



PROMOTIONAL STRATEGY AT AIRTEL

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ABSTRACT: This paper looks into Airtel's marketing methods for increasing brand recognition, attracting new clients, and retaining existing customers in India's highly competitive telecom market. The inquiry looks on Airtel's use of advertising, digital marketing, sales promotions, celebrity endorsements, and customer service techniques. It explores how unique marketing methods, such as value-added services, holiday discounts, and packaged data offers, affect consumers' purchase decisions, preferences, and product knowledge. This inquiry also looks into the efficacy of Airtel's integrated marketing communications in maintaining market leadership and developing brand loyalty. The paper's data is taken from secondary sources such as company reports, marketing, industry publications, and websites. The findings show that Airtel's consistent branding, customer-focused promotions, and strong online presence are all critical components of the company's success in increasing customer happiness and providing a competitive advantage. The paper indicates that the telecom industry's continued expansion and evolution requires a well planned marketing strategy.

Index Terms: *Promotional Strategies, Airtel, Integrated Marketing Communication, c, Advertising, Sales Promotion, Celebrity Endorsements,*

1. INTRODUCTION

Promotional strategy is an important aspect of marketing since it analyzes how businesses interact with their target audience to educate, persuade, and influence their purchasing decisions. It comprises the creation and implementation of activities to increase product awareness, establish brand recognition, and drive market demand. Businesses must use strategic marketing techniques to separate themselves from competition and keep customers in today's competitive business environment.

An effective promotional strategy combines several aspects of the promotion mix, including as advertising, public relations, digital marketing, sales promotion, and personal selling. Each

component is allocated a unique role in the process of communicating with clients via various channels. Advertising raises awareness among a huge number of people, sales incentives entice customers to make a quick purchase, and public relations improve a company's reputation. In contrast, personal selling promotes direct client ties. When these tools are used successfully, they strengthen the brand and keep the message consistent.

The fundamental purpose of a marketing strategy is to persuade the intended audience of the worth of a product or service. Businesses may build messages that resonate with customers on both a cognitive and emotional level by learning about their purchasing habits, interests, and behaviors. A well-thought-out



marketing strategy not only attracts new customers, but also keeps current ones by instilling trust and contentment.

Technological improvements and the rise of digital platforms have had a big impact on how organizations promote. Businesses can communicate with customers in real time and get solid data on the effectiveness of their activities by leveraging influencer marketing, mobile applications, search engines, and social media. Using these digital technologies, it is feasible to engage in more intimate connection while also communicating with a larger number of people at a lower cost. Promotion is now more dynamic and data-driven than it ever has been.

2. LITERATURE SURVEY

Mulyani, R. (2025): This paper emphasizes the importance of above-the-line (ATL) and below-the-line (BTL) promotional efforts by examining the impact of various promotional techniques on the performance of new goods in the highly competitive Fast-Moving Consumer Goods (FMCG) business. The dynamics of competitive markets, brand image enhancement, and customer demand stimulation are all examined in relation to promotional strategies. According to the paper, good advertising not only increases product visibility, but it also fosters customer loyalty and long-term performance. It also looks into the impact of marketing decisions made by manufacturers, distributors, and wholesalers on market competition and pricing tactics. The paper uses a relationship marketing method to fill theoretical gaps in understanding how promotions influence the introduction of new products. The findings indicate that

implementing integrated promotional techniques improves market access, develops consumer awareness, and boosts sales.

Kumar, V., & Gupta, S. (2024): This comprehensive investigation looks into the effectiveness of promotional methods and their evolution in the context of digital marketing. The writers discuss key advancements, such as the shift from traditional to digital media, as well as various techniques such as influencer marketing, email campaigns, and social media marketing. The paper presents a meta-analysis of recent real-world studies to show how marketers may use different digital channels to increase customer engagement and conversion rates. The writers emphasize the importance of knowing individual online behavior and provide advertisers with practical suggestions on how to improve their advertising in an increasingly competitive industry. In conclusion, the findings indicate that a well-planned digital marketing approach has the ability to significantly boost brand awareness and consumer engagement.

