



# Super Over Strategy

to win the acquisition game during

**IPL 2024**



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# Introduction

The Indian Premier League is not just a cricket event; over the years, it has become a global phenomenon. It's a spectacle that blends sports, entertainment, and business, creating a fertile ground for marketers across the globe.

For this year's IPL, the Tata Group renewed its title sponsorship for INR 2500 crores, signaling the league's massive commercial appeal and vast audience reach. This event offers a unique stage for brands to engage with a diverse and large audience, especially with IPL's viewership crossing 500 million in the previous season! It generated significant advertising revenue, benefiting various stakeholders.

IPL's success is intertwined with its impact on the Indian economy, promoting tourism, creating jobs, and stimulating growth across multiple sectors.

Its role in globalizing cricket and enhancing fan engagement through entertainment and cultural integration further cements its status as a transformative force in the sports and entertainment industry.

So, let's understand in detail what super-over strategies marketers can use to gain more consumers during this massive IPL season!

This eBook aims to help you capitalize on the IPL's vast appeal with comprehensive tools like WhatsApp Business API. It's about converting the excitement and passion of millions into meaningful interactions and loyalty, all through the convenience and familiarity of WhatsApp.

**So, are you ready to explore how to score big in customer acquisition during IPL 2024?**



# The Game Plan: Leveraging WhatsApp Business API for Marketing Success

WhatsApp Business API is designed for medium to large enterprises needing a scalable solution to manage high-volume communication with customers. It facilitates sending and receiving messages and notifications. It also handles customer inquiries efficiently.

Unlike the WhatsApp Business app, which is aimed at smaller businesses, the API allows for CRM integration, automated messaging, and more personalized customer interactions.

## So, how does it benefit the marketers during the IPL season?

We have understood that the IPL season provides a golden opportunity for marketers to engage with a vast audience. The last edition of the IPL marked a significant uptick in viewership, demonstrating a 32% rise in match TVR over the previous year. This surge in viewership, combined with JioCinema's report of 3.21 crore peak concurrency and approximately 1700 crore online views during the tournament, underscores the IPL's monumental reach and engagement levels.

Thus, leveraging WhatsApp Business API during this period can significantly enhance brand visibility and audience engagement. The API's features, such as automated messages, chatbots, and customer interaction analytics, enable marketers to deliver personalized and engaging content, making the most of this strategic timing.



Moreover, WhatsApp's widespread use offers a cost-effective platform for global outreach. Businesses can connect with customers, foster relationships, and drive conversions without substantial advertising expenditures.

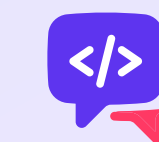
WhatsApp is also the preferred messaging app in many countries, providing a secure and private channel for businesses to reach an international audience effectively.

Gupshup, a WhatsApp Business Solution Provider, simplifies the process of setting up WhatsApp Business API for businesses globally. It aids in ensuring a smooth application. By using services like Gupshup, businesses can streamline the integration and execution of their WhatsApp campaigns, allowing for efficient and effective communication with a vast audience.

As we dive deeper into the IPL season, understanding and leveraging the capabilities of WhatsApp Business API can set businesses apart. It engages cricket fans directly and turns their enthusiasm into marketing success.

