



Hi, I am Ankisha Rana

I am a Digital Marketing Brand Strategist with 7+ years of experience in strategy, technological innovation, product research and development, business formation, operation, and management. My educational background has been in research, analytics, and design, and combining that with my professional experience allows me to take up projects of a wider variety.

I have a keenness to learn anything new and an unwavering optimism with the belief that there is no such thing as failure, only feedback.

In this portfolio, I present to you the most recent projects I have had the privilege of leading and executing. My primary roles were to research the industry, understand its audience and the channels that they use, design survey questionnaires, interview influencers and industry experts to gather insights, build a strategy to execute the scope of the project, and lastly, collate the results and present them to the companies/organizations that they were being undertaken for. I was also responsible for creating prototypes and user interfaces for the web and mobile.

Professional

Portfolio

IndiaDONATES

IndiaDonates is an online platform that bridges the gap between people who are interested in making a difference and organisations working on the ground.

They wanted to conduct a workshop for such NGOs in India to be able to train them to use social media platforms to attract more support and funds.



Scope of the Project

- Designing a 2-day virtual workshop for 50+ NGOs with hands on experience and practise sessions to learn from.
- Use IndiaDonates' social media platforms to promote the initiatives of its partner NGOs.

Workshop for 50+ NGOs

Objective

Many NGOs in India are struggling with the continuity of their field operations as traditional sources of funding have dried up significantly during the pandemic. In such circumstances, digital platforms can offer new and exciting opportunities to raise money or awareness to support good causes. Hence, with the primary objective of ensuring that these NGOs are better equipped to use digital tools to garner awareness and funds, I was tasked to create a comprehensive workshop with real-life examples.

▼ Summary

To better understand the level at which the audiences' understanding of digital is at, I first created a survey questionnaire. Based on the responses the workshop content was developed at a basic level, which involved giving the audience a clear why, how, and what of using social media platforms and other important apps that help them reduce the time and investment and still get a good return.

Simultaneously, I used IndiaDonates' platforms to promote their partner NGOs' initiatives. With the use of advertisements and constant posting, there was an increase in inquiries and website hits.

Following is a brief project timeline to provide a glimpse into the planning and execution of the project

Project Timeline

An outline of the project timeline and the steps taken during each phase

June
2021



Starting Project

Background research on the industry, SWOT analysis. Defining goals, road map and methodology

Strategy

Building a concrete strategy and setting up the team with skills needed to execute it



July
2021

August
2021



Digital Launch

Launching the online marketing strategy to promote the initiatives of partner NGOs.

September
2021



Survey and Interviews

Gathering insights by surveying and interviewing the partner NGOs. Building the workshop material based on the results.

Workshop

Formulating the workshop content. Demo sessions done with internal team to refine the presentation



September
2021

October
2021



Deliver

Deliver the virtual workshop. Present results of the online promotional campaigns

IndiaDonates Workshop

Questions Responses 54 Settings

DevPro | **INDIAdonates**
A movement to change lives
An Initiative of DevPro

Workshop on "Using Social Media for Social Good"

INDIAdonates intends to conduct a workshop on Using Social Media for Social Good, and your answers to this survey questions will help us and our expert resource person customise the module for the benefit of all.

Email *

Valid email

This form is collecting emails. [Change settings](#)

Name of the applicant *

Short answer text

Organisation Name *

The survey showed that most NGOs struggle with understanding the backends of the platforms and are unable to create digital assets to share with their audience. Hence, the workshop was designed to provide them with apps and third party platforms that are easy to use & also assist in producing and scheduling content.

Workshop Hygiene Checklist

- ✓ The workshop will be conducted bilingual fashion: English and Hindi
- ✓ Chat to ask questions
- ✓ If you lose internet connection, reconnect using the link emailed to you
- ✓ You will receive an email with this presentation and relevant links

Tweets us @indiadonatesid using #INDIAdonatesWebinar

Slide 2 of 41 | English (India) | Accessibility: Investigate

View the [PRESENTATION](#)

Digital Media Promotion

8

INDIAdonates- an initiative of DevPro
Sponsored -

COVID-19 has pushed millions to the brink of poverty, and even one square meal is a distant dream. But, YOU have the power to ensure they do not go hungry.

