven Content
- Insight based content
- Interactive Content
- OTT type content
- Bite sized videos









# AI & Tools

- Chatbot (getgobot)
- Push notification (Onesignal)
- CTA (Call to action button/text/voice instruction)
- Triggered emails (Mailchimp, sendgrid, constant contact)
- Triggered pop up (Optinmonster)
- Cart abandonment popup
- Social Proof (Useproof.com)
- Gamification (Quiz-maker.com, flowlab.io etc )
- Content writing (Articoolo, Grammarly etc)
- Content research (answerthepublic.com, hashtagify.me etc)
- Celeb Endorsement (Celebyte.com)

# Lessons

- Help evangelists tell their stories
- Place your products in a practical context
- Solve problems with self-serve utility
- Deliver a personalized experience
- Spark meaningful discussions that promote worthy causes
- Prioritize lifetime customer value
- Incorporate the awe factor
- never underestimate the power of the 'aww' factor (punch cuteness)
- Add Hah-hah/LOL element

# Thank you

## **Debajyoti Banerjee**

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Founder & CEO at Seven Boats. 15+ years of domain expertise. Felicitated & invited by 20+ top B Schools & Management Institutes of India including IIM, IITs. Associated as digital marketing visiting faculty in 5+ premier B schools in Kolkata & India. 20+ awards including PRCI National Chanakya Award for best digital communication Trainer, invitations & featured in premier magazines. Instructor at Udemy.

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