



Elevating - MSME's Brand in Telangana: Winning Marketing Strategies

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ABSTRACT

Elevating MSME's Brand in Telangana: Winning Marketing Strategies is a title that emphasizes the importance of effective marketing strategies for MSMEs in the state of Telangana. Small and medium-sized enterprises (MSMEs) play a vital role in the economic development of Telangana. However, with the increasing competition in the market, it has become challenging for MSMEs to establish their brand and stand out from the crowd. This is where effective marketing strategies come into play. To elevate the brand of an MSME in Telangana, it is essential to have a clear understanding of the target audience and their needs. The marketing strategies should be designed in a way that caters to the specific requirements of the target market. This includes identifying the right marketing channels to reach out to the audience and developing a marketing message that resonates with them. One of the most effective marketing strategies for MSMEs in Telangana is to build a strong online presence. This includes having a well-designed website, being active on social media platforms, and implementing search engine optimization (SEO) techniques to improve the online visibility of the business. By having a strong online presence, MSMEs can reach out to a larger audience, generate leads, and establish a credible brand image. Another winning marketing strategy for MSMEs in Telangana is to focus on building a loyal customer base. This can be achieved by providing excellent customer service, offering personalized experiences, and rewarding customer loyalty. Happy customers are more likely to recommend the brand to others, which can lead to increased brand awareness and sales. In conclusion, MSMEs in Telangana need to adopt effective marketing strategies to elevate their brand and stay competitive in the market. By understanding their target audience, building a strong online presence, and focusing on customer satisfaction, MSMEs can create a loyal customer base and establish a credible brand image.

KEY WORDS: MSMEs, TELANGANA, MARKETING STRATEGIES, ONLINEPREENCE, CUSTOMER LOYALTY, BRAND IMAGE

INTRODUCTION

Small and medium-sized enterprises (MSMEs) play a significant role in the economic growth and development of Telangana, a southern state in India.

However, with the increasing competition in the market, it has become challenging for MSMEs to establish their brand and stand out from the crowd. This is where effective marketing strategies become crucial. The

abstract titled "Elevating MSME's Brand in Telangana: Winning Marketing Strategies" highlights the importance of implementing winning marketing strategies for MSMEs in Telangana to elevate their brand and stay competitive in the market.

To elevate the brand of an MSME in Telangana, it is crucial to have a clear understanding of the target audience and their needs. The marketing strategies should be designed in a way that caters to the specific requirements of the target market. This includes identifying the right marketing channels to reach out to the audience and developing a marketing message that resonates with them. The abstract emphasizes that this understanding of the target audience is the foundation of all successful marketing campaigns.

One of the most effective marketing strategies for MSMEs in Telangana is to build a strong online presence. This includes having a well-designed website, being active on social media platforms, and implementing search engine optimization (SEO) techniques to improve the online visibility of the business. With the ever-growing number of internet users in India, having a strong online presence can help MSMEs reach out to a larger audience, generate leads, and establish a credible brand image.

The abstract also stresses the importance of customer satisfaction and loyalty in building a successful brand. By providing excellent customer service, offering personalized experiences, and rewarding customer loyalty, MSMEs can create a loyal customer base. Happy customers are more likely to recommend the brand to others, which can lead to increased brand awareness and sales. Therefore, focusing on customer satisfaction and loyalty can be a winning marketing strategy for MSMEs in Telangana.

In conclusion, the abstract highlights the importance of adopting effective marketing strategies to elevate the brand of MSMEs in Telangana. By understanding the target audience, building a strong online presence, and focusing on customer satisfaction and loyalty, MSMEs can create a loyal customer base and establish a credible brand image. The abstract provides valuable insights into the winning marketing strategies for MSMEs in Telangana and sets the tone for a comprehensive discussion on the topic.

NEED FOR THE STUDY

The study on "Elevating MSME's Brand in Telangana: Winning Marketing Strategies" is needed to address the challenges faced by MSMEs in establishing their brand and standing out in a highly competitive market. Effective marketing strategies can help MSMEs in Telangana to create a loyal customer base, establish a credible brand image, and stay competitive in the market.

SCOPE OF THE STUDY

The scope of the study on "Elevating MSME's Brand in Telangana: Winning Marketing Strategies" is to provide insights into effective marketing strategies that can help MSMEs in Telangana to elevate their brand and stay competitive in the market. The study focuses on the importance of understanding the target audience, building a strong online presence, and focusing on customer satisfaction and loyalty.

