

Never have a bad meal

Team Members: R.Sreelakshmi, Vennela GS, Sujay Sudharshan, Shatabdi, and Akash A

An Indian multinational restaurant aggregator and food delivery startup that focuses on providing food delivery options and also restaurant reviews for users/customers.

WHO DO WE HELP?

To provide food delivery services to people who are studying and working. We also work closely with restaurants that help customers get quality food at the best of places.

WHAT DO YOU HELP THEM ACHIEVE?

We help them achieve comfort, ease and good food. Customer satisfaction is the end goal.

HOW WILL WE DO IT?

By delivering quality food deliveries at their doorstep. Ensure the service is hygienic owing to the pandemic. Effective tracking of the order so that necessary and urgent steps could be taken to solve customer problems.

PREPARATION PHASE

SMART GOALS

By: R.Sreelakshmi, Vennela GS, Sujay Sudharshan, Shatabdi, and Akash A



S- Specific

- To ensure deliveries are safe and hygienic with in-built sanitizers and ZOMATO-CARE packaging. In turn, increasing the number of customers using Zomato and building trust with customers (from students to senior citizens) to increase customer loyalty.

M- Measurable

- As of 2021, we have 3.5 stars under the safety category of our feedback mechanism in the app (Food Hygiene ratings) By 2023, we want to see the effect of ZOMATO CARE packaging with 4.5 stars.

- **Quantity**- As of 2021, the **unique deliveries** without Zomato-Care packaging is 40%. By 2023, we want to see the effect of Zomato-Care packaging with an increase in unique deliveries to 70%

- **Quality**- Since just having customers is not enough, we want to build a loyal customer base. So, by 2023 we want an increase in **deliveries altogether**. In 2021

the total deliveries made in India was 200,000 by 2023 we want to set a golden standard of 5,00,000 deliveries all over India.

A- Achievable

- These goals are achievable because Zomato has all the resources and capabilities necessary to achieve the set goals in prevailing conditions.
- Get at least 4 stars in the safety ranking category (Food Hygiene Ratings)
- Get at least a 30% increase in the number of unique deliveries by 2023.
- Increase the total number of deliveries by 3,00,000 by 2023.

R-Relevant

- Our goals are relevant because Zomato believes in putting customer's safety first before profit motivations. And Zomato also believes in making food affordable to all **tiers** of the country.

- The Zomato Care services will be mainly provided to people who are studying and working in tier-1 and tier-2 cities.

T- Time-Based

By the end of 2023.

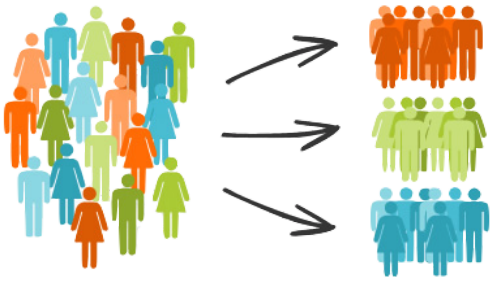
Zomato aims for:
Our goal is to increase the number of total deliveries by 30% by 2023 by introducing the Zomato care packaging that includes inbuilt sanitizers, safe food delivery and thereby building the trust of customers.

In the next six months:
Our goal is to increase the number of total deliveries by 5% (that is over 15,000 deliveries) in the next six months by introducing the Zomato care packaging that includes inbuilt sanitizers, ensuring safe food delivery and thereby building the trust of customers.

SEGMENTATION

PERSONA MAPPING- DEMOGRAPHICS

By: R.Sreelakshmi, Vennela GS, Sujay Sudharshan, Shatabdi, and Akash A



AGE: 15 to 75 years
GEOGRAPHY: Tier-1 and Tier-2 cities in India
GENDER: All

Demographics for each segment:

Students:
Age: 15 to 25 years
Geography: Tier-1 and Tier-2 cities in India
Gender: All

Working Professionals:
Age: 21 to 55 years
Geography: Tier-1 and Tier-2 cities in India
Gender: All

Entrepreneurs:
Age: 18 to 55 years
Geography: Tier-1 and Tier-2 cities in India
Gender: All

Senior Citizens:
Age: 60 to 65+ years
Geography: Tier-1 and Tier-2 cities in India
Gender: All

