

# If you are on mobile turn your phone to landscape mode for the best viewing experience



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Sales Focussed

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#### **ABOUT US**

Adamantine Marketing defines clear goals for the projects it undertakes.

We do Sales Focussed Marketing and Memorable Branding.

To achieve these goals we use a mixture of lightning strike creativity and a disciplined system to sell for you.

We have detailed our workflow in the next series of slides as **Adamantine Marketing System**.

Marketing or Branding might seem unpredictable or illogical but in our experience an approach based on the **scientific method** produces results valuable to your business.







# WHY ADAMANTINE MARKETING SYSTEM

- > Your products, services, customers and marketing channels are constantly changing.
- > Your marketing efforts always must be sales focussed and your branding memorable.
- Adamantine Marketing System is an iterative process that accounts for changes in the marketing environment and allows you to develop innovative solutions to achieve your marketing goals.

## THE **PHASES**



- Requirement Wish List
- Setting Measurable Goals
- → Setting Resource Expectations



- → Marketing Research
- → Strategies
- → Tactics



- → Audience Segmentation
- → Setting Creative Guidelines
- → Content Development
- → Production



- → Analysis & Review
- → Campaign Overhaul



- → Data sourcing
- → PAD Setup
- → Sales Team Cooperation
- → Launch and Optimisation



## UNDERSTANDING THE REQUIREMENT

- ➤ A requirement wish list is prepared with the objectives listed in ascending order of importance.
- ➤ In achieving stated outcomes, previous successes, failures and their learnings are discussed in this stage.
- ➤ Best outcomes are seen when marketing teams are aware of the history and philosophy of the company and its brand. Discussions on such insights are also preferred.
- ➤ Every new marketing professional on a project is advised to spend at least a week as a frontline sales rep to get a good grasp of the customer and the offering.

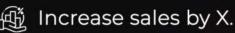


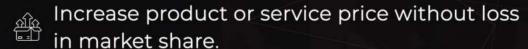


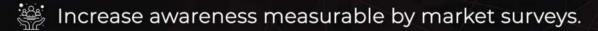
## SETTING MEASURABLE GOALS

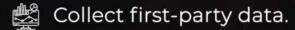
#### Goals with metrics are defined.

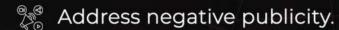
Examples of some measurable goals.















## SETTING RESOURCE EXPECTATIONS



Marketing budgets with detailed costing



Departmental or personnel cooperation (especially in the case of departments other than marketing)



Premise availability in case of photography/ videography



Access to available customer data



Cooperation of the frontline sales reps during the ad creation/approval process







# MARKET RESEARCH



Market research has guided marketing since the days of David Ogilvy. It is a good process to determine customer wants, needs, demands and perceptions.

Today, they can go one step further and collect first-party data which can guide the ad copy and targeting.

## Surveys used in Adamantine Marketing System use the following methodology:

- The survey audience is selected using targeted ads on social media, usually advertising a cash reward for participation.
- Few details are collected from the surveyees (Name, phone number, payment ID).
- > The surveyee is shown a video explaining the product/service.
- > The surveyee is shown a video explaining the product/service.





# STRATEGY



It is the process of converting measurable goals into executable plans based on the market research conducted.

#### For example,

- A measurable goal is set to increase sales.
- The market research finds the market is very price conscious.
- A good strategy would be to educate customers on why our offering is the most cost-effective option in the given price segment.