# Personalization

## – The Opener

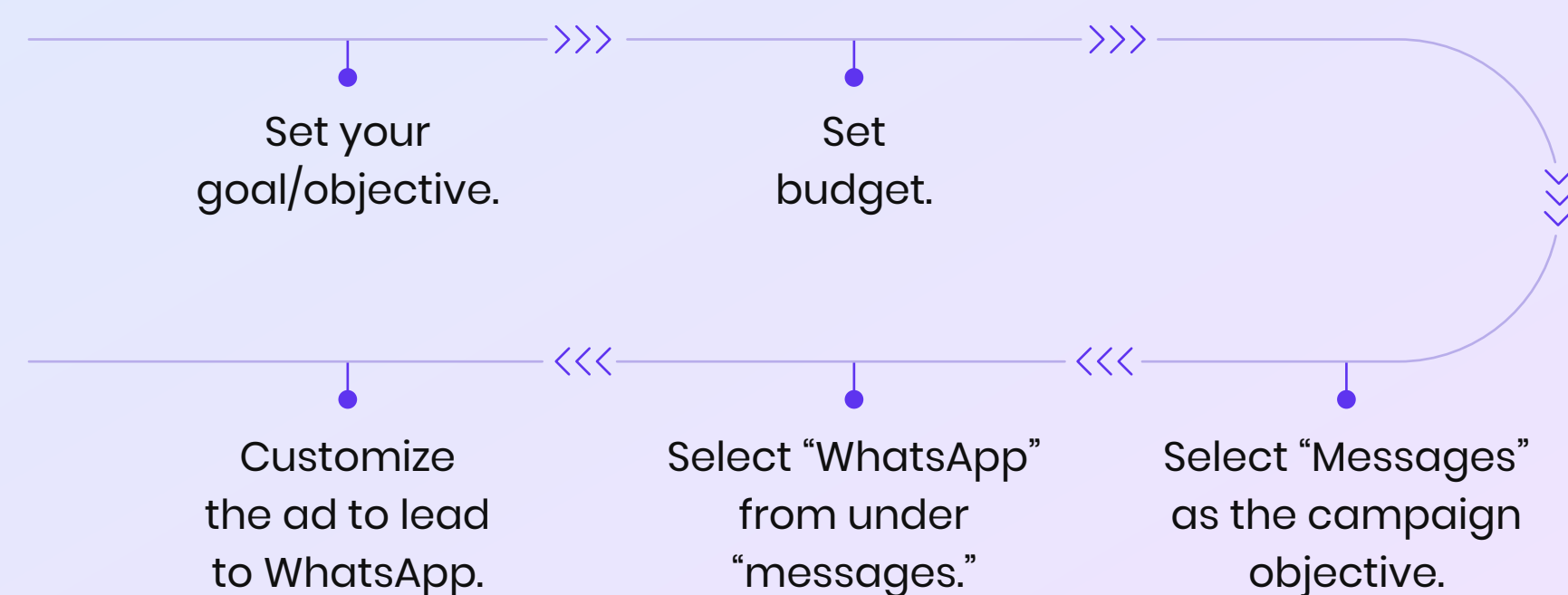


WhatsApp Business API's core advantage in marketing campaigns, especially during events like the IPL, lies in its capacity for personalization at scale.

This tool allows businesses to send messages directly to their audience in a space where they are already active and engaged. WhatsApp's global reach is undeniable, and its familiarity makes it a preferred platform for personal conversations.

This is where Click to WhatsApp ads come in. CTWA ads are a bridge between advertisements seen on platforms like Instagram or Facebook and a personal conversation on WhatsApp. By incorporating a 'Send Message' button in these ads, businesses can directly open a conversation with potential customers on WhatsApp, thereby personalizing the shopping experience right from the start. It involves setting up an ad campaign through Meta's Ad Manager.

**How to create CTWA Ads?** Well, the process is simple.



Advertisers can define their target audience based on various demographics such as age, location, and interests. They just need to ensure the ad reaches those most likely to be interested in their IPL-related products or services.

Once a potential customer clicks on a CTWA ad, the real work begins.

Marketers must ensure that the conversation that follows is as personalized and engaging as possible. This can involve:

- Greeting the customer by name, thanks to the data provided by WhatsApp.
- Understanding customer needs through predefined questions/ through natural, flowing conversations facilitated by AI or human agents.
- Offering personalized recommendations, such as IPL merchandise, tickets, or exclusive deals based on the customer's previous interactions, preferences, or responses within the conversation.

**Yes, creating a personalized message ad is actually a simple process. But, what are its benefits during IPL?**

Personalized marketing, especially in the context of the IPL season, offers several benefits:

- They are more likely to be opened and read, increasing engagement rates.
- They lead to better customer experiences, building loyalty and repeat business.
- By catering to individual leads, businesses can aim at higher conversion rates.

