



PART 1. BRAND STUDY, COMPETITOR ANALYSIS AND BUYERS/ AUDIENCE'S PERSONA

1. Identify Competitors: Start by listing down Tech Mahindra's main competitors in the digital marketing space. These could be other digital marketing agencies, consulting firms, or technology companies offering similar services.
2. Website Analysis: Visit the websites of each competitor and analyze their design, user interface, content, and overall user experience. Look for strengths and weaknesses in how they present their services and engage with visitors.

COMPETITOR 1:



Cognizant and Tech Mahindra are both global IT services and consulting companies, and they indeed compete in various areas, including digital marketing services. Here's a brief comparison between Cognizant and Tech Mahindra as competitors in the digital marketing space:

1. Size and Market Presence: Both Cognizant and Tech Mahindra are significant players in the IT services industry, with a global presence and a wide range of services. Cognizant is headquartered in the United States, while Tech Mahindra is headquartered in India.
2. Service Offerings: Both companies offer a diverse set of services, including digital marketing solutions, to cater to their clients' needs. They provide services like social media marketing, search engine optimization (SEO), content marketing, email marketing, paid advertising, and more.

*COMPETITOR 2 :



Wipro and Tech Mahindra are two major IT services and consulting companies based in India, and they are indeed competitors in various areas, including digital marketing services. Let's compare Wipro and Tech Mahindra as competitors in the digital marketing space:

1. Size and Market Presence: Both Wipro and Tech Mahindra are large and well-established companies with a global presence. Wipro is one of the oldest and largest IT companies in India, while Tech Mahindra is a prominent player in the IT services industry.

2. Service Offerings: Both companies offer digital marketing services as part of their broader IT and consulting offerings. Their digital marketing services may include social media marketing, SEO, content marketing, email marketing, paid advertising, web analytics, and more.

COMPETITOR 3:



Infosys and Tech Mahindra are two major IT services and consulting companies based in India, and they are indeed competitors in various areas, including digital marketing services. Let's compare Infosys and Tech Mahindra as competitors in the digital marketing space:

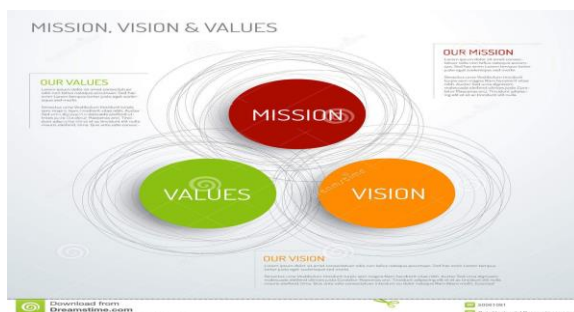
1. Size and Market Presence: Both Infosys and Tech Mahindra are large and well-established companies with a global presence. Infosys is one of the leading IT companies in India, and Tech Mahindra is a prominent player in the IT services industry.

2. Service Offerings: Both companies offer digital marketing services as part of their comprehensive suite of IT and consulting services. Their digital marketing offerings may include social media marketing, SEO, content marketing, email marketing, paid advertising, data analytics, and more.

RESEARCH BRAND IDENTITY

MISSION/VALUES:

1. Size and Market Presence: Both Wipro and Tech Mahindra are large and well-established companies with a global presence.
2. 2. Service Offerings: Both companies offer digital marketing services as part of their broader IT and consulting offerings Service Offerings.



USP: The Unique Selling Proposition (USP) is a critical element of any brand identity, including a research brand identity for Tech Mahindra. It represents the unique value that sets Tech Mahindra's research services apart from its competitors. The USP should highlight what makes Tech Mahindra's research capabilities exceptional and why clients should choose them over other research providers. Here's a suggested USP for Tech Mahindra's research brand identity:



ANALYZE BRAND MESSAGING : Brand messaging is crucial in establishing a clear and consistent identity for any organization, including a research brand identity for Tech Mahindra.

