

Digital Marketing Strategies of SendMe – A Food Delivery App

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Abstract

Food Delivery business has become synonymous with every household today. With the advent of technology, App based ordering of food has become widely popular. The space which is widely dominated by players like Zomato & Swiggy, we intend to discuss a start-up SendMe, which is gradually rising & making a name for itself in the markets of India & Lebanon. In this paper, we intend to study the different content marketing strategies followed by SendMe to compete & gradually grow in the last five years.

Introduction

Before deep diving into how SendMe has successfully created its content marketing strategies, let's understand the term "Content Marketing". Content marketing can be defined as creation & publishing of brand content on various platforms to engage and connect with the audience. Content marketing is a much broader term and many scholars have tried to define it. Baltes (2015) indicated that there is no universal definition of content marketing, however the author defined content marketing as "...the marketing and business process for creating and distributing relevant and valuable content to attract, acquire and engage a clearly defined and understood target audience- with the objective of driving profitable customer action". Though content marketing became a buzz word with the advent of technology & digital era, content marketing was firstly used as a marketing strategy by August Oetkar in 1891 by sharing recipes on the back of baking powder package. This was followed by John Deere in 1895 in their magazine "The Furrow" wherein he they didn't try to sell any equipment but provided business ideas & educated farmers on new farming technology. Jumping back to today's digital age, technology has made it much easier for brands to connect with its audience. Social media has come a long way & brands make sure to stay relevant & create trending content on their social handles. Marketers have always tried to come up with creative content in terms of flyers, newsletters, brochures, catalogues, infomercials. Today, the trending thing is using digitally

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created content as Inbound Marketing strategy to cater a large number of audience. This content is created on the lines of informing, entertaining, and engaging the users. (Inbound marketing is a brand management strategy used to promote an organisation via different digital modes such as eBooks, e-newsletters, whitepapers, SEO, social media marketing, blogs, podcasts, video and other such means of content marketing) Content can include a variety of media formats including images, texts, Gifs, videos, audios and even upcoming formats to create maximum impact. Today, the new age platforms are pushing brands to further come up with dynamic content. Be it YouTube shorts or Instagram reels, Tweets or direct mailers, the brand has to make content catering to all the social channels available. Also, with every brand trying to compete for creating its niche space, the successful ones are the ones that are able to engage with its audience through its posts, digital ads, tweets. Capturing viral trends & creating content accordingly & sharing it before it becomes obsolete is another challenge for brands. Gone are the days when a brand would require months to approve an advertisement. The dynamic nature of today's world has made sure that every brand has to capture the market trend and come up with such content accordingly. As per Rebecca Lieb (Author of Content Marketing), Content Marketing is not just the traditional way of advertising, wherein the messages were sent across to mass consumers. It is not a push but rather a pull strategy of marketing. It's all about posting relevant, educational, helpful, captivating, interesting, inspiring & entertaining content with the consumers. That's the importance that content has today.

Factors in India's growing popularity of India's online food delivery market are changing consumer lifestyles and eating habits. Adding to this are the hyperactive work lives and the increasing disposable incomes leading to most of them preferring to consume restaurant cooked food at discounted prices. Another important factor includes digitalization and the growing number of working women in India as a driving force for online food delivery platforms in India.

Now let us come to SendMe, the organisation was set up in 2016 as a mobile driven business solution providing a platform for customers, restaurant partners and delivery partners catering to their multiple needs. In the year 2021, they successfully launched the new and fresh idea about pickup and drop to easily transit consumers' items across multiple cities.

SendMe App is used in two major countries: India and Lebanon. A wide spectrum of business is promoted on SendMe which comprises of home-made, fast-food, ice-cream, restaurants, breakfast centres, bakeries, sweet & namkeen, vegetables & fruits, groceries and beauty products actively in Gujarat state in cities such as Daman, Vapi, Silvassa, Pardi, Valsad and Umbergaon. In Lebanon, SendMe App has been successfully promoting all the local products by the local farmers, along with the homemade items made exclusively at Lebanon to major countries across the world.

