

# Marketing Mantras for SMBs

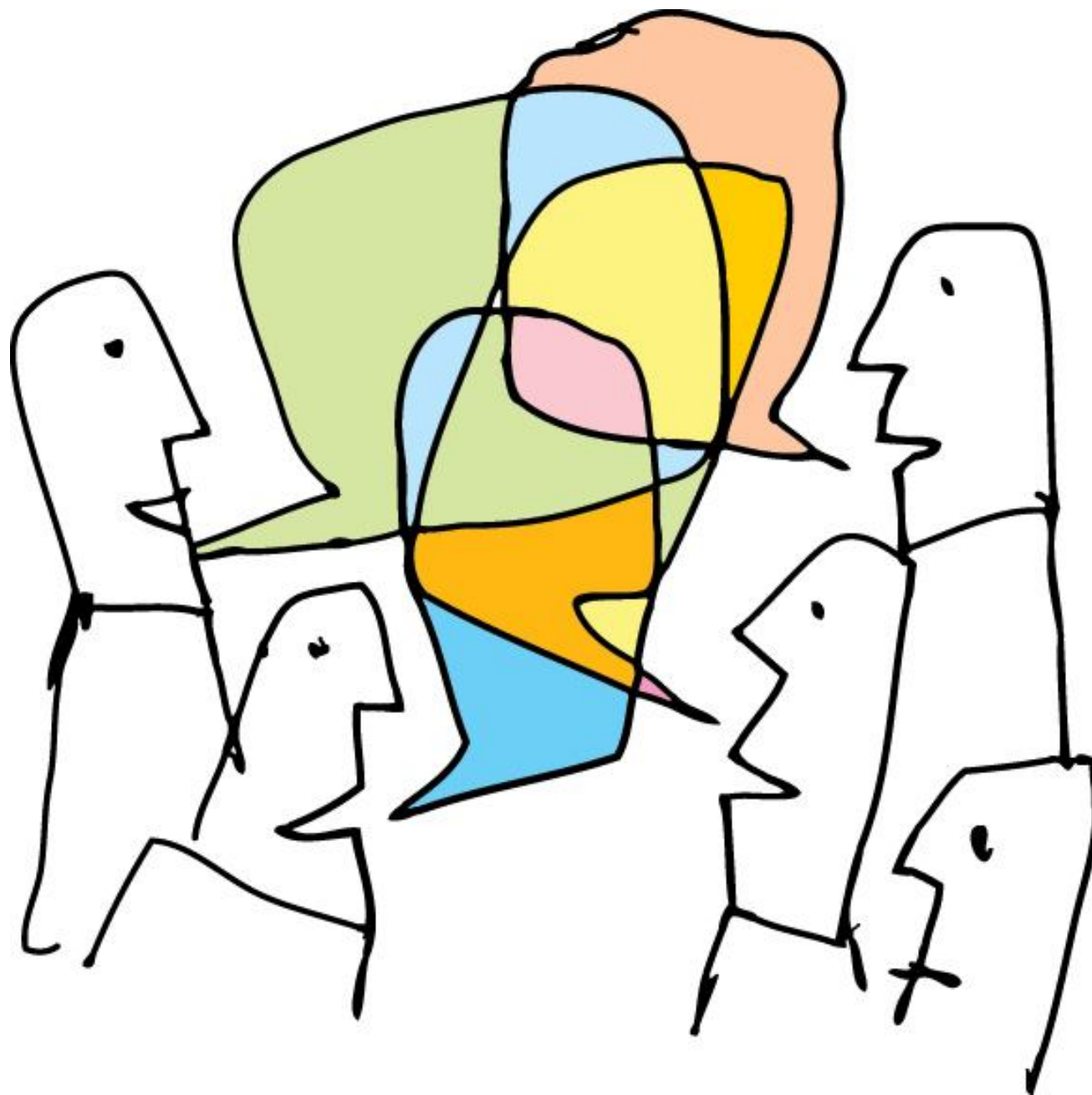


SMART ADVERTISING ON TV

[kas@amagi.com](mailto:kas@amagi.com)

