

DIGITAL MARKETING STRATEGIES: A CASE STUDY ON MEESHO

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ABSTRACT

One of the fastest-expanding business platforms is digital marketing, which allows companies to connect with and reach their target audience. The main objective of this case study is to explain Meesho's digital marketing approach. In India, Meesho is the most popular internet platform. It offers more than 650 different products at low prices with free delivery. Meesho offers individuals the opportunity to become resellers. With more than 50 thousand products, the company offers stock. You can find ethical clothing, western wear, accessories, or household goods on this platform. Investigate the company's online presence to get an insight into its success and improve its business. They make it easier for small businesses to communicate with their customers. To communicate with its end customers, the company uses digital channels such as email marketing, social media, influencer marketing, search engines, and content marketing. A close examination of marketing tactics identifies the key components that facilitated the company's expansion and customer acquisition. Secondary data from various information sources was used as the methodological approach for the study. To illustrate the function of digital marketing techniques on e-commerce platforms, the author focuses on the case study example. Furthermore, this case study shows how Meesho has improved the customer experience and marketing strategy by utilizing data analytics and customer insights. Furthermore, this case study provides insightful and useful lessons for companies looking to maximize their digital marketing initiatives. It highlights the importance of strategic planning, segmentation, engagement strategies, and benchmarking digital marketing success against e-commerce competitors.

Keywords: *Digital Marketing, Marketing Strategies, Internet Platforms, Meesho, Challenges faced*

INTRODUCTION

Today, we live in the digital age. Digital technology uses digital tools, systems, and processes to store, create, process, and transmit information. Digital technology plays an important role in the communications industry. Digital technology has created numerous

communication channels, including email, text messaging, social media marketing, e-commerce, video conferencing, etc.

Digital technology also plays a role in marketing the company's products. The company's marketing departments use digital platforms to market their products. A digital



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platform is a web-based software package that goes viral and makes work easier. Digital platforms include content creation, social media, e-commerce, transportation and travel, gaming, business collaboration, etc.

Digital marketing promotes products and services via digital channels. It started to become popular after the widespread use of the internet. They have various tools to measure the effectiveness of the campaign. Digital strategy focuses on using technology to improve business performance, whether by creating a new product or improving an existing process. It specifies the evolution of the organization with the latest competitive advantages of technology and the tactics that will help achieve change. A case study using Meesho as an example will help us understand the role of digital marketing and its strategy in the development of the company.

REVIEW OF LITERATURE

Ahmad Wahidiyat Haedar [2023], "Digital Marketing Strategies in the Public Sector of Tourism: Enhancing Promotion and Engagement in the Tourism Industry", The paper discusses the importance of digital marketing strategies in the public sector of tourism in Indonesia. It highlights the role of social media campaigns, online reviews, email marketing, and collaboration with influencers in promoting tourism destinations and engaging with target audiences. The study highlights the importance of personalized marketing, managing online reviews, and selecting authentic influencers. By using these strategies effectively, tourism organizations can attract and engage potential tourists and ultimately contribute to the growth of the tourism industry in Indonesia.

Dr. Ombir Singh and Dr. Kavita Singh [2017], "Formulation of the value proposition for

digital marketing strategy in startups," discuss the formulation of the value proposition for digital marketing strategy in startups. It emphasizes the importance of digital marketing in today's business landscape and highlights the shift to online platforms for advertising and customer engagement. The text examines various digital marketing methods, such as social media, email marketing, and search engine optimization, and their advantages over traditional marketing tools. It also addresses the importance of social media and content marketing for consumer engagement and business growth. The document also looks at the demographic details of online users and the impact of digital marketing on consumer behavior. Overall, it emphasizes the essential role of digital marketing strategies in modern business practice.

Dr. J. Senthil Kumar, Mr. S.S. Aravinth, Mr. J. Gokulraj, and Dr. P. Iyyanar [2017] "A Trend Setting Integrated Digital Marketing Strategies for Business Promotions" discuss digital marketing strategies and techniques presented at an international conference. It covers various aspects of digital marketing, including search engine optimization (SEO), search engine marketing (SEM), content marketing (CM), social media marketing (SMM), and video marketing (VM). The document emphasizes the importance of online marketing in today's digital world and highlights the key methods used to promote businesses online. It also addresses the importance of analyzing website traffic and the role of various social media platforms in digital marketing.

