

F U R T H E R

O G H L

H E U G

LOGO OF BRAND

@noise

TEAM DETAILS

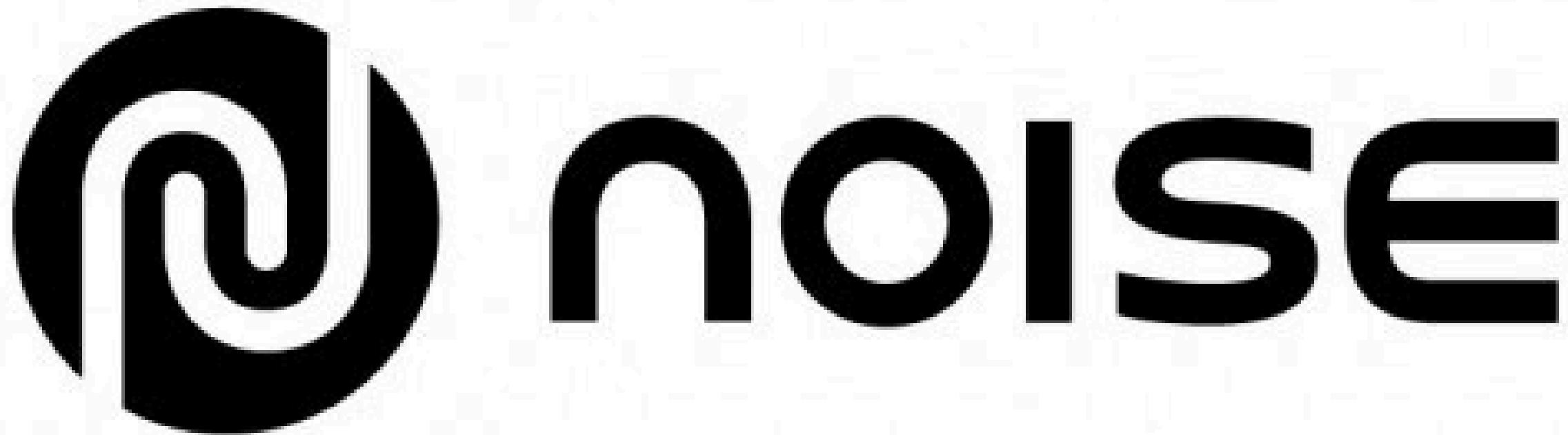
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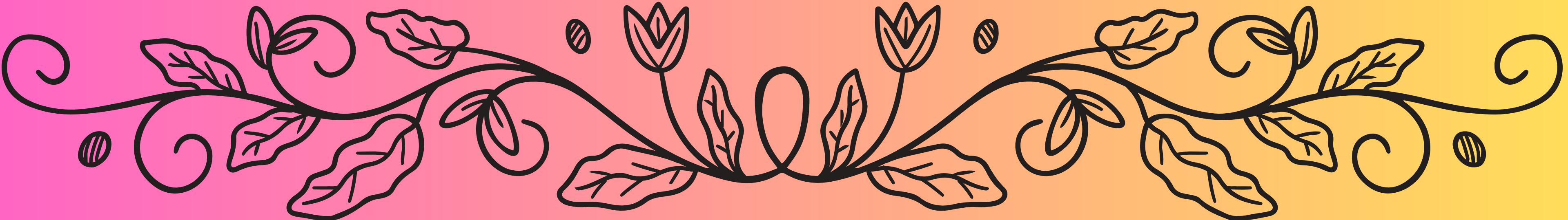
TEAM MEMBER 3: B. ARAVIND

Comprehensive Digital Marketing For Noise



- **BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA**
- **SEO & KEYWORD RESEARCH**
- **CONTENT IDEAS AND MARKETING STRATEGIES**
- **CONTENT CREATION AND CURATION**





1. BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA

1. Research Brand Identity

Mission/Values: Noise aims to make smart technology accessible and enhance the connected lifestyle of modern consumers. Their core values include innovation, affordability, and customer-centricity.

USP: Noise stands out by offering stylish, high-quality, and budget-friendly smart wearables, including smartwatches and audio devices, tailored for the Indian market.

2. Competitor analysis

1. boAt (Indian Competitor)

- USP: Stylish, youth-centric, and affordable audio products & wearables.
- Strengths: Strong brand presence, celebrity endorsements, wide product range.
- Weaknesses: Focuses more on audio than smartwatches.

2. Fire-Boltt (Indian Competitor)

- USP: Feature-packed smartwatches at competitive prices.
- Strengths: Aggressive pricing, high market penetration in smartwatches.
- Weaknesses: Less brand recognition than Noise & boAt.

