

GET MORE OUT OF CONTENT MARKETING INVESTMENTS FOR INDIA

Prepared by Paul Writer
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Table of Contents

Get More Out Of Content Marketing Investments for India	3
A Framework for Impactful Content: The ABCD Marketing Model	4
The 5Cs of an Omni-channel Strategy to Maximise Returns from Impactful Content	9
Practitioner Perspectives	
Gaurav Mehta, Chief Marketing Officer - Girnarsoft	15
Samarth Sawhney, Head of Growth - Babychakra	18
Chirag Talwar, National Head - Marketing - ATB Yatra	21
Neha Gupta, Head of Marketing - Chai Point	23
Ajay Kaul, Chief Digital Officer - Mahindra Group	27
Paul Writer - Company Overview	29
censhare - Company Overview	30

GET MORE OUT OF CONTENT MARKETING INVESTMENTS FOR INDIA

Through impactful content and an omni-channel strategy designed to maximise measurable returns: India's brand leaders share their insights

In a country as diverse and vast as India it is sometimes hard to identify the most impactful way to engage in content marketing. Factors such as bandwidth, internet penetration, local language supremacy, varying media preferences and cultural nuances make this a challenging market. One way to improve measurable content marketing returns is to evaluate and improve your content against the framework of an effective marketing model, and then design an omni-channel

strategy around it to utilise its effectiveness to the hilt. Localise this to the needs of India using multiple languages and relevant channels and you are sure to have an impact. In this paper we explore the ABCD model, a framework to determine what is the role of content, and the 5Cs model to identify the five attributes of effective content. We also speak to five brand leaders to better understand the nuances of India, and how that shapes their content strategy.



A FRAMEWORK FOR IMPACTFUL CONTENT: THE ABCD MARKETING MODEL

Added Value

This is the additional value or service that is offered by the product. Content should describe this added value effectively.

Behavioural Change

Every product manager wants their service or product to be as easy to use out-of-the-box as possible. But very often, in order to derive optimal value, customers will need to modify their own or their organisation's behaviour and processes. Content needs to educate users on what needs to change and gently guide them through the changes.

Complexity

Good content reduces complexity and explains the offering in the simplest possible way.

Diffusion

Strategy and design thought must be worked out to make the content easily shareable and spread virally.

DETAILING ADDED VALUE

While developing content, keep the focus on the differentiators for the brand. Identify the various aspects and use cases and elaborate on each one. Use different form factors and credibility points to keep your content fresh and exciting. Understand the buyer journey and use different types of content to address the different decision points, both before and after purchase. Analyse the value of the offering from multiple perspectives and for different buyer personas and create content that targets each in a very personal way – all of this will ensure higher impact.

"Never lose sight of the bigger picture. Never lose sight of the story behind the brand. Never get so specific in your posts that you're only focused on what you're writing for this one post or this one story. Everything needs to circle back to ensure that it fits within the bigger narrative."

Chirag Talwar, National Head – Marketing, ATB Yatra



GUIDING THE BEHAVIOURAL CHANGE

The best way to gain audience engagement is by having your customers interact with your product and create the content for you. This way you have the advantage of interacting on a regular basis with your customers. And they in turn explain - through live examples - how simple it is to use the product. Content that shows how transforming behaviour can result in getting better value out of the product or service is another useful route to take.



The GoPro user-generated content campaign encouraged its customers to share their videos on their website, which increased traffic to their site and furthered the purchase of the GoPro video camera. This also gave them access to a regular stream of user-generated content which has kept them completely accessible to their customers.



SIMPLIFYING THE COMPLEXITY

If your product or service delivery model is complicated, use content to make it simpler to understand and use. Also, for your customers to make proper use of all the content that you are publishing, they need to know exactly where and how to access it. Make them aware that your content is accessible in certain spheres and that it is worth their time. Having a plan on how to deploy all your content across multiple platforms will help keep your brand accessible. Be mindful of the key traffic lights in the buying or consumption process and have content as guide-posts to ease your customers along.



Eloqua's fairly complex marketing automation solution utilized a highly experimental content strategy to engage with marketers who are typically not technology fans. It simplified the software evaluation process for new customers by removing registration requirements, created a narrative across social platform that engaged with customers in a 'fun' way, and utilized tech content that was simplified and 'humanized.' One of the highlights of this 'humanized' strategy was to include a byline from an actual user of the software, not necessarily a large business but more often a small business owner.



