# Marketing strategies

A product or service may have every aspect that is beneficial and exemplary to the consumer, but without successful marketing, it is quite unlikely to be noticed. The use of a robot in the tourism industry may be new, but its effectiveness is unseen. The fundamental marketing strategy is to market the product on social media. Tourism is mostly driven by social media posts and engagement. Around one-fifth of a traveller is inspired by social media (Olenski, 2020). Influencing marketing is another aspect of social media, and can bring lots of interactions if it is implemented right. The approach is to find social media influencers who travel and showcase how these technology-based products are revolutionizing the entire supply chain (Audrezet & Kerviler, 2020). The interactive and engaging social media campaign and targeting the right audience will sky-rocket the company’s operations.

The Robo-delivery is a technology-driven, consumer-oriented, and safe product which will fill the logistic gaps. The foremost marketing strategy will be to address the psychological needs of the consumer. Since the idea of Robo-delivery is based on sustainability and protection of the environment. Customers who are eco-friendliness oriented do support products that are eco-based and help in protecting the environment (Butler, 2020). It refers to as green marketing. Another successful approach is to enlighten customers about how fast orders can be received through this product. The average e-commerce delivery takes about 2 or 3 days and is late incase of logistic or vehicle problems (Panko, 2020). Traditional e-commerce delivery takes much time when the orders are in random order. Contrast to this, Robo-delivery cuts the chase and will deliver the product in less than the average time. Consumers will be enlightened about how this product shortens the delivery time, and there is no risk of breakage, lost item, or late delivery. This marketing strategy will lead consumers to order more products through Robo-delivery.

# Operations

This idea has a competitive advantage since it reduces the operation time and provides reliability to the consumers. The product is entirely technology-driven, and the operations will be technology-driven as well. For successful operations, the business will acquire strategies such as cognitive technologies. The technologies include Artificial intelligence, machine learning, computer vision, and data procession (Sonntag, 2020). With these technologies, the company will gather and evaluate the data to understand consumer’s behaviours and trends. Planning, reasoning, and identifying patterns are all evaluated by these technologies. This strategy is technology-driven and will align admirably with the company’s operations. The speech recognition, potentiality to assess factors like cost, quality, reliability will also be operations of the company for proficient effectiveness. The company will make changes accordingly to bring in more consumers and engage with them. The robot will give a thorough insight into how it works and will acknowledge the consumers around the surroundings. It will be able to communicate through various types of consumers. Subscription packages will be provided to prioritizing customers for acknowledgement and further engagement. The Robo-delivery has diversity and inclusivity to reach beyond the target. Many companies can outsource this product for robotic cooperation and enhancement of their products.

# References

Olenski, S. (2020). The Impact Of Social Media In The Travel Marketing Industry. Forbes. Retrieved 28 September 2020, from https://www.forbes.com/sites/steveolenski/2014/02/07/the-impact-of-social-media-in-the-travel-marketing-industry/#cb1c7922ad32.

Audrezet, A., & Kerviler, G. (2020). How Brands Can Build Successful Relationships with Influencers. Harvard Business Review. Retrieved 28 September 2020, from https://hbr.org/2019/04/how-brands-can-build-successful-relationships-with-influencers.

Butler, A. (2020). Council Post: Do Customers Really Care About Your Environmental Impact?. Forbes. Retrieved 28 September 2020, from https://www.forbes.com/sites/forbesnycouncil/2018/11/21/do-customers-really-care-about-your-environmental-impact/#4697b078240d.

Panko, R. (2020). How Consumer Hunger for Two-Day Delivery Impacts Small Businesses | Clutch.co. Clutch.co. Retrieved 28 September 2020, from https://clutch.co/logistics/resources/how-two-day-delivery-impacts-small-businesses.

Sonntag, D. (2020). Cognitive Technologies. springer.com. Retrieved 28 September 2020, from https://www.springer.com/series/5216#:~:text=...-,The%20series%20Cognitive%20Technologies%20encompasses%20artificial%20intelligence%20and%20its%20subfields,and%20practice%2C%20knowledge%20representation%20and.