Noise's Competitive Advantage:

- ✓ Affordable & feature-rich smartwatches and audio devices.
- ✓ Strong brand engagement & marketing campaigns.
- ✓ Focus on innovation tailored for the Indian market.

3. Buyer's/Audience's Persona

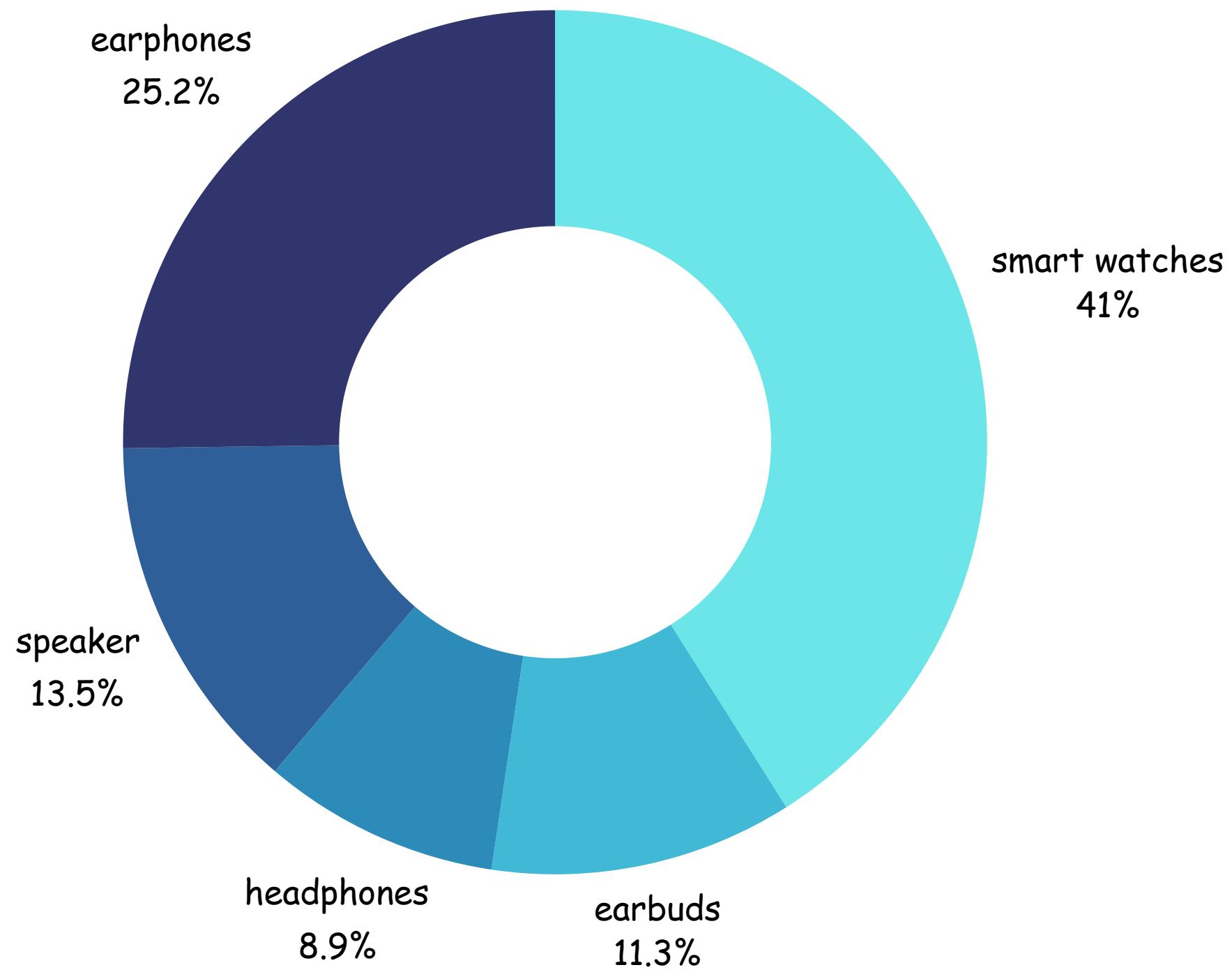
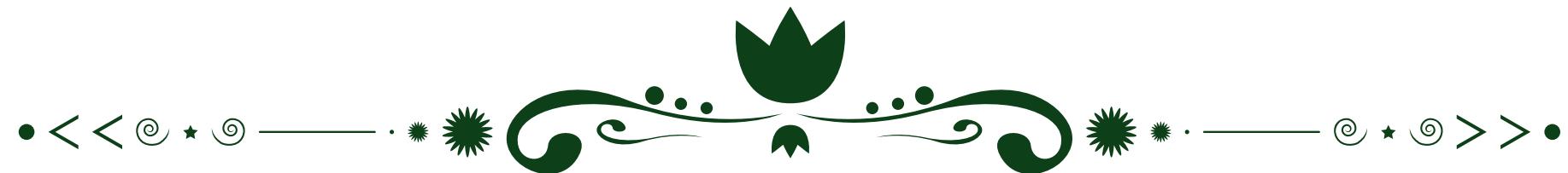
1. Demographics

