

DIGITAL MARKETING STRATEGIES SUPPORTING APPAREL INDUSTRY:

A Case study of MYNTRA

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Abstract :

Purpose - The main aim of this case study is to explain the digital marketing strategies of Myntra, the online fashion retailer.

Design/Methodology/Approach - The business case study methodological approach, using secondary data from a variety of valuable sources, was applied to present the success story of the digital marketing strategy of Myntra. The case study consists of the Opening paragraph, Introduction, Online fashion retailers, About Myntra, Digital marketing strategy for Myntra, Conclusion. Authors are focusing on a case study example to present best practices from the Retail industry in the era of digitalization

Findings - The major input for developing the right digital marketing strategy is understanding the target audience and their online journey. The case study presents Myntra's digital marketing strategies and its current customer segments. This case study is interesting for both the academia and industry experts.

Originality of the Research - This case study is intended for teaching in Digital Marketing or Retail Management courses for masters or undergraduate students.

Keywords - Digital Marketing, Myntra, Strategy, Digitalization, Online fashion retail.

Introduction :

With a sizable base of raw material and textile manufacture, India has one of the largest textile industries worldwide. Along with other important industries, the manufacturing and trading of textiles play a significant role in our economy. The export of textiles and apparel accounts for about 27% of total foreign exchange earnings. About 14% of industrial production and 3% of the nation's GDP are contributed by the textile and apparel industry. The textile sector contributes about 8% of the overall amount of excise taxes collected. So much so that the textile industry is responsible for up to 21% of all employment created in the economy. The manufacturing of textiles directly employs about 35 million people. Another 60 million people could be considered to be employed indirectly, including the workforce involved in commerce and handling related to the production of agriculturally based raw materials like cotton.

The textile sector is the biggest in India (and one of the biggest in the world), making up 20% of all industrial production. About 20 million individuals have direct employment as a result of it. One-third of

the total value of the nation's exports is made up of textile and garments. There are 1,227 textile mills, and they can spin around 29 million spindles each year. Fabrics are also manufactured in the powerloom and handloom industries, even though yarn is mostly made in mills. About 65% of the raw materials used in the Indian textile industry are still cotton, which supports the industry's continued reliance on it. Cotton fabric was produced annually in an estimated 12.8 billion m (42 billion feet) worth. The production of jute goods (1.1 million metric tonnes) comes in second place to cotton weaving in terms of importance. One of India's oldest businesses, textiles have a significant impact on the country's economy because it accounts for one-third of our gross export revenues, 14% of manufacturing value-added, and millions of people with gainful employment. They consist of cotton and jute farmers, craftsmen, and weavers who work in the organised, decentralised, and domestic sectors all throughout the nation.

Online Fashion Retailers :

The rise in internet and smartphone penetration is notably driving the online fashion retail market growth in India, although factors such as difficulty in retaining the loyalty of online customers may impede market growth. Major online fashion retailers in India are:

Myntra, Flipkart, Aditya Birla Fashion and Retail Ltd., Amazon.com Inc., Clues Network Pvt. Ltd., eBay Inc., Reliance Industries Ltd., Snapdeal Pvt. Ltd., Tata Sons Pvt. Ltd., Walmart Inc.

Digital Marketing :

Digital marketing is the technique of promoting the goods or services of businesses utilising online digital technology, such as mobile devices, display adverts, and other digital media like google and facebook ads. The "Father of Modern Marketing" is regarded as Philip Kotler. Early in the 1980s is when digital marketing first became popular. Traditional marketing, which helped to reach out to a semi-targeted audience with a variety of offline advertising and promotional strategies that may have grown over the previous few decades, came before digital marketing.

All marketing initiatives that make use of a digital platform, such as the internet, computers, or mobile devices, are categorised as digital marketing. To engage with both present and potential customers, businesses use digital channels including search engines, social media, email, and other websites. The use of various digital strategies and channels to reach out to clients where they spend a lot of time online is what is meant by the term "digital marketing." Search engine optimisation (SEO), search engine marketing (SEM), social media marketing (SMM), content marketing, email marketing, online advertising, websites, affiliate marketing, and viral marketing are just a few examples of the various digital marketing implementation tactics. According to Boost Ability, the U.S. will spend \$120 billion on digital marketing in 2020. That sum is almost half of the overall sum. The importance of digital marketing is rapidly expanding. According to Boost Ability, the amount spent on social ads is anticipated to double between 2016 and 2021 (\$15,016 to \$32,977). Spending on internet videos and display adverts will rise as well. Digital marketing is anticipated to surpass traditional marketing tactics soon. Simply said, they favour internet material. The Internet has been compared to rocket fuel when it comes to the expansion of businesses, according to Kevin O'Kane, general director for Google Marketing Solutions of Google Asia Pacific.

