DESIGN THE MARKETING CAMPAIGN FOR EVENT MANAGEMENT GROUP "JASHN"

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Abstract

The aim of this article is to analyse and understand the designing of the marketing campaign for event management group "**Jashn**". It is a Delhi based event management start-up and wants to expand across India. They require a marketing strategy which is cost effective and impactful. For this, research required to study the marketing mix for event group. The Identifying and understanding Promotional tools was carried out with a view to understand the contemporary tools which are most effective for the campaigns. Along with, the study included the understanding the impact of Digital marketing tools which are cost effective with maximum each. Also, the real time feedback is quite useful to upgrade and customize the campaign. The article takes a sneak in understanding the scope of different segment of customers so to generate the required variables segment wise thus customer satisfaction can be achieved. Scope of study is quite wide as the focus is promoting and increasing the sales and performance of **Jashn** via various digital marketing by studying analytics of customer's outlook on digitization is today's era. It also encompasses customer's psychology based on their interactions with the webpage and offline events organised by **Jashn** group. The methodology includes secondary data where we find that people are more inclined towards online advertisement, the Millennials are present across all the social media and they are sharing their experiences, providing feedback. While analysing the competitor analysis, it was observed that the field is too dynamic and the unique ideas will be sold out. There are number of tools to get the exact number of customers approaching the webpage designed. An extraordinary service needs to be delivered to the customer while fixing the pain points shared as a feedback by the customer.

Keywords: Social Media, Promotion, Campaign, Customers, Event Management

Introduction

The profits in Event Management industry are continuously rising. According to a study by Goldblatt, earlier it was observed that the average growth of the event planner was around 15%

but since the industry is growing the growth has increased to 40% and is expected to further rise. An event is anything which refers to social gathering such as festivals, ceremony like weddings and a party. Event managements are the application of project management to create and develop large scale events. For a specific target audience, event management is a process to organizing an event which will be remembered forever. It is a rapidly growing industry where the evens are hosted regularly.it is a very glamorous and exciting profession which requires hard work, creativity and full dedication. The process of planning and coordinating the event is usually referred to as event planning and which can include budgeting, acquiring any necessary permits, scheduling, site selection, arranging decor, coordinating transportation and parking, arranging for speakers or entertainers, event security, catering, coordinating with third party vendors, and emergency plans. From organising a small birthday party limited to 100 people to organising Olympics, it includes events of all sizes.

Event Management in India

India is a country where there are thousands of events are occurring daily. From small birthday parties, holibash, theme parties, product launch, sports, culture, corporate seminars, road shows, T.V reality shows, workshops, exhibitions, wedding celebration, Fashion and celebrity shows to Musical concerts, tourist attractions, film awards the scope of events is widening every single day. The continuous rise in the scale of events are the main has emerged and they are the main drivers in this sector.
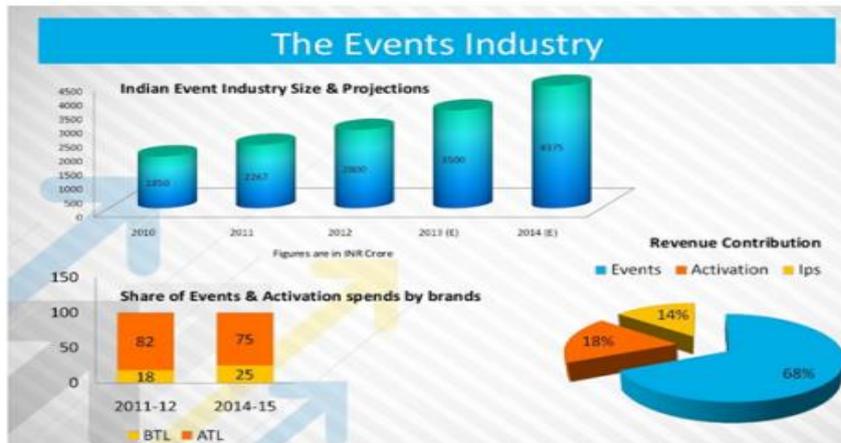
As per a report by EY-EEMA (Event and Entertainment Management Association), the events industry in India is predicted to cross 10,000 crore mark by 2020-21. The key growth drivers of event management in India are digital activation, sports leagues, rural expansion and increased government marketing initiatives. The fad of reality television in the form of reality shows, dancing and singing competitions have also contributed immensely to the growth of the event industry.