- Age: 18-35 years old
- Gender: Primarily male & female, with a slight male skew
- Income Level: Middle-class to upper-middle-class (₹20,000 - ₹80,000 monthly)
- Location: Urban & semi-urban areas (India's metro cities, tier-1 & tier-2 cities)
- Education: College students, young professionals, tech-savvy individuals
- Occupation: Students, working professionals, fitness enthusiasts

2. Psychographics & Interests

- Tech Enthusiasts: Interested in smart gadgets and wearables
- Fitness & Health-conscious: Tracks steps, heart rate, and workout sessions
- Style-conscious: Prefers trendy and stylish accessories
- Budget-conscious but Quality-focused: Wants premium features at an affordable price
- Social Media Savvy: Active on Instagram, YouTube, and Twitter, follows influencers for recommendations
- Early Adopters: Likes to try new technology and features in gadgets

PIE CHART ON THE SALES OF NOISE PRODUCTS





2. SEO & KEYWORD RESEARCH

1. SEO Audit

Website Performance & Technical SEO

Website Speed & Core Web Vitals:

Google PageSpeed Insights Score Mobile:

- Needs improvement (~50-70)
- Desktop: Decent (~80-90)

Issues:

- Large image sizes affecting load speed
- JavaScript & CSS not optimized

Mobile-Friendliness:

- Mobile-first design?  Yes, but improvements needed for interactivity
- AMP (Accelerated Mobile Pages)?  Not implemented

Indexing & Crawlability:

- Google Search Console Errors?  Potential indexing issues for product pages
- Duplicate Content?  Yes, due to similar product descriptions

2. Keyword Research

1. Primary Keywords (High Search Volume)

- Noise smartwatch
- Noise earbuds
- Best smartwatch under 5000

2. Secondary Keywords (Mid-Volume, Long-Tail)

- Noise smartwatch battery life
- Best budget smartwatch in India

3. Transactional Keywords (Buyer Intent)

- Buy Noise smartwatch online
- Noise smartwatch discount code
- Best Noise smartwatch for gym

4. Informational Keywords (SEO Content Ideas)

- How to set up Noise smartwatch
- Noise smartwatch vs Amazfit comparison
- How to connect Noise earbuds to iPhone

3. On page Optimization

- ✓ Title & Meta Tags: Optimize with primary keywords (e.g., "Best Noise Smartwatches | Buy Now at Best Price")
- ✓ URL Structure: Keep it short & clean (e.g., gonoise.com/smartwatches/noisefit evolve-2)
- ✓ Header Tags (H1, H2, H3): Use structured headings with keywords
- ✓ Image SEO: Add alt text, compress images, and use WebP format
- ✓ Internal Linking: Link to related products & blogs (e.g., "Check out the best Noise earbuds")
- ✓ Content Optimization: Write unique, keyword-rich product descriptions & add FAQ schema
- ✓ Schema Markup: Implement Product Schema (Ratings, Price, Availability) for better search visibility
- ✓ Mobile Optimization: Ensure fast loading, responsive design, and improved Core Web Vitals
- ✓ Clear CTAs: Use action-driven buttons like "Buy Now - Get ₹500 Off Today!"
- 📌 Final Tip: Optimize speed, mobile UX, and content relevance for higher rankings! 🚀

