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presents



RP - Sanjiv Goenka  
Group

Growing Legacies

# Marketing Strategy

Online & Offline

# Background

Though RP-SG group has diversified businesses ranging from Carbon Black manufacturing, IT/BPO of Healthcare, Financial Services, Telecom & Media, Power Generation & distribution, high-end Retail chain, Music, natural Rubber production to Management institutes and has been one of the pioneers in many genres in West Bengal & rest of the country, the parent company lacks a concrete marketing strategy to establish a thought leadership position in the country.



# Our Plan

We plan to establish **brand awareness & visibility** of the parent organization (RP-SG Group)

- By reaching out to the mass audience mainly through **social media marketing** with Fresh, Vibrant, Engaging, Identifiable & Easy to understand language/message and narrative model, firmly pivoted on the company's Vision, Contribution in Nation Building & Strengthening Economy, Diverse Portfolio, Offerings etc.
- By using **social media calendar** with buzzwords, industry-friendly phrases, inside news, engaging & informative content giving value to the consumers.
- By **influencer marketing**, making an idea-center of RP-SG Group.
- By making resource library for valuable knowledge - with **content marketing** technique.

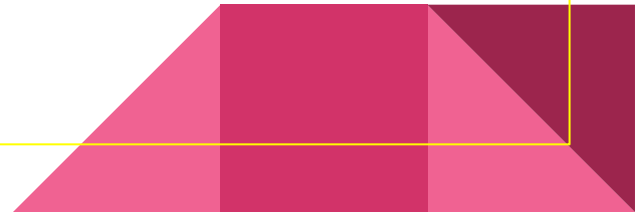
# Brand awareness, & maximise the reach

- Language, Tonality & Voice
- Positioning shift – from Ubiquity to Utility
- Focus on core brand proposition

Focus on **core values** of the Group.

Focus on **key differentiation**

Focus on **innovation & influence.**



# Idea-center & influencer/'thought-leadership' building

- Social media activation: regular, frequent, update, Idea-oriented & highly engaging (Facebook, Twitter, LinkedIn, Instagram & Youtube) - Cross pollinating with social media channels.
- Resource library development: blogs, whitepapers, POVs, case studies, CEO speak, Experts/Influencer speak.
- Customer testimonials.
- Cornerstone Content / Landing pages centering your group businesses.
- Multi-lingual Presence.



# Social media presence – Big ideas, made accessible

Here, we explore the

**Big Ideas**, the **Grand Notions**, and the **Disruption** in every sector that define our **POV**.

If Transformation is at our core, once corporate awareness has been established, we extend our ambit via intellectually **rich, smart, thought provoking** content.

We use social media to:

- Share updates
- Upload news, articles, feature pieces, videos that offer new insights in our domain
- Create innovative posts
- Comment on movements/other posts/thought leader speak
- Share links to our collaterals

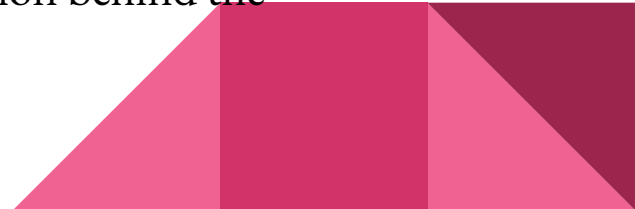
The idea is constant,  
enlightened, effective  
engagement.  
This is the **CLOUD OF  
VALUES** around the  
corporate.

# Resource library – Long and short form content, driving big ideas

Long form, or the Big Ideas, is the space for extended commentary, influence building, and establishing your own niche.

- **Whitepapers** on different genres and the story behind it
- **Blogs** around the domains and the ecosystem we thrive in
- **Case studies/customer testimonials** to show people how we did what we did
- **CEO, CTO, CxO Speak (Videos)**, telling the world about the vision behind the product
- **Infographics** that make data, an art form

**This is where it gets even better.**





# Other recommendations


It requires precise, acute, and highly articulated planning and execution. We propose an 360-degree web revamp.

This includes the following:

**Your website is your kingdom.**

- Reimagining the site-map/website – more visuals, better graphics, more diagrams, and only meaningful text. (Present website is having FLASH which is not Google or all browser/mobile friendly)
- Making it interactive and responsive, via chatbots.
- Interesting Videos should be featured on the home page. Videos will make the users get stick to the website
- All social media plugin on above the fold area to increase the visibility quality backlinks
- Choosing a color scheme, a visual palette, and uniformity of voice and illustration
- Minimizing clutter and maximizing readability
- Clearly presenting of an expansive resource library

# On-ground Activity


- I. Corporate Excellence award
  - II. Corporate cricket/quiz
  - III. Awards to 3 top personalities for excellence in their genres (Music, art, science, sports etc)
  - IV. Debates with famous personalities (as e.g. Telegraph debate)
  - V. To incorporate “RP-SG” group’s logo & social media handles in all collaterals of existing businesses
  - VI. To amplify all ground events through social media platforms - creating engaging content, poll, go live etc
  - VII. To sponsor/buy space/give advertisements in publications of top corporates like “Forbes Top performing Companies” etc
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# Few brand proposition statements

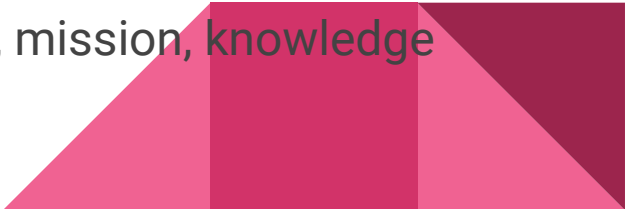
- ★ 100 years of continuous growth!
- ★ Transforming lives through the power of innovation & excellence!
- ★ Game changer in retail sector
- ★ We are your solution!
- ★ Together let's progress!
- ★ Revolutionary digital transformation of Indian music
- ★ You are in good hands. 70 years of Trust & Admiration!



