

paytm



MEET OUR TEAM



SHREYA LAPASIA



STUTI BID



MAHEK RATHI



MILKY KAUR

Agenda



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About paytm





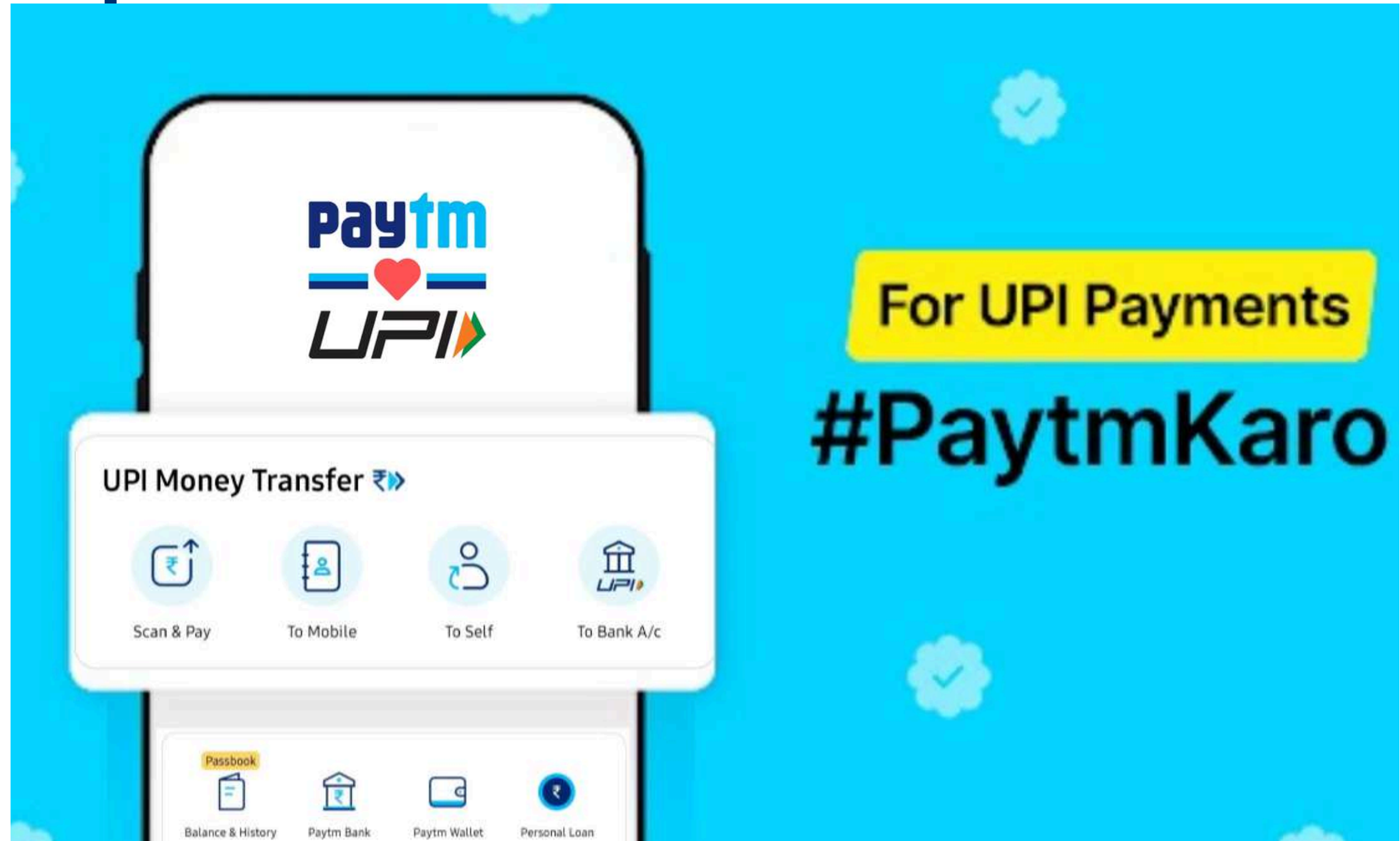
Founder: **Vijay Shekhar Sharma**
Established: **2010, Noida (Uttar Pradesh)**

- **Paytm stands for 'Pay through mobile'**
- **Key Services:** Mobile recharges, utility bill payments, online shopping, and financial products
- **Customer Base:** Over 350 million registered users
- **Recognition:** One of India's top digital payment platforms and QR code pioneers

