

## GOOGLE INDIA'S "DIGITAL UNLOCKED" CAMPAIGN REVIEW

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### **Abstract:**

Google India launched its "Digital Unlocked" campaign in 2017, aimed at helping small and medium-sized businesses in India to grow their online presence and leverage digital marketing tools to drive growth.

Keywords: Google, Digital Unlocked, Marketing campaign

### **Introduction:**

In 2017, Adobe India and Google India launched campaigns aimed at helping small and medium-sized businesses in India to grow their online presence and leverage digital marketing tools to drive growth. Adobe's campaign, "Adobe Digital Disha," was aimed at empowering small and medium-sized businesses to create their digital presence and market their products and services effectively. On the other hand, Google's campaign, "Digital Unlocked," aimed to provide free training and tools to help small businesses in India to build an online presence and reach new customers.

These campaigns were launched in response to the challenges faced by small and medium-sized businesses in India in establishing their online presence and reaching out to potential customers. The campaigns provided free training and tools to businesses, empowering them with the necessary knowledge and resources to leverage digital marketing tools effectively.

### **Background:**

As for the background of the company, Google India is a subsidiary of Google LLC, which is one of the world's largest technology companies. Google India operates as a sales and marketing arm of Google LLC in India, and offers a range of products and services to Indian customers, including search engine services, online advertising services, and cloud computing services.

In recent years, the Indian economy has been growing rapidly, and the small and medium-sized businesses in the country have been playing a crucial role in this growth. However, these businesses have been facing challenges in terms of establishing their online presence and reaching out to potential customers. According to a study conducted by Google and KPMG, only 32% of Indian small and medium-sized businesses had an online presence in 2017.

Before the "Digital Unlocked" campaign, Google India had already established a strong presence in the Indian market. However, it faced stiff competition from other technology companies, particularly in the area of digital advertising. According to a report by the IAMAI, Google was the market leader in the digital advertising space in India in 2017, with a market share of around 30%. However, it faced competition from other major players such as Facebook and Amazon.

**Problem:**

The problem faced by small and medium-sized businesses in India was that they were not equipped with the necessary digital marketing tools and techniques to establish their online presence and reach out to potential customers. Moreover, the lack of awareness and knowledge of digital marketing was a significant barrier to the growth of these businesses.

**Thought Process:**

The marketing teams of both Adobe India and Google India recognized the challenges faced by small and medium-sized businesses in India and decided to launch campaigns aimed at addressing these challenges. They recognized that by providing free training and tools, they could help these businesses establish their online presence and reach out to potential customers effectively.

**Solution:**

Adobe's "Digital Disha" campaign aimed to provide small and medium-sized businesses with a platform to create their digital presence through a series

of workshops and webinars. The campaign also included a competition where businesses could showcase their digital marketing skills and win prizes.

Google's "Digital Unlocked" campaign aimed to provide free training and tools to small and medium-sized businesses in India to help them establish their online presence and reach out to potential customers. The campaign included a series of online courses covering topics such as website building, search engine optimization, and social media marketing.

### **Marketing Strategy:**

The marketing strategy adopted by both Adobe India and Google India was based on the principle of providing value to their target audience. By providing free training and tools, they aimed to establish themselves as thought leaders in the digital marketing space and build a relationship of trust with small and medium-sized businesses in India.

Adobe's "Digital Disha" campaign was aimed at empowering small and medium-sized businesses to create their digital presence and market their products and services effectively. The campaign was launched with the objective of creating awareness about the importance of digital marketing and providing businesses with the necessary knowledge and tools to leverage digital marketing effectively. The campaign was executed through a series of workshops and webinars, where businesses could learn about the various aspects of digital marketing, such as social media marketing, search engine optimization, and content marketing. Additionally, the campaign included a competition where businesses could showcase their digital marketing skills and win prizes, which helped create a sense of engagement and excitement among the target audience.

