

Optimizing IFB's Digital Marketing Strategy through RACE Framework Analysis

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MBA Marketing

by

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Under the Mentorship of

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Goa University - Goa Business School
Department of Management Studies



GOA UNIVERSITY

Date: March 2024

Examined by:



Seal of the School

DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, “Optimizing IFB’s Digital Marketing Strategy through RACE Framework Analysis” is based on the results of investigations carried out by me in Marketing at Goa Business School, Goa University, under the mentorship of Prof. Purva Hegde Desai and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will be not be responsible for the correctness of observations / experimental or other findings given the internship report. I hereby authorize the University/college authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.

Date: 03/05/24

Place: Goa University



Elton Dsouza

Seat no: 22P0280017

COMPLETION CERTIFICATE

This is to certify that the internship report “Optimizing IFB’s Digital Marketing Strategy through RACE Framework Analysis” is a bonafide work carried out by Mr. Elton Reuben Dsouza under my mentorship in partial fulfilment of the requirements for the award of the degree of Master of Business Administration in the Discipline Marketing at Goa Business School, Goa University.

Date: 03/05/24




Prof. Jyoti Pawar

Dean,

Goa Business School – Goa University

Date: 03/05/24

Place: Goa University



Prof. Purva Hegde Desai



School Stamp

Date: 15th Jan, 24

Mr. Elton Dsouza
Goa Business School, Goa University,
Taleigao, Goa

Subject: Internship Offer

Dear Mr. Elton Dsouza

On behalf of M/s IFB Industries Ltd, Goa India (hereinafter referred to as the Company) we are pleased to extend you this offer of temporary employment as an Intern, reporting to the Service Marketing Team on project titled "IFB essentials Synergy Project: Elevating the Brand, Engaging customers & Partners, and Innovating Retail Marketing Strategies".

If you accept this offer, you will begin your internship with effect from 15th Jan, 2024 & would continue till 9th March, 2024. As an intern you will receive "temporary employment" status. As a temporary employee, you will not receive any of the regular employee benefits that regular Company employees receive/entitled to. By accepting this offer, you acknowledge that you understand joining the Company as an intern is not an offer of employment, and successful completion of the program does not entitle you to an employment offer from the company.

Your internship with the Company is "at-will," which means that either you or the Company may terminate your internship at any time, with or without cause and with or without notice.

During your employment, you may have access to confidential business information belonging to the Company. By accepting this offer of employment, you acknowledge that you must keep all of this information strictly confidential, and refrain from using it for your own purposes or from disclosing it to anyone outside the Company. In addition, you agree that, upon conclusion of your employment, you will immediately return to the Company all of its property, equipment, and documents, including electronically stored information.

By accepting this offer, you agree that throughout your internship, you will observe all policies and practices governing the conduct of our business and employees. This letter sets forth the complete offer we are extending to you, and supersedes and replaces any prior inconsistent statements or discussions. It may be changed only by a subsequent written agreement.

We hope that your association with the Company will be successful and mutually rewarding. Please indicate your acceptance of this offer by signing below and returning it to us.

Warm Regards,
For IFB Industries Ltd.


Jyotiranjana Tripathy
Head-Human Resources (HAD)

I accept employment with the Company on the terms and conditions set out in this letter.

Signature

Name: Elton Dsouza



IFB Industries Limited
Corporate Office

Plot No. -IND-5, Sector-I
East Calcutta Township, Kolkata-700 107
Telephone : (91) (33) 39849475/9524
Fax : (91) (33) 39849676
Web : www.ifbindustries.com

Date: 10th March 2024

Mr. Elton Dsouza

Goa University,
Goa

Subject: Internship Offer

Dear Mr. Elton Dsouza

On behalf of M/s IFB Industries Ltd, Goa India (hereinafter referred to as the Company) we are pleased to extend you this offer of temporary employment as an Intern, reporting to Digital Marketing Team.

If you accept this offer, you will begin your internship with effect from 10th March, 2024 & would continue till 9th April, 2024.

As an intern you will receive "temporary employment" status. As a temporary employee, you will not receive any of the regular employee benefits that regular Company employees receive/entitled to. By accepting this offer, you acknowledge that you understand joining the Company as an intern is not an offer of employment, and successful completion of the program does not entitle you to an employment offer from the company.

Your internship with the Company is "at-will," which means that either you or the Company may terminate your internship at any time, with or without cause and with or without notice.

During your employment, you may have access to confidential business information belonging to the Company. By accepting this offer of employment, you acknowledge that you must keep all of this information strictly confidential, and refrain from using it for your own purposes or from disclosing it to anyone outside the Company. In addition, you agree that, upon conclusion of your employment, you will immediately return to the Company all of its property, equipment, and documents, including electronically stored information.

By accepting this offer, you agree that throughout your internship, you will observe all policies and practices governing the conduct of our business and employees. This letter sets forth the complete offer we are extending to you, and supersedes and replaces any prior inconsistent statements or discussions. It may be changed only by a subsequent written agreement.

We hope that your association with the Company will be successful and mutually rewarding. Please indicate your acceptance of this offer by signing below and returning it to us.

Warm Regards,
For IFB Industries Ltd.

Jyotiranjana Tripathy
Head-Human Resources (HAD)



IFB Industries Limited
Home Appliances Division

Plot No.:N-7, Verna Industrial Estate,
Phase IV, Salcete, Goa - 403722, India
Tel.: 0091- 832 - 3044800/801
Fax : 0091 - 832 - 3044802

July 31, 2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Elton Reuben Dsouza**, MBA student of **Goa Business School, Goa University, Goa** has successfully completed Students Internship in our organization during the period **May 11, 2023 to July 7, 2023**.

His internship experiences include:

1. Conceptualizing Friendship Day Giveaway with an objective to enhance engagement and increase following on the IFB social media handles.
2. Conceptualized series of posts for Friendship Day to increase awareness about the IFB Appliances and Essentials and to enlighten the consumers about the use of Essentials with their IFB appliances.
3. Content writing for post copies for the Mother's Day Campaign and for the Everyday Microwave Oven features.
4. Ongoing project for Competitor Benchmarking - Paid Media.

Mr. Dsouza is a sincere and dedicated student. His behaviour and conduct during the internship period was good.

We wish him all the very best in his future endeavors.

For IFB Industries Limited,


Filomena Monteiro
Deputy Manager – Human Resource





IFB/HAD/08 04 2024
8th April, 2024

To whomsoever it may concern

This is to certify that **Mr. Elton Reuben Dsouza**, MBA Student of **Goa Business School, Goa** has undergone internship from 15th Jan to 8th April 2024 in our organization.

During his internship, he worked in the Digital Marketing and Service Marketing departments. The details are as follows.

Department: Service Marketing

Duration: 15th January to 9th March 2024

Project: **IFB essentials Synergy Project: Elevating the Brand, Engaging Customers & Partners, and Innovating Retail Marketing Strategies**

Department: Digital Marketing

Duration: 10th March to 8th April 2024

Project: **Optimizing IFB's Digital Marketing Strategy through RACE Framework Analysis**

During the period of his internship Program with us he was found sincere, hardworking and has shown keen interest in learning.

Thanks & Regards,
For IFB Industries Limited



Jyotranjan Tripathy
Head, Human Resources (HAD)

ACKNOWLEDGMENT

I would like to express my sincere gratitude to all those who have contributed to the successful completion of my internship as part of my MBA curriculum in the Digital Marketing and Service Marketing Department at IFB Appliances.

First and foremost, I would like to extend my heartfelt appreciation to the Digital Marketing Manager, Mrs. Nupur Sinha for providing me with the opportunity to be a part of this esteemed organization, and for the trust and confidence placed in me to contribute to the digital marketing department during my internship.

I would also like to express my deepest gratitude to the entire department for their invaluable guidance, support, and mentorship throughout the duration of my internship. A special thanks to Mr. Pratik Karekar who was instrumental to my learning experience with his expertise, constructive feedback, and willingness to share knowledge. I am also grateful to the rest of the department, Mr. Gautam Mishra, Mr. Vibhav Patil, Mr. Rahman, Mrs. Mala Katwe and Mrs. Lavina Dabolkar for extending their support and cooperation.

Finally, I would like to thank my mentor, Prof. Purva Hegde Desai for assisting my research and providing me with the necessary insights and knowledge to complete this study at the best of my abilities.

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Executive Summary

This research paper investigates the effectiveness of digital marketing strategies in the home appliance industry, focusing on the RACE framework (Reach, Act, Convert, Engage). Existing research offers a solid foundation but lacks holistic frameworks specifically designed for the home appliance sector and often neglects the qualitative aspects of measurement.

The aim of this research is to bridge this gap by achieving several objectives. First, we will develop a comprehensive framework for evaluating digital marketing performance within the RACE context for the home appliance industry. Second, we will test the framework and analyze the current digital marketing strategies employed by companies in this sector. Finally, we will identify metrics and KPIs that assess both the quantity and quality of marketing performance.

Our methodology will involve a thorough literature review on digital marketing strategies and the RACE framework. We will then develop a holistic framework encompassing digital marketing strategies, relevant channels, and key performance indicators (KPIs). Finally, we will conduct qualitative research through discussions with industry professionals and analysis of marketing materials. The expected outcome of this research is a deeper understanding of digital marketing effectiveness in IFB Industries.

We aim to develop recommendations for optimizing digital marketing strategies based on the RACE framework. This research will bridge the gap between existing knowledge and industry-specific needs. The framework can be further tested and used in other industries.

1 Industry Analysis

1.1 Introduction to the Industry

The **home appliance manufacturing industry** in India is a significant sector that plays a vital role in meeting the evolving needs and aspirations of Indian consumers. It encompasses the production of various household appliances, ranging from necessities like refrigerators and washing machines to more advanced appliances such as smart TVs and air conditioners. India's home appliance industry has witnessed remarkable growth over the years, driven by several factors.

Firstly, the rising disposable incomes and changing lifestyles of Indian consumers have fueled the demand for modern, efficient, and convenient appliances. Secondly, the government's initiatives and favourable policies, such as the "Make in India" campaign and incentives for domestic manufacturing, have attracted investments from both domestic and international players leading to the establishment of manufacturing facilities and the localization of production, contributing to the industry's growth. Thirdly, the increasing urbanization and rapid growth of the real estate sector in India have contributed to the demand for home appliances.

The home appliance manufacturing industry in India is made up of a mix of domestic and international players. Leading Indian companies such as IFB, Godrej, Voltas, Whirlpool, and Videocon have a strong presence in the market, along with multinational corporations like LG, Samsung, Panasonic, and Siemens. The industry is driven by continuous innovation, technological

advancements, and product diversification. Manufacturers strive to introduce energy-efficient appliances, incorporate smart features, and cater to specific consumer preferences. The increasing adoption of Internet of Things (IoT) and AI technology in home appliances is another notable trend, enabling connectivity and enhanced functionality.

The home appliance manufacturing industry in India faces both opportunities and challenges. The growing consumer base, rising disposable incomes, and government support present immense opportunities for companies to expand their market presence and tap into new segments. However, intense competition, price sensitivity, changing consumer preferences, and the need for quality assurance and after-sales services pose challenges that manufacturers must address.

1.2 Porter's Five Forces Analysis

1. Threat of New Entrants

The home appliance industry in India may face a moderate threat of new entrants. While there are established players in the market, the relatively low barriers to entry, such as access to distribution channels and manufacturing capabilities, may encourage new companies to enter the industry. However, established brands, economies of scale, and strong distribution networks can act as barriers to entry and limit the threat to some extent.

2. Bargaining Power of Suppliers

Suppliers in the home appliance industry in India generally have moderate bargaining power. The presence of multiple suppliers and the ability of manufacturers to switch suppliers can provide some leverage in negotiations, reducing the overall supplier power.

