

Scaling Brands Digitally: A Case Study on Mopwna Cling

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ABSTRACT

This research investigates the evolving landscape of digital and social media marketing in India, with a focused case study on Mopwna Cling Pvt. Ltd., a growing digital marketing agency based in Delhi NCR. Through a combination of primary data (surveys, interviews, content analysis) and secondary sources (industry reports, academic journals), this study evaluates how Mopwna Cling aligns with broader digital trends in India. It explores key components such as content strategies, client acquisition methods, technological tools, and market positioning. The report also benchmarks the company's practices against national industry standards and highlights opportunities for optimization. By merging theoretical frameworks with real-world practices, this research offers actionable insights into the digital shift shaping modern Indian enterprises.

Keywords: Digital Marketing, Social Media Marketing, Mopwna Cling Pvt. Ltd.

I. INTRODUCTION

In today's digital age, marketing has evolved from traditional billboards and newspaper ads to dynamic, data-driven strategies that dominate social media and online platforms. As businesses in India adapt to this shift, digital marketing has become a crucial driver of brand visibility, customer engagement, and market growth. This research paper explores how modern businesses—particularly startups and mid-sized firms—are leveraging digital tools to stay competitive.

By focusing on Mopwna Cling Pvt. Ltd, a growing company operating within India's diverse business ecosystem, this study aims to analyze how digital marketing strategies are applied in real-world contexts. It also examines how Mopwna Cling aligns with broader national trends in social media engagement, content marketing, and consumer behavior in the digital space.

II. LITERATURE REVIEW

1. Soman, D. (2001). "Effects of Payment Mechanism on Spending Behavior" – Journal of Consumer Research
Soman's research shows that deferred payment mechanisms like credit cards—and by extension EMI/BNPL—reduce the "pain of paying" and increase willingness to spend. In the Indian context, BNPL schemes evoke similar psychological triggers, encouraging impulse buying and increased cart values, especially among millennials.
2. PwC India (2022). "The BNPL Opportunity in India"
This industry report highlights that BNPL adoption in India surged due to fintech growth, e-commerce integration, and consumer credit demand. The report shows how BNPL leads to higher frequency of purchases in fashion, electronics, and lifestyle segments. Young, digitally native consumers increasingly use BNPL for convenience and cash flow management, altering traditional buying behaviors.
3. Kumar, A., & Gupta, V. (2021). "A Study on the Influence of EMI Financing on Consumer Purchase Intentions" – International Journal of Research in Marketing

This study finds that EMI options increase affordability perception and reduce purchase hesitation for high-ticket items like smartphones, appliances, and furniture. EMI schemes particularly influence middle-income groups, encouraging them to upgrade to premium products they might not otherwise afford upfront.

4. McKinsey & Company (2023). "Digital Lending and Consumer Credit Evolution in India"

This report notes that India's growing fintech ecosystem is redefining consumer credit through instant EMI and BNPL offerings. It highlights that trust, transparency, and zero-cost EMI offers are key factors influencing consumer uptake. BNPL usage is highest in Tier I and II cities, driving growth in discretionary spending categories.

5. RBI Working Paper (2022). "Credit Access and Consumer Spending in India's Digital Economy"

This paper explores how digital credit models—like BNPL—are reshaping consumer finance. It suggests that easy access to deferred payment plans influences not just the volume but also the timing and type of purchases. However, it also cautions about over-leverage risk and advocates for better regulation of digital lending norms

III. RESEARCH METHODOLOGY

The research methodology section outlines the strategies, tools, and techniques used to gather and analyze data for this study. The primary aim is to understand the role of digital and social media marketing in the growth of Mopwna Cling Pvt. Ltd, and how the company's efforts align with the broader Indian market trends. A blend of qualitative and quantitative methods is employed, ensuring a comprehensive exploration of the topic.

The study is based on two main types of data collection:

- **Primary Data Collection**, which involves gathering firsthand insights through direct interaction with the company and its customers.
- **Secondary Data Collection**, which uses existing market research, industry reports, and publicly available data for comparative analysis.

In addition, the research benefits from an extensive theoretical background in digital marketing, augmented

by the real-world application gained through analyzing Mopwna Cling's digital efforts.