3 Crores

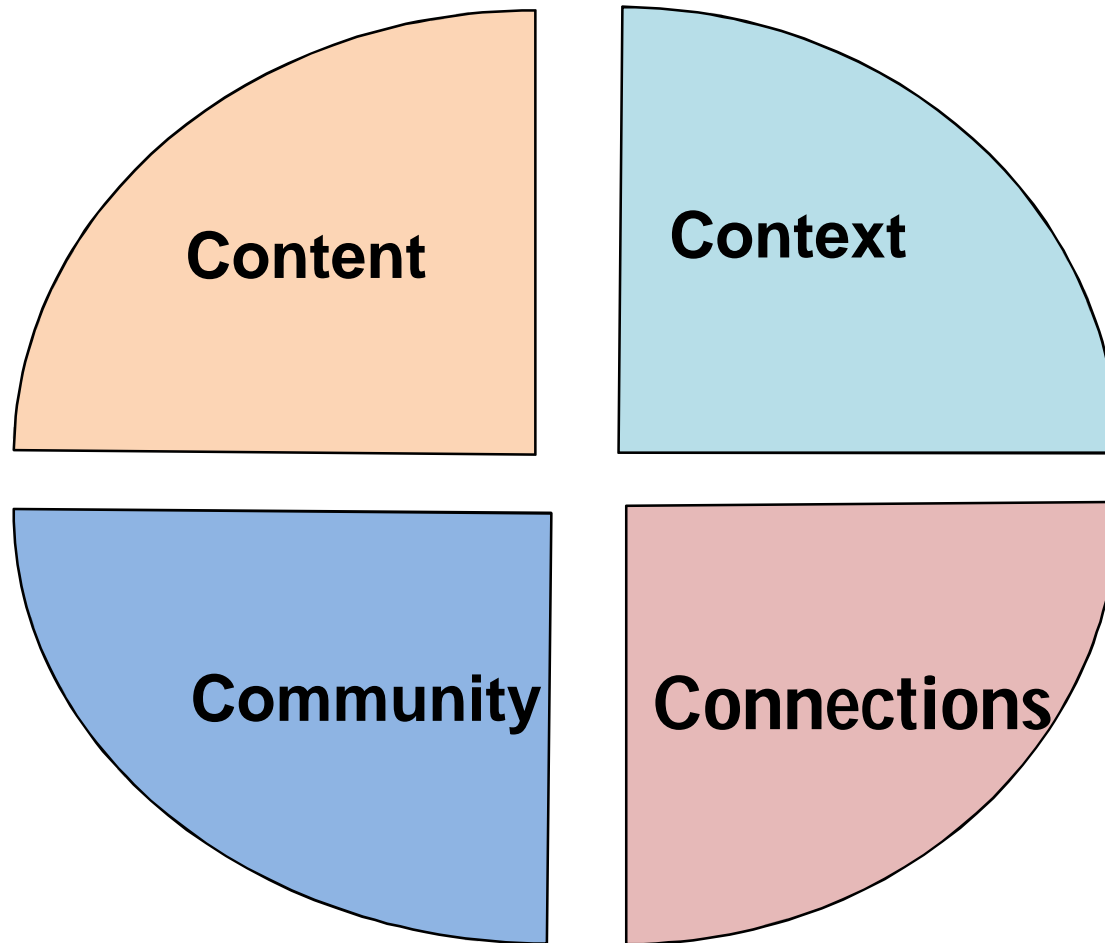
Number of SME businesses in India



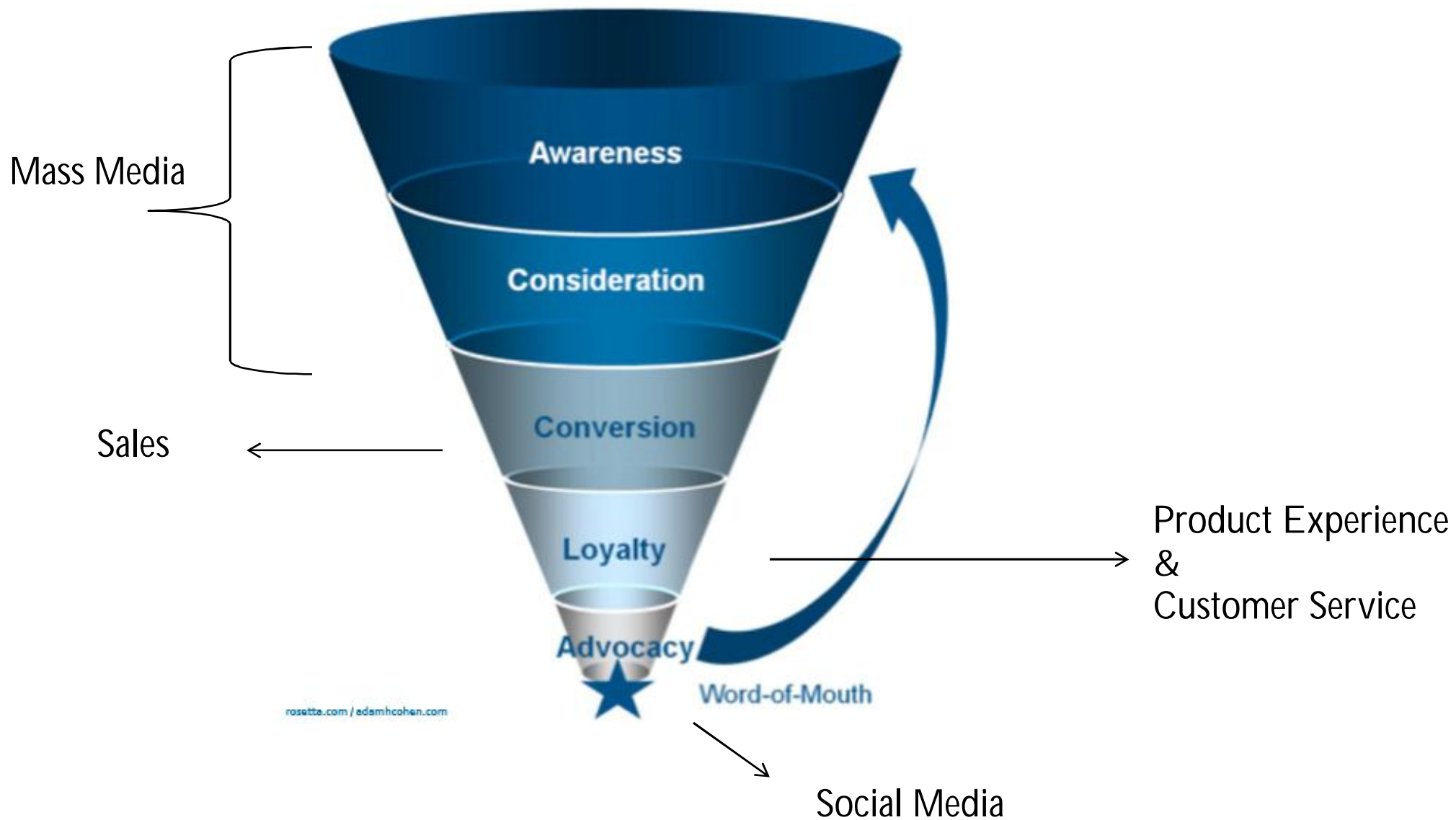
Hundreds of marketing messages per consumer per day



# 4Cs in the era of social media



# Marketing Funnel



Marketing is not



Marketing is





# Battle for the consumer ..



Small business

Large business

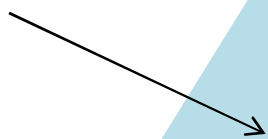


Half the money I spend on advertising is wasted, and the problem is I do not know which half.

