

# M360 PANORAMA

Marketing Insights Newsletter of Marketing360.in



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## WHATSAPP SUES INDIAN GOVERNMENT OVER NEW REGULATIONS

India is WhatsApp's largest market, with about 400 million users. The platform has sued the Indian government over a 'traceability' clause in the new Intermediary Rules 2021, which were notified in February this year. It said, rules that require tracing the origin of chats were the equivalent of keeping a "fingerprint of every single message sent on the service." In response, the government has called WhatsApp's act defiance and wants them to make provisions for the identification of the first originator of the information. In a statement, the spokesperson said that the rules would break end-to-end encryption and fundamentally undermine people's right to privacy.

TRENDING



## REINVENTING PHARMACEUTICAL MARKETING

In the current times, when healthcare engagements are mandatorily moving digital, pharma marketers are realizing the gaps in their customer's data and the gap in the digital focus of their marketing strategies. With the lack of robust CRM systems, pharmaceutical marketing is going through a paradigm shift. Given the present status of pharma marketing, digital adoption as a means of executing marketing strategy is now a foregone conclusion. Digital is now an integral part of the overall sales and marketing blueprint of pharmaceutical companies.



### IS GROFERS PRO-BITCOIN?

Grofers, an online grocery retailer, announced its logo change from uppercase font to a lowercase font depicting a curious spirit to collaborate and solve problems. Further, in a Twitter post, they announced to accept Bitcoins. An honest clarification soon followed this announcement that it was to grab eyeballs and not accept cryptocurrencies. Grofers cleverly took advantage of the buzz around digital currencies, and the platform is actually looking for engineers and urges viewers to visit its 'careers' section.

**WE ARE ACCEPTING  
BITCOINS**

Grofers' recruitment ad is riding the buzz around Bitcoin and cryptocurrency is only to grab eyeballs.

WWW.DAILYTECHSUGGEST.COM



### DID YOU KNOW ?

#### GoDaddy Teaches Indian Entrepreneurs Leadership Lessons

GoDaddy, a leading online solutions-based brand, launched a marketing campaign in 2018, the first phase of its 'Bijness Bhai' campaign. The mission was to help people understand the ease and affordability of building a website to manage and grow their business.

The second phase of the campaign, launched in 2020, focused on educating Indian entrepreneurs. It preaches the importance of building a complete business presence with a domain name, a professional email, a business website, and a social media presence.

The third phase of the 'Bijness Bhai' campaign is pivoted to "encouraging local businesses across the country to go online and 'Make in India and sell in full India'."



## COINDCX ASKS #BITCOINLIYAKYA

CoinDCX Indian Cryptocurrency Exchange has launched an online advertisement campaign #BITCOINLIYAKYA using a humorous narrative and positioning Bitcoin as the latest must-have investment asset for Indians. The aim is to attract new customers by offering free bitcoins worth Rs.100, and users will get a chance to win one bitcoin.



## NESTLE - BOLT FROM THE BLUE

Nestle announced that they were working on a new nutrition strategy after The Financial Times published an internal document revealing that the majority of their foods and beverages were unhealthy. According to the British Business Daily, an internal presentation circulating among top executives earlier this year found that more than 60% of Nestle's popular food and drink portfolio did not fit the "recognized definition of health." The FT obtained a copy of the presentation, which revealed that only 37% of Nestle's food and beverages by revenue (excluding pet food, baby food, and specialized medical nutrition) received a grade of more than 3.5 on Australia's five-star health rating system. Considering these facts, Nestle said they had launched a company-wide project to update its nutrition and health strategy. They have started looking at its entire portfolio to ensure that the products help meet customers nutritional needs and support a balanced diet.



SOURCE: GOOGLE

## MARKETAINMENT



Q1: What is a marketer's favorite drink?

A: Brand-y.

Q2: How did Yoda get his first lead?

A: He used the Sales Force.

Q3: Why do marketers make such good wide receivers?

A: They always stay inbounds.

Q4: How did the bad marketer get a job making butter?

A: He had a high churn rate.

Q5: Why wasn't the candidate hired for the marketing job?

A: He was anti-social.

Q6: I tried to check into room 404 at the hotel this evening?

A: I couldn't find it.

Q7: Where is the best place to hide any evidence?

A: Page 2 of Google



## SOCIAL COMMERCE- THE NEW AGE OF SHOPPING



In today's day and age, the world is more connected than ever. As the access to the internet and technology has ramped up, so has the adoption of an ever-increasing variety of online channels to buy and sell products. Social Media is no different. Social commerce is the use of a social media community to drive e-commerce sales. With social commerce, the entire shopping experience- starting from product discovery and research to the payment process- takes place on a social media platform. Applications like- Facebook, Instagram, Snapchat, and Pinterest are leveraging social commerce as a vital tool to drive sales traffic. Social Commerce is also a big shot opportunity for E-retailers as, "Amid the COVID-19 crisis, the global market for the industry accounted at US\$89.4 Billion in the year 2020, and is projected to reach a revised size of US\$604.5 Billion by 2027, growing at a CAGR of 31.4% over the analysis period 2020-27."

Here's why social commerce is worth a try-

1. It makes shopping a social experience with enhanced interactivity in contrast to traditional e-commerce sites.
2. It removes friction from the consumer buying process. Bounce Rates? Never heard of it!
3. It is becoming a one-stop shopping solution for millennials and Gen Z.
4. It provides an opportunity to tweak and target advertising with the help of consumer insights available.

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Everything you're looking out for to quench your curiosity of marketing, whether it be marketing concepts, latest trends, news, brand stories, innovative campaigns, buzz-worthy advertisements, we've got you covered, marketing360.in is your one-stop solution to look forward to.

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