Meet The Man Behind Online Community Management

Ashutosh Prasad

Community Manager

Xiaomi

Synopsis

Managed Mi Community with 17 Million+ super passionate Mi fans. Helped the team to come up with innovative campaigns and creating assets to build, grow, and increase brand loyalty. Ideated and executed campaigns to create buzz around flagship products to keep up the hype.

Xiaomi India

Boosted Mi Community
Online Presence

Xiaomi

Feb 2019 – Jul 2020

Marketing Specialist at 🤖

- Created marketing campaigns that stand out for smartphones, ecosystem, and accessories products. Prepared regular campaign reports.

- Managed Mi Community with 17 Million+ fans and leading a team of 20+ super passionate Mi fans to help come up with new ideas, create engaging content and other assets.

- Coordinated with Marketing, PR, Product, and Sales teams to ensure brand consistency and stay updated on new products and features.

- Trained and supervised the team to generate posts and respond to user queries on a day-to-day basis.

- Facilitated a few offline community events, where I introduced the Mi community to fans.

Measuring Success

- ► Overall **25-30% increase** in **registered user base**.

- ► Helped boosting **daily active user** (DAU) **from 15Mn to 17Mn.**

- ► **Improved community/team structure** for efficient content generation.

- ► **Scaled marketing effort** through Key Opinion Leaders.

- ► **Revised reward program and budget** for Mi Community 2020 -21.

- ► **SWOT analysis and Auditing** on behalf of the team.

- ► Ideated and organized **Mi Explorer Program 2019.**

Notable Projects

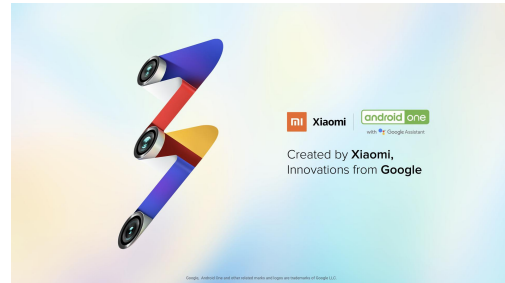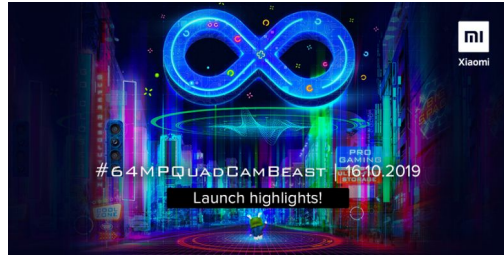**As of 31ˢᵗ Dec 2019**

Threads: 348

Views: 34.3Mn

Comments: 73.3K

Favourites: 61K

Likes: 40.4K

- ► Smartphones
- ► Ecosystem
- ► Accessories

#64MPQuadCamBeast 16.10.2019

Launch highlights!

SMARTER LIVING 2020

Xiaomi android one with Google Assistant

Created by Xiaomi,
Innovations from Google

K2O BELIEVE THE HYPE
— 17th July 2019 —

#AapkiNayiDuniya

Launching on 19th March

Know more

32MP Super Selfie

Battery. Camera. Action.

Launching on 9th October 2019

Introducing
Mi Router 4C
Faster Speed. Better Connectivity.

4 High-performance antenna
Up to 300Mbps speed

Learn More

Mi Crowdfunding

Mi Rechargable LED Lamp
CROWDFUNDING NOW LIVE

Introducing
Mi Portable Wireless Mouse

Ergonomic Design
Long Battery Backup

Learn More

Mi Super Bass Wireless headphones
20 Hours Epic Battery Life | 40mm Dynamic Driver

#BreakTheWire

Special Price : ₹1,799

Now available on mi.com and amazon.in

02:2020

LONGER LIFE.
UNCOMPROMISED CARE

COMING SOON

Introducing
Mi Beard Trimmer
#BeardButBetter

Join the launch here

Mi Truck Builder
Learning is now fun

530+ building blocks
Versatile 2-in-1 model

Special Crowdfunding Price
₹1,199 ₹1,499

PARTICIPATE NOW

MADE FOR THE MOVE
Mi Backpacks
From ₹899 BUY NOW

Drinking water can be injurious to health.