# TACTICS



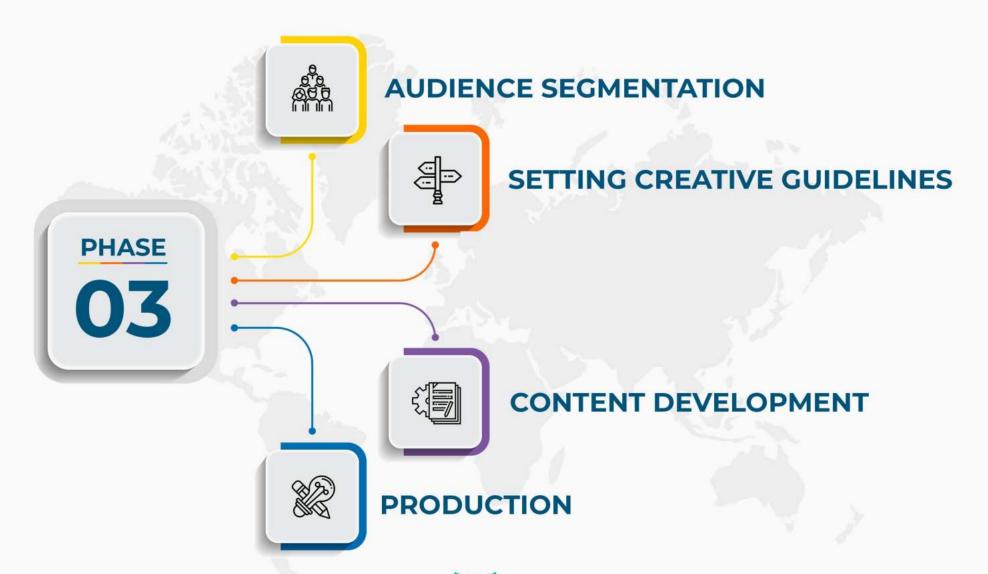
Tactics involve detailing how various parts of the strategy are going to be executed.

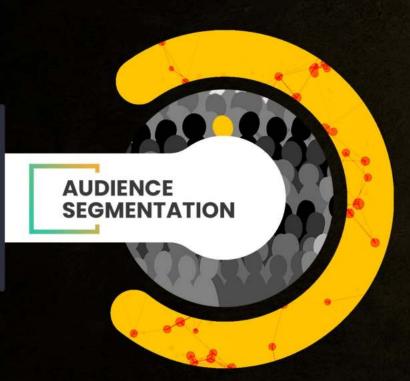
#### For example,

- The marketing strategy decided was to highlight the good customer support for your product.
- In the Tactics phase, you would determine whether it is a video/carousel ad, influencers/celebrities, platforms to spread the message, etc.









The biggest advantage of digital marketing is the ability to show different ads to different audiences.

Many marketing departments invest heavily in making one expensive ad and showing the same ad to all audience segments. This is not the best approach.

A young lady in her 20s has very different aspirations and wants compared to a retired man. Imagine the fallacy of showing them the same insurance ad.

In modern times, especially on a digital platform, instead of having one high-budget ad it is more prudent to have many demographic or interest-specific ads.

Before embarking on ad creation, it is wise to segment the audience in various segments based on targeting options available on various platforms





This is probably the hardest stage in the marketing process. Most creative teams dislike restrictions or guidelines set on the creative process.

Ads have to follow brand guidelines, platform rules and budget constraints while communicating their message to the customers.

Very often you see good ads that are 2 to 3 mins long that have a great ending showcasing the USPs. These ads often fail on social media platforms where users swipe away or click on 'skip ad' because the beginning failed to grab attention.

Setting clear rules for the creative team before starting the creative process. It is a necessity especially, in modern times when advertising on engagement-driven social media platforms.

But always remember to detail the 'why' behind a rule to your content team. They will often find innovative solutions and workarounds to advertise effectively.







There are no general frameworks for writing marketing-related content.

Though there are a few checks to determine if the content created is suitable for advertisement.

- Every ad must have a message. Before pushing content to production show it to a colleague not involved in the project. He/She must be able to detail the message to you without any prompts. For better results, test with a 12-year-old instead of your colleague.
- Every ad must begin with a bang. An attention-grabbing headline or the first few seconds of the video must be interesting. Content with a slow start and a great ending makes great movies but mediocre ads.
- Mediocre ads aim to entertain, Good ads aim to sell or educate, and great ads aim to sell through entertainment
- Ads should not be constrained by size unless dictated by the platform (Instagram reels or YouTube shorts). Many marketing gurus encourage copywriters to keep it short; ignore them Performance data from multiple ads confirm that the more the customer learns about the offering, the more likely he is to choose it over the competition. In other words, Tell more, Sell more.
- ➤ The most important factor of an ad is the engagement factor. It is why the length of the ad has no importance. A video 15 mins long that is engaging is much better than one that is only 15 secs long but boring. You can't bore a customer into a sale.
- Never talk dumb, insult, demean or use sarcastic humour in your ads. You can't annoy your customer into a sale.
- ➤ The customer is smarter than you. They will perceive all unintended angles of your message. Just like a teenager!
- > Take risks and keep testing, because what works today won't work tomorrow, but what worked yesterday may work again.
- Don't use jargons. Nowhere in this brochure have words like 'growth hacking' or T-shaped marketing been used.