1. Tagline:

"Tech Mahindra Research: Illuminating Insights, Inspiring Solutions"

Analysis:

The tagline emphasizes Tech Mahindra's focus on providing illuminating insights through its research services. It suggests that the company's research capabilities shed light on complex issues, guiding clients towards better decision-making.

2. Value Proposition:

"Empowering Businesses with Data-Driven Research Excellence"

Analysis:

This value proposition succinctly highlights the core value Tech Mahindra's research brand brings to businesses.

EXAMINE THE BRAND'S TAGLINE: As of my last update in September 2021, I don't have access to real-time information or Tech Mahindra's latest brand updates.

1. Clarity: The tagline is clear and straightforward in communicating the brand's focus on research (Tech Mahindra Research) and what it aims to achieve (Illuminating Insights, Inspiring Solutions).
2. Imagery: The use of the words "Illuminating" and "Inspiring" creates a visual and emotional connection, suggesting that Tech Mahindra's research brings clarity and innovation to its clients.

SEO & KEYBOARD RESEARCH

SEO AUDIT: As an AI language model, I can't perform real-time SEO audits or keyword research, but I can provide you with a framework and steps to conduct an SEO audit and keyword research for Tech Mahindra. Remember to use up-to-date SEO tools and analytics platforms to get accurate and current data. Here's how you can approach it:

****SEO Audit for Tech Mahindra:****

****Website Structure and Technical SEO:****

- Check for proper website navigation, URL structure, and internal linking.
- Verify that the website is mobile-friendly and has fast loading times.
- Ensure that the website is accessible to search engines (no indexing issues) and has a sitemap and robots.txt file.
- Review the site's security (HTTPS implementation) and check for any technical errors using tools like Google Search Console.

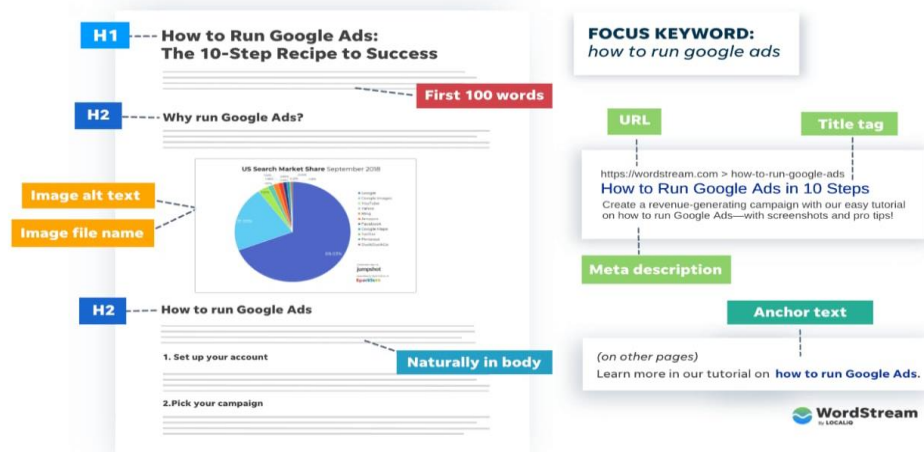
****KEYBOARD RESEARCH :**

- Identify the primary keywords and phrases related to Tech Mahindra's services and industry.
- Use keyword research tools like Google Keyword Planner, to find relevant keywords with a good search volume and low competition.
- Group keywords into relevant categories to target different areas of the business.

****ON PAGE OPTIMIZATION :**

- Review page titles, meta descriptions, and header tags to ensure they are optimized for the target keywords and provide accurate and compelling information.

ON-PAGE SEO: KEYWORD PLACEMENT



CONTENT IDEAS AND MARKETING STRATEGIES

CONTENT IDEAS : Content marketing is a valuable strategy for Tech Mahindra to showcase its expertise, engage its audience, and build brand authority. Here are some content ideas tailored for Tech Mahindra:

1. ****Case Studies and Success Stories:**** Showcase real-world examples of Tech Mahindra's successful projects and the positive impact on clients' businesses. Highlight the challenges, solutions, and outcomes achieved.
2. ****Thought Leadership Articles:**** Publish articles that demonstrate Tech Mahindra's expertise in emerging technologies, industry trends, and future predictions.