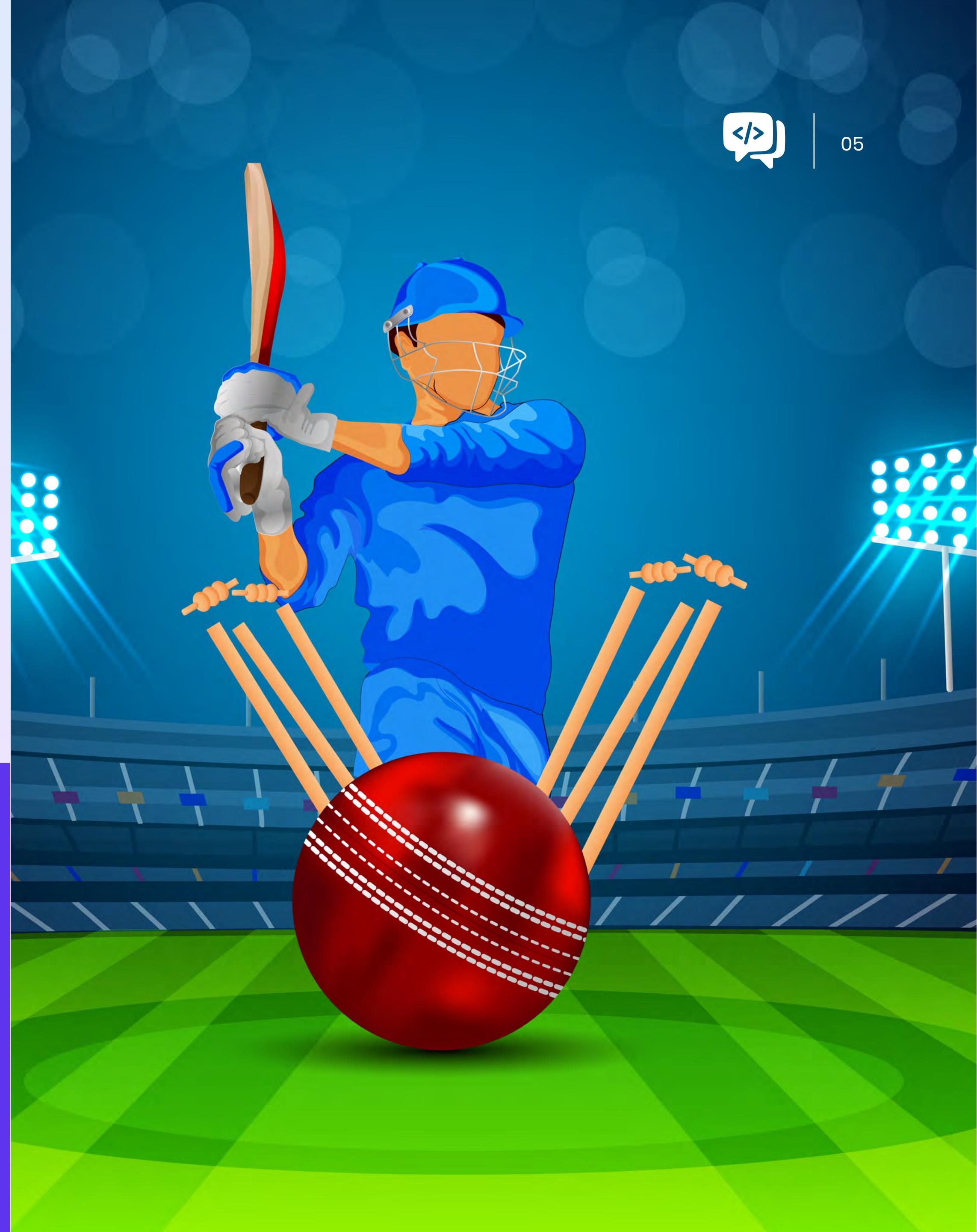