## The film is ready, the shooting is all that remains to be done. - Rene Clair

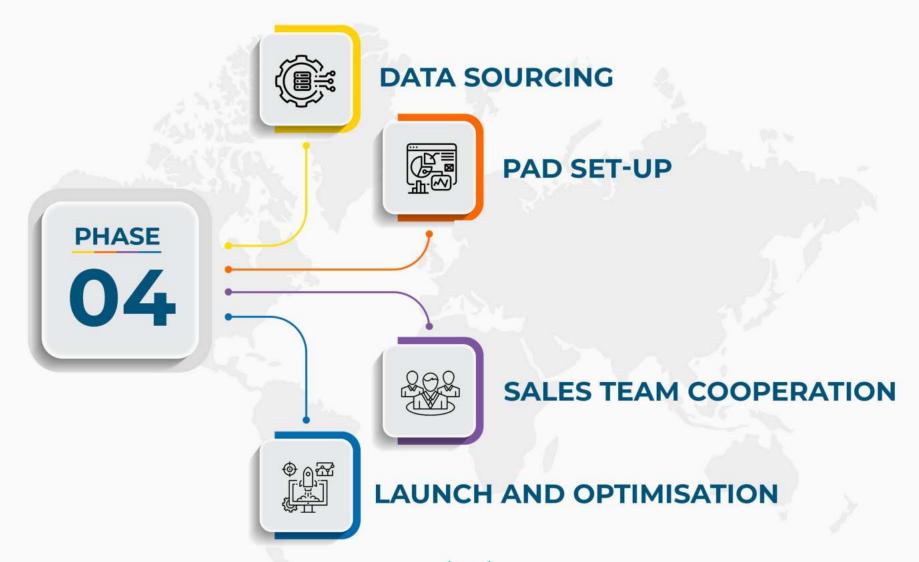
After the script is written, the copywriter and the production lead must create a visualisation document.

The visualisation document can be a storyboard or just a written document, where all non-verbal components of the ad like camera angles, lighting and sound effects are detailed. Even at this stage, changes to script and ad copy are permitted.

No changes to the script or ad copy should be done during shooting.

Once the shooting is done, changes in script or ad copy can be done in editing and reshoots.









- Many ad platforms allow you to target custom audiences based on your data.
- Since digital marketing spends on various platforms, has meteorically risen in the last few years (50X in the last 5 years), a data-driven approach to ad targeting is a must to advertise competitively.
- Every marketing department must take two responsibilities while sourcing data.
  - Setting up a customer data collection infrastructure inside the company
  - Building good relations with a variety of data vendors outside the company

On average, a company with a good data collection infrastructure should be able to reduce the targeted audience size by 50%. This correspondingly reduces ad/media spends.





- PAD set-up (Platform, Analytics and Data)
- On the platform, the targeting settings, data feed and associated analytics tracking codes are synced and tested for smooth operations.
- In this stage, the various marketing automations external to the platform like automated emails and SMS, and CRM integrations are also set up.
- Make sure to enlighten customers visiting your website or app on the kind of data you intend to collect.

Many good brands have lost customer trust through unsanctioned data collection.





- Marketing will always be a subset of the sales effort.
- The marketing and frontline sales team are expected to have clear communication on the following five points:

#### 1. Speed of Response:-

Leads are like dairy products. The most successful clients of Adamantine Marketing call their leads within 10 mins of lead generation. The sales manager must always have the authority to stop an ad campaign in case his team is overwhelmed.

#### 2. Customer Data Collection Awareness:-

Customers are distrustful when organisations collect data in an unsanctioned manner. Sales teams must clarify to the customer how they got the contact. Starting the call with,

"Hi,I am \_\_\_\_\_. This call is regarding the enquiry you dropped on LinkedIn".

#### 3. Customer Feedback:-

Many times ads look great to marketers, company owners and sales teams but are confusing or misunderstood by potential customers. The first to identify this flaw is the frontline sales team.

#### 4. Lookalike audience:-

Most advertising platforms let you improve the ad campaign if you feed it back with the good quality leads you got from the ad campaigns you ran on it.

#### 5. Comment Engagement:-

Many customers today detail their experience with brands online. Marketing agencies must monitor forums and social media platforms to engage these customers and direct them to sales or customer support.





Once the campaign is launched, we check whether it meets the metrics defined at the start.

