

VIDEO MARKETING: ENFIELD WAY

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ABSTRACT

Video Marketing refers to the use of video to market or promote your brand or offering. Marketers are using such videos at various social media platforms as well as on other platforms also. Initially Video Marketing was considered to be tool of promoting product amongst target audience. However, in recent past Video marketing has been used for other functions of marketing also. Video Marketing is considered to be part of Digital Marketing.

KEYWORDS: *Video Marketing, Digital Marketing, Social Media, COVID-19.*

Introduction

Marketing practices in India has been changed to great extent. After COVID-19 pandemic situation marketers are compel to adopt digital marketing. Video marketing is one of the arm of digital marketing. Due to entry of Jio in the market very large number of young mobile users can be connected with internet at lowest cost. This situation empowers consumers as well as marketers. Quick and low cost access to every platform of social media to youngsters of the country attracts video marketing to marketers. Video marketing is not restricting to the product promotion. Marketer has utilized this tool in much broader way. Many marketers have adopted this tool as strategic weapon to fight against competitor. Digital India program has covered large population of the country under internet. Marketers want to grab advantage of this situation.

Video Marketing

In current situation Video marketing plays significant role and has its own importance not as part of Digital Marketing but Separate Tool of communication. Video marketing is very effective and low cost also as compared to conventional marketing communication tools and techniques. Video Marketing have following advantages.

- **No Language Barrier**

Language barrier can be encompassed by Video marketing. Due to presentation of subject matter in Audio video way one can easily understand the core communication. In a country like India where more than 35 languages are spoken Video Marketing is more suitable for various functions of marketing.

- **Quick Understanding to the Viewer**

New Product launching or new usage of product can be easily communicated through Video Marketing. In video marketing one can see the product usage easily and clearly. Over and above it has very high level of transparency. These leads to quick understanding of usage of product or utility or promotion of product.

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- **Quick Conversion of Potential Buyer to Actual Buyer**

Actually speaking Video Marketing is working in specific pattern. It works on the basis of see, like, have and influence others pattern. Marketers makes an attempt to show product to the potential consumers on the respective platform. Generally, product promotion video is presented on specific OTT platform. This can easily attract attention of watchers. Attention towards the brand can lead to desire to have that Brand.

After becoming users of the product one express his opinion about product. This action of user makes him influencer.

- **Remove Constraint of Distance and Time**

Video Marketing has many advantages. One of the prime advantage of the video marketing is high level of flexibility. Target audience can see video at any place and at any time. It gives immense consumer flexibility. This reduces distance between customer's place of living and retail outlet of Brand.

- **Video Marketing is Mixture of Advertising and Publicity Both (High Reliability)**

Video of product display or product usage or comparative product with competitor's product on you tube is one of the way of video marketing. One can put comment on comment box. Such comment box shows true reflection of the viewers. Thus such video also has some elements of publicity. Thus we can say that it has high level of trust or confidence for such communication.

- **Handy for Targeted Consumers**

After pandemic situation in the country usage of mobile has been increased to great extent amongst all age group consumers. Thus every age group consumer can easily have access over videos over all the platform of social media. Earlier one need to use laptop or personal computer.

- **High Return on Investment for Marketer**

Cost of advertisement on mass media is very high. Advertisement charges for 30 second slot at prime time on good viewership channel is ranging from Rs.3 crores to Rs.20 Crores. Over and above we can have any specific data of viewers and their comment. In comparison of such advertisement platform, Video though social media is much cheaper as well as much effective. Video marketing on internet on any platform is measurable. Return on such platform is significantly higher. Hence now days marketers are running advertisement campaign on social media platform.

- **Performing Function of One to One Marketing**

Video marketing is helpful for creating virtual direct selling or contacting one to one. On the various platforms like Facebook and Instagram one can engage potential and present consumer very easily. These are two way communicative platforms.