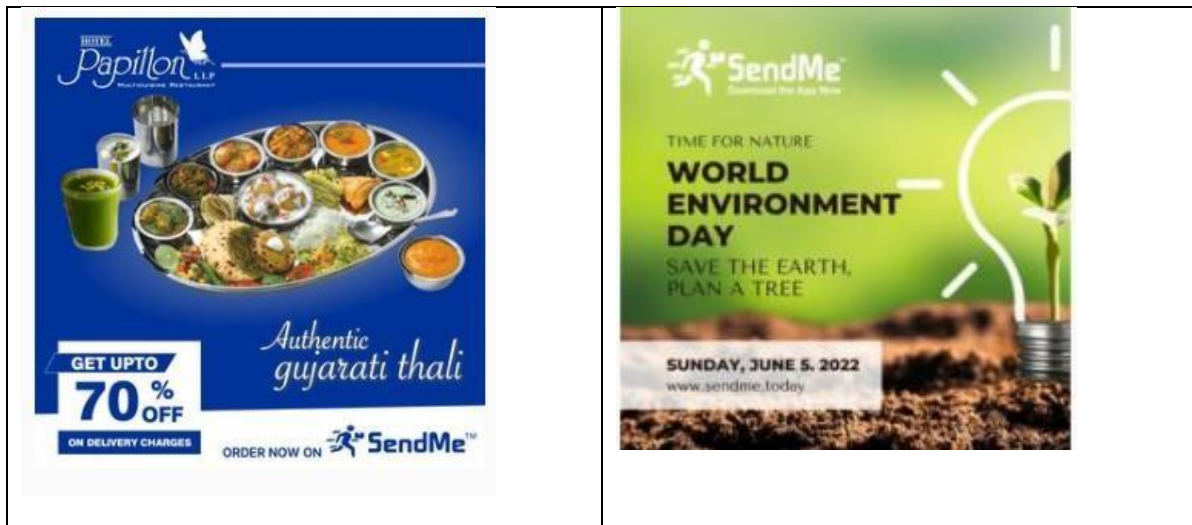
Marketing Strategies of Swiggy

SendMe has made its priority to cater in areas that are hardly tapped by bigger players like Zomato & Swiggy. One such area in India is Valsad district. Similarly, overseas, they have perfectly connected the local producers with the consumers. Let us study the different types of strategies that SendMe has used for different social channels.

Instagram Marketing

SendMe has a very unique approach for its Instagram platform. Rather than having a single page like most of the brands in this category, they have created multiple pages to cater different segments in various geographies. They also have customised content basis the segment. SendMe team has also focused to create more reels as it helps in capturing more audience attention & generate more followers. Another important strategy used is to share more content generated by their partner restaurants. This helps in promoting their partners as well.

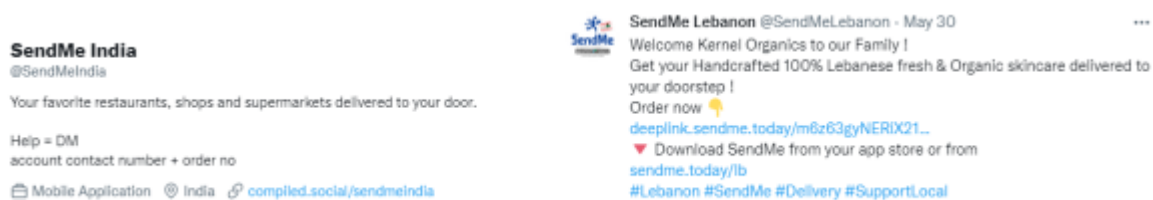




From the above illustrations, we can see how they promoted local restaurants, shared generic wishes & also have multiple pages for different geographies. Overall, this has led to 600+ posts & 2700+ Followers (all IG pages combined)

Twitter Marketing

SendMe took a while to join this platform & got active only years back (May 2020 onwards). Again, staying true to their core digital strategy, SendMe has three active twitter accounts, namely, SendMe India, SendMe Lebanon & SendMe – Deliveries & Take Away. Apart from promoting local partners, SendMe has used this platform as a helpdesk for its users.