- If it does, we optimise the campaign to reduce the media spend.
- If it doesn't meet the expected metrics, we move to Phase 5.

The optimisation process is a quantitative statistical method to find patterns.

All media buyers look for patterns to allocate their media budget. They put more budget during periods like weekends, lunch hours or holidays hoping that the excess traffic would lead to more sales. This approach has its drawbacks as many people are aware of these trends. The ad costs skyrocket during these peak hours

Hence, an alternative strategy is needed. There are always patterns in the ad buying data. We can easily explain some patterns like increased spending or traffic during holidays. But there are instances of spikes or drops in customer spending and traffic in the data which can't be easily explained. These unexplained spikes or patterns sometimes happen consistently—monthly, weekly even yearly. These unexplained, but consistent patterns are called ghost patterns. These patterns can be identified and confirmed by quantitative and statistical methods. The analysis must be done to certify they are indeed patterns and not coincidences. The patterns are back-tested with past data to determine effectiveness.

Finally, the ad campaigns are executed with a budget allocated as per the dips and spikes of the ghost patterns.





#### **ANALYSIS & REVIEW**

- After the ad campaign runs for a predetermined period, analysis and review are conducted based on the analytics and sales data (leads that generated successful sales).
- > The purpose of the review is to determine the areas for improvement.
- If the ad is not getting enough impressions, the targeting has to be altered
- If the ad is not getting enough clicks, the ad copy has to be changed.
- If the traffic from the ad is not converting to leads on the landing page, then the landing page has to be altered or the remarketing campaign has to be improved.
- If the leads are irrelevant or of poor quality and don't produce sales, the ad copy and targeting have to be reviewed.





## **CAMPAIGN OVERHAUL**

- ➤ Once the areas of improvement are determined, a decision is made to pause the current campaign or let it continue. As far as possible, a campaign should not be paused as the platform's optimisation engines work better on continuous long-running campaigns.
- ➤ Targeting changes can be done by running campaigns without pausing them. If you are trying to experiment with targeting options make multiple campaigns with the same ad copy and different targeting. Most ad platforms have settings to automate this process called A/B testing.
- The ad should be paused only if the ad copy is very ineffective or problematic in nature.
- ➤ The preferred method is to allow the campaign to run while alternative ad copies are being prepared.
- All campaigns will have to be overhauled at some point as ad copies, even the best ones become stale over time.





# Selection of the select

- Adamantine Marketing in its years of operation have dealt with all kinds of clients from established conglomerates to fledgling startups.
- The case studies below were picked not based on recognisability of the brand or size of the contract.

  Rather the challenge they posed during execution and fulfilment.
- Detailed below are some of Adamantine Marketing's most challenging projects.



# HOW TO BUILD BARRIERS FOR YOUR COMPETITORS THROUGH MARKETING?

#### Ideas are no one's monopoly - Dhirubhai Ambani

Today's innovation and execution won't alone serve as a differentiator. Companies must effectively use marketing to build brands and differentiate their delivery from their competitors.

In this case study we will see how Adamantine Marketing makes Carposerv's competitors irrelevant by building barriers through marketing.







#### **PROBLEM**

**Corposerv** is a complete car service centre.

- They had launched a steam wash offer. A professional deep cleaning service, which they hoped car owners would subscribe to on a regular basis.
- Initial campaigns of Carposerv's steam wash were successful in generating enquiries, but only a few were converting into sales.

# STRATEGY OVERHAUL FROM MARKET RESEARCH

Our market surveys showed car owners in Hyderabad preferred to pay their maid or security guard an extra fee to clean their cars over getting a professional cleaning.

- We realised Carposerv's primary competitors were not other car service centres but housekeeping staff offering extra services. Our ad campaigns had to show customers the benefits of professional cleaning.
- We took our research to Carposerv and suggested a small additional service of cleaning the car filter in every steam wash would improve the marketability of their service.
- Cleaning the car filter regularly improves mileage and performance. It is an activity that housekeeping staff couldn't easily replicate.





#### **BUILDING BARRIERS & HIKING PRICES**

We launched an ad campaign showing how a clean filter improves performance and mileage.