Growth of the Industry

	Global	INDIA	USA	ASIA
Growth (in %)	6.2	13.1	6	20
Projected Growth (in %)	5.5	25	4.2	21

(Source: The Economic Times, Sept2017)

The boom of the event management industry in India began in the 1990s with the opening up of the economy and took off around the beginning of 2002. Since then, it has been growing at a rate of 16% CAGR and is poised to grow at 20% during the coming years. The ability of the industry to adapt and grow with innovative technology is driving its exponential growth. Event management companies that has gained recognition in India – WIZCRAFT, PERCEPT, TAFCON, CINEYG,70 EMG, Encompass events.

The Events Industry

Indian Event Industry Size & Projections

Figures are in INR Crore

Share of Events & Activation spends by brands

	2011-12	2014-15
ATL	82	75
BTL	18	25

Revenue Contribution

Events — 68%
Activation — 18%
Ips — 14%

Source: *(Source: The Economic Times, Sept2017)*

Role of Social Media

Social media is great platform to reach out to millions of people within no time and in a cost-effective manner. One can plan an event, announce their event on social media, create networks, have authentic information and the positive feedback for a specific event can create wonders for a company. Demands of the people can be known. Designing an event according to the interest of the people will be comparatively easier.

Overall industry size and projections

Overall industry size (₹100 cr) (For calendar years)	2008	2009	2010	2011	2012	Growth in 2012 over 2011	2013p	2014p	2015p	2016p	2017p	CAGR (2012-17)
TV	241	257	297	329	370.1	12.5%	419.9	501.4	607.4	725	847.6	18%
Print	172	175.2	192.9	208.8	224.1	7.3%	241.1	261.4	285.6	311.2	340.2	8.7%
Films	104.4	89.3	83.3	92.9	112.4	21%	122.4	138.3	153.6	171.7	193.3	11.5%
Radio	8.4	8.3	10	11.5	12.7	10.4%	14	15.4	18.7	22.7	27.4	16.6%
Music	7.4	7.8	8.6	9	10.6	18.1%	11.6	13.1	15.3	18.3	22.5	16.2%
OOH*	16.1	13.7	16.5	17.8	18.2	2.4%	19.3	21.1	23	25	27.3	8.4%
Animation and VFX	17.5	20.1	23.7	31	35.3	13.9%	40.5	46.8	54.3	63.1	73.4	15.8%
Gaming	7	8	10	13	15.3	17.7%	20.1	23.8	30.9	36.2	42.1	22.4%
Digital advertising	6	8	10	15.4	21.7	40.9%	28.3	37.1	48.9	65.1	87.2	32.1%
Total	**580**	**587**	**652**	**728**	**821**	**12.6%**	**917**	**1059**	**1,238**	**1,438**	**1,661**	**15.2%**

Source: (Source: The Economic Times, Sept2017)

Since, event management is a multimillion-dollar industry starting with a small amount and size one can get substantial experience in this field and can charge as per the market. It is a fast-growing industry.

With the friendly and outgoing nature, the jobs for event management is most appropriate. Since the demand for professionals is growing in this industry, the go getters with their dedication, hard work and creativity can make an event a big success.

Psychology of the potential customers should be studied thoroughly and the events can be designed accordingly. Aspirants should have a strong passion for the events and should be flexible of schedule.

Pestel Analysis

Political	Economic	Social	Technological	Environmental	Legal
Tax policies	Interest rate	Per capita income	Technological change	Natural disasters	employment laws
Safety	Level of disposable income	Religion and beliefs	Communication infrastructure	Pressures from NGO's	consumer protection laws
Freedom of media	Growth Rate	Cultural norms and values	Internet infrastructure	Environmental policies	copyright and patent laws
Special tariffs	Inflation rate	Health consciousness	Technological awareness	scarcity of raw materials	health and safety laws
Government regulation and deregulation	Price fluctuations	Attitudes towards leisure time	Level of innovation	Air and water pollution	Data protection laws

Social Media Marketing

In today's generation, social media can take the company to great heights; it can reach out to various prospects and convert them to loyal customers. It is extremely powerful in the era of digitization, can help the company to gain traffic to the website, generate potential customers and clients. Every social media has a different purpose to cater. Twitter is a great place where word of mouth works, short messages can be put up here and then the re-tweets can really benefit the company. LinkedIn is a platform to share thoughtful and powerful messages which is appeals to professional audience. Instagram is a place to advertise your products, create pages, share the content and prospective customers will turn in.

