

# Marketing Command Center

The Client is one of India's leading marketer in Fast Moving Consumer Goods Business



The proliferation of digital technologies have transformed customer behavior and disrupted marketplaces. As a result, marketing practices must also evolve. The Marketing Command Center is about harnessing automation to make marketing practices more productive and agile, mining new sources of customer data to create customized communications, and leveraging analytics and artificial intelligence to optimize marketing activities.

Spotted early trends like DIY, Dalgona, recipe and rising stress among mothers and enabled brands to capture these trends timely through live events / contest.

Product opportunities (e.g., laundry sanitizer, wipes, dishwashing, masks, etc.) were identified during the covid phase.

Captured spike in immunity concerns which resulted in new launches around immunity boosting products using natural ingredients.

## BUSINESS NEED

- Client heavily relied on the primary and secondary surveys to understand consumer behavior for its brands
- The client wanted to develop a digital platform to constantly monitor and analyze various structured and unstructured data online and provide actionable insights for brands to support their marketing strategy

## SOLUTION

- Implementation of the Marketing Command Center provides constant listening and actionable insights to appropriately fine tune the brand strategy and messaging:

### Effective Communication strategies

- Content & Communication Insights
- Campaign Metrics
- Community Health

### Understanding the Audience & Brand

- Brand Insights
- Consumer insights
- Trendspotting

### Managing reputation online

- Reputation management by tracking online conversations
- PR- influencers

## RESULTS

- Better understanding of market trends and consumer behavior
- Actionable insights on social media and online conversations to manage reputation
- Competitive analysis and accurate market data to help with target segmentation
- Insights on consumer behavior led to development of new products and also enhanced engagement with consumers on social media