- This campaign led to higher quality enquiries and more sales.
- ♦ The client prior to the campaign discouraged over past campaigns slashed the pricing of their steam wash services. From ₹750 to ₹499.
- Judging the service had got sufficient traction in the market we advised the client to hike prices for hatchbacks/sedans to ₹555 & SUVs to ₹888







## HOW TO MARKET A NEW ENTRANT IN HIGH CREDIBILITY / HIGH REPUTATION INDUSTRY?

In fields like education, healthcare and luxury, Kotler's 4Ps are less relevant. Factors like reputation, legacy and credibility are more relevant. A new entrant has none of these.

In this case study we will see how adamantine marketing helped establish a new B-school (Ashoka School of Business) with a higher than market Tution Fees.





#### THE REQUIREMENT

Ashoka School of Business (ASB) is a B-school that started in 2020.

**ASB's** program is a tech blended management diploma, where new age subjects like Artificial Intelligence, Machine Learning and Data Analytics are added to the curriculum.

- Education is a high reputation and high credibility business.
- ASB had no placement record (2020 was its first batch). Most aspirants gauge a college by its placement record.
- 2020 was the year of the COVID pandemic. Many established B-schools slashed their fees, ASB management couldn't do the same. Their fees were considered expensive in comparison to market rates.





#### **SELLING HOPE**



#### Why do people care about a brand's reputation, legacy and credibility before buying?

#### Its usually Trust, Expertise and Hope.

- Trust that a Brand will maintain it's high standards. Trust is solidified by word of mouth or previous experiences/fimiliarity with the brand.
- Expertise, a belief that the brand has capabilities its competitor's lack and hence their offering is superior.
- But most important is Hope. Hope for an improvement. (It can be an improvement in social mobility, career or Health).
- All higher education sells hope.
- Hope for a high-salary career after graduation.
- Understanding this core principle and incorporating it in ASB's marketing enabled us to generate over 2500 enquires for the program.
- As seen in the ads, we showcased data mined from the top job portals in the country to show aspirants that there was a great market demand for managers with skills in ML, Al and Data Analytics.
- In short, we sold hope but made no promises in our ads.
- We concurrently bought down ad costs by identifying and taking advantage of ghost patterns on ad platforms like Facebook, Instagram and Google.





#### Our ads for **asb**

















Ads during Covid!!



# HOW TO MARKET A PAID OFFERING WHEN YOUR COMPETITION

# IS FREE?

Today many enterprises find the market flooded with cheaper alternatives to their products in some cases the internet provides free alternatives for their services (Example CRMs, games, stock brokerage,etc.).

In this case study we will see how Adamantine marketing sold paid courses of SRICET inspite of high-quality YouTube channels provided the same tutoring for free.







## THE REQUIREMENT

#### Diagnostics is a very price-sensitive market

It is price sensitive because there is little room for innovation in execution. Most NABL-certified labs use the same testing equipment for their tests. Quality is more or less uniform among all diagnostic companies.

The only competitive factor is accessibility and price.

To do so, PathCare Diagnostics has to set up as many collection centres as possible with a low setup cost.

Each centre must have a uniform look and feel. So that they are identified as PathCare Diagnostics Centres. Doing custom interiors and exteriors is cost-prohibitive.

# RECOGNIZABLE, LOW COST AND EASILY DEPLOYABLE BRANDING

We approached the nationwide branding with a Rapid and Modular Approach.

We approached the nationwide branding with a

- ♦ 38% did not enter the workforce after graduation and directly started preparing for exams.
- 82% were living with their parents and were depended on them. Parental approval were involved in their decisions.
- Many were repeat takers and were highly discouraged with low self esteem. They were aware they are not academically brilliant.
- Among those who were employed in the private sector, many wanted to shift to the government sector due to job security and a tension free workplace.



Step

Step





#### We came up with a 3 step customer acquisition approach

- We ran two sets of lead ads: One targeting students and the other targeting parents, on platforms like Facebook and Instagram.
- Most ads of coaching centres showcase their list of toppers.
- We reasoned that the majority of the aspirants were not academically brilliant.
- Showing examples of students who were average or below average who cracked the exams would relate to them better.

- When the leads were approached by our sales team, they were trained not to pitch for sales.
- They would request a Zoom call with the aspirant and their parents.

- During the Zoom call, the sales team first enquire about the aspirant's academic performance. Then they assure the aspirants and parents with examples that similar students have had success clearing the exams with SRICET's coaching.
- ► This was a factor not highly dependent on IQ but rather on practice through a series of mock tests. (This process clarifies to the aspirant why an approach of just watching YouTube tutorials wouldn't suffice.)
- In some cases, a short sample session was arranged with a faculty and aspirant to build further confidence in the process.