Social Proofing

It is also known as social influence. The positive comments of the product or company not only from a family or a friend but a trustworthy endorsement giving out a positive comment about the product can help to build an image in the minds of prospects. Reviews on the website, ratings, testimonials, expanding the presence on venue listing platforms are an important way to attract the customers. It is the psychological and social phenomena how the product is perceived based on the online feedback.

Event Marketing Tools

Marketing the event in a proper manner is very necessary since it has been studied that at least 20% of the even budget should be spent in marketing. Social media channel being cost effective can reach out to millions of people in a few clicks.

HubSpot

Millions of contacts can be stored in Hubspot and unlimited number of users can use the platform absolutely free. It is a sales platform and inbound marketing channel which can help companies to attract customers, convert leads. It basically tracks and manages interaction with companies and its customer and prospects. This tool engages with the active subscribers, send them notification regarding the promotions, upcoming events and turn the prospects into customers.

Google Analytics

It is a free web analytics which allows to analyse in depth about the visitors on your website. One can gather the information from this tool, understand which page is taking the maximum time to load, how to improve it, customers spending maximum time on a page and how can a strategy be formed to improve the business.

Tableau

A data visualisation tool which is used for data science and business intelligence. Company can drill down data to see the impact in a graphical format and it is a user friendly tool which can be easily understood. The dashboards can be created which can be understood by the non-technical analysts and convert data into easy understandable graphics.

Flyers

To draw attention to an event, product, service or idea this tool is used. The message can be conveyed within no time. It is easily understandable, one can choose any template, customise the design, and get creative with those templates.

Posters

Like flyers, posters can be placed in public areas and targeted venues. Place it in the noticeable target market and convert potential customers to loyal consumers. It can be both graphical and textual and promotes an idea, product or event.

Programs and Brochures

Promoting the event through brochures can be impactful. The company needs to present themselves as organised and create a brochure for the clients. All the details should be precisely mentioned. Product education is very necessary and it can be imparted through various programs.

Banners

It should be easy and mentioned in a manner that it draws the attention of the people. The next events can be announced by the banners. The text and image can be included in the design. On the websites these ads can be displayed on top and bottom.

Canva

It is a graphics tool where one can choose from templates available and create images promoting the event. It can be posted across social media, mails, include it in the app, websites.

Event Website

It is a promotional tool, which can be integrated with lots of features like keeping the data of people who attended previous events. Promoting the upcoming events, teasers, testimonials, understanding the demands of the customers.

Chatbots

Event bots can be integrated with the website, app, social media websites like Facebook, Instagram. Planners can post about their upcoming event; check with the respondents if they will be interested in such events.

Facebook Live

Facebook Live is a tool to used livestream any event. By taking advantage of the social media audience, connecting with them and holding Facebook Live sessions. One can announce their event and ask the respondents if they will be joining. Teaser with event preview is announced, speaker lineup, sessions, activities, and more.

Mobile Event App

Planners can promote their event through an app. It can also help to send notifications to the users, provide feedback, polls and questionnaires can be provided. People can confirm their bookings, can choose the venue, designs, and give suggestions.

Sprout Special

It helps to manage multiple social media accounts for entrepreneurs, growing businesses. It is a paid tool and provides social media publishing, for studying analytics and engages across all the social profiles.

Marketo

It is a tool which was built by using the Salesforce platform. It is used by medium sized business to focus on mobile marketing, lead management, customer base marketing, email marketing, and consumer marketing. Through this tool we can effectively promote events and save time by reducing manual tasks.

Asana

It is a tool to improve team collaboration and work management. Users can create tasks, assign individual team members to a task, create tags to organize the tasks, set due dates, and track members' progress. These tasks can be viewed on the calendar feature and assigned to teammates, so holes or overlaps in event promotional content can be spotted.