Products & Services

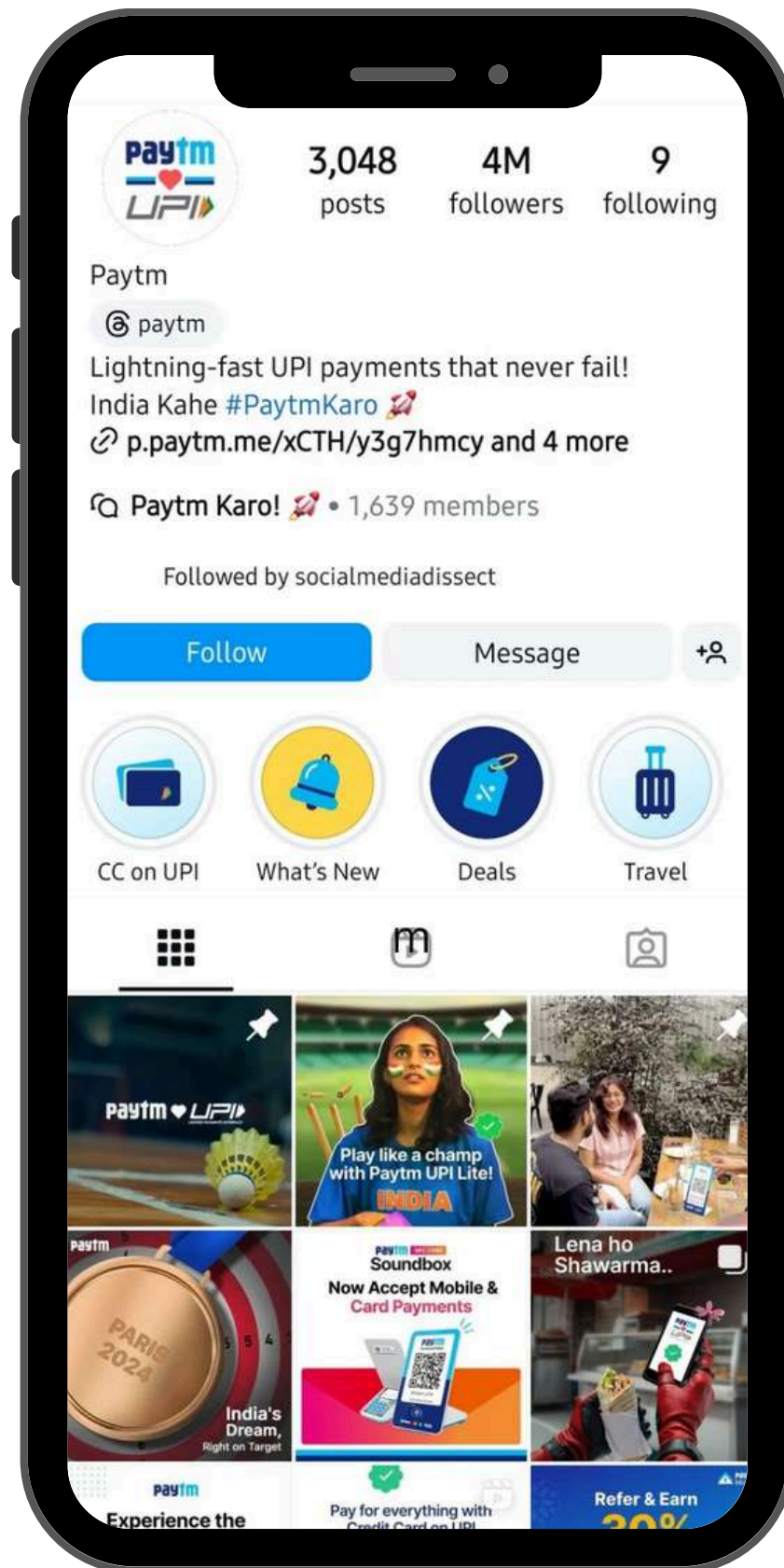


UPI Payments

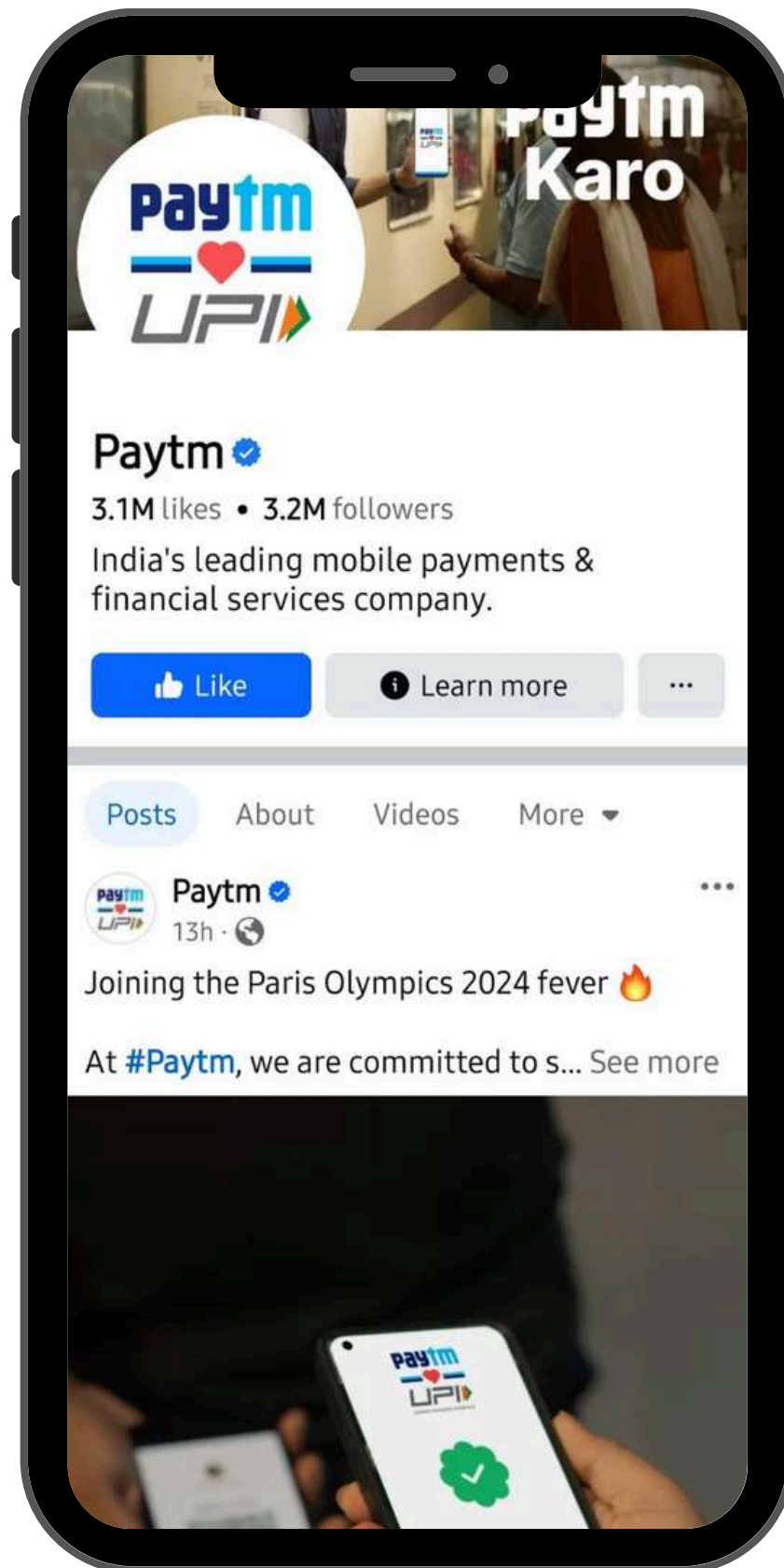


For UPI Payments
#PaytmKaro

Social Media Audit



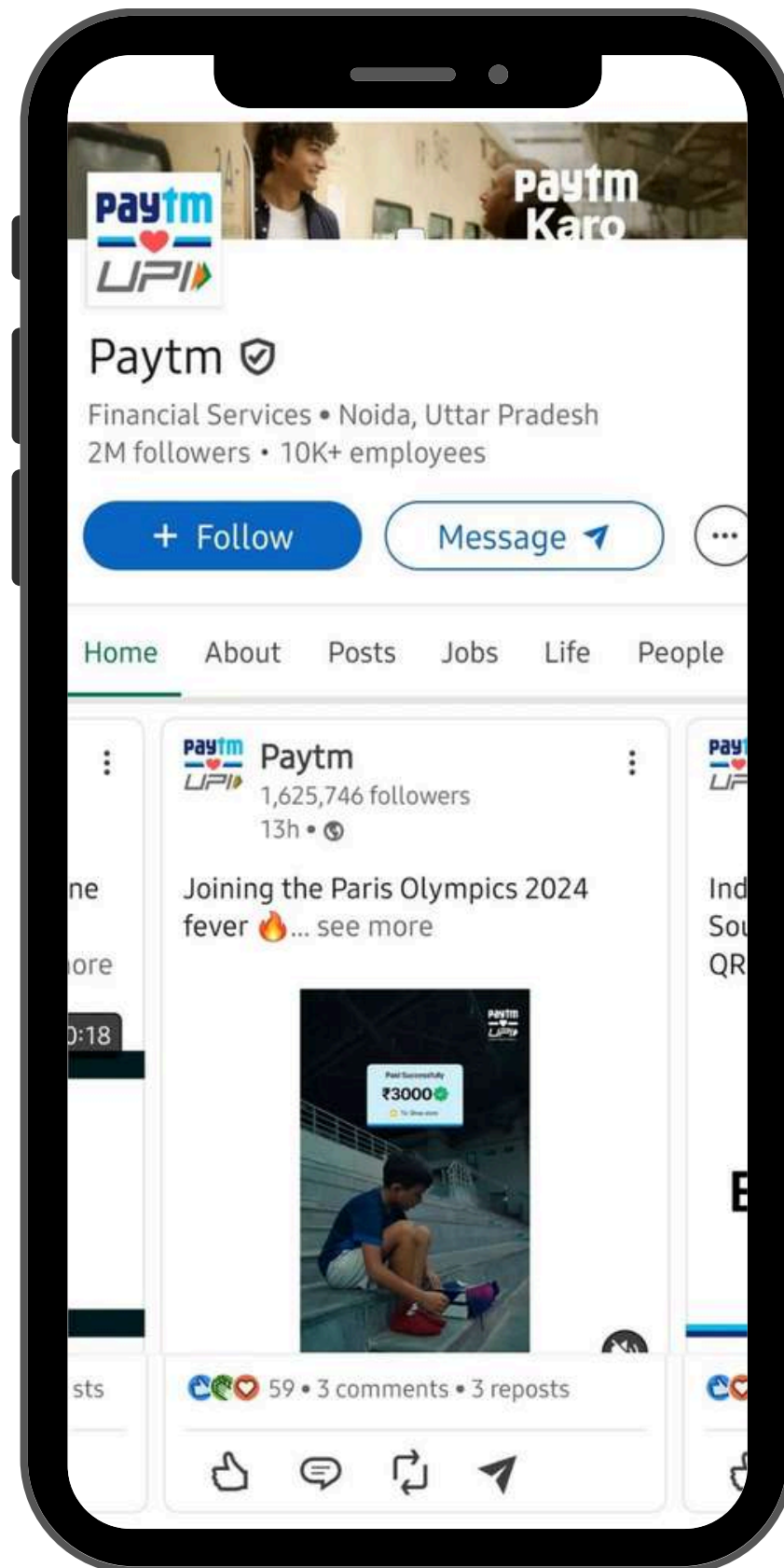
- Followers- 4M
- Grade- B+
- No. of posts- 3,046
- Formats- Static images and reels
- Post frequency- Regularly
- Avg. likes- 60-260
- Avg. comments- 5-65
- Reel views- 8,000 - 33.1K



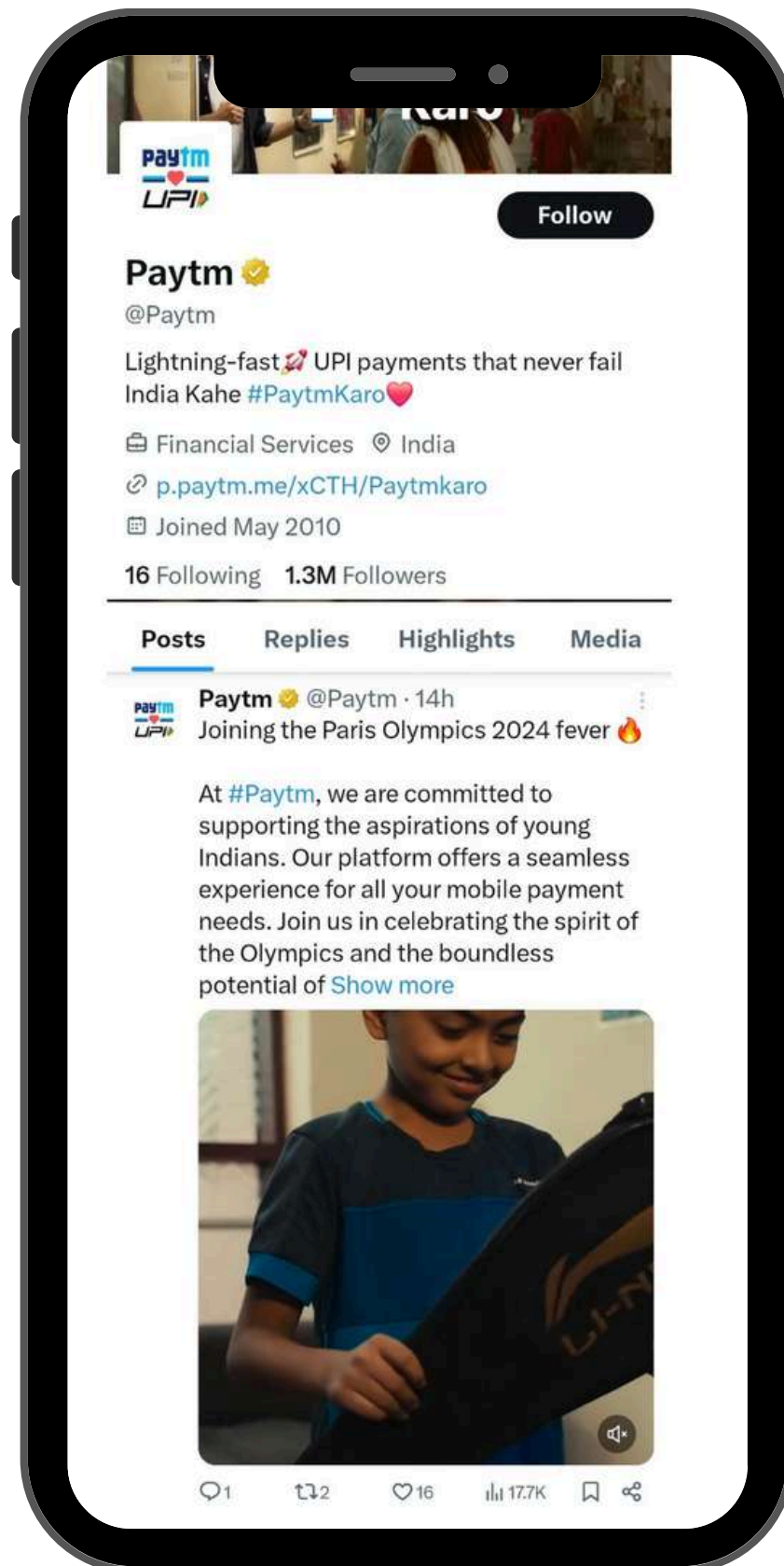
- Followers- 3.2M
- Grade- B+

- Formats- Static posts and reels
- Post frequency- Regularly

- Avg. likes- 5 to 50
- Avg. shares- 1 to 5
- Avg. comments- 4 to 20
- Video views- 250 to 1.7K



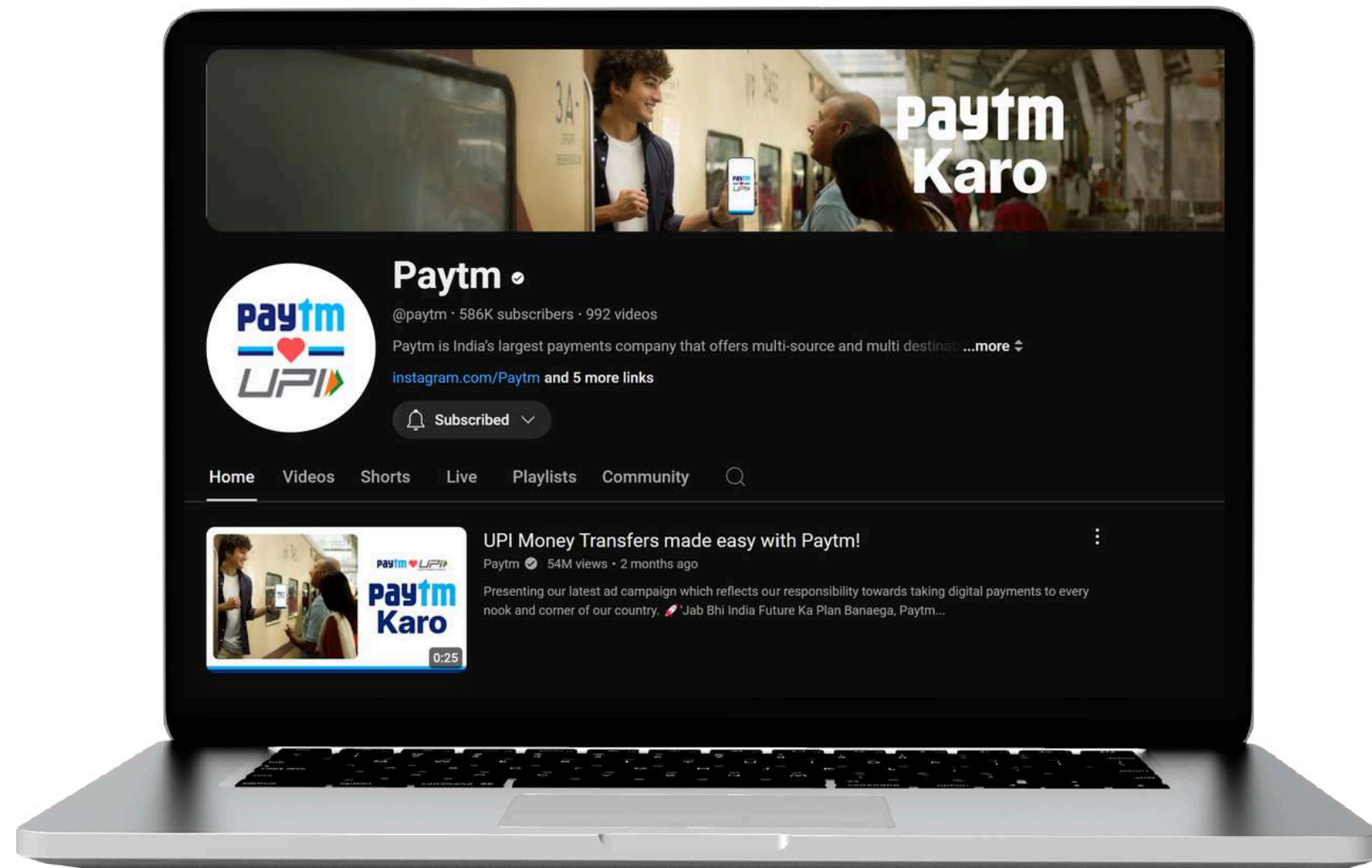
- Followers- 2M
- Formats- Static posts and videos
- Post frequency- Regularly
- Avg. likes- 50-200
- Avg. comments- 5-20
- Avg. reposts- 2-12



- Followers- 1.3M
- Grade- B+

- No. of tweets- 39,829
- Formats- Static posts and videos
- Post frequency- Regularly

- Avg. likes- 6- 35
- Avg. comments- 5-15
- Avg. reposts- 2-8
- Avg. views- 1.3K -21K



- Subscribers- 586K
- Grade- B+

- No. of videos- 992
- Formats- Shorts and videos
- Post frequency- Monthly

- Avg. likes- 60-105
- Avg. comments- 10-65
- Avg. views- 1.3K to 25M

RECENT CAMPAIGN

UPI MONEY TRANSFERS MADE EASY WITH PAYTM!



