
INFLUENCER
& Email Marketing

BRAND

OVERVIEW

Toyota is more than just a car manufacturer; it is a global symbol of trust and longevity. In India, the brand has earned a "**legendary**" status by delivering vehicles that are famous for their Quality, Durability, and Reliability. Whether it is the iconic power of the Fortuner or their new-age, eco-friendly Hybrid technology, Toyota focuses on one simple promise: creating cars that last a lifetime. Choosing Toyota isn't just a purchase; it’s an investment in world-class engineering and peace of mind.

#AlwaysToyota

CAMPAIGN

OVERVIEW

- **Goal:** Brand Awareness & Product Launch Visibility.
- **Core Message:** Positioning Toyota not just as a car manufacturer, but as a leader in "Future Mobility" (focusing on Hybrids and Durability).
- **Target Audience:** Families looking for safety, tech-enthusiasts looking for green energy, and long-term car buyers.

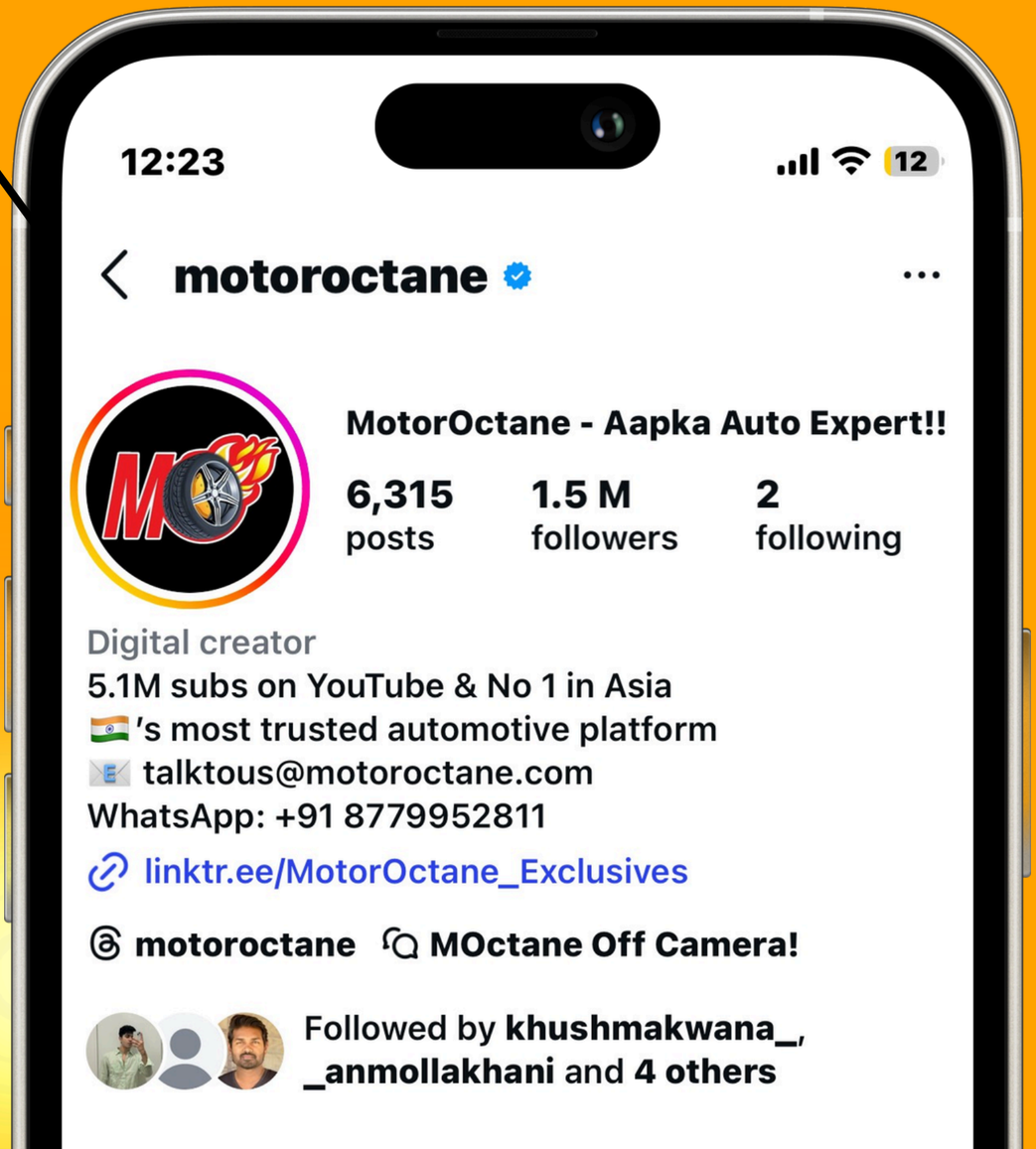
INFLUENCER

SELECTION

CELEBRITY
INFLUENCER

WHY SELECTED?

