



## STRATEGIES ADOPTED BY JIO

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**Abstract:** India has a developing economy. This article provides a quick overview of the many trends in digital marketing. The article provides information on several digital market developments and their potential. The telecom sector is very competitive, and multiple firms are employing various marketing methods to draw in and keep clients. References and data sources have been examined in order to analyse this, and a wider range of factors, including the overall impact on the market environment, client base, and profitability of the companies, have also been considered. In addition, the short-term effects of JIO are examined in the context of the current situation as well as the expectations for the future.

**Key Words:** Scope and challenges of digital marketing, Future trends of digital marketing, Telecommunication Industry,

### 1. INTRODUCTION:

Reliance Jio Infocomm Ltd, usually referred to as Jio, is an Indian provider of a communications network. Owing it is Mumbai-based Reliance Industries. Jio is the first VoLTE (Voice over LTE) service provider in India and provides services including 4G LTE. When everyone suddenly had two numbers and our contacts read "Friend, Friend Jio, Friend 1 Jio," do you remember that time? Yeah! This took place after Reliance Jio became accessible to the general public on September 5th, 2016. Reliance Communications, an Indian telecom firm Jio platforms' subsidiary is called Jio Infocomm Limited. All 22 telecom circles are connected by the countrywide LTE network that Jio manages. Jio currently provides 4G and 4G+ services, but it is working to eventually offer 5G and 6G services as well. It is the third-biggest mobile network operator in the world and the largest mobile network provider in India, with over 42.62 crores (426.2 million) members.



### 2. LITERATURE REVIEW:

Since Jio invested 150,000 crores of rupees in infrastructure development from 2010 to 2016, it is very tough to compete with them. Building such a large industry in India all at once is difficult since it takes a lot of money and time. Any startup that poses a threat to Jio will be dealt with by Reliance. It's difficult for current rivals like Airtel and Vodafone to invest that much money in such a short amount of time because they are already burdened with enormous debt. Even before its official introduction, Jio Sim is already being used in close to 25 million smartphones! With its affordable internet packages and lifelong free calling, Reliance Jio is grabbing attention. Never in the history of telecommunications has anyone seen a player quickly take the market by offering Sim cards with unlimited free internet.

### 3. STUDY AIM:

The aim of the article is to learn about the digital marketing strategies adopted by jio and marketing impact on the company. The reliance jio social media marketing have bought a vital change, from catching the pulse of the audiences correctly by timely participation in moment marketing to aptly harnessing content marketing methods to generating amazing stories as the need of the hour. They adopted 2A and 3R strategies: Acquisition, Activation, Retention, Referral, Revenue. Jio has always been a force to be reckoned with when it comes to in-the-moment marketing, doing out trending content, and jumping on the bandwagon. Moment marketing is known for gaining a lot of attention and becoming a hit with people who are always checking their feeds for new and amusing material. Jio focuses on displaying Indian heritage in their social media messaging. This study shows the various marketing strategies followed and implemented by them in the growing market where they manage to stay on top with their outstanding marketing methods.

### WHY ARE RELIANCE JIO's DIGITAL MARKETING STRATEGIES IMPORTANT FOR MARKETERS TO UNDERSTAND

#### 1. The 2A And 3R Strategies Adopted By Jio



Acquisition: Visitors to your website come to check out your offerings

After its September 2016 commercial launch, Jio offered its customers three months of free services. For Jio, this tactic served as a powerful tool for attracting subscribers. In just one month, Jio was able to add 16 million new subscribers.

Activation: A Series Of Activities Take Place

Users had the best experience possible, something that had never been offered by a telecom service provider previously.

Retention: Returning customers



Jio didn't simply stop there. On the occasion of the new year in 2017, they extended the free services to subscribers for an additional three months. Jio is the first telecom company to provide a complimentary six-month trial term to customers.

Referral: Users Are Encouraged To Invite Others in Referral

Customers volunteered to preach. Jio's business expanded as a consequence of positive user and customer feedback.