- Views- 54M
- Likes- 25K
- Comments- 70

- Highlights the core offering
- Promises to be a trusted partner for all Indians

Content Buckets

The collage features three distinct content buckets:

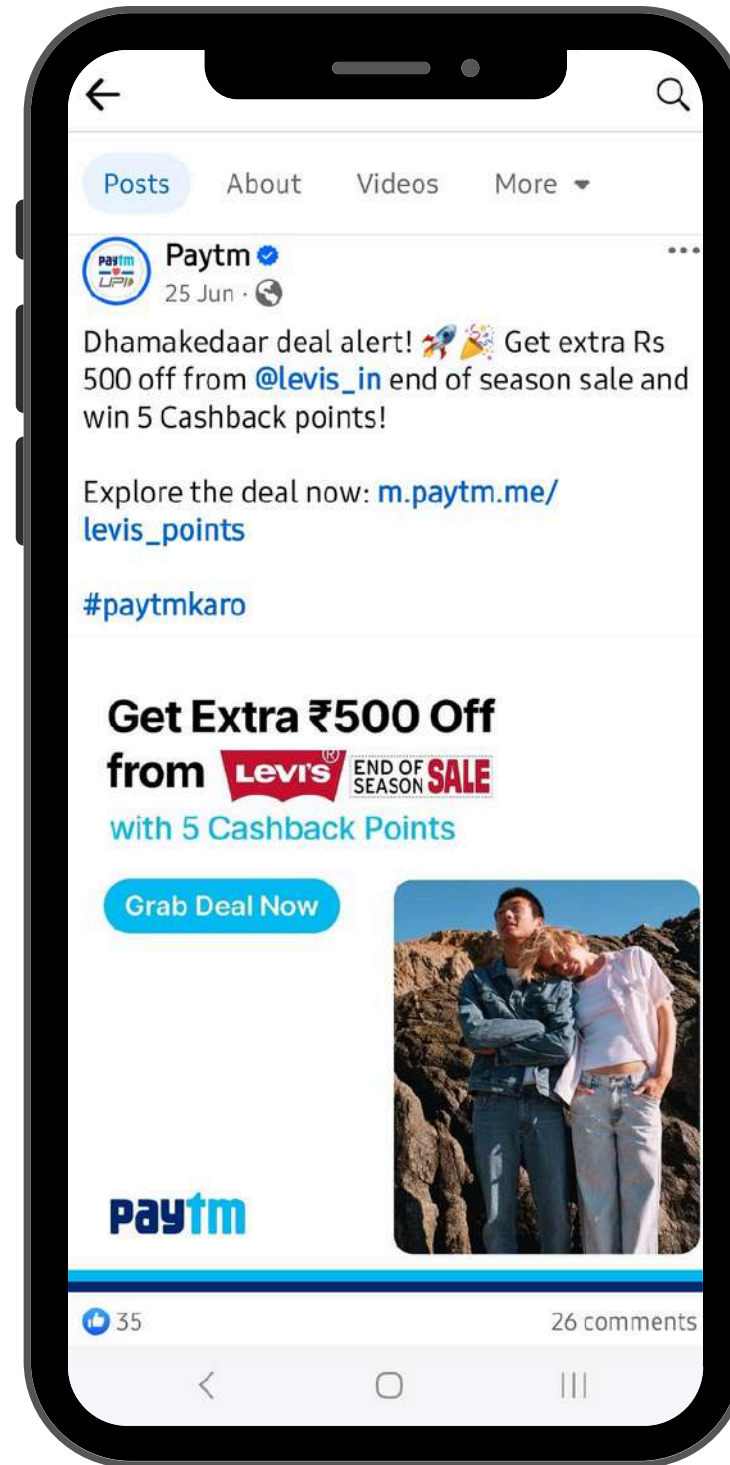
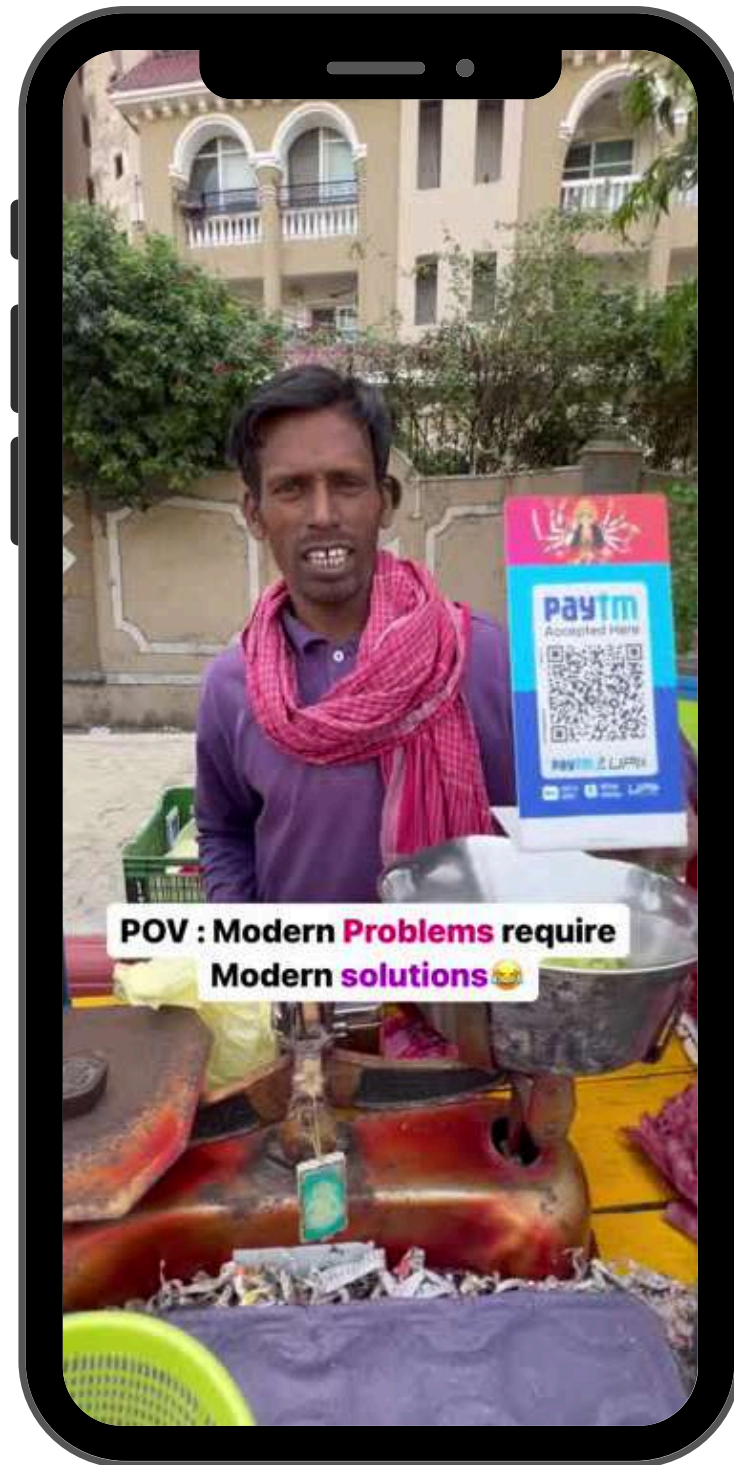
- Entertainment:** A social media post from Paytm dated 29 Jul. The text reads: "You see Wolverine & Deadpool. We see Paytm UPI & QR". It includes a list of hashtags: #Paytm, #paytmkaro, #paytmaccepted, #digitalpayments, #mobilepayments, #upi, #wolverine, #wolverinecomics, #deadpoolandwolverine, #deadpooleaits, and #deadpoolfan. Below the text are two images: one showing a hand in a red Wolverine glove holding a Paytm UPI QR code, and another showing a hand in a blue Deadpool glove holding a Paytm UPI QR code. The text "Lena ho Shawarma.." is overlaid on the first image, and "yaa dog food" is overlaid on the second. A promotional graphic for Paytm UPI is also visible, stating "For anything Paytm se UPI karo!" and "Now, better with power of 4 banks" with logos for SBI, YES BANK, ICICI, and AXIS BANK.
- Inspiration:** A photograph of a woman in a blue patterned dress standing in a room with a yellow chair. A text overlay asks, "So for how long have you been using Paytm?"
- Education:** A white box with a blue background containing the text "Open the Paytm app & tap on Activate UPI Lite" above a blurred image of a smartphone screen.