## **Our works for SRICET**











## **HOW TO BRAND DURING A PRICE WAR?**

(RAPID AND MODULAR BRANDING)

During a price war companies aim to generate profits through volume. To get maximum sales volume companies need to expand their reach as much as possible. Branding in such a situation must be easily recognizable, low cost and quickly deployable.

In this case study we will see how adamantine marketing helped pathcare create an easily recognizable exteriors and interiors for PathCare Diagnostic's Lab's and collection centers using our Rapid and Modular Branding approach.







## THE REQUIREMENT

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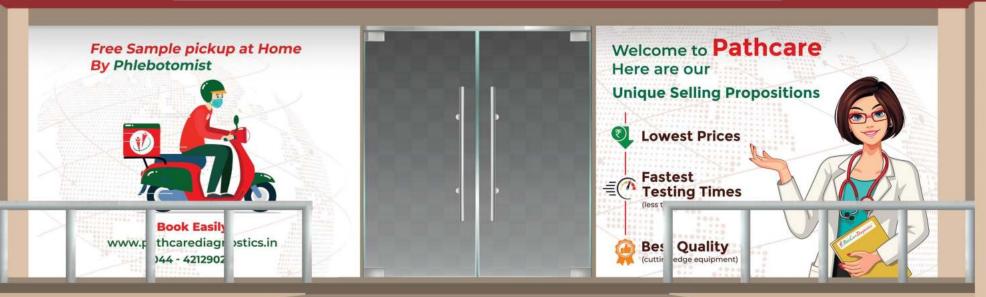
## Recognizable, Low cost and Easily deployable Branding

We approached the nationwide branding with a Rapid and Modular Approach.

- We came up with a catalogue of designs. There were 2 types of designs interiors designs and exterior designs.
- Exterior designs had templates for backlit boards, external glass panes and hoardings.
- Interior designs were wallpapers, standees and banners. The interiors covered designs for the waiting room, sample collection room and the lab.
- The designs were made such that even local fabricators and printers would be able to execute the designs.
- Once the lease of a centre was signed, using our catalogue of designs the interiors and exteriors of the centre were completed in 48 hours











### NAME BOARD





KNOW BETTER, ACT BETTER



పాత్కేర్

Plot No 19, Prapurna Towers, Nagarjuna Hills, Punjagutta, Hyderabad, Telangana 500082

## PROMOTIONAL BOARD

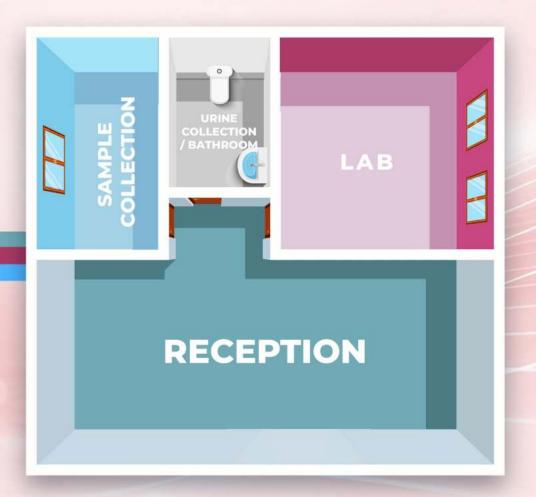


#### **WELCOME BOARD**









## **RECEPTION**











#### DIABETIC BOARD



#### **HEALTH CHECK BOARD**



#### THYROID BOARD





## LAB





ORDER









- (SA) Place the area with freehly made 1% audium hypechilente solution, a let it scared for 10-30 minutes plagending on the minutinger spills
- Remove attendent instellate with range and discard them in the yellow bay
- May the wax with adequate distributions actual on































SEND TO LABORATORY:







## **SAMPLE COLLECTION ROOM**





# HOW TO BRAND/MARKET A NEW ENTRANT IN THE **PREMIUM OR LUXURY MARKET?**(PREMIUM OR LUXURY BRANDING)

The fast fashion industry has made it difficult for upcoming/new luxury brands. As new designs were quickly copied before the brand could get recognition for their innovation. Replicas of the design are sold very quickly on stores like shien, meesho and myntra.