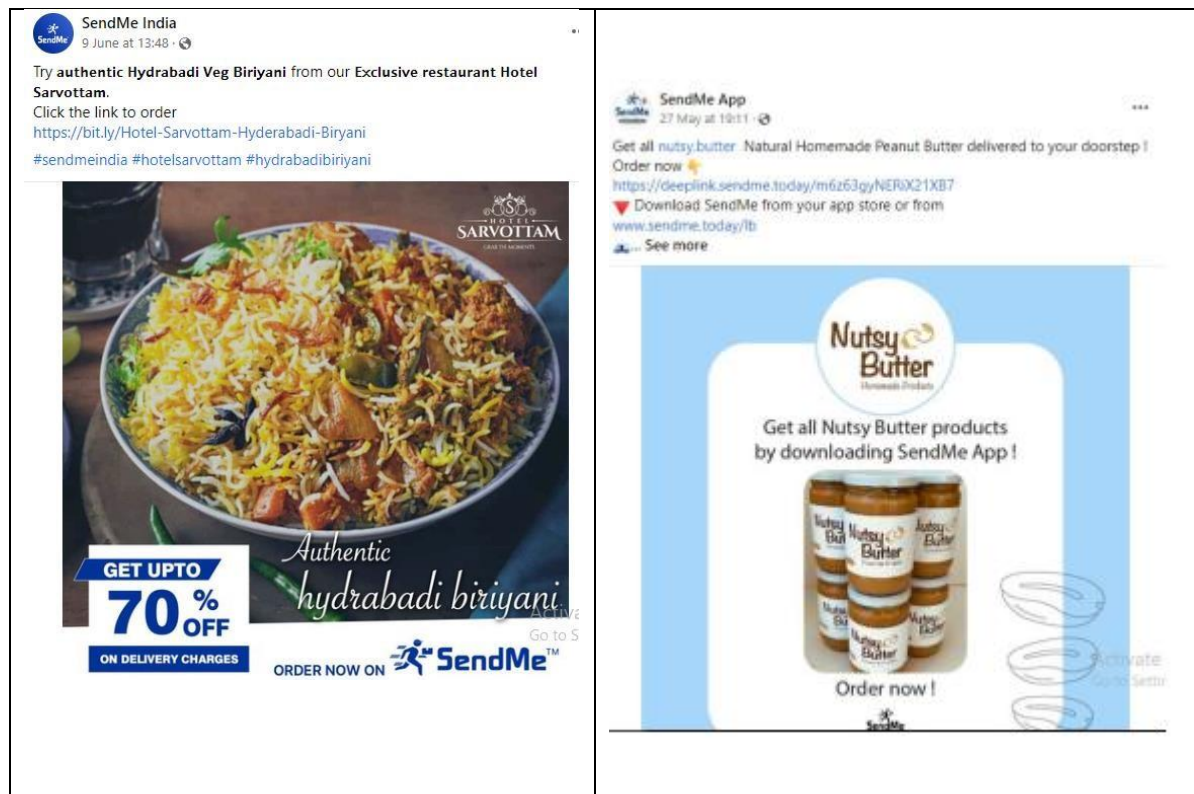


SendMe Twitter today has more than 3,500+ Followers & 900+ Tweets. As of today, only SendMe India & SendMe Lebanon pages stay active while Deliveries & Take Away page has been inactive since two years

Facebook Marketing

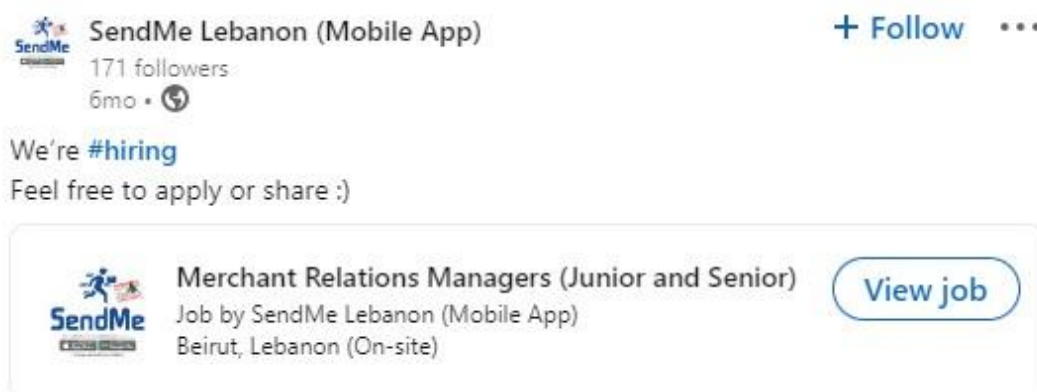
SendMe has two official Facebook pages for India & Lebanon. The type of content shared is similar to that of Instagram. We can say that they have synchronised their content strategies for both the platforms. The total page likes are 1800+ with 1500+ page followers. This lower

numbers as compared with other social handles can be attributed to the fact that most of their TG uses Facebook less as compared to Instagram & Twitter.



LinkedIn Marketing

SendMe has the most different strategy for this platform. Initially they did have a page for India, its inactive since inception. Currently, they have very active page on LinkedIn for their Lebanon partners. They have around 170+ followers. Also, the type of content shared is very different. Limited posts which look more professional suiting the platform.



Conclusion

SendMe is an upcoming player in the delivery domain. They have managed to create a good brand for itself in the target areas of South Gujarat in India & Lebanon. The way they started by delivering only food, today their delivery basket has increased manifolds. Also, they have successfully created many new partners and locals around. This coupled with their digital strategies have helped them become successful and sustain when we have giants like Zomato & Swiggy dominating the market. Though the competition is highly intense & it will only be increasing, the way SendMe is going ahead, it is sure to see more success & they should keep using digital media to the fullest & generate more content that connects Users with it.

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