

# MARKCONNECT

Origin 5.0



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## A WORD FROM OUR MENTOR

**Dr. Naveen Pol**  
**Assistant Professor, Marketing.**



The marketing ecosystem is fast evolving in recent years. The world has witnessed numerous instances wherein organizations have postulated paradigm shifts over conventional business practices. The company's adoption of ongoing trends and developments in its micro and macro environment has become the need of the hour. Management Development Institute – Murshidabad (MDIM), is one of the leading business schools in India which strongly believes in sourcing intellects who will further be a part of such challenging business dynamics.

“Markrone” the student-driven unique marketing club at MDIM, constantly strives itself in bridging the gap between, the business environment and student thought process. The club has been floating attractive activities like the Trivianni Tuesday, Logo Rhythm, Webinars and the like. It has been a rollercoaster ride so far, and as a mentor, I feel extremely proud of the proactiveness and effort put in by each and every member of the club. I further have the same sense of confidence as the newly joined members of the group. I wish the team a successful way ahead and would like to thank team Markrone for having me as their mentor.

## Markrone

An adept communicator, the mind of a strategist, and intellect full of titillating ideas. The amalgamation of such virtues – One becomes an ace marketer. MarKrone, the Marketing Club of MDI Murshidabad, stands for all these virtues and more.

A club run by and for the students, created with the purpose of grooming the marketing talent of fellow students in tandem with keeping them abreast with events across the marketing universe and providing a platform to the marketing enthusiasts to showcase their skills in every possible vertical.

We eagerly look to create opportunities for growth throughout the spectrum by collaborating with industry stalwarts and peers in the marketing community.

## Inspire. Educate. Entertain



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# VIDEO MARKETING IN 2022

Written by Rishabh Raj

*Video marketing ranks first among the most effective content techniques, ahead of blogging and even email marketing.*

## Video marketers will keep content short

Short-form content is the second most successful trend marketers are presently exploiting, according to our poll.

More than 31% of worldwide marketers are investing in short-form video content, with 46% believing the approach is beneficial in terms of performance and engagement. And, by 2022, 89 per cent of worldwide marketers expect to maintain or expand their investment in it.

While long-form films may provide consumers with a lot of detail and information about a product, brand, or service, both B2C and B2B marketers have discovered that short-form videos can be significantly more successful.

Short-form videos not only need less bandwidth to produce, but they also fit nicely with the fast-paced attention spans of internet viewers of all demographics. This is most likely why TikTok, Reels, and, in prior years, Snapchat, have seen rapid development and marketing attention.

## Content Marketing Trends

Before engaging with a sales agent, at least 47% of buyers look at three to five pieces of content, and the majority of them want businesses to develop content to pique their interest. As a result, firms all over the world are increasing their content marketing budgets.

In fact, content producers, content marketing managers, and content strategists will be the top three professions that marketing directors would prioritise hiring in 2022.

## Video will remain the top marketing content format.

59 percent of respondents utilise video in their content marketing strategy, with 76 percent of those who do say it's their most successful content medium. Not to add, one-fourth of marketers that use video (27%) feel it's the content category with the best return on investment.

"Video provides a stronger connection with your prospective consumer base, and businesses can easily repurpose video material into podcasts and text-based content," says Neil Patel, NP Digital's CMO and Co-Founder. "However, creating text or audio information first makes it more difficult to convert to video. So, in 2022, expect more video content from brands. It will take the shape of simple video, short segments such as reels, and possibly live streaming

## Marketing Roles Brands Plan to Recruit for in 2022



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# IS THIS THE FUTURE OF THE MARKET?

Written by Harshita Verma

Rural marketing is a marketing system that entails the creation, planning, pricing, and distribution of goods and services so that people in rural areas have access to fundamental items at reasonable costs. Indeed, the rural marketing system determines the growth of most sectors in rural India, which is based on agriculture.

With 162 million households, rural India makes up around 70% of the population (according to the 2011 census). According to the Rural Marketing Association of India (RMAI), rural, small-town, and semi-urban economies account for over 60% of India's GDP. The Technopak report also pointed out that the rural market is developing at a rate of 15%, thanks to increased demand for fast-moving consumer goods, pharmaceuticals, auto components, and other items

## Deciding factors

The population, expanding rural income, changing wants and lifestyles, life cycle benefits, and other factors all influence the breadth of rural marketing. Apart from that, businesses are attempting to expand their reach into neglected markets, fulfil the growing demand for long-term organizational activities, and improve their corporate image through CSR operations. Businesses have been redesigning their business models and altering their nature from commercial goals to social motives.