3. Bargaining Power of Buyers

Buyers in the Indian home appliance industry, such as consumers and retailers, typically have a high bargaining power. The market is highly competitive, with numerous brands and product options available. Buyers have the ability to compare prices, features, and quality, and can easily switch between brands. As a result, manufacturers often need to offer competitive pricing, product differentiation, and strong after-sales services to attract and retain customers.

4. Threat of Substitutes

The home appliance industry in India faces a moderate to high threat of substitute products. Consumers have various options for fulfilling their needs, such as using manual alternatives or

choosing different types of appliances. Additionally, advancements in technology and changing consumer preferences can introduce new substitute products. Manufacturers need to constantly innovate, differentiate their offerings, and provide unique value propositions to mitigate the threat of substitution.

5. Competitive Rivalry

Competitive rivalry within the home appliance industry in India is high. Numerous domestic and international brands compete for market share, leading to price competition and aggressive marketing strategies. The industry is characterized by frequent product launches, technological advancements, and continuous improvement in features and designs. Differentiation, brand reputation, distribution networks, and customer loyalty play vital roles in gaining a competitive edge.

1.3 PESTLE Analysis

1. Political Factors

- Government policies and regulations: The home appliance industry in India is influenced by government policies related to manufacturing, import/export, taxation, and consumer protection.
- Trade agreements: International trade agreements and tariffs can affect the import and export of home appliances, impacting the competitiveness of domestic manufacturers.

2. Economic Factors

- Economic growth and income levels: Rising incomes, expanding middle-class population, and increasing disposable incomes drive the demand for home appliances in India.
- Inflation and exchange rates: Inflation rates and fluctuations in exchange rates can impact manufacturing costs, pricing, and profitability.

3. Sociocultural Factors

- Changing lifestyles and preferences: Evolving consumer preferences for convenience, energy efficiency, and smart features shape the demand for home appliances.
- Demographic trends: Factors such as urbanization, population growth, and household formation influence the size and composition of the consumer market.

4. Technological Factors

- Technological advancements: Innovations in product design, energy efficiency, smart features, and IoT integration drive product development and competitiveness in the home appliance industry.
- Manufacturing processes: Automation, robotics, and digitalization of manufacturing processes improve efficiency and reduce costs.

5. Legal Factors

- Consumer protection laws: Regulations related to warranties, product safety, and quality standards impact the manufacturing, marketing, and after-sales services of home appliances.
- Intellectual property rights: Protecting intellectual property is crucial for manufacturers to safeguard their innovations and competitive advantage.

6. Environmental Factors

- Energy efficiency and sustainability: Growing environmental concerns and government regulations drive the demand for energy-efficient appliances and sustainable manufacturing practices.
- Waste management and recycling: Proper disposal and recycling of appliances are becoming important considerations, and manufacturers need to comply with environmental regulations.

2 Company Analysis

2.1 IFB Industries

IFB Industries Limited originally known as Indian Fine Blanks Limited started their operations in India during 1974 in collaboration with Hienrich Schmid AG of Switzerland. IFB Industries has emerged as a leader in the Indian market and has made significant strides in international markets as well. The company is committed to delivering high-quality products and services, backed by innovation, technology, and a strong customer-centric approach.

The company has built a solid reputation by consistently providing reliable and cutting-edge solutions to meet the evolving needs of consumers and industries. Today, IFB Industries operates in two main areas:

Fine Blanking & Motors: They are a leader in manufacturing fine blanked tools and components used in various industries. Their expertise lies in their world-class tool room and skilled workforce.

Home Appliances: Their division, IFB Home Appliances, is a popular brand for washing machines, refrigerators, microwave ovens and other domestic appliances across India.

IFB Appliances

IFB Appliances is a leading brand in the home appliance industry, renowned for its innovative and technologically advanced products. With a strong focus on quality, performance, and customer satisfaction, IFB has carved a niche for itself in the market and has become a trusted name in households across the globe.

Established in 1974, IFB Appliances started its journey in India and has since expanded its presence to various international markets. The company offers a comprehensive range of appliances that cater to diverse needs and preferences, including washing machines, dishwashers, refrigerators, microwave ovens, air conditioners, and more. IFB currently has its manufacturing locations in Kolkata, Bengaluru and Goa. The company has a chain of 475 retail outlets called 'IFB Point' with branches in every state of the country and warehouses in Nagpur, Goa, Chennai and Gurugram.

One of the key distinguishing factors of IFB Appliances is its commitment to innovation and technological excellence. The brand consistently invests in research and development to introduce cutting-edge features and technologies that enhance the user experience. Quality is at the core of IFB Appliances' philosophy. The brand is known for its robust and reliable products that are built to last. From the selection of high-quality materials to stringent quality control measures, IFB Appliances ensures that each appliance meets the highest standards of durability and performance. This commitment to quality has earned IFB Appliances numerous accolades and a loyal customer base.

IFB Appliances also places a strong emphasis on customer satisfaction and after-sales service. The brand understands that buying a home appliance is an investment, and customers value prompt and efficient support in case of any issues. IFB Appliances has established a wide network of service centers and trained technicians to provide timely assistance and resolve customer queries or concerns.

Beyond its focus on product excellence and customer service, IFB Appliances is also committed to sustainability. The brand incorporates eco-friendly features and practices in its appliances to reduce energy consumption, conserve water, and minimize the environmental impact. IFB Appliances understands the importance of responsible manufacturing and strives to contribute to a greener and more sustainable future.

2.2 Product Portfolio

Laundry Solutions

1. Washing Machine
 - Front Load
 - Top Load
 - Washer Dryer Refresher
2. Clothes Dryer
 - Stacking Mount Unit

Kitchen Solutions

1. Refrigerators
 - Single Door
 - Double Door
2. Microwave Ovens
 - Solo
 - Grill
 - Convection
3. Dishwasher
4. Chimney
5. Built in Hob

6. Built in Oven
7. Built in Appliances
8. Quartz Ovens

Living Solutions

Air Conditioners

Accessories

1. Stabilizers
2. Washing Machine Accessories

essentials

1. Fabric Care
2. Dish Care
3. Machine Care
4. Kitchen Care
5. Commercial Care

Modular Kitchens

Commercial Laundry Solutions

1. Washers
2. Laundromatique
3. Xeros
4. Dryers
5. Ironers
6. Dry Cleaning Machine
7. Steam Generators
8. Finishing Equipments
9. Accessories

Commercial Dishwashing Solutions

1. Under Counter Glass Washers
2. Under Counter Dishwashers
3. Hood Type Dishwashers
4. Rack Conveyor Type Dishwashers

2.3 SWOT Analysis

Strengths

1. **Product Innovation:** IFB Appliances is known for its focus on product innovation and technological advancements. The company consistently introduces new features and technologies in its appliances, providing unique selling points and enhancing the user experience.
2. **Quality and Reliability:** IFB Appliances is renowned for its high-quality and reliable products. The company emphasizes stringent quality control measures and uses premium materials, ensuring that their appliances are durable and built to last.
3. **Brand Reputation:** IFB Appliances has built a strong brand reputation over the years. The company is recognized for its commitment to customer satisfaction, product excellence, and after-sales service. This reputation contributes to customer trust and loyalty.
4. **Diverse Product Range:** IFB Appliances offers a diverse range of home appliances, including washing machines, dishwashers, refrigerators, microwave ovens, and more. This extensive product portfolio allows the company to cater to a wide range of customer needs and preferences.

Weaknesses

1. **Limited Market Presence:** While IFB Appliances has a strong presence in the Indian market, its global footprint is relatively limited compared to some international competitors. Expanding into new markets and increasing global market share could be a challenge.
2. **Pricing Strategy:** IFB Appliances' products are positioned in the premium segment, which may limit their market reach. Price-conscious consumers may opt for more affordable alternatives, posing a potential challenge for market penetration.

Opportunities

1. **Emerging Markets:** The demand for home appliances is rising in emerging markets, presenting an opportunity for IFB Appliances to expand its presence in these regions. By understanding and catering to the specific needs of these markets, the company can tap into new customer segments.
2. **Technological Advancements:** Rapid advancements in technology present opportunities for IFB Appliances to introduce innovative features and smart home integration in its products. By staying at the forefront of technology, the company can gain a competitive edge and attract tech-savvy consumers.

Threats

1. **Intense Competition:** The home appliance industry is highly competitive, with numerous global and local players vying for market share. IFB Appliances faces competition from well established brands, both domestic and international, which may impact its market position and growth.
2. **Economic Factors:** Economic fluctuations, currency exchange rates, and changes in consumer purchasing power can significantly impact the demand for home appliances. IFB Appliances is exposed to these economic factors, which may affect sales and profitability.
3. **Changing Consumer Preferences:** Consumer preferences and buying patterns in the home appliance industry can evolve rapidly. IFB Appliances needs to continually adapt and anticipate these changes to ensure its products align with evolving customer needs and preferences.

2.4 VRIO Analysis

1. Valuable

- Brand Reputation: IFB Appliances has established a strong brand reputation known for its quality and reliability in the home appliance industry. The brand value contributes to customer loyalty and market positioning.
- Extensive Product Portfolio: IFB offers a wide range of home appliances, including washing machines, microwave ovens, dishwashers, air conditioners, and more. This diverse product portfolio caters to various customer needs and preferences.
- Distribution Network: IFB has built a robust distribution network, including both offline (IFB Points) and online channels, ensuring widespread availability and accessibility of its products.

2. Rare

- Technological Expertise: IFB Appliances possesses technological expertise in developing innovative features and functionalities for its appliances.
- Manufacturing Facilities: IFB operates its own manufacturing facilities, which provide control over the production process and enable customization, quality control, and cost efficiencies.

3. Inimitable

- Research and Development Capabilities: IFB has a dedicated R&D team that continuously works on developing new products, enhancing existing ones, and incorporating technological advancements. This R&D capability is a valuable and difficult-to-replicate resource.

- Brand Equity: Building a strong brand reputation and customer trust takes time and effort. IFB's brand equity is built on years of consistent quality and customer satisfaction, making it challenging for competitors to replicate.

4. Organizational Support

- Skilled Workforce: IFB Appliances has a talented and skilled workforce that contributes to the company's success. This includes engineers, designers, technicians, and marketing professionals who bring their expertise to drive product development, customer service, and marketing strategies.

- Company Culture: IFB fosters a culture of innovation, teamwork, and customer-centricity. This organizational culture supports the utilization and alignment of internal resources to create value for customers.

3 Departmental Overview

Marketing Department

The IFB marketing department plays a critical role in driving the company's success by promoting its products and services, building brand awareness, and engaging with customers. The marketing department in IFB is divided into 4 categories:

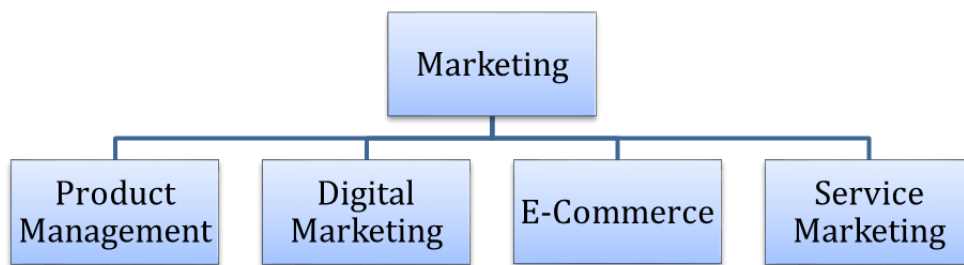


Figure 1: Overview - Marketing Department

During my time at IFB Industries, I worked in 2 of these departments:

3.1 Digital Marketing

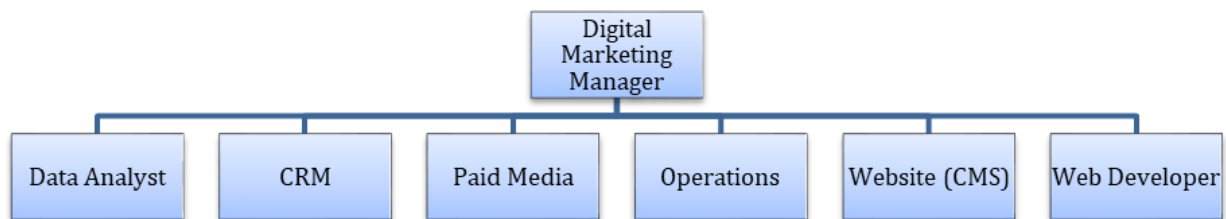


Figure 2: Overview - Digital Marketing Department

The digital marketing department in IFB Industries plays a crucial role in developing and implementing online marketing strategies to promote the company's products and services, drive online sales through their website (IFB Appliances - Buy Latest Home & Kitchen Appliances Online), drive traffic to the IFB Points and increase brand awareness.

