

Digital Marketing Exercise 2 : Retail Chain

Background:

You are the owner of an organized retail chain of pharmacies and wellness stores, based out of Ahmedabad, Gandhinagar and Baroda. With over 25 stores, you have expanded over the last decade, to build a strong brand in Ahmedabad. Your main marketing channels till date have been print advertising, radio and word-of-mouth publicity. Your brands differentiation, compared to mom-and-pop pharmacies is:

1. Pharmacy drugs sourced directly from manufactures (to avoid fakes) and store in optimal temperatures, to retain the drug's potency
2. Drugs dispensed by Pharmacists as required by regulation, to ensure that only the correct medicine is given to a patient
3. A friendly atmosphere at the store to browse through brands in the Wellness segment (e.g. Body Care, Hair Care, Skin Care, Pet Care)

Exercise

As you expand your retail chain from 25 stores to 100+ stores, and expand across Gujarat and Maharashtra, Digital marketing is an area of prime importance. You are looking to use multiple online channels to reach out to new customers and increase engagement with your existing customers. You are also looking to create instore experiences to connect with your customers digitally.

Over the next 15 mins, chalk down the following

Channel to be used	Key Target Segment	Communication / Creative Ideas and Campaigns	Budget Allocation	Metrics
For Example: Facebook	Youth: 20-30 Female	Share Hair Care Tips with consumers and connect with	Rs. 10,000 per month	Likes on FB Page