EVERYDAY THEY GO TO BED HUNGRY

CAN YOU FEED THEM?

#Foodforsurvival

INDIAdonates- an initiative of DevPro
Charitable organisation

[Learn More](#)

Sponsored -

Your small donation can help 100 of the most vulnerable & resource poor families of migrant workers in Bihar. Contribute today!

COVID-19 HAS PUSHED THOUSANDS OF MIGRANTS TO UNEMPLOYMENT.

HEARING IMPAIRMENT IS NOT A LEARNING DISABILITY, IT ONLY GETS DIFFICULT WHEN THEY CANNOT COMMUNICATE.

HELP US BREAK DOWN THESE BARRIERS

[DONATE NOW](#)

IndiaDONATES have joined hands with VAANI to ensure that children with hearing impairment can get a better future.

DID YOU KNOW?

EACH YEAR IN INDIA, **1,00,000** BABIES ARE BORN WITH **HEARING IMPAIRMENT.**

Out of which less than **1%** receive a quality education.

LACK OF LITERACY IS ONE OF THE MOST VITAL PROBLEMS IN INDIA, AND WE NEED YOUR HELP TO CHANGE THAT

INTERNATIONAL LITERACY DAY

37% illiteracy rate in India

Source: www.oxfamindia.org

Your support can help rebuild their lives

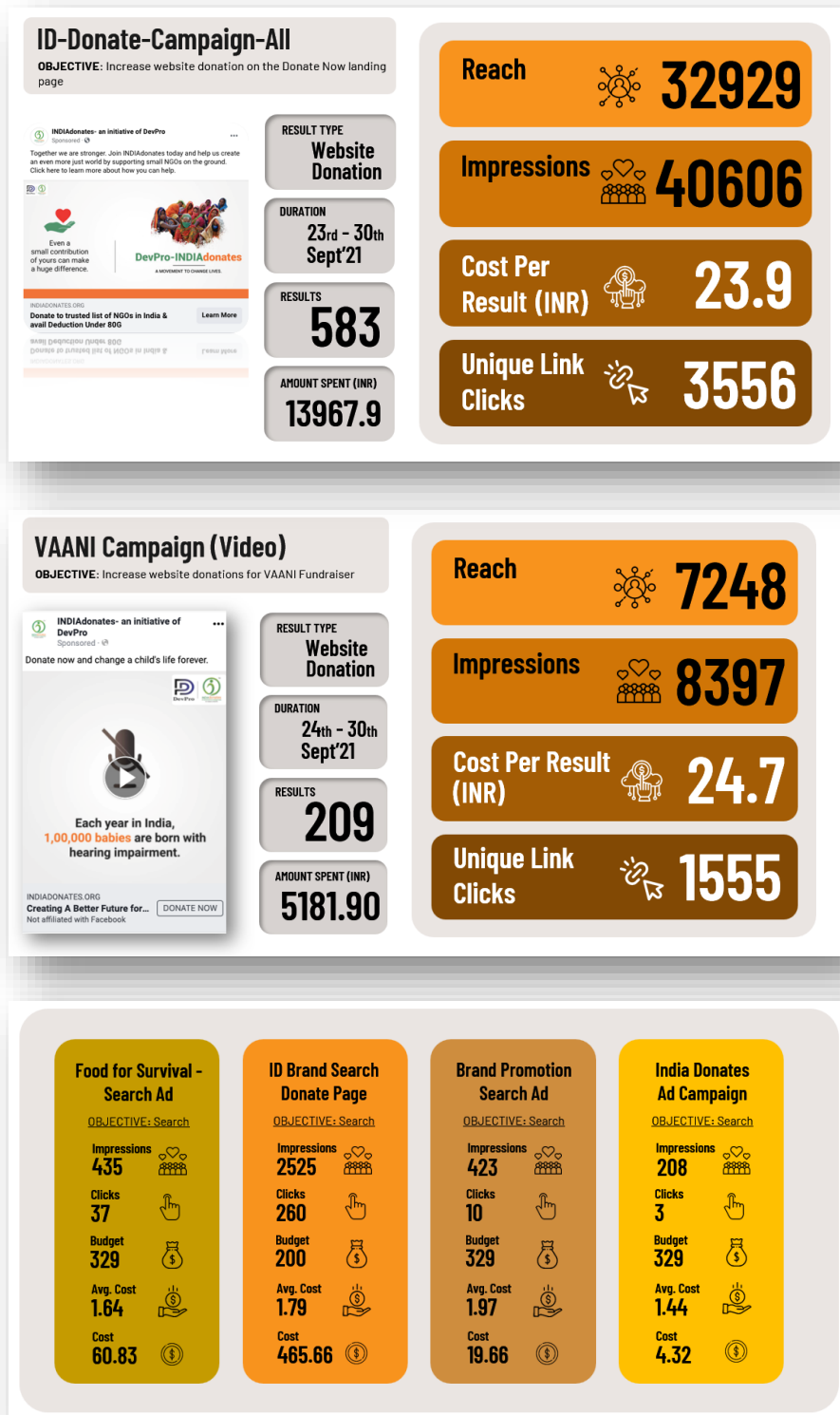
DO YOUR BIT TO HELP THE MIGRANT WORKERS

100 of the most vulnerable families will be able to get regular income

[DONATE NOW](#)

View the [Social Media Channel](#)

The promotional activities brought in donations and inquires but the results were far less and slower than expected. View the [FULL REPORT](#)



Reflections

The project had a very specific scope and expectation, which made it easy to form a linear strategy. Though in-depth research would have led to a more succinct action plan, the given timeline was very narrow, making a deeper inquiry impossible.



More exploration is needed on how NGOs function and their impact. A recent paper, "[Bridging the Gap Between Law & Society: The Role of NGOs \(2021\)](#)", defined their role as that of a pressure group, an enabler, and a social mediator. But how successful they have been in fulfilling those roles, has not been dug into. This lack of research made it difficult for me to formulate optimum marketing steps for the NGOs, hence a very superficial knowledge was used, leading to slower results.



In the preliminary research and development, I also came across an interesting research paper titled "[A Qualitative Research on NGOs' Use of Social Media in Çanakkale](#)" which I referred to when creating the survey questionnaire for the NGOs.