ENTERTAINMENT

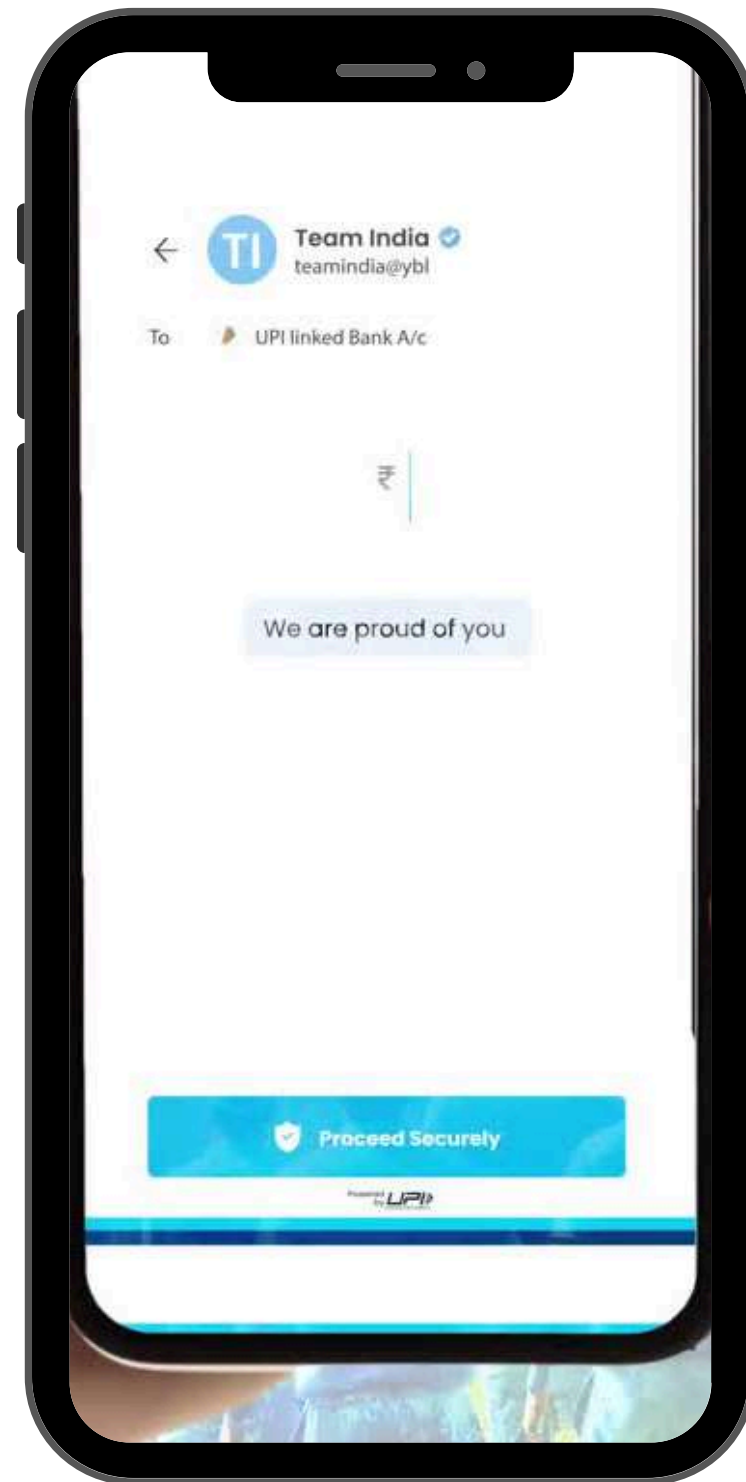
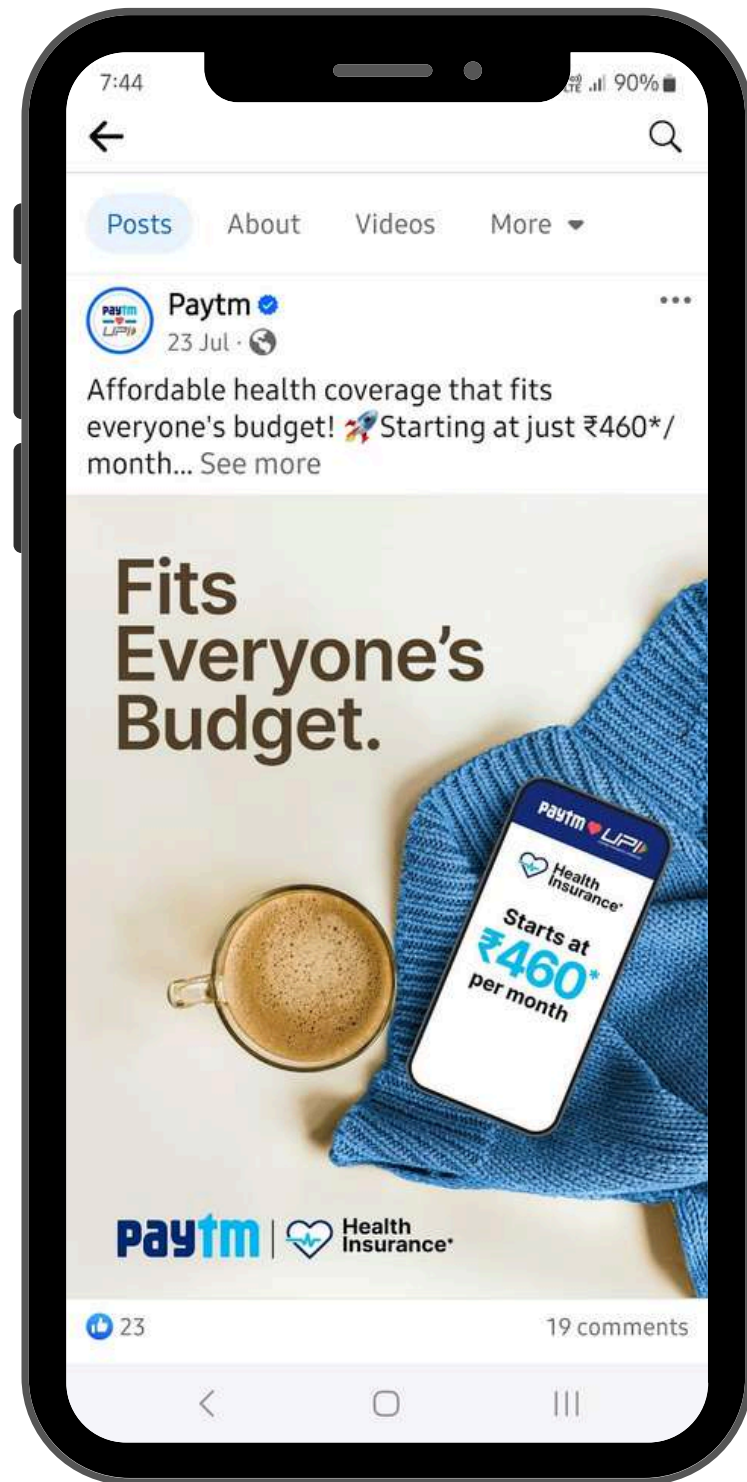
INSPIRATION

EDUCATION

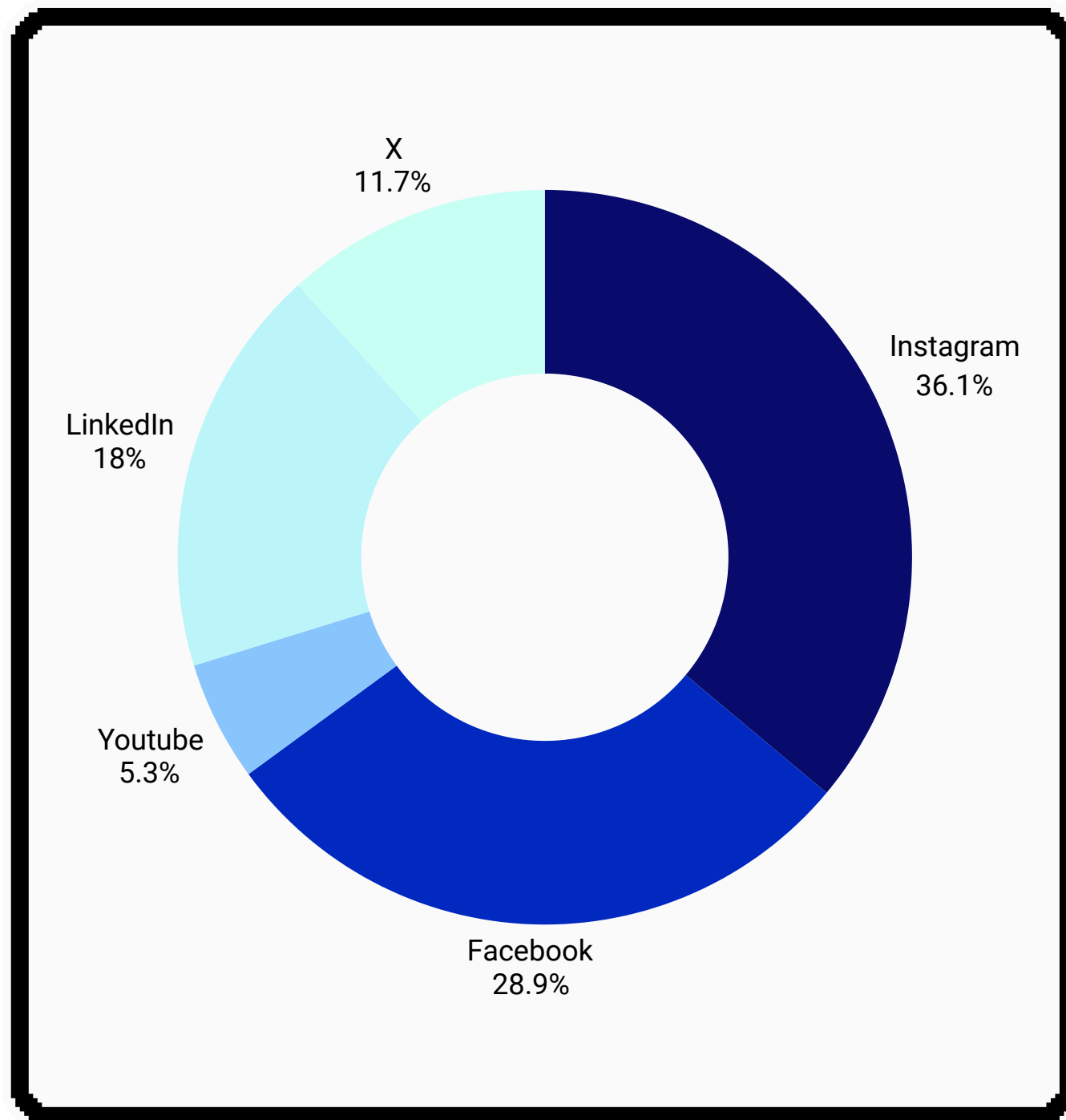
Marketing Strategies



Marketing Strategies



Current Standing

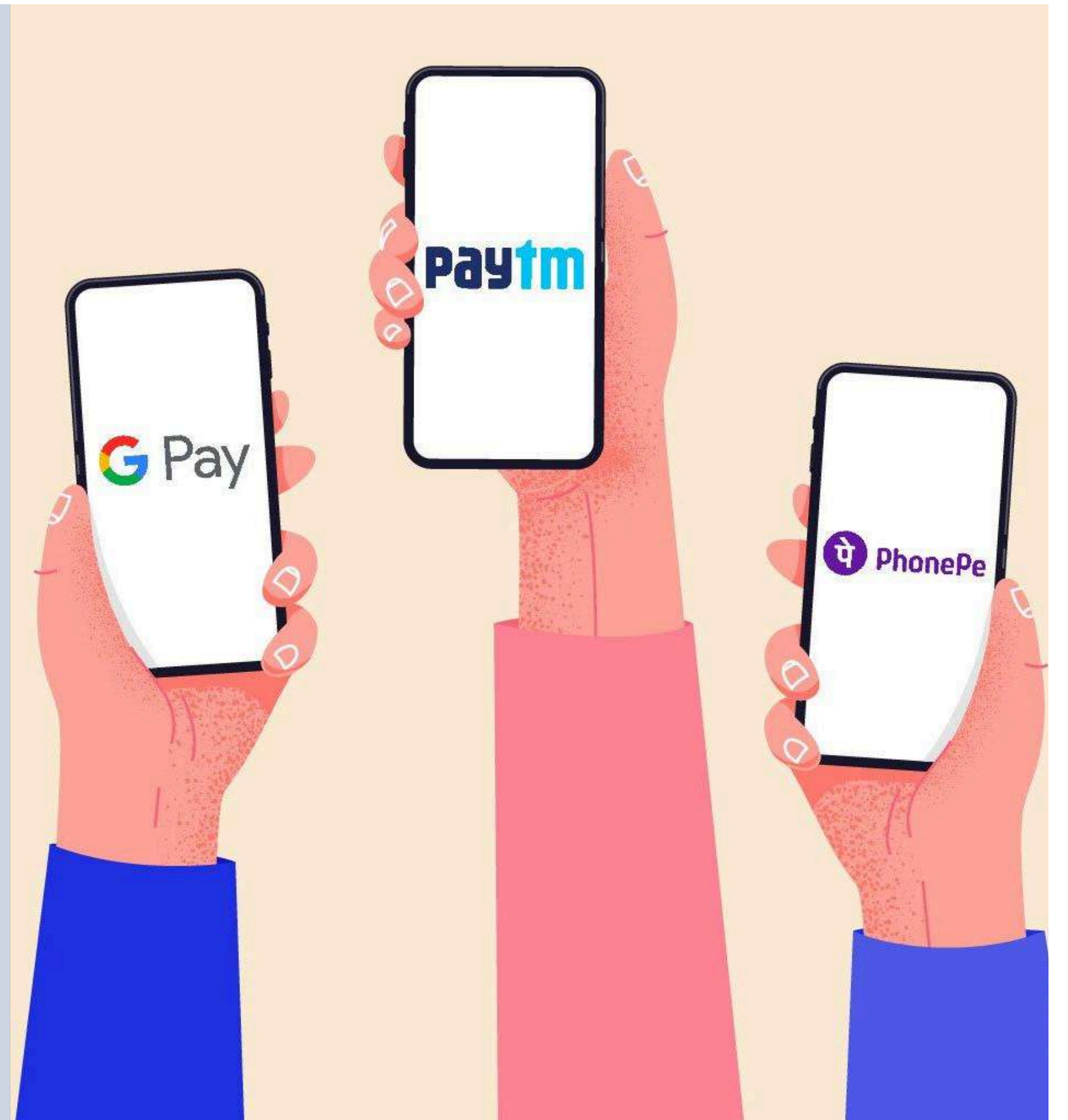


- Large follower base
- Moderate engagement
- Consistent posting
- Cross-platform content