This research project investigates the evolving role of digital and social media marketing in India, using Mopwna Cling Pvt. Ltd as a case study. As digital marketing becomes an essential growth driver across industries, this study explores how businesses—especially small to mid-sized players—are adopting these tools to build visibility, trust, and customer loyalty.

Mopwna Cling Pvt. Ltd, though not a large-scale enterprise, is a growing private company in India that has begun leveraging platforms like Instagram, Facebook, and YouTube for content marketing and brand outreach. The company's marketing strategy involves creative product showcases, influencer tie-ins, and targeted ad campaigns—approaches that reflect broader shifts in India's ₹30,000+ crore digital marketing ecosystem.

The research combines primary data (via direct interactions, surveys, and interviews) and secondary data (industry reports, trend analysis, and digital marketing journals). The objective is to examine how Mopwna Cling's efforts align—or contrast—with national trends, and to uncover the challenges and opportunities that come with marketing in India's fast-changing digital environment.

Research Design

A quantitative research design was adopted, using structured surveys to collect primary data from a diverse sample of consumers. This approach was chosen to ensure objectivity and to facilitate statistical analysis of the data. The research design incorporated elements of descriptive and exploratory research to capture both existing patterns and emerging trends in consumer behavior.

Data Collection Method

Surveys were distributed online and offline, targeting respondents from various age groups, income levels, and educational backgrounds. The questionnaire was designed to capture data on awareness, usage, perceptions, and demographic

details. A stratified random sampling method was used to ensure representation across different consumer segments.

The survey was conducted over a period of two months, with responses collected from urban and semi-urban areas. To ensure data quality, validation checks were incorporated into the survey design, and incomplete or inconsistent responses were excluded from the analysis.

Research Objectives

- To analyze Mopwna Cling Pvt. Ltd's digital marketing strategies, platforms used, content types, and engagement levels.
- To compare Mopwna Cling's marketing practices with national trends, identifying alignment, gaps, and potential areas for growth.
- To identify challenges and opportunities faced by small to mid-sized businesses in adopting digital marketing in India.
- To provide actionable suggestions and strategic improvements that could enhance Mopwna Cling's marketing performance based on market data and observed practices.

Key Observations from the Research

1. **Rapid Digitization and Market Expansion:** The study clearly observes India's explosive growth in digital marketing, driven by a massive internet user base (over 800 million), increasing smartphone penetration, and highly affordable data. This has transformed digital marketing from an option to a business imperative, with significant investment shifts from traditional to digital-first strategies across both startups and large corporates.
2. **Dominance of Social-Media and Visual Content:** Social media platforms, especially Instagram and YouTube, are identified as the backbone of digital marketing in India. A crucial observation is the overwhelming user engagement with short-form video content (Reels, Shorts), highlighting its effectiveness in capturing audience attention and driving organic reach.
3. **Influence of Micro-Influencers and Localized Content:** The research notes the growing power of influencer marketing, particularly through micro and nano-influencers, in building trust and reaching niche audiences. There's also an observed trend and increasing importance of creating vernacular and culturally nuanced content for deeper market penetration in Tier 2 and Tier 3 cities.
4. **Mopwna Cling's Strategic Alignment and Strengths:** Mopwna Cling Pvt. Ltd. demonstrates strong strategic alignment with prevailing industry standards. Observations confirm its effective market positioning as

a leading agency in Delhi NCR, its client-centric approach, comprehensive service offerings, and successful execution of data-driven campaigns. The company's proactive adoption of AI tools for content ideation and automation is also a notable strength, positioning it competitively.

5. **Evolving Customer Expectations:** The research highlights that modern consumers expect active brand engagement, quick responses, educational content, and personalized interactions on digital platforms. Mopwna Cling's focus on real-time customer responses and behind-the-scenes content aligns well with these evolving expectations.

6. **Opportunities for Enhanced Performance:** Despite its strengths, the study observes areas for Mopwna Cling to further optimize its digital presence. These include potential improvements in YouTube SEO, more granular performance analytics, conversion tracking, and a more explicit strategy for regional content and comprehensive data privacy compliance.