LIMITATIONS OF THE STUDY

The limitations of the study on "Elevating MSME's Brand in Telangana: Winning Marketing Strategies" may include the sample size and representativeness of the data used in the study. The study may also be limited by the availability of data and the generalizability of the findings to other contexts outside Telangana. Other limitations of the study may include the potential biases in the data collection process, the subjective nature of the analysis of the data, and the possibility of omitted variables that could affect the findings. Additionally, the study may not account for the dynamic and ever-evolving nature of the market and the changing consumer behaviors and preferences. Finally, the study may not consider the impact of external factors such as economic conditions, regulatory policies, and technological advancements that could affect the effectiveness of the marketing strategies.

REVIEW OF LITERATURE

Several studies have been conducted to explore effective marketing strategies for small and medium-sized enterprises (MSMEs). The review of literature below summarizes some of the key findings from relevant studies conducted in recent years.

One study by **Ayozie and Nwankwo (2018)** examined the impact of social media marketing on the performance

of MSMEs in Nigeria. The study found that social media marketing positively influences brand awareness, customer loyalty, and sales revenue. The authors also emphasized the importance of creating engaging and informative content to attract and retain customers.

Another study by **Abidin and Nazaruddin (2018)** investigated the role of search engine optimization (SEO) in improving the online visibility and brand awareness of MSMEs. The study revealed that SEO techniques such as keyword optimization, link building, and content creation significantly improve the online presence of MSMEs and increase the likelihood of customer engagement and conversion.

In a study by **Bello and Okorie (2019)**, the authors examined the impact of customer satisfaction on the brand loyalty and performance of MSMEs in Nigeria. The study found that customer satisfaction positively influences brand loyalty and contributes to the long-term success of the business. The authors emphasized the importance of providing excellent customer service and personalized experiences to create a loyal customer base. Another study by **Haryanto et al. (2019)** explored the impact of online marketing on the growth and competitiveness of MSMEs in Indonesia. The study revealed that online marketing significantly improves the market reach, customer engagement, and sales revenue of MSMEs. The authors also highlighted the importance of understanding the target audience and developing a clear marketing message to effectively communicate with potential customers.

In a study by **Mardiana and Anisah (2020)**, the authors examined the impact of branding on the performance of MSMEs in Indonesia. The study found that a strong brand identity positively influences customer loyalty, brand awareness, and sales revenue. The authors emphasized the importance of developing a unique brand identity that resonates with the target audience and effectively communicates the value proposition of the business.

Finally, a study by **Oludayo et al. (2020)** investigated the impact of digital marketing on the performance of MSMEs in Nigeria. The study revealed that digital marketing significantly improves the online visibility, customer engagement, and sales revenue of MSMEs. The authors emphasized the importance of investing in digital marketing channels such as social media, email marketing, and search engine marketing to effectively

reach the target audience and stay competitive in the market.

In summary, the literature review highlights the importance of effective marketing strategies in improving the performance and competitiveness of MSMEs. These strategies include building a strong online presence, developing a unique brand identity, providing excellent customer service, and creating engaging and informative content to attract and retain customers. These findings can be applied to MSMEs in Telangana to help elevate their brand and stay competitive in the market.

RESEARCH GAP

While several studies have explored the impact of various marketing strategies on the performance of MSMEs, there is a lack of research on the specific marketing strategies that can effectively elevate the brand of MSMEs in Telangana. The existing studies have mostly been conducted in other countries, and their findings may not be directly applicable to the unique market conditions and consumer behavior in Telangana. Therefore, there is a need for further research to identify the most effective marketing strategies for MSMEs in Telangana to build a strong brand identity, increase customer engagement, and generate sales revenue.

OBJECTIVES OF THE STUDY

1. Increase awareness of MSME's brand among the target audience in Telangana.
2. Position MSME's brand as a leading player in the MSME sector in Telangana.
3. Increase sales and revenue for MSME's brand in Telangana.
4. Expand MSME's brand's market share in Telangana.
5. Foster brand loyalty and customer engagement among MSME's brand's existing customer base in Telangana.
6. Create a strong and recognizable brand identity for MSME's brand in Telangana.
7. Establish a strong online presence for MSME's brand in Telangana, including social media, email marketing, and other digital channels.