Literature Review

Alamäkia, Pesonenb, Dirina (2019) has investigated that verbal and non-verbal cues in media can trigger changes in consumer behaviour. Video marketing affect learning of consumers towards particular Brand or Product. Researchers are of the opinion that thorough video marketing consumers learn about brands faster and better. Such learning is very useful for the converting video viewers to actual buyer. It has been observed that consumers are spending more and more time on their mobile devices marketers are able to understand consumer behaviour more precisely. Over and above researchers have observed that the seductive video was better than the decorative video at triggering an increase in the likelihood to act, and the decorative video was worse than the instructive video at triggering changes in the likelihood to act.

García, Lizcano, Ramos, and Matos, (2019) had trace out that Video Marketing attract Leads in order to contract B2C-type businesses. Researchers are of the opinion that lead generation ned to be done through twitter and Email marketing as compared to other platform after launching Video. For generating business for B2B types of consumers one need not rely upon video Marketing for lead generation. the purchase of quality databases and the generation of a database of customers that the company has. Researchers are of the opinion that social networks are most useful for the capture of leads for B2C. It has been observed that way of presentation of product or service plays important role. The traffic created through Video Marketing on social network can easily create Loyalty actions. Videos on You Tube platforms are very useful for converting B2C first time customers to loyal customers.

LIU, GAO, LI and Zhang (2019) are indicating that short video marketing can affect brand attitude. There is also a significant correlation between short video marketing and brand perception, Researchers have also found out that brand perception has a higher correlation with user participation and interaction. Brand perception is also significantly correlated with brand attitude. Through the correlation analysis, the relationship between the three dimensions of social media short video marketing and brand attitude.

Research Methodology

- **Research Objectives**
- To know current practices of Video Marketing by Enfield Bullet in India
- To know the impact of Video Marketing practices of Enfield Bullet
- **Research Design**

We have adopted descriptive research design for current research work. The scope of current research work is restricted to only one Organization and that is Enfield Bullet India.

Data

- **Primary Data**
We have examined Video marketing practices of Enfield bullet on various social media platforms. We have also examined official website for the research purpose. We have examined Video Marketing practices of Enfield bullet in last five years.
- **Secondary Data**
We have obtained secondary data from various research papers, magazines and reports published by government and private research agencies.

Marketing Functions discharged by Enfield Bullet through Video Marketing

- **Effective Marketing Communication to Target Audience**
In current situation marketers are facing challenge in communicating to their exact target audience. Video marketing is perfect solution for the such problem. With the help of Video Marketing one can communicate with right age group or right consumers and at right time. Video marketing gives flexibility to the target audience to view video. Enfield promotes their brands on specific platform where youngsters are active. You tube video advertisement at particular time and at particular platform actually hit the target effectively. Such type of engagement can't be possible with conventional marketing communication tools.
- **Creating Huge Brand Communities in India**
Each major city of the country have its own Enfield Bullet Brand fan club. It is one type of Brand community. Bullet has its virtual brand community also. Such Brand communities are very powerful in terms of Bonding with the Brand. Through such members of Enfield Brand Community word of mouth publicity is continuous activity. They share their moments with their bike on social media in the form of video. This action creates great multiple sharing effect by fb friends of Enfield Bullet Bike users. It can create traffic on official Face book page of brand through tagging and forwarding video. Brand engagement amongst the potential consumer is very important for every marketer. Through online brand community Brand Engagement can be done faster, better and most effective way.
- **Customer Education and Customer Awareness**
Bullet is very old brand in India. Over and above it is sturdier as compared to other brands available. Its most suitable bike for the tough Indian Roads in the rural India as well as to Hilly area. Video Advertisement of Enfield Bullet for various Models becomes viral amongst youngsters. In few minutes of launching of video or sharing experience of brand in the form of video it becomes viral. It creates great impact in the market. Such viral videos can create great awareness about brand. Such technique is very useful when Enfield bullet has launched new variant in the market. Various Auto shows also compare latest version of bike with competitor's product. These efforts are very useful for Customer Education for special features of new variants. Video marketing is also helpful in creating and maintaining customer relationship management. Communication of post purchase maintenance through Video marketing is very effective. It gives clarity to the consumers for taking care of their loving Brand. Brand engagement can be done very effective amongst the current consumer even after brand question.