Competitor Analysis

All the companies in the online business need to analyse the competition analysis and develop statistics and draw conclusions on the basis of results. Below is the list of services to analyse competitor's site.

1. Web Archive**:** An analysis of several years' worth of changes in the content of pages or site structure is provided.
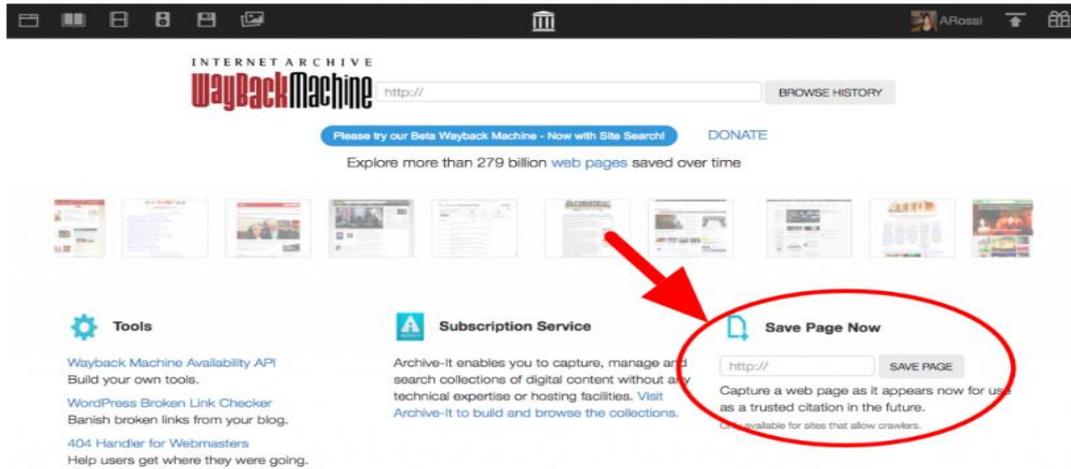
2. Alexa: Analyses of the popularity of the site and its traffic sources based on toolbar statistics are provided.

3. Similar Web: Detailed analyses of the popularity of the site, traffic, and search for similar resources are provided

4. Ahrefs: Competitor analysis can be done, SEO health over time, Alerts will notify web mentions and keyword ranking.

5. Buzz Sumo: The most shared content about a topic such as a viral article or strong competitor page reference are provided.
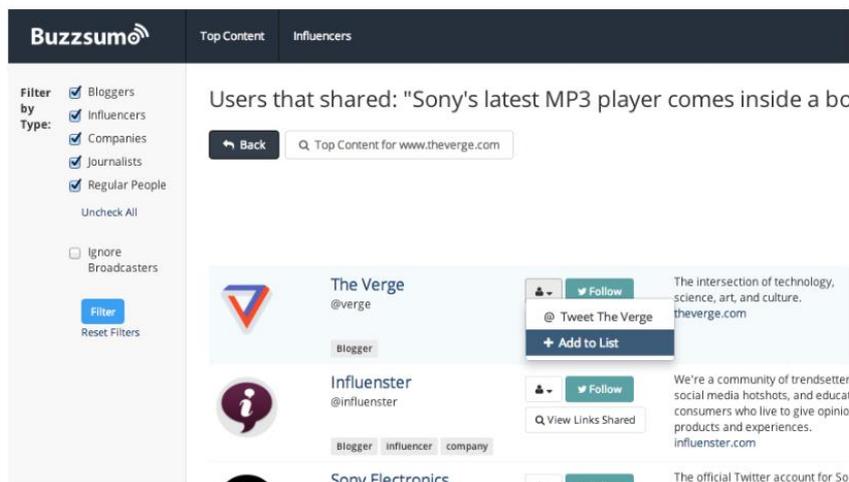
Literature Review

Events are activities that bring people together to have a good time. It enhances the quality of people's life, provide revenue for projects, and boost the economy. For some, events may be leisure activities and for other people it is a work possibility. Events require a high degree of planning, creativity, dedication and hard work regardless of the size of the event. Event management companies can provide the best of the service and win the confidence of the customer. The duration of the event manages the customer to attend the event, he compares the event with other competitors and finds better services of the event. The intangible service is appreciated by the consumer which will help the company to grow and expand.