Competitive Analysis



**Yeh hai hamare
Competitors!**



DIRECT COMPETITOR- 1

- Secure and fast transactions via UPI, credit/debit cards, and wallets
- Services include mobile recharge, utility bill payments, and insurance
- Seamless and user-friendly experience
- Leading payment app in India known for convenience and diverse services



2.7M
ACTIVE USERS



Subscribers

233K

Total Grade

B-

Post Frequency

Twice a week
(currently not active)

Content Format

Videos & Shorts



Followers

233K

Engagement Rate

0.65%

Total Grade

B-

Post Frequency

Twice a week
(currently not active)

Content Format

Reel, Static & Carousel



Followers

278K

Engagement Rate

0.5%

Total Grade

B-

Post Frequency

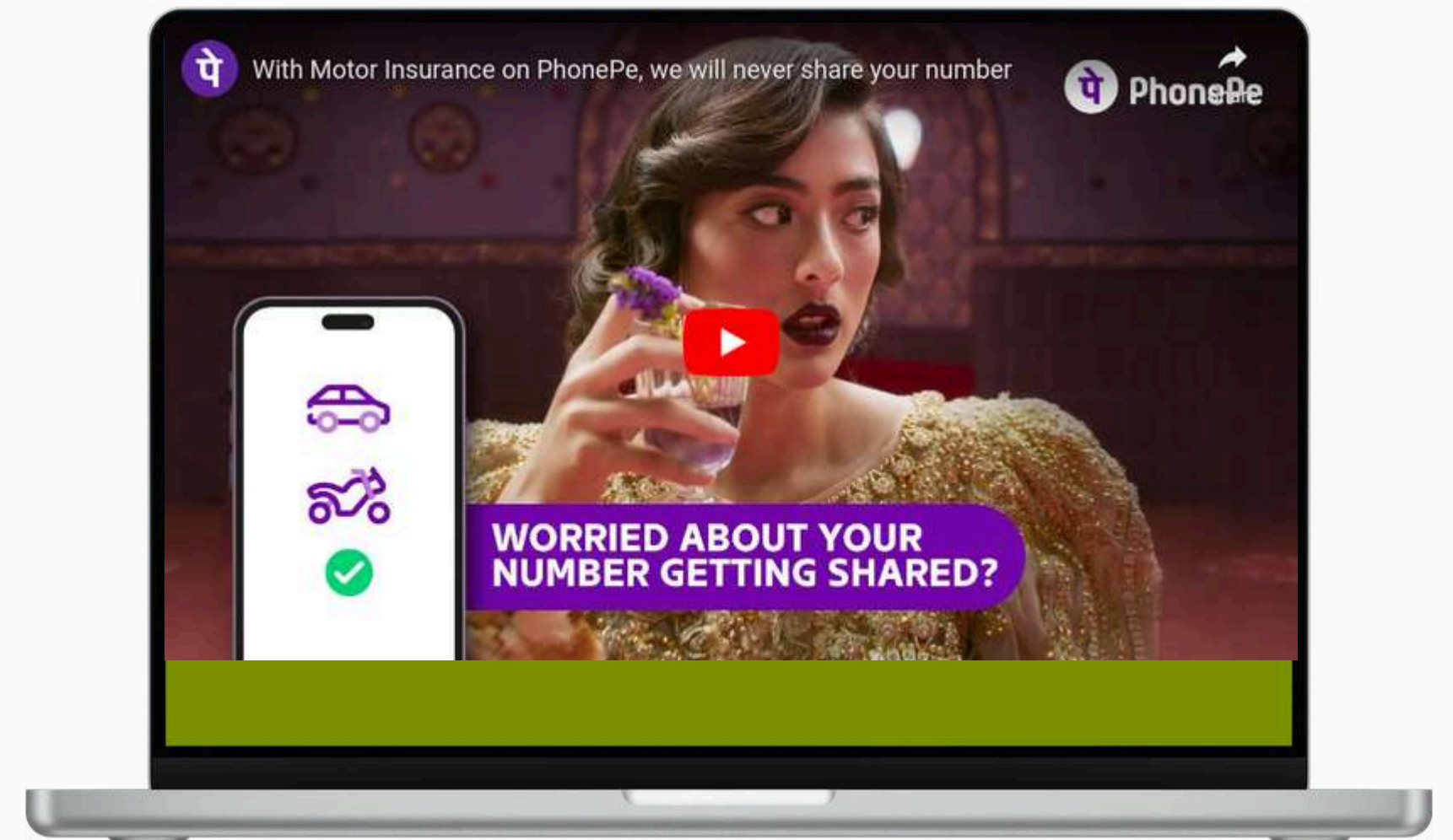
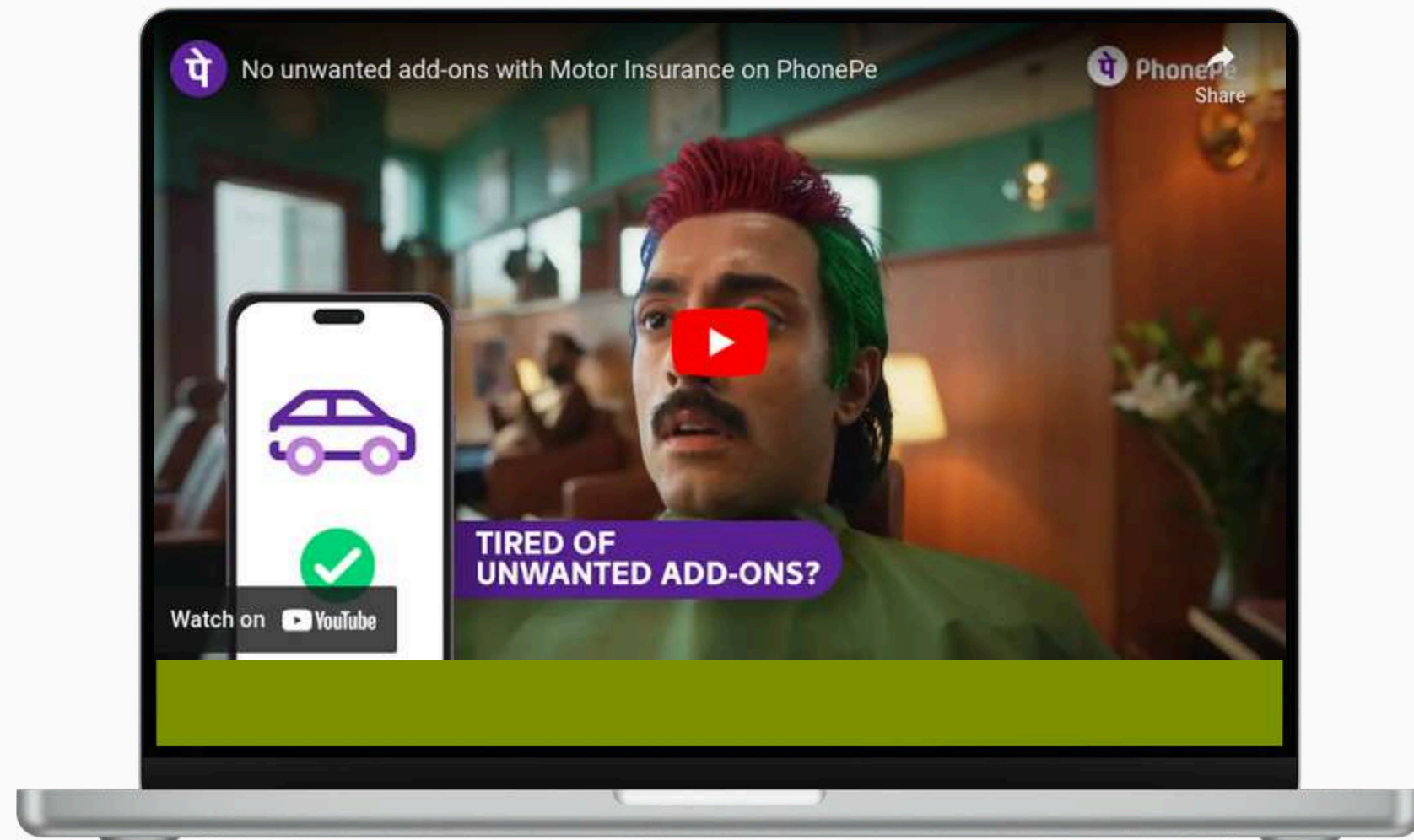
Twice a week (currently not active)

Content Format

Videos & Posts

RECENT CAMPAIGN

INSURANCE - YOUR WAY!