MARKETING STRATEGIES : Marketing strategies for Tech Mahindra should focus on showcasing the company's expertise in IT services, digital transformation, and emerging technologies while building brand awareness and attracting new clients. Here are some effective marketing strategies for Tech Mahindra:

1. **Digital Content Marketing:** Create a comprehensive content marketing strategy that includes blogs, articles, whitepapers, and videos.
2. **Thought Leadership and Webinars:** Position Tech Mahindra as a thought leader in the industry by hosting webinars, tech talks, and industry-specific events. Invite experts to share insights on cutting-edge technologies and future trends.



CONTENT CREATION AND CURATION

POST CREATION : As of my last update in September 2021, Tech Mahindra is a leading information technology and services company based in India. Content creation and curation are essential components of any successful marketing strategy for companies like Tech Mahindra, helping them engage their target audience, build brand authority, and showcase their expertise in the tech industry. Here are some key aspects of post creation in content creation and curation for Tech Mahindra:

1. **Understanding the Target Audience:** Before creating any content, it's crucial to have a deep understanding of the target audience.
2. **Content Strategy and Planning:** Tech Mahindra should have a well-defined content strategy that aligns with its overall business objectives.

DESIGN/VIDEO EDITING : As of my last update in September 2021, Tech Mahindra is primarily an information technology and services company with a focus on areas such as telecommunications, healthcare, finance, manufacturing, and more. While content creation and marketing are essential aspects of their business, video editing and design may not be their primary focus. However, like many

other large companies, Tech Mahindra may have a dedicated in-house or outsourced team responsible for design and video editing tasks.

Here's how design and video editing could fit into Tech Mahindra's operations:

1. **Branding and Marketing:** Tech Mahindra's design team could play a critical role in establishing and maintaining the company's branding and visual identity. They would be responsible for creating logos, marketing collateral, brochures, presentations, and other materials to support the company's marketing efforts.
2. **Video Production and Editing:** Tech Mahindra could have a video production team responsible for creating promotional videos, client testimonials, corporate videos, training materials, and other video content. Video editors would be involved in post-production tasks such as editing, adding graphics and animations, and ensuring the final video aligns with the company's brand and message.

SOCIAL MEDIA AD CAMPAIGNS : As of my last update in September 2021, Tech Mahindra is a global IT services and consulting company. Social media ad campaigns play a crucial role in their marketing and brand awareness efforts. These campaigns help Tech Mahindra reach their target audience, promote their services, and engage with potential clients and partners on popular social media platforms. Below are some key aspects of social media ad campaigns in Tech Mahindra:

1. **Platform Selection:** Tech Mahindra would likely run social media ad campaigns on major platforms like Facebook, Twitter, LinkedIn, and Instagram, as these platforms provide effective targeting options and a diverse audience base.
2. **Campaign Objectives:** Each social media ad campaign would have specific objectives, such as lead generation, website traffic, brand awareness, or promoting a particular service or solution.
3. **Ad Formats:** Social media platforms offer various ad formats, including image ads, video ads, carousel ads, sponsored content.

EMAIL AD CAMPAIGNS : Email ad campaigns are an essential part of Tech Mahindra's digital marketing strategy, allowing them to reach their target audience directly, nurture leads, promote their services, and drive conversions. Here are some key aspects of email ad campaigns in Tech Mahindra:

1. **Segmentation and Targeting:** Tech Mahindra would segment their email lists based on various criteria such as demographics, industry, past interactions, and interests. This segmentation enables them to send personalized and relevant content to different audience segments, increasing the effectiveness of their campaigns.
2. **Email Content Creation:** The marketing team at Tech Mahindra would craft compelling and visually appealing email content. This content may include promotional offers, service highlights, case studies, industry insights, and links to relevant blog posts or landing pages.