Kumaran Kanapathipillai and Sharvena Kumaran [2022], "The Mediating Effect of Relationship Marketing Strategy Between Digital Marketing Strategy and Consumers' Purchase Decisions in the Automotive Industry

in Malaysia,” examine the relationship between digital marketing strategies, relationship marketing strategies, and consumers' purchase decisions in the automotive industry in Malaysia. It discusses how digital marketing influences consumers' purchase decisions and the role of relationship marketing in mediating this influence. The study aims to analyze these relationships and propose a conceptual framework to illustrate them. Various research questions and objectives are outlined to address gaps in the literature. The paper also addresses the demographic profile of the marketers surveyed and the methodology used in the research. Overall, it emphasizes the importance of understanding how digital and relationship marketing strategies influence consumer behavior in the automotive industry.

Dr. James Omatule Oborah [2021], “Digital Marketing Strategies Adopted by Hotels in Abuja, Nigeria”, The paper discusses the digital marketing strategies of hotels in Abuja, Nigeria. It highlights the importance of digital marketing in the hospitality industry, especially with the growth of internet access and the use of technology. The study examines the application of digital marketing strategies by hotels in Abuja, focusing on search engine marketing, channel strategies, and digital marketing analytics. The results show that social media and email marketing strategies are very well adapted, while search engine optimization, pay-per-click, and digital marketing analytics have lower adoption rates. The study also concludes that the size of the hotel influences the use of digital marketing strategies, with larger hotels tending to use more strategies. Recommendations include outsourcing certain aspects of digital marketing and providing affordable training programs for hotel staff to enhance their digital marketing skills.

Kadar Nurjaman [2022], “Digital Marketing Strategy in Promoting the City's Brand” The paper discusses the importance of digital marketing strategies in promoting a city's brand, focusing on the city of Samarinda in East Kalimantan Province, Indonesia. The study aims to increase the city's competitiveness by using digital marketing tools to attract tourists, investors, and residents. The study emphasizes the role of ICT in city management and the need for cities to market themselves effectively in the global market. It also highlights the importance of country branding and the creation and development of city brands. The document provides insights into digital marketing strategies such as establishing an online presence, focusing on legal work, ensuring website visibility in search results, implementing SEO, inbound and outbound marketing, and the role of digital strategies in converting data into market intelligence. Overall, the study highlights the importance of digital marketing in enhancing a city's brand image and competitiveness in the modern era.

Niko Garuda Adiyono, Tantri Yanuar Rahmat, and Rina Anindita [2021], “Digital Marketing Strategies to Increase Online Business Sales Through Social Media”, The paper discusses the importance of digital marketing strategies to increase online business sales through social media. It highlights the impact of technological advancements on marketing practices and emphasizes the role of the Internet and social media in reaching a wider audience. The paper explains the concept of e-marketing and social media marketing and discusses the benefits and challenges associated with both. It also addresses the positive and negative influences of social media on online businesses and emphasizes the need for effective digital

marketing strategies. The study concludes by highlighting the importance of digital marketing in reaching target customers efficiently and cost-effectively via social media platforms.

Sonal Gulatis [2019] “Digital Marketing Strategies for Startups in India”, The paper discusses the impact of digital marketing strategies on startups in India. It highlights how Indian startups have leveraged digital marketing to succeed with minimal investment and thus contribute to the growth of the economy. The research methodology involved a survey of 120 Indian startups to understand their digital marketing practices. The paper highlights the effectiveness of email marketing and social media marketing for startups and cites examples of successful Indian startups such as Ola and OYO Rooms. The findings show that the majority of Indian startups are using digital marketing for promotional purposes, with a significant proportion allocating a sizable marketing budget to digital strategies. The conclusion underlines the importance of digital marketing for Indian entrepreneurs, enabling them to compete globally with minimal investment.

OPENING PARAGRAPH

Meesho is a technology company based in Bangalore, India. It is an online platform that gives resellers access to thousands of products they can sell to customers via social media. Although e-commerce is seen as one of the biggest highlights of 2020, it has been steadily on the rise for decades. More and more customers want to buy products online because the prices are more or less the same as in physical stores.

Meesho is one of the companies that has grown and shows what the future will look like. It was

founded in 2015 by two engineering graduates. It has grown to become India’s largest reselling platform. The company has connected the suppliers with the resellers, and the resellers are purchasing the products through their app.

HISTORY

Meesho was founded in 2015 by two graduates of IIT Delhi, Vidit Aatrey and Sanjeev Barnwal. Vidit Aatrey is the Chief Executive Officer, and Sanjeev Barnwal is the Chief Technical Officer. Both have a degree in electrical engineering from the Indian Institute of Technology [IIT] and worked for various companies until 2015. Aatrey and Barnwal joined Y Combinator and secured \$120000. Between 2016 and 2018, the startup raised around 65 million US dollars from various investors, including Shunwei Capital from China and Indian venture capital firms SAIF Partners, DST Partners, RPS Ventures, Sequoia India, SAIF Partners, and Venture Highway.

