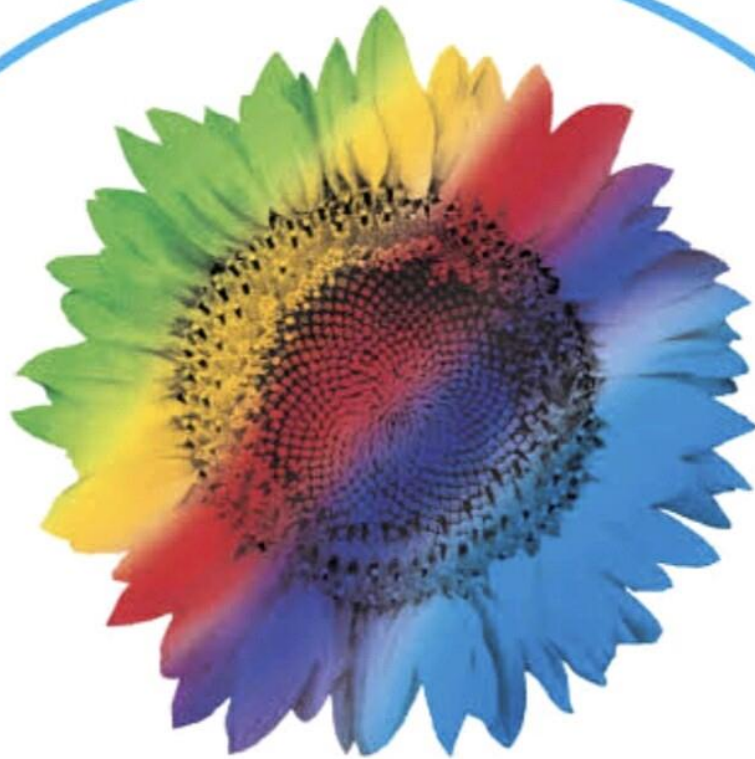


Comprehensive Digital marketing For wipro (short -term)

Project work -2

Introduction

- wipro limited (formerly Western Indian products limited)is an IT services and consulting company headquarters in Karnataka,in India .
- As of 2012, wipro is the second largest IT service company by turnover in India .
- provide outsourced research and development, infrastructure, business processes outsourcing (BOP) and business consulting services.



WIPRO
Applying Thought



History of the wipro company

- The company was established in 1980 as a subsidiary of wipro (Western Indian products) limited listed on the new york stock exchange.
- wipro was initially set up as a vegetables oil manufacturer in 1945 in amalner, maharashtra, producing sunflower,oil.
- founder of wipro company mahmad Premji



Brand study, competitor, analysis and buyers persona

- Research Brand:
- wipro is an multinational corporation that provides information technology, consultancy and business process, service
- wipro consumer care and lighting global FMCG company .
- the main aim of wipro company to accelaraerate innavative production and product development.
- mission/values:

wipro mission is the quality (achieving through 6 sigam

- vision
- focused on attaining leadership in the areas of business customers and and people.
- set 5 smart goals and KPI for the same:
- measureble
- specific
- achievable
- Result oriented
- Time bound

Analysize brand tone and identity

- wipro has been known for being very process oriented ewith focus on quality and low cost.



Buyers And Audiences persona

- * Detailed definition**
- *one specific functional character**
- *focused on psychographic**
- *personal behaviour and habit**

Buyer Persona Infographics

Profile

Age: 18-25

Status: Single

Location: Spain

Personality

Adventure 

Extrovert 

Sportive 

Attentive 

Occupation

Job: Publicist

Company: Freepik

Income Range: \$15,000

Interests

 Travel

 Shows

 Talk

 Art

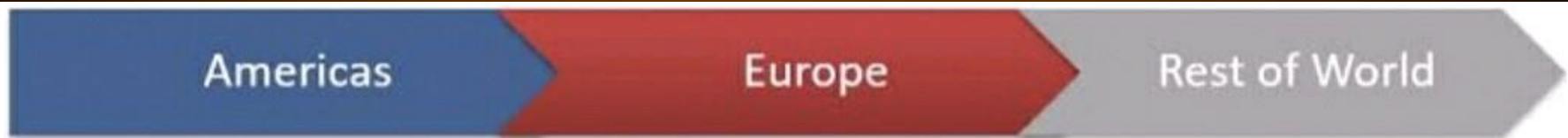


USP

- unique selling point :
- wipro provide complete range of IT service to the organisation.
- competitors Analysis:
- strength:
- The company has brand recognition
- The company provide quality products
- The company have a strong economic basis
- Weaknesses:

The company revenue highly depend on IT service sales

- Opportunity:
- The company has entered into the global market so now it's the biggest opportunity available to the company.
- Threats:
- slowdown in the banking, finances, services and insurance sectors.
- competitor 1: TCS
- competitor 2: Infosys
- competitor 3: Tech Mahendra

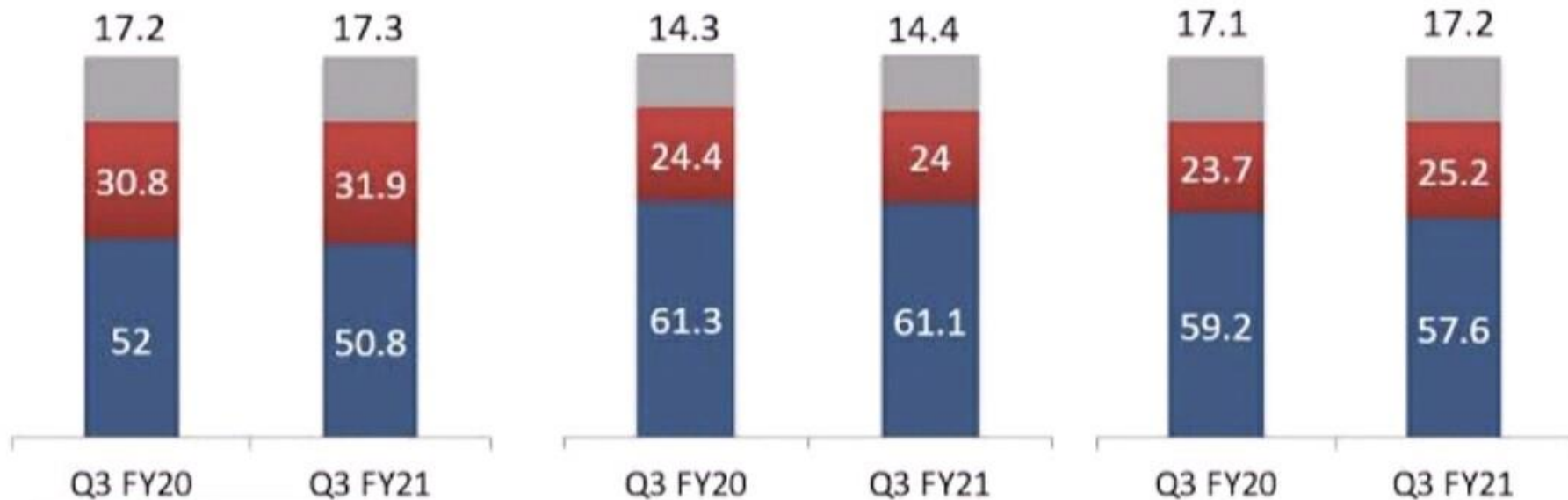


TCS

Infosys

Wipro

■ Rest of World ■ Europe ■ Americas



India
Included in Rest of World

Part-2:SEO And Keyword research


- **SEO Audit:**
- on-page/off page ranking factor.
- comparative analysis.
- website conversation.
- link building and development.
- **Keyword research:**
- IT consulting
- wipro products
- on page optimization :

Part3: content ideas and marketing strategies

- content idea generation and strategy:
- A content calender is an essential for a organising and scheduling content ideas it helps in creating a plan for publishing content that includes themes, topics and promotion strategy.

content calender of wipro company

Social Media Editorial Calendar Template



Powered by [Semrush](#)

Plan out and keep track of all your social media content across weeks and platforms. This social media content calendar template helps to keep all your social activity in one place.

Key Dates															
Day	1	2	2	3	3	4	5	5	6	6	6	8	9	9	10
Time	9:00	8:00	18:00	9:00	12:00	9:00	9:00	20:00	8:00	12:00	21:00	10:00	8:00	18:00	9:00
Facebook				1 post		1 post			1 post		1 post			1 post	
Twitter	1 post		1 post		1 post	1 post		1 post	1 post		1 post		1 post		1 post
LinkedIn	1 post			1 post		1 post			1 post		1 post		1 post		1 post
Instagram		1 post			1 post	1 post			1 post			1 post		1 post	

Thank you

Instagram story

https://instagram.com/stories/arh_a47/3212604447436516941?igshid=YTUzYTFiZDMwYg==

Presented By

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CONTRIBUTION



R ASHA

team leader

I have motivated my team and guide my team complete our project effectively. and I contributed my efforts in collecting information



R ANIL KUMAR

- team member

I have collected some data about project and I helped for preparing ppt presentation and graphs



R SOMASEKHAR

- team member

I have collected some data about the project and helped for preparing ppt presentation and brand logo



N SURAJ

- team member

I edited my PPT by the help of my team and I played aital role to complete my project more effectively

Thank
You!