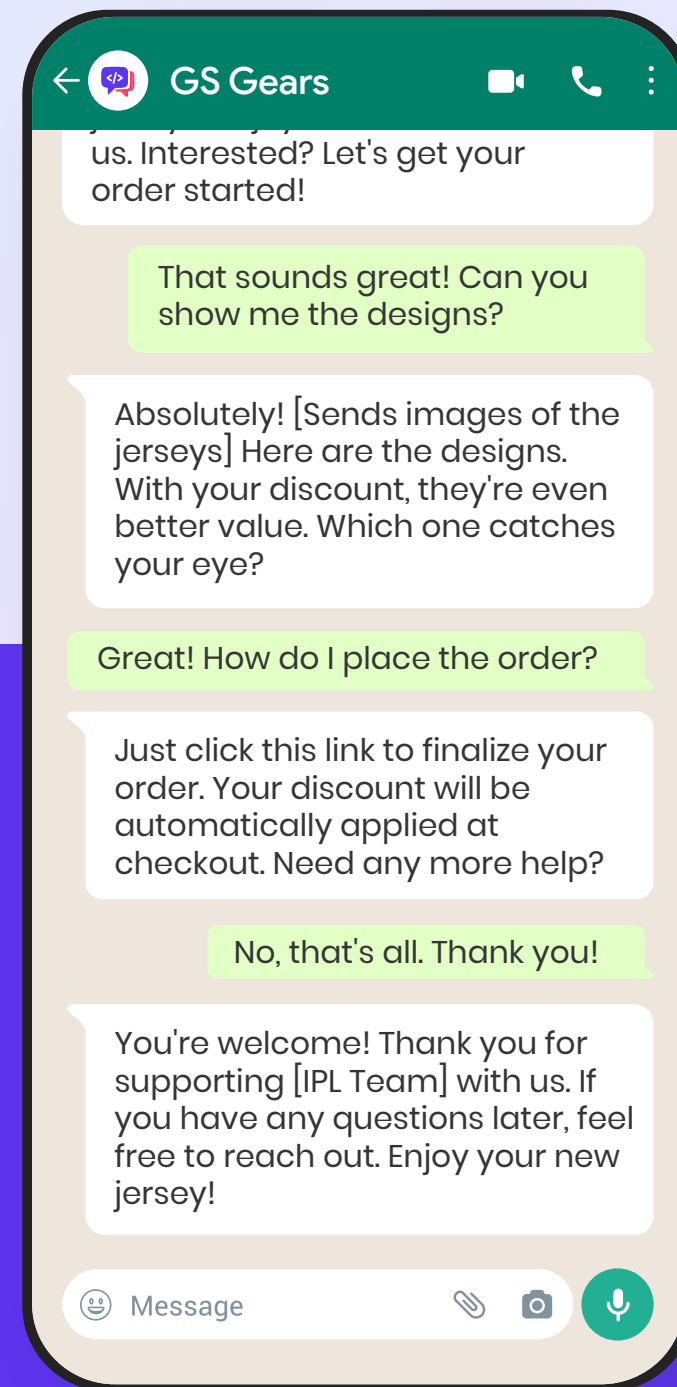
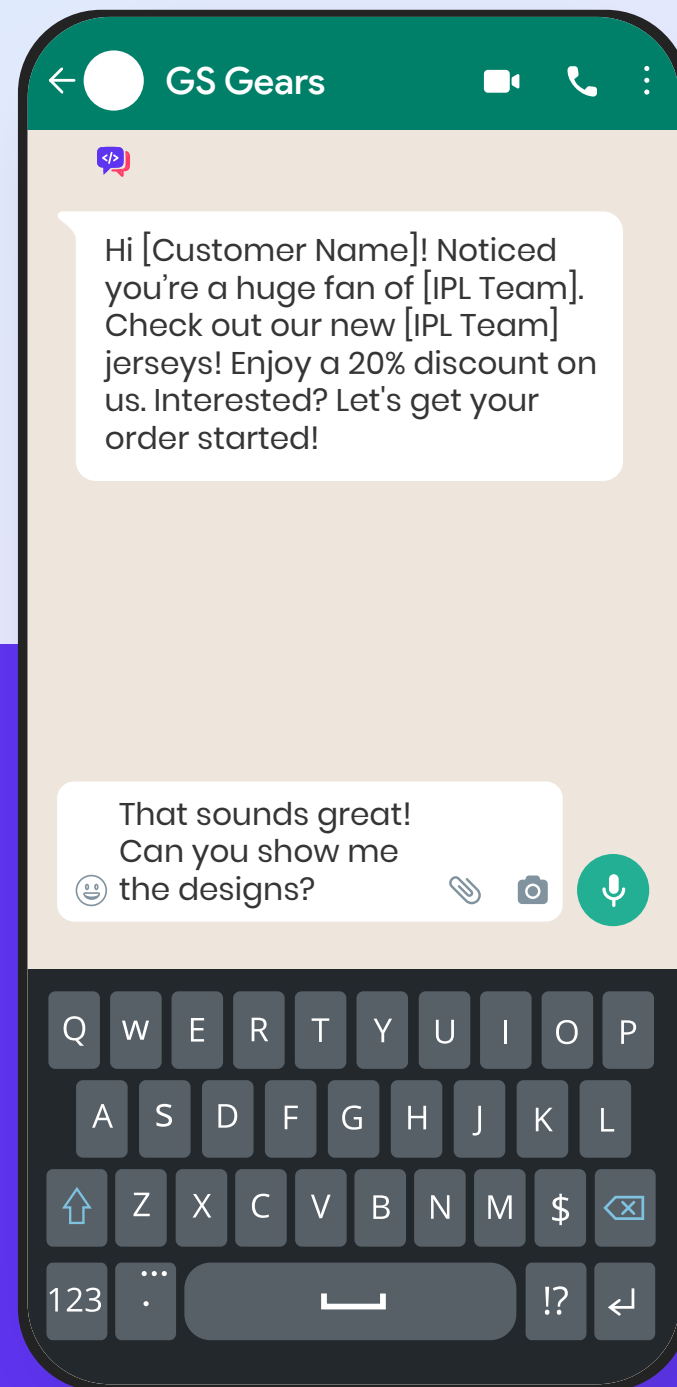