From this project, I could identify how non-profit organizations focus on immediate results, while ignoring that an impactful solution requires an extensive study.

believe in
 **karmahyundai**

Karma Hyundai

 **HYUNDAI**

Karma Hyundai

Karma Hyundai is an authorized Hyundai dealership based in the National Capital Region, India.

The dealership was launched in late 2019, but the lockdown in early 2020, hindered the reach and target that they were hoping to achieve.

OBJECTIVES

Leads & Awareness

1

Where

Every Hyundai dealership is given a specific area to target which generally is 10–15-mile radius from the showroom. Since outdoor advertising was not possible due to the pandemic, the only way to reach the audience was via digital media.

2

Whom

The first big challenge was to identify tools and platforms that could track the demography by their area, age, profession, and interests. Followed by understanding the gaps in user experience using current customer reviews and feedbacks.

3

How

The next step was to research the competition, conduct a SWOT analysis, and then build a coherent strategy to reach out to the audience. All the digital platforms and tools were created in accordance with the plan of action.

4

When

A timeline was set to launch the strategy, and for each campaign, a weekly audit was done to evaluate if the intended impact and results were being achieved. Wherever necessary, the strategy was tweaked.

Background Research

A brief research about the automobile industry in Delhi revealed fierce competition, particularly among local shops claiming to fix branded cars for far less than what dealerships charge.



Car Purchase Satisfaction Survey

Please answer the following questions so we at [Showroom name] can serve you better:

Are you satisfied with the overall buying experience at [Motor Dealer name]?

☐ Yes
☐ No

Is there any way we could improve our service? Please specify below.

What was the delivery time offered by [Dealer name]?

☐ Less than a week
☐ 1 - 2 weeks
☐ 2 - 3 weeks

Understanding the Audience

A short survey sent to customers via email and social media polls showed that the audience was willing to pay if the dealerships offered perks and good customer service.