Data Analysis and Observations

The data analysis needs to be undertaken in order to analyze if the assumptions of the research are met. The collected data is analyzed and further discussed. Sample size is 232. Below is the statistical representation of the data collected.
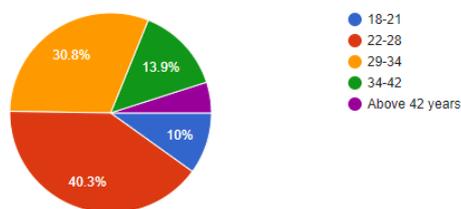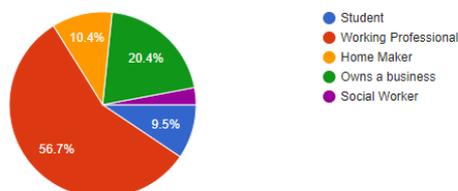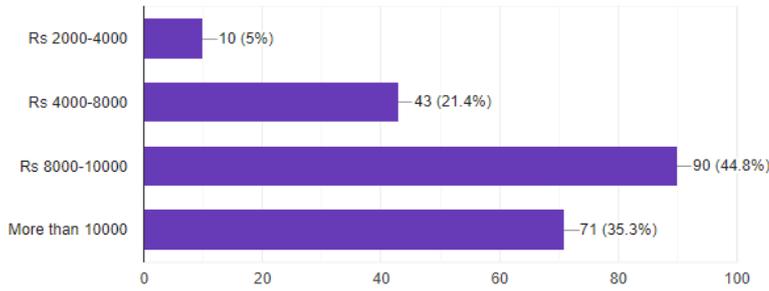

People of age group 22-34 years are approached the most.

Most of them are Working Professional.

What is your allocated budget to spend on an event?
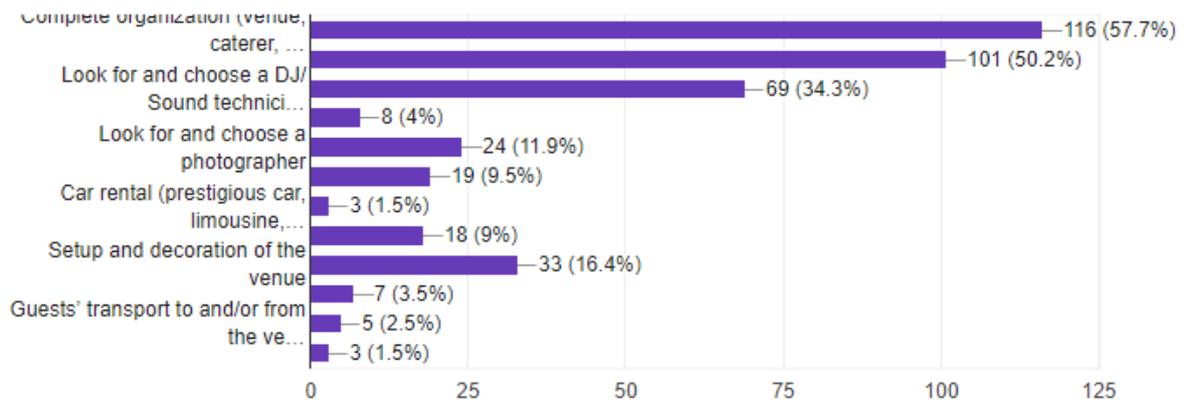
201 responses

They are ready to spend above Rs 4000.

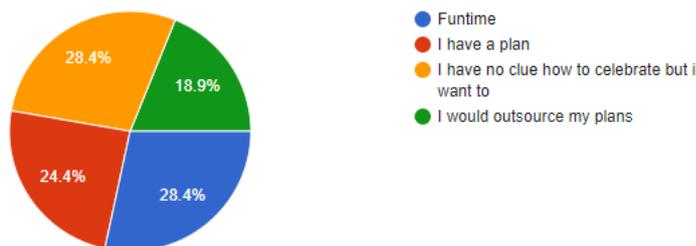## For which kind(s) of service(s) would you call an events manager?

