

Digital Marketing Case

Expansion strategy for OYO in US

OYO has seen stayed room nights increase from 6MN in December 2016 to 13MN in December 2017 to 75MN in December 2018 (with a growth of 5.7x on y-o-y basis). One of the key factors behind this growth is marketing that is innovative, product first and cost efficient. OYO has also built a strong Direct to Consumer brand and today the company's own channels drive majority of the demand in its key home markets.

To read more -

<https://www.oyorooms.com/officialoyoblog/2019/02/05/annual-report-card-2018-2>

The challenge

After establishing its stronghold across Southeast Asia with significant presence in Indonesia, Malaysia, the Philippines and Vietnam, OYO Hotels is now offering great living spaces across USA. Abhinav Sinha, OYO's Global Chief Operating Officer said, "We have established a niche for ourselves in hospitality by bringing chic hospitality and design at bargain prices. US budget market is a sweet spot that works really well with OYO's capabilities". OYO is keen to use similar growth strategy in the U.S. which has worked well for the company in its home markets India and China. OYO's focus is on building the product market first, building strong supply base and then using growth frameworks to build direct demand channels.

At present, OYO has launched its two brands— OYO hotels and OYO Townhouse in over 50 hotels in more than 35 cities in the US including Dallas, Houston, Augusta, Atlanta, and Miami. These brands will be soon expanded to cities such as New York, Los Angeles and San Francisco.

Problem Statement

- OYO aims to build and scale direct demand channels (App, Web and Call Centre) in the US market. Make a short term and long term digital strategy for OYO to reach users during all phases of the customer journey in the most efficient way and get to the top of the consideration set.
- How should OYO think about building Awareness and Consideration in these new markets ?

Additional Resources

Data resources used

[Resource 1](#)

(please feel free to use more data sources for your research and solution)

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