- Lord Leverhulme (1851-1925)

Most Targeted

Events,  
Exhibitions,  
Conferences



Online- search ads,  
Display, Facebook etc.



Least Targeted



TV, Print, Radio, Outdoor

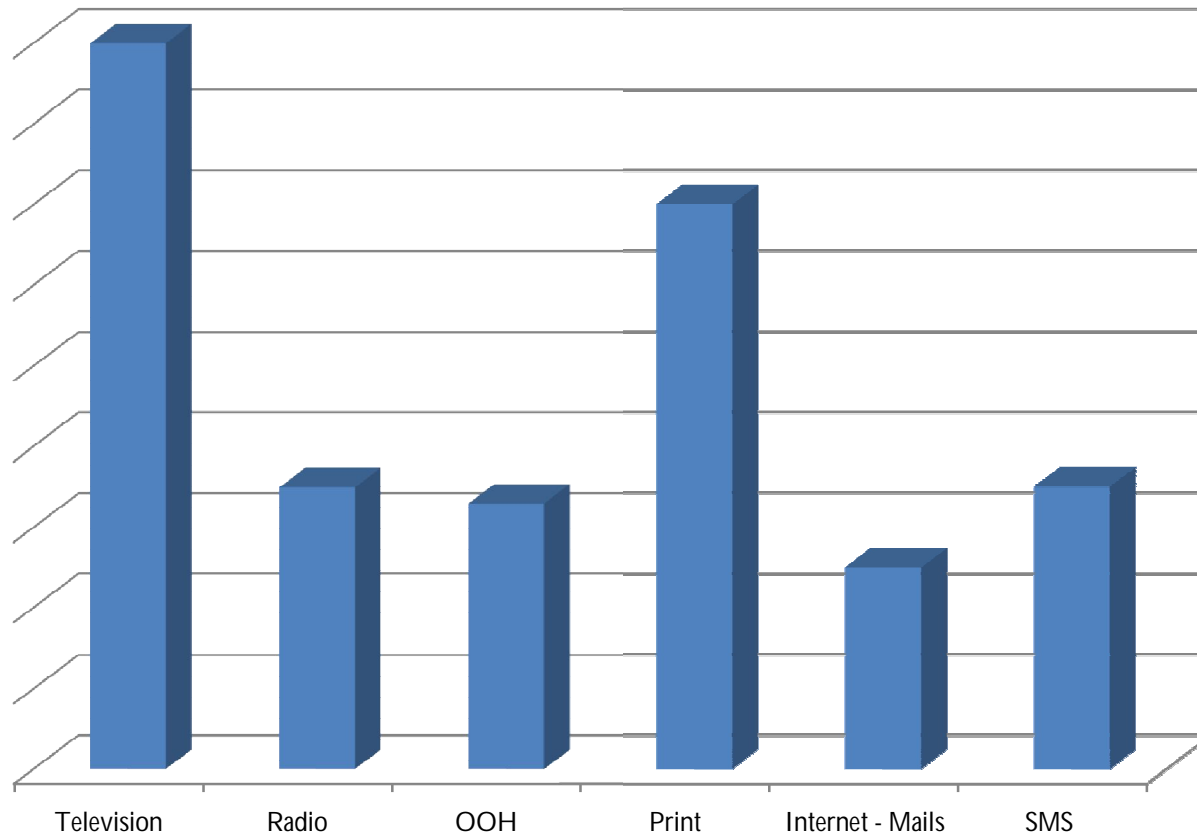


# Advertising

More Effective

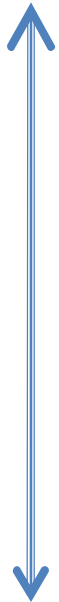


Less Effective

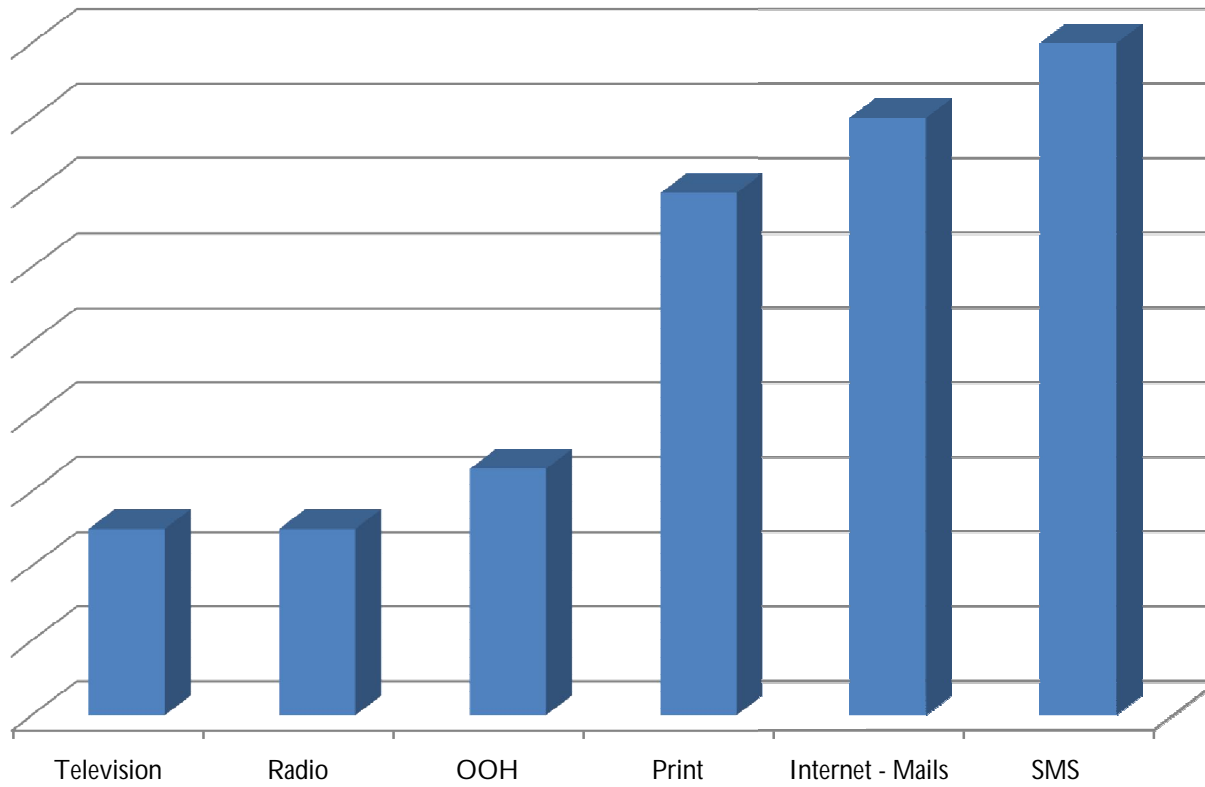


# Advertising - Targeting

More Targeted



Less Targeted



# TV advertising

Rich audio  
visual

- Multi-sensory involvement
- Most memorable
- Richer messaging

Better reach

- Mass media
- Family experience
- Longer exposure

Ideal for  
brand building

- Media multiplier effect
- Strong brand image by associativity





# Introducing targeted ads on TV



Ad spots on premium TV channels.  
On a per-region basis.