Test before you sip
Mi Water TDS Tester
₹349

Now available exclusively on mi.com and Mi Home

Redmi K20 Series

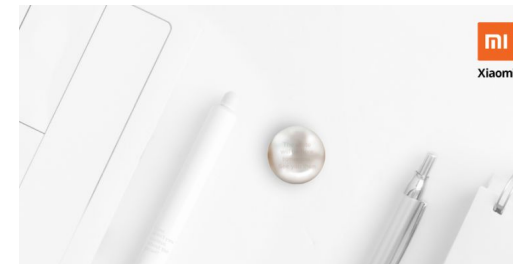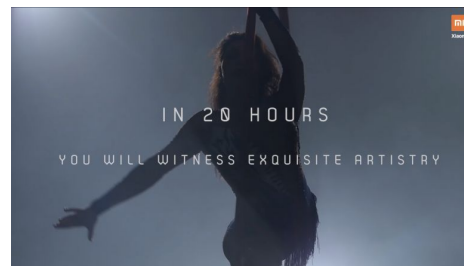**As of 31ˢᵗ Dec 2019**

Threads: 43

Views: 4.1Mn

Replies: 9.6K

Likes: 8.4K

Favorites: 5.4K

Highlights

- Community specific biggest campaign was "Mi Explorers 2019"

- A campaign, naming 20 actual stars behind first 20 Mi fans

- Emphasis to portray it as an affordable flagship product

- Extensive coverage to major KSPs like Pop-up camera, processor

- The post-launch campaign was primarily focused on UGC and reviews

Mi Fans
The Actual STARS Of Xiaomi

Experience **Horizon Display**
on the **K20 series**

ALPHA SALE
REGISTRATIONS OPEN
12 NOON, 12TH JULY
Redmi K20 | Redmi K20 PRO

Mi EXPLORERS
2019

IN 48 HOURS
SPEED WILL HAVE A NEW NAME

IN 20 HOURS
YOU WILL WITNESS EXQUISITE ARTISTRY

Redmi Note 8 Series

#64MPQuadCamBeast | 16.10.2019
Launch highlights!

As of 31st Dec 2019

Threads: 30

Views: 2516413

Replies: 7116

Likes: 5206

Favorites: 4011

Highlights

- An amalgamation of powerful camera and performance.

- MediaTek G90T series as a best gaming processor out there.

- Milestones achieved by Redmi Note series.

Redmi Y3

As of 31st Dec 2019

Threads: 29

Views: 3667220

Replies: 4627

Likes: 8105

Favorites: 2483

32MP Super Selfie

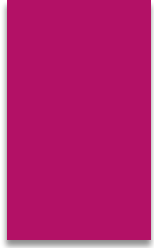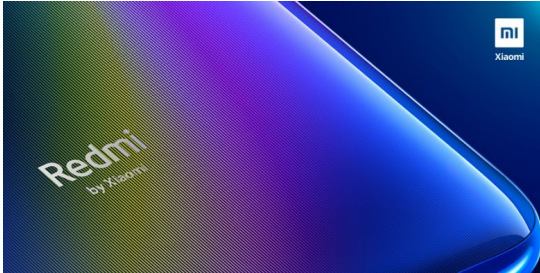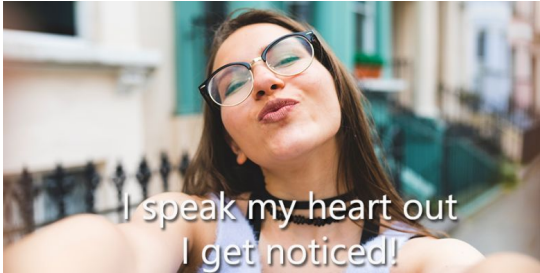2 days to go | Launching on 24th April 2019

Highlights

- TG: Selfie lovers between the age ground of 17 and 30.

- Showing off the selfie camera Capabilities.

- Displaying how its a product more than just a good selfie Camera.

- Over the year also sharing various selfies clicked by reminding users of Y3.

- Associating the Y in Y3 with Youth.

Something Great Is Coming!

Everything is becoming beautiful, stylish, and better designed
Y not my phone?

I speak my heart out
I get noticed!

I NEVER RUN OUT OF JUICE
NOR MY PHONE

Y Is everyone going on a selfie spree?

