

**“A Study on Marketing Strategy of Quaff Media Pvt. Ltd.  
Undertaken at  
QUAFF MEDIA PVT. LTD.”**

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**Abstract:**

Quaff Media is a Web based platform which will be publishing user shared local news and events. There are millions of youth in India who have a passion for writing and content creation. Unfortunately there are no medium or platform for them to showcase their writing skills.

We at Quaff Media have decided to address this gap and come up with a free platform which will encourage people to write about their local news and events. This will be an Open-source Creative platform where any one can register and publish their content in the form of a news article or video. Our editorial team will review their content for news worthiness and quality be for e-publishing it in the public platform.

***Keywords: Passion, Encourage, Worthiness***

**Introduction:**

Quaff Media is a platform which is web based and helps in publishing local events and news which are shared by the students .We want to encourage Indian students to express their skill set and take on a career path which they are passionate about without any pressure. If any student approaches us with a specific skills that he/she wants to promote, we will be glad to mentor them and guide them in the process.

We will be monetizing the platform with contextual advertisements. A part of the advertising revenue will be shared with the content creators too. This will be a fixed percentage to start with and then it will be incentivized based on the feedback their news receives.

We at Quaff Media have decided to address this gap and come up with a free platform which will encourage people to write about their local news and events. This will be an Open-source Creative platform where anyone can register and publish their content in the form of a news article or video.

Our editorial team will review their content for news worthiness and quality be for e-publishing it in the public platform.

**Literature Review:**

Marketing strategy is a significant driving force that distinguishes the success of many organizations not only by well developed marketing strategies outlining where, when, and how the firm will compete but also by their ability to execute the marketing strategy decision options chosen (e.g. Day and Wensley 1988; Varadarajan 2010). The appropriate and effectively implemented marketing strategies are required to productively guide the deployment of the limited available resources via the firm's marketing capabilities in pursuit of desired goals and objectives (Black and Boal 1994; Varadarajan and Clark 1994).

The literature reveals two distinct but related features to marketing strategy content: marketing strategy decisions and marketing strategy decision implementation. Hence, decision makers responsible for the marketing strategy must select which available resources the firm should deploy, where to deploy them appropriately, and set and signal priorities in terms of achieving the various goals and objectives of the firm (Slater 1995). These marketing strategies toward firm performance may be either formal, top-down strategies (Varadarajan and Clark 1994) or emergent or improvisational strategies (Moorman and Miner 1998).

A firm's marketing strategy content therefore involves explicit or implicit decisions regarding goal setting, target market selection, positional advantage to be pursued, and timing to attain firm performance (e.g., Day 1994; Varadarajan 2010). Well defined strategic marketing objectives are critical feature of marketing strategy in which managers must make decisions about what the objectives and priorities of the firm are, translate these objectives and vision of the firm into marketing-related goal criteria, and set and articulate the desired achievement levels on each goal.

This can be complicated to realize by the fact that many goal criteria and levels may be incompatible or at least non-complementary in the pursuit of achieving firm performance.

For instance, the firm's growth revenue and margin growth are difficult to achieve simultaneously (Morgan et al. 2009). Managers, therefore, have to prioritize objectives that may be in conflict. Since most definitions of strategy concern plans for how desired objectives are to be achieved, such goal setting is clearly important in determining subsequent marketing strategy content decisions.

Indeed such goal selection decisions may be one of the most important manifestations of strategic choice within the marketing strategy content (Child 1972). Another important feature of marketing strategy content is the selection of the market. This deals with the segmentation and targeting decisions of the classic STP framework of marketing strategy, which revolves on market segmentation, target and positioning. Specifically, this marketing strategy content decision determine where the firm will seek to compete in order to meet the strategic marketing objectives stipulated.

Valuepropositional so a significant feature of the marketing strategy as it is responsible for the choosing of the specific product and/or service offerings to be delivered into the target market with the objective of exceeding the customers' expectations (Slater 1995).

### **Objectives:**

- The primary goal of any marketing strategy is ultimately to increase revenue, and Internet marketing is no exception. Thankfully, the Internet provides plenty of opportunities for every business to improve their bottom line.
- Internet marketing objectives often include building a brand. This means not only establishing your logo and company name in the minds of consumers, but also what your company stands for.
- Many small businesses, as well as companies focused on increasing sales in specific geographic region, focus much of their marketing efforts on improving their localSEO. This means optimizing various elements on their sites in order to attract localcustomers who are looking for the services they provide.
- Every business owner wants to see numbers rise in terms of visitors to their site andlanding pages. However, those numbers are meaningless if they aren't the right kinds of traffic.

### **Scope& Limitations:**

1. It has been observed that most number of respondents don't aware of the available programs of Quaff Media. So advertisement should be based on the programs.
2. In most of the rural areas Quaff Media is not available. So improve the distribution channels in the rural areas.
3. It is more important to attract MSO's to improve the distribution levels, as a newly launched channel first of all increasing distribution is a big task, because operators will demand more money to place the channel.
4. Introduce more number of varieties in the Programs and increase the duration of existing successful programs to attract the Audience.
5. Due to limitation of time a sample size of only 50 respondents chosen.
6. The Survey was carried through Questionnaire and the questions were based on perception.
7. The Sample for research was chosen only from a limited area.

8. Some of the respondents may be biased in giving responses.

**Need of the study:**

***RESEARCH METHODOLOGY***

It is a way to systematically solve the research problem. It may be understood as science of studying how research is done scientifically. In it we study the various steps that are generally adopted by the researcher in studying his research problem along with the logic behind them. In general methodology is an optional framework within which the facts are placed so that the meaning may be seen more clearly. The sources of data shown that designing of a research plan calls for decision on the data sources are research approaches (primary and secondary data) research instruments (observation survey experiment) sampling plan and contact methods (personal interviews).

**Sources of Data Collection:**

***PRIMARY DATA***

The data which is collected fresh and for the first time and thus happen to be the original one characteristic is called primary data.

***SECONDARY DATA***

The data which is already collected by someone else and which have been passed through the statistical process is known as the secondary data.

**Sample Size**

The sample size of the population was 30 respondents.

**Technique of the Analysis:**

Research refers to a search for knowledge". It can be defined as a scientific and systematic search for pertinent information on a specific topic.

Research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deduction and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis – Clifford Wood. In this "Marketing Strategy of Quaff Media Pvt Ltd", Descriptive Research has been used.

**Proposed Structure (Design):**

***Descriptive Research***

This is a kind of research structure which is concerned with describing the characteristics of the problem. In this way the main purpose of such a search design is to present a descriptive picture about the marketing problem on the basis of actual facts. For this it is important to obtain the complete and actual information about the subjects.

## Conclusion

With brief discussion Activates Marketing Information System The various activities of MKIS are:

1. Strategic planning- It is concerned with deciding on the objectives, resources and policies of the organization. This level of decision making is predicting the future of the organization and its environment.
2. Management control-Such decisions are concerned with how efficiently and effectively resources are utilized and how well operational units are performing.
3. Transaction processing-This includes sales orders, quotations for product sales etc.
4. Operational control-Determining which units or individuals in the organization will carry out the task, establishing criteria of completion and resource utilization, evaluating outputs.

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