In 2019, Facebook invested in Meesho, the first company to invest in an Indian startup. It also obtained \$125 million in Series D funding led by Naspers. In 2012, its value rose to \$2.1 billion after raising \$300 million, led by the Softbank Vision Fund. Facebook, Shunwei Capital, and other investors also participated. Its revenue grew to \$42 million in 2020, and since the company is the highest revenue generator, revenue grew 4 times compared to \$11 million in 2019.

In 2023, Meesho was named one of the most influential companies of the year by Times Magazine. In the same year, it became one of the fastest-downloaded shopping apps, surpassing the 500 million mark.

In 2024, the company launched Valmo, a logistics marketplace that offers shipping services to sellers from multiple logistics

providers. It has employed over 3000 small businesses and 10–12 large companies for warehousing and sorting operations within its logistics.

According to the Economic Times, Meesho’s gross merchandise value [GMV] exceeds \$5 billion, with a focus on the fashion, beauty, and home categories. It has over 120 million monthly active users; 80% of sellers are identified as retailers and 95% belong to unidentified brands.

MISSION AND VISION

Meesho's mission is to “democratize internet commerce for everyone.”

Its vision is to “entitle 100 million small businesses in India, including individual business people, to success online.”.

BUSINESS MODEL

Meesho’s business model deviates from the direct-to-customer [D2C] model and establishes contact between manufacturers to sell products directly to their customers. It acts as a platform that creates transactions between companies, namely manufacturers and resellers.

These resellers work as intermediaries between the manufacturer and the end customer. Meesho works based on the business-to-business model [B2B]. In 2021, Moto's original reseller-focused model was adapted a little. It helps with the transaction but also helps the company increase sales and earn fees and commissions.

REVENUE MODEL

Commission: The commission that Meesho charges the seller is its main source of income. When the reseller sells the product on the platform, the seller charges a certain commission. The commission is similar for all

e-commerce platforms. As can be read on Meesho’s website, suppliers are charged 0% of the commission for their products, and no fees are charged from resellers.

Logistics: The company offers logistics services and charges a fee to its suppliers. The team is working to reduce costs and increase suppliers' profits.

Advertising: Advertising is one of the main components of revenue. As the number of sellers increases, sellers want their product to be highlighted in front of resellers and customers, so they give the platform a certain amount for advertising their product.

DIGITAL MARKETING STRATEGIES

Meesho, the leading e-commerce platform, has implemented various marketing strategies to connect local sellers with buyers to achieve remarkable growth and success. Some of them are:

Social Media Marketing: Meesho utilizes popular social media platforms such as Facebook, Instagram, WhatsApp, and YouTube to reach out to its customers. By creating engaging content, targeting ads, and interacting with users, it increases the visibility of its brand and attracts potential customers.

Target audience	Unique value proposition
Housewives	Potential for financial autonomy and entrepreneurship
Women seeking financial independence	Access to an e-commerce platform without large upfront investment
Consumers from tier 2+ cities	Affordable offers and budget friendly products

Influencer collaborations: Collaborations with influencers and micro-influencers play a crucial role in Meesho’s strategy. These influencers promote the product to their followers and help the platform reach a wide audience and attract potential customers.

Online promotions: There are various online promotions, discounts, and special offers to attract customers. These promotions encourage users to review the platform, make the purchase, and share their experience with others.

Advertising techniques: The company invests in targeted advertising campaigns to showcase its values and offerings. Advertising that highlights how it supports small businesses and encourages individuals to open their online stores, highlighting their financial independence and entrepreneurial spirit.

Unique value proposition: The company's core value lies in small business promotion and individual development. They can open online stores without any upfront investment. It helps them get started by tapping into niche marketing. The target audience is women who want to be financially independent, housewives, and customers from Tier 2 cities.

Building a community: Meesho fosters a sense of community among its resellers. Its marketing campaigns, such as “Not just housewives, but entrepreneurs of Meesho”, have strengthened the brand's visibility and engagement.

Campaign	Objective
The campaign is “Sahi Sahi customer toh business Ek number.”	Change the perception of sellers towards online shoppers
The campaign is “Not just a homemaker, a Meesho entrepreneur.”	Encourage housewives to become Meesho resellers
The campaign is “Arrey Waah!”	Utilize cricket enthusiasm to increase brand visibility

CHALLENGES FACED

In the initial phase, Meesho had to contend with many problems that are common for a young online retail company. Online retail is becoming more and more popular, but there are still many challenges to overcome, such as limited transactions, delivery bottlenecks, and shipping options. The CEO emphasizes the decrease in stock in his warehouse to promote the small stores.