Review of literature :

According to Manasmita Panda, Aishwarya Mishra (2022) The initial goal of the study was to examine several marketing-related types. Based on the conversation, it has been determined that connecting with users is the most crucial component of digital marketing. The customer-attachment strategies are displayed in the engagement ladder. The survey has also shown that organisations must have a platform that is effective if they want to use digital marketing effectively. It has demonstrated that, in the current environment, it is crucial to integrate all systems with the digital platform. The shift of newspapers from their printed to online versions has served as an example of the current trends in digitalization.

Nguyen Ngoc Hien & Tran Nguyen Huynh Nhu in their paper The effect of digital marketing transformation trends on consumers' purchase intention in B2B businesses: The moderating role of brand awareness(2022) says that ,The transformation of digital marketing is one of the key components of a company's long-term strategy. Additionally, selecting the most effective marketing plan for a B2B company is not always straightforward. This study tries to explain the effects of digital marketing forms on customer attitudes towards digital marketing and purchase intention based on the theories of planned behaviour and consumer behaviour. 210 potential clients were selected for the research sample from the key figures in the company's B2B purchasing chain. Three of the four digital marketing forms assessed using partial least squares structural equation modelling approaches were deemed important and acceptable as a result. The study also looked at the fact that brand awareness merely serves to mitigate the association between customer purchase intention and attitude towards digital marketing. The findings would give managers the information they needed to adapt and grow the company under any challenging conditions.

According to Ms. A. Lavanya., Mrs. M. Radhikamani, (2021) in their paper, People are investing more money in online content, and businesses who find it difficult to incorporate this fact into their advertising plan must swiftly adapt. The amount of time people spend online each year increases, and as a result, the role that digital platforms play in their lives also increases. digital media's primary goal. Digital media will be promoted in India. Because customers may utilise digital platforms from anywhere in the world at any time, businesses must switch from traditional to digital marketing strategies.

Deepak Kumar in his paper '**THE STUDY OF SIGNIFICANCE OF DIGITAL MARKETING TOOLS IN THE PROMOTION OF e-COMMERCE WEBSITES**' (2021) states that ,The Digital Marketing Function is crucial to the industry's success. due to the limited market and less global advertising. And if the product is improved, we must change right away and increase exposure rather than using traditional advertising. This suggests that public recognition plays a big part (particularly in relation to the introduction of new items). Making choices in digital marketing requires the usage of a wide variety of materials.

Dr. Tejas B. Vyas in his paper **A STUDY ON ANALYSIS OF DIGITAL MARKETING (2021)** concludes that The project's actual ending demonstrates that the principles of progress are where marketing will ultimately end up. DM involves integrated managements & coordinated stations in addition to just posting adverts in entrances. Promoters are necessary to make effective use of these parts in order to have productive meetings and create a product. In this computerised era, managers who are

involved in the advanced stages of a product instead of the promoters serve as the product's concierge. Due to clients' great preference for electronic media over other media, products must be manufactured to a high standard of excellence over time. In addition, buyers are avid information seekers, and electronic media is the primary channel for two-way communication between products and consumers. The best phase to transform an article into a product is advanced broadcasting. In the meantime, it is savvier and gives the promoter a tract of trace nutrients.

Products can effectively get ready for their unbiased encounter by going through several stages. Progressive media isn't simply about making promises; its goods can influence or even capture current customers. Electronic stages help to influence the outcome of product evaluation in fair meetings. The analysis of consumer purchasing behaviour demonstrates that Indian customers are intensely curious and will research an item before visiting a manufacturing facility. Products therefore need to provide clients with phases so that they can comprehend their item or obtain an accurate texture of that product. I honestly believe that this business story will be treasured for marketers to comprehend electronic marketing and also to predict upcoming systems.

According to Ali Akeel Manisha Gubhaju (2020) The usage of media devices, such as mobile phones, computers, and other more tools to connect with customers via social media, websites, search engines, applications, and other channels. The potential of digital marketing is enormous. Among the one of the main objectives of digital marketing is to understand how consumers utilise new technologies and apply this knowledge to the organization's benefit, allowing users to interact with potential customers more effectively (S. Teixeira et al., 2018). Digital marketing can also be used to increase brand value, draw in new customers, and raise revenues. Online or offline digital marketing is possible (Bala and Verma, 2018). The introduction of internet version 1.0 in 1990 marked the beginning of the new marketing age known as digital marketing. Internet marketing is the practise of using digital technologies to further marketing objectives, goals (Chaffey, 2009). Digital media marketing is a potent instrument that businesses and marketing managers utilise to establish brands and draw in customers (Fulgoni and Mörn, 2009).

