

Comprehensive Digital Marketing



By
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Part-1: Brand study , Competitor Analysis & Buyer's/ Audience's Persona

Company : *TECH MAHINDRA*

- ***Research Brand Identity : Study the brands mission , values, vision , and unique selling propositions (USPs).***

LOGO: **TECH**
mahindra



MISSIONS & VALUES :

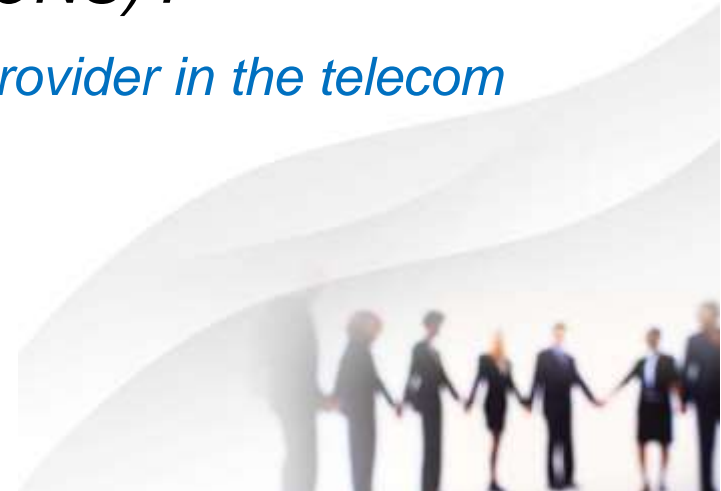
Tech Mahindra's core mission is centered around driving digital transformation and fostering innovation for businesses across various industries.

VISION:

Tech Mahindra represents the connected world , offering innovative and customer-centric information technology services and solutions , enabling Enterprises , Associates , and Society to Rise

USP (UNIQUE SELLING PREPOSITIONS) :

Leading IT solution provider in the telecom vertical



ANALYZE BRAND MESSAGING :

“They live the philosophy of connected world and connected experiences.”

EXAMINE THE BRAND’S TAGLINE :

***“CONNECTED WORLD.
CONNECTED EXPERIENCES”.***

*The Tagline of Tech Mahindra is “**Connected World . Connected Experiences**” which means one of the earliest global information technology service provides to focus on the need of the “ Connected World” with “Connected Solutions.”*



COMPETITOR ANALYSIS

Competitor 1: Brand study, Competitor Analysis & Buyer's/Audience's persona

- *Compare company reviews, salaries and ratings to find out if Tata Consultancy Services (TCS) or Tech Mahindra is right for you.*
- *Tata Consultancy Services (TCS) is most highly rated for Job security and advancement and Tech Mahindra is most highly rated for Work/life balance.*



Competitor 2:

- *Stay ahead of the game with Tech Mahindra's Oracle expertise & experience by adopting modern best practices, building digital capabilities & leveraging technological enablers.*
- *Our wide range of services can drive business innovation, improve process efficiencies across the enterprise.*

The Oracle logo is displayed in white, uppercase letters on a solid red rectangular background. The logo is positioned in the lower right quadrant of the slide. In the bottom right corner of the slide, there is a faint, grayscale background image of a group of people in business attire walking together.

ORACLE®

Competitor 3:

- *Tech Mahindra has a rating of 4.8 stars with 18 reviews. See side-by-side comparisons of product capabilities, customer experience, pros and cons, and reviewer demographics to find the best fit for your organization.*
- *See more companies in the IT Services for Communications Service Providers, Worldwidemarket*



Part 1: Brand study ,Competitor Analysis & Buyer's/Audience's Persona

- **Buyer's / Audiences Persona:**

“Buyers will have a precise idea of Tech Mahindra’s financials, strategy, offering capability, strengths and weaknesses. This will enable them to make better informed sourcing decisions to not only outsource specific services but future-proof their organization in the context of the As-a-Service Economy.”



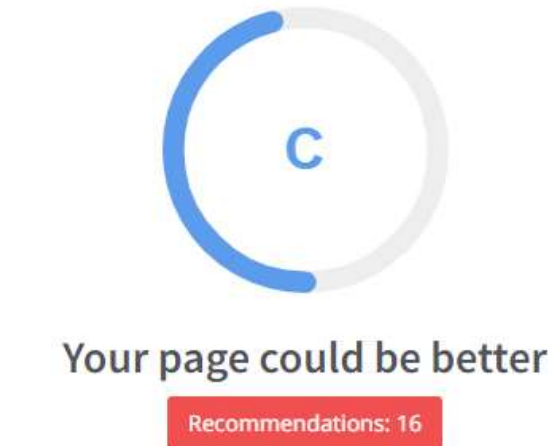
End User / Manager Buyer Persona Summary