# Example

South subscribers zoom  
SMS AWKK To 54646



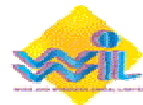
Bangalore

South subscribers zoom  
SMS AWKK To 54646

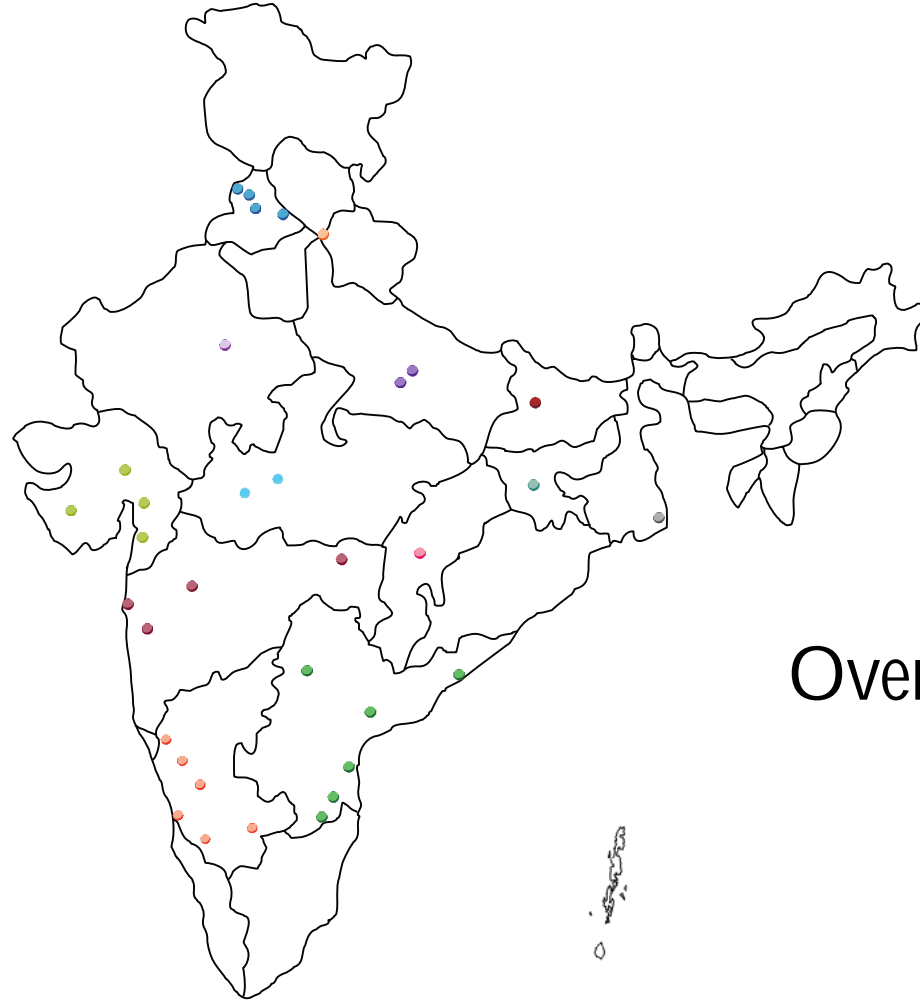


Kolkata

# Networks leveraging Amagi local connection



# Our network across India



Over 150mn people reach

## Delhi-NCR

**Karnataka**  
Bangalore  
Belgaum  
Hubli-Dharwad  
Davanagere  
Mangalore  
Mysore

## Andhra Pradesh

Hyderabad  
Vijayawada  
Tirupati  
Chittoor  
Nellore  
Vishakapatnam

## Madhya Pradesh

Bhopal  
Indore

## Maharashtra

Mumbai  
Nagpur  
Pune  
Aurangabad

## Punjab

Amritsar  
Chandigarh  
Ludhiana  
Jalandhar

## West Bengal

Kolkata