Dr. Uma Sharma, Prof. K. S. Thakur. (2020), In their paper A Study on Digital Marketing and its Impact on Consumers Purchase says that A broad definition of digital marketing includes creating business plans that make use of cutting-edge technology to drive up costs and expand an industry globally in a cutthroat environment. Rapid technological development is accompanied by an increase in the use of digital marketing, social network adverts, and browser marketing. Advertisers use digital marketing to promote their products & services. A crucial component in accelerating the distribution of products and services is digital marketing. Examining the effects of digital media and determining if it is a vital tool for both consumers and marketers is the goal of this investigation. We have looked at the impact of digital media on consumers' purchasing decisions. This study was conducted using a sample of 100 respondents and a standardised questionnaire collecting primary data.

According to Dr. Mrs. Vaibhava Desai in her paper ,(2019)The marketing of goods or services through the use of digital technology, primarily the Internet but also including mobile devices, display advertising, and any other digital medium. The growth of digital marketing since the 1990s and 2000s

has altered how companies and brands use technology for marketing. Digital marketing efforts are becoming more common and effective as digital platforms are integrated into everyday life and marketing strategies and as individuals utilise digital gadgets rather than go to physical stores. This essay primarily focuses on a conceptual understanding of digital marketing, how it benefits modern businesses, and some instances of scenarios where it has been used.

Emerging trends in Digital Marketing in 2017 by Dr. Amit Singh Rathore, Mr. Mohit Pant, and Mr. Chetan Sharma, India claims that customers are using the internet more frequently to look for the best goods and services from local vendors. The speed at which customers shop has significantly risen thanks to many digital marketing strategies including search engine optimisation (SEO), search engine marketing (SEM), content marketing, influencer marketing, e-commerce marketing, campaign marketing, social marketing, etc. Digital marketers now have new ways to reach clients through digital platforms thanks to the use of social media.

This study provides a significant and timely contribution to both researchers and practitioners in the form of challenges and opportunities where we highlight the shortcomings of the existing research, identify the knowledge gaps, and formulate questions and proposals that can contribute to the advancement of knowledge in the field of social and digital marketing.

Case study of Myntra :

History

Myntra was established in 2007 by Mukesh Bansal, Ashutosh Lawania, and Vineet Saxena. It is an Indian e-commerce business with a focus on fashion. Myntra, a Bangalore-based online retailer of gifts, was established in 2007 and was acquired by Flipkart in 2014. Myntra has consistently offered both B2B and B2C solutions for all fashion-related publications.

Myntra's journey began in 2007 with the initial finance provided by Accel Partners. Myntra raised \$5 million in 2008 and launched its enterprise fully. They received help from IDG Ventures, NEA Indo-US Ventures, and others to secure \$14 million in the second round of fundraising in the same year. Finally, Myntra entered the market in a big way in 2014.

Myntra's marketing strategy, which was so successful

- ☞ In 2007, some graduates of the IIT created the company Myntra. The organisation in India that worked on the e-commerce platform wasn't the first. Thus, there was fierce rivalry. Their marketing mix had been the successful strategy that it had drew up. They focused on the clothing and apparel industry. They established a comprehensive coverage of all lifestyle goods by gradually covering all aspects of the same. They became a household name in the Indian market by 2014.
- ☞ Another excellent area in which Myntra worked was technology. They initially began at the web platform and kept up with technological advancements. They quickly made the switch to the mobile app version after recognising the user trend. By 2016, it gave its competitors a significant boost.
- ☞ Myntra never overlooked a venue for promotion in the pursuit of growth. However, they took a different strategy than their rivals. They have consistently knit a great social network marketing approach. Marketing on Twitter, Facebook, and YouTube was targeted but not strictly enforced so

as to annoy the users. A solution-providing mindset has been kept to reach users at all times. The majority of the time, their marketing efforts continued to focus on their core competencies. They kept more.

Myntra's Digital Marketing Strategies

☞ Social Media Marketing

Myntra is active on Social Media like Instagram, LinkedIn, Facebook, Twitter and Youtube.

