

# Need for **MARKETING CONSULTING IN 2021**



**PAWAS JAIN**

Founder & CEO of The TBC Group

Content Support by Lucky Raghuvanshi



## INTRODUCTION

It's the year 2021 and we can agree that something which has gained centre stage is Marketing, or to be precise, digital marketing. Marketing involves undertaking plans to project a certain image for a brand, company, and its products. If you believe marketing is all about selling your products, gaining the number of customers, or consider it to be a one-way street, it's high time you change your worldview. Marketing has the human perspective in the middle of all its operations, without which it could be pretty redundant. Suppose there's a product being developed, herein marketing actually begins when questions related to how the product will fit into the consumers' lives, their needs, its accessibility - pop up.

# DIGITAL MARKETING

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Though digital marketing has been present for a long time, its growth has expedited due to the pandemic. Social distancing has shifted major human interactions online which has led to traditional marketing becoming ineffectual. The pandemic has been a major compeller in traditional companies shifting their operations virtual which is practically better in many aspects. Digital marketing is efficient in terms of cost and time, better and faster to reach out, and has a touch of personalisation; all of which has made this shift effortless.

Gone are the days when brands used exaggeration as a tool to market or sell their products, the present day consumers are more aware than ever and cannot be deceived, and rightly so. The consumers can research about every available product and grasp an in-depth knowledge about it. Internet and social media has been of great advantage to the consumers, but with some downsides as well. With increasing awareness, there is also the spread of disinformation, fake news because of the availability of huge amounts of data and its open accessibility which could prove harmful for any particular brand, product, or company.

This has rendered traditional marketing alone insufficient. New-age marketing involves researching into the potential market, acquiring deep knowledge about consumer behaviour, intensive engagement with the target audience; not once, but as a constantly evolving process.

Consumer behaviour is so unpredictable that it is probably changing as you are reading this. Since consumer needs are so unique and human, they require specialised marketing, specifically focused and tailored to suit a wide variety of needs, likes, and wants. That is where Marketing Consulting comes in.

# Need for **MARKETING CONSULTING**

Marketing consulting firms emphasize on human-centred design as a major tool in application:-

- **To develop marketing campaigns-** this involves undertaking research to identify the target audience, setting campaign goals and designing the steps ahead.
- **Research trends-** trends are crucial in marketing because they are continuously changing and if you don't keep up, your marketing efforts become obsolete.
- **Build meaningful relationships with clients and maintain them-** in the 21st century, the approach which works best is customer-centric. There needs to be constant interaction to keep the customer satisfied because only then you can aim to build the community.
- **Necessary analysis-** making productive inferences and insights about your products and its effect on the audience is necessary to ideate about the next steps. Analysis also involves identifying biases or problems which might arise during implementation of any process.
- **Flexible approach-** Marketing consultancy adopts a varying approach by using different mediums for audience engagement and does not allow rigidity to foster.
- **Brand image-** Most importantly, in this era of fake news, myths, and where anything goes viral, marketing consulting helps in projecting an image which is true while empathizing with your audience well enough to gauge their problems and needs.



There is an immense amount of data to tap into for effective marketing. Narrow strategies have ceased to exist and usage of multiple mediums and channels to explore marketing is the need of the hour. Successful and effective marketing will continue to involve focused targeting instead of adopting a generalised approach for which consulting firms are of utmost importance. The competition is rapidly growing, the only means available is to go all out and make use of all the tools available at your disposal which could be best utilised through marketing consulting.





29 years old Chartered Accountant from Jaipur, Pawas Jain is the Founder and CEO of The TBC Group, which owns multiple business verticals, the prominent face being TBC Consulting, one of India's fastest growing Marketing Consulting companies.

He has created, conceptualised and scaled up 4 media platforms in his previous experiences and raised funding for his first startup at the age of 21.

Now, TBC Consulting works with leading brands and startups across the country on brand building, marketing and content production. TBC Consulting has consulted over 75 brands over a period of 4 years on marketing and content. It was recently awarded as Top 20 Startup Consultancy Companies of 2018 by Silicon India Magazine, and has recently expanded its footprints in London, Qatar and New York.

The company owns multiple other business verticals such as TechSamvad, LivUp, Shuttle Hawks, Indian Chai Company, across different domains and sectors.

Pawas currently mentors over 15 startups in VR / AR, Education, Finance and Media domains. He has invested in 6 startups across Gaming, EdTech, FinTech, Media and Mobile Apps

Pawas Jain is also the author of 'The First Time', a bestselling novel about a startup founder and challenges of entrepreneurship

 /in/pawasjain

Mobile Number: +91 9799384878  
E-mail: pawas@thebrandcocktail.in