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## Lead Generation at Autovira Solutions LLP

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### ABSTRACT :

In the competitive landscape of advertising and mass media, Autovira Solution LLP is dedicated to delivering Advertising services for the automotive sector. This project focuses on driving lead generation through a strategic approach tailored to identifying and engaging decision-makers at automobile showrooms.

**Keywords:** Marketing, Advertising, Automobile, Services and Competitor Analysis.

The project has four key objectives:

- i. **Identifying Decision-Makers:** The first step is to identify key decision-makers at various automobile showrooms, who are responsible for making advertising and marketing decisions. This involves thorough research and direct engagement to compile a detailed list of potential prospects.
- ii. **Pitching Business Proposals:** Once identified, the next objective is to create and deliver tailored business proposals that meet the specific advertising needs of these prospects. These proposals are designed to align with the business goals of the showrooms, offering them compelling reasons to choose Autovira Solution LLP as their preferred advertising partner.
- iii. **Evaluating Advertising Requirements:** The project also involves evaluating and mapping the unique advertising requirements of each potential client. By understanding their specific goals and challenges, Autovira can develop customized advertising strategies that effectively address these needs and drive business results.
- iv. **Competitor Analysis:** Finally, a thorough analysis of competitors' offerings is conducted, including the vendors they work with. This analysis allows Autovira to position its services more effectively by highlighting its unique strengths and advantages over competitors.

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### Introduction :

The concept of lead generation at Autovira Solutions, an advertising agency in the automotive industry, revolves around systematically identifying and attracting potential clients interested in automotive marketing services. This process is essential for creating a steady stream of qualified leads who are likely to engage with the agency's offerings. Lead generation strategies include traditional outreach methods like field visit. The objective is to capture the interest of automotive businesses for Autovira's advertising services, collect their contact information, and nurture them through personalized marketing efforts, ultimately converting them into long-term clients.

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### Literature review :

Niemand, T., Kraus, S., Mather, S., & Cuenca-Ballester, A. C. (2020) explained in their paper that with a surge in communication channels increasing the complexity of today's media landscape, companies face new challenges concerning the allocation of their advertising budget. As consumers become increasingly more autonomous in gathering information from the channels, they deem most suitable, they encounter several touchpoints on their customer journey. Marketers struggle with the assessment of channel effectiveness. Despite a rise in research on the topic of attribution, findings and methodology vary greatly regarding variables and outcomes. The question of how to determine suitable attribution modelling that optimizes advertising effectiveness thus remains unanswered. This article aims at assessing which factors influence channel effectiveness in the context of high-involvement goods. Based on a unique dataset from a multinational car manufacturer, a Structural Vector Autoregressive model has been formulated revealing channel interactions, lagged effects of advertising and conversion funnel stages as being highly influential factors concerning channel effectiveness.

Banerjee, S., & Bhardwaj, P. (2022) written in their paper that Firms engaged in personal selling in business and retail markets tend to invest substantial portions of their marketing budgets on lead generation through marketing agents and conversion by sales reps. However, such an arrangement of marketing-sales interface has often been found to be inefficient due to the multi-channel attribution problem. We use analytical models to find optimal sales compensation designs to solve the multi-channel attribution problem. Findings suggest that contracts involving revenue incentives, lead qualification, and sales autarky leave a gap between the first-best and the achieved profit due to budget balance, costs of lead qualification, and the sales force's lack of specialization in marketing, respectively. An increase in risk aversion favors sales autarky and lead qualification contracts over the revenue

incentive contracts while an increase in overall uncertainty favors lead qualification. A certain type of contest (or stack ranking-based pay) achieves first-best profit when uncertainty is moderate.

**Lokhande, M. A., & Rana, V. (2023)** drafted in their paper that in today's competitive era the word 'Strategy' is very crucial for all business organizations. Presently organizations started realizing that customer centric and aggressive marketing strategies plays vital role to become successful leader. Though globalization has opened the doors of opportunities for all, the market is still crowded with some unknown risks and lot of competition. Because of this competition, a marketing strategy must aim at being unique, differential-creating and advantage-creating. To obtain unique and differential advantage, an organization must be creative in its marketing strategy. Today due to innovative marketing strategies Maruti Suzuki has become the leading & largest seller of automobiles in India. Company has adopted various Brand positioning, Advertising, Distribution strategies to capture the market. Maruti's few unique promotional strategies include Teacher Plus Scheme, 2599 scheme, Change your life campaign. The objective of this paper is to focus on various marketing strategies of Maruti Suzuki India Ltd.

**Gaurav, K. (2023)** documented in their paper that with growing number of organizations offering wide range of choices across the industry made today's market more competitive than ever before. Fuelled with LPG (Liberalization, Privatization and Globalization), the entry of multinationals encouraged the domestic organizations to move from sellers' driven marketing to buyers' driven marketing approach. Cultivating customer loyalty is often considered as the key driver for organization's long term sustainable marketing success. Of late, Relationship Marketing has emerged as one of the most powerful marketing tools to cultivate customer loyalty, interaction and long-term engagement. Now a day, Organizations across the industry are depending upon relationship marketing to broaden their market share by strengthening customer relationships and building customer loyalty. Taking evidence from Indian Automobile Industry, this study is intended to empirically investigate the impact of relationship marketing on customer loyalty.

