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Social Media as a Marketing Tool: A Case Study of Nestle India Ltd.

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ABSTRACT

The world has become a global village, which is because communication has become a lot stronger than it used to be through different digital platforms. There are so many mediums to communicate with the world now, and many keep evolving; it is hard to put a number to them. Social media is a powerful way for businesses of all sizes to reach prospects and customers. People discover, learn about, follow, and shop from brands on social media. Nestle in India is the prominent Brand to evolve itself as a best 'Social media Marketer' and leveraged the same opportunity. This paper demonstrates the role of social media in marketing of Nestle. Furthermore, this paper highlights the 'Social Media' strategies of Nestle in India as its revolutionary emergence and strong foothold in the Indian market by consistently offering the FMCG products. The study is based on Secondary & descriptive research design which is qualitative in nature.

Key Words: - Social media, Social media marketing, Marketing strategies, Nestle India.

1. INTRODUCTION

Internet, social media, mobile apps, and other digital communications technologies have become part of everyday life for billions of people around the world. Information technology develops rapidly and influences the behavior of many people. Everyone is dependent on the internet to connect with other people and to find the information quickly. This makes smartphones a necessity in their daily activities. Several applications such as online shopping, online transportation, and social media can be downloaded by smartphone users. Among many applications, social media is the most downloaded application. Social media becomes increasingly popular and attractive to be adapted by many business actors due to its low costs and minimum technical requirements. Since the beginning of the 21st century, the use of internet and social media has become a part of business strategy.

For business owners, social is a mean of two-way communication with consumers, to listen to consumer responses and to find out what they want. Companies use social media to gain benefits such as outperforming competitors, lowering costs, managing the operations more effectively, improving relationships with consumers, and improving company image.

In a country like India where there is so much competition in the industry already, Nestle has come a long way and has given its counterparts a run for their money.

This case study will examine how this mega-corporation in the Indian market has maintained a unique brand image for itself through innovative marketing campaigns and strategy that has created a strong brand connection among consumers even in this [increasingly digitized world](#).

2. BRIEF LITERATURE REVIEW

Kaplan and Haenlein [2010], social media is "a group of internet-based applications that is build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of User-Generated Content".

Strauss and Frost [2012], social media is defined as "online tools and platforms that allow internet users to collaborate on content, share insights and experiences, and connect for business or pleasure".

Larson and Watson [2011], who defined social media as the set of connectivity enabled applications that facilitate interaction and the co creation, exchange, and publication of information among firms and their networked communities of customers.

Wong [2012] in his research found that social media adoption has a positive impact on business performance.

Trainor et al. [2014] stated that the intensity of social-media use in business can have a positive and significant effect on business performance. The company is able to adapt to market needs and interact with customers more efficiently resulting in an increase in sales volume.

Research by Rienda, Fernandez, and Carey [2020] stated that there is a significant influence of social media adoption on business performance.

3. OBJECTIVES

- To understand the 'Social media marketing' strategies of Nestle India.
- To analyze role digital marketing campaigns of Nestle India.

4. RESEARCH METHODOLOGY

This study is based on descriptive research design which is qualitative in nature. The secondary data related to the specific keywords like 'Social media Marketing', 'Nestle India Ltd.', 'Social media as a Marketing', 'marketing strategies' etc. have been explored through the google search. Eventually, the online content and research papers (reputed journals) content is synthesized to arrive at the desired results and conclusion. The analysis has been divided into two parts as the first part is related to the conceptual understanding of 'Social media Marketing' and later one is related to digital marketing campaigns of Nestle India.

5. DATA ANALYSIS & FINDINGS

5.1 Social media marketing

5.1.1 Nestle Social media Marketing :

Get to know the brand identity behind Nestlé

Nestlé is a multinational food and drink processing corporation that is based in Switzerland. It is the biggest food company in the world, measured by revenue. According to its LinkedIn profile, the company has around 273,000 employees and factories or operations in almost every country in the world. Its main products include baby food, bottled water, breakfast cereals, coffee, teas, confectionery, dairy products, ice cream, frozen food, pet foods, and snacks. Its most well-known brands are Nespresso, Nescafe, KitKat, Smarty's, Nesquick, Stouffers, Vittel, and Maggi.

As the world's largest food and Beverage Company, Nestlé's marketing strategy has always been one step ahead. And they understood that the key behind digital success is creating value for customers.

In 2010, Nestlé went through a PR and social media catastrophe that was on everyone's lips at the time. But they didn't give up. They worked so hard on their social media strategy that the brand remained a major player in the food and beverage industry.

They managed to do that through a unified marketing strategy and a strong brand positioning. A significant role in this plays the logo and the slogan, which are easily recognizable.

Nestlé's social media channels

Nestle India has changed its marketing strategies according to the population, expectations, and lookout. Unlike other brands, it didn't wait for any golden opportunity to enter the social media market. Instead, it created its niche and came out from the bottleneck regions to become successful in its digital marketing strategies. From opening business profiles across social media channels to promoting their products and services through influencers, Nestle India has made a firm presence in the digital market.

According to the current statistics, Nestle India has approximately 95 profiles on various social media channels, like 36 Facebook profiles, six Instagram profiles, and 21 Twitter profiles. Due to such a remarkable variation, it has been able to influence the youth and teenagers of the country to try its products, put their faith in the brand, and maintain the online reputation at its optimal level.

