



Vol. 3 Issue no. 4

DO
SOMETHING
EPIC

November, 2022

A WORD FROM OUR MENTOR



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Marketing as a science has become highly versatile with the metamorphosis of marketing channels. With the onset of social media and access to technology, promotion is pedalling towards influencer and user-generated marketing. Consumers are more interconnected now than ever, making communication more digital, and so is marketing. Chatbots, user interactivity, analytics, and customization are a few buzzing trends. Differentiation is proving to be a double-edged sword, making consumers more demanding with every passing day. So, capitalization of your resources and adaptability have become the keys to success in industry 5.0. The extremely dynamic nature of marketing principles and strategies has made cognizance of the changing pattern a pressing priority. With this vision to make responsible and innovative future leaders, Management Development Institute Murshidabad (MDIM) is complying with this endeavour.

I take great pleasure in acknowledging MarKrone, the dedicated students' marketing club of MDIM. I am delighted to see the journey MarKrone has traversed in a few years' time. Its initiatives include, but are not limited to, Industry Webinars, Case study competitions such as Synaptix, Athena etc. Also the club has been floating attractive activities like the Quiz War, Logo Rhythm etc. Every batch pushes its achievements to new heights. I feel highly obliged to be the faculty mentor of this group, and I hope we all benefit from this enriching venture. With great pride, I present to you yet another edition of the MarKrone newsletter - MarKconnect, promising a bundle of wisdom, information, and fun to inspire, educate, and entertain you. Happy reading!

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

1. WORDPRESS PLUGINS

2. SEO

3. HYUNDAI MOTORS

4. HOW COCA-COLA LOST INDIA

5. KONNECT QUIZ

WORDPRESS PLUGINS FOR CONTENT MARKETING

Written by Reitu Parna Bhowmick

WordPress users can install plugins to create exceptional content marketing, from high-performing posts to campaign results tracking. Here is a list of WordPress content marketing plugins. Editorial flow, multimedia content, social media distribution, improving search rankings, controlling access, translating text, and optimising posts and pages are all supported by tools.

So let's see some Plugins for Content Marketing

Edit Flow - Edit Flow allows you to collaborate with your editorial team in WordPress. Using the integrated calendar, you can organise your content schedule. Adapt to the critical stages of your workflow. To collaborate, use threaded commenting.

Editorial Calendar -The Editorial Calendar summarises your publishing schedule. Drag and drop to manage your entire blog and move and edit posts in the calendar.

WordPress to Buffer - WordPress to Buffer allows you to add your content to a queue and create a smart schedule for it to drip-feed on Facebook, Twitter, LinkedIn, Pinterest, and Instagram. Use the default schedule, or change the days and times to suit your audience.

Ahrefs - Based on data from Ahrefs, Google Analytics, and Google Search Console, Ahrefs displays how each article on your blog performs for a specific keyword. It then suggests ways to improve performance. Use the plugin to automate your entire content audit process, including repair recommendations.

OptinMonster - OptinMonster is a marketing campaign popup builder. In minutes, we can create custom popups, newsletter opt-in forms, slide-ins, announcement bars, and lead-generation forms.

reSmush - To optimise your images, reSmush.it offers free image size reduction. JPG, PNG, and GIF files up to 5 MB are accepted by the reSmush.it API. This plugin includes a bulk operation that allows us to optimise all of your images in two clicks.

Zedity - When rows and columns are not appropriate, Zedity is a layout-free content editor. Add video, image, audio, and colour boxes. Over 20 services, including YouTube playlists and Facebook and Instagram videos, are supported by video and audio boxes.

Ivory Search - Ivory Search improves the default WordPress search and lets you create an unlimited number of custom versions. Display anywhere on the site, including the header, footer, sidebar, widget areas, pages, and posts.

Yoast SEO - is a plugin that aids in the ranking of content in search engines. Canonical URLs and meta tags, advanced XML sitemaps, title and meta description templating for consistent search snippets, breadcrumb control, faster load times, and more are among the features



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SEARCH ENGINE OPTIMIZATION

Written by Rishabh Raj

Rankings and Publicity

Users are more likely to select one of the top five options displayed by the search engine while conducting an online search for a service or good. Higher search engine rankings and increased online exposure thanks to SEO increase the likelihood that visitors will click through to your site and make a purchase.

Web Traffic

Simply put, missing sales opportunities occur when potential clients can't locate your website. Your organic search engine traffic will improve thanks to SEO, which will result in more daily visitors to your page. This immediately corresponds to an increase in sales since you are more likely to sell to relevant customers who visit your website.