Name: Gillian
Age: 25 to 35
Relationship: Single or lives with partner
Lifestyle: Saving for 1st house buy
Industry: Tech company
Business unit revenue: £2m+
Growth target - 12 months: £250k+
Aims: Build digital hub for team
Challenges: Fast moving business
Hangouts: Instagram / LinkedIn
Comms: Email / Slack / Social / Webinars

Part 2: SEO & Keyword Research

- SEO Audit:**



- ***Keyword Research:***

Individual Keywords

Individual Keywords					
Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
know	×	×	✓	76	<div></div>
tech	✓	×	✓	63	<div></div>
mahindra	✓	×	✓	57	<div></div>
digital	×	×	✓	32	<div></div>
services	×	×	✓	26	<div></div>
new	×	×	✓	23	<div></div>
industries	×	×	✓	21	<div></div>
how	×	×	×	19	<div></div>



Phrases

Phrases










Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
tech mahindra	✓	✗	✓	55	<div></div>
digital transformation	✗	✗	✓	13	<div></div>
know more tech	✗	✗	✗	12	<div></div>
case study	✗	✗	✗	12	<div></div>
tech mahindra know	✗	✗	✗	10	<div></div>
mahindra know	✗	✗	✗	10	<div></div>
generative ai	✗	✗	✗	9	<div></div>
read more press	✗	✗	✗	8	<div></div>



Top Keyword Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic
tech mah	 EN	1	165,000	50,160
tech mahindra	 HI	1	165,000	50,160
tech mahindra	 EN	1	165,000	50,160
techmahindra	 HI	1	165,000	50,160
techmahindra	 EN	1	165,000	50,160
technical mahindra	 HI	1	165,000	50,160
technical mahindra	 EN	1	165,000	50,160
pace hr	 EN	1	49,500	15,048
pace hr	 HI	1	49,500	15,048
twingo tech mahindra	 HI	1	49,500	15,048



- ***On page Optimization:***

On-Page SEO Results



Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).

Tech Mahindra | Connected World, Connected Experiences

Length : 54



Meta Description Tag

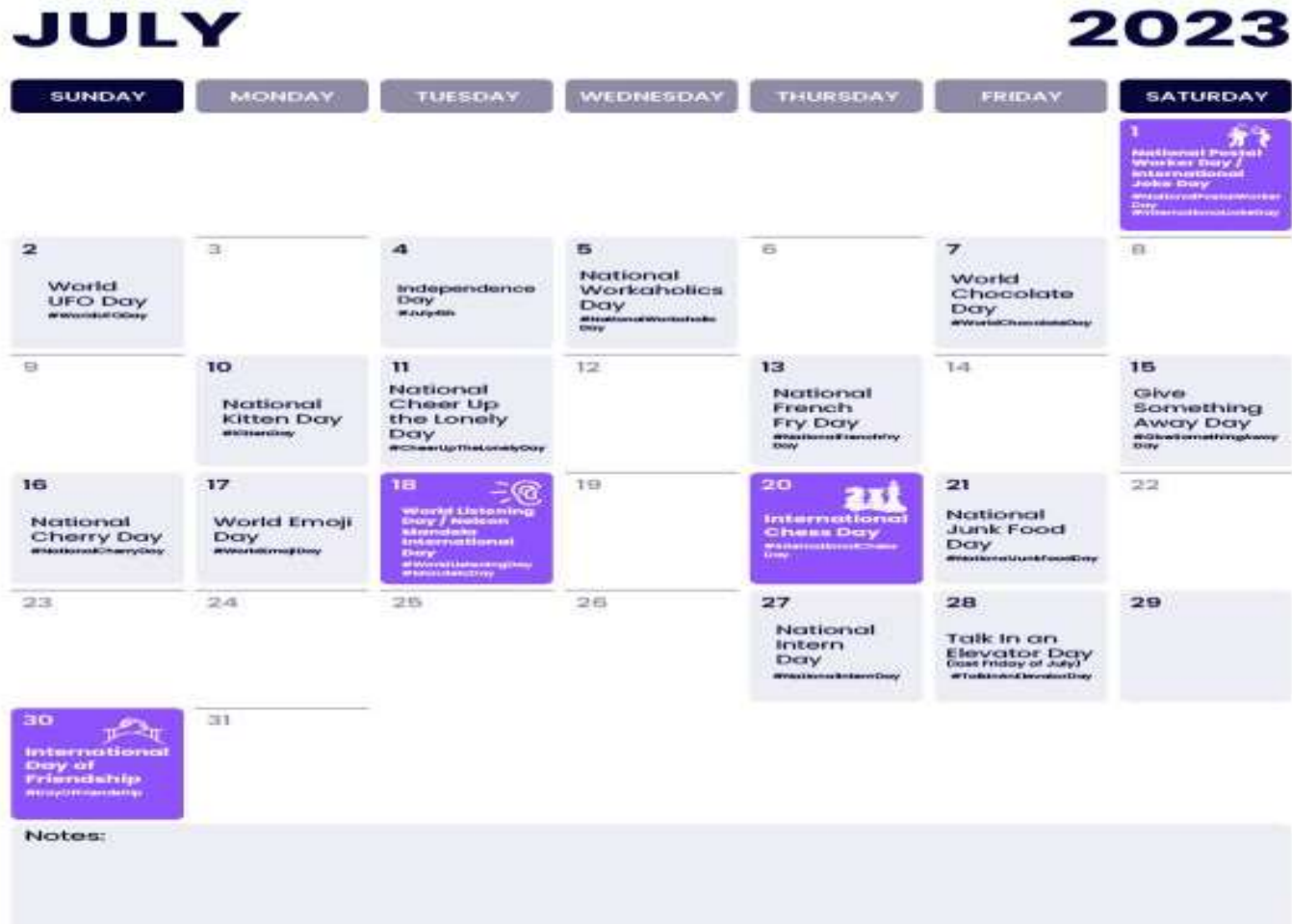
Your page appears to be missing a meta description tag.