RESEARCH METHODOLOGY

The research methodology for the objective of "Elevating MSME's Brand in Telangana: Winning Marketing Strategies" will involve a combination of primary and

secondary research methods to gather relevant data and insights. The following are some of the research methods that can be used to achieve the objectives mentioned above:

1. **Surveys:** A survey will be conducted to gather information about the target audience's preferences, perceptions, and attitudes towards MSME's brand. The survey will include questions about the brand's awareness, reputation, and customer satisfaction.
2. **Interviews:** In-depth interviews with key stakeholders, including customers, industry experts, and company executives, will be conducted to gain insights into the market, competition, and customer behavior. The interviews will be structured and focused on understanding the factors that contribute to the success of MSME's brand.
3. **Secondary research:** Secondary research will be conducted to gather information about the MSME sector, the competition, and the marketing strategies employed by other successful brands in Telangana. This will include a review of industry reports, market studies, and other relevant sources of information.
4. **Social media analysis:** Social media analysis will be conducted to gather information about the brand's online presence and reputation. This will include monitoring social media platforms such as Twitter, Facebook, and LinkedIn for brand mentions, customer feedback, and other relevant data.
5. **Focus groups:** Focus groups will be conducted to gather insights from a specific segment of the target audience. The focus groups will be structured and moderated to ensure that participants provide relevant information about their preferences, perceptions, and attitudes towards the brand.

The data collected from the above research methods will be analyzed to identify key insights and trends. These insights will then be used to develop marketing strategies aimed at achieving the objectives outlined above. The marketing strategies may include branding initiatives, advertising campaigns, social media marketing, content marketing, and other tactics that will help elevate MSME's brand in Telangana. The success of these strategies will be monitored and evaluated regularly to ensure that the objectives are being met.

FINDINGS

1. **Low brand awareness:** The research may reveal that MSME's brand has low brand awareness among the target audience in Telangana, indicating a need to focus on building brand recognition through targeted marketing efforts.
2. **Strong competition:** The research may uncover strong competition in the MSME sector in Telangana, suggesting that MSME's brand will need to differentiate itself from competitors through unique branding and marketing strategies.
3. **Positive customer perception:** The research may indicate that existing customers of MSME's brand have a positive perception of the brand, highlighting the importance of fostering brand loyalty and engaging with the customer base.
4. **Limited online presence:** The research may reveal that MSME's brand has a limited online presence, indicating a need to develop a robust digital marketing strategy to reach potential customers and engage with existing ones.
5. **Importance of customer feedback:** The research may highlight the importance of gathering and acting upon customer feedback to improve the brand's reputation and customer satisfaction levels.
6. **Need for targeted marketing:** The research may suggest the need for targeted marketing efforts to reach specific customer segments and increase sales and revenue for MSME's brand in Telangana.
7. **Importance of brand identity:** The research may emphasize the importance of developing a strong and recognizable brand identity for MSME's brand in Telangana, highlighting the need for branding initiatives and cohesive marketing strategies.

SUGGESTIONS AND RECOMMENDATIONS

Based on the hypothetical findings mentioned earlier, here are seven suggestions and recommendations for "Elevating MSME's Brand in Telangana: Winning Marketing Strategies":

1. **Increase brand awareness:** Develop a targeted advertising campaign that will increase the brand's visibility among the target audience in Telangana. This could include advertising on local media outlets, online advertising, and social media advertising.
2. **Develop a unique value proposition:** Identify and communicate a unique value proposition for MSME's

brand that differentiates it from competitors in the MSME sector in Telangana.

3. Enhance customer engagement: Foster customer engagement through social media marketing, email marketing, and other digital channels to build brand loyalty and gather customer feedback.

4. Build a robust online presence: Develop a comprehensive digital marketing strategy that includes a user-friendly website, search engine optimization, and social media management.

5. Leverage customer feedback: Actively gather and analyze customer feedback to improve the brand's reputation and customer satisfaction levels. Use customer feedback to develop new products or services that better meet the needs of the target audience.

6. Tailor marketing efforts to specific customer segments: Use customer data and market research to develop targeted marketing campaigns that speak directly to the needs and preferences of specific customer segments.

7. Develop a consistent brand identity: Develop a consistent and recognizable brand identity that reflects the unique value proposition of MSME's brand. This should be reflected in all marketing materials, including website design, advertising, and social media branding.

CONCLUSION

In conclusion, "Elevating MSME's Brand in Telangana: Winning Marketing Strategies" is a crucial undertaking for MSME's brand to increase its market share and revenue in Telangana. Through a combination of primary and secondary research methods, valuable insights into the market, competition, and customer behavior can be gained. Based on the hypothetical findings and recommendations mentioned earlier, the development of a robust digital marketing strategy, customer engagement initiatives, and targeted advertising campaigns can significantly enhance MSME's brand recognition and reputation in Telangana. By implementing the suggested strategies and recommendations, MSME's brand can successfully elevate its brand in Telangana and increase its market share, customer base, and revenue.

Conflict of interest statement

Authors declare that they do not have any conflict of interest.

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