



Field Visiting Business for Interviewing about Digital Marketing

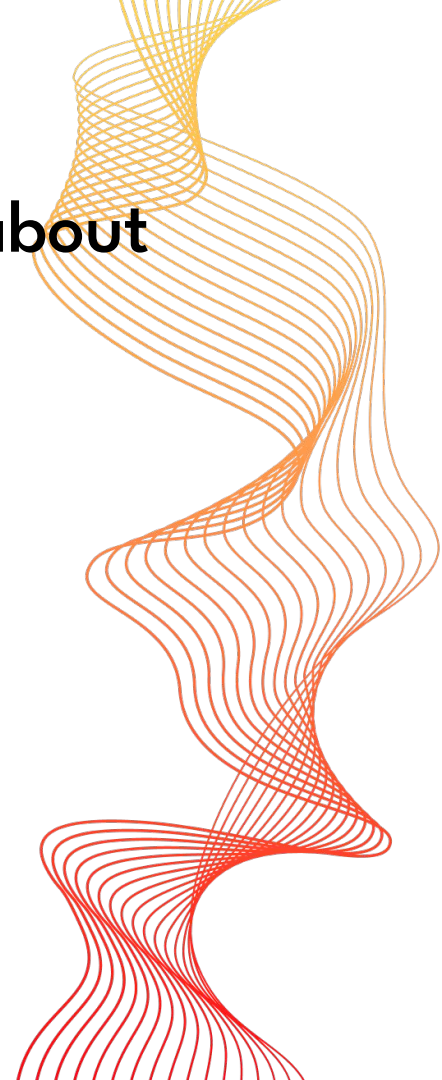
PRESENTED BY,

ADHITHYAN S

ATHIQUE

CHARULEKHA

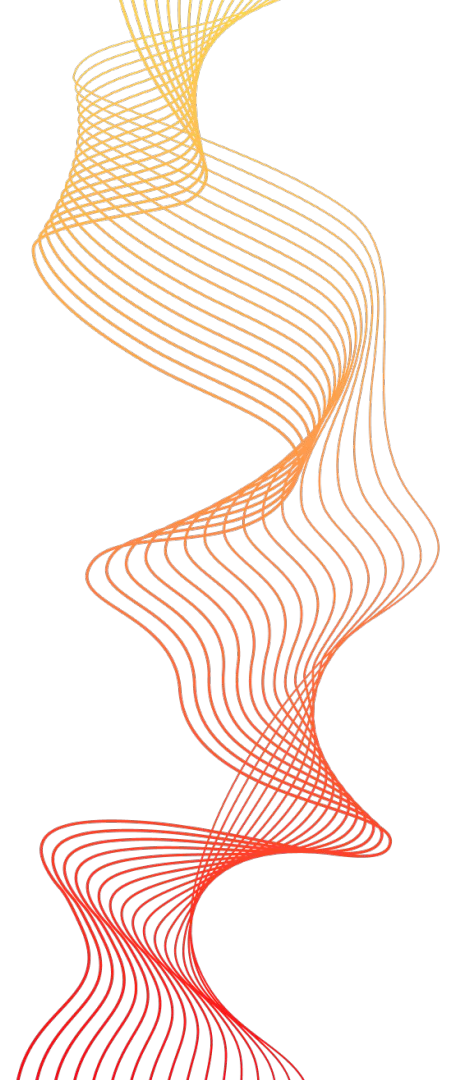
DIRAVIA S





INTRODUCTION

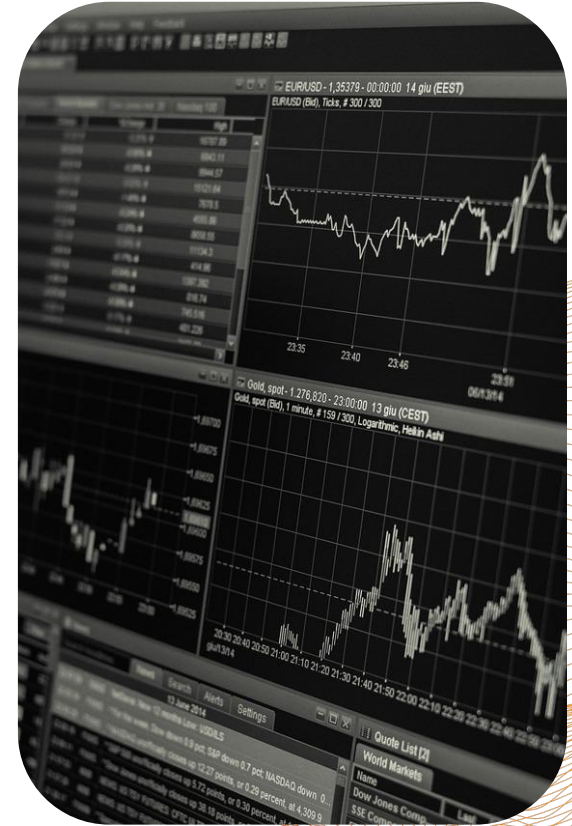
This presentation is about digital marketing and its impact on businesses. We will be visiting various businesses to gather insights and conduct interviews with experts in the field.