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.



Part 3 : Content Ideas and Marketing Strategies

- Content Idea Generation & Strategy :



Part 3: Content Idea & Marketing Strategies

- **Tech Mahindra Product Strategy:**

The product strategy and mix in Tech Mahindra marketing strategy can be explained as follows:

Tech Mahindra is one of the leading technology firms based out of India. Tech Mahindra offers an array of services to its customers spread across various industries like Automotive, Banking & Financials, Manufacturing, Health care, Media & Entertainment, Public Services, retail and travel & logistics. These services offered by Tech Mahindra can be categorized into three broad spectrums – Services & Solutions, Platforms and Outsourcing. All these are the product & service strategy in its marketing mix.

Outsourcing is carried out through Business service groups who provide many value added services to customers. Tech Mahindra's Services & solutions division provides the host following services – Next Gen Solutions like Cloud and Big Data; Consulting; Enterprise architecture; DevOps; Infrastructure Management; Integrated Engineering solutions; Mobility solutions and Network services. And its Platforms division offers many platforms for clients to carry their operation and these platforms include – Socio, PRISM, CareXa, Managed Data Service, order management services and Epselon.



Part 4: Content Creation and Curation (Post creations , Designs/Video Editing , Ad Campaigns over Social Media and Email Ideation and Creation)

Instagram Story



Designs / Video Editing



Title:

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates and the society to Rise for a more equal world, future readiness, and value creation. It is a USD 6.5+ billion organization with 152k+ professionals across 90 countries helping 1290+ global customers, including Fortune 500 companies. It is focused on leveraging next-generation technologies including 5G, Metaverse, Block chain , Quantum Computing, Cybersecurity, Artificial Intelligence, and more, to enable end-to-end digital transformation for global customers. It is the only Indian company in the world to receive the HRH The Prince of Wales' Terra Carta Seal for its commitment to creating a sustainable future. It is the fastest growing brand globally in 'brand value rank' and amongst the top 7 IT brands globally in brand strength with AA+ rating. With the NXT.NOW™ framework, Tech Mahindra aims to enhance 'Human Centric Experience' for its ecosystem and drive collaborative disruption with synergies arising from a robust portfolio of companies. Tech Mahindra aims at delivering tomorrow's experiences today and believes that the

'Future is Now'.

Understanding the Brand:

Tech Mahindra is the part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.



Designing Digital Experiences:

Want to thrive in this digital age? Transform the way you interact with your customers to provide outstanding and intuitive customer experience through various touch points across the customer lifecycle, introduce differentiation, and remain competitive. Customer experience design is the key.

Marketing Analytics & Campaigns:

Digital marketing is no longer about merely adding online channels to the media mix; it is about integrating digital into all facets of Sales & Marketing across the organization. With the proliferation of digital channels and touch-points, delivering true Omni-channel Customer Experience (CX) has also become an essential part of customer journey management. Therefore, Digital marketing plays a pivotal role in customers achieving their overall business goals & objectives.