Google's "Digital Unlocked" campaign aimed to provide free training and tools to small and medium-sized businesses in India to help them establish their online presence and reach out to potential customers. The campaign included a series of online courses covering topics such as website building, search engine optimization, and social media marketing. The courses were

designed to be self-paced, which allowed businesses to learn at their convenience. Additionally, the campaign included a mobile app that provided businesses with tools and resources to manage their online presence effectively. The app also included a feature that allowed businesses to connect with potential customers through Google My Business, a free tool that helps businesses manage their online presence across Google, including Google Search and Google Maps.

Both campaigns were executed through multiple channels, such as social media, email marketing, and influencer marketing. The campaigns were promoted through social media platforms such as Facebook, Twitter, and LinkedIn, where businesses could learn about the campaigns and register for the workshops and courses. Additionally, the campaigns were promoted through email marketing, where businesses received newsletters and updates about the campaigns. Influencer marketing was also used, where industry experts and influencers were invited to speak at the workshops and webinars, which helped create a sense of authority and credibility around the campaigns.

### **Expected Outcome:**

The expected outcome of both campaigns was to empower small and medium-sized businesses in India to establish their online presence and reach out to potential customers effectively. The campaigns aimed to increase awareness and knowledge of digital marketing tools and techniques among businesses in India and provide them with the necessary resources to leverage these tools effectively.

### **Final Outcome:**

The final outcome of both campaigns was quite positive. According to Google, the "Digital Unlocked" campaign trained over 1 million businesses in India, with 70% of these businesses reporting an increase in their digital presence. Similarly, Adobe's "Digital Disha" campaign was a massive success, with over 2,000 businesses participating in the competition, and many others benefiting from the workshops and webinars.

**Teaching notes:*****Objectives of the case study:***

The primary objective of this case study is to help students understand the importance of digital marketing in today's business environment and how companies can leverage digital marketing tools and strategies to drive growth. The case study also highlights the importance of understanding customer needs and expectations and how companies can use tools like the SERVQUAL gap analysis model to identify service gaps and develop better marketing strategies.

***Recommended course and level:***

This case study is suitable for undergraduate and graduate level courses in marketing management, digital marketing, and strategic marketing.

***Suggested teaching approach:***

The case study can be used as a basis for class discussion and group activities. Students can be asked to read the case study in advance and come prepared to discuss the following questions:

- What was the problem that Adobe India and Google India were trying to solve with their digital marketing campaigns?
- What marketing strategy did Adobe India and Google India adopt to address this problem? Was this strategy effective?
- Based on the SERVQUAL gap analysis model, was there a service gap in the strategy? Could there have been a better strategy?
- Do you think the campaigns were a failure or a success based on the final outcome? Why or why not?
- What can other companies learn from Adobe India and Google India's campaigns?

***Recommended class activities:***

- Group discussion: Divide the class into groups and ask each group to discuss the case study and answer the questions above. The groups can then present their findings to the class.
- Role-play activity: Divide the class into two groups - one representing Adobe India and the other representing Google India. Ask each group to develop a marketing strategy to address the problem identified in the case study. The groups can then present their strategies to the class and discuss the strengths and weaknesses of each strategy.
- Analysis of other digital marketing campaigns: Ask students to research other digital marketing campaigns and analyze their effectiveness using the SERVQUAL gap analysis model. Students can present their findings to the class and discuss what companies can learn from successful digital marketing campaigns.

**Key takeaways:**

- Digital marketing is a key tool for driving growth in today's business environment.
- Understanding customer needs and expectations is critical for developing effective marketing strategies.
- The SERVQUAL gap analysis model is a useful tool for identifying service gaps and developing better marketing strategies.
- Personalized support and additional tangible resources can help businesses establish their online presence and reach out to potential customers more effectively.

**Discussion of the Case**

Google India, a subsidiary of Alphabet Inc., launched its "Digital Unlocked" campaign in January 2017, with the aim of helping small and medium-sized businesses (SMBs) in India to leverage the power of the internet and grow their online presence. The campaign focused on providing a comprehensive training program to these businesses to improve their digital marketing skills, enabling them to reach out to a larger audience and drive growth.

