DIGITAL MARKETING PROJECT WORK

TITTLE: Comprehensive Digital Marketing Strategy for Mahindra & Mahindra Ltd

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1. Brand Study & Identity Research

Brand Overview: Mahindra & Mahindra Ltd. is a leading Indian multinational company operating in automotive, farm equipment, and technology sectors.

Brand Values: Innovation, sustainability, and customer-centric solutions.

Target Audience: Rural and urban customers, farmers, business owners, off-road enthusiasts, and corporate clients.

Online Presence: Strong website, social media presence (Facebook, Instagram, LinkedIn, Twitter, YouTube).

Unique Selling Proposition (USP): Reliability, strong after-sales service, fuel efficiency, sustainability, and advanced technology in vehicles.

2. Competitor Analysis

Primary Competitors: Tata Motors, Maruti Suzuki, Toyota, John Deere (Farm Equipment), Eicher, and Ashok Leyland.

Digital Presence: Competitors use high-quality content, influencer marketing, and aggressive paid ad campaigns.

SEO & Social Media Analysis:

Tata Motors and Maruti Suzuki rank higher in organic traffic due to extensive SEO efforts.

Competitors leverage storytelling, influencer collaborations, and user-generated content.

Paid ad spend is high among competitors in both Google Ads and social media ads.

3. Buyer's/Audience Persona

Automobile Sector:

Demographics: Age 25-55, middle to high-income groups, urban and semi-urban customers.

Pain Points: Fuel efficiency, affordability, technology, after-sales service.

Preferred Channels: Google Search, YouTube, Instagram, and LinkedIn.

Farm Equipment Sector:

Demographics: Age 30-60, rural farmers, small and large landowners.

Pain Points: Durability, maintenance cost, government subsidies.

Preferred Channels: WhatsApp, Facebook, regional language content on YouTube.

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SEO & Keyword Research

4. SEO Audit

Technical SEO: Check for broken links, mobile responsiveness, page speed optimization, and schema markup.

On-Page SEO: Optimize titles, meta descriptions, and internal linking strategy.

Off-Page SEO: High-quality backlinks from automotive and agriculture industry blogs, news sites, and directories.

5. Keyword Research

Automobile Keywords:

"Best SUV in India 2025"

"Mahindra XUV700 vs Tata Safari comparison"

"Best electric vehicles in India"

Farm Equipment Keywords:

"Best tractor for Indian farmers"

"Mahindra tractor price in India"

"Government subsidy on tractors in India"

6. On-Page Optimization

Optimize product pages with keyword-rich descriptions, structured data, and engaging visuals.

Use schema markup for featured snippets and FAQs.

Improve site speed and mobile-friendliness.

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Content Ideas & Marketing Strategies

7. Content Idea Generation & Strategy

Blog Topics:

"Top 10 Fuel-Efficient SUVs in India"

"How Mahindra Tractors Improve Farm Productivity"

"EV Revolution in India: Is It the Right Time to Switch?"

Video Content:

Customer testimonials and user experience stories.

Factory tours and behind-the-scenes content.

How-to guides for vehicle maintenance and tractor usage.

Infographics:

Comparative charts (e.g., "Mahindra Thar vs Jeep Wrangler").

Step-by-step guides on tractor maintenance.

8. Marketing Strategies

Influencer Collaborations: Partner with auto bloggers, tech reviewers, and farmers using Mahindra equipment.

Localized Marketing: Regional language campaigns, vernacular content, and WhatsApp-based customer support.

Event Marketing: Auto expos, agricultural fairs, test-drive events.

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Content Creation & Curation

9. Post Creation

Instagram/Facebook:

Short videos on car features and real-world performance.

Live Q&A sessions with Mahindra engineers.

LinkedIn:

Thought leadership articles on electric vehicles and sustainable farming.

Employee stories and corporate social responsibility (CSR) initiatives.

Twitter (X):

Quick updates on new launches, deals, and customer success stories.

YouTube:

Long-form vehicle review videos and off-roading adventures.

10. Designs & Video Editing

Professional-grade car and tractor promotional videos.

Motion graphics explaining technology and features.

Infographics for social media and blogs.

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Social Media & Email Ad Campaigns

11. Social Media Ad Campaigns

Facebook & Instagram Ads:

Lead generation ads for test drives.

Carousel ads showcasing vehicle features.

YouTube Ads:

Pre-roll ads featuring testimonials.

Educational content on EV and tractor technologies.

LinkedIn Ads:

Thought leadership content targeting business executives.

12. Email Ad Campaigns

Targeted Email Sequences:

Personalized recommendations based on website behavior.

Exclusive early access offers for existing customers.

Post-purchase follow-up emails with maintenance tips.

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Conclusion

By implementing a strong SEO foundation, content marketing, social media strategies, and paid campaigns, Mahindra & Mahindra Ltd. can strengthen its digital presence, drive more traffic, generate leads, and increase customer engagement.