201 responses

Consumers look out mostly for complete organisation of services that is from end to end or they like to customise services like catering, decorating the venue or choosing a DJ mostly.

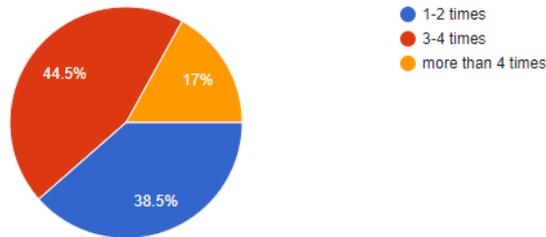## What is the first thing that come in your mind when you hear celebration ?

201 responses

We see a mixed response where people would like to outsource their plans and they like to celebrate the occasions in life.

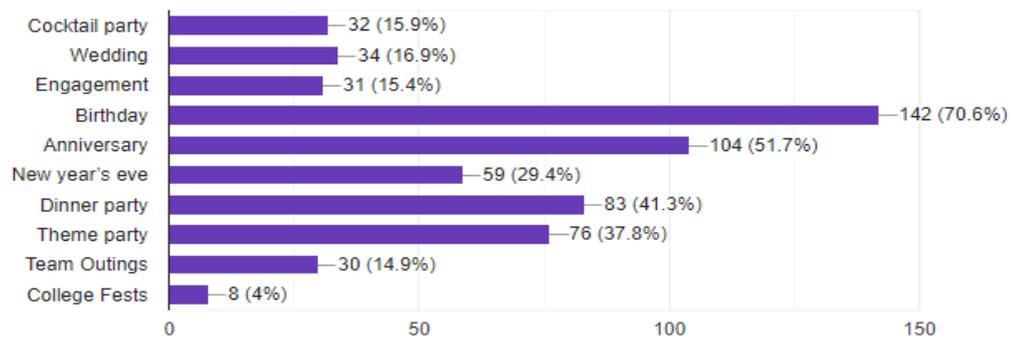### How many times do you plan any event celebration in a year ?
200 responses

- ● 1-2 times
- ● 3-4 times
- ● more than 4 times

44.5% 17% 38.5%

People celebrate events at least 3-4 times in a year.

What are the occasions you like to celebrate with your friends/family ?
201 responses

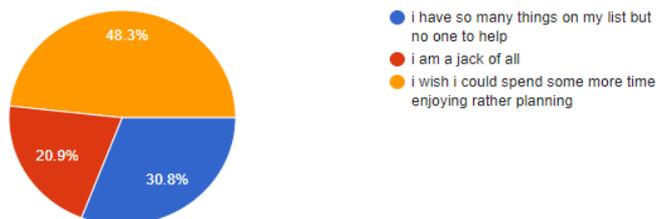| Occasion	Value
Cocktail party	32 (15.9%)
Wedding	34 (16.9%)
Engagement	31 (15.4%)
Birthday	142 (70.6%)
Anniversary	104 (51.7%)
New year's eve	59 (29.4%)
Dinner party	83 (41.3%)
Theme party	76 (37.8%)
Team Outings	30 (14.9%)
College Fests	8 (4%)

People celebrate birthdays, Anniversaries, Dinner part and theme parties.

With this hectic lifestyle are you able to enjoy all the occasions equally or you are filled regrets ?
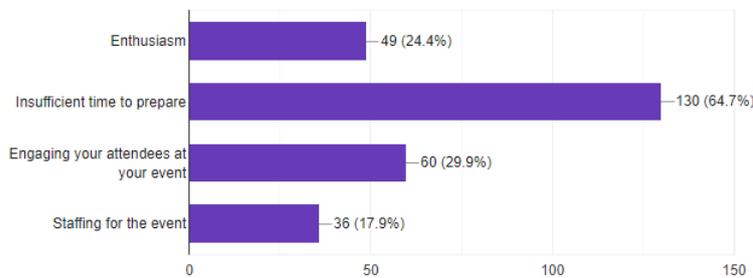201 responses

- ● i have so many things on my list but no one to help
- ● i am a jack of all
- ● i wish i could spend some more time enjoying rather planning