Identifying the gaps

The company was focusing too much on gaining new clients while not giving enough value to existing customers.



Address & Re-dress

The strategy was to offer more to the existing customers with an exclusive Home Experience- wherein the customer can avail car maintenance at their home during the pandemic.

Virtual Showroom

An important part of the user experience was the Virtual Showroom. Once the user tries to access the showroom it will request to generate a unique code to login, giving us important data about of the demography. In the VR website, the users can click on any model in the showroom and the site will provide in-depth information about its features and price

http://www.website.com

believe in karmahyundai

Welcome To Karma Hyundai
VIRTUAL SHOWROOM

Please verify your details to enter the showroom

First Name

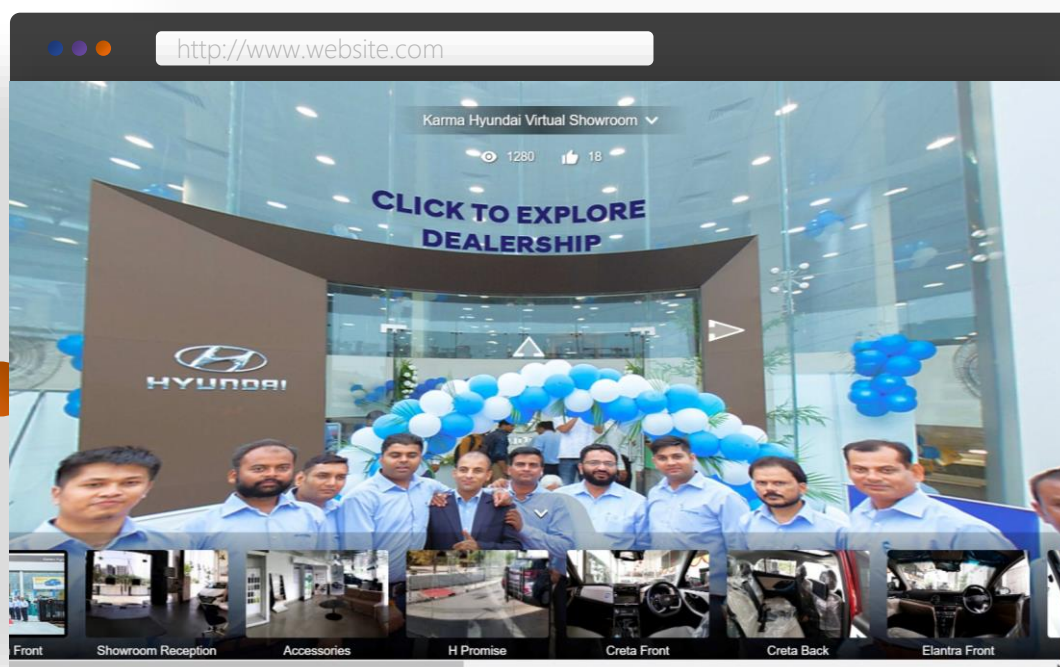
Last Name

Email

Mobile

Send OTP →

<http://virtualshowroom.karmahyundai.com/>



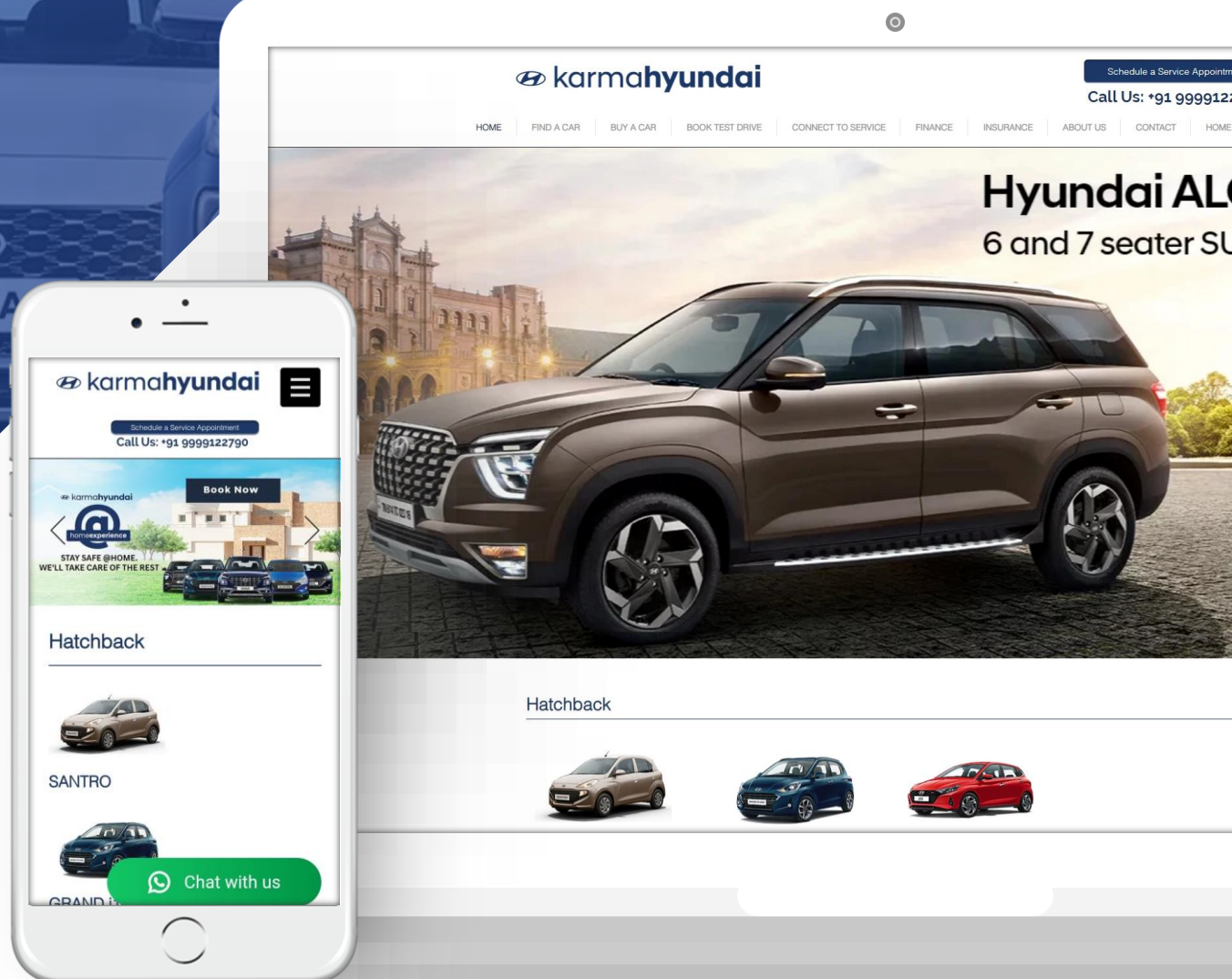
<http://virtualshowroom.karmahyundai.com/tour>

Dynamic Website

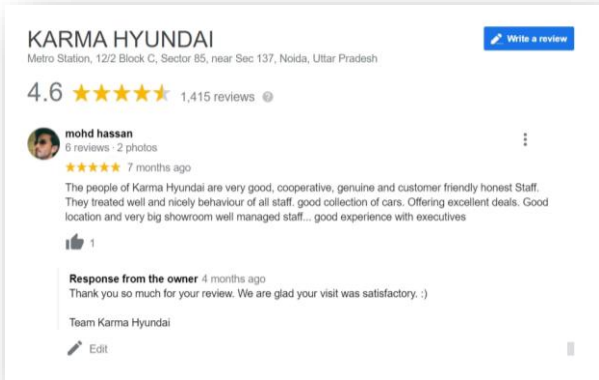
An easy-to-use optimized website was also launched with in-depth information about each model available at the showroom. The site also lists other unique services provided by the dealership.