Target Audience

Tech Mahindra to buy Target Group to strengthen UK BFSI space:

Software services firm Tech Mahindra on Friday said it will acquire UK-based Target Group in around 120 million pound deal to strengthen its presence in the banking and financial services space.

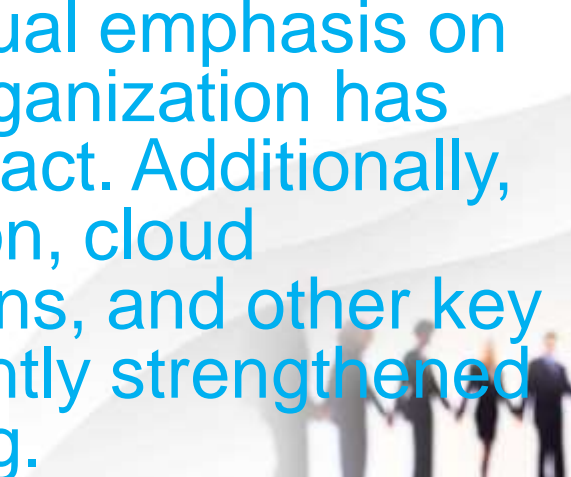
Celebrity Endorsements and Collaborations :

Tech Mahindra and Rajasthan Royals partner to build on fan loyalty and monetization



Engaging Visual Identity:

Tech Mahindra ranks high in the IT services sector with a brand value growth of 45% over the last two years to a brand value of US\$3.0 billion and an impressive growth of +1.9 points to 76.0 in the Brand Strength Index, rising to be the 7th strongest brand. The growth is a result of focused brand building efforts. Tech Mahindra was also the only Indian organization to receive the Terra Carta Seal by the Prince of Wales for its commitment to creating a sustainable future. By implementing projects that lay equal emphasis on people, planet, and profits, the organization has been recognized for its social impact. Additionally, the business focus on digitalization, cloud transformation, telecommunications, and other key digital requirements has consistently strengthened Tech Mahindra's brand positioning.



Our Next Gen Approach:

Quality management works from the start of production till the time a product or service expires with the end user. We provide all sorts of business models, frameworks and services to help establish a strong hold over a firm's outputs, which brings loyalty from a customer's perspective. We approach Quality through our Next Gen Platform, which is divided into 3 Major Groups:

- **NEXT GEN – TRANSACTION MONITORING**
Metric Improvement, Analytics, Early Intervention and Case Study
- **NEXT GEN – QUALITY AUTOMATION (PROSPECT)**
Voice, Non Voice and Case Study
- **NEXT GEN – QA PLATFORM**
AURA 1.0 and New Release AURA 2.0



Geographical Expansion:

Telecommunications IT solutions provider Tech Mahindra has drawn up long term plans to expand its geographical range in order to tap new markets for growth.

At present, the company has clients from 62 countries worldwide, particularly from the US and Europe.

"We intend to further expand our presence in North America, where the share of our total revenues grew from 10 per cent in fiscal 2004 to 18 per cent in 2006. We are also concentrating on the Asia Pacific region, which we believe represents a significant growth opportunity for us," Tech Mahindra COO L Ravichandran told reporters here on Friday to announce the company's public issue.

He pointed out that in 2004, the company had clients from 24 countries. "In 2005, it grew to 45, in 2006, it reached 62, a positive sign. It is our intention to increase these numbers to expand our business. We have adopted strategies that will give us greater exposure to new clients," he added.



Social Media Ad Campaigns :





Tech Mahindra


now • 🌐

Tech Mahindra Promotion • You

Attended Andhra University

Tech Mahindra brings many opportunities to the youth in building the nation towards a strongest nation

Tech Mahindra provides employment to the youth and also it serves to the country in every way



Like

Comment

Repost

Send

facebook

techmahindra_promotion 418

TECH mahindra

What Makes
Tech Mahindra
**The Fastest
Growing
IT Services
Brand?**
#NXTNOW

Brand Finance
Australia
FASTEST GROWING
IT SERVICES BRAND
IN BRAND VALUE RANK

Brand Finance
Australia
TOP 10
FASTEST GROWING
IT SERVICES BRAND

@techmahindra_official

**#techmahindra brings
employment in the country**

WORK

Email Ad Campaign - Brand Awareness:

Basic info

Some info may be visible to other people using Google services. [Find out more](#) ?

Profile picture

Add a profile picture to personalise your account



Name

Avinash



Birthday

29 October 2001



Gender

Male



Contact info

Email

techmahindrapromotionvsp@gmail.com
avinash2002@gmail.com

