

Host

For many start-ups, digital marketing is a black box, something many don't understand, because it's dynamic, it's fast paced, and it's ever changing. So how do you suggest you know company should begin or where should they begin?

Sanjay

Thank you, Radha, thank you for having me on your podcast.

Let me let me answer that question by answering why it is important for the founder or to be familiar with digital marketing, some amount of familiarity is important. Because whenever an entrepreneur ventures into a business, it's important for him to understand the market size, and what maturity is the category in.

Host

That's right. I said, Yeah, you're right.

Sanjay

Yeah, so category maturity is an important aspect to figure out how does he go about his entire marketing strategy, say if he wants to create a new category, or if it is an existing category, and to assess the demand that's there in the market, digital marketing can be very handy. A Google search, a search tool that is there is extremely handy. It gives you the search trends of keywords that the users are looking for, and how it has improved and you can get this data by geography. So that's, that's extremely important. I mean, to start off with, that's I think, one of the primary reasons why any entrepreneur should be familiar with some amount of digital marketing. Where do they start? There are a lot of free resources available online. Google has skill shop, which is their official certification program, very well explained very well collated set of programs. Facebook has something called blueprint. And there are a lot of free content that's available online, I think, on YouTube especially so I think these are great places to start off with.

Host

Okay, that's interesting.

How important is it for a start-up to invest in having their own website and doing a lot of, you know, marketing using website as the primary medium?

Sanjay

Right. So, website is important. The level of importance, again, depends on the product or the service the firm is providing. So, Google came up with this study called zeroth moment of truth, this was in 2011. So, in essence, what they explained was that more users are searching for things online before shopping or before even considering purchase, even if the purchase is offline, right. So, if I am looking for say lumbar foam mattresses, for example, right? Many of them tend to search on Google especially, or other search engines to look for these products before they have a concentration fare and they end up purchasing one so it is very important for a business to be discoverable. And website is a very prominent property to own, to ensure better discoverable. Okay, so it should be I mean, even if it's an app-based firm, I would say, web is very important.

Host

And when you're talking about specific marketing, targeted marketing, data privacy becomes a big concern and a big issue. Right? So how does, how does one take care of data privacy, and yet do the kind of marketing that they want to do.

Sanjay

Data is important, because it helps, you know, enhance the overall user experience but the firms need to ensure there is consent. When I say they need to ensure consent, the user must be, let in plain and simple terms on why we are capturing info at, yeah, and there's a very thin line between, you know, using data for user experience or an invading user, user privacy. There are many firms, which capture private information, and they actually monetize it by selling it to third party firms that something should be a serious note but leveraging data for user experience, as long as it's done with consent, should be good.

Host

And what kind of budget should start up set aside for you know, digital marketing and branding.

Sanjay

So, again, depends on the stage the start-up is in, if it is a very nascent stage firm, I would say, about 70 to 80%. And any start-up needs to acknowledge what to expect of each marketing platform, and what role it plays in the larger marketing strategy. Right. So, a smaller start-up, more budget into digital, if they want to go mass media, I would say TV is still the number one, number one option to drive awareness, there is little to take away from TV but if you want to drive performance, you want to have maximum returns for your marketing dollars, digital is still the best option.

Host

Did the entire digital marketing journey from you know start to now and if you were to talk from some of the key aspects or key highlights from that, what would those be?

Sanjay

Right, so when, when we started off with digital marketing, it was a very small team. What we could do then was we could experiment a lot more, experiment with different messaging, different creatives, be more aggressive in our spends, when we started off. The reason is we were a smaller brand and there was there was a lot more to experiment. We were still trying to figure out who's our target audience, what message you know, resonates best with them. But that has evolved now into a stage where we have stronger data analytics. We know what works; we know what user profile resonates to what message so we are a lot more efficient in terms of our marketing spends. But we are still we are still scaling, right we haven't reduced scale from where we started.

Host

Okay, and what are some of the key learnings that you had in this journey?

Sanjay

Businesses need to understand what their, who their customer is, and what is the expectation that needs to be set and clarity in terms of communication is very, very important. Because we were dealing with parents who are not very digitally savvy, we had to ensure the message that we used to put across was tackling their problem, addressing their problem, rather than say talking about a product feature, that is really resonate with them, right, a product feature resonates to add in some mature category. Yeah, problem statement is when you're trying to, you know, get try create a new space, and address existing problems.

Host

Yeah. Sure, and some of the high moments or moments of highlights for you.

Sanjay

So, we have had a few successes, I would say great successes is when we scaled our app installs px, without, keeping our costs intact, right. So, we were able to drive higher scales at the same efficiency, we have done a lot of experiments, in terms of the creatives and messaging, we were a lot more risk taking back then we had creatives where we had the entire digital asset, invented and posted, is your child's study progress turning your world upside down or something of that sort. Which, which was very bold, and which was very quirky and fun. But as we have moved, as we have grown as a company, we now see that we are very clear in terms of what messaging works, most of the time, we try and address the evolving customer with our newer products, but with the same larger thing.

Host

Cool and how much of for TV advertising is really, you know, sort of helped you from, you know, digital marketing perspective, because BYJU's does do a lot of TV campaigns, and has a lot of celebrities in those campaigns. So how much has that helped and have you been able to measure that?

Sanjay

Right. So, for us all market expense, are measured, be TV, be it digital or be it, working with influencers. So, TV has had a big impact. Our brand awareness and brand recognition, has been primarily been driven through TV. So, it has been measured, of course, we've had our data analytics team, which kind of measures what's the increase in Google search, that happens when we have a new campaign, or if there is like an increase in organic app installs, when we have TV running or if our digital marketing, cost per install reduces? All these are great indicators of measuring how TV campaign works, we have also gotten into the extent of looking at ad spots and try attributing installs to that so, if ad spot in a particular type of channel, at a particular time and date, if that's what sort of impact does. It's been measured to a great extent.

Host

How do you manage agency relationships because I heard somewhere or I think I read somewhere where they said that digital marketing and client agency relationships don't last beyond two years, three years? I mean, that kind of churn, probably you don't see in, in traditional advertising agencies, per se. So why does that happen and how do you manage the expectations on both sides?

Sanjay

So the reason why that happens is when an organization grows, and their marketing budgets increase, they find it, find it to be far more efficient to have an in house team in house team means better control, and better turnaround time. Right. These are and in being a start-up, turnaround time is very important because things change dynamically. If the founder has an idea that around say Christmas, and he wants to launch a campaign in a day, it's very hard to work with an agency to do that.

Host

Correct.

Sanjay

So that's where I feel a lot of firms take the operation in house, the way to sustain it for agencies is to build eyepiece, which are very exclusive to them. Firms now have tools to analyze the data better, can they bring in higher efficiency that say a firm taking the operations inside, cannot? So those kinds of moats are very important for an agency to survive as they get into the business of having a client, having them for a year or two, and then looking for a new client. You get into that cycle.

Host

Thanks, Sanjay. Thanks for your time.

Sanjay

Thanks a lot, Radha- thank you for having me on the show.