These things are getting worse at the time of the COVID-19 pandemic, especially in terms of supply chain management. Not only Meesho but also other companies in the industry have faced many problems even after the government eased restrictions.

Some of the challenges for Meesho are.:

The pandemic has caused challenges. COVID-19 has had a very negative impact on Meesho’s business, forcing the company to build a logistical network in the face of inconsistent laws across the states. The decline of the fashion industry led to a shift in focus to selling necessary items such as food and masks to retain resellers. A microcredit strategy was developed to support the resellers and gain their trust.

Huge cash burn and no profit: Meesho had to change its business model from social commerce to business-to-customer [B2C] as the competition from Flipkart and Amazon was very high, the financial cost was high, and the profit was low. The company needs to find a way to maintain a healthy financial position.

Product Quality: Since the reseller sells their goods directly to customers, guaranteeing the product's quality presents a significant challenge. A stringent quality control system is needed to ensure product quality is maintained

across a wide spectrum of suppliers and categories.

Absence of a Free Reseller Website: Meesho runs its business mostly through a mobile app, which makes it challenging for some resellers who would rather use a web-based platform. The reseller finds it challenging to connect with their clients because of the lack of a web-based platform.

Failed Business Attempts: Meesho abandoned its attempts to enter the grocery industry and to expand its operations to Indonesia. Both attempts were unsuccessful and did not produce the desired outcome. Specifically, the expansion into Indonesia has led to layoffs and financial strain.

Competition from Established Players: One of the main issues has been competing with e-commerce giants like Amazon, Flipkart, and Snapdeal. To stand out in a crowded market, it must set itself apart from the competition.

The Flywheel in Reverse: Meesho depends on the network effect business model; if the resellers hire more resellers and the resellers' quality declines, it will result in negative feedback. More work is required to keep the flywheel positive.

CHALLENGES OVERCOME

- Meesho's now prioritizes strategic growth over aggressive expansion. It concentrated on its significant growth while enhancing its marketing and operational plans. The business put financial control in place, paying close attention to its expenses and making efficient use of its resources.
- Meesho collaborated with dependable partners, established quality standards and routine inspections, and fortified its

ties with manufacturers and suppliers. To raise the caliber of the goods, the company persistently asked resellers and end users for their opinions.

- The company extended its reach beyond mobile apps by launching its web platform for resellers. To guarantee that resellers could utilize the platform without any issues, the page was designed to be user-friendly.
- The company leaves grocery after experiencing setbacks in its operations in Indonesia, having learned from the mistakes of its failed venture. To empower its resellers and link them with end users, it shifted its attention back to its core value business model.
- Meesho began concentrating on individual resellers, homemakers, and small enterprises to set them apart by offering community-driven platforms and support. To draw in customers, the business develops cutting-edge features like live selling and video catalogs.
- Meesho began offering training for resellers, emphasizing values such as quality, customer service, value, and principles. The business rewards top-performing resellers, assisting them in bringing on new, qualified resellers and preserving the fervent flywheel effect.

INVESTMENT

Meesho has demonstrated its confidence in Elena's company by investing twice in it. First, it contributed \$2 million on October 15, 2020, as a seed investment round. Support the business by contributing a further \$6 million in the A investment series round on March 4, 2021, as per your commitment, to fortify it.

This indicates Meesho's belief in Elena's drive and ability.

FUTURE PLANS

According to the news report from August 2023, Meesho said in an interview that it will be made public in the next 12 to 18 months. It demonstrates the company's confidence in its business strategies and readiness for the upcoming phase of growth. By 2027, Meesho hopes to have onboarded 10 million small businesses.

Investigating Novel Markets: The business is presently investigating novel markets, such as grocery and other product categories.

Competition with Well-Established Online Retailers: Meesho wants to gain a sizable market share by competing with well-established online retailers across a range of industries.

Concentrating on Hidden Markets: Meesho's concentration on tier 2 cities enables it to take advantage of already-hidden markets and dominate the rapid expansion in that area.

Partnership and Cooperation: To leverage its knowledge and broaden its influence, the company is actively looking to form partnerships and collaborate with influential people.

CONCLUSION

Meesho may seem like any other e-commerce platform, but it is unique in its way. It has its kind of marketing strategies behind it as a driving force that compels them to grow and succeed quickly. The company dropped the shipping model and allowed its users to resell to suppliers, a hyper-local business model. As Meesho continues to adapt and develop new valuations for its target customers, the company's future is bright for growth and

success. The success story of Meesho demonstrates the potential for small businesses in the e-commerce sector and highlights the offering and understanding of the target audience's preferences.

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