**Greuner, M. R., Kamerschen, D. R., & Klein, P. G. (2022)** articulated in their paper that Is advertising anticompetitive? One school of thought in industrial economics holds that advertising increases profits and reduces consumer welfare by creating spurious product differentiation and barriers to entry. Another school focuses on the informative character of advertising, claiming that advertising makes markets more competitive and reduces profits by supplying consumers with information about price and quality. We distinguish these views by examining the effect of advertising on competition in the US automobile industry. We ask if advertising increases or decreases profitability, controlling for market structure and other factors affecting demand. We find that these firms cannot increase their profits above normal levels by increasing their advertising expenditures. This evidence supports the view that advertising serves primarily to transmit information, not to create entry barriers.

**Roux, T. (2023)** clarified in their paper that Car advertising is new and unique form of Out-of-home advertising and presents a unique opportunity for advertisers to reach a variety of targeted audience profiles. This study explores the effectiveness of car advertising from the perspective of Generation Y consumers. The target audience comprises students between the ages of 18 and 30 years at two of the largest residential universities in South Africa. Convenience sampling was used and a total of 400 questionnaires were completed. The results indicated that there is a positive correlation between recall and attention paid to car advertising; between attitudes towards advertising on cars and the recall thereof; and consumer's general attitude towards advertising and their attitude towards car advertising. It also revealed that car advertising is far from being unnoticed by Generation Y, who, in fact, accepted it better than was anticipated. The findings also implied that the medium is more effective when respondents' have a more positive attitude towards advertising in general.

**Bagga, T., & Gupta, D. (2021)** noted in their paper that the central idea behind this paper is to ponder on the fact that how is Internet Marketing is being widely used as a tool in the Automotive sector in India for imparting mass scale knowledge of their products and for large scale promotions. These days Automotive companies face survival challenges in the market, especially India with quite a large number of potential buyers. Thus, Internet Marketing comes handy when it comes to selling of brand ideas and concepts. The paper deals with statistical study enlisting information about vigorous promotional activities on social media by different Automobile manufacturers. It focuses on how three different automobile companies with different origins practice Internet Marketing for sales and promotions of their product. It shows the comparison between German manufacturer Volkswagen, South Korean manufacturer Hyundai and French manufacturer Renault. The main reason for choosing these companies is because of all the three having different origins. So to learn how the three different originating companies practice Internet Marketing in India, the German, French and South Korean Manufacturers were chosen. Moreover, these three companies are quite popular in India as a large volume of their vehicles can be seen on the roads. These companies product are in a good demand too.

**Maheshwari, P., Gupta, A. K., & Seth, N. (2022)** authored in their paper that The automobile industry in India is highly competitive and technology-driven. In such an aggressive business scenario, ensuring the success of an advertisement campaign is critical for a company's success as huge advertisement budgets are involved. The purpose of the study is to recognize specific drivers of effective advertising for the Indian automobile sector in the context of print media using a qualitative research approach. A structured Delphi technique was implemented to identify specific drivers of effective advertising for the automobile sector. 32 drivers of effective advertising are narrowed down and refined through a structured Delphi to finalize specific 13 drivers of effective advertising for the Indian automobile sector in the print media context. Recognition of 13 specific drivers of effective advertising will help advertisers and marketing managers to be focused while designing advertisement campaign in the Indian print setting. It will also ensure formulation of effective media and message strategies which will lead to long-term business growth for the Indian automobile manufactures. The study demonstrates how a qualitative research tool, viz., Delphi technique can be successfully used to investigate the dynamic field of advertisement effectiveness

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**Objectives :**

1. Identify key decision-makers at automobile showrooms and create a list of prospects.
  2. To pitch business proposals to potential customers.
  3. To evaluate and map the advertising requirements of potential clients and align with their business goals.
  4. To conduct a comparative analysis of the service offerings provided by Autovira Solutions against those of its key competitors in the market
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**Project Details :**
**1. Identifying Key Decision-Makers at Automobile Showrooms:**

- **Objective:** Identify and compile a list of key decision-makers at automobile showrooms across commercial vehicles, passenger cars, and two-wheelers.

**Data Collection:**

- Utilized Google My Business profiles to gather initial contact information and details about various automobile showrooms.
- Extracted data such as business names, addresses and phone numbers.
- Create Data Sheet for visit based on Area of Showroom dividing in segment like Pimpri Chinchwad, Swargate, Ambegaon, Satara Road, Pune City, Etc.

**Onsite Visit:**

- Conducted onsite visits to automobile showrooms to Meet Decision Makers.
- Engaged directly with Reception/showroom staff to identify decision-makers and requested for Meeting.