PERSONA MAPPING- PSYCHOGRAPHICS

By: R.Sreelakshmi, Vennela GS, Sujay Sudharshan, Shatabdi, and Akash A

	STUDENTS	WORKING PROFESSIONALS	ENTREPRENEURS	SENIOR CITIZENS
1.	Go to college and also work as interns. (Also attend online classes)	Office going or Work From Home setup	Spends most of the time at the office and with team members.	Either stay at home or at old age homes.
2.	A few stay in hostels, PGs, rental apartments (away from their homes) while the rest stay with their parents.	Spread across Tier-1 and Tier-2 cities.	Spread around community places like hotels, apartments, villas, paying guests	Lack of availability of houses helps during the lockdown. So difficulty in cooking.
3.	Quick in decision-making. Actively participates in house parties or clubs.	Quick	May or may not be quick in decision making.	Not quick in decision-making. Actively participates in socializing or leisure activities.
4.	Easy; Most of them don't cook. They either eat from canteens or restaurants. (High chances of ordering food)	Upskilling and high chances of changing careers. Look for high pays.	Focuses on growing up their business using marketing or branding strategies.	
5.	Found in Urban Set-up. Active in extra-curricular.	More in need of Zomato packaging because of their work hustle.	Busy in tiring work	
6.	May or may not have purchasing power. (Income levels are	Small to high purchasing power (depends on whether	Have purchasing power (but spending depends	High purchasing power. Income depends on

	small)	they are in entry-level or professional occupations)	on their investments)	pension.
7.	High social media usage (Instagram, FB, YouTube, Twitter, Snapchat, WhatsApp)	FB, Quora, LinkedIn	LinkedIn, Quora, Youtube,	Low to high social media usage, especially platforms like WhatsApp, Facebook and YouTube.

IMPLEMENTATION PHASE
CAMPAIGNS AND CHANNELS:



1. **YouTube:**

By: R.Sreelakshmi

This campaign will be shown on YouTube and other digital streaming platforms like Hotstar and Voot. The campaign will be about ZomatoCare, where it provides awareness and the need for sanitation at this crucial time. The content of the campaign should be creative and something that relates with the people (Increase the trust in Zomato and ensure them that they can afford safe services from us, this COVID).

The slogan for the campaign will be - “Zomato Care, We care for you.” This campaign will be run for 2 months that targets all our four target audiences. This is to get maximum reach and app installs. ***Scheduling: Period starting from May 15th to July 15th.***

2. Email Marketing:

By: Sreelakshmi, Sujay Sudharshan

World Food Safety Day is observed on June 7th. We will send emails to our new and returning users where the creative should talk about Zomato Care Packaging and healthy food. The goal behind this campaign is to get maximum app installs and thus increase the number of deliveries. The leads or details of the customers to send emails can be obtained from a lead generation campaign run for a month that targets all the segments of the audience which leads them to provide their details.

- ***Emails to be sent on 7th June 2021***
- Lead Generation ad:

Video bytes on real-life struggles of the delivery people. So when they make a delivery we are promoting that they are wearing a merch with QR code of their bank account. If anyone wants to tip they can do so immediately and no third-party apps are involved. Below this sponsored ad that is put on:

❏ Facebook- Features to be used are Lead Ads and wall posts. The ads posted on the official Facebook page are applied with Facebook page settings:
A. Post and story sharing- allow sharing of stories.
B. Tagging ability - allow others to tag videos posted by Foodgasm.
C. Others can tag the page - yes they can
D. No country restrictions and Age Restrictions
E. Comment Rank - most relevant comments are shown for my page by default.
F. Translation - The Post should show translation for those who read other languages.

❏ Instagram- Features to be used are Zomato's IGTV and Stories
❏ YouTube- Video and YouTube shorts.

And the CTA leads to getting details from the viewers:
To send a personal message to the delivery executives, sign-up to avail 50% off on your first order.

They give the name, email ID, phone number, and download, and then the offer is applied. ***Scheduling: The period of this lead generation campaign will be over a month (May 10th to June 6th)***

3. Instagram (Influencer marketing)

By: R.Sreelakshmi, Shatabdi

(a) A campaign in collaboration with famous influencers where they put out a video in their respective IGTV, stories and also in the official Zomato Instagram page. This video will be funny where the content will talk about the suspension of IPL and other current affairs.