Organizations are now devoting time and resources to conducting thorough research on rural buyers in order to better understand consumer behaviour and tailor goods and services. This has resulted in improved rural infrastructure and income, as well as a general rise in their living standards. Hindustan Unilever Limited, for example, launched Project Shakti in 2001 with the goal of empowering rural women by providing employment and income-generating possibilities. Similarly, HDFC Bank Ltd. (via its CSR subsidiary Parivartan) has undertaken a number of projects aimed at alleviating farm income stress among rural households. The Tata Group devised TRI (Transforming Rural India), which includes implementing health and nutrition-based programmes across endemic poverty regions, promoting teacher and student involvement, and so on.

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What does this all imply for students? Because of its growing reach, marketing graduates are finding the industry to be very interesting and gratifying. Advertising agencies, organizations, market research firms, and others are looking for creative solutions that incorporate working technologies, business models, and wavemakers (individuals who assist organizations in moving forward with their social schemes and projects by developing and funding compelling solutions). As a result, rural marketing is a burgeoning industry with plenty of job openings.



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# TOP 5 FREE SEO TOOLS

Written by Reitu Parna Bhowmick

SEO might be intimidating to newcomers, but there are various free SEO tools that are equally as effective as their premium equivalents. Here's a list of the top five free SEO tools and software.

## Plugin for Rank Math

Rank Math is a WordPress plugin that aids in the optimization of your website's content. It makes it easier to add meta titles, descriptions, and organise your data. To use this plugin, simply download and install it on your WordPress website.

## The Yoast SEO Plugin

The Yoast SEO plugin makes it simple to optimise your WordPress site and identify content gaps. To begin, if your site is powered by WordPress, install and activate the Yoast plugin.

## Google Search Console

Google Search Console (GSC), formerly Google Webmasters, assists you in understanding how Google crawls and indexes your site. To use the Google Search Console, first establish an account and then add your website as a property to it. After you've added your domain, you must confirm that you are the site's owner before you can access all of its features.

## Bing Webmaster Tools

Bing Webmaster, an often-overlooked tool, also includes a full suite of metrics to assist you to examine your website and search analytics. Create a free Bing Webmaster Tools account, add your website, and verify ownership. After that, generate or upload your sitemaps. After that, you may begin optimising your site and its content with Bing Webmaster Tools' capabilities and suggestions.

## Ubersuggest

Ubersuggest is a free SEO tool that assists users in coming up with new keywords and content ideas. This tool will provide you with a high-level overview of the keyword you are looking for. It's a terrific tool to utilise when you're looking for fresh methods to fill your social media or content schedule because it also gives you similar long-tail keywords and suggests content ideas based on your search terms.

While SEO is an important element of the content creation process, it is most effective when integrated with other marketing methods such as content and social media marketing. When you use SEO and social monitoring software together, you'll get the most out of your optimizations. And these free SEO tools assist you in laying the groundwork for these methods.



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*It's critical to have a search engine optimization (SEO) strategy in place alongside your content strategy when developing material online. This ensures that your posts are as optimised as possible. SEO tools can assist you in identifying strategies to improve your site's discoverability.*

# HALEON

Written by Shaurya Verma

## GSK's Consumer Healthcare Business Rebrands As Haleon Ahead Of Spin-Off

GlaxoSmithKline's consumer healthcare business with Pfizer is going to be rebranded as Haleon.

The rebranding will take place as a result of a projected demerger from GSK in mid-2022, in which the consumer healthcare segment will operate as an independent company.

GSK's consumer health company has undergone a succession of investments and strategic changes over the last eight years, culminating in the formation of Haleon. This includes integrations of the consumer product portfolios from Novartis and Pfizer.

As per the announcement made by the company's media blog, "The new firm, Haleon, is intended to be a world-leader in consumer healthcare, with the possibility of excellent organic sales growth, operating margin expansion, and consistent high cash generation." Haleon—derived from the Old English word "Hale," which means "in good health," and the Greek word "Leon," which means "strength." Haleon will have a portfolio of global brands, including Sensodyne, Voltaren, Panadol and Centrum.

Brian McNamara, chief executive officer designate, Haleon, said, "Introducing Haleon to the world marks another step in our road to become a new, autonomous company." Our name comes from our mission to improve everyday health for humanity and to be a global leader in consumer healthcare. We are on track to launch Haleon in mid-2022 and our business momentum is strong."

