

DIGITAL MARKETING BUDGET

Parameters	Cost per month(in Rs)	Cost for 6 months(in Rs)
Search engine optimization	1,00,000	6,00,000
Social media marketing	12,000	72,000
Email marketing	20,000	1,20,000
Keyword advertising	6,000	36,000
Mobile advertising	50,000	3,00,000
Online banner advertising	16,200	97,200
Referral Marketing	5,000	30,000
Affiliate networks	1,500	9,000
Advertising through posters	1,000	6,000
Total Cost	2,11,700	12,70,200

Note-

- The budget is made for 6 months
- The costs of the parameters used may vary
- The website used for calculating the budget is www.digitalmarketingcalculator.com

ACTION PLAN

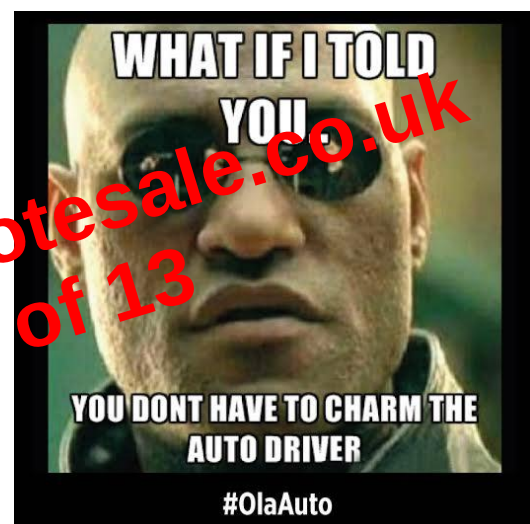
As mentioned above we shall be using several e-marketing activities as well as non- internet marketing activities in our marketing mix. The action plan for the same is listed below:

1) Search Engine Optimization:

The steps we shall be following for search engine optimization are:

- 1) For improving the visibility of our website on Google, we'll be using unique and accurate page titles that will make us stand out amongst our competitors
- 2) Using Google's webmaster tool we will be designing an appropriate description meta tag which will tell Google and other search engines what our website is about. The description meta tag is sometimes used by Google as snippet for the page and hence is important for the website's visibility
- 3) We shall be using simple to understand URLs which will convey our content easily and also lead to better crawling of our documents by search engines
- 4) Navigation is very important for search engines. And though our best in class website for Ola Cabs already implements easy to use navigation we shall be doing the same for our Ola Auto pages to drive visitor traffic
- 5) To influence our website more, we shall be designing our content in such a way that it is compelling, unique, exclusive and useful for the visitors
- 6) Further our anchor text i.e. the clickable text that users will see as a result of the link will be designed to tell users & Google something about the page we are linking to

Social media campaign: Currently Ola is running a social media campaign using the hash tag #OlaAuto featuring memes indicating how easy it is to get an auto using Ola. Some of their meme's are as follows:



Though this is a good idea for a social media campaign it hasn't taken off that well amongst the users as yet in terms of user engagement. There are very few likes on the posts and though Ola asked users to send in their entries as well for the meme's there's no incentive for the users to share.

Hence to build up on Ola's campaign we shall be starting this a nationwide Facebook, Twitter & youtube contest. This will be 3 contest campaign explained as follows:

- 1) In the 1st contest users will be asked to submit similar meme's and the top 3 best meme's will win varying amounts of recharge in their Ola wallets ranging from Rs 2000 for the winner to Rs 500 for the 2nd runnerup. This incentive will definitely drive users to participate in the campaign.
- 2) We will be following up this campaign with a 2nd contest during christmas aimed at increasing brand awareness as well as sales during christmas. The campaign will