Smith, J., & Johnson, R. (2023): This paper examines a number of retail advertising tactics, including in-store promotions, email marketing, and seasonal deals. The authors undertake a quantitative analysis using sales data from 100 retail outlets to determine the relationship between the efficacy of different promotional methods and sales success. The findings indicate that in-store incentives had the greatest immediate impact on sales, despite the fact that targeted email marketing activities are effective at customer retention and increasing repeat purchases. The research



provides merchants with practical tips on how to improve their promotional methods and overall sales performance in response to shifting consumer purchasing behavior.

Gonzalez, T., & Ruiz, E. (2022): The evolution of promotional strategies, with a focus on the shift from traditional media to digital channels. The writers examine the impact of developing technologies, such as the internet and mobile phones, on how firms market their products and connect with customers. The research examines key trends, such as the rise in influencer collaboration and social media marketing, using case studies from a variety of businesses. The authors foresee that future technological improvements and changing customer expectations will have an impact on advertising strategies. This highlights the need of firms adapting their promotional tactics to remain relevant in a rapidly changing world.

Kumar, R., & Das, P. (2021): This paper looks into the relationship between marketing techniques and corporate social responsibility (CSR). They believe that incorporating CSR into marketing campaigns can boost consumer loyalty and brand reputation. The authors look at case studies of organizations that have successfully combined promotional methods with CSR initiatives to highlight potential problems and best practices. The paper stresses the growing customer desire for socially conscious behavior and suggests that organizations can differentiate themselves by aligning their marketing strategies with their CSR ideals. The findings suggest that firms can significantly improve their marketing outcomes and retain customers by demonstrating their unshakable commitment to social responsibility..

3. MARKETING PROMOTION STRATEGY



Clear objectives:

What are your intended outcomes? Has there been an increase in brand awareness, sales, or leads? The first stage in creating an advertising plan is to identify specific, quantifiable goals. How would you know when you have achieved success if you are oblivious of its appearance?

Target audience:

Understanding the identify of the person with whom you're interacting is half the battle. What drives them? Which platforms are they employing? The type of promotion best suited to them is determined by their age, region, and hobbies.

Budget: In order to promote, you must have a plan and the resources to carry it out. Regardless of the size of your budget, your marketing plan should be appropriate for the amount of money you have available.

Message:

A promotion requires a captivating message that resonates with your target audience. Whether the message is "Act now," "Limited offer," or "Discover the future of tech," it should be consistent with your brand, succinct, and precise.

Timing:

Selling Christmas decorations in July is similar to seeking to find a great offer at an inconvenient time. Timing is everything, so make sure your marketing aligns with



customer preferences, industry cycles, and seasons.

Channels:

Each channel may not be beneficial to all organizations. Choose the best mediums for your message: video ads for a large audience, email for professionals, and social media for newer audiences.

Metrics and KPIs:

Pay special attention to every detail! A campaign's efficacy can be measured using measures such as ROI, click-through rates, website traffic, and sales conversions. If the initial technique fails, don't be afraid to try anything else.

4. TYPES OF PROMOTIONAL STRATEGIES

Social Media

A wide range of social media platforms can be used to spread information about your products and grow your following. Given that almost everyone has a Facebook or Instagram account, you can market your products, share information about them, and engage in debates about their possible benefits to your customers. Furthermore, it is possible to demonstrate how your product outperforms its competition. You may ensure that your items are disseminated to those who are most inclined to buy them, rather than attempting to impose them on everyone.

Mail Order Marketing

Customers who have previously purchased from your company are one of the main reasons it continues to exist. Customers are more likely to purchase further products if they are satisfied with them after their first use. As a result, it is critical that you should not overlook these current customers. If customers tell you about a

pleasant experience they had with you, you may be able to provide them complimentary prizes or discounts. This information can be used to promote your items in a new market.