We chose MotorOctane to leverage their massive industry authority and 1.5M+ reach to create instant, high-decibel brand awareness and "Top-of-Mind" recall for the #AlwaysToyota campaign.



MACRO
INFLUENCER

WHY SELECTED?

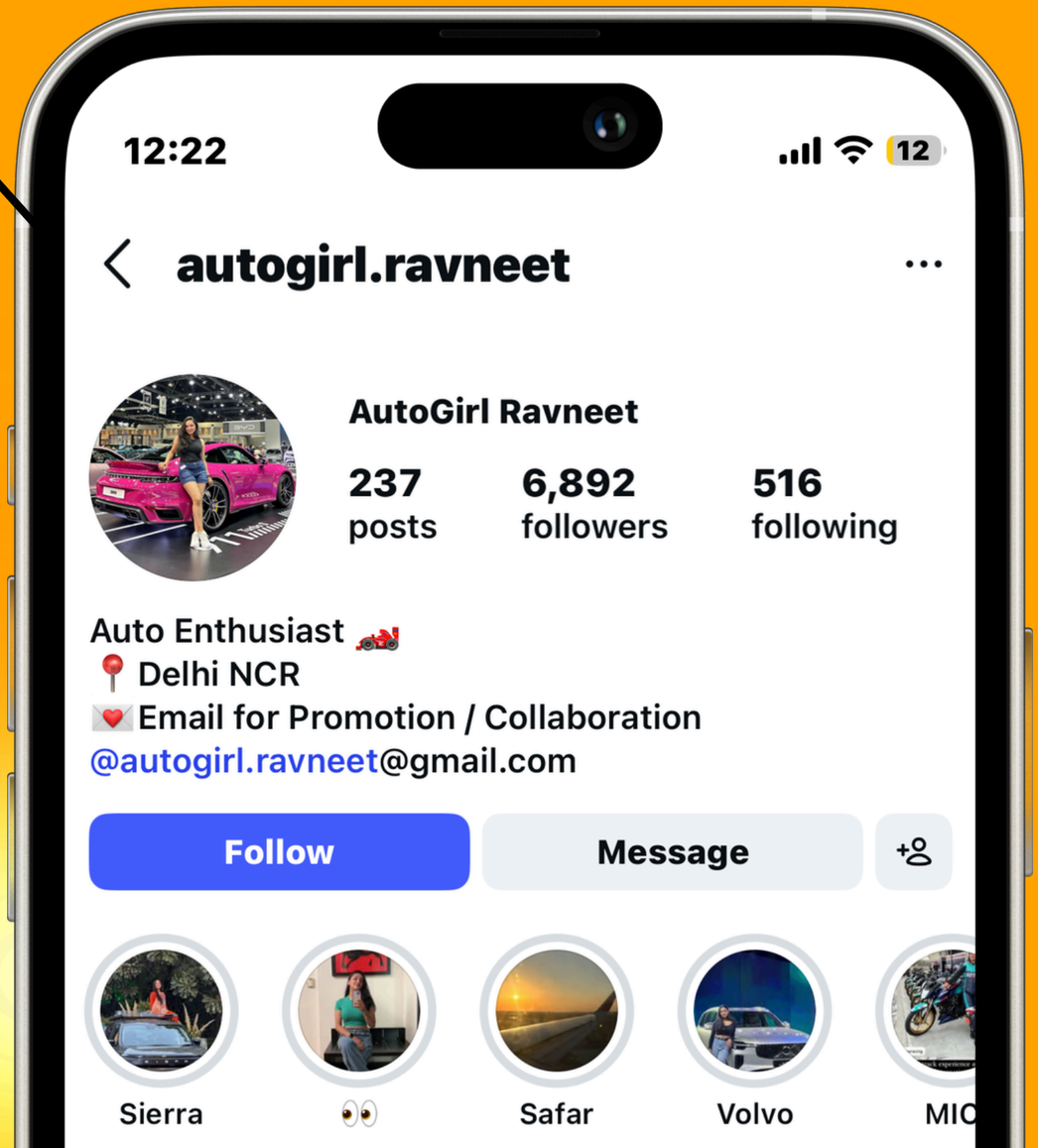
We selected Namaste Car for their technical expertise, as their detailed walk-through style is essential for educating the audience on complex new launches like "Strong Hybrid" technology and justifying Toyota's premium pricing.