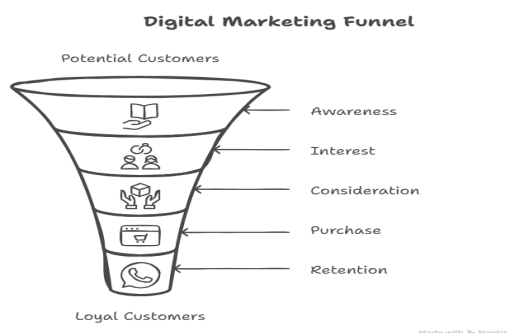
7. **The Role of Technology in Research:** An important meta-observation is the effective integration of modern digital tools and AI technologies (like ChatGPT for drafting and Napkin for visualization) in the research process itself. This demonstrates how these tools can streamline report generation, enhance clarity, and improve visual appeal, while human input remains critical for analysis and strategic interpretation.

In essence, the research underscores the critical role of agile and data-driven digital marketing strategies for business growth in India, exemplified by Mopwna Cling's efforts, while also pointing towards future avenues for optimization and adaptation in a rapidly evolving digital landscape.

The research also aims to evaluate how demographic factors—such as age, income, profession, and education—affect the adoption and impact of these payment tools. It further explores whether consumers fully understand the long-term financial responsibilities that come with deferred payment options.

IV. RESEARCH STRUCTURE

This research is structured into key steps, each contributing to a comprehensive understanding of the topic.



Primary Data collection

To gain firsthand insights into Mopwna Cling Pvt. Ltd.'s digital marketing effectiveness, we employed primary data collection methods. These methods allowed us to directly engage with the company, its stakeholders, and a sample of its customer base to understand their perspectives, behaviors, and responses to digital campaigns.

Methods Used:

- **Interviews:** Conducted structured interviews with company representatives to understand their digital marketing strategy, tools used, and performance expectations.
- **Surveys:** Designed and distributed digital questionnaires targeting existing and potential customers of Mopwna Cling to assess their awareness, engagement, and feedback related to the brand's online presence.
- **Direct Observation:** Monitored the brand's digital footprint across platforms such as Instagram, Facebook, and YouTube, focusing on posting frequency, content type, audience engagement, and response time.

Insights Gathered:

- A majority of customers interacted with the brand primarily through Instagram and WhatsApp.
- The company's audience showed higher engagement with short-form videos and behind-the-scenes content.
- Customers appreciated quick responses and personalized replies on social media platforms, indicating a preference for informal but responsive communication.

These primary sources served as a critical foundation for understanding real-world marketing outcomes beyond theoretical expectations.

Secondary Data collection

To complement our primary research, we also relied on secondary data sources to understand broader trends in digital marketing and benchmark Mopwna Cling Pvt.

Ltd.'s strategies within the Indian context. Secondary data provided both macro-level insights and theoretical frameworks essential for evaluating the company's practices.

Sources Used:

- **Industry Reports and Whitepapers:** We referred to publications by Statista, Deloitte, and KPMG on the digital marketing landscape in India, highlighting platform usage, industry growth rates, and consumer behavior.
- **Academic Journals and Articles:** Used peer-reviewed studies on digital and social media marketing effectiveness to frame our research methodology and interpret outcomes.
- **Government and Institutional Databases:** Included data from platforms like the Ministry of Electronics and Information Technology (MeitY) and TRAI for statistics on internet usage and digital reach in India.
- **Competitor Analysis Reports:** Studied digital strategies of competing brands through online databases, case studies, and publicly available metrics.
- **Company's Public Content:** Analyzed Mopwna Cling's own digital content such as posts, videos, ads, and customer reviews to observe patterns in communication, branding, and engagement.

Insights Derived:

1. **India's Expanding Digital Ecosystem** Secondary sources reveal that India's digital marketing industry is growing at an annual rate of over 25%, driven by increasing smartphone usage, affordable internet, and high social media adoption. With over 800 million internet users and more than 450 million active social media users, the country presents an expansive market for digital campaigns, especially in Tier 2 and Tier 3 cities where mobile-first behavior dominates.