Key takeaways from campaigns

TARGET AUDIENCE

Broad audience
Both urban and rural users across
various tiers of cities

OBJECTIVES

Increase user adoption
Expand merchant network
Enhance brand visibility

MEDIA VEHICLES

Multi-channelled approach
TV, digital platforms, sponsorships etc

TONE OF VOICE

Quirky and engaging
Aiming to break away from conventional
storytelling format

STRENGTHS

- Wide reach
- Clear messaging
- Appealing content

WEAKNESSES

- Engagement gaps
- Negative focus
- Data limitations

DIRECT COMPETITOR- 2

- Secure and swift transactions via UPI, credit/debit cards, and bank accounts
- Offers a wide range of services and online purchases
- Integrates with Google services for enhanced experience
- Known for a user-friendly interface, strong security, and global merchant acceptance



Google Pay

150M
ACTIVE USERS



Subscribers

8.17M

Total Grade

B

Post Frequency

Once in a week or two weeks

Content Format

Videos & Shorts



Followers

67K

Engagement Rate

1.02%

Total Grade

B-

Post Frequency

Once a week

Content Format

Reel



Followers

210K

Engagement Rate

0.4%

Total Grade

B-

Post Frequency

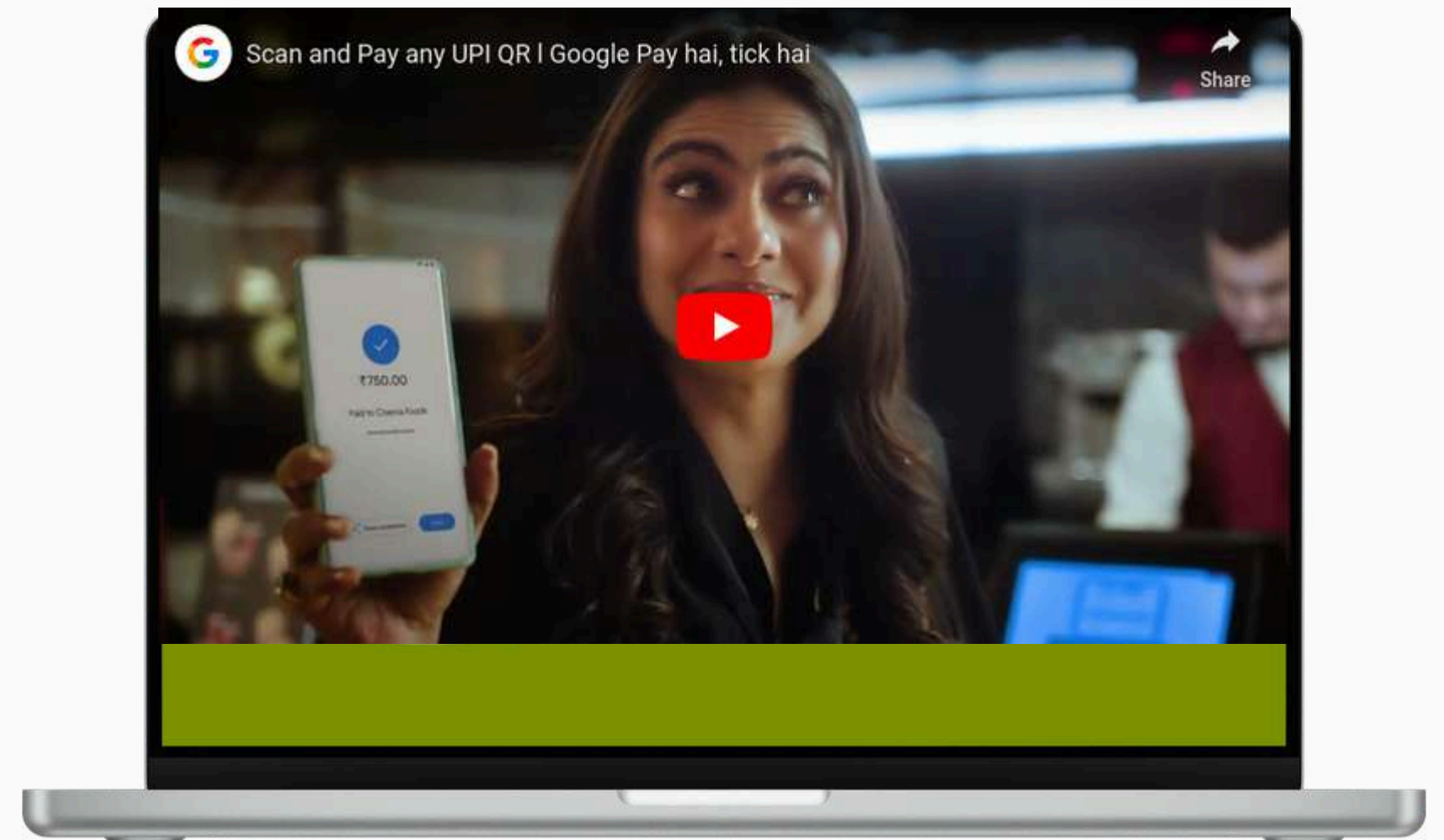
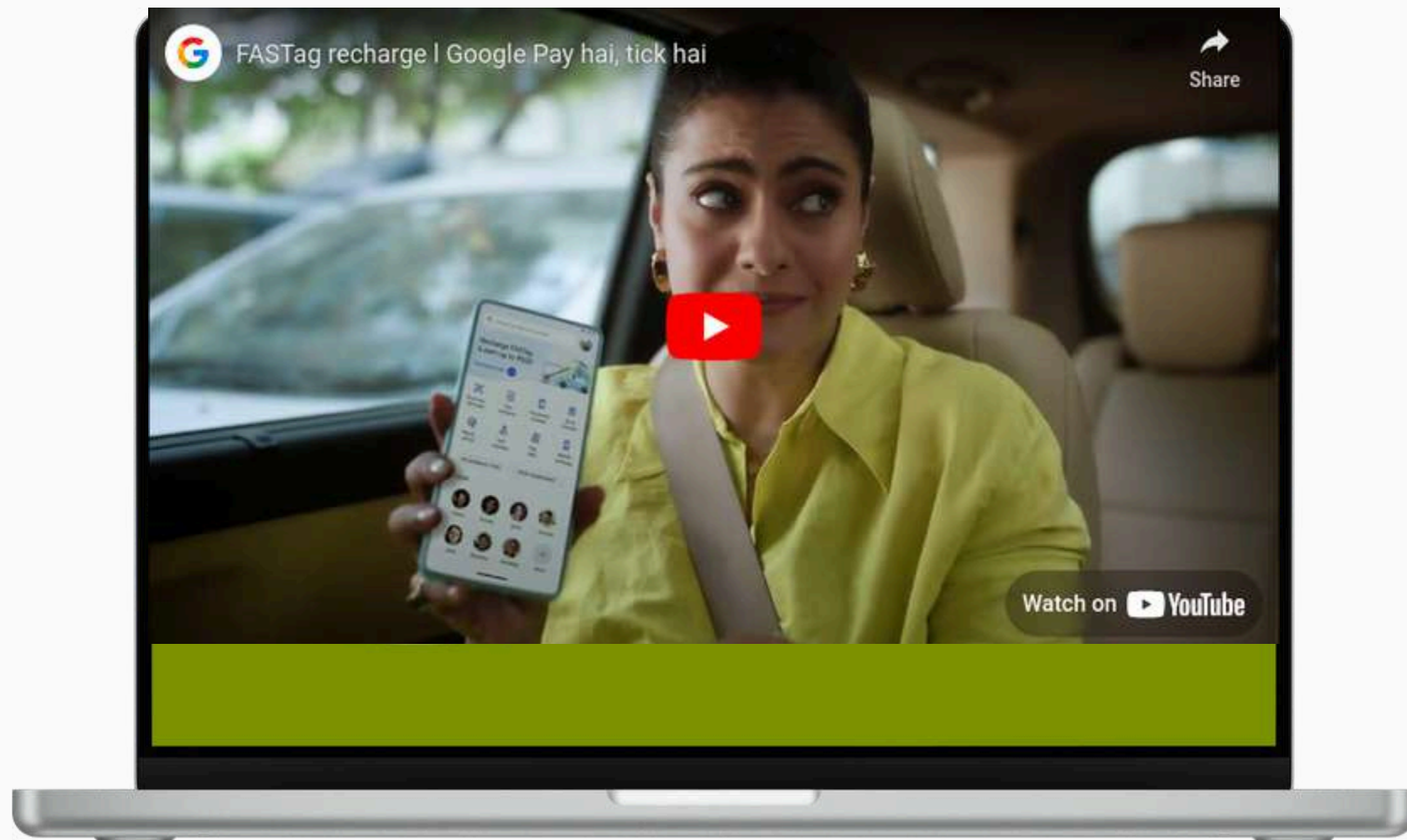
Currently not active

Content Format

Videos & Posts

RECENT CAMPAIGN

GOOGLE PAY HAI, TICK HAI!



Key takeaways from campaigns

TARGET AUDIENCE

Broad audience
Both urban and rural users across
various tiers of cities

OBJECTIVES

Increase user adoption
Promoting features
Enhance trust and visibility

MEDIA VEHICLES

Multi-channelled approach
TV, digital platforms, sponsorships etc

TONE OF VOICE

Relatable and Conversational
Emphasizing on security and reliability

STRENGTHS

- High profile endorsements
- Clear reassuring messaging
- Multichannel promotion

WEAKNESSES

- Celebrity over-reliance
- Lack of personalization
- Narrow user focus

	Phonepe	Google Pay	Paytm
Instagram	157K	67.1K	4M
Facebook	278K	219K	3.2M
YouTube	233K	212K	586K
LinkedIn	1M	40K	2M
X	212.5K	212K	1.3M

Audience Segmentation



Segmentation

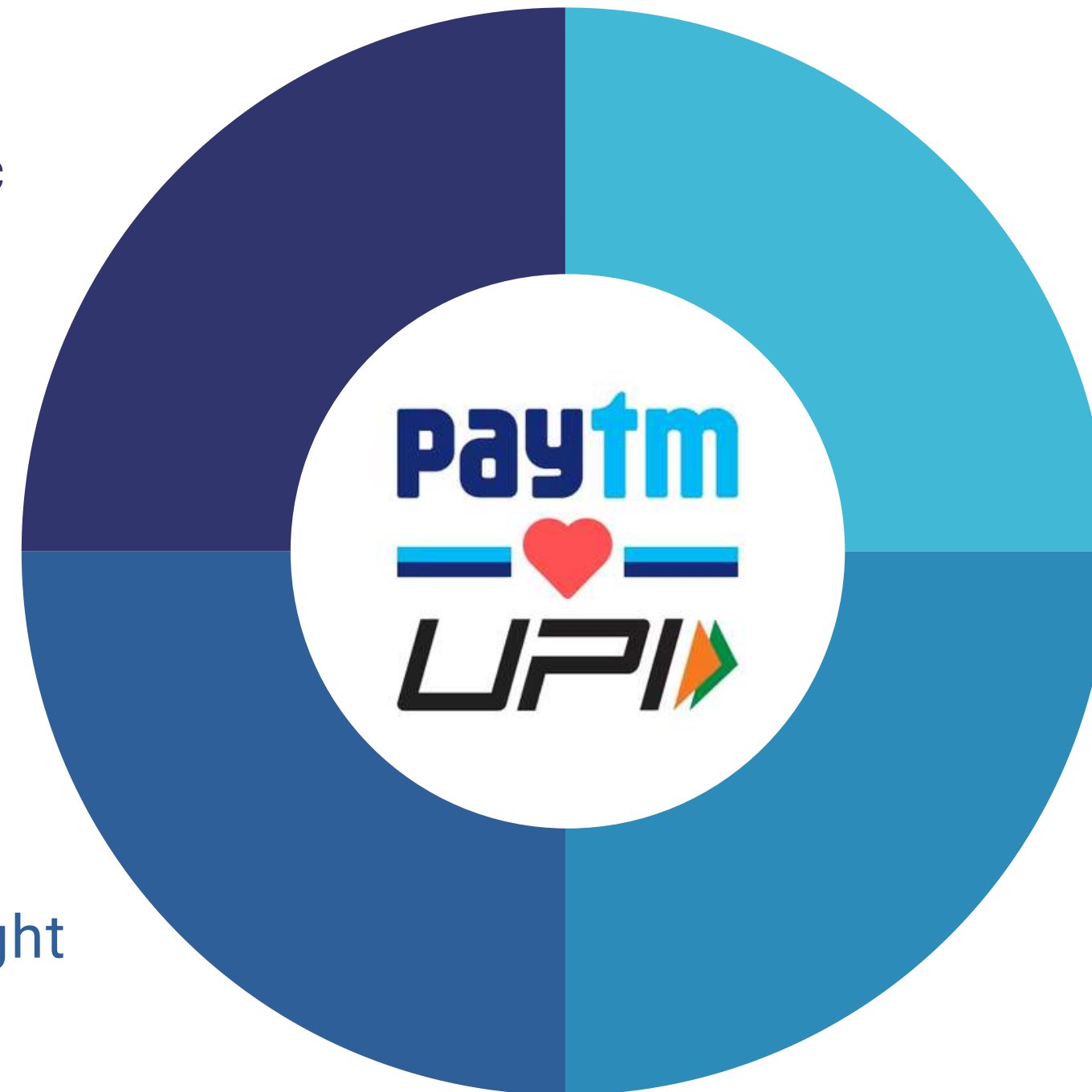


Demographic

- Age
- Income

Behavioral

- Usage
Frequency
- Benefits Sought



Geographic

- Urban Areas
- Semi Urban and Rural Area

Psychographic

- Lifestyle

Targeting

Young Adults & Millennials

Small & Medium business owners

Families

Rural and Semi Rural Populations

Travelers & Commuters

- Urban professionals
- College students

- Retail shop owners
- Local market vendors

- Working parents
- Homemakers

- Small scale farmers

- Daily officegoers
- Frequent travelers

Positioning



Buyer Persona





NAME: Rohan Mehta

AGE: 21

LOCATION: Delhi

OCCUPATION: College student

INCOME: Dependent on parents

TRIGGERS

- Convenience of cashless transactions
- Peer influence
- Discounts and cashback offers
- Ease of splitting bills with friends

