



## Marketing Strategy of Dailythanthi in Tamilnadu

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### Abstract

Newspapers have a significant role to play within society. Usually, everyone starts their day in the morning by reading the Newspaper. Because of the growth of News Channels, Digital News, Mobile Updates and Social Media, etc., the newspaper industry is currently facing several challenges, hence the need for proper marketing to change the communication process. An effective marketing strategy is expected to attract more potential customers and also retains its readers. A newspaper as a medium should fulfill the reader's need to provide some information that will help them acquire some general knowledge. This research paper study aims to give an overview of how "The DailyThanthi" can improve its marketing strategy and meet the reader's needs. This research paper focuses on an analysis of some of the marketing strategies.

**Keywords:** Dailythanthi, Newspaper, competitor, Readers, circulation, strategy.

### Introduction

Newspapers are the main source of news. It is a platform by which the facts and evidence of the incidents taking place all over the world reach even those places where there's no electricity. Their productions are much more important than providing the company with profit. Newspapers are a medium to provide information about news related jobs, government, innovation, politics, sports, business, etc... Every day newspapers reflect the public's interest and understanding. Wide coverage of data is obtained at a low cost through the newspaper. The newspaper provides us with gathering information from inside and outside of the state and country. At present the newspaper industry facing many challenges both within and outside media players. Internal threats from other newspaper companies and external threats such as

online media and mass media. Therefore, the newspaper industry is more focused on marketing strategies.

### **Newspaper in Tamilnadu**

Swadesamitran was the first Tamil newspaper owned and operated by Indians in the year 1881–1985. First, swadesamitran was published in Chennai and later it will be distributed around the Tamilnadu. It was created by G Subramania Aiyer who was also the first editor of papers. Before Swadesamitran Subramania Aiyer started The Hindu (1879) English newspaper so Swadesmitran was founded from The Hindu which is called as sister paper. During the war for independence, VVS Iyer served as the editor or sub-editor of the paper. After that in 1942 Dailythanthi started in Madurai. It had been created by S.P.Adithanar. Thereafter other Tamil newspaper industries such as Dinakaran, Dinamani, Dinamalar etc ... are founded in Tamilnadu. Later “The Hindu” Tamil version was created in Tamilnadu in 2013

### **Dailythanthi**

In 1942, Daily Thanthi began in Madurai, with simultaneous editions in Chennai, Trichy and Salem. It was founded by the British-trained lawyer S.P.Adithanar. He modeled Daily Thanthi on English tabloid design-The Daily Mirror. Before the Dailythanthi Swadesamitran is a Tamil newspaper published in Tamilnadu but it not easy to understand by all the people, only educated people are buying Swadesamitran. Yet S.P.Adithanar breaks the idea, He wanted to publish a newspaper that ordinary people can read and understand throughout the Tamilnadu and it leads to increase circulation of Dailythnathi. and it will also encourage reading habits even among the new readers. This was S.P.Adithanar's biggest success and strategy of Dailthanthi. Earlier, the dailythanthi newspaper was printed in Madras and circulated to the southern region after a certain point, DailyThanthi used the general public bus system to distribute the paper throughout the south region and implement the new strategy in the circulation of the newspaper. Within a few years DailyThanthi became one of the most important Tamil language newspapers by circulation and became the number one Tamil newspaper in Tamilnadu. Currently, the largest circulated Tamil daily newspaper in the Tamilnadu. Now the Dr. Pa. Sivanthi Adityanar's son C. Balasubramanya Adityan flourishes every day. Dailythanthi launched its internet service on [www.dailythanthi.com](http://www.dailythanthi.com). The Internet also serves millions of Tamil readers throughout the world. Tamil readers around the world today converted the website with digital technology to make

reading the news quick and convenient for users. It is designed to send their friends messages that they read.

### **Marketing Strategies**

Due to their rise of competitors and the emergence of social media, the newspaper industry's in Tamilnadu focused more on marketing strategies. The internet declines newspaper industry readers in recent years. Therefore, it leads to some problems in the newspaper industry to overcome this problem by adopting different marketing activities in order to maintain its competitive advantage.

### **Product**

There is creative mix of hard and soft news with a local flavour attract more readers. Supplements have important role to play in the designing the product features. Reader's interest is important and innovations are also playing important role in newspaper. Dailythanthi is one of leading newspaper in Tamilnadu. It has excellent news and media coverage and is now one of Tamil's most prominent newspapers. Under its marketing mix that offers well-designed newspapers and circulates throughout the Tamilnadu. Further enhance this, it also offers e-newspaper and launched its own app on various platforms.

### **Price**

Affordability has become a motivating factor for purchasing the newspapers. The reduction in price and differential pricing, have become very common in the newspaper industry. Dailythathi is faced with tight competition from its competitor and therefore always adopts a competitive pricing strategy to be ahead in the race. In order to retain the competitive advantage in Tamilnadu, it has targeted its competitor's readers and lowered their subscription rates.

### **Promotion**

Dailythanthi's advertising campaign focussed on the newspaper's features. But with changing times and increased competition, they are trying to project the number one Tamil newspaper on their own. It always gets involved in sillines with its competitor when it comes to promotion. Dailythanthi pursues viral marketing tactics to maintain a competitive advantage and

has successfully covered all the possible touch points in a city beginning from shops, tea stalls and even billboards in buses and road dividers. The need for Brand awareness and recall has compelled the newspapers to resort to massive promotion through different medias. Innovative promotions have increased due to the curiosity of the readers.

