



University Institute of Computing

Chandigarh University

Gharuan , Mohali(Punjab)

ADVANCED SOCIAL MEDIA AND ANALYTICS MINI PROJECT

ON

“Online Reputation Report for a Brand”

Brand Chosen: boAt Lifestyle

SUBMITTED BY:

Name: Anshul Sharma

UID: 23BCA10200

Section:23BCA8-B

SUBMITTED TO:

Name: Ms. Ankita

**Designation: Chandigarh
University**

Signature: _____

**Subject: ADVANCED SOCIAL MEDIA
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1. Introduction

Online Reputation Management (ORM) refers to the practice of tracking, analyzing, and influencing how a brand is perceived online. It involves monitoring reviews, social media mentions, and feedback to maintain a positive public image.

In the era of digital marketing, ORM plays a key role in customer trust, retention, and overall brand success. A good reputation directly affects sales, loyalty, and word-of-mouth promotion.

For this project, the chosen brand is boAt Lifestyle — one of India's leading consumer electronics brands known for stylish audio products and wearables. The reason for selecting boAt is its strong youth-oriented presence, active digital marketing, and large volume of online reviews that make it ideal for ORM analysis.

2. Brand Profile

Company Overview:

- **Name:** boAt Lifestyle
- **Industry:** Consumer Electronics (Audio & Wearables)
- **Founded:** 2016 by Aman Gupta and Sameer Mehta
- **Headquarters:** New Delhi, India
- **Popular Products:** Earphones, Smartwatches, Bluetooth Speakers, and Power Banks

Digital Presence:

- **Website:** <https://www.boat-lifestyle.com>
- **Instagram:** <https://www.instagram.com/boat.nirvana/>
- **Facebook:** boAt Lifestyle
- **Twitter (X):** @boat_lifestyle
- **E-commerce Platforms:** Amazon, Flipkart, Myntra, Tata Cliq

boAt has a massive digital footprint with influencer campaigns, meme marketing, and a community of loyal “boAtheads.”

3. Tools Used for Analysis

To study boAt’s online reputation, the following **ORM tools** were used:

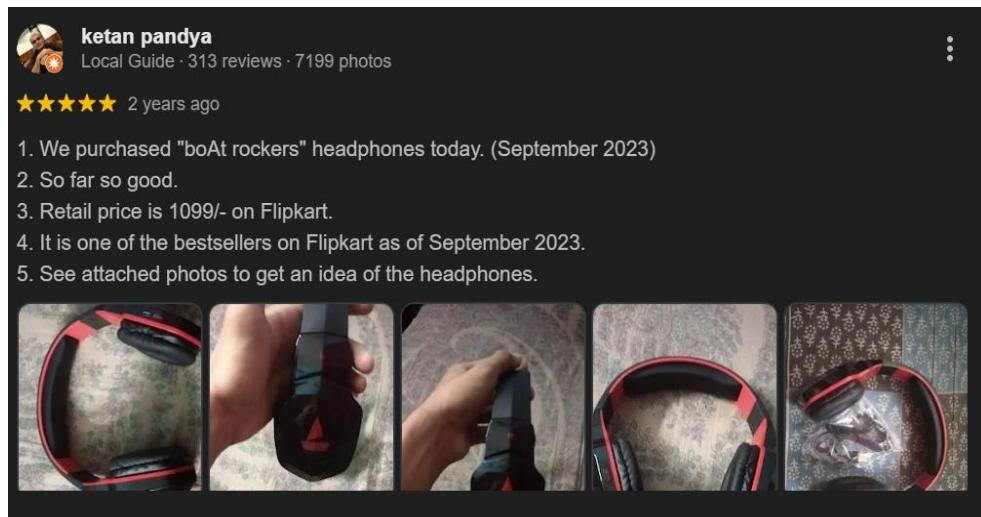
- **Google Reviews:** To evaluate product satisfaction and customer service.
- **Instagram Analysis:** To assess brand engagement and public perception.
- **MouthShut:** To collect unbiased reviews and recurring complaints.
- **Twitter Search:** To track real-time mentions and sentiment.

4. Screenshots & Observations

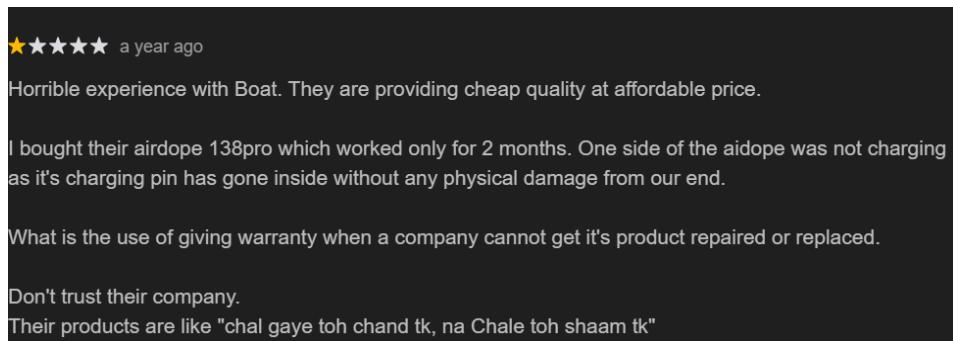
Google Reviews

Screenshot : Google Reviews Highlighting boAt Product Experience

Positive review:

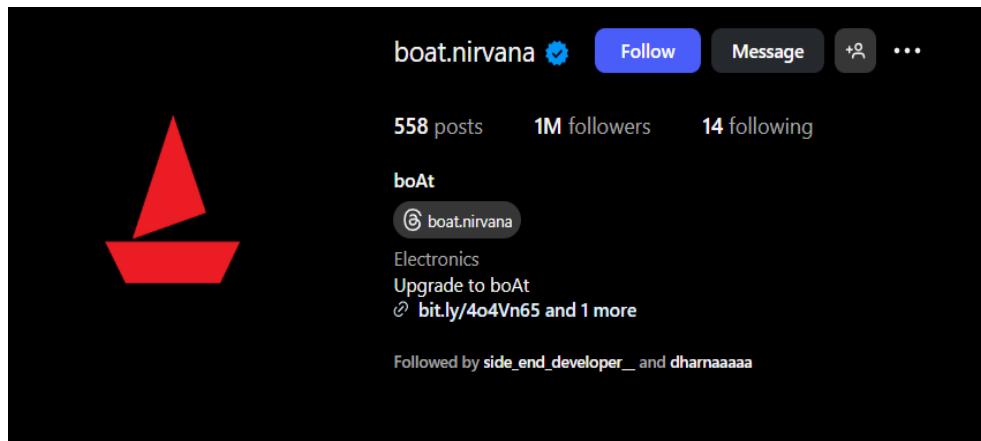


Negative Review:



Instagram

Screenshot: boAt's Official Instagram Profile Showcasing Brand Presence and Engagement



Screenshot: User Engagement on boAt's Smartwatch Promotional Post



Screenshot: boAt's Product Promotion Post



User Opinions about boAt Lifestyle on Quora



offers24/7 spaces one's
Posted by Jarusha Rose Rose · 1y
BOAT ROCKERZ bluetooth in 2024

The **Boat Rockerz 205 Pro** is a pair of wireless earphones from **Boat Lifestyle**, known for their audio products. As of my last update, **Boat** had released several Rockerz series models, so the 205 Pro might be among them. They typically offer features like Bluetooth connectivity, long battery life, and sometimes even active noise cancellation, depending on the specific model. If you're considering purchasing them, I'd suggest checking out recent reviews to see how they stack up against other options in the market.

for any discount related to electron devices, you can check out our [Offers 24/7](#)

5. Affiliate Marketing and Trust Building

boAt has built a strong affiliate and influencer marketing network that amplifies its reach and trust among young consumers.

- **Affiliate Programs:**

boAt collaborates with major e-commerce sites like **Amazon**, **Flipkart**, and **Croma**, where verified users share reviews and unboxing videos. These platforms serve as indirect affiliate channels driving organic sales.

- **Influencer Collaborations:**

The brand partners with **tech reviewers**, **lifestyle influencers**, and **celebrities** such as cricketers and musicians. Their endorsements build social proof and trust in the brand's quality.

- **Trust Building:**

boAt's campaigns emphasize reliability, youth energy, and durability. Their hashtag **#DoWhatFloatsYourBoat** builds emotional connection and authenticity. The consistent tone across ads and posts ensures customers recognize and relate to the brand instantly.

Summary:

boAt's affiliate and influencer strategy successfully reinforces its identity as a **cool, affordable, and trustworthy** tech brand.

6. Findings Summary

Based on the collected data from **Google Reviews**, **Instagram**, and **Quora**, here's a summary of boAt's online reputation:

Strengths

- Strong visual and social media branding
- Affordable pricing and product variety
- Engaged online community (“boAtheads”)
- Frequent influencer collaborations

Weaknesses

- Customer service and warranty delays
- Limited response on certain complaint forums
- Occasional product durability issues

Opportunities

- Strengthen post-purchase support
- Expand smartwatch and premium audio segments
- Collaborate with more tech-based influencers

Threats

- Increasing competition from brands like Noise, JBL, and Realme
- Negative viral feedback impacting new product launches

7. Recommendations for ORM Improvement

1. Faster Review Response:

Respond promptly to negative reviews on Google and e-commerce platforms with polite, solution-oriented messages.

2. Community Interaction:

Conduct Q&A sessions and polls on Instagram to strengthen brand-user relationships.

3. Customer Support Visibility:

Set up an official “**Support**” account or chatbot for real-time issue resolution.

4. Encourage Happy Customers:

Motivate satisfied users to share unboxing experiences and tag boAt on social media for reposts.

5. Use ORM Tools Efficiently:

Enable **Google Alerts** and **Social Mention** to monitor brand mentions instantly.

6. Collaborate with Tech Influencers:

Sponsor YouTube reviews that compare boAt products fairly with competitors to boost credibility.

8. Conclusion

Through this analysis, it's clear that **boAt has mastered the art of digital branding** with a strong online identity and youth-centric communication. The brand's engagement on Instagram, positive customer sentiment on e-commerce platforms, and creative influencer marketing make it a standout in India's tech accessory market.

However, consistent ORM efforts—especially around **after-sales support and responsiveness**—can further elevate its image and customer trust.

Overall, this project highlights how strategic **Online Reputation Management (ORM)** shapes brand success in the digital era and how brands like boAt use it to stay connected, trusted, and relevant.