



# Myntra Marketing Strategies

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## ABSTRACT

*Online marketing encompasses a diverse array of strategies and tactics aimed at promoting goods and services through digital channels. With the proliferation of online platforms, it has evolved to include a broader spectrum of elements compared to traditional marketing approaches. At its core, online marketing leverages channels such as email and websites to engage with consumers and promote products effectively. Often intertwined with e-commerce, it facilitates seamless transactions, making it a vital component of modern business strategies.*

*Various channels are utilized in online marketing, including blogs, email campaigns, social media platforms, forums, and mobile applications, to reach and interact with target audiences. A well-crafted online marketing plan is essential, particularly in regions where internet usage is prevalent, to maximize visibility and engagement. Online shopping platforms, catering to both business-to-business (B2B) and business-to-consumer (B2C) transactions, emulate the retail experience by offering features like product browsing, image galleries, detailed information, and price comparison functionalities.*

*Key online marketing techniques include email marketing, content marketing, and social media marketing, each playing a crucial role in driving brand awareness, engagement, and conversions. Meanwhile, traditional marketing endeavors to showcase desirable products and services, emphasizing their value and promoting them through various offline channels such as radio, television, and outdoor signage. In the digital age, digital marketing mirrors traditional marketing principles but operates within the online sphere, utilizing adverts on websites and social media platforms to attract and engage audiences.*

*Digital marketing aims to achieve similar objectives as traditional marketing, albeit through digital channels, focusing on raising awareness and fostering brand recognition. Successful examples, such as Myntra, demonstrate how effective digital marketing strategies can significantly enhance brand visibility and customer engagement. Ultimately, online marketing and digital marketing strategies converge in their aim to leverage digital platforms to connect with audiences, promote products, and drive business growth in the ever-evolving digital landscape.*

**Keywords:** Digital Marketing, Customer Satisfaction, Myntra, B2C, B2B

## I. INTRODUCTION

Online advertising encompasses a wide array of effective strategies and tools utilized to promote

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## **Myntra Marketing Strategies**

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products and services on the internet. With the proliferation of internet platforms and methodologies, online advertising incorporates a broader spectrum of promotional elements compared to traditional marketing approaches. Essentially, online advertising involves leveraging websites or emails to market and advertise a company's offerings. It often integrates seamlessly with e-commerce platforms to facilitate frictionless transactions. Products and services can be promoted online through various channels, including blogs, email campaigns, social media platforms, forums, mobile applications, and websites.

For businesses operating in regions with high internet penetration rates, implementing online advertising strategies is imperative. Online retail platforms have revolutionized the shopping experience, providing a digital counterpart to traditional brick-and-mortar stores and catering to both business-to-business (B2B) and business-to-consumer (B2C) transactions. These platforms enable customers to browse product images, access detailed specifications, compare prices, and make well-informed purchasing decisions. Key online advertising techniques include email marketing, content marketing, and social media marketing, each playing a vital role in driving brand awareness, engagement, and conversions.

### **STATEMENT OF THE PROBLEM**

Marketing strategies are pivotal in enhancing product awareness, serving as a crucial avenue for customers to access vital information like product features, pricing, and options, enabling them to make well-informed purchasing decisions. Simultaneously, companies derive advantages from these strategies by experiencing increased product sales. Hence, the objective of this study is to evaluate the efficacy of marketing strategies in driving product sales, particularly within the framework of Myntra.

### **OBJECTIVES OF THE STUDY**

1. Exploring the online marketing strategies employed by Myntra;
2. Examining the promotional approaches adopted by the company;
3. Assessing customer satisfaction levels
4. Investigating the effectiveness of Myntra's online marketing tactics in enhancing product sales.

### **RESEARCH METHODOLOGY**

The methodology adopted for this study is designed as an empirical investigation, incorporating both primary and secondary data sources. Primary data collection involves the use of pre-tested questionnaires, internet research, and face-to-face interviews with individuals directly involved in the subject area. Secondary data is predominantly sourced from various publications including websites, books, and magazines.

## **II. ORGANISATIONAL PROFILE OF MYNTRA**

Myntra, headquartered in Bangalore, Karnataka, India, is an Indian fashion e-commerce platform. Founded in February 2007 by Mukesh Bansal, Ashutosh Lawania, and Vineet Saxena, graduates of the Indian Institute of Technology, it initially specialized in personalized gifts. The company experienced rapid expansion, establishing regional offices in Chennai, Mumbai, and New Delhi. By 2010, Myntra

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## **Myntra Marketing Strategies**

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shifted its focus to online retailing of branded clothing. In response to increasing competition from Amazon, which entered the Indian market in June 2013, as well as prominent offline retailers such as Future Group, Aditya Birla Group, and Reliance Retail, Myntra merged with Flipkart in May 2014.

### **III. MARKETING STRATEGY OF MYNTRA: AN OVERVIEW**

#### **CONTENT MARKETING STRATEGY**

Myntra operates as a dynamic fashion blog, covering a diverse range of topics with regular updates to maintain relevance and interest. With a blend of original and curated content, the blog caters to a broad audience, ensuring engagement through varied themes and sources. By consistently providing fresh material multiple times a week, Myntra ensures its readers are well-informed and engaged. Additionally, the integration of social media channels enables Myntra to share blog entries efficiently, enhancing its reputation as a trusted authority on fashion trends and guidance.