**Data Compilation:**

- After Successful meeting created a detailed and verified database of contacts, including names, Decision Maker Job Role, phone numbers, email addresses, and Requirement of business, segmented by showroom type for targeted outreach.

**2. Pitching Business Proposals:**

- **Objective:** Developed and presented tailored business proposals for advertising services to decision-makers at automobile showrooms based on their specific needs and upcoming initiatives.

**➤ Proposal Development:**

- Designed segment-specific proposals focusing on:
- **Commercial Vehicles:** Proposed strategies for product launches, van campaigns, and targeted B2B advertising to reach fleet buyers and businesses.
- **Passenger Cars:** Suggested comprehensive event marketing campaigns, including Product launch events and promotional activities to drive consumer engagement.
- **Two-Wheelers:** Suggested proposals for a combination of advertising strategies including van campaigns, event promotions, product launches.

**➤ Onsite Meetings:**

- Presented these customized proposals during onsite visits to showrooms, allowing for direct interaction with decision-makers.
- Tailored each presentation to address the specific needs and goals of the showroom, incorporating feedback received during these meetings.

**➤ Follow-Up:**

- Engaged in follow-up communications to refine proposals, answer any additional questions, and build strong relationships to secure advertising opportunity for Autovira Solution.

**3. Evaluating and Mapping Advertising Requirements:**

- **Objective:** Assess and align the advertising requirements of potential clients based on their suggestions during onsite meetings to ensure alignment with Autovira Solutions' offerings.

**➤ Client Consultations:**

- Engaged in detailed discussions with showroom decision makers eg. Marketing managers or heads during onsite visits to understand their advertising needs and business objectives.
- Analyzed the feedback and suggestions provided by decision-makers regarding their advertising requirements.

**➤ Needs Mapping:**

- Mapped out the advertising needs as per the suggestions provided by decision-makers:
- **Commercial Vehicles:** Focused on Naka Launch, Product Launch, Van Campaign and Market yard Activity.
- **Passenger Cars:** Emphasized digital marketing, Product launch, Corporate IT Park Marketing Activity and In-Showroom Promotion.
- **Two-Wheelers:** Suggested Van Campaign, Society Marketing Activity, Mall Marketing Activity and a huge encourage for social media campaigns as per the feedback received.
- Developed tailored advertising solutions that aligned with each showroom's goals and Autovira Solutions' service offerings, ensuring a customized approach based on the client's needs.

#### 4. Analyzing Key Competitors' Offerings:

- **Objective:** Analyze competitors' advertising services based on insights obtained from decision-makers during onsite meetings to benchmark Autovira Solutions' Advertising offerings.
- **Competitor Insights Collection:**
  - During onsite meetings, gathered information from decision-makers about their experiences with competitors and their service offerings.
  - Asked specific questions about competitors' advertising strategies, and service quality to gain a comprehensive understanding of the competitive landscape.
- **Competitor Analysis:**
  - Analyzed the collected insights to assess how competitors' offerings compared to those of Autovira Solutions.
  - Evaluated aspects such as advertising methods, service packages, and client satisfaction based on feedback received from decision-makers.
- **Benchmarking and Recommendations:**
  - Identified areas where Autovira Solutions could differentiate itself or improve based on competitor insights.
  - Provided recommendations for enhancing Autovira Solutions' competitive position, such as providing advertising services to prospect customer as per their need of requirement where the chances of success of advertising is very high and return of investment to showroom in terms of sales is exponential.

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#### Limitations :

- **Incomplete Data Coverage:**
  - Despite efforts to gather comprehensive data from Google My Business profiles and through onsite visits, some decision-makers may have been unavailable, resulting in incomplete or outdated contact information.
  - Certain showrooms, especially smaller or more remote locations, may have been overlooked, leading to gaps in market coverage.
- **Limited Onsite Access:**
  - Not all showroom staff or decision-makers were readily available for meetings during onsite visits. This led to reliance on secondary contacts, such as Marketing Manager, which may have introduced delays or inaccuracies in identifying the correct decision-makers.
- **Time Constraints:**
  - The duration of the project was limited to two months, which restricted the depth of follow-up interactions and the ability to build more robust relationships with decision-makers. As a result, long-term business development opportunities may not have been fully realized.
- **Competitor Data Reliability:**
  - The analysis of competitor offerings was based on feedback from decision-makers, which may be subjective or incomplete. Limited direct access to competitors' internal strategies and actual advertising performance reduces the accuracy of the competitive benchmarking.
- **Generalization of Proposals:**
  - While efforts were made to tailor proposals for different segments (commercial vehicles, passenger cars, two-wheelers), there may be variations in specific showroom needs that were not fully captured, leading to less precise advertising solutions for certain clients.
- **Changing Market Dynamics:**
  - Advertising requirements may change rapidly, especially in a competitive and evolving market like the automobile industry. The insights gained during the project may become outdated if follow-up engagement is not maintained.

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