- **Nestlé on Facebook**

With 11,624,391 followers, Facebook is by far the biggest social channel of Nestlé. One of the brand's objectives as part of their social media strategy was to improve their social channels, especially Facebook. And they succeeded! Nestlé shares posts related to what the brand is currently up to, its ongoing campaigns, and new product releases on this social platform. The brand also uses this channel to talk about its corporate social responsibility measures. Using an analytics tool like Social insider, you can evaluate a brand's performance on each social media channel.

- **Nestlé on Instagram**

Nestlé has 306,741 followers on Instagram and an engagement of 12K. The brand gained 3,011 new followers in the past six months, indicating that this platform's social media strategy pays off. Like Facebook, Nestlé's Instagram page is designed to announce campaigns, new products, or even competitions. Having separate social media profiles is very smart because it can help a brand organize its marketing campaigns more effectively and target the right audiences. Interestingly, even though Nestlé has many more followers on Facebook, the average engagement rate per post on Instagram was 0.169% in the past six months, compared to Facebook, where the average engagement rate per post was zero. So if you needed another confirmation, there you have it - people tend to engage more with a brand on Instagram than on Facebook.

- **Nestle on Twitter**

Nestle has also penetrated the Twitter market, with approximately 26.7 K followers. This number is something to be addressed and has yet to be generated overnight period with appropriate social media marketing strategies, compelling posts, advertisements about various campaigns, and product launches. So on, the brand has established a strong presence on Twitter. Its average interaction rate per tweet is approximately 0.009%, which is relatively higher than other brands in the FMCG market.

- **Nestle on YouTube**

Whether through in-video or pop-up ads, Nestle has used the YouTube channel, one of the best entertainment platforms in the world, to promote its products and services and maintain a cordial relationship with its existing and new customers. Although the success rate of YouTube channels is less than other social media channels, the growth is consistent and steady.

5.1.2 Nestle Digital marketing campaigns :

Nestle has rolled out several campaigns all these years but here are the few marketing campaigns that have left a lasting impression on the Indian audience. According to Nestlé, this campaign is built around the environmental threats of climate change. As a big corporation, the brand is committed to the cause, declaring to take actions in regeneration and thus helping the environment.

A Campaign for the Youth: Karne Se Hee Hona Hai

The [Covid-19 pandemic has changed a lot of things](#) for everyone, especially the millennials who were accustomed to doing certain things in a certain way.

This campaign by Nescafe was launched in July 2020 as India was preparing to come out of its series of lockdowns and begin life in the “new normal”.

Nescafe, in the above advertisement, encouraged the youth of the country to dream, act, and achieve their life goals.

And in the process, Nestle also highlighted to millennials that “*It all starts with a Nescafe*”. Thus promoting Nescafe and once again establishing that Nescafe plays a vital role in keeping the youth alive and fresh.

A Caring Campaign: Poora Poshan Poori Tasalli

Poora Poshan Poori Tasalli: This campaign was initiated by Nestle Ceregrow in 2019 targeting urban couples who had children between the age of 2-5 years.

In a country like India where parents pay a lot of attention to their child’s health and proper nourishment right away from the child’s birth.

Nestle very smartly portrayed how Indian mothers are worried about their child’s proper nourishment. The brand showcased its product and communicated that Ceregrow not only fulfils the child’s hunger but also provides the right kind of nutrients for the child’s immunity and overall development and nourishment.

You can watch this short 45-second video by Nestle Ceregrow which delivers the message beautifully and convinces urban parents why Ceregrow is a must-have for their growing toddler.

A Campaign for Maggi lovers: Meri Maggi

Meri Maggi has been one of the most successful mass campaigns led by any brand in India. The Meri Maggi campaign started with the motive to promote Maggi as a snack.

In this campaign, Nestle also encouraged its consumers to personalize Maggi as per their wants and taste and share it on social media pages to get featured on Maggi’s official Facebook page.

Nestle started posting pictures of Maggi with different captions to make it relatable for different sets of audiences. Be it a Pyjama Party or a Break after Long Lectures in the college, Maggi made sure it relates to everyone and at the same time creates a strong brand engagement.

6. FINDINGS

- Increase brand awareness
- Build engaged communities
- Sell products and services
- Drive traffic
- Measure brand sentiment
- Provide social customer service
- Advertise products and services to target audiences

- Track performance and adjust larger marketing strategies accordingly
- Direct Contact With Target Audience

7. CONCLUSION

It can be concluded that using social media in marketing does more than improve site traffic and increase your reach. It turns your business into a personality that your audience can communicate and connect with on a deeper level. Regardless of which platforms you use or how you use them, the most important thing to remember is that social media is not a platform to pitch your business.

For India, Nestle chose an emotional and inspiring image to go with, which has played very well for the company. Its consistent efforts in social media marketing and advertising are equally commendable and are one of the biggest hurdles for competitors to overthrow Nestle. Though there is rising competition, Nestle has remained on top for a long.

Over the years, Nestle has proven itself as a leader in the food and beverage industry with product innovation and innovative social media marketing strategies. It creates campaigns that are memorable, relatable, and share-worthy. As it is moving toward developing a solid presence in the future, digital marketing will play an essential role in the future growth of Nestle.

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