A WhatsApp chat feature was connected to the site to make the company more accessible for the audience.

www.karmahyundai.com



Results

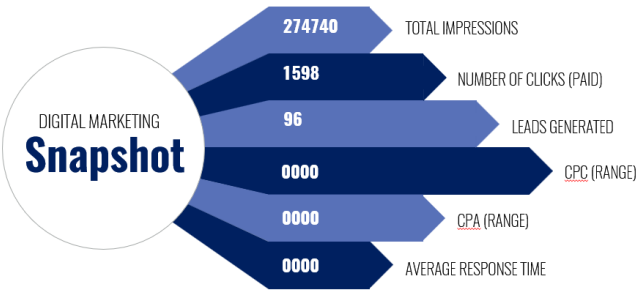
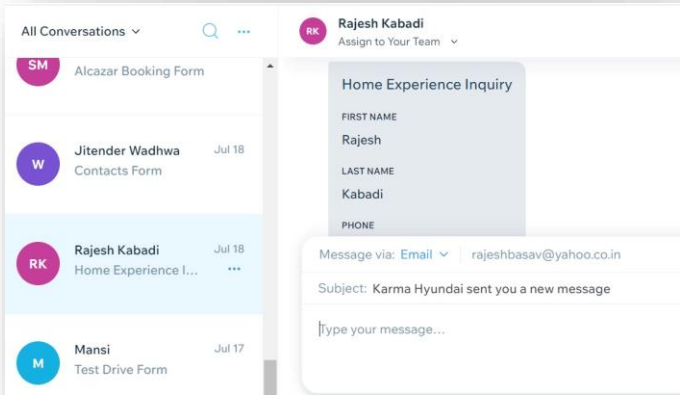


Better Client Reviews and Referrals

The company’s online rating got better. They even received referrals from customers

More website queries

Website queries rose from 5 per month to 44 in the first month. By the end of the campaigns company received over 100 queries a month



Increased number of leads

With consistent marketing initiatives, number of leads saw a huge surge. View the [FULL REPORT](#)

Reflections

Corporates structures are pre-defined and though it makes execution faster, efficiency is often compromised. Although I was able to deliver satisfactory results, my experience with this project was not so gratifying.



A recent study titled "AN ANALYSIS OF THE SLOWDOWN OF THE INDIA AUTOMOBILE INDUSTRY (2020)" and more such data from the initial research indicated that the automobile industry has been facing slower growth in India.

However, a discussion with the parent company (Hyundai) of the dealership revealed that they were still relying on older data and wanted to use the same to base current strategies on. The inability and reluctance of the company executives to understand and analyse preliminary research data caused a lot of disagreements, which delayed the project initially.



E K A N Y A



Women
Centric
Luxury
Clothing
Brand

EKANYA

This premium clothing brand postulates the idea of sustainable fashion. They provide employment to local artisans who use eco-friendly materials and fabrics. The company only intended to operate via online media and hence needed a strong plan of action to launch them.

Objectives

The primary goal was to raise awareness and generate leads, as well as to become an industry leader in sustainable fashion.



Increase
Sales



Achieve
Virality



Collaborations



Increase online
audience

Challenges

The initial industry research presented some key challenges and finding a solution to them would be quite an uphill task.



Competition

The Indian e-commerce market is the second largest market in the world after the USA. Not just this, it is also increasing at a steady rate of 10 to 15 percent.



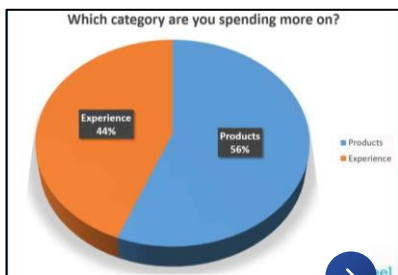
Online Presence

Digital Media is saturated with products and images, and to be able to organically connect with a niche that could be a loyal audience required more time.



Optimized Interface

Online shopping is all about user experience, and designing an interface that is optimized for every device in a short time seemed challenging.