Revenue: Customers buy our products or services to generate revenue.

A crucial component of the company's success was Jio's ability to raise revenue by reducing tariffs to a tenth of what they were before.

## **2. Reliance's Moment Marketing Techniques**

When it comes to on-the-spot marketing, dispensing trending material, and joining the bandwagon, Jio Jio has always been a force to be reckoned with. Moment marketing has a reputation for attracting a lot of attention and becoming popular with those who frequently check their feeds for interesting and entertaining content.

## **3. Localization**

Jio promotes Indian culture on social media, adhering to the #VocalForLocal and "humara India" cultures that have developed over time. The firm has adopted a very traditional Indian approach to its digital branding, from wishing everyone a happy festival to producing content with Indian themes and as much Bollywood as possible.

## **4. ADOPTING MARKETING MIX:**

Price: The Jio pricing schemes are the most alluring. They have set the prices for their numerous products to suit different customer needs, but they also control the current telecom market. Competitors are changing their pricing tactics as a result of their premium 4G services being provided at reasonable prices.

The most recent modification to Reliance Jio Infocomm Ltd's tariffs has been announced. For just Rs 49 for a 28-day payment cycle, the business is providing its feature phone users an unlimited talk package with 1GB of data. A comparable plan with 2GB of data usage for smart phone users had previously been introduced and cost Rs98. These are their most recent pricing.

Promotion: To build a strong brand awareness, Reliance Jio has been a little pushy with their marketing plan. They have started advertising campaigns on radio, television, billboards, newspapers, magazines, and social media sites like Instagram, Facebook, Twitter, and YouTube. Utilizing the value of star power, Reliance Jio has enlisted a number of famous people to appear in its advertisements and be connected with its brand.

Product: They provide high-speed internet, telecom products, and specialised services.

Place: Jio items and other digital goods are sold at the numerous Jio outlets distributed throughout 700 cities in India thanks to their extensive distribution networks. Reliance Jio outlets have quickly grown to become India's largest chain. This retail chain is evolving into a platform for the distribution of numerous domestic and foreign brands.

## **5. DIGITAL MARKETING STRATEGY OF JIO :**

Reliance Jio, the Indian telecom giant, has been utilizing digital marketing strategies to reach its target audience. Some of the digital marketing tactics used by Jio include:

Website: Jio has an official website that provides information about their products and services, and customers can purchase plans or recharge their phones online.



Social Media: Jio has a strong presence on social media platforms like Facebook, Twitter, and Instagram, where they interact with customers and promote their products.

Mobile Apps: Jio has several mobile apps, such as JioSaavn, JioCinema, and MyJio, which offer various services and are used by millions of users.

Online Advertising: Jio uses online advertising platforms like Google and Facebook to promote their products and reach a wider audience.

Influencer Marketing: Jio partners with influencers and celebrities to promote their products and services, reaching a large audience through social media.

Overall, Jio has been successful in utilizing digital marketing to reach and engage with its target audience, resulting in increased brand awareness and customer loyalty.

## 6. STRATEGIES ADOPTED BY JIO TO IMPROVE BRAND REPUTATION

Reliance Jio has adopted several strategies to improve its brand reputation and maintain its position as one of the leading telecom companies in India. Some of these strategies include:

Customer-centric approach: Jio has a customer-centric approach and focuses on delivering high-quality products and services to its customers.

Affordable pricing: Jio offers affordable pricing for its products and services, making them accessible to a wider audience.

Innovation: Jio is known for its innovative approach and has introduced several new technologies, such as VoLTE (Voice over LTE), which has improved the overall customer experience.

Wide network coverage: Jio has a wide network coverage, ensuring that its customers have access to high-speed internet services across the country.