The manager of the digital marketing department is responsible for developing and executing the company's digital marketing strategies. They oversee campaigns, website management, social media, SEO, and performance analysis. They lead the team, collaborate with other departments, and stay updated on industry trends to drive brand visibility and business growth in the digital space.

The role of the Data Analyst in the digital marketing department of IFB Appliances involves collecting, analyzing, and interpreting data to gain valuable insights that drive informed marketing decisions. This includes tracking campaigns to ensure they are running smoothly and tracking traffic on the IFB website to see which channels are bringing in the most visitors. The data analyst also conducts in-depth analysis of customer behavior, such as click-through rates, conversion rates, and engagement metrics, to understand the effectiveness of marketing efforts and identify areas for improvement.

The CRM team is responsible for developing and implementing CRM strategies, managing customer data, enhancing customer engagement, and driving customer-centric marketing initiatives. They use channels such as emails, SMS and Whatsapp to run campaigns.

The Paid Media team is responsible for managing and optimizing paid advertising campaigns across various digital channels such as search engines (Google Ads) and social media (Facebook Ads, Instagram Ads). They create and conceptualize content for the social media pages and collaborates with the creative team to develop engaging ad creatives. For search engine advertising, they conduct keyword research to identify relevant and high-performing keywords.

The Operations Executive is responsible for facilitating the smooth functioning of delivery of products and handling customer queries or problems if any. Genuine problems/queries are then escalated so that they can be resolved efficiently and in a timely manner. She is a point of contact for customers, addressing their concerns, providing information, and ensuring customer satisfaction.

Website Management team is responsible for managing and overseeing the content management system (CMS) used by the company. The team is also responsible for managing day to day changes pertaining to the website and publishing content on the IFB website. She ensures that content is properly reviewed, approved, and published according to established workflows and schedules. She also ensures that content is optimized for search engines (SEO) and adheres to best practices for online visibility and discoverability and may assist in implementing SEO techniques within the CMS, such as optimizing metadata, URL structures, and internal linking.

The Web Developer is responsible for managing and maintaining the backend functionalities and infrastructure of the company's website. He handles database interactions, user authentication, and server configurations. He works with the CMS team and also analyzes and improves website

speed, responsiveness, and overall performance by optimizing code, implementing caching mechanisms, and minimizing server requests.

3.2 Service Marketing

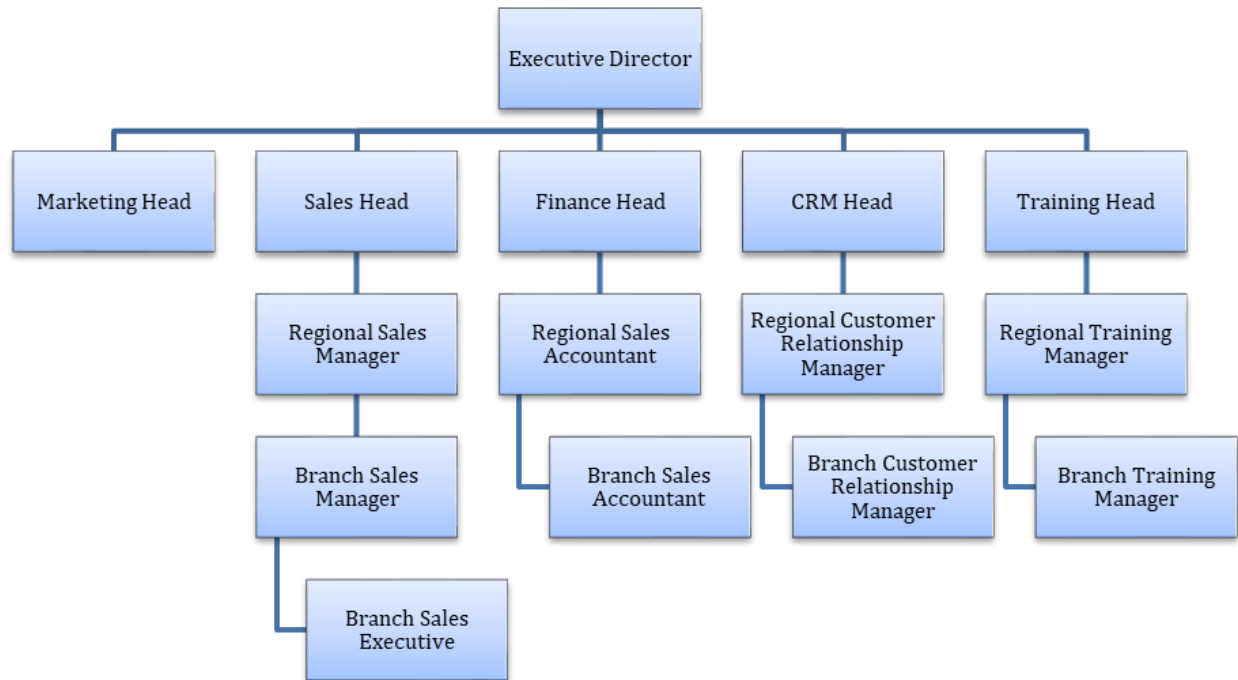


Figure 3: Overview - Services Marketing Department

The Service Marketing Department at IFB Appliances is responsible for managing and promoting the company's after-sales services and customer support. This department plays a crucial role in ensuring customer satisfaction and loyalty by providing exceptional service experiences throughout the customer journey and communicating their value to customers.

They develop marketing campaigns and materials to create awareness and highlight the benefits of IFB's service excellence, reliability, and expertise.

The also handle the marketing for IFB essentials which is a range of products which complement the IFB appliances such as fabric care, dish care, machine care, kitchen care & commercial care products. They majorly sell essentials only at IFB points and on the website but are working to expand the availability.

Annual Maintenance Contracts are also handled by them as the appliances require periodic servicing or maintenance for their proper functioning. They also provide warranty extensions for the products sold.

4 Research Project

4.1 Introduction

In today's rapidly evolving digital landscape, businesses across industries are continually adapting their marketing strategies to stay competitive and effectively engage with their target audience. The home appliance industry, characterized by tough competition and shifting consumer preferences, is no exception. As consumers increasingly turn to digital channels for product research, purchase decisions, and post-sale interactions, companies in the home appliance sector face the challenge of optimizing their digital marketing efforts to effectively reach and convert online consumers.

The development of the Internet and electronic commerce involves a change in marketing thinking and practice due to the fact that traditional marketing has had to develop new techniques for the internet. This has resulted in the existence of a gap between the development of new techniques of digital marketing and measurement processes that have to be performed for the correct measurement of results (Saura et al., 2017). Therefore, we must explore the ever-evolving landscape of digital marketing and the tools and techniques employed to drive engagement and conversions.

Our investigation follows the examination of the RACE framework—a structured approach that encompasses planning, reaching, acting, converting, and engaging with consumers throughout the marketing journey. Through a synthesis of existing literature and empirical evidence, we aim to evaluate the applicability and effectiveness of the RACE framework in the context of the home

appliance industry. By understanding how companies measure and evaluate the effectiveness of their digital marketing efforts, we aim to uncover key performance indicators (KPIs) and metrics that are most relevant for assessing success in this industry.

The findings of this research project will contribute to the body of knowledge on digital marketing strategies in the home appliance industry, offering actionable recommendations for optimizing digital marketing efforts and driving business growth. By bridging the gap between theory and practice, we aim to empower companies in this sector to navigate the digital landscape with confidence and effectiveness.

4.2 Literature Review

A number of research papers and articles provide a detailed insight on topics we plan to explore.

The findings from the literature are presented below

Digital Marketing

Digital marketing is the application of digital media, data and technology integrated with traditional communications to achieve marketing objectives. This emphasizes that successful digital marketing relies on the outcomes delivered by technology, not just adopting it. Different platforms like the internet, websites, mobile devices, and even traditional channels like TV can be integrated with digital tools and data to facilitate communication and achieve marketing objectives through engaging content and interactive services (Chaffey & Ellis-Chadwick, 2019). A more inclusive perspective can be adopted to define digital marketing as “an adaptive, technology-enabled process by which firms collaborate with customers and partners to jointly create, communicate, deliver, and sustain value for all stakeholders (Kannan & Li, 2017).” It is said to be a two-way conversation because of the interactions with consumers (Yasmin et al., 2015).

Digital Marketing Strategies

In today's digital landscape, identifying emerging trends in marketing strategies and utilizing the most appropriate digital marketing instruments are critical prerequisites for business growth, particularly for companies targeting a specific audience online (Kotāne et al., 2019). However, care should be taken as some of the tactics employed by digital marketing may be perceived as

intrusive which can cause ill feelings towards the advertiser/brand (Smith, 2011). A plan is vital for defining focused digital marketing goals and crafting strategies that capitalize on the internet's marketing potential while mitigating potential threats. Some of the main strategies currently in use are (Bala & Verma, 2018):

Search Engine Optimization (SEO): Involves optimizing websites to organically rank higher in search engine results pages (SERPs). By addressing technical aspects and content relevance, SEO attracts organic traffic cost-effectively (Bala & Verma, 2018).

Search Engine Marketing (SEM): A paid advertising strategy used to increase website traffic and business visibility through search engines like Google and Bing. This includes various paid models like pay-per-click (PPC), cost-per-click (CPC), or cost-per-thousand impressions (CPM) and allows targeting specific demographics and platforms. SEM also includes Display Advertising, Search Retargeting & Site Remarketing, Mobile Marketing and Paid Social Advertising (Bala & Verma, 2018).

Social Media Marketing (SMM): Complements paid advertising (SEM) by driving traffic through social media platforms like Facebook and Instagram. Effective SMM involves creating engaging and original content tailored to each platform, fostering frequent user interaction, and contributing to brand awareness and sales (Bala & Verma, 2018).

Digital Display Advertising: A sub-category of SEM, utilizes various ad formats like text, images, and videos on websites and apps to reach targeted audiences. Customization based on interests and buying journey stages allows for precise messaging, but requires expertise to ensure a good return

on investment due to its higher cost compared to other digital marketing strategies (Bala & Verma, 2018).

Email Marketing: Involves sending targeted promotional messages to potential customers via email. Effective email marketing software lets you segment lists based on preferences and purchase history, allowing for personalized messages that build trust. However, ethical practices are crucial as excessive or irrelevant emails can be considered spam and may violate regulations in certain regions. Similarly, this may also be done through SMS or WhatsApp (Bala & Verma, 2018).

Web Analytics: Involves actively analyzing, interpreting, and planning based on website user activity. This helps businesses understand website performance, measure ROI (return on investment), and ultimately improve conversions. Unlike basic web statistics, web analytics offers valuable insights and various perspectives for informed decision-making (Bala & Verma, 2018).

Since the mid-1990s, digital media has been praised for its measurability, a major advantage over traditional media. This started with early internet marketing efforts, where website visitor interactions tracked through log files offered unprecedented insights into marketing campaign effectiveness. This led to the rise of web analytics tools like I/PRO Corp (1994), further solidifying digital media's advantage in measuring campaign performance. The evolution of tools like WebTrends (1995), Omniture (2002), and ultimately Google Analytics (2005) further solidified this advantage (Chaffey & Patron, 2012).