DESIGNING FOR DIFFUSION

Till the Apple iPod, most earphones were black. Making them white made it easy to recognize an iPod user, even if the device was not visible, making them market themselves. Or take the Uber referral codes: customers are happy to share this as it gives both them and the next user a benefit. It also saves the organisation a lot of effort as their users become their advocates.

Easily shareable content always has a huge brand upside. How easy is it for users to share their happy experience with others? Is their usage of your service or product easily visible to potential buyers and other users? How well integrated is social sharing in your content strategy? Is virality designed into the sales or consumption experience? There needs to be a strategy to enable all of this, and a good approach can literally make your product sell itself.

Also, different cultures share for different reasons. For example, in the United Kingdom the most important predictor of consumer engagement on a Facebook brand fan page is the volume of moderator posts, but in the United States the day of the post is highly significant, and in Australia it is the time of the post that is a substantial predictor. A study of 4,612 urban citizens and 2,448 rural Indians by KPMG India and Google found that nearly 70% of Indians consider local language digital content more reliable than English content. These variations highlight how important it is to closely study cultural factors before launching content designed for diffusion on to various social platforms.



THE 5Cs OF AN OMNI-CHANNEL STRATEGY TO MAXIMISE RETURNS FROM IMPACTFUL CONTENT

Generating impactful content and pushing it out onto multiple channels isn't enough. It is critical to have a well-thought out, comprehensive, and coherent strategy to amplify the content effectiveness, and measure returns. Here are 5Cs to help you think through and develop a robust omni-channel strategy - consistency, conversation, channel selection, calibration, and conversion.



CONSISTENCY - MAINTAINING TONE AND MINIMISING DISCONNECT

**AJAY KAUL, CHIEF
DIGITAL OFFICER -
MAHINDRA HOLIDAYS
AND RESORTS INDIA LTD**

"While we work with multiple agencies for content creation, the central brand team and the Agency of Record play a clearing house for approving all content. For real time reaction to events requiring a marketing response, we have empowered and trained our social media agency partners to respond with brand compliant content."

**NEHA GUPTA, HEAD OF
MARKETING - CHAI
POINT**

"Consistency depends on your key brand indicators, but your communication should change from channel to channel. Communication can't be the same, but it should follow the brand parameters. For example, the tone of communication has to be in line with the brand tone, along with the colours, scheme, and the final message that's being communicated."

Make sure the content you are publishing is consistent across all channels. Having an omni-channel marketing strategy works best if all your channels use a consistent tone.

With the multitude of online avenues available, the chances of a disconnect between them keeps growing. Having a pre-determined marketing plan that is well thought-out and documented can help balance the way each platform performs, while also allowing each channel strategy to complement the other.

Having a documented plan also allows for well-coordinated monitoring of the various platforms. By observing how campaigns perform, it will be easier to track which ones work on which platforms and which don't. For example, censhare's CMS platform enables users to keep track of all their portals, websites, microsites and communities, which greatly aids the optimisation process.

CONVERSATION - ENGAGING EFFORTLESSLY IN REAL-TIME

**AJAY KAUL, CHIEF
DIGITAL OFFICER -
MAHINDRA HOLIDAYS
AND RESORTS INDIA LTD**

"We produce vernacular content suited for major Indian languages such as Tamil, Gujarati and Malayalam. We have engaged content specialists at the agencies with expertise in these languages that ensures all nuances are captured. We also rely on our own regional sales and marketing teams to validate our vernacular content."

Interaction and immediacy in engaging customers in real-time across all channels is key to giving them easier access to your services. Nobody likes slow-moving traffic. If a customer comes to you with a query or a point of interest, your response to them should be quick and effortless.

While marketing in multiple languages might not be easy in a country like India with over 20 regional languages, modifying some of your content to run only in the major local languages can give you more space to interact and a higher ROI. Coupled with a tool like censhare's translation management system, the process becomes easier and manageable across channels.