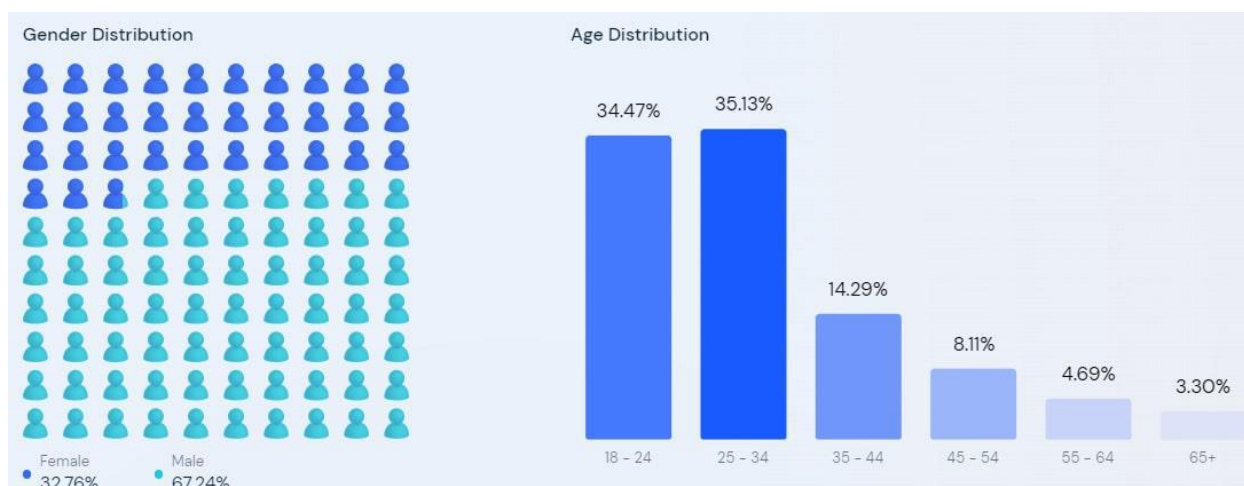
Collaboration with other companies: Jio collaborates with other companies to offer bundled services and products, further improving its brand reputation.

Social responsibility: Jio is actively involved in social responsibility initiatives and has launched several programs to benefit the communities it operates in.

By adopting these strategies, Jio has improved its brand reputation and increased customer loyalty, maintaining its position as one of the leading telecom companies in India.

## 7. DEMOGRAPHICS OF THE TARGET AUDIENCE FOR RELIANCE JIO

The demographics of an audience can show what audiences make up a site's current market share. 67.24% of the Reliance Jio audience is male, while 32.76% is female. Visitors who are 25 to 34 years old make up the greatest age group.



## 8. TOP DIGITAL MARKETING CAMPAIGNS FOR JIO

- **The Next Generation On this Children's Day**

Jio asked the next generations to reimagine India and share their notion of a future India as part of the campaign #JioChildrensDay in honour of the next generation children's day.

- **The Lockdown Campaign of jio**

Jio's Shutdown Heroes Campaign celebrated the remarkable exploits of a few of the company's network engineers who toiled valiantly to keep the network up and running throughout the lockdown. With the ability to work from home, learn from home, and enjoy entertainment at home, users' lives would not have been able to go as easily if the pandemic had struck in any other generation.

Jio's celebration of the Lockdown Heroes Campaign, which includes multiple specific accounts of frontline employees slogging through snow and going a considerable distance to work with limited mobility, perfectly captures the true meaning of "connecting lives."

- **Reliance Digital Navratri**

Reliance on Digital Navratri Through Jio Meet and Jio TV, Jio sponsored a Digital Navratri, allowing Indians to experience a virtual Darshan from the comfort of their own homes. Jio is credited with providing Indians with the means to go about living and celebrating their life without having to put up with any hassles.

## 9. CONCLUSION:

As you can see, Reliance Jio has established a presence online to promote its products and brand. Do you wish to create a special plan of action? Enroll in the online digital marketing course offered by Digital Scholar to enhance the digital marketing strategies used by your business. Anyone interested in learning everything there is to know about digital marketing and how to use it for their own business should take this course.

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