Trustworthy

The higher you rank on search engines like Google and Bing, the better your SEO score is. All companies want to rank higher on Google because it increases their visibility, but a side benefit is a trust you build with potential consumers. Having a better rank for the terms a user is searching for can, in turn, confirm your product or service as trustworthy in the user's view because users prefer to rely on the suggestions that a search engine offers.

User encounter

A well-designed website makes it apparent what is being given, how to get it, and any queries that may be related to it. Search engines like Google and Bing can quickly gather the data they require to pass on to users by designing the site with the user's experience in mind.

Growth

Without a question, SEO is important for the development of your brand. As we previously stated, the more organic (also known as unpaid) web traffic your site receives, the higher you rank on a search engine for a range of high-volume keywords. That's all there is to it. An optimised website has a higher chance of attracting more visitors and generating more revenue.

SEO on-site

To make sure that the content on your site is search engine friendly, on-site SEO must be improved. When optimising your websites for search engines, there are a number of methods you can tell the search engines exactly what the page is about.

Using on-site SEO, you'll take care of your website's architecture, SEO keywords, internal links, image alt attributes, and other methods to make it easier for search engines to understand and evaluate your website's content.

SEO Off-Site

In order to raise your own rating, off-site search engine optimization tactics require work done on websites that aren't your own. The main component of off-site SEO is link building, sometimes known as "backlinks," which is an effort to get other well-known, popular websites to connect to your website.

Backlinks may have a significant impact on your ranking position since they are an indication of trust to search engines. Your rating will be favourably impacted if the links are from reputable, well-known websites. By attempting to employ "black hat" techniques to deceive the search engine into identifying poor connections, you risk being punished and perhaps blacklisted from search engines.



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HYUNDAI MOTORS ENVISIONS A FUTURE INDIA

Written by Shaurya Verma

The "Beyond Mobility 2.0" campaign highlights the company's capabilities to exceed consumers' expectations in every facet of their smart mobility experiences.

With the launch of its new Brand Campaign, "Beyond Mobility 2.0," Hyundai Motor India Limited (HMIL) has reimagined India of tomorrow. Beyond Mobility 2.0 is based on Hyundai's Global Vision of "Progress for Humanity" and aims to lead the way in the development of shared, networked, and environmentally friendly vehicles.

Tarun Garg, Director (Sales, Marketing & Service), Hyundai Motor India Ltd., commented on the initiative, saying, "True to our vision "Progress for Humanity," our future mobility solutions are guided by our desire to create a better society for all. Hyundai's aim to convert the future mobility environment into a cutting-edge and sustainable home is featured in our most recent brand campaign, Beyond Mobility 2.0. This future vision emphasizes the synergies that result from partnerships and collaborations, which will enable us to improve customer experiences and offer everyone access to smart mobility solutions. We believe that robots will serve as enablers in the future while also giving humanity access to new capabilities and companionship. Innovations in the fields of robotics, urban air mobility, purpose-built vehicle hubs (PBV), vehicle-to-load (V2L), and flexible space are just a few examples of how our strategic interventions are bringing about a new era of mobility.

The company's ability to go above and beyond in every area of consumers' smart mobility experiences will be encapsulated by Beyond Mobility 2.0, which is built on the pillars of Intelligent Technology, Sustainability, and Innovation. Intelligent Technology enables a smart future for humanity.

The "Beyond Mobility 2.0" campaign has been designed to highlight Hyundai's commitment to cutting-edge breakthroughs, environmentally friendly projects, and intelligent technologies that are laying the groundwork for a brighter future tomorrow.



See the world of tomorrow
as we go Beyond Mobility today.

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HOW COCA-COLA LOST INDIA

Written by Ravi Mishra

Like in many other markets, Coca-Cola entered India out of sheer opportunism. In 1947, India gained its independence, and Coca-Cola has already built a bottling facility in New Delhi after three years.

The first independent government of India was now resolved to lead the country toward socialism, which entailed favouring domestic businesses at the expense of international ones. Given that the Indian government had very few allies for Coca-Cola, this was undoubtedly bad news for the beverage company.

In response to socialism, Coca-Cola's idea was to become entrenched in Indian culture before the government could really respond. After all, in those early years, independent India had much bigger problems to deal with than a foreign fizzy drink.

Therefore, Coca-Cola was busy establishing a distribution network across the nation while India was busy recovering from a brutal fight with Pakistan. The timing of Coca-Cola was excellent. A short time later, Pepsi was refused access to the Indian market whereas Coca-Cola was profitable.