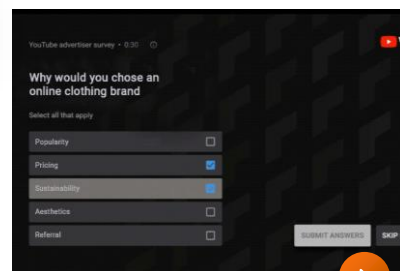
Email Surveys

We collaborated with online influencers who had massive female following and sent email surveys to their audience for insights



Social Media Polls

Social Media Polls on Facebook, Twitter, and LinkedIn were conducted to gather a general understanding of the preferred online shopping platform.



YouTube Survey Ads

A targeted survey was conducted using YouTube for the demography to understand their motivation of choosing a clothing brand.

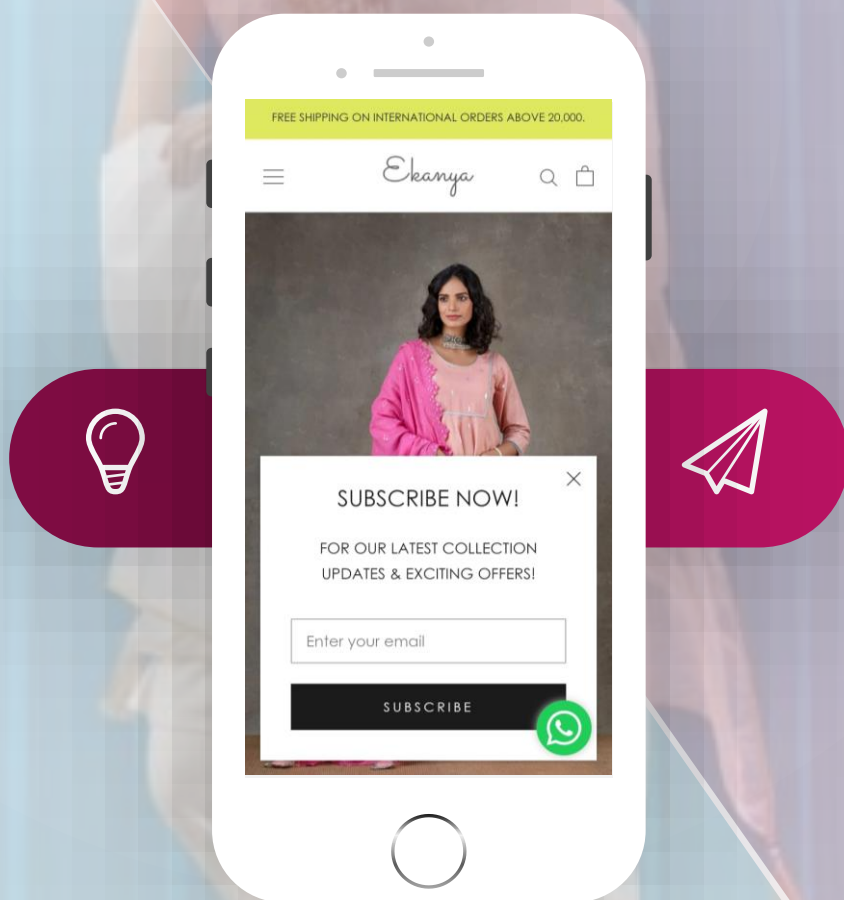
Getting Feedback

Understanding why the audience is choosing a brand, which platforms they prefer and what makes them stick to a brand was essentially in building a strategy. Hence a series of surveys and polls were conducted using email, social media and advertisements to gather more information.

ekanya.in

A Mobile Web App

According to the survey results, 56% prefer websites and 44% prefer mobile apps. Hence, it was decided to build a website optimised for easy mobile browsing.

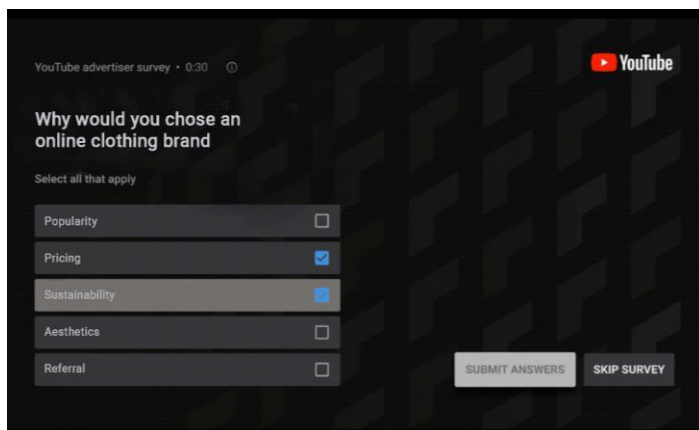


Minimalistic Interface

The images also showed that cleaner the design, more preferred by the audience. So, a minimalistic interface was designed using neutral colours.