Benefits of Digital Marketing

- Increased brand visibility and recognition
- Targeted advertising and audience segmentation
- Cost effective compared to traditional marketing
- Higher customer engagement and interaction





MALABAR GOLD & DIAMONDS

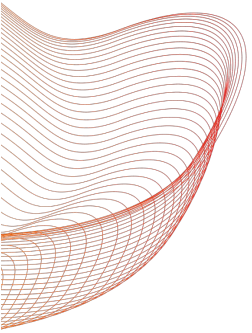
Malabar Gold & Diamonds is an Indian jewellery group headquartered in Kozhikode, Kerala, India. The company was founded by M. P. Ahammed in 1993. As of May 2023, it owns more than 330 showrooms across 11 countries, making it one of the largest chains of jewellery retailer in the world.





DIGITAL MARKETING STRATEGIES

- Social media engagement
- Content marketing
- Search Engine Optimization
- Influencer marketing
- Pay-per-click advertising
- E-mail marketing
- E-commerce optimization
- Social proof and reviews
- Data analytics





MRF

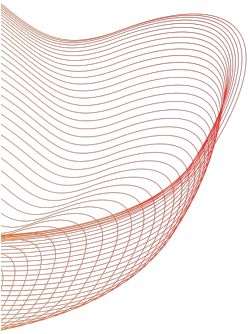
MRF or MRF Tyres, previously known as Madras Rubber Factory, is an Indian Multinational tyre manufacturing company and the largest manufacturer of tyres in India. It is headquartered in Chennai, Tamil Nadu, India. The company manufactures rubber products including tyres, treads, tubes and conveyor belts, paints and toys.





DIGITAL MARKETING STRATEGIES

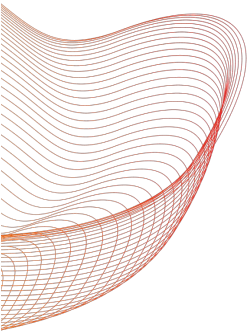
- Search Engine Optimization
- Content marketing
- Social media marketing
- Influencer marketing
- Pay-per-click advertising
- E-mail marketing
- Website optimization
- Chatbots and video marketing
- Data analytics





COMPARATIVE ANALYSIS

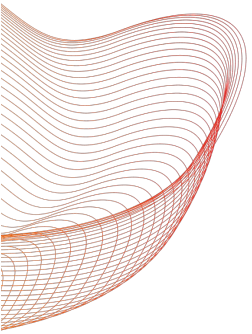
- TARGET AUDIENCE
- MRF - enthusiasts, car owners, commercial vehicle operators
- MALABAR - individuals looking for jewelry
- CONTENT TYPES
- MRF - Tire performance, safety, maintenance
- MALABAR - visually appealing content, high quality images and videos.





COMPARATIVE ANALYSIS

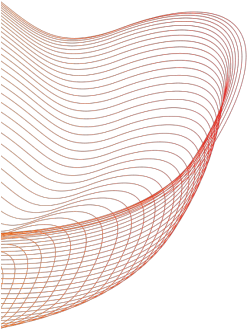
- SOCIAL MEDIA PLATFORM
- MRF - Facebook, Twitter, Youtube
- MALABAR - Instagram, Pinterest, Facebook
- SEO
- MRF - Keywords related to tyres, vehicle safety
- MALABAR - jewelry related keywords, fashion trends, wedding jewelry.





COMPARATIVE ANALYSIS

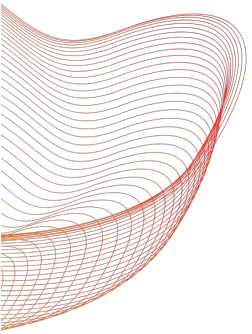
- INFLUENCER MARKETING
- MRF - Automotive experts, tire specialists, car reviewers
- MALABAR - fashion influencers, lifestyle bloggers
- ONLINE VS OFFLINE
- MRF -both online and offline
- MALABAR - Both online and offline





CONCLUSION

MRF Tyres and Malabar Gold and Diamonds employ distinct digital marketing strategies tailored to their specific industries, target audiences, and products. While MRF Tyres focus on informative content for a broad customer base, Malabar Gold and Diamonds emphasize visual and emotional content for a more niche market. Understanding the unique needs of their customers and industries is crucial for the success of their digital marketing efforts.





Thank you for your time 😊