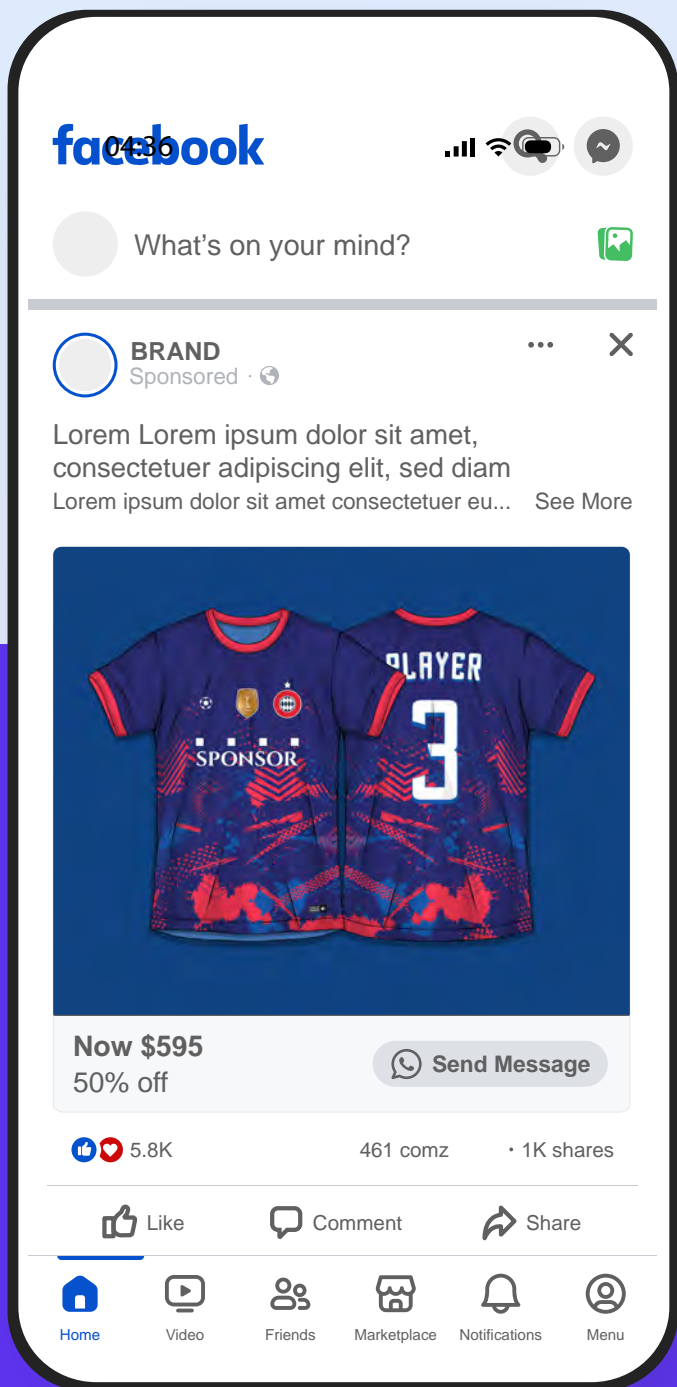