There's also a new logo. Haleon will move away from GSK's bright orange color and instead embrace black and green. According to Rogers, green is a "really positive colour," and also the colour associated with the United Nations sustainability goal focused on health. She adds that the health challenges brought with the Covid-19 pandemic have brought people wanting "hope and a sense of vitality."

Demand from the £150 billion consumer healthcare sector is strong, reflecting an increased focus on health and wellbeing, increasing demand from an ageing population and the emerging middle class, and unmet consumer requirements. As a result, the business is well-positioned to deliver human health impact and to sustainably grow ahead of the market in the years to come.

The new name was announced as part of a global celebration for all of the people working in GSK Consumer Healthcare. Employees from all over the world had the opportunity to engage with the new name and brand identity, which aims to bring the company's mission and growth ambitions and through listing will unlock significant value for GSK shareholders.

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# #PARKSNOTPARKING

Written by Ravi Mishra

As an official partner and sponsor of the ICC Men's World Cup 2019, Uber is cashing in on the ongoing excitement around cricket by launching a digital-first campaign, #ParksNotParking, supported by exciting on-ground activations across Mumbai, Delhi, and Bengaluru. Sustainability and the idea of rethinking urban planning and spaces is the inspiration behind their new campaign, which launched on 20th June 2019.

The campaign aims to raise awareness about the ills of growing congestion and pollution in cities, turning many of them into giant parking lots, thereby underscoring the urgent need to utilize better urban spaces for building parks. Besides providing much-needed oxygen, parks will also provide residents and sports enthusiasts with space to play.

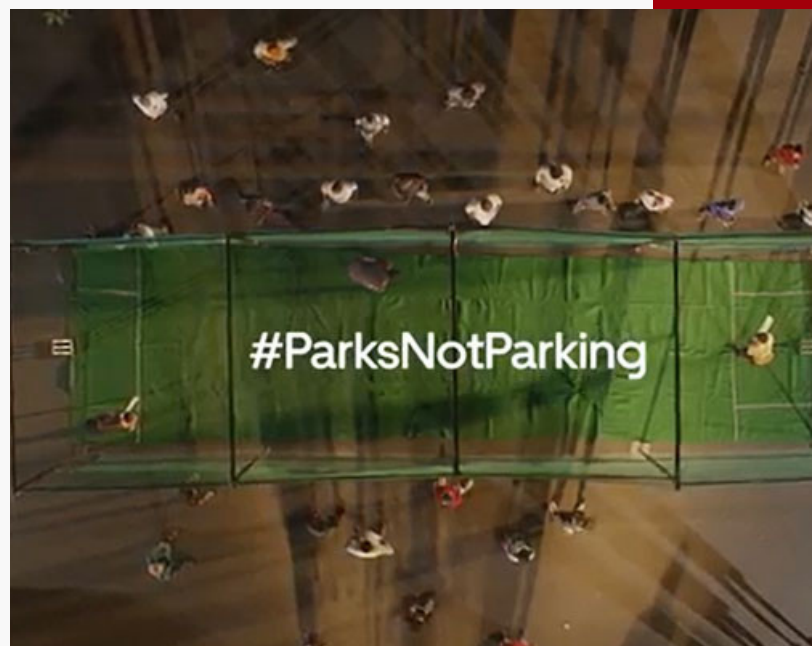
Rapidly rising urban populations and increasing private car ownership have restricted green and playing spaces. The much loved "gully" cricket, which has enabled millions of Indian children to enjoy the game and helped build India's cricketing prowess, is losing popularity. Through the #ParksNotParking campaign, Uber hopes to shape a movement to restrict parking and reignite the passion for gully cricket.

Cricket nets will be set up in high footfall areas in Regal cinemas in Mumbai, South Extension in Delhi, and Phoenix Market City in Bangalore to encourage residents to play the game and rethink how, more importantly, to rethink how we can build more sustainable cities.

*Privately owned cars are covering a lot of space. Especially the parks where our kids play. It's time we bring those parks back in play and make sure the game of cricket never stops.*

**#ParksNotParking**

Speaking about the campaign, Manisha Lath Gupta – Marketing Director, Uber India & South Asia, said, "Increased car ownership is robbing cities of their parks and much needed green spaces. Through our #ParksNotParking campaign, we aim to educate and encourage citizens to choose smarter and shared mobility solutions. Just as cricket builds bridges and helps people come closer together, we remain confident our initiative will build communities united by a vision of promoting more sustainable lifestyles."