A trait of digital media is the ability to record every interaction between customers and a brand. This wealth of consumer data fuels data-driven marketing, replacing decisions once made through intuition with data-backed insights. Data from sources like websites, social media, and even frequent-shopper programs inform marketing strategies tailored to individual needs (Lee & Cho, 2019).

RACE Framework

A successful digital marketing strategy requires a solid foundation with defined goals, benchmarks, and a measurable definition of success. A Key Performance Indicator (KPI) framework should differentiate between customer acquisition, conversion, and retention for clear evaluation and reporting on the effectiveness of marketing activities across different teams. The RACE framework, built upon the REAN framework, addresses this need by separating conversion activities into stages, making it suitable for scenarios where the customer journey involves lead generation and nurturing before purchase (Chaffey & Patron, 2012).

The RACE framework offers a structured approach for any brand looking to leverage digital channels while driving customer engagement. RACE consists of these key steps:

Plan: Involves a thorough analysis of a company's strengths, weaknesses, and external factors to establish objectives and strategic direction. It should also establish clear roles, timelines, and monitoring tools to track progress and adapt to changing digital landscapes (Piñeiro-Otero & Martínez-Rolán, 2016).

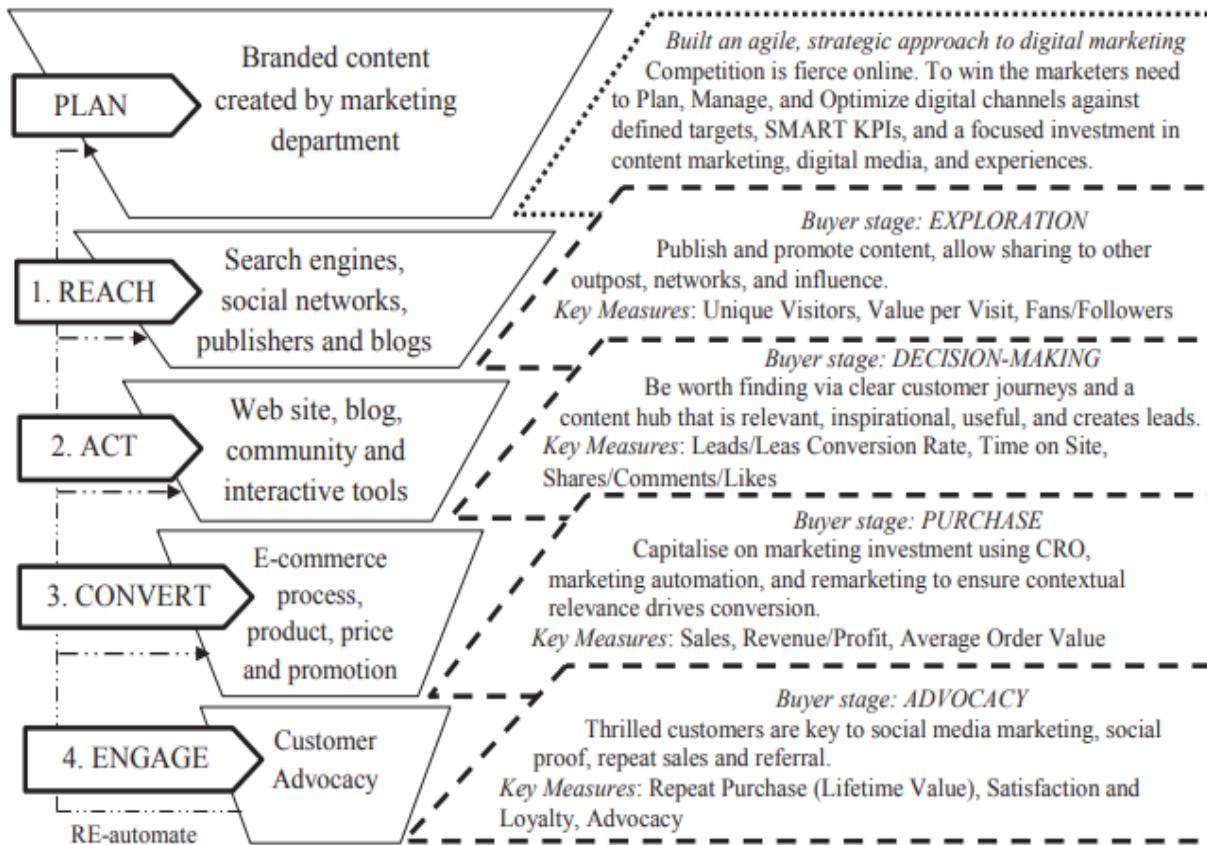
Reach: Focuses on driving awareness and traffic through social media, search engines, and other online platforms.

Act: Encourages audience interaction with a brand, promoting engagement with content, sign-ups, or other actions that signal interest.

Convert: Aims to transform engaged audience members into customers through online and offline sales channels.

Engage: Builds long-lasting customer relationships through ongoing communication and value, ultimately promoting loyalty and repeat purchases (Rautela, 2021; Drokina, 2018).

Figure 4: The Smart Insights RACE Planning framework for managing digital marketing
(Chaffey, 2024)



The implementation of KPIs within frameworks such as RACE further enhances the evaluation and reporting of marketing effectiveness across various stages of the customer journey, from acquisition to conversion and retention.

Figure 5: Emerging insights for managing digital marketing activities classified according to the RACE framework (Sestino et al., 2021)

<i>RACE framework (activities)</i>	<i>Activities-related strategies to the most prominent topics</i>	<i>Review insights: challenges and issues</i>
Plan	Digital marketing strategies and transformation plans	1 Online business strategies 2 Knowledge exploitation and purchase experience customisation
Reach	Increase awareness	3 'Web effect'
Act	Data profiling	4 Ethical and privacy concerns in online interaction
Convert	Personalisation	5 Online shopping customisation 6 Focused strategies for online product offers (low-touch, high-touch and embarrassing goods)
Engage	Customer service and social media marketing	7 Response time in customer service activities 8 Negative word-of-mouth monitoring

Figure 6: Brand Dashboard Structure with RACE Dimensions (Erkollar & Oberer, 2017)

Race Dimension	Brand Dimension	Volume	Quality	Value
Reach	Stakeholder	Unique Visitors	Bounce Rate	Revenue Per Visit
	Market Segment	Unique Visitors/ Segment	Bounce Rate	Revenue Per Visit
	Media Sources	Unique Visitors	Bounce Rate	Revenue Per Visit
Act	Stakeholder	n Leads	% Conversion to Lead	Goal Value Per Visit
	Market Segment	n Leads/ Segment	% Conversion to Lead	Goal Value Per Segment
	Media Sources	n Leads/ Segment	% Conversion to Lead	Goal Value Per Segment
	Internal Dimension	n Leads Analysis	% Conversion to Lead	Goal Value Analysis
Convert	Stakeholder	n Sales	% Conversion to Sales	Sales Value
	Media Sources	n Sales	% Conversion to Sales	Sales Value
	Internal Dimension	n Sales	% Conversion to Sales	Sales Value
Engage	Stakeholder	% of Active Customers	% Customer Conversion	% of Existing Sales Value
	Media Sources	% of Active Customers	% Customer Conversion	% of Existing Sales Value
	Internal Dimension	% of Active Customers	% Customer Conversion	% of Existing Sales Value

In this research paper we can see certain dimensions for measurement being defined once the RACE framework is applied to a company with the objective of a brand management strategy.

Figure 7: Characteristics of digital marketing tools in the step of ACT (Drokina, 2018)

Tools	Characteristics of tools	Role for digital marketers
10. Page engagement tools	These tools help assess and improve the effectiveness of website design including different page template types such as home page, landing, and campaign pages.	These tools can help digital marketers improve conversion and goal completion rates while reducing the need for IT support and ensuring brand stakeholders are kept happy with the consistent design (look and feel) of the pages built. They may also help reduce the amount of design input required once a template is agreed.
11. Content Management Systems (CMS)	These tools form the building blocks of your website. They're the platform, upon which your website's pages are designed and built. You have a choice between proprietary or open source platforms (we cover these in the next category of blogging tools, many of which can be used as CMS), both of which can be developed upon or enhanced by using libraries of code – often known as widgets or plugins	Simply put, most websites are now built using a CMS. They're widespread thanks to how they enable non-technical members of digital teams to publish and manage content. Processes for publishing are easy to set up, as are user permissions and versioning. A CMS provides a framework for a website, often with site infrastructure and SEO features built in. This helps a CMS deliver a brand consistent experience.
12. Blogging Tools	The clue is in the category name; they're used to write and publish blog articles! In fact, this category name has become misleading since many services like Wordpress and Drupal can now be used to create entire sites.	Blogs are common on many commercial sites now from retailers (customer magazines) to B2B services. The quality of the free, open source options like Wordpress means potentially large savings compared to CMS. Some offer the option of open source plus service and account management.
13. Content curation and authoring tools	This category should be considered a toolbox for content marketers in its own right; many of these tools offer specific functionality to curate and publish content from different sources and due to their low or free cost models will be widely used by content and social media teams.	Content marketing continues to grow in importance with brands investing more in both content generation and distribution. These tools help with a wide variety of tasks for content generation from ideas for headlines and blog articles to easy-to-use image and video tools and grammar checking.

Figure 8: Social media platforms that can be used in the Act stage of product launch (Rautela, 2021)

Social Media Platform	Characteristics	Example	Role in the ACT stage
Content Communities	Content communities facilitate the sharing of multimedia content between various users. Multimedia content (in the form of video, text, photos, PowerPoint presentations, etc.) can be uploaded in different content communities.	YouTube (Video), Slide share (PPT), Flickr (Photos), iTunes (Music)	It can be used to create awareness, interaction, and persuading customers.
Social Search	"Social search is an umbrella term used to describe search acts that make use of social interactions with others. These interactions may be explicit or implicit, co-located or remote, synchronous, or asynchronous"[44].	Aardvark, Bing, Google Product Search, Google places	Firms can utilize these platforms for giving information and building traffic towards their main webpage.
Blogs	A blog (derived from the weblog) or blogging is used as a synonym in today's world to represent the creation and sharing of content which is generally longer. Blogs generally have a chronological list of postings where the recent post appears first. Text-based blogs are most common than other forms of blogs [37]. The visitors to the blog can read and comment. Blogs can be run by both individuals as well as business firms, which use them to post information related to a firm's product, new product launch, or product tests.	Blogger, WordPress, Tumblr	Blogs can be used to increase brand awareness and positive word-of-mouth communication related to products/services. In today's world blog writers or bloggers play a vital role in influencing customer choices and decisions related to products. Blogging can motivate customers to try products offered by the firm.
Microblogs	In contrast to blogs, microblogs restrict the size of the communication. Users can share text, pictures, and web links.	Twitter	Firms can use microblogs to persuade users to subscribe to news related to the firm or to share web links related to the firm's products leading to an increase in traffic to the firm's main webpage.
Collaborative Projects	These social media platforms enable the collaboration between many end-users and the simultaneous creation of content. The users are free to edit or change i.e., delete/add/remove content [37].	Wikipedia	It can be used to create awareness, interaction, and persuading customers.