Coca-Cola picks a fight with an Indian government

It is true that Coca-Cola had established itself in Indian society, and it would take a very serious crisis to topple it. Such a crisis actually occurred in the middle of the 1970s, when Indira Gandhi had practically total control over the government and India was on the verge of revolution as a result of the third war with Pakistan.

Unrest in the community against the socialists was out of control. Political assassinations and widespread attacks were becoming commonplace. Gandhi declared a state of emergency between 1975 and 1977 to address this. Thousands of political figures were imprisoned during this turbulent time in Indian history, civil liberties were completely suspended, and the press was under government control.

In the midst of the upheaval, the socialists passed a rule barring foreign corporations from owning more than 40% of any Indian company. In essence, Coca-Cola would have to relinquish ownership.

India starts making coke

The US company's exit from India left a huge gap in the Indian soda industry, which affected both Coca-Cola and Sprite. The neighbourhood rivals, of course, welcomed this chance with enthusiasm. They then quickly expanded over the following ten years, flooding the market with alternatives. To celebrate the end of the emergency, the government even made money by upgrading a state-sponsored soda named Double Seven.

However, Coca-Cola was not so easily overcome. And Coca-Cola retaliated viciously when the socialists ultimately lost control of India in 1991. In 1993, Coca-Cola returned to India, riding the tide of economic liberalisation.

They bought the most well-known companies that had emerged in their absence that same year. In reality, Coca-Cola paid \$40 million for all four of the sodas

Since then, Coca-Cola's domination has only increased and today its share has arisen to just over 60% with its only real competitor being Pepsi at around 35%. So despite decades of political opposition, Coca-Cola did eventually conquer India. And the way it did so was honestly quite the power move.

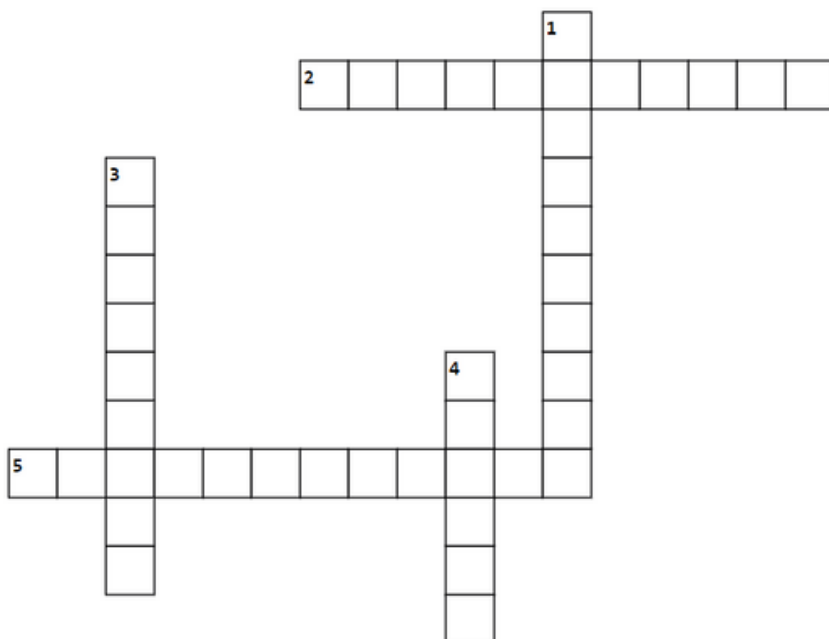


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Crossword



Across

Down

- 2. State Sponsored company that came after coke
- 5. First Long-Range Fully Electric SUV launched by Korean Car Company
- 1. the number of visitors on a page
- 3. high-traffic websites link back to your site
- 4. what displays how each article on your blog performs for specific keyword

Guess The Logo



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

*Mail us your answers at: marketingclub@mdim.ac.in



Aman Pandey

A happy go lucky individual with an optimistic outlook. An avid fitness enthusiast with a personable demeanor.



Harshita Verma

A multitasker by nature and a fresh Marketing enthusiast. She uses sarcasm as defence mechanism and has a keen interest in travelling, dogs and thrillers! And oh! A good conversation makes her happy.



Rupesh Dhobal

A jack of all trades with an entertaining and witty sense of humor. Bringing a dash of artistic sensibility to the team.



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.



Kushal Baheti

A dynamic and bold orator with a commanding voice that can also transform into a musical melody.



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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.



Babeet Bharaj

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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.



Arka Garai

An introvert who observes the slightest detail with utmost perceptiveness. A dedicated and driven individual who carries out every task with precision.



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