CHANNEL SELECTION AND OPTIMISATION – THE RIGHT CONTENT IN THE RIGHT FORMATS ON THE RIGHT MEDIUMS

**SAMARTH SAWHNEY,
HEAD OF GROWTH –
BABYCHAKRA.COM**

"The place where customers consume content is very important. For example, if it's on mobile then they will not be consuming long-form content. On mobile, people consume more video content than the typical content that we write on content platforms. Videos have always given good ROI. For our primary users – mothers – the major platform is mobile."

**GAURAV MEHTA, CHIEF
MARKETING OFFICER –
GIRNARSOFT**

"We've been experimenting with different content in different formats along different platforms. We are a digital native organization, so most of our content is in text and video format, but we also use some offline platforms like magazines and the Times of India newspapers. A lot of our content is also bite-sized content, as we make a lot of content for our social media handles."

According to Gartner, having an optimised omni-channel strategy leads to seamless customer experience. Having the right content for your brand on the right channels can help your customers maintain a good interactive experience and prompt them to engage with your services. You need to utilise your omni-channel strategy to optimise the content that's being presented at every stage of your customer's buying cycle. This content ranges from blog posts, videos, case studies, analysis reports, events, and testimonials, to surveys and feedback forms, depending on the stage of the buying cycle.

The necessity for this is also backed by the Digital Clarity Group report where marketing professionals discuss the role of content management in B2B marketing and talk about aligning customer demands with content management capabilities, practices, and systems, among others

CALIBRATION - AGREEING ON IMPACT METRICS

NEHA GUPTA, HEAD OF MARKETING - CHAI POINT

"The ROI measurement and metrics differ from channel to channel. For a store-related content strategy and campaign, the immediate ROI is the store growth that we have been able to deliver. Were we able to drive more walk-ins in the period of time that the campaign was on? Did it result in higher product value? These are the two key performance indicators when we work on a store-related campaign. When we do a more delivery/digital-related campaign, the key performance indicators are the number of leads we are able to generate, and the increase in orders or app/website visitors."

GAURAV MEHTA, CHIEF MARKETING OFFICER - GIRNARSOFT

"From a business perspective, measuring the audience interaction is key. You need to keep going back to your analytics and understand if you're overserving or underserving your content needs."

What are the KPIs for each element of content? What is the baseline of the expected impact? If you do not establish this upfront, then the ROI of a campaign or content unit becomes impossible to measure after publication. If it is not possible to directly measure the result of a unit of content, is it possible to measure it by proxy? Is there organisational agreement that this can be used as a proxy for the desired result?



CONVERSION - FROM CONTENT CONSUMERS TO CUSTOMERS

**GAURAV MEHTA, CHIEF
MARKETING OFFICER -
GIRNARSOFT**

"The leading metrics would be the time spent on the content engagement, how much sharability and virality that content generates in an organic manner. The leads that come through the content pages are bottom-end-of-the-funnel metrics. By looking at these two together, we understand what type of content does better and who is consuming what.

It's almost like a relay race - the first piece of content that a person looks at informs their next decision. The second piece of content is usually comparison based, and if the consumer likes one product over the other, then they'll research more on that product. The third stage is the transaction. Each piece of content is important as it eventually leads the person to make an informed decision on their purchase."

After putting in a lot of time, money and effort into designing the ideal omni-channel content strategy, it is important to capture everything that results from it. This means you should capture as much data as required (and possible) from every visitor to the content, capture consent to use this data, capture the actions of the visitors/viewers to track results and capture the end-results. Very often a lack of focus on this critical aspect of the content journey results in a measured ROI that is far less than the real return. In the case of Vitra, a furniture company in Switzerland, utilising censhare helped collate all the data they were acquiring in one area so that it was easier to handle.

In a world of abundant and seemingly infinite marketing channels, generating and measuring returns on your content investment may appear like a herculean task. Utilizing a good framework to generate superlative customer engaging content, and mastering an omni-channel strategy to amplify its value will set you on the right track to content driven success.

CHIEF MARKETING OFFICER
GIRNARSOFT

GAURAV MEHTA

**“THINK LIKE A
PUBLISHER RATHER
THAN A MARKETER.”**

Does your company have an omni-channel content strategy?

We are a publisher, so content is imperative to our success. We've been experimenting with different content in different formats along different platforms. We are a digital native organisation, so most of our content is in text and video format, but we also use some offline platforms like magazines and the Times of India newspapers. A lot of our content is also bite-sized content, as we make a lot of content for our social media handles. We are in the business of buying and selling cars, and we make content on these channels so people can make a decision.



