

SOCIAL MEDIA BRIEF.



Company Background.

Micromax was founded in 1991 by Rajesh Agarwal. It started as a distributor of computer hardware for varied brands like Dell, HP, and Sony. The company was called Micromax Informatics in the year 2000 by Rahul Sharma and Rohit Patel. Micromax was a huge name in the hypercompetitive mobile industry, it became one of the largest companies making low-cost feature phones in India.

They outsourced their products from leading manufacturing industries in China. They were the first one in India to launch a feature mobile phone with a long battery life after seeing people from a village depending upon a truck battery to charge their phones. Later, Micromax went on to revolutionize the industry overnight with the introduction of dual sim phones that allowed users to use services offered by competing operators allowing them to switch between data plans. Micromax had a brief point in its corporate history in August 2014, when it became India's largest mobile phone brand and the world's tenth-largest mobile phone supplier. By 2019, the company's value has plummeted by 90% from its 2015 high.

Target Market.

Originated from India as Micromax Informatics, Micromax focuses more on Indian interest and works in the Indian market rather than the International market. As a developer of many products, Micromax now tends to focus on mobile phones, which they release in the name of "IN mobiles by Micromax".

Competitors.

Let's look at the elements that drove Micromax out of the limelight and into survival mode in just 5 years.

1. Indirect competitors

The indirect competition that Micromax had to face was essentially started with the advent of 4G technology in India and it was in a way a problem they had brought upon themselves.

- The Jio 4G revolution: Micromax had been experiencing tremendous sales with their existing sales model which led them to hold a big stock of 3G smartphones. The shift from 2g to 3g was still ongoing when Jio bombarded the Indian market with 4g overnight and that too for free. People who found it hard to run 2g due to its costs were now using 4g thanks to Jio and Micromax did not have 4G technology in their smartphones. Micromax got their phones manufactured in China and it would have been fairly simple to order phones with 4g technology but the stock that Micromax had gathered was not disposable and became useless. Owing to Jio's strong social media marketing everyone knew about it the day it was launched and wanted to get their hands on it. Other companies like Airtel soon followed suit and converted all their sim cards to 4G and Micromax just could not remotely come close to the speed all this happened with.

2. Direct competitors

- **Chinese Phones Competition:** Since Micromax had its entire manufacturing set up in China alongside companies like Oppo, Vivo, Jionee They had figured the potential of Indian market and were ready to dive into it right when Make In India campaign kicked in.

Make in India was marketed to produce nationalistic feelings in the Indian customers for companies that manufactured in India and Micromax although Indian by origin did not have a manufacturing unit of its own in India.

The smartphone giant 'Samsung' that Micromax had pushed out to become number one smartphone selling company in India had seen 4G coming and did have 4G smartphones ready to make a comeback.

- **Demonetization:** Micromax was still reeling from the impact while simultaneously fighting the popularity of Chinese phones. Prime Minister Narendra Modi announced demonetization just as they were coming to terms and getting set to produce another market-ready portfolio. To put things in context, the majority of Micromax's products were priced under Rs 10,000. As a result, they were heavily reliant on cash. The Indian consumer, especially Micromax's lower-income customers, did not actively use online payments at the time. This stymied their attempts to deploy their products, costing Micromax even more money.



Solutions.

The best way to make a comeback to the competitive smartphone market is to introduce a sub brand and concentrate on making regular and quality products under it.

Micromax's followers across social media varies differently. In Facebook, Micromax has around 4 million followers and in Instagram there is only 127k followers. Even though there are adequate numbers, the engagement on the content is far low compared to its competitor phone companies. To elevate the company and its brand name, some social media objectives as well as company objectives have been listed below.

- Considering the average number of engagement and other parameters, Instagram has more reach for the company than any other platform. So the brand should concentrate more on Instagram.
- Gradual increase in the number of posts per week, now it's 7 posts per week it should be increased to 14 posts per week just like its competitor brands.

- Attractive feed to attract followers, make a pattern in each row/ a combination of some colours which can act as the signature for the brand. For eg- using blue and black (same as the logo).
- Uploading posts that asks a question, which can be the product's strongest feature. For eg- How long does your phone battery last? And in caption- Micromax "xx" battery can last two days.
- Using hashtags to get more reach among Indian customers. For eg- "use #shotonmicromax to get featured".
- Create a nationalistic feel through social media as it is an Indian originated company people will feel a certain nationalism towards it. Amplify that point using #madeinIndia hashtag to attract Indians.
- Conduct regular giveaways in and around every two months. For eg- Gift three smartphones to the people who has taken the best images using a micromax mobile.
- Increase content engagement by collaborating with Indian youtubers and social media influencers.
- Amplifying latest technologies and innovations through social media posts as that was a major drawback of the company back in 2017.
- Take regular feedbacks from customers using instagram's Q&A option, once per month. Also reply to major customer concerns in the comment section of each post.
- Explore different price segments- company should be able to make phones under different price range. As of now it is only concentrating below 10k price range, which should be later changed to other price segments too. i.e Release brand new phones in each price category and find the most sold model to identify the Indian market interest.