In this case study we will see how adamantine marketing helped GUVY develop a novel approach to setup a luxury fashion brand that was viable online.







## THE REQUIREMENT

Create a Luxury Fashion Brand that could command a premium price in the market

GUVY's shirts on average cost 2.5 to 3 times more than an average shirt in the market.

- The brand GUVY was new and had no prior legacy. It is not publicly associated or owned by any star designers (privately they contracted top designers to create their designs).
- The client was very flexible and open to novel approaches and ideas





## STEP BY STEP SOLUTION



First we conducted a detailed market research. The research was conducted on a cohort of affluent participants. The cohort was created by targetting men who worked in positions where they had at least 20 subordinates. We used Linkedin to create this cohort.

The detailed process of market research is detailed in page no.

#### The Insights from the research were as follows

- Most loved online shopping as the variety and choice of designs was more than brick and mortar.
- They were not too price conscious, they valued quality, fit and finish. (They were brand conscious if the price was premium)
- They all owned custom tailored pieces reserved for special occasions.
- They feel their tailors don't update themselves with newer fashions.

#### With these insights we strategized with GUVY a unique market offering.

- GUVY decided it was best to custom tailor their designer wear. With every order, customers can choose to have a tailor visit their home for a custom measurement.
- The tailor will also show the customer a swatch book with fabric samples. The customer can touch and feel the fabric before buying them.
- After the shirt was stitched a final fitting session at the customer's home was carried out.
- This specialised process led to an unexpected windfall. Very often customers during the fabric selection process chose more than one fabric and ordered multiple shirts. They would also request the tailor to take measurements for other members of the family and purchase additional shirts.



## **RESULTS**



## GUVY sells 300 shirts a month in Hyderabad

A repeatable process that helps **GUVY** expand his **presence in other cities**.

The process had **unexpected benefits** many single shirt order were **upsold** into multiple orders during fabric selection process.

Due to the unique but highly sought after nature of the service the brand had high **word of mouth**.

### **OUR PHOTOSHOOTS**





## G U V Y

## **Fabrics Photoshoot**







## **Model Photoshoot**



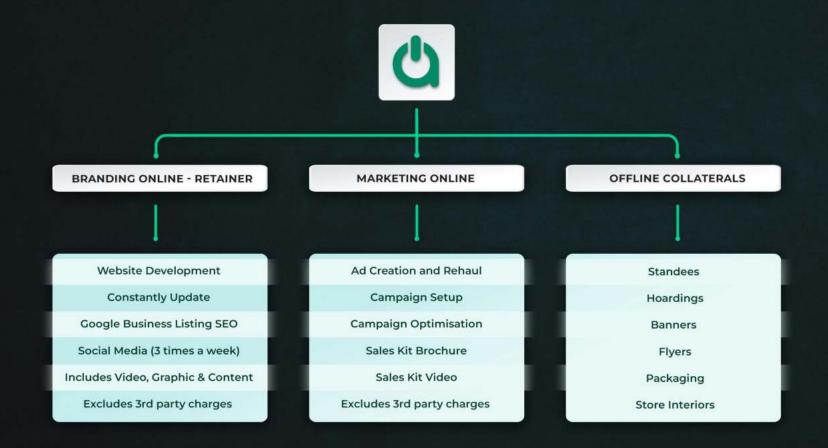




## Custom backend developed for GUVY



## **OUR SERVICES**





# WHO WE WORK FOR

- HEALTHCARE
- ♦ 👸 EDUCATION
- REAL ESTATE
- FINANCIAL SERVICES
- A FASHION
- RETAIL
- ♦ 👺 IT SERVICES & SAAS
- POLITICAL CAMPAIGNS







### Hyderabad

Penthouse, Saritha Virinchi Apartments, ASR Colony, JP Narayan Nagar, Miyapur, Hyderabad, Telangana 500049 Working hours 09:00 am - 09:00 pm



+91 40 3598 3023



sayhi@adamantinemarketing.com



#### Chennai

27/11A, Sree Krishna, Beach Home Avenue, 3rd st, Besant Nagar, Chennai 600090 Working hours 09:00 am - 09:00 pm



+91 40 3598 3023



sayhi@adamantinemarketing.com



#### Singapore

9 Woodlands Dr 72, Woodsvale, Blk 9B, #14-24, Singapore 738093 Working hours 09:00 am - 09:00 pm



+65 6269 7061



sayhi@adamantinemarketing.com