GAURAV MEHTA
CHIEF MARKETING OFFICER
GIRNARSOFT

Do you measure the ROI of your omni-channel content strategy? What are the key performance indicators?

The leading metrics would be the time spent on the content engagement, how much sharability and virality that content generates in an organic manner. The leads that come through the content pages are bottom-end-of-the-funnel metrics. By looking at these two together, we understand what type of content does better and who is consuming what.

What are the top 3 things companies should keep in mind while drafting an omni-channel strategy for India?

'Think like a publisher or an editor rather than a marketer'. You need to understand your content niche and know what content your audience consumes at what time. You need to know which channels you will be present at. In our case, buying a car is a high-involvement purchase decision. People take over three months to buy a car and they do a lot of research during the weekend and at night, so we try and make sure we are relevant on apps. Knowing what part your content plays in the content consumption cycle and what time they consume your content will help figure out what type of omni-channel strategy you should adopt.

How do you ensure that the content across all your platforms remains consistent?

Once your content niche is well established, then any form of content on any platform goes in that direction.

For example, we have a host of consumer-facing automobile sites under the Girnar umbrella. Not all of them follow the same content niche. The content niche for Zigwheels is more about the love of motoring, whereas CarDekho is a buyer-centric site for people who are looking to buy cars and aren't car enthusiasts.

Do you explicitly handle the variation in bandwidth or devices that are prevalent in India?

We have a website and apps, but we also have Progressive Website Apps (PWA) which are not apps, but are HTML based platforms that mimic an app's functionality. PWAs help customers consume our content without having to download the app, but get a similar experience.

We've also incorporated Accelerated Mobile Pages (AMPs). These pages reside on Google servers and render quickly. An AMP link is only provided when you're viewing our content in an area of low bandwidth or are on the outskirts of cities.

The content is also optimised for these formats. As a digital native, we have to make sure that we are catering for all bandwidth and infrastructure issues.

What are the unique methods with which you are engaging your customers?

Looking at automobile content, the first difference I can point out is that traditional automobile content has always been for the enthusiasts.

But there is a very small section of people that want that kind of content. A big change that we have been able to build into our content strategy is that we've started making content on CarDekho for the buyer community.

Technology also plays a big role for us as a differentiator. We've ensured that the delivery of our content is not hampered by the lack of infrastructure or bandwidth by the user. We are also working on a more product-led content approach.

As technology advances, so does the way in which people consume content. In your experience, what form of content is rising in popularity in India?

Buying an automobile is a high-involvement purchase decision and it's also a joint decision. During the few months of a car-buying journey, you'll consume a lot of different types of content. There are over 14 different kinds of content that people consume over 25-30 times overall. There isn't a staple kind of content that does better, as our content is very sequentially arranged. It's almost like a relay race – the first piece of content that a person looks at informs their next decision. The second piece of content is usually comparison based, and if the consumer likes one product over the other, then they'll research more on that product. The third stage is the transaction. Each piece of content is important as it eventually leads the person to make an informed decision about the type of car they should buy.

How do you ensure that while using an omni-channel strategy, you don't lose track of where your content is going and the engagement it brings back?

Being a digital native, I think measuring things is in our blood. That's a fairly easy part of the process. The part that's difficult for us to control is the social web – WhatsApp, links, emails, etc. Apart from that, we can track most of our content pretty easily and take corrective actions rapidly.

Do you have a content framework you would like to share?

You first need to understand who your audience is. The second step is knowing when and how your customers will consume your content – the time of day, time of year, etc. The third piece is finding the content niche that matters to your target audience. From a business perspective, measuring the audience interaction is key. You need to keep going back to your analytics and understand if you're overserving or underserving your content needs.

HEAD OF GROWTH
BABYCHAKRA

SAMARTH SAWHNEY

“IF YOUR CONTENT IS NOT RELEVANT, YOUR USER WILL LEAVE YOU.”

Does your company have an omni-channel content strategy?

We do have an omni-channel digital content strategy. When you talk about Babychakra, you need to understand that we are a content community and a commerce platform, and we have only one portal on which everything happens. We don't really have a portal in India that deals with content, community, and commerce all in one. The content that we have is also very user-focused. Our entire content strategy actually revolves around the life stages of our customers.



