

Alternate Assessment-Digital Marketing(Max: 50 Points)

Summary:

- Create a buyer persona for the Royal Enfield Classic 350
- Generate social media content themes using keyword popularity and competition data for Royal Enfield Classic 350
- Analyze the effectiveness of social media ads

Learning Objectives:

- Devise content marketing plans based on keyword research
- Analyze paid marketing efforts by critically evaluating ad content, keyword usage, CTR and cost per click

You are recruited as the digital marketing manager of handling the campaign to re-launch the Royal Enfield Classic 350 in India. This is an iconic brand that is now looking at a successful re-launch (see Figure 1) and the marketing effort needs to be handled with care to not harm the tremendous brand equity this brand enjoys.

Figure 1. A screenshot from the product page of the Classic 350 on royalenfield.com



Background

The Royal Enfield Classic 350 was launched in 2008 with a strong design influence from the iconic British classic from 1948. It quickly became a popular premium bike and helped Royal

Enfield revive its sagging fortunes¹. In 2021, this classic received a much-awaited overhaul, refining both the features and the ride quality. The Classic 350 received a great opening, selling 23,453 units on launch and finishing among the top premium bikes sold in Aug-Sep 2021².

On the company front, Royal Enfield waded through difficult terrain in 2021. Ignition coil defects led to a large-scale recall of its three popular models – Classic, Bullet and Meteor - in May 2021. This was followed by turbulence in the senior leadership, with the departure of the CEO Vinod Dasari in August 2021 and a rough path to leadership experienced by Siddhartha Lal, the new CEO (who was voted down by the shareholders³).

In this context, it is critical for Royal Enfield to understand their customers and get over recent troubles riding high on the re-launch of Classic 350 (the video of the re-launch event held on September 1st, 2021 is here - <https://www.youtube.com/watch?v=NRSr6QGOpK0>).

Question 1 (15 points)

Use the content available on the Royal Enfield website & social media pages (listed below) to create **one buyer persona** for the Royal Enfield Classic 350:

- Main website (<https://www.royalenfield.com/>)
- Facebook page (<https://www.facebook.com/RoyalEnfield/>)
- Instagram pages (<https://www.instagram.com/royalenfieldrides/> & <https://www.instagram.com/royalenfield/>)
- YouTube page (<https://www.youtube.com/channel/UCyxUUHqzmz9liAnrROJc0mag>)

Note that the buyer persona should include:

- Demographic and psychographic information
- Their goals (i.e., what needs does the product fulfil for the persona)
- The challenges/objections they face/anticipate in fulfilling their goals

Question 2 (20 points)

You are tasked to come up with content themes for posts by Royal Enfield on their Facebook/Instagram pages. These could be standalone posts or posts created in collaboration with influencers and need not necessarily be limited to the Classic 350. The idea is to create a buzz about the Royal Enfield brand and allow the Classic re-launch to utilize this buzz. To create content that resonates with the target audience, it is important to understand what the target audience search for. There are two important sources of information around search queries – autocomplete suggestions (e.g., see Figure 2) and keyword statistics. Details of the data available against these are presented below:

¹ https://www.business-standard.com/article/automobile/royal-enfield-launches-all-new-classic-350-tagged-at-rs-1-84-lakh-121090100600_1.html

² <https://www.autopunditz.com/post/indian-2-wheeler-sales-figures-august-2021>

³ <https://www.livemint.com/companies/news/eicher-motors-reappoints-siddhartha-lal-as-md-11629722642250.html>

Autocomplete suggestions

Figure 2: A snapshot of autocomplete suggestions from Google when queried for ‘royal enfield’



Autocomplete suggestions provided by the keyword ‘royal enfield’ on Google Search are presented in the file `royal-enfield-en-in-keyword-suggestions.csv`. This data was collected from Answerthepublic⁴ on 15th November 2021. The language of the query was restricted to English and location of the query was restricted to India. This data captures the top autocomplete suggestions returned by Google on 15th November 2021 and can be interpreted as a reflection of recent, top queries users ask Google about the topic. In the autocomplete spreadsheet, the column ‘Suggestion’ lists autocomplete suggestions on Google when consumers type in the Keyword ‘royal enfield’. Hence, this data represents the text of key queries that consumers have when they search for information on electric scooters in India (as depicted in Figure 2). To help us extract themes from these autocomplete suggestions, two columns ‘Modifier type’ and ‘Modifier’ are also provided in the data set. The Modifier column contains broad category to which the queries belong (e.g., ‘are...’, ‘how...’, ‘near...’). This broad grouping provides important hints in identifying themes behind the text of the queries.