## Chhattisgarh

Raipur

## Rajasthan

Jaipur

## Uttar Pradesh

Lucknow  
Kanpur

## Gujarat

Ahmedabad  
Rajkot  
Surat  
Vadodara

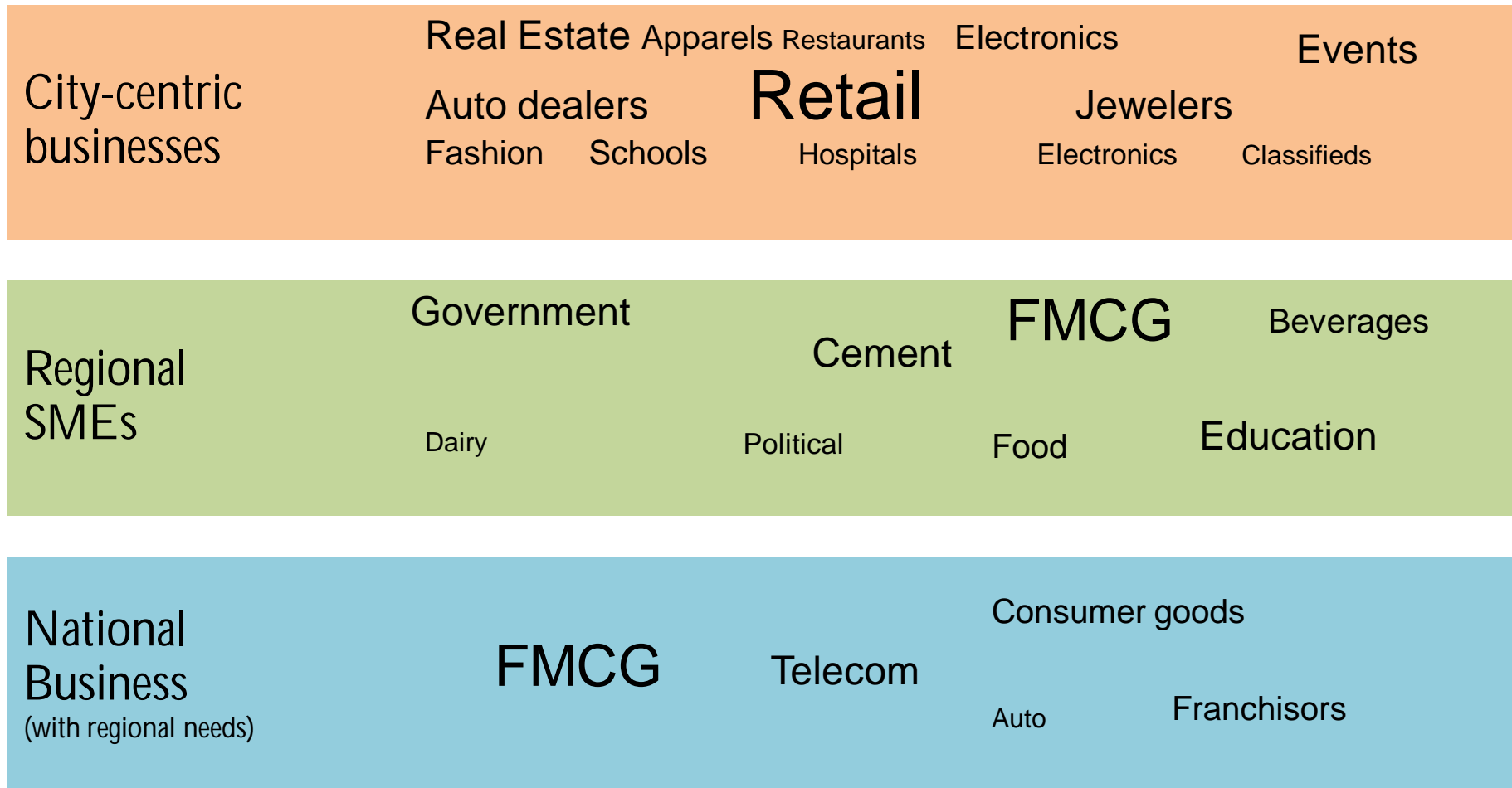
## Jharkhand

Ranchi

## Bihar

Patna

# Target customers



# More than 500 advertisers



# Case Study



Business	Morpheus Clinic
Product	Fertility clinic
Location	Mumbai
Campaign	1 month
Response / Leads	800 SMS

# Case Study



Business	Lida Pharma
Product	Slimming pills
Location	Mumbai
Campaign	1 month
Response / Leads	2000 SMS
Conversion	10%
Repeat	50%



# Case Study



Business	Silk Saree retail
Product	Rasi silks
Location	Delhi
Campaign	1 month
Brand recall	High