SAMARTH SAWHNEY
HEAD OF GROWTH
BABYCHAKRA

As technology advances, so does the way in which people consume content. In your experience, what form of content is rising in popularity in India?

The place where customers consume content is very important. For example, if it's on mobile then they will not be consuming long-form content. On mobile, people consume more video content than the typical content that we write on content platforms. Videos have always given good ROI. For our primary users – mothers – the major platform is mobile.

As our customers are mothers, the type of content that is consumed depends on time. For example, video content is what most moms prefer – which we are concentrating very heavily on. Written content is consumed more during the later parts of the day.

What are the top 3 things companies should keep in mind while drafting an omni-channel strategy for India?

You need to understand your users really well. You'll be able to understand them very well when you learn from the data that you're collecting on a daily basis – and you need to collect a lot of data. We know our moms and we make content specifically for them. Earlier we used to write content for SEO but now the scene has changed completely and we now write content for users. The way of consumption has completely changed. Though SEO is still important, the user is even more important. If you're able to write content for your user and identify that the content is getting good engagement, then you've hit the jackpot.

Do you measure the ROI of your omni-channel content strategy? What are the key performance indicators?

The major currency on which we operate is engagement. Any content that drives more engagement in such a community platform, and which brings back the users we have acquired that becomes a key metric indicator.

Considering that India has a wide range of local languages, do you create content in some of those languages? How do you ensure true localisation and context sensitivity?

We just started with our different languages strategy and are working with Hindi right now. The objective is to include Tamil, Telugu, and Malayalam, too. There's a large audience that want to consume the data in other languages. Launching Hindi was to see if we get traction on it or not, and so far, we're getting really good traction. We're starting in phases right now.

As we've recently launched this program, we still need the data to come back to tell us what our next step should be. For any meaningful data to come back, we take about 60-90 days. It's good to have data first and then build on top of that. It's a very data-driven process.

How do you ensure that the content across all your platforms remains consistent?

Our organisational structure is built in such a way that we have a content head who is responsible for both web and app.

There's a symmetry across the platforms, so everything that goes out goes on our apps, social media, and other platforms. There's no place where we can miss out.

What are the unique methods with which you are engaging your customers?

I think one thing we do very well is the content strategy. You need to personalise your content according to the user's requirement so they are encouraged to consume it. If your content is not relevant, your user will leave you. In order to get the right content to the right user at the right time is something we're very close to achieving. That's what we are aiming for.



NATIONAL HEAD - MARKETING
ATB YATRA

CHIRAG TALWAR

**"NEVER LOSE SIGHT OF
THE STORY BEHIND THE
BRAND."**

Does your company have an omni-channel content strategy?

We have different verticals within the company. We are into different lines of business: B2B, B2C, and B2E, so we try to consolidate content from all of these different verticals to come up with one comprehensive strategy.

Do you measure the ROI of your omni-channel content strategy? What are the key performance indicators?

We are not sure if we're 100% accurate in measuring ROI because a lot of the content is not aimed at generating ROI.



CHIRAF TALWAR
NATIONAL HEAD - MARKETING
ATB YATRA

It is created because we need to create brand salience, brand recall, and a positive recall in the market. A lot of the content is authored accordingly.

What are the top 3 things companies should keep in mind while drafting an omni-channel strategy for India?

Never lose sight of the bigger picture. Never lose sight of the story behind the brand. Never get so specific in your posts that you're only focused on what you're writing for this one post or this one story. Everything needs to circle back to ensure that it fits within the bigger narrative.

How do you ensure that the content across all your platforms remains consistent?

We have ownership attributed to all the content that's generated, and across all verticals. So whatever is going on social media and LinkedIn is done by one person and this person ensures that all the content that's going out has been vetted. There has to be ownership.

As technology advances, so does the way in which people consume content. In your experience, what form of content is rising in popularity in India?

Video.

An article, a white paper, or any other written content can be done much better if it's put out in the form of video. It definitely increases the likability factor.

How do you ensure that while using an omni-channel strategy, you don't lose track of where your content is going and the engagement it brings back?

There has to be a calendar in place, and before that there needs to be a strategy.

Do you have a content framework you would like to share with our readers?