In the realm of internet marketing, a significant challenge lies in staying abreast of the ever-evolving technological landscape. Adapting to frequent changes in social media platforms and search engine algorithms is paramount for businesses. Understanding the implications of these updates on firms and their business strategies is essential. The internet has revolutionized business operations, presenting opportunities for revenue growth and expansion of market share through innovative strategies and approaches.

#### **SOCIAL MARKETING STRATEGY**

Myntra's primary objective with its social media strategy is to maintain an active presence on popular platforms like Facebook, Instagram, and Twitter. These platforms serve as channels for disseminating new product releases, sharing links to blog posts, and promoting special offers and discounts. Additionally, Myntra periodically launches social media campaigns, such as the #MyntraxHrx #workout campaign on Facebook, aimed at enticing users to purchase HRX workout equipment at discounted rates.

The practice of utilizing social media platforms to promote products and services is commonly referred to as social media marketing. While terms like "e-marketing" and "digital marketing" have been used by scholars, social media marketing has gained prominence among both practitioners and academics. Businesses leverage analytics tools embedded within social media platforms to monitor the progress, effectiveness, and engagement of their marketing endeavors. Social media marketing enables businesses to engage with various stakeholders, including the general public, journalists, bloggers, and current and prospective customers. This encompasses strategic elements such as goal-setting, governance, and campaign management within the realm of social media marketing.

#### **EMAIL STRATEGY**

Myntra employs email marketing as a means to engage with its customers and inform them about various promotions, including deals and discounts. The company utilizes a range of email templates, such as those for abandoned carts, to encourage users to finalize their purchases. Additionally, Myntra regularly sends out emails featuring details about upcoming sales events, new product launches, and exclusive discounts.

Email marketing involves the practice of sending commercial emails, typically to a list of recipients. It encompasses a broad spectrum of emails sent to potential or existing customers, with the aim of

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## **Myntra Marketing Strategies**

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fostering brand awareness, loyalty, and trust. These emails may serve promotional purposes, solicit donations, or facilitate business transactions. Email marketing campaigns can target existing customer databases or acquired lead lists. Generally, the term refers to sending emails to distribute third-party advertisements and enhance a merchant's relationship with current or past customers, as well as attracting new customers and encouraging repeat business and customer loyalty.

### **IV. 4PS STRATEGIES OF MYNTRA**

#### **PRODUCT:**

Myntra, initially established as an e-commerce platform focusing on personalized gifts, has evolved into a renowned fashion hub. With a vast selection of products sourced from over 2000 brands, Myntra simplifies the process of buying and selling. Moreover, the platform offers convenient services such as complimentary home delivery, hassle-free returns, and a distinctive feature allowing shoppers to virtually try on clothing prior to making a purchase.

#### **PRICING:**

Myntra endeavors to maintain competitive pricing amidst a crowded market landscape, despite the presence of numerous competitors. While the platform features branded merchandise, it regularly implements discounts to enhance accessibility and attract customers, thereby stimulating sales. Notably, seasonal events like the "End of Reason Sale" offer significant markdowns. Myntra employs dynamic pricing software to adjust prices based on user engagement. Furthermore, its proprietary brands play a substantial role in driving sales, contributing approximately 60% of total revenue compared to 35–40% from external brands. These in-house labels are priced approximately 20–25% lower than their external counterparts.

#### **PLACE:**

Myntra's platform serves as the primary online avenue for conducting transactions. To enhance efficiency and reduce delivery times, the platform offers detailed product descriptions, and orders are processed from nearby warehouses. Customers have the option to pay upon delivery. Myntra continuously invests in technology to optimize logistics, prioritizing swift and cost-effective delivery solutions.

#### **PROMOTION:**

To enhance brand visibility, Myntra employs a diverse array of promotional strategies. Traditional advertising platforms such as newspapers and television commercials are utilized, often featuring endorsements from celebrities endorsing Myntra products. Additionally, online marketing efforts encompass social media platforms, where Myntra boasts a significant presence on platforms like Facebook, Instagram, and Twitter. The website also leverages targeted email marketing campaigns and exclusive discounts to inform customers about special offers.

### **V. ANALYSIS & CONCLUSION**

In today's business landscape, online marketing tactics play a pivotal role in educating consumers about products and aiding businesses in boosting sales, ultimately contributing to achieving organizational objectives such as sustainability and profitability. These tactics serve as instrumental means to attain strategic goals, encompassing strategies like content marketing, email marketing, and social media

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## Myntra Marketing Strategies

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marketing, which provide consumers with comprehensive insights into products, enabling informed purchase decisions. Customer satisfaction, a key aspect, is achieved through a diverse array of marketing strategies and approaches.

The objective of this study is to explore how Myntra employs internet marketing techniques to drive product sales. Myntra's adept use of various tactics has been instrumental in aiding consumers and enhancing sales within a highly competitive market landscape. A closer examination of Myntra's digital marketing endeavors reveals their effectiveness in capturing the attention of online audiences beyond mere product showcasing. Through the use of humorous memes and collaborations with influential figures, Myntra cultivates a captivating online persona.

Myntra's digital marketing strategies stand out for their ability to create engaging content that resonates with their audience, fostering a deeper connection that transcends the digital realm. Like a well-tailored garment, Myntra's digital marketing tactics are tailored to align with the preferences and needs of its customer base. Each campaign and post contributes to a larger narrative aimed at sustaining interest and nurturing affinity for Myntra.

Furthermore, Myntra ensures visibility across multiple online channels, including social media platforms and search engines. Thus, Myntra's digital marketing strategies resemble captivating journeys, guiding users through a stylish adventure with every post.

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