# Mock Social Media Calendar

- 1) Monday Motivation quote by CEO
  - 2) Industry News
  - 3) Behind the scene video (from any of the sector)
  - 4) Blog/Whitepaper/Case Study promotion
  - 5) Employee speaks
  - 6) Weekly Achievement news from any of the existing business
  - 7) Graffiti board - customer of the week/employee of the week
  - 8) Did you know? - revealing unknown facts related to the existing businesses of the group
  - 9) Wish on specific days - 15th August, Durga Puja, New Year etc
  - 10) Engaging contests amongst the audience
- 

# Few more sample ideas

1. Spot the thief running gif image contest (Stop electricity theft)
  2. Family shopping at spencer's retail and post your Group Selfie to RP-SG group's Facebook page and tag 5 friends. Be the Winner of the week & get mobile recharge! /tag a friend contest / Create Social Me-me. Create/ Popularize brand hashtags.
  3. Behind the scenes video - Employee speaks, Office b'day celebration at Victoria house, CSR activities, fun moments captured at office, group discussion clips etc.
  4. Bite-sized communication - short simple regular videos by CEO/Directors/VP/AVPS/Employees about the vision, mission, knowledge sharing, value addition, professional tips & more.
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# Few more sample ideas...continued

1. Do you know facts - Reveal fun facts like “ total no of transformer boxes in Kolkata or total no. of spencer’s retail outlet in kolkata, or how many KM of electric wires/HT lines CESC use in Kolkata
2. Story-telling - Highlight local super heroes (Who helped prevent electricity theft, or saved someone from electrical hazard, or your employees who worked hard to repair power cut problems after a natural calamity ). Ask people to share their stories (from your different businesses) and choose them as “Face of the month” or “Face of the Week”. (Like - for spencer’s - Super mom of the month, )
3. Customer interaction initiative - Keep facebook live session with customers or select/invite them (by quiz)to your corporate office and give reward (goodie bag or discount coupon etc)

# Few more sample ideas...continued



1. Integrate AI based Chatbot in group website to direct customers to FAQ page or to your specific business help page.
2. Occasion based homepage theme (15th August/ Durgapuja/ 26th Jan.. the way Google does it )
3. On Main group website, rather than just putting direct link, create informative landing pages about each business.
4. Prepare industry case studies, Fact-sheets for customers/investors, prepare whitepapers. Enhance career section. Invite/organize idea-contest among customers (ask them how to improve our service or...) and reward them
5. Explainer /Animated or Simple slide videos to present in a better way.
6. Create an online feedback zone/forum or 'Chitchat' zone for customers.

# Sample creatives



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## 100 years of continuous growth!



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## Transforming lives through the power of innovation & excellence.



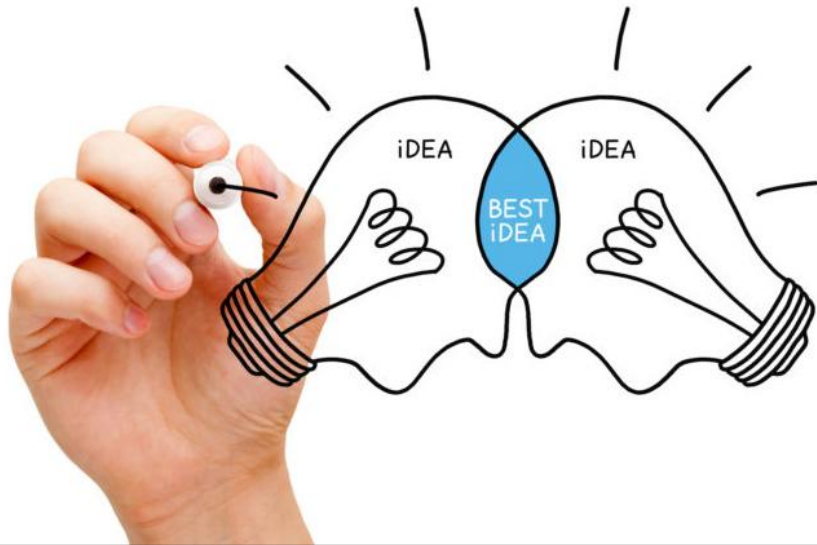


# Sample creatives



## Transforming

lives through the power of innovation & excellence.



## Game changer in retail sector



# Sample creatives



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**WOODLANDS**  
Multispecialty Hospital Limited  
When you are in need

You are in good hands.

**70** Years of Trust & Admiration!



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Growing Legacies

**SAREGAMA**  
**CARVAAN™**  
Soul of India

ARISTES MOODS GEETHA

LATA MANGESHKAR  
Lag Ja Gale Kie P'ar'Ve

Revolutionary Digital Transformation Of **Indian Music.**



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*If we don't talk about it, they don't hear how  
we think!*