The "Digital Unlocked" campaign was a part of Google India's larger initiative to help SMBs in India harness the power of the internet to grow their businesses. In 2015, Google India had launched a similar initiative called "My Business", which provided SMBs with a free online listing on Google Search and Google Maps. The "Digital Unlocked" campaign was an extension of this initiative, aimed at providing SMBs with a more comprehensive set of tools to help them build their online presence and drive growth.

The training program under the "Digital Unlocked" campaign was designed to be accessible and easy to follow, catering to a wide range of businesses with varying levels of digital marketing expertise. The program offered a range of online courses, in-person workshops, and other resources, all aimed at providing businesses with the skills and knowledge they needed to succeed online.

The online courses were hosted on the "Digital Unlocked" website and covered topics such as search engine optimization (SEO), social media marketing, content marketing, and mobile optimization. The courses were designed to be self-paced and interactive, allowing businesses to learn at their own pace and apply their learning to their businesses in real-time.

In addition to the online courses, the "Digital Unlocked" campaign also included in-person workshops, which were conducted in partnership with the Federation of Indian Chambers of Commerce and Industry (FICCI) and the Indian School of Business (ISB). The workshops were conducted in various cities across India and provided businesses with an opportunity to learn from industry experts and network with other businesses.

The "Digital Unlocked" campaign also offered other resources to businesses, such as a "Digital Starter Kit", which included a step-by-step guide to building a website, creating a business email address, and listing a business on Google My Business. The campaign also offered free ad credits for businesses to use on Google AdWords, enabling them to reach a wider audience and drive more traffic to their websites.

The "Digital Unlocked" campaign was well-received by SMBs in India, with many businesses taking advantage of the program to improve their digital marketing skills and grow their businesses online. The campaign helped SMBs to understand the importance of having a strong online presence and how to leverage digital marketing tools to drive growth.

In addition to helping SMBs, the "Digital Unlocked" campaign also helped Google India to strengthen its relationship with the Indian business community. The campaign showcased Google's commitment to supporting the growth of SMBs in India and positioned the company as a trusted partner for businesses looking to leverage the power of the internet.

According to a report by the Boston Consulting Group (BCG), the internet economy in India is expected to reach \$200 billion by 2025, with SMBs accounting for a significant portion of this growth. The "Digital Unlocked" campaign played a significant role in enabling SMBs in India to take advantage of this growth opportunity, helping them to reach out to a larger audience and drive more sales.

The success of the "Digital Unlocked" campaign also demonstrated the importance of digital marketing in today's business landscape. With more and more consumers turning to the internet to find products and services, businesses that have a strong online presence are more likely to succeed. The "Digital Unlocked" campaign helped SMBs in India to understand this, and equipped them with the tools and knowledge they needed to build a strong online presence.

The "Digital Unlocked" campaign also helped Google India to tap into the growing Indian market for digital marketing services. According to a report by the Internet and Mobile Association of India (IAMAI), the digital advertising industry in India is expected to reach Rs 23,500 crore (\$3.2 billion) by 2020, with SMBs accounting for a significant portion of this growth. By providing SMBs with free ad credits to use on Google AdWords, the "Digital Unlocked" campaign helped to increase awareness of Google's advertising platform among SMBs in India.



After the "Digital Unlocked" campaign, Google India reported an increase in sales of its advertising services to SMBs in India. The campaign helped to increase awareness of Google's advertising platform among SMBs, and many businesses signed up for Google AdWords accounts as a result. However, the exact sales impact of the campaign is not publicly available, and it is difficult to determine how it compared to the sales impact of other digital advertising platforms in the Indian market.

In the case of Adobe India and Google India's campaigns, it is unlikely that there was a significant service gap in the strategy. The campaigns were aimed at providing free training and tools to small and medium-sized businesses in India, which aligns with the dimensions of service quality identified in the SERVQUAL model. Specifically, the campaigns aimed to provide reliable and responsive service by offering high-quality training and tools that businesses could use to establish their online presence and reach out to potential customers. The campaigns also provided assurance by leveraging the credibility of Adobe India and Google India, which are well-known and respected brands in the digital marketing space. The campaigns also demonstrated empathy by addressing the specific needs of small and medium-sized businesses in India, which often face significant challenges in establishing their online presence and reaching out to potential customers. Finally, the campaigns provided tangibles in the form of tools and resources that businesses could use to manage their online presence effectively.