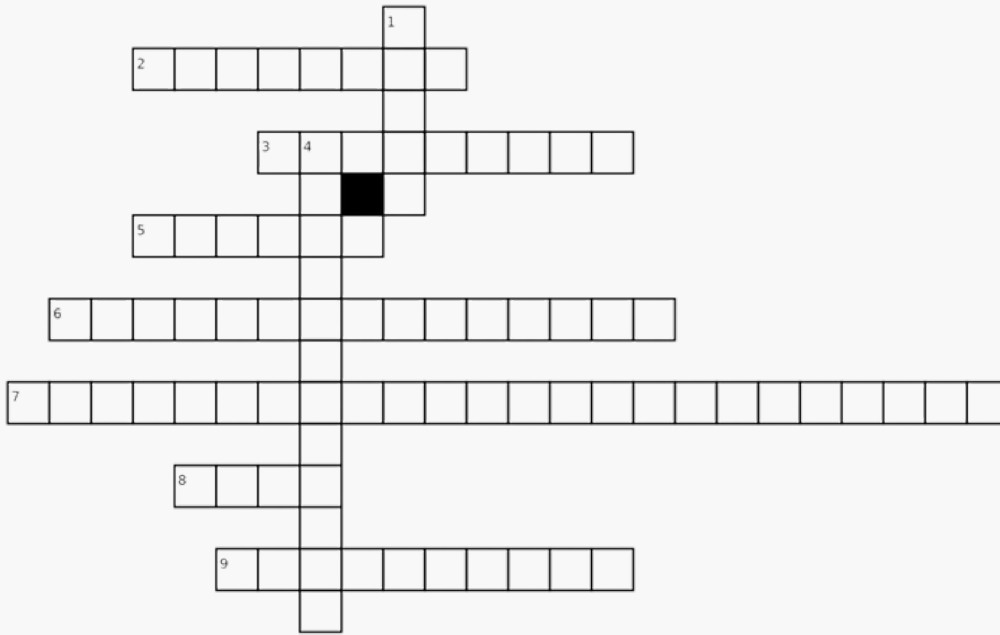
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## Crossword



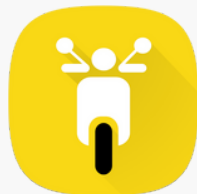
**Down:**

- 1. Analog and digital variants exist and can be carried on a variety of media
- 4. Which company devised TRI(Transforming Rural India)?

**Across:**

- 2. Swiss multinational company joined GSK Consumer Healthcare Joint Venture in 2018.
- 3. an alternative to file downloading
- 5. Which company with GSK renamed their consumer Healthcare Joint Venture as Haleon?
- 6. Gives you the free tools you need to analyse data for your business in one place.
- 7. Which company launched project Shakti?
- 8. parksnotparking was launched by
- 9. The percentage of visitors to a particular website who navigate away from the site after viewing only one page

## Guess The Logo



For any suggestions or contributions regarding Markconnect, reach out to us  
- Team Markrone

# TEAM MARKRONE



Ankur Sengupta

An inquisitive individual with 3 years of work ex and has a keen interest in marketing and brands. Uses Music, TV shows and Advertisements as coping mechanisms. An Arsenal supporter for more than a decade, led to the need of the coping mechanisms. Hoping to find his "Dunder Mifflin" soon.



Harshita Verma

A multitasker by nature and a fresh Marketing enthusiast. She is often found sipping on coffee while drooling over Leslie Knope! Uses sarcasm as defence mechanism and has a keen interest in travelling, dogs and thrillers! And oh! A good conversation makes her happy.



Harsh Jammarh

A minimalist ambivert in the world of extroverts. Believes Marketing is that modicum nudge towards success. References range from MCU to World Wars. Aiming to be Jim Halpert with Michael Gary Scott's confidence.



Reitu Parna Bhowmick

Currently saying yes to new adventures. Interested in brands and keen about logos. On the lookout for good chai, stories, wit & wisdom.



Rishabh Palliwal

A Mechanical engineer with a marketing appetite. Extroverted introvert. Love a bit of Comedy, Football and Wasseypur. Have you noticed that "Dogs are forever in the Pushup Position"?



Ravi Mishra

A glutton, a casual gamer and an ambivert. Believer of the fact that we fall so that we can learn ourselves to pick back up. Trying to be the elaichi in chai and not the elaichi in biryani.



Vishal Dayma

An easy going person with a keen interest in marketing trends and brands. Enjoys playing video games and keeping up with what's going on in the world.



Rishabh Raj

An art is all he needs, interested in the existence of several knowledge systems. Aspire to learn and showcase all the abstract concepts of forces.



Shaurya Verma

An avid learner with a keen interest in marketing trends and brands. A multitasker and a curious seeker of the future world



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