Giveaways

This is an extremely effective and popular way of self-promotion for both small and large businesses. This strategy is most commonly used by food and cosmetics organizations. Individuals are given gratis samples of their items and encouraged to experiment with them. This method has the potential to significantly boost your revenue. It's likely that you've seen a small business kiosk in a mall where someone delivers freebies to pedestrians. They may also ask for your email address in order to send you further product advertisements.

Referral Programs

This marketing strategy, also known as referral marketing, encourages existing customers to recommend the company's products to their friends and family in exchange for rewards, incentives, or discounts on future purchases.

Point of Sale Promotion and End Marketing

The goal of product placement in retail businesses is to entice customers from the time they enter. Individuals engage in this action due to two basic motivations: instinct and convenience. A shelf with outstanding savings is frequently seen near the store's walkway. Stores do this with the purpose of raising sales or disposing of excess inventory. This method may lead to consumers making impulsive purchases while waiting in line to pay.

Branded Promotional Gifts

Numerous brands use this approach as a marketing strategy, and it works really well. Instead of business cards, which are



typically discarded without being reviewed, distribute complimentary gifts containing information about your organization. For example, you may offer tissue paper with your organization's name and emblem. Given its usefulness, they would keep it for a long time. Additionally, people enjoy receiving complimentary stuff.

Cause Marketing

Consumers like to interact with organizations that promote philanthropic projects and social concerns. Many organizations, regardless of size, use this method, also referred to as "Cause Marketing," to grow their clientele. One way to accomplish this is to cooperate with a non-profit organization and then distribute your contributions to the organization's cause or charity. They are more inclined to buy from you and contribute to society as a result.

Survey After Sale

As a business owner, your obligations do not end with the completion of a transaction. Treating customers who have purchased from you with respect will promote a sense of appreciation and create prospects for future transactions. Furthermore, you may use their input to improve your service. Even during the chat, you might educate them about upcoming specials or discounts. This engagement will help you improve your relationship with your customers and build a positive brand image.

Appreciation Events

Throwing modest parties for your customers can help you build a stronger relationship with them, even if it costs less than expensive marketing. During these occasions, it is possible to hold little tournaments and give the winner a gift

basket, pizza, or gift card. This will eventually bring customers into your store.

Organizing Contests for Promotion

Many businesses use this strategy to promote their current goods. You've probably seen influencers, bloggers, and YouTubers work with a number of firms to encourage people to enter a contest for a chance to win a product. This is an additional strategy for encouraging customers to visit your website or store.

5. QUESTIONNAIRE

1. What is the primary goal of Airtel's marketing strategy?

- A) Increase employee satisfaction
- B) Enhance brand awareness
- C) Reduce operational costs
- D) Improve supply chain efficiency

2. What is a key component of Airtel's marketing mix?

- A) Public Relations
- B) Direct Marketing
- C) Sales Promotions
- D) All of the above

3. Which aspect of Airtel's service is emphasized the most in its advertisements?

- A) Customer service
- B) Price reductions
- C) Network reliability
- D) Employee benefits

4. What kinds of holiday-themed advertisements does Airtel often run?

- A) Educational campaigns
- B) Discount offers
- C) Loyalty programs
- D) Corporate social responsibility initiatives



5. Which social media channel does Airtel most regularly use to promote its products?

- A) LinkedIn
- B) Twitter
- C) Instagram
- D) TikTok

6. CONCLUSION

Finally, good marketing techniques are critical for drawing consumers to your brand, motivating them to make purchases, and encouraging them to refer you. Businesses can better reach their target consumers by using a range of techniques, including influencer alliances, email campaigns, content production, social media marketing, and special deals. Furthermore, using analytics and client feedback to improve these methods helps ensure that your firm stays engaged and moves forward.

Finally, a successful marketing strategy makes it easier to create long-term relationships with customers, which benefits the company in the long run while

also increasing brand recognition. To remain competitive and relevant in a continuously changing market, organizations must be adaptive and open to new ideas.

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