Let's look at a detailed example of what a personalized WhatsApp message could be:



Hi [Customer Name]! Noticed you're a huge fan of [IPL Team]. Check out our new [IPL Team] jerseys! Enjoy a 20% discount on us. Interested? Let's get your order started!

You will see that in this example, appreciating the customer's interest and asking their opinion makes them feel valued. This way, they are more likely to engage, thus increasing the chances of conversion.



# Real-time Engagement – The Power Play

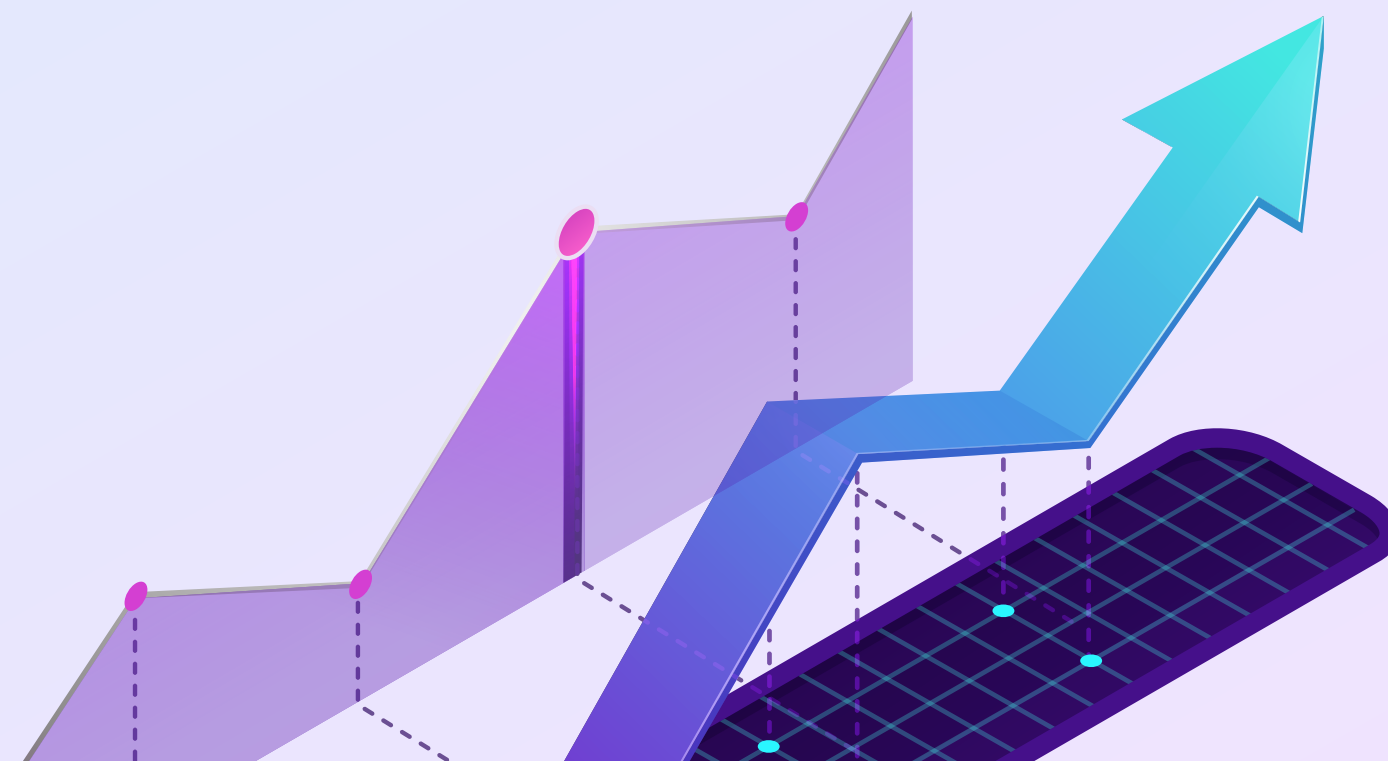


During IPL matches, the high energy provides a prime opportunity for brands to engage audiences. By sending time-sensitive offers and updates, like live scores or exclusive deals, brands can grab attention at moments of peak interest.

This strategy, focused on real-time engagement, requires a deep understanding of customer behavior to deliver personalized messages that resonate. Analyzing customer data helps tailor these messages accurately.

For example, knowing that fans might order food around halftime enables strategic timing for food-related offers.

The key is to prompt immediate action from the audience with clear, compelling calls to action in your messages. This makes it easy for them to engage with your brand right when the excitement is highest.



## What are the benefits of real-time engagement?

- You tap into heightened emotions by aligning your marketing efforts with real-time events, encouraging quick responses and participation in your offers.
- It can significantly increase conversions as offers are made more appealing with the urgency of "limited time" windows.
- Providing valuable and timely content, like live updates, coupled with special offers, enhances the customer experience, making them feel valued and appreciated.
- By being present in moments that matter to your customers, you reinforce their loyalty to your brand, carving it into their memories for future purchases.

An effective example of real-time engagement could be sending live score updates during an IPL match, coupled with an exclusive offer:



Live Score Update: **[Team A] 145/3 (18 Overs) vs [Team B]**. Don't miss a moment of the action! Special Offer: Get FREE delivery on your favorite snacks and drinks during the match. Order now and enjoy the game with [Your Brand Name]'s delicious offerings. Use code IPLFREEDEL at checkout. Offer valid till the match ends!

This template combines the excitement of live sports with an enticing offer, encouraging immediate action from customers.

# Exclusivity – The Middle Overs



Create a sense of exclusivity and urgency for WhatsApp subscribers. It could involve offering special deals, early access to products or services, and limited-time offers. This strategy not only cultivates a VIP atmosphere for subscribers but also encourages quicker decision-making, enhancing conversion chances.

This approach is like saying, "Get it before it's gone!" When something is rare or unavailable for long, people tend to want it more, making them more likely to go for it.

Utilizing countdown timers, showcasing limited stock or availability, and promoting early bird or last-minute deals are proven tactics to amplify the sense of urgency.

## How does this exclusivity and urgency strategy benefit businesses?

- Subscribers feel more inclined to stay connected, knowing they receive special treatment and offers.
- Limited access or time-sensitive offers make subscribers more likely to engage and purchase.
- The urgency created by time-bound offers or limited availability encourages faster decision-making, leading to increased conversions.

An example of harnessing this strategy could be offering exclusive early access to limited edition IPL team jerseys. This not only rewards subscribers but also creates a sense of urgency to act before the general public has access:



Exclusive Early Access: As a valued subscriber, you get first dibs on the limited edition [IPL Team] Jersey! Hurry before it hits the stores!