The draft around which influencer's content can depend on:
Now that IPL is suspended, you might feel bored and should stay home; Fulfill your cravings with Zomato.
Download Zomato now!

The influencers can also talk about the Zomato care services and urge the users to install the app and use it now. List of influencers possible for collaboration:

Influencers	**Category**	**Credibility (Instagram)**
Jordindian	Comedy and Music	349K followers
Danish Sait	Comedy, Improv, Lifestyle	1.1 million followers
Bhuvan Bam	Comedy and Lifestyle	11.7 million followers
Carry Minati/ Ajey Nagar	Comedy and Reviews	12.4 million followers
Kenny Sebastian	Stand Up Comedy, Actor, Musician	1 million followers
Dolly Singh	Comedy and Lifestyle	1.2 million followers

Scheduling: This campaign will run from May 10th to May 31st.

(b) Campaign- Zomato Safety quiz: The quiz based on safety and health will be conducted through Instagram's question feature. The top 5 winners get to interact with Carry Minati on Instagram Live and get a 40% discount in Zomato for a week. ***Scheduling: The questions will be asked on June 3rd and June 4th whereas the live session will be streamed on June 7th.***

List of influencers possible for collaboration:

Influencers	**Category**	**Credibility (Instagram)**
Jordindian	Comedy and Music	349K followers
Danish Sait	Comedy, Improv and Lifestyle	1. 1 million followers
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Carry Minati/ Ajey Nagar	Comedy and Reviews	12.4 million followers
Kenny Sebastian	Stand Up Comedy, Acting, Improv and Music	1 million followers
Ranveer Allahabadia / Beer Biceps	Health and Lifestyle	1.4 million followers

4. #naniapproved (A multi-platform digital campaign)
By: Vennela GS

Zomato takes safety standards up a notch with the #naniapproved campaign. This campaign is a video of a grandchild wanting to order food but the grandmother complaining that it is not safe during the pandemic.

The child insists and the grandmother says if you're ordering then only use Zomato because I only trust the Zomato Care Packaging. The target audience of this particular campaign will be students and senior citizens. Hence, #naniapproved campaign.

- Social Media Marketing: Zomato will start a trend hashtag #naniapproved on social media platforms like Instagram, Facebook and Twitter. People who order food from Zomato should upload a photo or video and use the hashtag. This will be shared on Zomato Fb, IG and Twitter handle.

- This campaign will also make use of top Indian food influencers who will contribute to the #naniapproved campaign in a paid partnership with Zomato to persuade their followers to also participate in the campaign. They will also contribute in making prospects aware of the available discounts and the new participative campaign.

  The draft that influencers can use: Time to take safety standards up a notch! Join us in the #naniapproved campaign with Zomato. Get hot food delivered with the best safety standards. Use the hashtag and avail discounts upto 30% on the Zomato app!

  Scheduling: It will be scheduled from 9th May to 25th May.

  List of Influencers possible for collaboration:

Influencers	**Credibility**	**Forte**	**Specifics**
Ashutosh Bhatt	Instagram: 895k followers Youtube: 200k subscribers Facebook: 169k followers Twitter: 176k followers	Traveller, food blogger, photographer, already worked with Zomato in a paid partnership	Instagram: story, IGTV Facebook: Lead Ads, Interest targeting Youtube: Video
Ronak Rajani	Instagram: 306k followers Youtube: 127k subscribers Facebook: 300k followers Twitter: 187k followers	Traveller, food blogger and a comedian	Instagram: post, story Facebook: Wall post, live Youtube: Video
Karan Dua	Instagram: 197k followers Youtube: 144k	Food blogger, traveller and photographer	Instagram: IGTV, post Facebook:

	subscribers Facebook: 128k followers Twitter: 29k followers		carousel post, story Youtube: story
Shubneet Jain	Instagram: 132k followers Youtube: 111k subscribers Facebook: 98k followers Twitter: 20k followers	Restaurant reviewer, food blogger	Instagram: post Facebook: lead ad Youtube:video
Parth and Sagar	Instagram: 197k followers Youtube: 144k subscribers Facebook: 128k followers Twitter: 29k followers	Food blogging duo, also appeared on the Huffington post in a paid partnership with Zomato	Instagram: post, story Facebook: messenger bots Youtube:story

Note: Facebook page: when the ad is posted on Facebook, the following facebook features are applied.