[Check out the Social Media Channel](#)

The Project Phases



YouTube advertiser survey • 0:30

Why would you chose an online clothing brand

Select all that apply

Popularity	☐
Pricing	☒
Sustainability	☒
Aesthetics	☐
Referral	☐

SUBMIT ANSWERS SKIP SURVEY

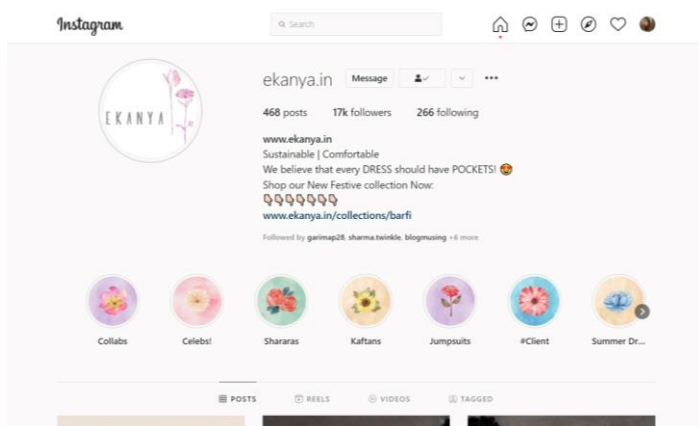
Phase 1: Research

The quantitative and qualitative research methods provided us with in-depth insights into the demography's mind. This helped us identify the gaps we needed to address and re-dress.



Phase 2: Road Map

Based on the insights, the road map had three major aspects: creating a clean, mobile-friendly e-commerce portal, involving influencers to review and promote products, and lastly, advertising.



Phase 3: Execution

The site was built using a third-party platform for faster delivery, all online platforms were used to share product manufacturing videos. Influencers' positive review videos were pushed to gather more credibility for the brand

Results

The biggest success in this project was being able to gather extensive data about the audience, which helped me in framing a more comprehensive strategy.



1.

Social Media Virality

Influencer collaborations got the brand instant virality. With 10,000+ followers gained within three months of the launch.

2.

Increase in leads and sales

The number of leads and sales were slow initially, but the company recorded profits within 6 months of the launch

3.

Collaborations with celebrities

The brand received several collaboration requests from celebrities.

Reflections

E-commerce has been quite extensively studied. With the availability of several relevant studies, I was able to form a succinct pathway and also make better predictions.

The following research studies were instrumental in building the methodology of gathering data and also provided great insights into the demography.

- ✓ An empirical study on online purchasing behaviour of women, 2017 (Pincha, Pareek and Lata)
- ✓ Exploring Women's attitude in Online Shopping-A review of Literature, 2018 (Salsabeel Nazir and Zia ul Haq)
- ✓ Analysis of Online Buying Pattern of Women Consumers with Reference to Apparels in India, 2018 (Chaudhary and Gowda)
- ✓ The State of the Ecommerce Fashion Industry: Statistics, Trends & Strategy, 2021 (Aaron Orendorff)
- ✓ Indian E-commerce Industry Analysis, 2021 (IBEF.org)

The key findings of the studies and survey data were

- **Indian women are apprehensive of the online mode of payments**
- **Women's shopping motives generally range from hedonic (for fun) to utilitarian (to solve a problem)**
- **Majority online shoppers in India are in the age range of 18 to 24**
- **During the pandemic clothing shopping online rose exponentially**

A strategy with these insights continue to give exponential benefits to the company. This project was a testament that a thorough inquiry could yield far-reaching results.



Thank You!