☞ Instagram - 3.1M

☞ Facebook - 5.5M

☞ LinkedIn - 1M

☞ Twitter - 687.9K

☞ Youtube - 13.2L

Facebook and Instagram are where Myntra receives the most attention and activity.

The majority of the entries are promotional and educational, with a handful covering the introduction of new products.

☞ **SEO Strategies**

According to SEO standards, organic keywords under 500 are bad, those over 1000 are fine, and those over 10,000 are great. Myntra has 4.4M organic keywords, which is a remarkable number. Monthly traffic is another crucial factor in SEO strategy, and Myntra has a staggering 287.1M of it.

This demonstrates how effective Myntra's SEO strategy is.

☞ **Influencer Marketing**

Myntra collaborates with influencers to urge customers to buy from them. There are a lot of content creators, celebrities, fashion bloggers, and bloggers on social media sites. Their devoted fan base heeds the counsel of influencers and offers content for their niche market. Influencers don Myntra attire to create looks that promote the brand.

Along with influencers that have millions of followers, Myntra also works with micro-influencers who have between 10,000 and 50,000 Instagram followers. On the Myntra website, these Instagram posts from micro-influencers are shared. A recent digital reality project for influencers was launched by Myntra. The campaign that seeks for fashion influencers on its online shopping website is called Myntra Fashion Superstar. Manish Malhotra, Sonakshi Sinha, and Sushmita Sen served as the show's celebrity judges.

☞ **E-Commerce Strategy**

Myntra has a fantastic e-commerce approach as an online fashion retailer. On their official website, they have an e-commerce gateway where you can order anything and take advantage of fantastic sales and discounts while shopping online.

☞ Mobile Apps

The Myntra mobile app has the same functionality as the website; you can use it from anywhere to order anything at any time and take advantage of online shopping. On the Google Play Store, Myntra has 4.2 reviews and 10Cr+ downloads. This demonstrates how diverse their readership is. This further demonstrates how happy their clients are with the services this app offers.

☞ Content Marketing Strategies

As can be seen, Myntra has a strong online presence. In addition to its social media, Myntra publishes numerous blogs and articles on its website to educate its audience about fashion and lifestyle. Numerous prominent fashion publications publish blogs and stories on Myntra on their websites.

☞ Affiliate marketing

Affiliates have access to a "refer and earn" platform through the Myntra Affiliate Programme. Bloggers can sign up for the affiliate programme, post evaluations of Myntra goods and services, and earn money from Myntra through referrals.

Myntra recruits customers to its shopping site with this programme. Affiliates publish blogs, post on their websites, and provide product reviews and testimonials on their products; viewers of these reviews are more likely to make purchases from Myntra. Affiliates can profit from their reviews by receiving a commission, and Myntra gains more customers as a result.

What Makes Myntra's Marketing Strategy Special?

Myntra's marketing approach offers many lessons that can be applied. Customers appreciate Myntra because it gives them access to both domestic and international businesses just outside their front doors. Their positioning in terms of marketing implies that everyone can wear fashion.

Digital marketing is used well by Myntra. As we saw above, it employs a variety of marketing strategies to entice customers, including email marketing, social media marketing, influencer marketing, SEO, and SEM. It also provides considerable discounts.

Pandemics that affected every business, as is widely known, led to a dramatic change in digital marketing. Data on digital marketing indicates that 60% of people use the internet globally.

It climbed by 20% over the last year as a result of the epidemic and the move of many businesses online.

Conclusion :

Overall, Myntra's story may be summed up as being successful from the start. Yes, only the capacity to adjust to change has made this possible. Due to its reputation for erratic and quick shifts, Myntra has maintained its status as an industry icon in India. It occasionally adjusted its approach to marketing and promotions and operated shrewdly in those areas.

It switched from a B2B to a B2C platform just as expansion was about to knock on their door. They opened the doors for the government to collaborate with massive e-commerce sites like Flipkart. In order to expand their gallery, they actually made offers for a merger and even to hundreds of businesses.

Much may be learned from Myntra's marketing approach. Customers adore Myntra because it gives them access to both domestic and foreign brands at their doorsteps. Their marketing positioning suggests that everyone can wear fashion.

Myntra's secret to success is their marketing strategy. Here are some salient points to remember from Myntra's marketing approach:

- ☞ Create loyal consumers, not simply new ones.
- ☞ Attract clients by keeping them interested.
- ☞ Experiment with both offline and online marketing techniques.
- ☞ Emphasise the value you are providing rather than your items.

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