



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

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**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:

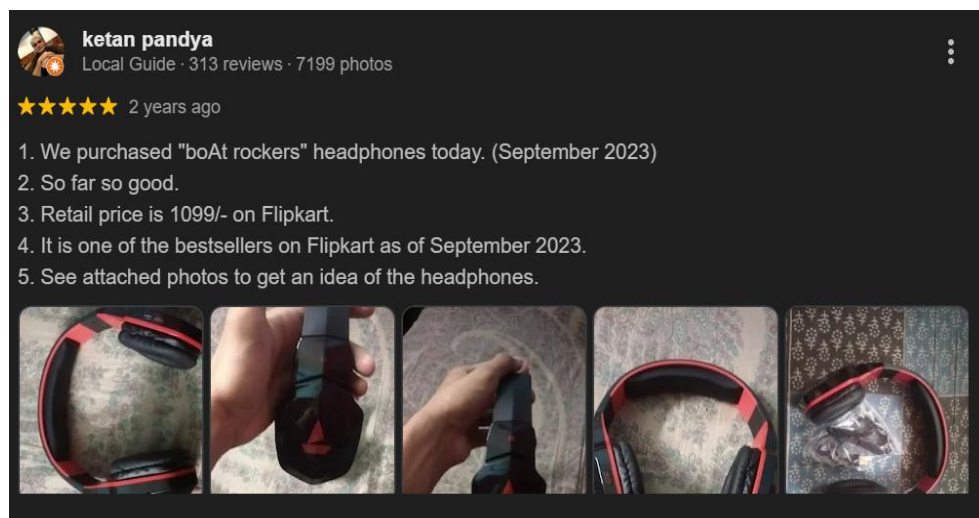
- **Google Reviews:** To evaluate product satisfaction and customer service.
- **Instagram Analysis:** To assess brand engagement and public perception.
- **MouthShut:** To collect unbiased reviews and recurring complaints.
- **Twitter Search:** To track real-time mentions and sentiment.

4. Screenshots & Observations

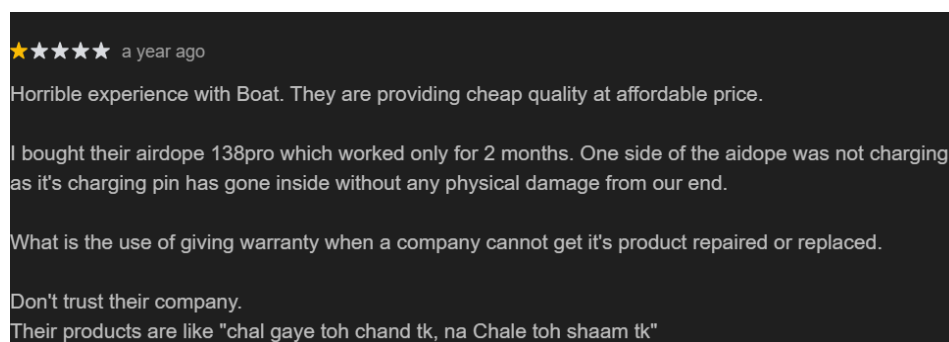
Google Reviews

Screenshot : Google Reviews Highlighting boAt Product Experience

Positive review:

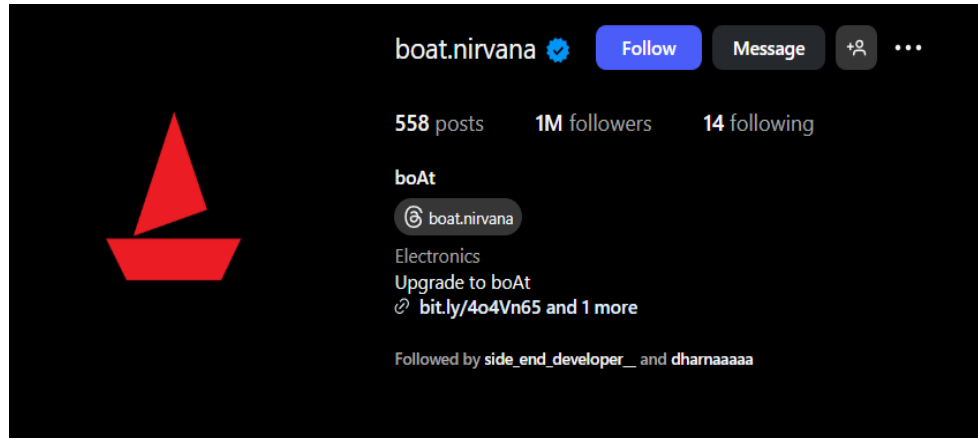


Negative Review:



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



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.