INTERESTS

- Technology and gadgets
- Online gaming
- Social media
- Music and entertainment

BARRIERS

- Limited financial literacy
- Concerns about online security
- Limited awareness of features
- Dependency on parental approval

MEDIA CONSUMPTION

- Social Media: Instagram, Snapchat
- Online Content: YouTube
- Messaging Apps: WhatsApp
- Streaming Services: Netflix, Spotify



NAME: Nia Sharma

AGE: 28

LOCATION: Bengaluru

OCCUPATION: Software Engineer

INCOME: 80,000 per month

TRIGGERS

- Timesaving on daily transactions
- Attractive offers on shopping and travel
- Seamless integration with apps
- Cashbacks and rewards programs

INTERESTS

- Fitness and wellness
- Online shopping
- Travel and exploration
- Reading tech blogs

BARRIERS

- Initial setup complexity
- Data privacy concerns
- Overwhelming app features
- Trust in digital payments

MEDIA CONSUMPTION

- Social Media: LinkedIn, Instagram
- Online Content: Tech blogs, travel websites
- Messaging Apps: WhatsApp, Slack
- Streaming Services: Amazon Prime



NAME: Anil Gupta

AGE: 42

LOCATION: Mumbai

OCCUPATION: Retail Shop Owner

INCOME: 12- 15 lakhs p.a

TRIGGERS

- Ease of accepting digital payments
- Better transaction management
- Business growth opportunities
- Government incentives for digital payments

INTERESTS

- Business expansion
- Community engagement
- Local events
- Networking with other business owners

BARRIERS

- Lack of trust in digital payments
- Resistance to changing traditional methods
- Fear of transaction failures
- Limited tech knowledge

MEDIA CONSUMPTION

- Social Media: Facebook, WhatsApp
- Online Content: Business news websites
- Messaging Apps: WhatsApp
- Local business forums

Consumer Insights

TECH-SAVVY & CONVENIENCE-SEEKING

Young professionals, students, and small business owners value quick, digital solutions

HIGH SOCIAL MEDIA ENGAGEMENT

Active on Instagram, Facebook, and LinkedIn; prefer trendy, engaging content like reels and videos

SECURITY-CONSCIOUS

All segments, including homemakers, prioritize trust and security in transactions

CONTENT PREFERENCES

Trendy and visual for younger users, straightforward and educational for older users

Hero Campaign



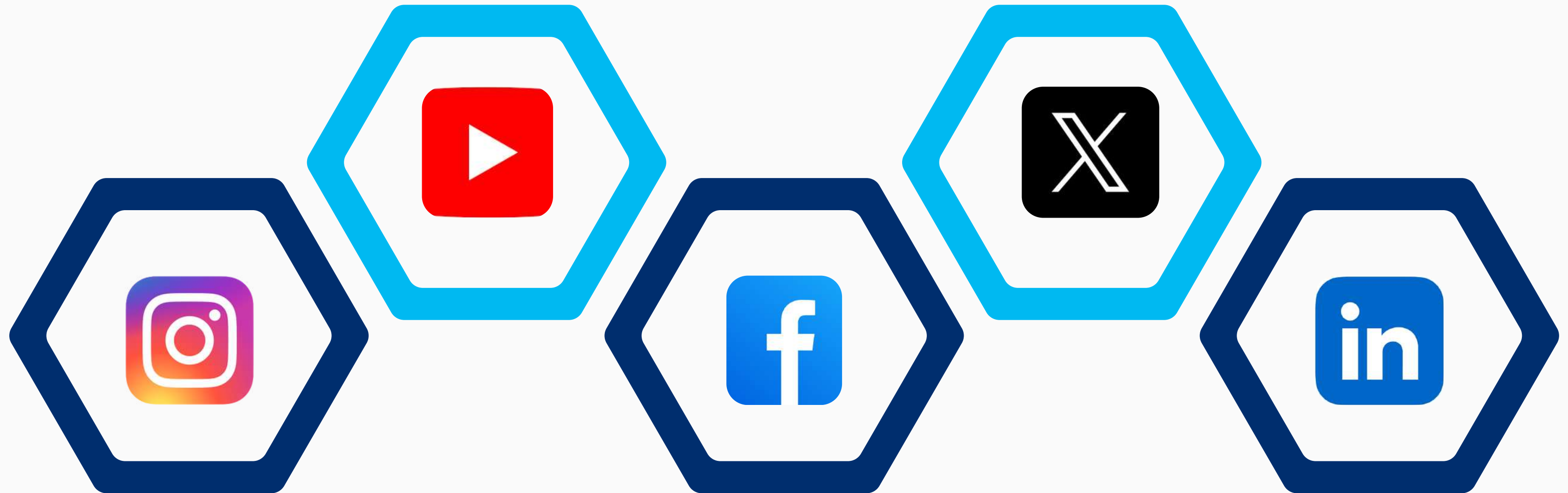
Campaign Idea

***"Paytm Wala Tyohar,
Apno Wala Pyaar"***

***Showcases Diwali's joy for everyone,
emphasizing how Paytm empowers
customers to support small
businesses through digital payments,
illuminating both their lives and
businesses.***

***#PaytmWalaTyohar #LightUpLocal
#PaytmKaro***

Marketing Platforms



Narrator:

"Diwali is a time for joy, light, and coming together. It's when we share happiness with our loved ones and brighten our homes. But this Diwali, let's extend that joy beyond our homes."

[Scene: Families preparing for Diwali, children helping decorate with diyas and lights.]

Narrator:

"Imagine the smiles of small hawkers and vendors who make our celebrations special. With Paytm, you can light up their lives, just like they light up ours. Every diya you buy, every sweet you savor, every decoration you cherish – paid for with Paytm – brings light to their world."

[Scene: A close-up of a vendor's face lighting up with a smile as they receive a digital payment notification from a customer buying diyas.]

Narrator:

"This Diwali, 'Paytm Wala Tyohar, Apno Wala Pyaar' is all about spreading love and supporting small businesses. Let's make this festival not just about us, but about our entire community."

[Scene: The Interactive Diwali Map of India on the Paytm app, starting dark, then slowly illuminating with each transaction.]

Narrator:

"Introducing the Interactive Diwali Map of India. Each time you support a small business through Paytm, a part of the map lights up. Watch how your simple act of buying a diya can illuminate the entire nation."

[Scene: People interacting with the map, seeing their neighborhood light up, sharing their impact on social media.]

Narrator:

"Feel the joy of seeing your neighborhood light up. Discover the heartwarming stories of vendors who benefit from your kindness. Share your contribution to inspire others, making this Diwali brighter for everyone."

[Scene: Gamification elements, users achieving targets, celebrating their contributions, live map projected on city landmarks.]

Narrator:

"Let's make it fun! Reach daily and weekly targets to brighten your area and earn rewards. Watch as we project the live map onto city landmarks, showcasing our shared effort and unity."

[Scene: The map fully illuminated by Diwali night, vendors and customers celebrating together, exchanging smiles and gifts.]

Narrator:

"Together, let's illuminate all of India by Diwali night. A beautiful, united display of our support for small businesses and each other."

[Scene: Paytm logo with the campaign tagline "Paytm Wala Tyohar, Apno Wala Pyaar"]

Narrator:

"This Diwali, let's light up lives with Paytm. Support small businesses and spread the joy of the festival across every corner of our country. Because Diwali is for everyone."

Campaign Video



Social Media Creatives

Awareness

Interest

Desire

Action

**SHOP LOCAL
PAY GLOBAL**

This Diwali, it's Paytm all the way

paytm

paytm.in

Sabki diwali **paytm** wali 🪔

👍 🗨️ 📍 🏠

paytm.in This Diwali, shower love and give shoutout to your favourite local vendors and win exciting rewards and cashbacks. Lets bring more spark and smiles on faces around us 🌟

How to participate

1. Use the Paytm favourite vendor filter frame when shop for your Diwali essentials from local street vendors.
2. Click a picture of them, giving them a shoutout and add their location so that your friends can come buy from there too.
3. Use hashtags #myfavouritevendor #paidwithpaytm so we can notice you!
4. . Don't forget to pay via PAYTM.

Participants can get exciting rewards and cashbacks. Let's make small businesses the shine of this Diwali 🥰🌟
Sabki Diwali Paytm wali ❤️

#paytmWalaTyohar#paytmkaro#lightuplocal

Social Media Creatives

Awareness

Interest

Desire

Action

← Posts

paytm.in

paytm

Kushiyon Mein.

paytm.in "Diwali ki khushiyon ko aur bhi chamkayein! ✨ Har shopping aur celebration ko banayein khaas, bas Paytm se hi! ✨ #PaytmWalaTyohar #ApnoWalaPyaar#lightuplocal

9 minutes ago

paytm.in

← Posts

paytm.in

Diwali ki Shopping Mein. 2/4

paytm

paytm.in "Diwali ki khushiyon ko aur bhi chamkayein! ✨ Har shopping aur celebration ko banayein khaas, bas Paytm se hi! ✨ #PaytmWalaTyohar #ApnoWalaPyaar#lightuplocal

9 minutes ago

paytm.in

← Posts

paytm.in

Har celebration Mein. 3/4

paytm.in "Diwali ki khushiyon ko aur bhi chamkayein! ✨ Har shopping aur celebration ko banayein khaas, bas Paytm se hi! ✨ #PaytmWalaTyohar #ApnoWalaPyaar#lightuplocal

9 minutes ago

← Posts

paytm.in

India Kahe Paytm Karo 4/4

1 like

paytm.in "Diwali ki khushiyon ko aur bhi chamkayein! ✨ Har shopping aur celebration ko banayein khaas, bas Paytm se hi! ✨ #PaytmWalaTyohar #ApnoWalaPyaar#lightuplocal

9 minutes ago

Social Media Creatives

Awareness

Interest

Desire

Action



← Posts

 paytm.in

*Iss Diwali
Roshni Diya Karo
Paytm Karo*



1 like

paytm.in Iss Diwali, roshni aur khushiyan sabke saath baantte hain. Paytm ke saath, har pal ko banaye khaas. 🍪 ✨

#PaytmWalaTyohar #paytmkaro #lightuplocal

4 minutes ago · See translation

Social Media Creatives

Awareness

Interest

Desire

Action

paytm UPI LITE

**Vyapar ya Tyohar,
India says Paytm karo! ✨**

**Shop, pay, and
enjoy cashback UPTO 50%! 🎉**

paytm UPI LITE paytm.in

GET CASH BACK UPTO 50%

paytm.in Dhamakedaar deal alert! 📢
List ticked, payment clicked, aur ab up to 50% cashback ka maza lo! 🎉
Tyohar ki shopping ke liye India kahe #PaytmKaro