A. Post and story sharing- allow sharing to stories.
B. Tagging ability - allow others to tag videos posted by foodgasm.
C. Others can tag the page - yes they can
D. No country restrictions and Age restrictions
E. Comment Rank - most relevant comments are shown for my page by default.
F. Translation - Post should show translation for those who read other languages.

- Email marketing: Details of customers such as email ID will be taken from previous deliveries and the lead generation AD stated above. This campaign will be sent to their email, text messages and so on informing them of the new campaign and the ensured safety standards of Zomato Care Packaging.

Scheduling: It will be scheduled from 10th May to 8th June.

- Online Reputation Management: Zomato will carry out the #naniapproved Zomato Care packaging campaign with the objective to have support from customers, employees, suppliers, distributors, shareholders, government and society as a whole. It will reach out to journalists from newspapers like Times of India, Hindustan Times, Deccan Herald and The Indian Express to release this campaign as a digital press release.

  Scheduling: It will be scheduled from 10th May to 8th June.

- Sales Promotions: The #naniapproved campaign will include up to 30% discount codes, wherein if they use these codes during the delivery they will get up to a 30% discount. This will be the sales promotion scheme for the #naniapproved Zomato Care Packaging campaign, ***which will be scheduled to run from 9th May to 1st June*** on the Zomato App.

EVALUATION PHASE

By: R.Sreelakshmi, Vennela GS, Shatabdi

WEB ANALYTICS



Why is web analytics important for Zomato?

It is important because the campaigns administered by Zomato are necessary to achieve the SMART goals. It is required to measure or evaluate these campaigns as it helps us in understanding our success rate and also tells us whether we need to re-strategize our campaigns for better results.

The below table shows the Evaluation phase: It includes Parameters that Zomato will check to evaluate if they are reaching closer to the SMART goals.

Our goal is to increase the number of total deliveries by 5% (that is over 15,000 deliveries) in the next six months by introducing the Zomato care packaging that includes inbuilt sanitizers, ensuring safe food delivery and thereby building the trust of customers.

Parameters	Reasoning	Expected Results
1.Engagement Rate	Engagement Rate is very important because it shows how long a person stays on your site. It is important for Zomato to have a higher engagement rate to ensure that the number of customers who'll use Zomato increases.	5% Engagement Rate
2.Keywords	Keywords for Zomato include: best food, best food delivery, safe food delivery, hygienic food	Zomato wants people to be associate the company with these keywords
3.Top location	This helps us to ensure whether the maximum number of visitors are from the locations that we target. We target the campaigns to Tier-1 and Tier-2 cities in India. These parameters provide those details.	60% of our deliveries must be from Tier 1 and 2 cities in India
4.Bounce Rate	If a person leaves your website within a span of 30 sec, it is considered as a bounce. Zomato should have a lesser bounce rate in order to achieve the SMART goals.	2%

5.No. of returning users	It is relevant to understand the number of users who are visiting the website or the app to compare with the number of orders. This covers the part of total deliveries mentioned in the SMART goals	200,000 to 500,000 deliveries all together according to SMART goals
8.Top active pages	It is necessary to know the top active pages in the website. We can use this information to understand which page is active and therefore put information about Zomato Care Packaging. (Put relevant content that needs high attention)	Home page, security, terms and conditions, Zomato for Business App, etc.
6.No. of new users	It is necessary as it clarifies whether our campaigns are successful because of which new unique users visit the website or the app. This covers the number of unique deliveries mentioned in the SMART goals.	Increase from 40% to 70% unique deliveries according to SMART goals
7.Conversions	Helps track our goals and evaluate if we're reaching it	150,000 customers CR to achieve 15,000 deliveries in 6 months
9.Page views	The number of views on the Zomato pages must be directly proportional to the awareness of the campaign. Therefore Zomato aims for maximum page views so it achieves conversions that match the SMART goals.	Expected page views are over 150,000 views per day
10.Traffic sources	Direct Search Mail Referrals Social Display Ads Based on this data, we can get to know which platforms we can continue to advertise to reach the four segments-	Direct - 86% Search - 85% Mail - 45% Referrals - 56% Social - 34% Display Ads - 74%

	Students, Working Professionals, Entrepreneurs and Senior Citizens.	

Formatting credits: Vennela, Sreelakshmi