### **Distribution**

Effective distribution at the right time and at the right place has become important. The selection, appointment and terms and conditions of the agents are very crucial. The role of hawkers is increasing. The suppliers of the Dailythanthi newspaper are correctly distribute the papers at home at right time. The excellent distribution ensures the newspapers are widely available at newspaper outlets, small shop, railway stations and individually delivered at homes

### **Segmentation and targeting**

The basis for segmentation markets of Dailythanthi has undergone many changes. New segments like youth, women, sports lovers, business have been identified and targeted by Dailythanthi newspaper. The Dailythanthi newspaper is found in nearly all of Tamilnadu's cities and towns, and has been able to penetrate deep into targeting a huge segment of readers on a daily basis. They are sold newspaper from door to door by vendors or can be found at newspaper stalls and book stalls in nearly all the crowded touch points in a city

### **Major marketing activities of The Dailythanthi**

Throughout their tastes all target customers aren't identical. Consumers have different kinds of needs and wants. so Dailythanthi has announced various kinds of marketing activities which have been properly designed and implemented. Marketing activities include promotion, advertisement and public relations. Some of the marketing activities of Dailythanthi are discussed below:

### **Dailythanthi Book Fair**

Dailythanthi has published more books such as Elangai tamizhar, Aayiram aandu adhisayam, etc., and they run a book fair program in major cities such as Chennai, Madurai, Tirunelveli, Coimbatore. Readers have the opportunity to buy different books at the dailythanthi

book stall, and by reading books they can improve their reading skills and knowledge. Having consumer and reader retention is a technique. This is one reason why dailythanthi hits readers.

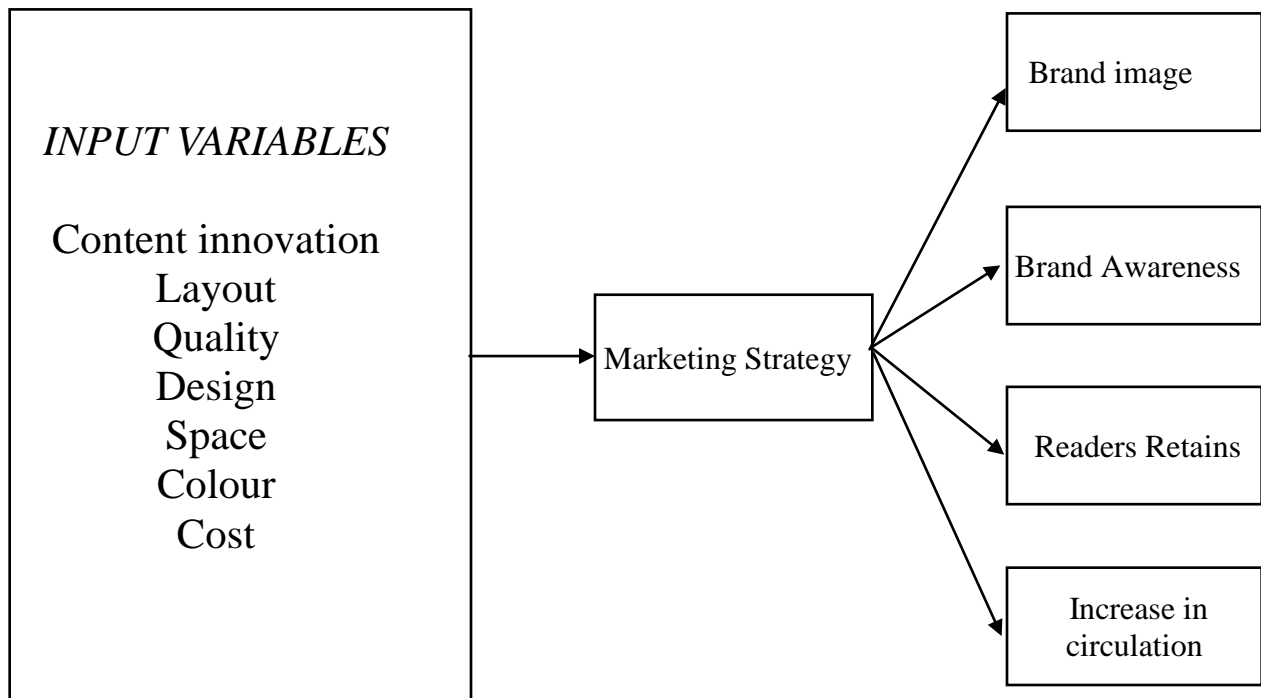
### Branding activities

In various districts, the Dailythanthi has implemented the award presentation program for outstanding students in SSLC and HSC level exams. It will create a high level of motivation amongst students. Dailythanthi also conducts writing, speech competition, etc., among students, and awarded the winners prizes.

### Radio Channel advertisements

The radio channel Hello Fm is also owned by Dailythanthi. Therefore, newspaper Dailythanthi has got free promotion activities. In every morning peak time (7 am to 8 am) the Dailythanthi repeatedly promoted. So, the reach of dailythanthi gets increased.

### CONCEPTUAL FRAMEWORK



### Conclusion

Thus, the marketing strategies adopted in Tamilnadu by various newspapers definitely have helped them by growing their circulation and profitability. Such techniques also became

very useful for dealing with rivals. The result would be more optimistic if those approaches were more creative. There is no question in the newspaper "The Dailythanthi" that Tamilnadu newspaper readers have reacted very positively to the various marketing strategies. The Dailythanthi authority analyses the reader's materials in order to draw them and follow a marketing strategy for better distribution.

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