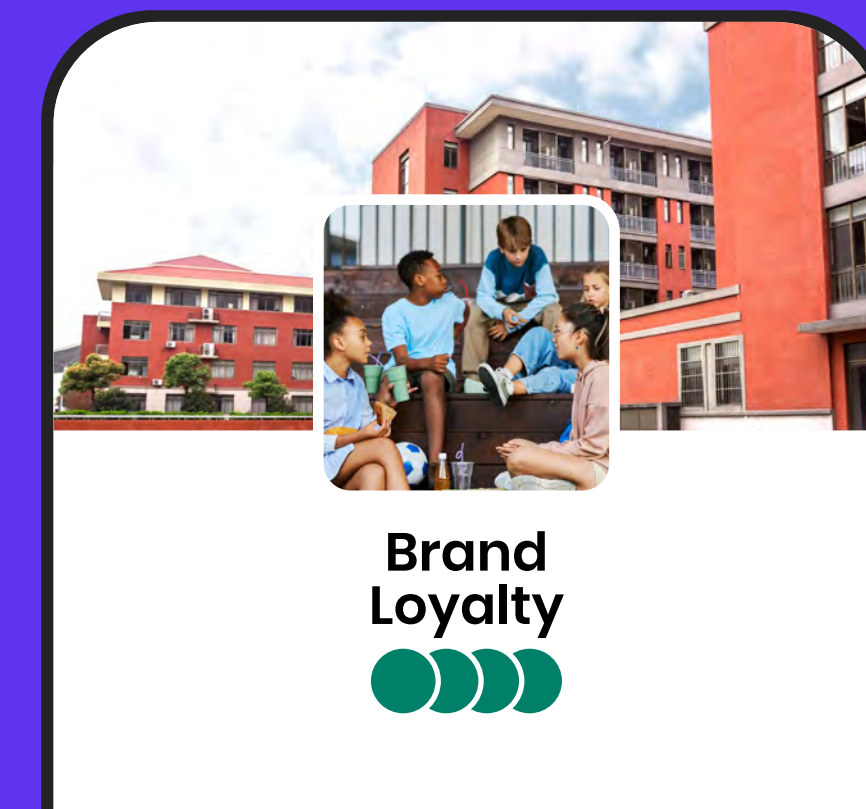
Plus, order now and enjoy free shipping on us. Your exclusive code: **IPLVIP**. Offer ends in 48 hours!

This message prompts immediate action from the recipient to capitalize on the offer.





# Community Building – The Strategic Timeout



Creating online communities or groups to discuss live matches, share predictions, and engage in polls or quizzes is a strategic move that should be applied by all businesses. It builds a strong sense of community.

It allows fans to connect over shared interests, contributing significantly to building a loyal fan base around a brand or event. Online communities offer a space for both current and future customers—and sometimes even employees—to engage with a brand, product, or service. They turn members into brand advocates and create a wealth of user-generated content (UGC).

Building these communities extends beyond customer engagement; it can also

- Enhance brand loyalty.
- Increase customer retention.
- Promote a sense of ownership and inclusion among customers.

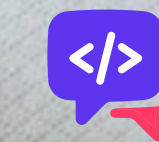
By involving customers in discussions and activities, brands can cultivate a participatory culture that drives immediate engagement and long-term loyalty.

To engage community members, a WhatsApp message inviting them to join a fan group can be crafted as follows:



Join the Exclusive [IPL Team] Fan Group and stand a chance to win exciting coupons! Tonight, before the game, take part in our 'Predict the Man of the Match' quiz. Your insights could win you amazing discounts! Click here to join the excitement: [link]

This template not only invites fans to be part of an exclusive community but also offers them an immediate, engaging activity that promises rewards, further encouraging participation and fostering a sense of belonging.



# Interactive Campaigns – The Acceleration



Interactive content like polls, quizzes, and contests related to the IPL encourages active participation, transforming users from passive viewers into engaged participants. This approach captivates the audience's attention and builds a deeper connection with the brand through engaging dynamic experiences.

## Engaging Users with Interactive Content

During the IPL season, businesses can engage users with interactive content through AI chatbots. Suppose you own a cafe. During the IPL season, your café can attract cricket fans by launching an online prediction game on your website or social media. Customers predict IPL match outcomes, like winners or top scorers, to win café discounts or freebies. This strategy uses IPL's excitement, encourages visits, and enhances the customer experience. It's a win-win situation!

## The Role of Efficient Customer Support

Efficient customer support is crucial in building loyalty and trust. Prompt responses to queries and proactive support can significantly enhance customer satisfaction. Address issues instantly and effectively.

To engage your audience further, consider sending a poll asking users to vote for their favorite IPL moment of the week. Participants could receive a discount code as an incentive for taking part:



What's Your IPL Highlight This Week? Cast your vote and get a special discount! Choose your favorite moment:

**Moment A**

**Moment B**

**Moment C**

Vote now and enjoy an exclusive offer just for participating! Your discount code: **IPLVOTE20**

### Providing interactive content comes with its own benefits –

- Interactive campaigns keep the audience engaged and invested in your content, especially during peak hours
- It provides insights into your audience's preferences, enabling more targeted and personalized marketing efforts in the future.
- Efficient customer support in response to user participation reinforces trust and loyalty, as users feel valued and supported by the brand.