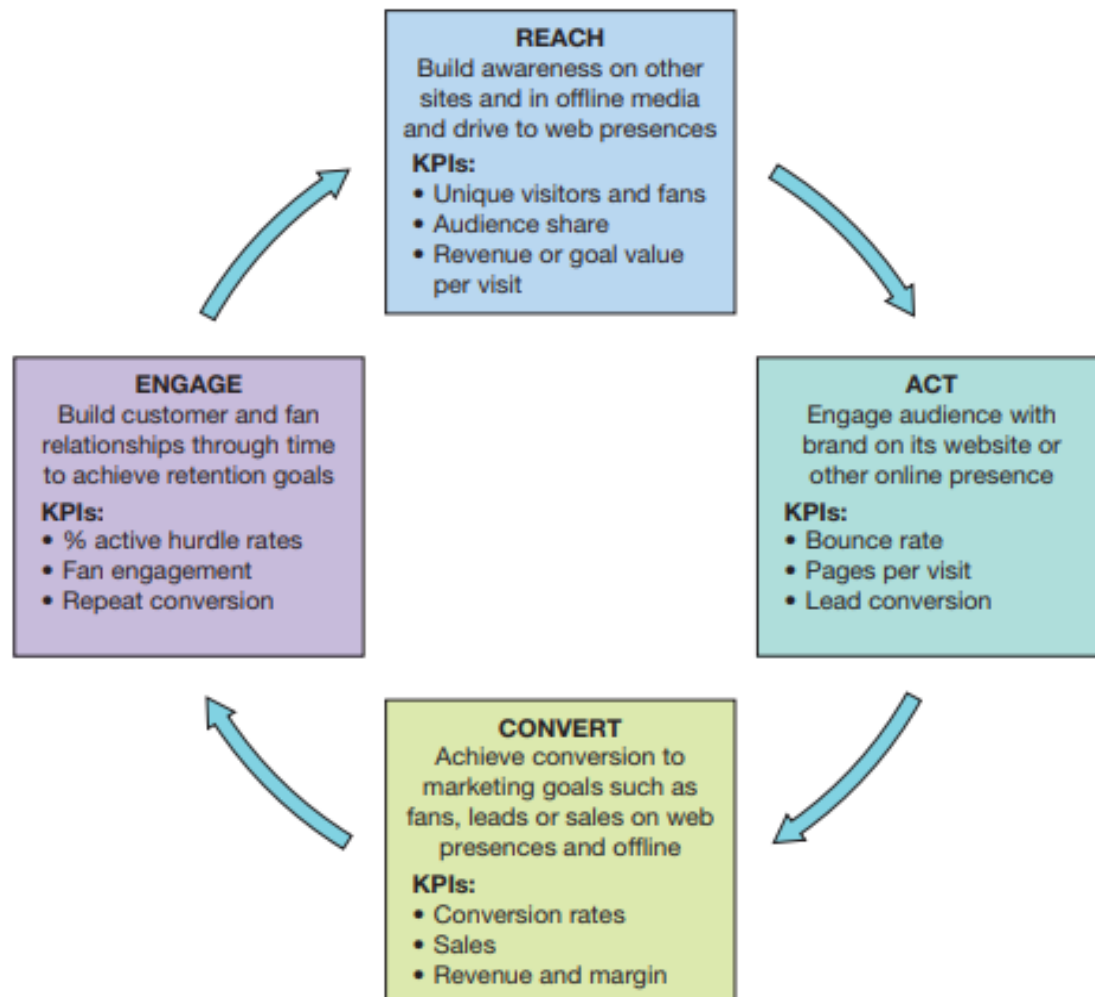
Figure 9: Quantitative Analytical Indicators in Digital Marketing (Saura et al., 2017)

Quantitative Indicators	Description
Impressions	An instance of an organic search-engine listing or sponsored ad being served on a particular Web page or an image being viewed in display advertising.
Traffic	Number of visitors who come to a website.
Unique users	Number of different individuals who visit a site within a specific time period.
Lead	When a visitor registers, signs up for, or downloads something on an advertiser's site. A lead might also comprise a visitor filling out a form on an advertiser's site.
Conversion	What defines a conversion depends on the marketing objective. It could be a sent form, a click on an ad or a purchase. It is an objective or goal.

Figure 10: Qualitative Analytical Indicators in Digital Marketing (Saura et al., 2017)

Qualitative Indicator	Description
A/B Testing	A/B testing refers to two different versions of a page or a page element such as a heading, image or button. A/B testing is aimed at increasing page or site effectiveness against key performance indicators including click through rates, conversion rates and revenue per visit.
Call to Action (CTA)	A statement or instruction, typically promoted in print, web, TV, radio, on-portal, or other forms of media (often embedded in advertising), that explains to a mobile subscriber how to respond to an opt-in for a particular promotion or mobile initiative, which is typically followed by a Notice.
User experience (UX)	Encompasses all aspects of the end-user's interaction with the company, its services, and its products through different devices. This term is also used with Information Architecture (IA), which is the structural design of shared information on a site based on user behaviour.
Rating systems	A system of classifying according to quality or merit or amount which could divide and organize the type of users.
Surveys and forms	Tools that allows users to send information to a website. It is usually used to set the number of conversions or conversion goals in a web site or DM campaign.
The Flow of Users	Graphical representation of the paths users took through the site, from the source, through the various pages, and where along their paths they exited the site. The Users Flow report lets you compare volumes of traffic from different sources, examine traffic patterns through your site, and troubleshoot the effectiveness of your site. It is used to understand the user behaviour on a site.

Figure 11: RACE: Reach–Act (Interact)–Convert–Engage (Chaffey & Ellis-Chadwick, 2019)



4.3 Research Gaps

- ❖ Limited research on digital marketing strategies in the home appliance industry in India
- ❖ Scarcity of Comprehensive Frameworks: There may be a lack of comprehensive frameworks specifically designed for evaluating digital marketing performance according to the RACE framework. Existing frameworks do not include all the factors necessary to measure the strategies holistically.
- ❖ Limited Research on Applicability in Specific Industries: While there may be research on digital marketing strategies and the RACE framework in general, there could be a scarcity of studies that specifically examine their applicability and effectiveness within the home appliance industry. This gap suggests a need for industry-specific research to understand how digital marketing strategies can be effectively implemented and optimized in this context.
- ❖ Insufficient Exploration of Metrics and KPIs: While there may be studies discussing metrics and KPIs for assessing digital marketing effectiveness, there could be a lack of research that comprehensively explores both the volume and quality aspects of these metrics. This gap indicates a need for research that examines a wide range of quantitative and qualitative indicators to provide a more holistic understanding of digital marketing performance.

4.4 Research Questions

1. What are the key components of a comprehensive framework for evaluating digital marketing performance within the context of the RACE framework?
2. What digital marketing strategies are currently employed by companies in the home appliance industry, and how can they apply the RACE framework to their digital marketing strategies?
3. What metrics and KPIs are commonly used to assess digital marketing effectiveness, and how do they address both volume and quality aspects of performance?

4.5 Research Objectives

- ❖ To create a comprehensive framework for evaluating digital marketing performance and their KPIs according to the RACE framework
- ❖ To evaluate current digital marketing strategies and assess their applicability according to this holistic framework in the home appliance industry
- ❖ To explore the metrics and key performance indicators (KPIs) used for assessing the effectiveness of digital marketing efforts in terms of volume and quality.
- ❖ To develop recommendations for optimizing IFB's digital marketing strategy based on the findings of this research

4.6 Research Methodology

A comprehensive review of the literature on digital marketing strategies and RACE framework is followed by the development of the holistic framework that includes strategies, channels, their KPIs and other metrics. The research included examining studies of in-depth models of RACE and creating a framework that will be used to categorize and assess how effectively IFB's digital marketing efforts align with the objectives of each stage of the RACE framework and understand how these efforts are measured. The strategies, channels and KPIs will be found out by having a comprehensive discussion with the digital marketing team at IFB to understand their current digital marketing strategies, objectives, target audience, and challenges. This will be followed up with document analysis of company marketing materials, online observation of digital marketing campaigns and personal observations of the industry during the tenure of my internship. Hence, this research is qualitative in nature. The study's findings will assist organizations in improving their digital marketing strategies by identifying areas for improvement and optimizing strategies as a result.

4.7 Framework

Figure 12: Framework developed for the analysis based on literature review

Digital Marketing Channel				
Race Dimension (Erkollar & Oberer, 2017)	Role (Rautela, 2021; Drokina, 2018)	Tool (Drokina, 2018)	Key Performance Indicator (Chaffey, 2024; Chaffey & Ellis-Chadwick, 2019)	
			Quantitative Indicator (Saura et al., 2017; Erkollar & Oberer, 2017)	Qualitative Indicator (Saura et al., 2017; Erkollar & Oberer, 2017)
Reach				
Act				
Convert				
Engage				

This framework will be used to analyze each platform or tool being used in the digital marketing efforts of IFB and find out how their effectiveness is being measured in terms of both **volume** and **quality**.

4.8 Data Analysis and Results

To evaluate the current scenario at IFB Appliances according to the RACE Framework, we have created a holistic framework from existing research, as shown in the literature review. This framework was used to analyze the main digital marketing channels utilized by IFB, which are social media platforms, website and email, as found out through discussion with the digital marketing department. When the framework was tested in the organization, it was discovered that the entire framework's metrics were effective and that all of the metrics in the framework were measurable within the framework's dimensions.

Social Media

IFB Appliances utilizes Facebook, Instagram and LinkedIn as part of its current strategy using both organic and paid tactics to achieve their objectives. This analysis focuses more on the consumer side of social media marketing which is done through Facebook and Instagram. The commercial appliances are marketed on LinkedIn where the communication differs from that of the normal consumer side. When analyzed according to the RACE Framework it was found to be effective at measuring the strategies and the following observations were made.

Figure 13: RACE - Social Media

Social Media				
Race Dimension	Roles	Tactics / Tools	Key Performance Indicator	
			Quantitative Indicator	Qualitative Indicator
Reach	Brand Awareness	<ul style="list-style-type: none"> • Social media content • Contests 	<ul style="list-style-type: none"> • Reach • Post impressions • Follower growth • Likes , comments & shares • Views 	<ul style="list-style-type: none"> • Brand sentiment analysis • Level of community engagement
	Targeted Audience Expansion	<ul style="list-style-type: none"> • Social media advertising platforms • Influencer marketing 	<ul style="list-style-type: none"> • Engagement rate • Follower growth 	<ul style="list-style-type: none"> • Audience analysis
Act	Lead Generation	<ul style="list-style-type: none"> • Contests and giveaways requiring sign up • DMs for inquiries and sales support 	<ul style="list-style-type: none"> • Lead generation rate from social media campaigns • CPL • CR 	<ul style="list-style-type: none"> • Quality of leads generated (relevant demographics and interest in appliances)
	Driving website traffic	<ul style="list-style-type: none"> • Media creatives with CTA's that link to website or blog • UGC contests with website submission requirements 	<ul style="list-style-type: none"> • CTR on the CTAs • Website traffic generated from social media channels & their bounce rate 	<ul style="list-style-type: none"> • UX on website landing pages
Convert	Social commerce and sales			
Engage	Building brand loyalty and advocacy	<ul style="list-style-type: none"> • Customer appreciation posts • Interactive contests • Responding to comments and messages • Social listening tools 	<ul style="list-style-type: none"> • Engagement rate • Brand mentions 	<ul style="list-style-type: none"> • Brand sentiment analysis

As can be observed, the company has a strong presence in the Reach, Act and Engage stage for their strategy and is using measuring effectiveness in both volume and quality which leads to a better understanding overall of the strong and weak point present. There is a lack of presence however in the Convert stage which can be looked upon in future strategy planning.

In the Reach stage, IFB Industries employs social media content and contests to enhance brand awareness. The social media content is created by an external agency which is then sent to the digital marketing team in IFB for approval and posting. Metrics such as post impressions, follower growth, likes, comments, shares, and views are quantitatively assessed. Engagement rate is also measured and compared with competitors. However, there is no real adjustments being made for organic posting when low performance is recorded. Qualitatively, brand sentiment analysis and community engagement levels are considered. This gives an insight into what is being said about the brand as engagement on social media posts may not always be good. Comments as a metric may be taken as a positive quantitative indicator however negative comments should be identified as they are qualitative indicators showing a different contrast.