Redmi
by Xiaomi
Xiaomi

Redmi Go

As of 31ˢᵗ Dec 2019

Threads: 17

Views: 916808

Replies: 2291

Likes: 2895

Favorites: 1292

#AapkiNayiDuniya

Launching on 19ᵗʰ March

Know more

Highlights

☐ First smartphone angle, targeting Tier 3 & 4 cities

☐ Focused on regional languages to build an emotional connection

☐ To prove camera quality, EXIF codes were shared openly along with original files

☐ A perfect gift for less tech-savvy, old people, 1st-time smartphone user.

Bigger Entertainment. Reliable Performance.
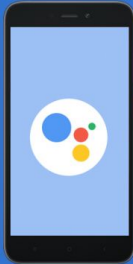
Launching on 19th March

#AapkiNayiDuniya

Xiaomi

#AapkiNayiDuniya
Launching on 19th March
Participate and win exciting prizes
Know more

Xiaomi

Redmi Go

Now Google Assistant go supports additional Indian languages

Read more

Looking for best smartphone deals?

Jio DIGITAL LIFE ₹2,200 cashback and 100GB data free

*T&C apply

Shot on Redmi Go
#AapkiNayiDuniya

Redmi Go
A real Game Changer

Smarter Living

Metrics

Total threads: 39
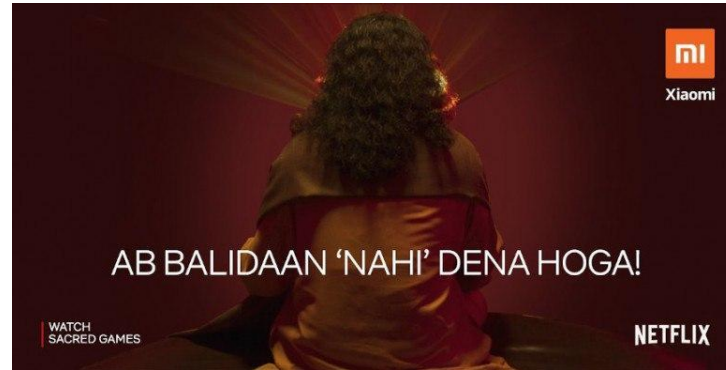
Views: 3551422

Replies: 7130

Likes: 5723

Favorites: 3568

Highlights

- Sacred Games - Ab balidan NAHI dena hoga! Bas meme banana hoga.

- Ab Har Koi Dekhega Prime Video on Mi TV

- Build hype around Xiaomi as an IoT company alongside smartphone

- Mi TV 65-inch - Why bigger is better and integration of Amazon Prime and Netflix

GUESS WHAT'S COMING?

PatchWall 2.0
The world of content in your palm

- 18+ Content Partners
- 700,000+ Hours of Content
- Personalised Recommendations
- Deep Integration with Google Assistant
- Universal Search

NETFLIX   prime video   hotstar

AB BALIDAAN 'NAHI' DENA HOGA!

WATCH
SACRED GAMES   NETFLIX

SMARTER LIVING 2020
#SmarterLiving | 17.09.2019

02 DAYS TO GO

#SmarterLiving | 17.09.2019

Campaigns

- ► Mi Explorers 2019
- ► Mi TV PatchWall Binge Awards 2019
- ► Sounds of Xiaomi
- ► MI Turns 5
- ► CUPA with Xiaomi

Mi EXPLORERS 2019

Mi Turns 5

Xiaomi | CUPA
Act. Adopt. Adore.

