



# Decoding The Digital Strategies in Post #Covind-19 Era - India

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# Digital Access & Digital Divide in India - The Facts

- Approx 41% Active Internet penetration in India among all people in India
- Approx 1.4% productive consumption of Internet /contribution to online retail sales in India as compared to Developed countries (14%)
- 28% of active internet users are below age group 18 in India.

# Current Challenges in India

- Less productive consumption of digital media
- Lack of digital literacy
- Improvement of Infrastructure needed for digital economy
- Logistics & structural challenges to remove for ecommerce companies
- Facing altered consumer behaviour
- Creating sustainable & alternate business strategies

# Altered Consumer Behaviour & The New Normal

- Altered consumer psychology for non essential things & on artificial demands.
- Wait & Watch consumer psychology
- Panic buying psychology
- Slow & less consumption over a longer period of time.
- The WHY factor of buying behaviour.

# Crisis Marketing & Communication Methods

- Focus to increase digital literacy
- CSR (Not for profit) face of companies will help in connection & brand building
- Target young audience more.
- Think ways to increase productive consumption of digital media by users.
- Give better access to products & services.
- Mass inclusion is VERY IMPORTANT. (Keep diversifying your offerings, pricing & targeting like that)
- Extended crisis marketing strategy with non aggressive subtle messages.
- Keep clear outcome against what users pay & how. More value oriented approach
- Non essential services or products keep regular subtle communication & try alternate sustainable models.

# Taking Business Online - The preliminary 5 questions

1. Is my business eligible to take online? If yes, what to do, if no, then what?
2. What are the strategic aspects to take it online?
3. What are the technical aspects to take it online?
4. What is the cost involved?
5. I have initiated taking it online, but now what?

# The step-by-step strategic aspects.

Make a 7-point blueprint for your business

1. Look at your touchpoints - Internal (Team) & External (Vendors, Leads, Client)
2. Look at your communication process.
3. Look at your operational & admin/HR process.
4. Look at your accounting process.
5. Look at your marketing & sales process
6. Look at your delivery process.
7. Look at process optimization (maximizing productivity)

# The Technical Approach & Tools for 7-point blueprint

You may or may not need all tools. A combination can work well.

1. G Suite - For email, calendars, drive, hangout, team collaboration
2. Trello - Easy drag & drop project or task management
3. Larksuite.com - Team collaboration, video conference, projects, chats
4. Basecamp - Project & team task management
5. WhatsApp for business or Telegram - Day to day quick communication through groups
6. Facebook chat message automation tool, Facebook business (Team)
7. Hubspot CRM or drift.io or intercom or getgobot.com for lead funnel & chatbot
8. Zoom, anymeeting, gotomeeting, webex, Google meeting for video conference.
9. Kickidler.com or TimeDoctor for remote employee monitoring.
10. CCAvenue, PayU, PayTM, GPay, PhonePe, RazorPay
11. Moodle, Teachable, Udemy for LMS
12. Zho, quickbooks for accounting
13. AI based content automation tools like Articoolo, Gtranslate & more
14. Competitive research tools like Spyfu, Ubersuggest, Alexa and more



# Case Examples of businesses who can or can't take it online in lockdown

1. An Institute has started virtual classroom with zoom & created LMS for videos
2. A restaurant converted it as a food collection center as well to take orders online and deliver through own/swiggy, zomato ubereats.
3. An automobile company started providing online games with their cars along with 360 degree photos & AR based driving experience to customers. Pre order or initial booking process or communication is made fully online.
4. A gym instructor/zumba trainer has taken his/her whole class live online and made membership app for recorded class videos.
5. A shoe store has converted it's website to ecommerce along with customized 1-1 consultation and online form to submit show size or other data.
6. Jewellery stores/luxury goods started online schemes & future possession/virtual possession of items.
7. Travel agencies can focus on VR based travel product & services, local radius based travel plan with safety precautions.

# What you can do in lockdown for your business

1. Focus more on long term branding rather than short term conversion.
2. Be empathic with the community & fine tune your brand message & tone in that line.
3. Try to learn new skills (Digital Marketing or Web Analytics or App Development) utilizing your time & always relate the applicable areas matching to your business.
4. Try to take your business online applying & experimenting with the said strategies & tools here. Try to keep both offline & online model of your business.
5. Do Revenue engineering. Try innovative ways how you can reach critical mass (mass inclusion) and accordingly set pricing and expand your business in new areas. Go vertically deep or horizontally expand / diversify.
6. Keep an omni channel presence.
7. Educate, Excite, Engage (The E3 formula) to apply & 4E formula of Putting your 100% Energy, Energize others, Execute well & show Empathy. That's the key of success in all odds.

Thank you.  
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