In the Act stage, IFB Industries uses contests/giveaways that require sign-ups and Direct Messages (DMs) for inquiries or sales support. Quantitative metrics include lead generation rate from social media campaigns, CPL (Cost Per Lead), and CR (Conversion Rate). Media creatives with clear CTAs (Call to Actions) that link to the website or blog, along with user-generated content (UGC) contests, drive traffic. Quantitative measures include CTR (Click-Through Rate) on CTAs and website traffic generated from social media channels. The CRM head ensures that leads generated are properly utilized however there is some lack of clarity of the quality of leads generated. Traffic from social media to website is continuously being monitored as this is an essential part of a user's journey that may lead to a possible sale.

In the Convert stage, IFB Industries currently does not have a strategy in place to directly convert a user to a customer on the social media platform itself.

In the Engage stage, IFB Industries fosters engagement through customer appreciation posts and interactive contests that respond to customer comments and messages. All of this is done to build a relationship with consumers. Quantitative measures include engagement rate and brand mentions yet again. Additionally, another round of brand sentiment analysis provides qualitative insights.

Website

The IFB appliances website (<https://www.ifbappliances.com/>) is the official online destination to explore and purchase their home appliances in India. The website is utilized for facilitating the online purchase of their products (appliances and essentials), displaying product guides, blogs & recipes, providing customer support and locating IFB points and dealers. An analysis was made taking into consideration both organic and paid channels. The website was analyzed according to RACE Framework and the following observations were made (please refer to figure on the following page).

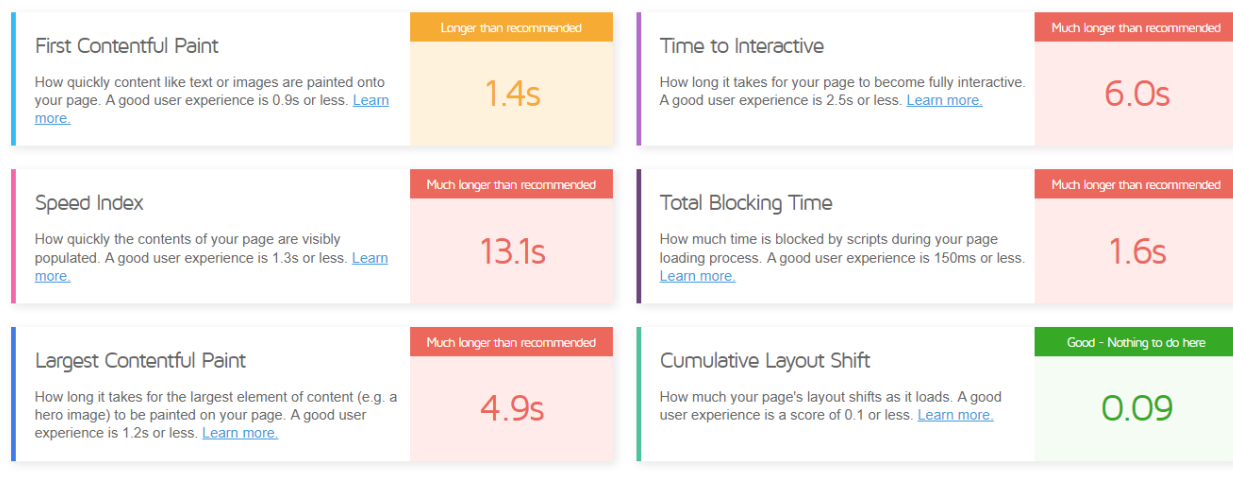
Figure 14: RACE - Website

Website				
Race Dimension	Role	Tactics	Key Performance Indicator	
			Quantitative Indicator	Qualitative Indicator
Reach	Increase Website Visibility (Organic)	<ul style="list-style-type: none"> • SEO optimization • Keyword research • Link building • Landing page optimization 	<ul style="list-style-type: none"> • Organic traffic • Keyword rankings • Organic CTR • Backlinks 	<ul style="list-style-type: none"> • UX • Content quality • Relevance
		<ul style="list-style-type: none"> • Content marketing (Blogs) 	<ul style="list-style-type: none"> • Website traffic • Engagement 	
	Increase Website Visibility (Paid)	<ul style="list-style-type: none"> • Utilize SEM platforms (google ads, meta ads, bing ads, linkedin, whatsapp etc.) 	<ul style="list-style-type: none"> • Impressions • Reach • Clicks • CTR • CPC 	<ul style="list-style-type: none"> • A/B testing • Relevance • Quality Score (Google Ads)
Act	Encourage desired action	<ul style="list-style-type: none"> • On page optimization • CTAs • Internal linking • Lead capture forms 	<ul style="list-style-type: none"> • Users and sessions • add to cart • Average time on site • Bounce rate • Form submission rate 	<ul style="list-style-type: none"> • UX • Content value • Mobile friendliness
			<ul style="list-style-type: none"> • Landing page conversion rate • CPL • ROAS (Paid channels) 	
Convert	Encourage organic visitors to complete a purchase	<ul style="list-style-type: none"> • Product page optimization • Internal linking to product pages 	<ul style="list-style-type: none"> • E-commerce conversion • Shopping cart abandonment 	<ul style="list-style-type: none"> • User journey (3 stages)
	Drive paid traffic to purchase	<ul style="list-style-type: none"> • Product specific landing pages • Shopping cart abandonment retargeting 	<ul style="list-style-type: none"> • E-commerce conversion • AOV • ROAS 	
	Provide a user-friendly and secure e-commerce experience	<ul style="list-style-type: none"> • Multiple payment options • Checkout progress indicator • Trust signals 	<ul style="list-style-type: none"> • E-commerce conversion • Shopping cart abandonment • Website speed 	
Engage	Building Community & Brand Advocacy	<ul style="list-style-type: none"> • Blog and content hub • Social sharing buttons • Comment sections and forums 	<ul style="list-style-type: none"> • Website return visitors • Social shares • Comments and forum activity 	<ul style="list-style-type: none"> • Brand sentiment analysis • Website engagement levels

In the Reach stage, IFB Industries employs both organic and paid means to enhance visibility. Organic means can be further broken down into conducting search engine optimization as well as content marketing. IFB's website strategy seems to be the strongest among the other channels with both qualitative and quantitative indicators being constantly tracked and measured. Paid ads are also handled by an external agency with a Paid ads head at IFB coordinating these efforts. We start to see how the different channels of digital marketing are interconnected with paid traffic being drawn in from other channels like social media, email, WhatsApp.

In the Act stage, IFB's goal is to guide users toward specific actions on the website. They do this by optimizing individual web pages for better user experience. Ensure clear CTAs, relevant content, and easy navigation. The CRM head also uses this stage to strategically place forms (e.g., newsletter sign-ups, contact forms) to capture user information. Users are tracked keeping in mind Google Analytics new GA4 event-based data and quantitative metrics such as bounce rate, average time on site, form submission rate, cart adds are all tracked to see how well this strategy is working. Users landing from paid sources are also tracked with respect to CPL and ROAS (Return on Ad Spend). UX (User Experience) is an important qualitative indicator here with various factors to be checked on. This could be the content value, load times, creatives and videos on page etc. In this aspect we start to see some issues with website load times as will be highlighted below. We see that website load times of IFB are much longer than the recommended times according to Gtmetrix.

Figure 15: IFB Website Performance Report (GTmetrix, 2024)



In the Convert stage IFB's main goal is to drive traffic to a purchase. Shopping cart abandonment is usually tracked to allow for retargeting. AOV (Average Order Value) and ROAS are also measured as part of the quantitative indicators to evaluate ad campaign profitability. The main qualitative indicator here is the user journey. IFB categorizes the user journey into 3 stages: session start to add to cart, add to cart to checkout and checkout to final purchase details. This gives an insight into which stage of the journey users may be exiting or stopping at. IFB also tries secure purchase experience at this stage using trust signals and checkout progress indicator. Website speed is also tracked at this stage to prevent long loading times during purchase.

In the Engage stage, IFB's goal is to retain and engage existing customers. Their current strategy for this involves their blog and content hub on which activity is measured as a quantitative indicator. Website return visitors are also tracked for targeted marketing purposes. Brand

sentiment analysis and website engagement levels again provide qualitative insights which are essential in understanding the consumers perspective of the content put out.

Email

IFB acquires email leads through other channels and is utilized for continuous communication of product launches, store launches, offers, special days, reminders, retargeting etc. Email communication is currently being done with the help of Adobe Marketing Cloud. The email strategy was analyzed according to RACE Framework and the following observations were made.

Figure 14: RACE - Email

Email				
Race Dimension	Role	Tools	Key Performance Indicator	
			Quantitative Indicator	Qualitative Indicator
Reach	List Building & Audience Growth	<ul style="list-style-type: none"> Email leads are mostly generated from website and social media IFB Point , call centre 	<ul style="list-style-type: none"> Mailing list growth rate Open rate Click rate 	
Act	Nurturing Leads & Driving Conversions	<ul style="list-style-type: none"> Segmentation and personalization Compelling CTAs 	<ul style="list-style-type: none"> CTR Conversion rate List churn rate 	<ul style="list-style-type: none"> Content relevance A/B testing
Convert	Driving Online Sales & Conversions	<ul style="list-style-type: none"> Product specific campaigns Abandoned cart reminders 	<ul style="list-style-type: none"> E-commerce conversion rate offline attribution CTR on product links Revenue generated 	
Engage	Driving Online Sales & Conversions	<ul style="list-style-type: none"> Engaging content Food receipes 	<ul style="list-style-type: none"> Clicks on social media links CTR 	

The Reach stage of email is mainly comprised of external sources bringing in leads as sending unsolicited emails will end up with them being sent directly to spam. Hence, we see again how the different channels of digital marketing strategy are integrated to generate leads externally before being shifted to email marketing.

In the Act stage the quantitative indicators are essential to find out how well the current email campaign is performing with CTR, conversion rate and list churn rate taken into account. IFB also maintains A/B testing to ensure that content can be optimized constantly based on the better performing set of creatives and text.

In the Convert stage there is a focus on product specific campaigns. E-commerce conversion rate is measured as well as the CTR on product links and revenue generated. This is all tracked using a UTM (Urchin Tracking Module) in the website links provided through emails.

In the Engage stage IFB is currently sending out emails with recipes which can be prepared with their appliances. However, there is no other engaging content being pushed. Links to social media are placed on every mail communication however it is currently not being tracked. Replies to emails are also not being checked leading to a disconnect in the engagement with consumers.

4.9 Conclusion

The analysis of IFB Appliances' digital marketing strategy using the RACE Framework reveals strengths and weaknesses across different channels.

Social media: IFB has a strong presence in building brand awareness and fostering engagement through contests and interactive content. They effectively measure reach and engagement through quantitative and qualitative metrics. However, a gap exists in converting social media users directly into customers on the platform. This

Website: IFB's website strategy appears to be the most robust. They leverage organic search engine optimization, content marketing, and paid advertising to drive traffic. User experience is prioritized with clear CTAs, relevant content, and form placements to capture leads. Website performance is closely monitored, but slow loading times require improvement. While conversion rates and user journeys are tracked, the blog and content sections could benefit from further analysis and strengthening.

Email: IFB utilizes email marketing effectively for lead nurturing and product promotion. They measure campaign performance through click-through rates, conversion rates, and list churn. A/B testing ensures content optimization. However, email engagement could be enhanced by incorporating more engaging content and tracking social media link clicks and email replies.

Overall, IFB demonstrates a strong understanding of the RACE Framework and effectively measures various aspects of their digital marketing efforts. However, there's room for

improvement in converting social media users and further optimizing website content and user journeys. Additionally, enhancing email engagement through more captivating content and two-way communication can yield better results.

4.10 Recommendations

Social Media:

Convert followers into customers: Explore social commerce features offered by platforms like Instagram and Facebook. This allows users to purchase directly within the app without leaving the platform. This can be used for some of the smaller IFB appliances and accessories.

Personalized DMs: Users with queries can be personally messaged to understand any queries they may have about the product or issues they are facing. If a potential sale can be identified then the social media executive should direct them to the nearest IFB point or give them a coupon that can be redeemed for an online purchase. All of this will lead to a good consumer experience.