# Customer Speak (Video)



# Media buzz ..



Amagi's New Trick for Broadcast Advertising

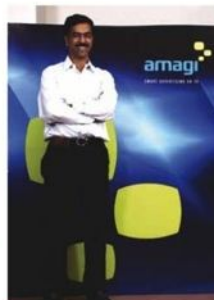


Amagi one of the hottest startups in 2012

[IMFACT] FEATURE



Vishal Mahotra at the Ditto TV Launch



K. A. Srinivasan of Amagi



## Best Startups in India in 2010

... **Addressable Market Size: Rs.9,400 crore (~USD 1.86 billion)** ...

## BUSINESS INSIDER

### The 10 Hot Indian Startups You Need To Watch

... **Why you should care:**

Amagi is one of the early players in this underdeveloped market. Predictions of a **Rs.50 billion (~USD 993 million) market** for local television advertising in India by 2015 provides a healthy plate for Amagi to dig into ...



### 2011's Most Promising Startups from India

... Amagi mixes media & technology beautifully and **the end result is a great technology that delivers localized advertising in a very targeted fashion** ...

Brand = Best capital



But, brands are not built in a day



# MCHUMOR

by T. McCracken



"I want you to draw up plans for a city that can be built in a day."

Experiment, experiment, experiment



**Experiment**

# Targeting option



13.04.2012 17:12

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 विभाग: मंत्रालय  
 मंत्रालय मंत्रालय

### मागील वीज वापर

माहिना	युनिट
MAR-12	308
FEB-12	239
JAN-12	274
DEC-11	369
NOV-11	436
OCT-11	432
SEP-11	327
AUG-11	303
JUL-11	440
JUN-11	625
MAY-11	778

**कॉल सेंटर टोल फ्री नं.**  
**18002333435**  
 महाराष्ट्र शासनाच्या मंत्रालय

अतिरिक्त पुरवठा आकार	0.00
	0.00
	0.00
वीज विक्री कर	0.00
वजा सगळ्या देयकाची रक्कम	0.00
व्याज	0.00
कंपोझिट दंड	
इतर आकार	0.00
अतिरिक्त आकार	328.92
<b>एकूण</b>	<b>3342.22</b>
निव्वळ शकवाकी / जमा	4.87
समायोजित रक्कम	-236.31
व्याजाची शकवाकी	0.00
<b>एकूण शकवाकी / जमा</b>	<b>- 231.44</b>
देयकाची निव्वळ रक्कम	<b>3110.78</b>
<b>पूर्णांक देयक</b>	<b>3110.00</b>
मागील पावतीचा दिनांक	25/03/12
सुरक्षा लेव जमा	***3430
	दिलीप जाधव का.66.54

वेब/टोपी ने देयकाचा भरणा केल्यास, माहितीकराच्या स्वाध्याय रक्कम वजा देण्याची दिनांक, परतचा दिनांक संपुष्टात राहिल तरही जाईल/100 महिन्यांचे वेदक/ काल देयक भरणा सुट रु.29.06/ मागील तसले देयक भरणा सुट समाधान रु.-14.77/ सुरक्षा खीळविले जाणे रु. -221.50/ अतिरिक्त आकार MERC केला रु. 68/2010 प्रमाणे 94.44/ अतिरिक्त आकार MERC केला रु. 100/2011 प्रमाणे 234.48/ इ.सी.एन. : BILL\_DESC/PCA RATE Rs.:1 -100Units & 2024/01 300 Units & 2009/00-600 Units-0.2151/501-1000 Units-0.4204/510-1030 Units-0.8604/

साहक संख्या: 27826248/e-mail:sdn4127@ho.mahadis.com.in /Phone No. 25864316  
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# Measure, measure & measure





Think integrated



# Battle for the consumer ..



Small business

Large business

The main logo for amagi, featuring the word "amagi" in a large blue sans-serif font with three yellow squares of varying sizes to the right of the "i".

**SMART ADVERTISING ON TV**

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