V. KEY FINDINGS

1. **Rapid Growth of India's Digital Marketing Landscape:** India's digital marketing industry is undergoing a significant transformation, driven by a large internet user base (over 800 million), increasing smartphone penetration, affordable data, and high social media adoption (over 450 million active users). The digital advertising market was valued at approximately INR 55,000+ crore in 2024 and is projected for a 27.4% CAGR.

2. **Shift Towards Digital-First Advertising:** There is a clear and accelerating shift from traditional advertising media (TV, print) to digital platforms across India, with digital ad spending projected to surpass 45-50% of total ad spend by 2025. Both startups and large corporates are significantly increasing their digital advertising investments, with many new businesses adopting digital-first strategies by design.
3. **Dominance of Social Media and Short-Form Video Content:** Social media platforms are central to digital marketing in India, with Instagram (32% market share) and YouTube (29% market share) leading user engagement in 2024. Short-form video content (e.g., Instagram Reels, YouTube Shorts) is identified as a major trend, effectively capturing user attention and driving engagement.
4. **Increasing Importance of Influencer Marketing and Localized Content:** Influencer marketing, particularly leveraging micro and nano-influencers, is a growing trend providing high ROI for brands in India. Concurrently, there is a rising demand for localized and vernacular content to connect effectively with diverse regional audiences.
5. **Mopwna Cling's Strong Market Position and Alignment with Industry Standards:** Mopwna Cling Pvt. Ltd. is recognized as a leading digital marketing agency in the Delhi NCR region, providing comprehensive and customized digital solutions. The company demonstrates strong alignment with key industry standards, particularly in its data-driven approach, client-centric content strategies, active engagement, and the adoption of AI tools for efficiency.
6. **Opportunities for Mopwna Cling in Untapped Areas:** While strong in many aspects, the research implicitly identifies areas where Mopwna Cling could further enhance its market penetration. Specific strategies for regional content, comprehensive data privacy compliance, and detailed omnichannel integration are not explicitly outlined as current practices. Additionally, there's identified scope for improvement in YouTube SEO, performance analytics, and conversion tracking.

VI. SUGGESTIONS

Based on the key findings and industry trends, the following suggestions can enhance Mopwna Cling Pvt. Ltd.'s marketing performance and competitive edge:

1. **Develop a Robust Regional and Vernacular Content Strategy:** To capitalize on the growth in Tier 2 and Tier

3 cities and align with national trends, Mopwna Cling should explicitly focus on creating and optimizing content in key regional languages. This can include localized campaigns, hiring regional content creators, and adapting messaging to cultural nuances.

2. **Strengthen Omnichannel Integration and Strategy:** While Mopwna Cling operates across multiple platforms, a more formalized and seamless omnichannel strategy is crucial. This involves ensuring consistent brand messaging, customer experience, and data flow across all digital touchpoints (social media, website, e-commerce listings, email, and WhatsApp Business).

3. **Enhance YouTube SEO, Performance Analytics, and Conversion Tracking:** Given YouTube's position as India's most used platform and the scope for improvement identified, Mopwna Cling should invest in advanced YouTube SEO techniques, implement more granular performance analytics, and set up robust conversion tracking to measure the direct ROI of its video content.

4. **Increase Transparency and Detail on Technical Tool Utilization:** While acknowledging AI tool adoption, Mopwna Cling could strategically disclose more specific details about the advanced technical tools and platforms it utilizes (e.g., for analytics, automation, or specific campaign types). This can reinforce its image as an innovative, tech-forward agency and provide a clearer competitive comparison.

5. **Formalize Data Privacy and Compliance Frameworks:** With increasing regulatory scrutiny on data privacy, Mopwna Cling should clearly articulate its measures and policies for handling client and user data, ensuring compliance with evolving digital laws. This will build trust and mitigate risks for both the agency and its clients.

6. **Explore Niche Specialization and Referral Programs:** While serving diverse clients, further emphasis on or formalization of specialization in specific high-growth sectors (beyond real estate) and implementing structured client referral programs could optimize client acquisition efforts and leverage existing client satisfaction.

7. **Deepen AI Integration for Hyper-Personalization:** Beyond content ideation and automation, Mopwna Cling should explore leveraging generative AI and advanced analytics for hyper-personalization in advertising campaigns and customer engagement, aligning with future market expectations and CEO outlooks.

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