Website:

Content marketing strategy: Revamp the blog content strategy to create informative and engaging content that educates users about product features, benefits, and **use cases**. This can position IFB as a thought leader in the appliance industry.

Website speed: Address the slow loading times identified in the analysis. Faster loading times improve user experience and can significantly impact conversion rates.

Email Marketing:

List building: Implement more strategies to build a qualified email list with users genuinely interested in IFB products. Offer valuable incentives like exclusive discounts or early access to new product launches in exchange for email sign-ups.

Content types: Improve the types of content to be pushed through email marketing. Introduce contests, blogs, etc. that may lead to sharing of content which will improve engagement.

Optimization beyond A/B testing: Move beyond A/B testing for email content optimization. Gather qualitative feedback through surveys or polls embedded within emails to understand user preferences and tailor content accordingly.

Two-way communication: Encourage two-way communication by responding to email inquiries and feedback promptly. This fosters brand loyalty and builds stronger customer relationships.

4.11 Managerial Implications

Unified Framework: The RACE framework provides a comprehensive structure encompassing all crucial stages of the customer journey – Reach, Act, Convert, and Engage. This allows managers to assess their digital marketing efforts across various channels (website, social media, email) with a unified approach.

Data-driven Decisions: By tracking key metrics at each stage, managers gain valuable insights into campaign performance. This data can be used to identify strengths and weaknesses, optimize campaigns for better results, and allocate resources more effectively.

Cross-functional Collaboration: The RACE framework fosters communication and alignment between different marketing teams (social media, content, email). By understanding how each channel contributes to the overall customer journey, teams can collaborate to create seamless user experiences.

Shared Language: The framework provides a common language for managers and marketing professionals to discuss digital marketing strategies. This facilitates clear communication and ensures everyone is on the same page regarding campaign goals and objectives.

Customer Centricity: The RACE framework encourages a customer-centric approach to digital marketing. By focusing on each stage of the customer journey, managers can ensure their online presence caters to user needs and expectations.

Targeted Strategies: By understanding user behavior at each stage, managers can develop targeted strategies to move users through the funnel and ultimately convert them into paying customers.

Adaptability: The RACE framework can be adapted to fit the specific needs and goals of any organization. Managers can customize the framework to include industry-specific metrics and KPIs.

Integration with Existing Systems: The framework can be integrated with existing marketing analytics tools and platforms for seamless data collection and reporting.

Overall, using the RACE Framework empowers managers to:

1. Make data-driven decisions to optimize digital marketing campaigns.
2. Foster collaboration and alignment across marketing teams.
3. Develop customer-centric strategies that drive results.
4. Gain a holistic view of their digital marketing efforts for continuous improvement.

5 Tasks Handled

- ❖ Conceptualized a Friendship Day Giveaway with an objective to enhance engagement and increase following on the IFB social media handles for which I have come up with 3 possible concepts.
- ❖ Post copy writing for Mother's Day Campaign posts and Everyday Microwave Oven features.
- ❖ Competitor Benchmarking - Paid Media, where the objective was to evaluate our competition in the digital space and identify their creative and communication tactics which we can learn from and potentially implement in our own campaigns.

The report covers 3 key areas

- i. Creative Analysis
 - Assessment of the visuals, design elements, and overall presentation of the creatives
- ii. Communication Analysis
 - Evaluation of the competitor's communication strategies, focusing on how they communicate their brand, features and offers
 - Whether the competitors are tailoring their communication to specific regions or markets.
- iii. Celebrity Endorsements
 - Whether our competitors have celebrities on board

- ❖ Share of voice (SOV) trend mapping for Front Load, Top Load and Washer Dryer Refresher categories of washing machines.
- ❖ Identified a new SOV trend for Electrolux washing machines so I have carried out an analysis of their products and compared their prices to that of IFB to better understand their offerings. I have also conducted an analysis of their paid ads.
- ❖ SEO keyword research for blogs.
- ❖ Analyzed the impressions, clicks, CTR and cost for DeepClean campaign on Google Ads
- ❖ Social Media Plan for April to July 2024
- ❖ Social Media Calendar – IFB essentials for April to June 2024
- ❖ Competitor Benchmarking - IFB essentials, where the objective was to evaluate our competition in the retail and digital space and their overall marketing mix with a focus on the area of promotion. This was to identify areas which we could learn from and implement in our marketing efforts. This covers key areas like creative analysis of ads, what the ad is communicating, whether competitors are tailoring their ads to specific regions through regional languages, celebrity endorsements, paid ads, social media and e-commerce product listing and availability.

- ❖ Ad Campaign - Dynamic Duos (Appliances & essentials), where the objective is to enlighten consumers about the use of essentials with their IFB appliances. I have conceptualized this campaign where we can use the idea of celebrating your relationship with friends to show a similar relationship between IFB Appliances and IFB essentials. The presentation includes the recommended market segmentation, creative concepts, values to be implemented and a mood board to better understand the idea.

6 Learnings

During my tenure in the Digital Marketing Department at IFB Appliances, I had the opportunity to gain valuable insights and practical experience in the dynamic field of digital marketing.

- ❖ Social media marketing using paid and organic strategies. Used Meta Business Suite in line with the IFB social media channels to schedule posts and provide post copies and hashtags for the same.
- ❖ Google Campaign manager to check the status of ongoing and upcoming campaigns. Learned how to provide creative specifications and media requirements to the creative team.
- ❖ SEO Optimization and how to conduct keyword research using Google Keyword Planner, Semrush and Ubersuggest.
- ❖ Paid Media (campaign structure, campaign types, media requirements, budgeting, media plan creation, demographics, audiences, customer persona, keywords, types of keywords, bidding strategies, ad extensions, imp, clicks, CTR, cost, reach, video view rate, store visit, offline sales, conversion rate) on Google Ads.
- ❖ Used Google Analytics to analyze users, sessions, events, new vs. returning user, different types of reports, real time visitors, bounce rate, UTM etc. on the website.

7 Challenges

As an intern I was initially given only very basic tasks like posting and copywriting for social media and hence made it difficult to pursue a topic of my interest as I was unsure about obtaining the relevant data from IFB. My initial internship was in Digital marketing however at the time of my second internship, majority of the digital team had been transferred to IFB's Bangalore plant. This meant I had to be transferred to the Service Marketing department for the majority of my second internship. The tasks given to me in service marketing were lengthy and required me to ration my time so that I could also spend time on my research which was based in the digital marketing department.

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9 Appendix I – Samples of the work done

	April						May						June					
Post Type	Product Feature	Special Day	Did you know	Offer	Brand	Collaboration	Product Feature	Did you know	Product	Testimonial	Product	Product	Special Day	Behind the scenes	Product	Product Feature		
Format	Static	Static	Carousel	Static	Carousel	Reel	Static	Static	Static	Static	Static	Static	Static	Static	Static	Static	Static	Static
Product	Fabric Care - Fluff	Generic	Dish Care - Descal	Generic	Generic		Dish Care - Autodish	Fabric Care - Fluff	Dish Care - Total Fresh			Fabric Care - Colour Catcher	Generic	Generic	Carousel Kitchen Care	Static Dish Care		
Theme	Low foam technology Saves water	World Health Day (Theme could be hygiene or cleaning tips for a healthy home)	Did you know hard water buildup can reduce your dishwasher's efficiency? Use IFB essentials descaler for optimal performance	Highlight any ongoing offer on essentials	Where to find us - Highlight stores where essentials are found	Influencer's positive experience with IFB essentials	Highlight product feature from brand story about being crafted to conquer Indian food stains	Did you know leftover detergent can build up in your washer, hurting performance & leaving residue on clothes? IFB essentials liquid detergents dissolve completely for a clean wash, every time	It removes unpleasant smells and keeps your dishwasher lemony fresh round the clock	Highlight a positive customer testimonial. Include a short quote praising your product or service and the customer's name	One slide shows a colorful load of laundry with a white Color & Dirt Catcher sheet in the washer. The other slide shows a clean load of laundry with the used Color & Dirt Catcher sheet, now discolored and potentially containing debris.	World Environment Day (Focus on sustainability or eco-friendly cleaning practices)	Offer a glimpse into the development process of IFB Essentials products. Show the team working in a lab testing solutions with appliances	Highlight the importance of a hygienic cooking environment and how the kitchen care range helps to keep it that way	Highlight the importance of dishwasher tablets all in one cleaning capabilities. Show that the tablet is equal to multiple different products			
Post Copy	Excess foam can waste water during laundry cycles! IFB essentials Low Foam Technology cleans effectively and saves water		Hard water got you seeing spots? Don't let mineral buildup ruin your dishwasher's shine!		Where do you get your cleaning essentials? Find IFB essentials at a store near you!	... says IFB essentials makes a difference. Experience it for yourself!	Yes, we get Indian cooking! Forget scrubbing forever & say hello to sparkling clean pots & pans	No sweat! Ditch the detergent drama!	Ditch the dishwasher about! Lemon fresh with every wash	... says IFB essentials makes a difference. Experience it for yourself!	Stop colour bleeding in its tracks! Use IFB essentials Color & Dirt Catcher for vibrant clothes, every wash.		A Day in the Lab at IFB essentials: Ensuring Quality and Performance	A clean kitchen is a healthy kitchen. Cook with confidence & share delicious meals with family and friends	The Dishwashing All-Rounder is here! Tackles tough messes, softens water, and leaves dishes sparkling clean			

Competitor Benchmarking

IFB essentials

Dynamic Duos

Set yourself free

Dynamic Duos

A campaign highlighting the relationship between IFB Appliances and IFB essentials