The big picture is very important. Every year, there needs to be about four or five story goals that need to be established. That should be where the brand needs to move. As long as you have a robust flow of content that isn't dependent on one single piece to keep it stable, I think the brand will work well.



HEAD OF MARKETING
CHAI POINT

NEHA GUPTA

"THE INDIAN DIGITAL LANDSCAPE ITSELF IS GOING THROUGH SO MUCH CHANGE."

Does your company have an omni-channel content strategy?

As we are an omni-channel company. We have a presence in retail, delivery, and a B2B channel for our B2B vending machines. We also partner with a lot of aggregators. For all of these channels, we follow a differentiated strategy because the way in which the consumers interact with each of these channels is different. For example, a lot of our communication in retail happens through below-the-line marketing, whereas for customers who interact with us through aggregators or delivery channels, a lot of the communication happens through digital.



NEHA GUPTA
HEAD OF MARKETING
CHAI POINT

Do you measure the ROI of your omni-channel content strategy? What are the key performance indicators?

The ROI measurement and metrics differ from channel to channel. For a store-related content strategy and campaign, the immediate ROI is the store growth that we have been able to deliver. Were we able to drive more walk-ins in the period of time that the campaign was on? Did it result in higher product value? These are the two key performance indicators when we work on a store-related campaign.

When we do a more delivery/digital-related campaign, the key performance indicators are:

- The number of leads we are able to generate
- The increase in orders or app/website visitors

What are the top 3 things companies should keep in mind while drafting an omni-channel strategy for India?

The target audience in India changes in terms of behaviour from channel to channel. For example, a consumer who is interacting more with a retail channel will behave differently from a consumer who interacts only through digital. Digital consumers need to know that it is easy to interact, communicate, and order from your store, but a retail customer will expect the store to look good, with a good ambience and interpersonal interaction, and finally be able to purchase a good product.

The content or format of communication is very important. As consumer behaviour is different across all channels, the content that goes out also has to be different. It cannot be the same strategy across. You need to have differentiated creatives.

How do you ensure that the content across all your platforms remains consistent?

Consistency depends on your key brand indicators, but your communication should change from channel to channel. Communication can't be the same, but it should follow the brand parameters. For example, the tone of communication has to be in line with the brand tone, along with the colours, scheme, and the final message that's being communicated.

Do you explicitly handle the variation in bandwidth or devices that are prevalent in India?

Not necessarily, but those are some of the constraints that we keep in mind while designing content. For example, not everyone operates on 4G or a smartphone, which means that our communication should be in a format that even someone on 2G will be able to see. When we create gifs and/or videos, we need to take care of where these are being put out and need to modify them so that they're available on most devices.

What are the unique methods with which you are engaging your customers?

Since our customers themselves are so varied, we use multiple methods of engagement. For example, B2B customers are more inclined to engage with video media on LinkedIn. Digital is quickly becoming increasingly important and the formats of digital are becoming more and more innovative.

For retail and delivery consumers, apps are becoming unique methods through which you can target and reach out to the consumer. We have recently collaborated with Uber Eats, where we are using a multi-way communication. Any time you are in an Uber and you're near a Chai Point, you will get a message that says you can now get chai delivered, as you're almost home from a tiring day at work.

Apart from just the Facebook, Google, and YouTubes of the world, even your apps and your channels through which you reach out to the consumer are becoming very interesting.

As technology advances, so does the way in which people consume content. In your experience, what form of content is rising in popularity in India?

Currently, the Indian digital landscape itself is going through so much change with the increase in technology.

There was a point in time where images were rising in popularity, but now even that's taken a back seat. Right now, I think short-form video is the most popular medium. One of the biggest examples is IGTV. Even though it's a recently launched product, a lot of brands are capitalising on it.

Memes are also a popular form of content that's prominent on the digital landscape, although brands have to be very wary and particular about what format they use. If you're a brand that's catering to a young audience, memes are a form of content that this audience consumes a lot. Brands will need to start to figure out how to use these as a form of communication.

How do you ensure that while using an omni-channel strategy, you don't lose track of where your content is going and the engagement it brings back?

When you have an omni-channel strategy and are using multiple channels of communication, it's sometimes hard to keep track of everything. It's important to keep track of where your content is going and the biggest indicator of that is the measurement against the Key Performance Indicators (KPI). If the KPI doesn't meet our requirements, then we can understand where we went wrong.