#PaytmWalaTyohar #LightUpLocal #UPI
#cashbacklikeneverbefore #paytmkaro

24 seconds ago

← **Posts**

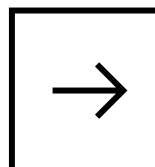
paytm UPI LITE paytm.in

Paytm Wala Tyohar,
Ap

paytm से UPI

paytm.in Diwali ki roshni aur UPI ka pyaar! 🌟
PaytmWalaTyohar se apno ka diya jalayein aur khushiyan baatein! 🍷 Happy Diwali!
#PaytmWalaTyohar #paytmkaro #lightuplocal

Influencers



Meet Our Influencers



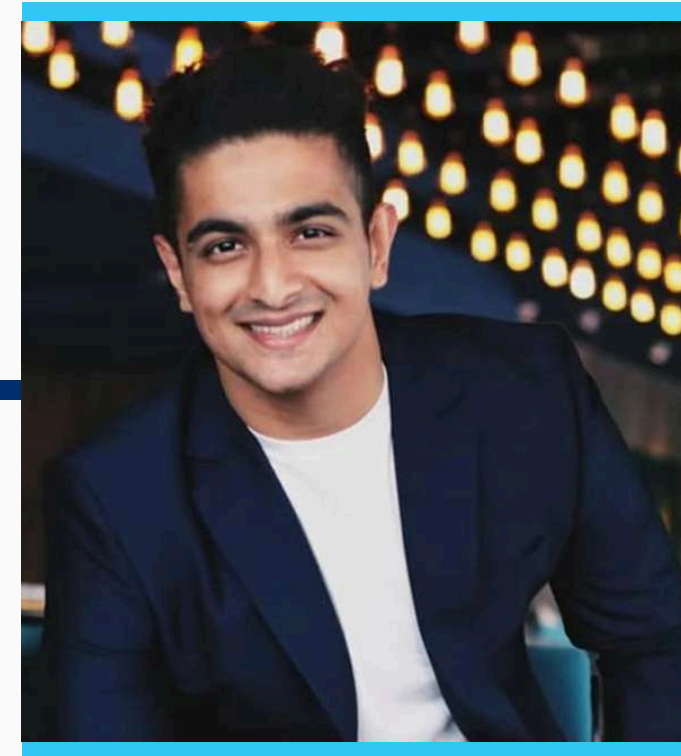
**NEHA
NAGAR**



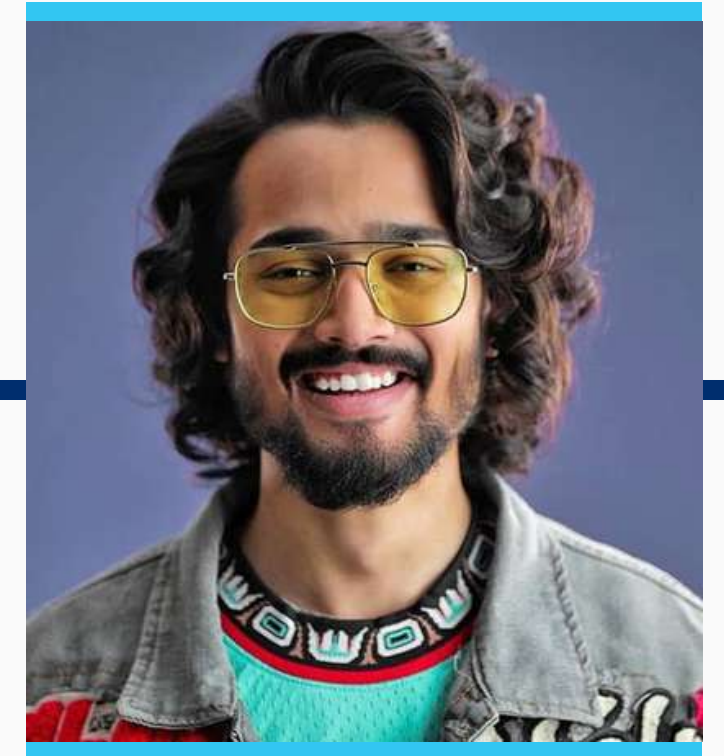
**ANUSHKA
RATHOD**



**MASOOM
MINAWALA**



**RANVEER
ALLAHBADIA**



**BHUVAN
BAM**



**NEHA
NAGAR**

SOCIAL MEDIA FOLLOWERS/SUBSCRIBERS

Instagram
1.8M

Facebook
185K

Youtube
386K

Avg. Likes
15.6K

Real Followers
1,566,067

RF%
87%

Engagement Rate
1.06%

Deal Type
Retainer Fee

Content Type

Awareness about Finance, Taxation, MSME

- Financial advice and small business support
- Empowering local vendors



**ANUSHKA
RATHOD**

SOCIAL MEDIA FOLLOWERS/SUBSCRIBERS

Instagram
1M

Facebook
2.9K

Youtube
679K

Avg. Likes
11.9K

Real Followers
934,521

RF%
87%

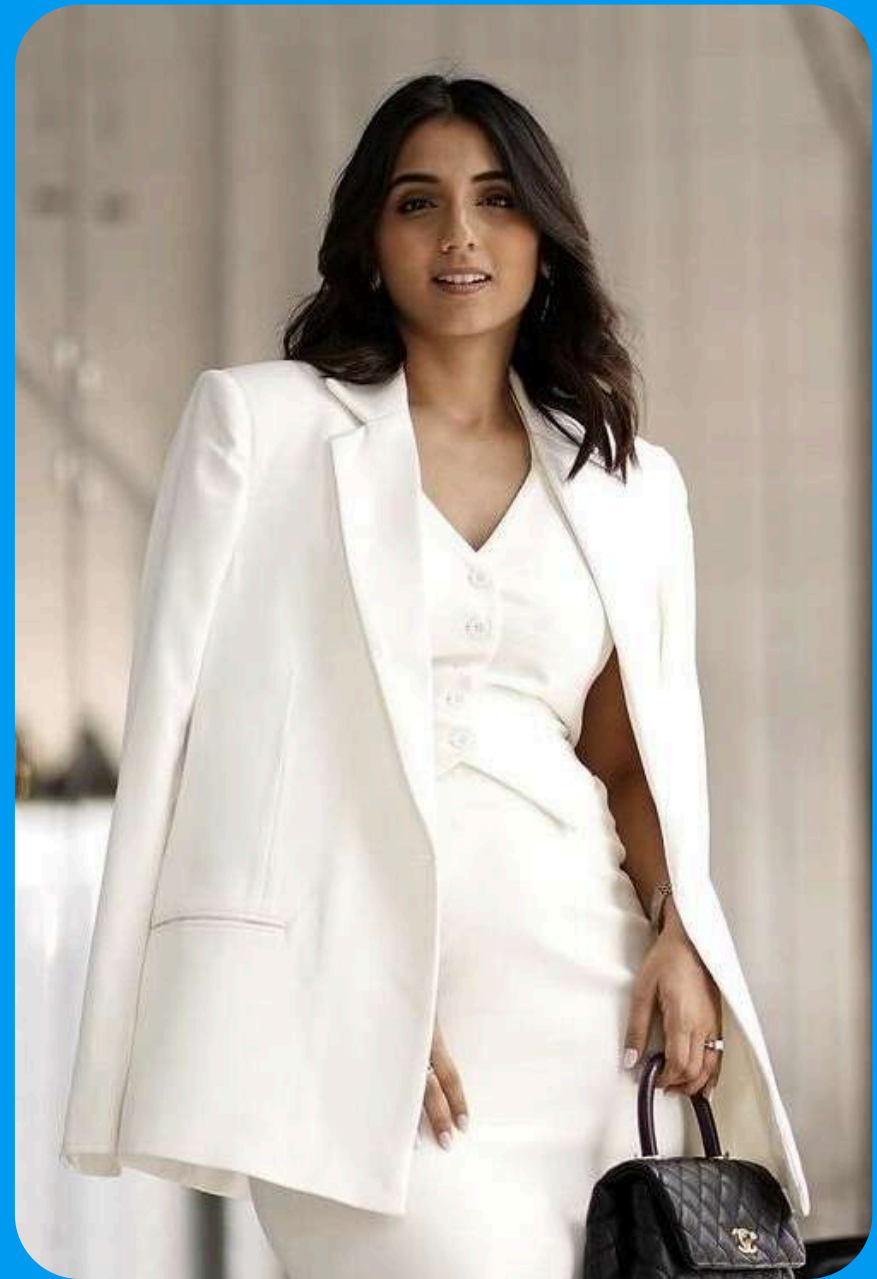
Engagement Rate
1.32%

Deal Type
Per Post Payment

Content Type

Personal finance, Investment, Entrepreneurship tips

- Content on finance and digital payments
- Ideal for promoting Paytm's support for small businesses



**MASOOM
MINAWALA**

SOCIAL MEDIA FOLLOWERS/SUBSCRIBERS

Instagram
1.3M

Facebook
258K

Youtube
58.5K

Avg. Likes
21.6K

Real Followers
988,149

RF%
71%

Engagement Rate
1.54%

Deal Type
Flat Fee for Campaign

Content Type

Fashion, Lifestyle, Luxury brand collaborations

- A focus on supporting local artisans
- Adds elegance and authenticity to the campaign



**RANVEER
ALLAHBADIA**

SOCIAL MEDIA FOLLOWERS/SUBSCRIBERS

Instagram
4.1M

Facebook
168K

Youtube
8.84M

Avg. Likes
187.9K

Real Followers
2,142,282

RF%
86%

Engagement Rate
3.69%

Deal Type
Content Series Fee

Content Type

Self-improvement, fitness, entrepreneurship, and podcasting

- Influences fitness and entrepreneurship
- Engages younger audience, promotes empowerment and community support



**BHUVAN
BAM**

SOCIAL MEDIA FOLLOWERS/SUBSCRIBERS

Instagram
19.4M

Facebook
7.2M

Youtube
26.4M

Avg. Likes
918.2K

Real Followers
15,546,496

RF%
80%

Engagement Rate
3.86 %

Deal Type
Social Media Takeover
Fee

Content Type

Comedy sketches, music, and web series

- Comedian and YouTuber with strong emotional connection
- Will add humor and warmth to the campaign

Key Performance Indicators



KPIs



- REACH
- IMPRESSION
- ENGAGEMENT RATE
- CONVERSION RATE
- FOLLOWER GROWTH RATE

Content Calendar



Date	Day	WEEK	Time	Platform	Format	
20/10/24	Sunday	WEEK 1	11:00 AM	IG	Post	Initi upco Paytm
				FB	Post	
				X	Post	
Date	Day		Time	Platform		
21/10/24	Monday		6:00 PM	YT	Video	Teaser festive
				IG	Reel	
				FB	Reel	
Date	Day		Time	Platform		
23/10/24	Wednesday		10:00 AM	IG	Carousels	Visual s for Diw
				FB	Carousels	
Date	Day		Time	Platform		
25/10/24	Friday		11:00 AM	IG	Post	Interest and h
				FB	Post	
				LL	Article	
Date	Day		Time	Platform		
				X	Post	Emoti

Sheet1



THANK YOU!

Check out our creatives here:

[https://www.canva.com/design/DAGMbuZFSSE/1XbMO3fE6Fzvr9K5gov0-A/view?
utm_content=DAGMbuZFSSE&utm_campaign=designshare&utm_medium=link&utm_source=editor](https://www.canva.com/design/DAGMbuZFSSE/1XbMO3fE6Fzvr9K5gov0-A/view?utm_content=DAGMbuZFSSE&utm_campaign=designshare&utm_medium=link&utm_source=editor)