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	keyword	BRAND	ompeti	onthly	petitio	ppPag	ppOPaj	erageCj	NUARY	RUARY	ARCH	APRIL 2	MAY 2	JUNE 2	JULY 2	UGUST	EMBE
2	front load	GENERIC	HIGH	2900	87	3.642753	16.14225	9.906598	1600	1300	1600	1300	1900	1600	1900	2400	1900
3	front load washing machine	GENERIC	HIGH	49500	100	2.121874	15.18212	9.862784	27100	22200	18100	14800	22200	27100	33100	33100	27100
4	ifb front load washing machine	IFB	HIGH	18100	100	2.711855	56.59545	15.62751	8100	6600	6600	4400	9900	14800	14800	18100	12100
5	bosch front load washing machine	BOSCH	HIGH	6600	100	1.022257	20.37838	6.393954	3600	2400	2400	1600	4400	5400	4400	5400	4400
6	lg front load washing machine	LG	HIGH	22200	100	4.151231	21.23846	9.153062	14800	12100	9900	8100	14800	18100	18100	18100	18100
7	samsung front load washing machine	SAMSUNG	HIGH	14800	100	5.030114	27.66571	9.668728	8100	6600	6600	4400	9900	12100	12100	14800	12100
8	haier front load washing machine	HAIER	HIGH	2900	100	1.553678	36.31729	9.879921	1300	1300	1300	1300	1900	1900	1900	1900	1900
9	front load washer	GENERIC	HIGH	1600	100	5.044443	16.13612	14.41004	5400	5400	4400	1900	2400	4400	4400	3600	3600
10	samsung front load washer	SAMSUNG	HIGH	210	100	5.052146	49.67521	16.20882	590	390	260	260	390	390	320	320	320
11	lg front load washer	LG	HIGH	320	98	2.408872	20.18026	6.558074	590	590	480	480	480	590	480	480	390
12	best front load washing machine	GENERIC	HIGH	8100	100	1.925076	15.18212	9.984116	6600	5400	5400	2400	8100	9900	8100	9900	8100
13	best front load washer	GENERIC	HIGH	140	100	1.749565	15.18212	5.778746	110	70	50	30	50	50	50	70	50
14	lg inverter direct drive	LG	HIGH	140	98	9.071184	27.33307	7.252255	140	140	140	110	170	170	170	170	140
15	lg direct drive	LG	HIGH	320	100	2.196336	12.14268	7.355956	480	320	390	260	480	590	590	590	390
16	surf excel matic top load	GENERIC	HIGH	6600	100	1.846224	7.677612	2.499705	1300	1000	1000	1000	1600	1900	2400	1900	1900
17	surf excel matic	GENERIC	HIGH	6600	100	1.758179	13.07672	2.967495	5400	5400	5400	4400	5400	6600	6600	8100	6600
18	lg direct drive 7kg	LG	HIGH	140	100	1.748654	12.14268	4.149003	140	70	110	40	70	140	170	260	210
19	lg direct drive 8kg	LG	HIGH	210	100	1.07949	12.14268	5.351729	90	70	140	50	110	70	140	260	140
20	waj2846sin	BOSCH	HIGH	3600	100	1.010247	5.19668	1.764289	0	0	0	0	0	0	0	0	210
21	lg wrm4000h	LG	HIGH	210	100	12.07227	21.21577	13.29214	0	0	0	0	0	0	0	0	0
22	fhv1408zwp	LG	HIGH	1900	99	8.402435	20.23791	5.046348	0	0	0	0	0	0	0	0	0
23	fhv1207zwp	LG	HIGH	1900	94	1.585069	12.14268	2.144471	0	0	0	0	0	0	0	0	0
24	front load washing machine price	GENERIC	HIGH	2900	100	2.290677	15.17027	9.398509	2400	1900	1600	1900	2900	3600	2900	3600	3600
25	waj24262in	BOSCH	HIGH	1600	94	1.323417	59.89348	1.885454	0	0	0	0	0	0	0	0	0
26	ww80t504dan	SAMSUNG	HIGH	1600	100	3.393359	17.00109	5.241426	0	0	0	0	0	0	0	0	0
27	ww70t4020cx	SAMSUNG	HIGH	1600	100	4.58036	28.2812	6.361094	0	0	0	0	0	0	0	0	0
28	fhv1207zwb	LG	HIGH	1000	99	1.018943	26.43357	1.348213	0	0	0	0	0	0	0	0	0
29	fhv1408zwb	LG	HIGH	1000	94	5.64635	12.14268	1.520949	0	0	0	0	0	0	0	0	0
30	fhv1408z2m	LG	LOW	2400	12	1.715191	15.58317	11.27001	0	0	0	0	0	0	0	0	0
31	fhv1409zwp	LG	HIGH	1300	100	1.31472	28.09757	1.19221	0	0	0	0	0	0	0	0	0
32	waj2426gin	BOSCH	HIGH	1300	92	2.907079	37.98651	1.410711	0	0	0	0	0	0	0	0	0
33	fhv1409z4m	LG	LOW	1900	11	1.335676	15.56055	10.93037	0	0	0	0	0	0	0	0	0
34	fhv1207z4m	LG	LOW	1900	8	1.346112	22.24357	8.413022	0	0	0	0	0	0	0	0	0
35	samsung wf45r6100	SAMSUNG	HIGH	140	100	15.13333	30.34062	9.55286	0	0	0	10	20	10	0	10	10
36	best front load washing machine 2022	GENERIC	HIGH	720	96	1.749565	10.09029	6.585532	0	0	0	0	0	0	0	0	0
37	fhm1408bdl	LG	HIGH	1000	100	1.071787	18.24723	6.789776	0	0	0	0	0	0	0	0	0
38	lg front load washing machine 7kg	LG	HIGH	5400	100	4.558991	18.20432	6.226878	2900	1900	1600	1000	2400	3600	3600	4400	3600

Sheet2Sheet3Sheet4Sheet1

PHASES	SOCIAL MEDIA PLAN April - July 24	Jan	Feb				March				April					May				June				July					Aug
		w5	w6	w7	w8	w9	w10	w11	w12	w13	w14	w15	w16	w17	w18	w19	w20	w21	w22	w23	w24	w25	w26	w27	w28	w29	w30	w31	w32
Phase 1	Define Strategy & Goals																												
Pre Planning	Content Calendar Plan																												
Phase 2	Agency Briefing																												
Agency Briefing and Content Creation	Creative (1st Cut)																												
	Creative Feedback																												
Phase 3	Creative & Content Finalization																												
Finalization	MD approval																												
Phase 4	Scheduling																												
Content Execution	Go live											1st			1st				1st									1st	
Phase 5 Evaluation	Monitor & Evaluate Performance																							1st					1st

Budget na	Currency co	Budg	Budget ty	Campaign typ	Cost	Impr.	Click	CTR	Store Visit	Shop sales conv. val	Video played to 25	Video played to 50	Video played to 75	Video played to 100	Conv. ra	Bounce rate (U
--	INR	17700	Daily	Search	8951.25	5023	626	12%	10.16	251194.6208	--	--	--	--	1%	60%
--	INR	17700	Daily	Search	40975.8	11028	1328	12%	28.57	432179.1144	--	--	--	--	0%	54%
--	INR	17700	Daily	Search	68598.5	9253	1242	13%	8.95	305624.9682	--	--	--	--	0%	59%
--	INR	17700	Daily	Search	36303.83	4476	568	13%	0	0	--	--	--	--	0%	59%
--	INR	8700	Daily	In-stream video	52334.03	822679	10534	1%	86	1531722.666	0.9473	0.7266	0.627	0.5855	1%	84%
--	INR	8700	Daily	In-stream video	31732.59	470942	6008	1%	9	47372.18135	0.9647	0.752	0.6527	0.612	1%	85%
--	INR	2100	Daily	Search	14827.6	53915	521	1%	4.82	55223.09001	--	--	--	--	2%	58%
--	INR	4300	Daily	Display	8820.71	115238	7917	7%	4	0	--	--	--	--	8%	70%
--	INR	2100	Daily	Search	10142.36	53128	492	1%	1	0	--	--	--	--	1%	64%
--	INR	2100	Daily	Search	25078.9	44988	597	1%	9.09	263980.785	--	--	--	--	89%	69%
--	INR	2900	Daily	Display	17271.84	972725	28669	3%	11	101894.1687	0	0	0	0	8%	82%
--	INR	4300	Daily	Display	4183.77	36885	2120	6%	6	102989.3638	0	0	0	0	8%	70%
--	INR	4300	Daily	Display	15185.46	190384	13156	7%	15	214585.8442	0	0	0	0	9%	68%
--	INR	2100	Daily	Discovery	8621.23	826865	38042	5%	37	0	--	--	--	--	35%	79%
--	INR	1400	Daily	Discovery	3497.18	413246	19800	5%	9	0	--	--	--	--	0%	80%
--	INR	1600	Daily	Performance Max	3215.55	390997	1718	0%	0	0	--	--	--	--	0%	92%
--	INR	6600	Daily	In-stream video	47853.44	942532	246	0%	72	1418646.504	0.5937	0.4319	0.374	0.3356	0%	80%
--	INR	1400	Daily	Discovery	10607.11	277604	4525	2%	3	0	--	--	--	--	4%	83%
--	INR	1400	Daily	Discovery	1764.24	105521	2252	2%	0	0	--	--	--	--	47%	81%
--	INR	0.01	Daily	In-stream video	50201.9	2891483	96	0%	72	447336.3807	0.3519	0.2598	0.2187	0.1826	0%	82%
--	INR	2900	Daily	Display	13609.1	250844	11793	5%	15	458257.9787	0	0	0	0	5%	57%
--	INR	8700	Daily	In-stream video	35686.66	804805	8890	1%	4	47470.3209	0.7541	0.5807	0.5137	0.4748	1%	85%
--	INR	6900	Daily	Search	31351.09	97270	1734	2%	1	0	--	--	--	--	1%	60%
--	INR	17700	Daily	Search	34648.34	10644	1194	11%	13.74	421777.3681	--	--	--	--	1%	55%
--	INR	10000	Daily	Performance Max	263790.38	4087963	32979	1%	417.7	7918998.705	--	--	--	--	1%	77%
--	INR	10000	Daily	Performance Max	207578.66	2924601	23792	1%	323.28	5943711.88	--	--	--	--	1%	78%
--	INR	10000	Daily	Performance Max	261719.96	3371220	37059	1%	303.96	6615298.006	--	--	--	--	1%	76%
--	INR	2900	Daily	Display	11242.86	186102	13491	7%	2	0	0	0	0	0	7%	75%
--	INR	2900	Daily	Display	25481.07	482393	28791	6%	11	205600.4167	0	0	0	0	6%	51%
--	INR	2100	Daily	Search	19751.39	20762	397	2%	8.61	162323.7384	--	--	--	--	2%	63%
--	INR	2100	Daily	Search	2882.9	5612	62	1%	1	0	--	--	--	--	342%	51%
--	INR	2100	Daily	Search	23767.72	82422	878	1%	5.25	162035.365	--	--	--	--	1%	70%
--	INR	2900	Daily	Display	5706.51	127237	8645	7%	0	0	--	--	--	--	8%	73%
--	INR	13000	Daily	In-stream video	107480.82	1666712	14271	1%	122	2317135.772	0.711	0.5573	0.501	0.465	1%	84%
--	INR	13000	Daily	In-stream video	29913.95	326049	1919	1%	22	467081.4585	0.793	0.6516	0.5937	0.5551	0%	84%

Product	Category	Model	Capacity	Remarks
REF	DC	IFBDC-2132FCS	193L	Pls remove star rating information
REF	DC	IFBDC-2322FBS	212L	
REF	DC	IFBDC-2483FBS	228L	
REF	FF	IFBFF-3152FBS	260L	
REF	FF	IFBFF-3152FBS	285L	
REF	FF	IFBFF-3152IKS	285L	
REF	FF	IFBFF-3362IBS	306L	
WM	TL	TL-S4INS 12.0KG AQUA (sq)	12kg	Spec sheet to be provided by R&D
WM	TL	TL-SIBS 11.0KG AQUA(sq)	11kg	
WM	TL	TL-SIBS 10.0KG AQUA(sq)	10kg	
WM	TL	TL-SLBS 9.0KG AQUA(sq)	9kg	
WM	TL	TL800CB1S	8kg	
WM	TL	TL701MG1S	7kg	
WM	TL	TL651AG1S	6.5kg	
WM	TL	TL650MG1	6.5kg	
WM	FL	Executive Plus MXC9014 SSL	9 kg	
WM	FL	Executive MSN 9014K	9 kg	
WM	FL	EXECUTIVE MXC9014 SSL	9 kg	
WM	FL	Senator SXN 8014	8kg	
WM	FL	SENATOR SXN 8014K	8kg	
WM	FL	SENATOR MXN 8012K	8kg	
WM	FL	Serena SXN 7012	7kg	
WM	FL	Serena MXN 7012	7kg	
WM	FL	Serena MXN 7012K	7kg	
WM	FL	SERENA BXN 7012K	7kg	
WM	FL	SERENA MSN 7012K	7kg	
WM	FL	Elite MXN 7012HK	7kg	
WM	FL	DIVA SXN 6010K	6kg	
WM	FL	DIVA VXN 6010	6kg	
AC	Split	CI12RE113G1	12K BTU	
AC	Split	CI18RE223G1	18K BTU	
AC	Split	CI24RE323G1	24K BTU	
AC	Split	HI12RE113G1	12K BTU	
AC	Split	HI18RE223G1	18K BTU	
MWO	Solo	20PM-MEC2B	20L	
MWO	Solo	25PM2S	25L	
MWO	Solo	20PG4S	20L	
MWO	Grill	25SC4	25L	
MWO	Convection	30FRC2	30L	
MWO	Convection	28BC5	28L	
DW	12 place	Neptune FX1	12 place	
DW	15 Place	Neptune VX1 Plus	15 Place	
DW	16 place	Neptune VX2 Plus	16 place	
Cooker Hood		COOKER HOOD IFB GL-HC-107-90 + BUILT IN HOB 78-GCI4B-3D FB FFD		

10 Appendix II – Photos while you are at work