48.3% 20.9% 30.8%

People want to spend more time enjoying rather than planning and with this hectic lifestyle they mostly outsource.
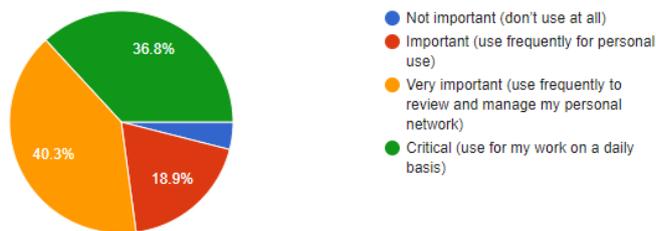
What do you think where you lack ?
201 responses

People have insufficient time to prepare and this is a painpoint for our potential customers.

How important are social media accounts such as Facebook, Instagram, Twitter etc. for you?
201 responses

People think that the internet and social media is very important in today's era.

Findings

Based on the analysis of survey, following findings are observed. The target or the prospective audience age should be between 22-34 years where mostly working professionals are. They can spend from Rs 4000 and extend up to Rs 10000. Now days when people are busy with their tight schedule, they lack enthusiasm and a helping held. Some people have ideas in their mind but there is no staff available to implement it. The birthdays, anniversaries, festivals should be stored in the database and customer persona should be created to refer it in the future and give attractive prices. They want to customise and limit their requirements to catering, DJ, venue decoration and many customers who fall into a little higher range wants end to end support. People in today's era understand the importance of social media and they think it is critical to them in day to day life.

Discussion and Conclusion

Creating offline brochure for different events

The first thing Jashn team needs to create a brochure for various events. They need to provide feel to the customers how their event will look like. Team can also provide flexibility to customers to customize their events.

Marketing through social media

The #hashtag trend, Tweets, Jashn on mind, Google search where the customers are so active that even one success and one recommendation can work wonders.

- Facebook Page: Where people like, share and discuss about the successful event of Jashn and most importantly actively monitor and uploading the new events organized by Jashn group.
- Instagram Page: When hashtag becomes a trend and people start liking and following Jashn.
- Twitter: When people reshare your tweet

Creating an app

App which is easily available in Play Store where customers can make quick packages of their own. For example, if a customer requires a birthday package, he needs to 1st select the type of occasion from the list then he will be directed to birthday packages then there will be a list of items provided with the cost which can be added in the cart and can be checked out further or there will be themes provided with the cost which can be directly selected from the menu.

- **Giving customers' signup bonus**: Adding 50 points in their app wallet which can be used within specific time.
- **Giving referral bonus:** Adding 50 points as the referral bonus in the customers' wallet.
- **Giving bonus on every order**: A loyal customer needs to be rewarded with 20 points on every purchase they make or every order they place.
- **Festive discounts to customer over 2 bookings**: Special packages should be introduced and revised during festive seasons.

Identifying Potential consumers

Identify those consumers who are probably looking for a substitute and can be potential customers to our service. This group can be consumers who have an unmet demand.

Communicate and impart knowledge to the consumers

Once the target audience has been identified, build a relationship with them and provide the best of services since "Word of Mouth" is important in this industry. A specialised email, advertising or a session can be arranged.

Offer Special Packages or Trial Packages

Once the communication and knowledge is imparted to the consumers the consumers should be encouraged with the best deals by offering them discounts, package deals or even trial packages. This created value in the consumer's mind.

Economic growth

If the industry is growing it will help to boost the economy, competition drives economic growth.

Lower Prices

By offering the best possible prices to the customers, the company will make sure that the consumers are loyal to them and not looking for an alternative. But, the quality should be maintained and every customer need should be met and company should make efforts to provide best deals with quality service.

Build Customer Loyalty

Good relations can be built only providing good services. Customer satisfaction can be achieved by creating positive customer experiences.

Maintain Customer Loyalty

The customer will not be switching to the old product or he will not be attracted towards the new product can be achieved by sustaining customer loyalty. Value for money is the key factor which attracts the consumers. Now a day consumers are ready to pay for a product but they need assurance that the product should be of the best quality.

Innovation

There are many competitors in the event management industry, one should be creative and quick to meet the needs of the consumers. The customers should be provided with more choices and better quality product. The innovation also leads to change in the society and standard of living.

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