However, it is possible that there could have been a better strategy that the management could have adopted based on the SERVQUAL gap analysis model. For example, the campaigns could have included more personalized support for businesses, such as one-on-one consultations with digital marketing experts. This would have provided businesses with more assurance and empathy, as they would have had access to personalized support to address their specific needs. Additionally, the campaigns could have included more tangible resources, such as free advertising credits on social media platforms or access to premium digital marketing tools. This

would have provided businesses with additional resources to establish their online presence and reach out to potential customers effectively.

While it is unlikely that there was a significant service gap in Adobe India and Google India's campaigns, there could have been a better strategy that the management could have adopted based on the SERVQUAL gap analysis model. Specifically, the campaigns could have included more personalized support and additional tangible resources to help businesses establish their online presence and reach out to potential customers more effectively.

**Conclusion:**

Both Adobe India and Google India's campaigns were successful in addressing the challenges faced by small and medium-sized businesses in India in establishing their online presence and reaching out to potential customers. The campaigns provided free training and tools to businesses, empowering them with the necessary knowledge and resources to leverage digital marketing tools effectively. The final outcome of both campaigns was positive, with businesses reporting an increase in their digital presence and an overall improvement in their marketing efforts.

Google India's "Digital Unlocked" campaign - Google India launched a digital marketing campaign to help small and medium businesses learn about the benefits of digital marketing and how to use it effectively. The campaign included online training courses, social media posts, and events.

**SWOT analysis:**

**Strengths:**

Google is a well-known brand with significant reach, which could help the campaign reach a broad audience. The campaign focused on a practical skill that could benefit businesses in the long run.

**Weaknesses:**

The campaign may have been too focused on Google's services, which could limit its appeal to businesses using other platforms.

**Opportunities:**

**Threats:**

Google could expand the campaign to target specific industries that may benefit from digital marketing, such as retail or hospitality.

Competitors in the digital marketing industry could create similar campaigns, potentially diluting the impact of Google's campaign.

### **Conclusions:**

The success of the "Digital Unlocked" campaign has also led to the launch of similar initiatives by other companies in India. For example, Facebook India launched a program called "Boost Your Business" in 2017, aimed at helping SMBs in India to grow their businesses through Facebook advertising. Other companies such as Microsoft India and Amazon India have also launched programs aimed at supporting the growth of SMBs in India.

In conclusion, the "Digital Unlocked" campaign was a successful initiative by Google India to support the growth of SMBs in India through digital marketing. The comprehensive training program provided businesses with the skills and knowledge they needed to succeed online, and the campaign helped Google India to strengthen its relationship with the Indian business community. The success of the "Digital Unlocked" campaign has also had positive effects on the Indian economy as a whole, contributing to the growth of the digital advertising industry and enabling SMBs to take advantage of the opportunities offered by the internet economy. The "Digital Unlocked" campaign serves as an excellent example of how companies can use their resources and expertise to support the growth of SMBs and contribute to the growth of the economy as a whole.

The campaigns highlighted the importance of digital marketing in reaching and engaging with target audiences in the B2B sector.

The campaigns showcased the importance of highlighting practical benefits to potential customers, such as improving efficiency or data security.

The campaigns demonstrated the potential of webinars, social media posts, and events in reaching target audiences and generating interest.

The campaigns showed the need for differentiation and focusing on unique selling propositions to stand out in a crowded industry.

The campaigns provided insights into the marketing strategies of some of the top technology companies in India, which could be useful for businesses looking to develop their own marketing plans.

Overall, Google India's "Digital Unlocked" campaign was a strong marketing effort that helped to position the company as a partner and supporter of small businesses in India. The training program provided businesses with valuable resources to improve their digital marketing skills and online visibility, and the accessible and targeted approach helped to build positive brand associations for Google. However, competition in the space remains high, and Google may need to continue to differentiate itself from competitors and explore ways to reach more diverse audiences in order to drive continued growth and success.

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