Hence it helps to keep a check of which mediums worked and which ones didn't, and if we utilized that medium when we were making our content strategy. This is one way to keep a check on where your content is going.

Do you have a content framework you would like to share with our readers?

It's currently the age of content. The customer is consuming a lot of content and it's important for brands to ensure that they are a part of this consumption. We don't have a content framework, as I believe that right now, any content framework that exists is becoming increasingly disrupted. The only framework we keep in mind when it comes to content is to be at par with what the audience is consuming and be at par with technology.



CHIEF DIGITAL OFFICER
MAHINDRA HOLIDAYS AND
RESORTS INDIA LTD

AJAY KAUL

**“ALL CONTENT
MARKETING HAS TO
LEAD TO BETTER
AWARENESS AND
CONSIDERATION.”-**

Does your company have an omni-channel content strategy?

Yes.

Do you measure the ROI of your omni-channel content strategy? What are the key performance indicators?

Yes. Key indicators are engagement (in digital channels), percentage of sales pitches with content as part of the journey, and content longevity i.e. reuseability.

What are the top 3 things companies should keep in mind while drafting an omni-channel strategy for India?

- Localize based on markets including vernacular adapts
- Make content easily accessible over low bandwidth
- Design for mobile



AJAY KAUL
CHIEF DIGITAL OFFICER
MAHINDRA GROUP

How do you ensure that the content across all your platforms remains consistent?

While we work with multiple agencies for content creation, the central brand team and the Agency of Record (AOR) play a clearing house for approving all content. For real time reaction to events requiring a marketing response, we have empowered and trained our social media agency partners to respond with brand compliant content.

Do you explicitly handle the variation in bandwidth or devices that are prevalent in India?

Yes, lately we have adopted content formats that are suited even to 2G/3G speeds on mobile.

What are the unique methods with which you are engaging your customers?

We provide in-resort experiences such as gaming/ARVR, and community events to engage and communicate with our customers and prospects.

Considering that India has a wide range of local languages, do you create content in some of those languages? How do you ensure true localization and context sensitivity?

Yes, we produce vernacular content suited for major Indian languages such as Tamil, Gujarati and Malayalam.

We have engaged content specialists at the agencies with language expertise in these languages that ensures all nuances are captured. We also rely on our own regional sales and marketing teams to validate our vernacular content.

As technology advances, so does the way in which people consume content. In your experience, what form of content is rising in popularity in India?

Video content consumption is exploding. We also see increasing adoption of social media even in our slightly older customer base.

How do you ensure that while using an omni-channel strategy, you don't lose track of where your content is going and the engagement it brings back?

At the end of the day all content marketing has to lead to better awareness and consideration. We regularly measure these brand metrics across multiple cities in India to make sure our brand is getting the desired impact as a result of these strategies.

Paul  Writer

COMPANY OVERVIEW

We are in the business of creating Profitable Conversations. Paul Writer is a B2B marketing agency that helps firms connect with current and future customers. Through our unrivaled access to senior executives in top organizations, we can deliver insight and expertise that helps enterprises reach and build meaningful relationships with their customers. We curate platforms and opportunities for the executives in our network to benefit from peer insights, structured learning, focused product knowledge, and recognition.

Data and insight based on

experience drive the marketing strategy and plans we co-create with our client, omni-channel campaigns we design and run, content we produce, the websites we create, and the research that we conduct, events we curate, and workshops and roundtables that we host

Paul Writer was founded in 2010 by Jessie Paul, author of No Money Marketing and former CMO of Wipro who has also held senior marketing positions in Infosys and iGATE. Headquartered in Bangalore, clients include Adobe, IBM, Happiest Minds, IBS, Microsoft, Oracle, Pluralsight and others.





COMPANY OVERVIEW

Our Mission

We are a Universal, Smart Content Management software vendor that supplies a content and marketing platform to global brands such as Dyson, Jaguar Land Rover, Kohls and Hearst Magazines that has enabled their digital transformation to provide multi-channel, multi-language, personalized communication to their audiences.

Universal, Smart Content Management

Our clients choose us because we efficiently and easily manage content, digital assets and product information and then publish this personalized for “the multi’s” (multiple channels - including web, print and social, multiple formats, multiple personas and multiple languages) on a very large scale.