Interactive campaigns definitely entertain and engage but also serve as a bridge between the brand and its audience. They enhance the customer experience and create a vibrant, engaged community.

# Feedback and Follow-Up – The Final Over

The practice of collecting feedback post-purchase or post-engagement is extremely important in the cycle of product and service enhancement. Incorporating customer feedback is crucial for tailoring products and services to better meet user needs, enhance user experience, identify bugs, and prioritize features that are most in demand by consumers.

Efficient customer support plays a crucial role in this phase, acting as the foundation for building loyalty and trust. Addressing queries promptly and offering proactive support can significantly boost customer satisfaction and foster repeat business. Negative feedback, in particular, offers an opportunity for improvement, providing direct insight into areas that may not meet customer expectations and allowing businesses to address these issues head-on.

A simple yet effective follow-up message could be structured as follows:



Hello [Customer Name]! We hope you're enjoying the IPL season as much as we are. We'd love to hear your thoughts on our recent IPL-themed product range. Your feedback is invaluable to us and helps us serve you better.

As a token of our appreciation, here's a sneak peek into our exciting upcoming launches. And, for sharing your thoughts, enjoy a special discount on your next purchase with code **IPLFEEDBACK20**. Thank you for being a valued part of our community!"

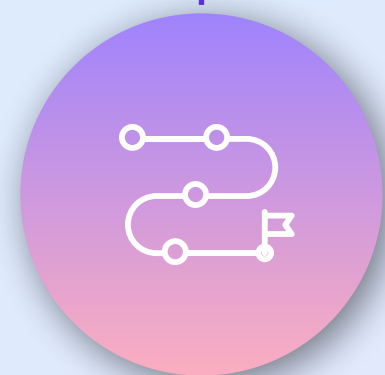


# Crafting Your Own Campaign



## Understanding the Opportunity

IPL's wide appeal and excitement provide a perfect backdrop for companies to launch new products, increase brand awareness, and differentiate themselves in a crowded market. Many popular brands have used IPL to launch new offerings and have seen significant increases in brand awareness and user engagement as a result.



## Adapting Strategies for IPL

To capitalize on the IPL's reach, brands need to adapt their strategies to fit the high-energy and engaging environment of cricket. This includes creating campaigns that resonate with the IPL audience's preferences, effectively utilizing celebrity endorsements, and ensuring the brand message aligns with the excitement of the matches.



## Going Beyond the IPL

To sustain engagement beyond the IPL season, brands should consider leveraging Conversational AI-led solutions. AI chatbots and similar technologies enable continuous and personalized communication with customers, driving loyalty and repeat business.

The ability to collect feedback, follow up with customers, and offer exclusive deals through platforms like WhatsApp can turn seasonal engagement into year-round relationships. By focusing on sustained experiences and utilizing Conversational AI, brands can maintain a strong connection with their audience, ensuring long-term success.



# Conclusion



The strategic approach to leveraging the Indian Premier League (IPL) for brand marketing, as outlined across various chapters, displays the tournament's immense potential for enhancing customer engagement.

This comprehensive exploration highlights the importance of adapting marketing strategies to align with the IPL's dynamic environment, utilizing platforms like WhatsApp Business API provided by Gupshup for targeted campaigns and continuous engagement.

From the initial engagement strategies utilizing WhatsApp Business API for personalized marketing during the IPL crazeto leveraging real-time events for customer engagement during high-energy matches, brands have a plethora of tools at their disposal to capture the audience's attention.

The exploration into creating exclusivity through offers, and building communities for deeper brand loyalty, further illustrates the multifaceted approach brands can take to not just attract but retain customer interest beyond the IPL season.

The discussions on the importance of interactive campaigns to increase user engagement and collect valuable data serve as foundational elements for a sustained marketing strategy that extends beyond the temporal bounds of the IPL.



# About Gupshup





Gupshup is the leading conversational engagement platform for marketing, commerce, and support automation. Its automation solutions enable more than 45,000 brands across India, Latin America, Europe, Southeast Asia, the Middle East, and the US to deliver a better customer experience, increasing revenue and reducing costs. Citibank, AkzoNobel, Khan Academy, Unilever, MPL, Netflix, Flipkart and Ola are among the company's main clients. With a single messaging API for over 30 channels including voice, text, and chat, the conversational engagement platform processes over 10 billion messages per month. Valued at \$1.4 billion, the company has prominent investors such as Tiger Global, Fidelity Management, and Research Co. LLC, among others.



#1 Conversational Engagement Platform for  
**Marketing | Commerce | Support**



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