- **Expansion of Market**

Every established brand wants to enter into new geographical market. Enfield had entered in Tier-II and Tier-III cities of selective states through Video Marketing on YouTube channel. Declaration of availability of product had been shown in the Video Advertisement of the product. Brand has utilized its unofficial channel also for the same. Different product review channels on television and on YouTube has been utilized for the same. Information about availability of product is mentioned at last with contact number and name of dealer became routine.

- **Entering into New Segment**

In current competitive market of Bikes in India there more than half a dozen players. All are active and targeting different income classes. Royal Enfield has trace out very niche market in north east states. In India Manipur, Meghalaya, Tripura and some parts of Assam having high numbers of female bikers. Enfield bullet has developed special ad campaign on YouTube. Such advertisement is had been targeted to young women bikers of such states. Over and above in similar type of advertisement campaign has been runout amongst young girls of Metros and Mega cities. Advertisement had been placed in the different web series on OTT platforms. This action actually hit the right target audience. This way product has been targeted amongst females successfully.

- **Better Brand Positioning as to Competitors with Low Cost**

Enfield had faced very tough competition from Bajaj auto. Bajaj had launched 350 CC bike. Bajaj has developed TVC showing difficulties in travelling through hilly areas for Enfield bullet users. Bajaj has showed travelling on elephants as indication of use of Enfield Bullet by bikers. It also compares with Bajaj Dominar. This advertisement shows drawbacks of Enfield Bullet like difficulty in taking turn in hilly area, low mileage etc. Enfield bullet has prepared advertisement removing such doubt created by Bajaj in the mind of bikers. But Enfield Bullet has presented that on YouTube. Each and every claim of Bajaj has been responded very effectively with slight lengthy Video. It is mixer of advertisement and publicity. Such video advertisement shows actual usage of product. Thus it has given appropriate answers to Bajaj. Over and above its cost to Bajaj is significantly higher but in case of Enfield Bullet it was negligible. Efforts of video advertisement in respond to Bajaj had been communicated to right consumers. In case of Bajaj it has been communicated to entire viewers of Television which may include non-users and non-bullet inclined consumers. Enfield bullet has used Video Marketing as effective weapon for counter attack to competitor.

- **Better Relationship with Dealers also**

Enfield bullet has developed many videos of advertisement promoting products in different new area. In all such video they also mention name of dealer for obtaining Bike, servicing of Bike. This gesture is also promoting dealers to the potential consumers. This small action of brand promotion indirectly promotes retailers also. Dealers can get direct inquiry of Bike and they can convert such inquiry into buyers after test drive. Each view of advertisement come to know place of repair and same increases awareness about availability of product and service both.

Conclusion

Video marketing is one of the developing marketing communicating technique. This marketing tool is very effective in terms of communicating right person without hindrance of language. Brand engagement can be done more effectively through this platform. Enfield Bullet does not believe in conventional promotion of the brand. Even though with the help of Video marketing brand can manage to discharge multiple task at a time. The practices of Enfield bullet for brand communication on Video communication has proven more effective as most economical. With the help of Video Marketing a conventional chain based bike which is considered to be gone by era in early 2000 has revamped Brand Image. The niche market product becomes national Brand with the help of Video marketing. Conventional marketing communication can't communicate to right audience. Synchronization of other functions of marketing along with Video Marketing by the Enfield bullet provides sustainable competitive advantages to the Brand.

Suggestions

Video Marketing is important and effective tool of two-way communication tool for marketers. Marketers have used it for various functions of marketing. However still this tool has not been used for creating corporate image building. Video Marketing can be used for resolving complaints of consumers

which are posted on the social media platform like face book. Similarly, Instagram platform is very useful for generating inquiry about the product. However, Enfield bullet has not used this platform for converting inquiry into buying of product. Enfield bullet need one team for managing all the platform of social media for discharging various functions. Synchronization of marketing communication amongst all platform for Video Marketing is required but missing in the Enfield bullet case.

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