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Posted by Adgully Bureau | on July 28, 2016



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From biking enthusiast to entrepreneur to mastering the art of running multiple start-ups, Ambika Sharma, Founder & Managing Director, Pulp Strategy, Instappy and Trails of India, has donned many hats. A thoroughbred marketing professional with an experience of 15+years, in new age marketing and technology integration, Sharma spearheads Pulp Strategy Communications as the Founder & Managing Director. This first generation entrepreneur is accountable for integrated planning and implementation, improvement and consolidation in the organisation and strategising the creative communication for brands.

**Key learning over the years as an entrepreneur**

The entrepreneur hat is an interesting one to don. One must be prepared to give up a lot of personal time and have a single minded focus to drive a business up from scratch. Confidence, planning and self-belief have a very large part to play in mentally taking the plunge. Personally, I love the space I am in, every day is new and there is so much to look forward to. The creative freedom is in perfect balance with the responsibility of driving real time results. Every time a campaign or a piece of work finds acceptance with the consumer making a difference to the brand, it's immensely fulfilling. Good work is the best motivation.

**Thought behind launching Instappy**

When I came up with the idea of Instappy, the market was already inclining towards high quality apps, due to the increasing number of smartphone users and strengthening data. We saw that there were a large user set who did not have the pocket, time or the expertise to enable an app for their business we sensed a potential opportunity, by allowing users to create customised apps affordably. That is Instappy

**What need gap is it able fulfil?**

As a technology service company custom mobile application development was a part of our service offering. We realized that we were getting an increasing number of requirements for Apps which we either could not address because of limited budget expectations or our dev teams were already swamped. We sensed an opportunity to transform the way businesses approached mobile and their business and commerce applications. We needed to empower businesses and individuals by making the entire process of app development easy and seamless. Today Instappy allows easy customization, reduced go to market time, always updated tech for high quality apps that include custom API's and advanced features, at a fraction of the cost.

## Trails of India

An exclusive social, lifestyle and utility product on the mobile and web platforms that connects passionate bikers across the country to share fascinating riding stories create detailed mapped trails of motorcycle travels and share information on the go that makes motorcycling more fun and inspiring.

The Trails of India is the product for getting social with everything motorcycling. It seeks to redefine the riding experience with ardent bikers from all over the country as its members. Bikers from all over India can use this platform to share enticing biker stories, journeys, experiences, and get the latest updates from the motorcycling world, including aftermarket inclusions, technology from across the world for the bike and the rider, safety gear, gadgets and more. Bikers can create online groups to create their exclusive space for offline groups, post events, get invites and information to the rides and events across the country and also Riders can also post queries in the forum section to get relevant answers from a team of experts and other seasoned bikers.

### Biking & Trails of India

Being connected with the consumer and the insight it gives is a definitive advantage. As someone who rides long distance a lot, I always had to talk to multiple people to get information on routes, places, terrain, etc. Trails of india addresses that gap while bringing alive a lot of the other information as well as connectivity with peers pieces alive.

### Success of short content in the digital space vis-à-vis long content

Short content is popular, especially on social media. While search engines prefer long-form content, the short and laconic pieces have the power to evoke emotions and arrest the attention of users passing time on social media. Micro-blogging and micro-fiction is here to stay, and hence, fastidious brands must include the same in their marketing and outreach strategy.

### Importance of data in the digital domain

The data in digital domain is significant, because marketers today endeavor to be proactive, instead of reactive. With optimum data received at the right time, real-time tracking etc. digital entrepreneurs and marketers get an edge to better understand user behavior and perhaps redesign the pitch of their product or services.

### How mobile devices are helping brands in communicating the right message

Mobile is the personal long term relationship with consumers that brands need to have and are increasingly successful in triggering. Mobile is personal, instant and personalized. Allowing you to tell that story better and hear the customers side effectively. Brands that are using mobile to create communities and trigger conversations and make the customer a part of their story are on the best road to progress.

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