NANO
INFLUENCER

WHY SELECTED?

We included Ravneet to provide high-trust, relatable "Social Proof," focusing on the daily ownership experience and family safety, which helps convert general awareness into a genuine desire to purchase.



CONTENT CALENDER

@motoroctane

- **Day 1:** Instagram Reel
- **Content Strategy:**
  The Evolution: Cinematic transition from heritage models to new Hybrids.
- **Key Message:**
  Technology changes, Trust is #AlwaysToyota.

- **Day 2:** Instagram Story
- **Content Strategy:**
  Resale Poll: Engaging 1.5M followers on Toyota's market-leading resale value.
- **Key Message:**
  A Toyota is an investment, not just a car.

- **Day 3:** Instagram Reel
- **Content Strategy:**
  Global Montage: Showcasing Toyota’s world-class performance standards.
- **Key Message:**
  Global Quality, Indian Heart.

CONTENT CALENDER

@namastecar

- **Day 1:** Instagram Reel
- **Content Strategy:**
  Hybrid Deep-Dive: Explaining the "No-Plug" self-charging engine tech.
- **Key Message:**
  Innovation is #AlwaysToyota.

- **Day 2:** Instagram Carousel
- **Content Strategy:**
  Cost Analysis: Data-driven breakdown of low service & maintenance costs.
- **Key Message:**
  Logical choice for the smart Indian buyer.

- **Day 3:** Instagram Reel
- **Content Strategy:**
  Safety Walkaround: Live demo of 7-airbags and high-strength build quality.
- **Key Message:**
  Safety is never an option; it's a standard.

CONTENT CALENDER



@autogirl.ravneet

- **Day 1:** Instagram Carousel
- **Content Strategy:**
  Road-Trip Diary: Real-life comfort and space for Indian families.
- **Key Message:**
  Comfort is #AlwaysToyota.

- **Day 2:** Instagram Reel
- **Content Strategy:**
  Feature Focus: Daily-use tech like ventilated seats and 360° cameras..
- **Key Message:**
  Premium features for an effortless drive.

- **Day 3:** Instagram Story
- **Content Strategy:**
  Q&A Session: Honest answers on Hybrid mileage in city traffic.
- **Key Message:**
  Real-world proof from a trusted owner.

COST PER VIEW
CALCUTATION

Influencer	Avg. Views	Quote (Rs.)	CPV (Rs.)
Autogirl.ravneet	7500	10,000/-	1.33
Namastecar	561000	5,00,000/-	0.89
Motor Octane	3483000	15,00,000/-	0.43

NOTE: Metrics are assumed from their 5 Latest Instagram posts

STRATEGIC

CHOICE :

Namaste Car
(Macro)

WHY?

For a brand-level campaign, his CPV of ₹0.89 is the most efficient. His audience is deeply interested in "the right choice," making him perfect for building long-term brand equity.

NYKAA

DRIP
MARKETING

ENTRY TRIGGER

- Sign-Up / Browsing
- Men's Grooming
- Clicked Ad
- Clicks men's skincare ad
- Product page visit / abandon

EMAIL 1: Introducing Product
“Oily skin? Acne? This is for you.”

Email Opened

Send Next Email After 24 hours.

1

EMAIL 2:
Product Benefit Snapshot
“One product. Visible difference.”