5 Tips To
Keep Your Pets
Safe
This Diwali

#CelebrateWithMi

MITV Binge Awards 2020

PatchWall BINGE Awards 2019

Mi TV PatchWall
BINGE AWARDS

Mi Explorers 2019

Highlights

- Highest ever registrations: 40K+ entries across India

- 16K+ Images + Video were produced in just 15 days

- 2M+ views & 50K+ likes on entries from Mi Explorers

- Extremely good response in media

- 40+ Exclusive Explorer Reviews

Mi TV PatchWall Binge Awards

Highlights

- Using Pop culture to boost engagement

- Encouraging users to use PatchWall features on Mi TVs

- Highlighting the content partners and content available on Mi TVs

- Building hype around Mi TV as India's No. 1 Smart TV Brand

Sounds Of Xiaomi

#CelebrateWithMi

Highlights

- One-time campaign to specific to Independence day

- Aligned with other teams and executed the campaign around the dead time

- A tribute to this vibrant, diverse, and rich nation

- The song 'Vande Mataram' was recreated by using the sounds of Xiaomi products

CUPA with Xiaomi

Highlights

- Collaborated with CUPA as part of Mi A3 with Android One campaign

- Did photoshoot of 50 dogs using Mi A3 to share their story

- Amplified by brand and influencer handles to Act, Adopt, Adore

- Same amplified during Diwali to keep pets safe

- Introduced Mi Pawsome Calendar for the year 2020

Mi Fan's Voice

Mi Router 4C

Mi Motion Activated Night Light 2

Columns

As of 31ˢᵗ Dec 2019

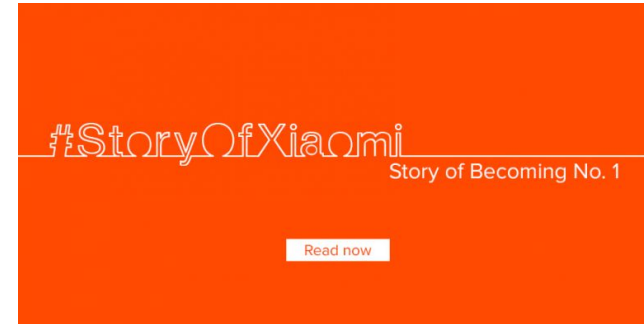Threads: 210

Views: 2749652

Replies: 17217

Likes: 10978

Favorites: 12684

- #StoryOfXiaomi
- #My2Cents
- Newsletter
- Others

#StoryOfXiaomi

Sample

- [A Saga of Xiaomi Becoming No. 1](#)

- [When Mi 3 Crashed Flipkart!](#)

- [Redmi 1S: The Arrival Of The Budget Beast](#)

Highlights

- A recap of Xiaomi's journey in India and becoming #1 Smartphone, TV, and Fitness Band brand in India.

- UGC to vouch for the company, and at the same time, increase brand awareness.

- To create a hook and increase engagement, ask related questions and as a reward give Mi Community points.

- Threads inculcate - Intro, Product Specs, Related Story, Media Reviews, User Reviews.

#My2Cents

Sample

- [The Good And The Bad Of Megapixel War](#)
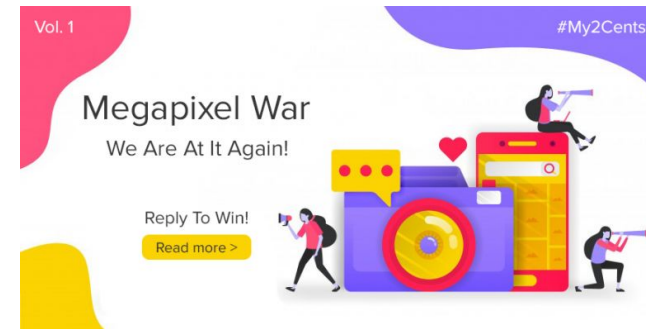
Highlights

- An opinion piece that is unbiased, uninfluenced and talks about all brands
- Pointers are backed by credible and reliable sources
- Primarily focus on recent and high-end products to spread awareness
- The aim is to change users perception from budget brand to flagship
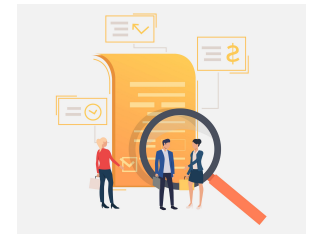
#Newsletter

Sample

- [Xiaomi Weekly: Smart Lamp Heater,Electric Toothbrush with Wireless Charging,Smart Camera](#)

This series covers thread on all newly launched products globally

Projects & Internship

- M.A. in Communication (Print Journalism and New Media) from University of Hyderabad (2013 - 2015) with 7.2 CGPA

  - Project (Summer 2015): Reporter and Photo-editor of VANTAGE, an annual magazine of Department of Communication, University of Hyderabad.

  - Internship (Fall 2014): Completed a 4-week internship as a Sub-editor with The Metro India, a Hyderabad-based English daily.

  - Project (Summer & Fall 2014): Reporter and Photographer at UOH Dispatch, the University-based tabloid.

  - Internship (Summer 2014): Completed a 4-week internship as a news reporter and writer with The Pioneer, Ranchi. Published columns

- B.A. in English Literature from Gossner College, Ranchi University (2009 - 2012) with 56.8%

Thank you