Keyword statistics

Details of Google search volume and competition for 876 keywords related to ‘royal enfield’ are presented in the file `royal-enfield-keyword-statistics.csv`. This data was collected from the Google Keywords Planner on 30th October 2021. The region for queries was restricted to India. The date range was October 1, 2020 - September 30, 2021.

In this file, the following columns hold valuable information for the digital marketer.

- *Keyword*: mentions the text of the key word

⁴ <https://answerthepublic.com/>

- *Avg. monthly searches*: Data on how many searches take place for this key word on Google on an average each month (monthly breakup is also provided in columns H to S)
 - *Competition*: An indication of how many other brands/businesses are also bidding for this key word. ‘High’ indicates lot of brands competing for this keyword and ‘Low’ indicates that not many compete
 - *Top of the page bid (low range) and Top of the page bid (high range)*: Average Cost per Click (CPC) range in INR for advertisers who have placed ads against the keyword
- Put together, this data provides valuable insights into the competitive advantages of using specific key words in advertising content.

Using the data presented in the autocomplete suggestions file and the keyword statistics file, **propose any two content themes** for posts on Royal Enfield’s Facebook/Instagram pages while promoting the Royal Enfield brand. Please note that you do not need to create content. You will only need to pick content themes based on your analysis of consumer search queries. Your choice of themes should have substantial number of queries within them trending against the keyword ‘royal enfield’ (use autocomplete data discussed earlier). Supplement these themes with information of competition against keywords belonging to the theme (use data discussed in keyword statistics).

Your presentation of the content theme description should include a discussion of:

- what would be the central idea underpinning the theme?
- what specific type of customer queries would the content address?

Question 3 (15 points)

The performance of three ads posted by Royal Enfield currently on Facebook are listed in Table 1 (note: this data is simulated based on actual data). The objective of these ads was to generate traffic to the ‘Book a Test Ride’ section for the Royal Enfield Classic 350 website⁵. Note that the column ‘Device platform’ in Table 1 indicates the device where the ad was shown to the customer (e.g., mobile phone or tablet)

Table 1: Simulated performance of three ads placed by Royal Enfield on Facebook

Ad name	Device platform	Reach	Impressions	Frequency	Amount spent (INR)	Clicks (all)	CPC (all)	CTR (all)
Ad1	mobile_app	40778	53071	1.30	5287.11	2599	2.03	4.90
Ad1	mobile_web	136	204	1.50	12.73	29	0.44	14.22
Ad2	mobile_app	7320	8917	1.22	191.58	139	1.38	1.56
Ad2	mobile_web	62	67	1.08	2.24	1	2.24	1.49
Ad2	desktop	14	17	1.21	0.49	3	0.16	17.65
Ad3	mobile_app	13472	18045	1.34	675.01	403	1.67	2.23
Ad3	mobile_web	164	196	1.20	6.82	3	2.27	1.53

⁵ <https://www.royalenfield.com/in/en/motorcycles/classic-350/>

Ad3	desktop	16	16	1.00	0.71	1	0.71	6.25
-----	---------	----	----	------	------	---	------	------

Using the data presented in Table 1, answer the following questions:

- Which of the three ads has lowest CPC overall (i.e., when aggregated across all device platforms)?
- Which of the three ads has better CTR overall (i.e., when aggregated across all device platforms)?
- In terms of overall performance (i.e., ad 1, ad 2 and ad 3 together), report the CTR and cost per click of the different platforms. Which device platform (i.e., mobile app, mobile web, or desktop) was most effective? Look at both CTR and cost per click to draw your conclusion

Please note:

- You are required to submit one file:
 - Business Report(PDF):** In this, you need to submit all the answers to all the questions in a sequential manner. It should include a detailed explanation of the approach used, insights, inferences. You will be evaluated based on the business report
- Any assignment found copied/ plagiarized with another person will not be graded and marked as zero.
- Please ensure timely submission as a post-deadline assignment will not be accepted.

Regards,
Program Office

Evaluation Rubrics:

Question 1

- Understanding the key elements of a buyer persona (e.g., demographics & psychographics, & goals) **5 marks**
- Application of these concepts to arrive at the detailed buyer persona **10 marks**

Question 2

- Understanding and articulating the themes extracted from customer search queries **15 points**
- Incorporating keyword popularity to shortlist the two content themes **5 points**

Question 3

- Part a) Computation and comparison of overall CPC for each ad **3 points**
- Part b) Computation and comparison of overall CTR for each ad **3 points**
- Part c) Computation of total CTR, total CPC by device platform and inference for the best performing platform **9 points**