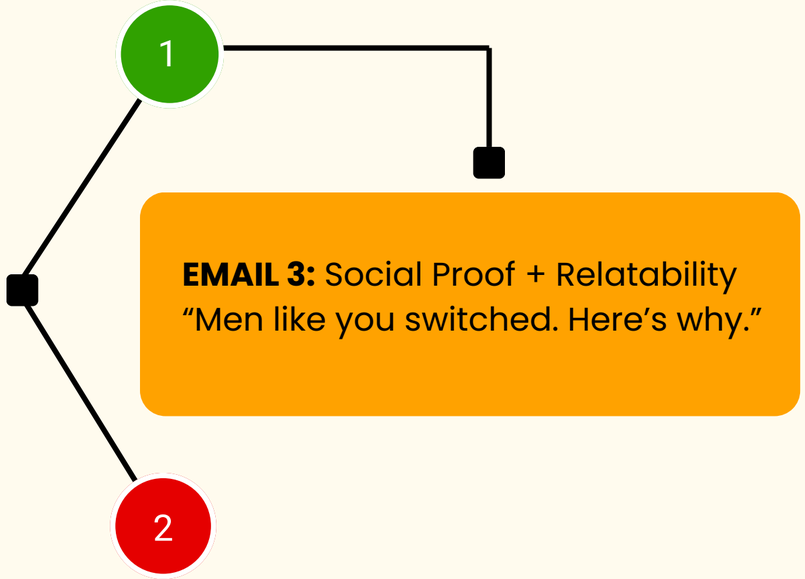
2

Email Not Opened

Wait 24 hours
Send short push notification
““Most men ignore skincare.
Their skin shows it.”

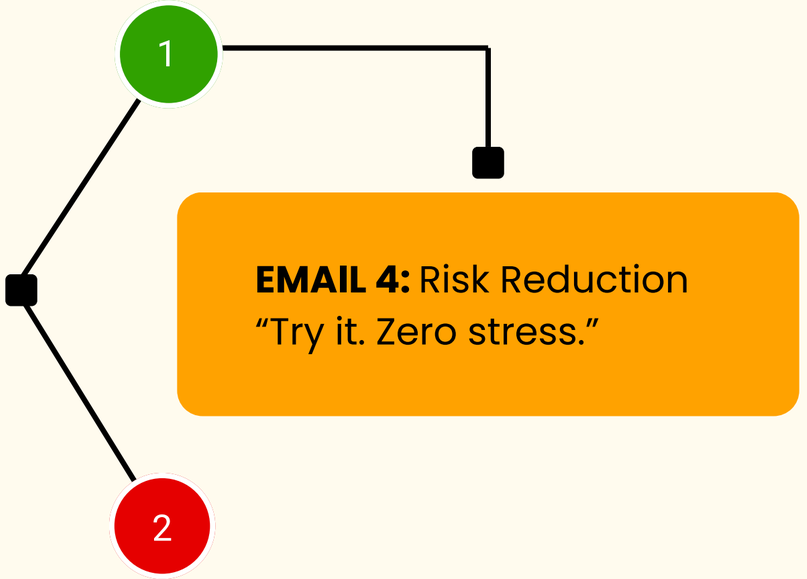
If Still NO → move user to light reminder path (don’t spam)

Email Opened
Send Next Email
After 24 hours.



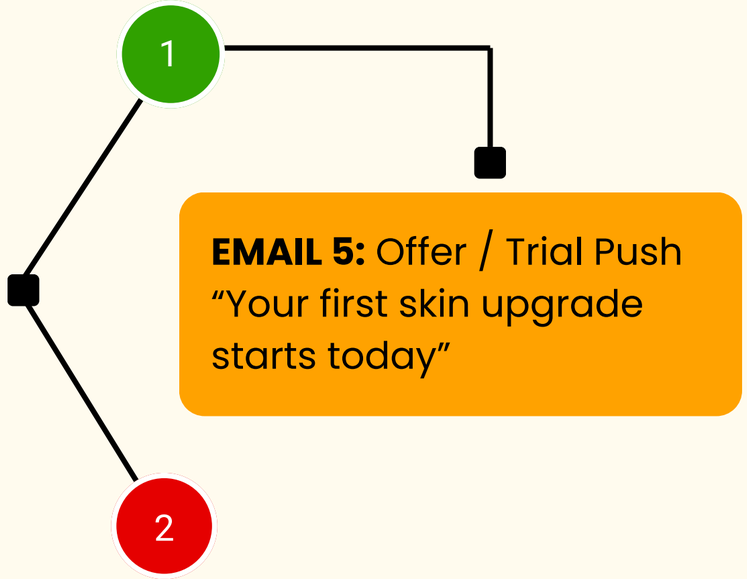
Email Not Opened
Wait 24 hours.
Send simplified visual email
(Product + benefit headline)
“Oil control. No stickiness.
Done.”

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Send Next Email
After 24 hours.



Email Not Opened
Wait 24 hours
Send curiosity-based email:
“This is why men’s skin ages
faster.”

Email Opened
Send Next Email
After 24 hours.



Email Not Opened
Wait 24 hours
Send reassurance email:
“No side effects. No
pressure. Just better skin.”

THANK YOU

Pratham Shah
Aagam Shah
Khush Makwana
Anmol Lakhani