GRAPH ON SALES DISTRIBUTION BY REAGION



USA

57.5%

Europe

64.4%

Africa

51.7%

India

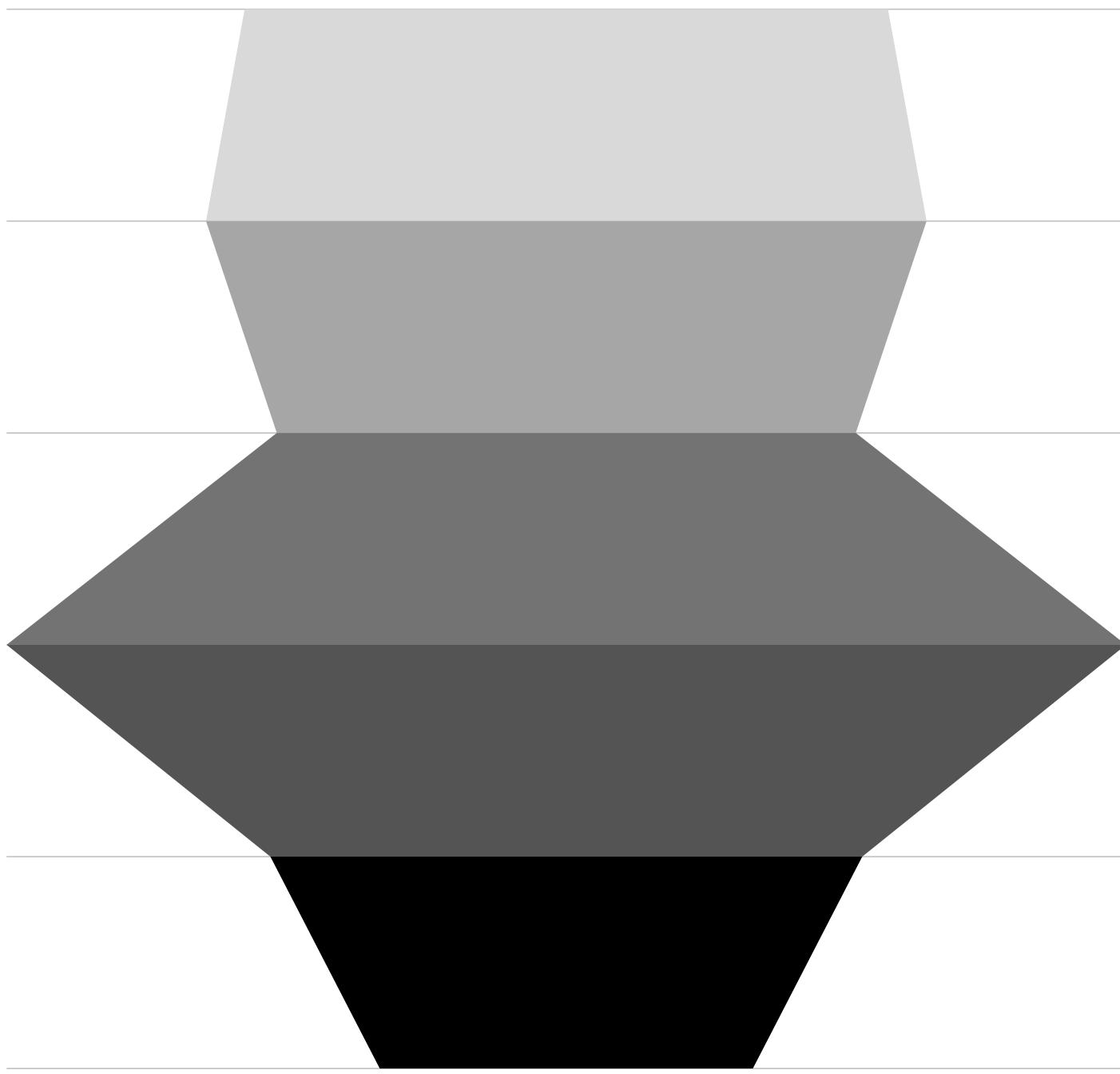
100%

china

52.9%

iceland

33.3%



3. CONTENT IDEAS AND MARKETING STRATEGIES

1. Content Idea Generation & Strategy.

Blog & Educational Content

Comparison Guides:

- Noise vs boAt Smartwatches - Which One is Better?
- Best Budget Smartwatches in India (2024)

How-To Guides & Tutorials:

- How to Set Up & Use Your Noise Smartwatch
- How to Improve Battery Life of Noise Earbuds

Health & Fitness Content:

- How Noise Smartwatches Help in Fitness Tracking
- Best Workout Routines to Track with a Smartwatch

Video & Social Media Strategy

YouTube & Instagram Reels:

- Unboxing & Hands-on Reviews
- Comparison Videos (Noise vs Fire-Boltt)
- Fitness Challenges with Noise Smartwatches

2. Marketing Strategies

1. Digital Marketing & SEO

- ✓ **SEO Optimization:** Target high-intent keywords (e.g., Best Noise smartwatch under 5000)
- ✓ **Content Marketing:** Publish blogs, comparison guides, and fitness-tech articles
- ✓ **YouTube & Video SEO:** Leverage unboxings, reviews, and tutorials

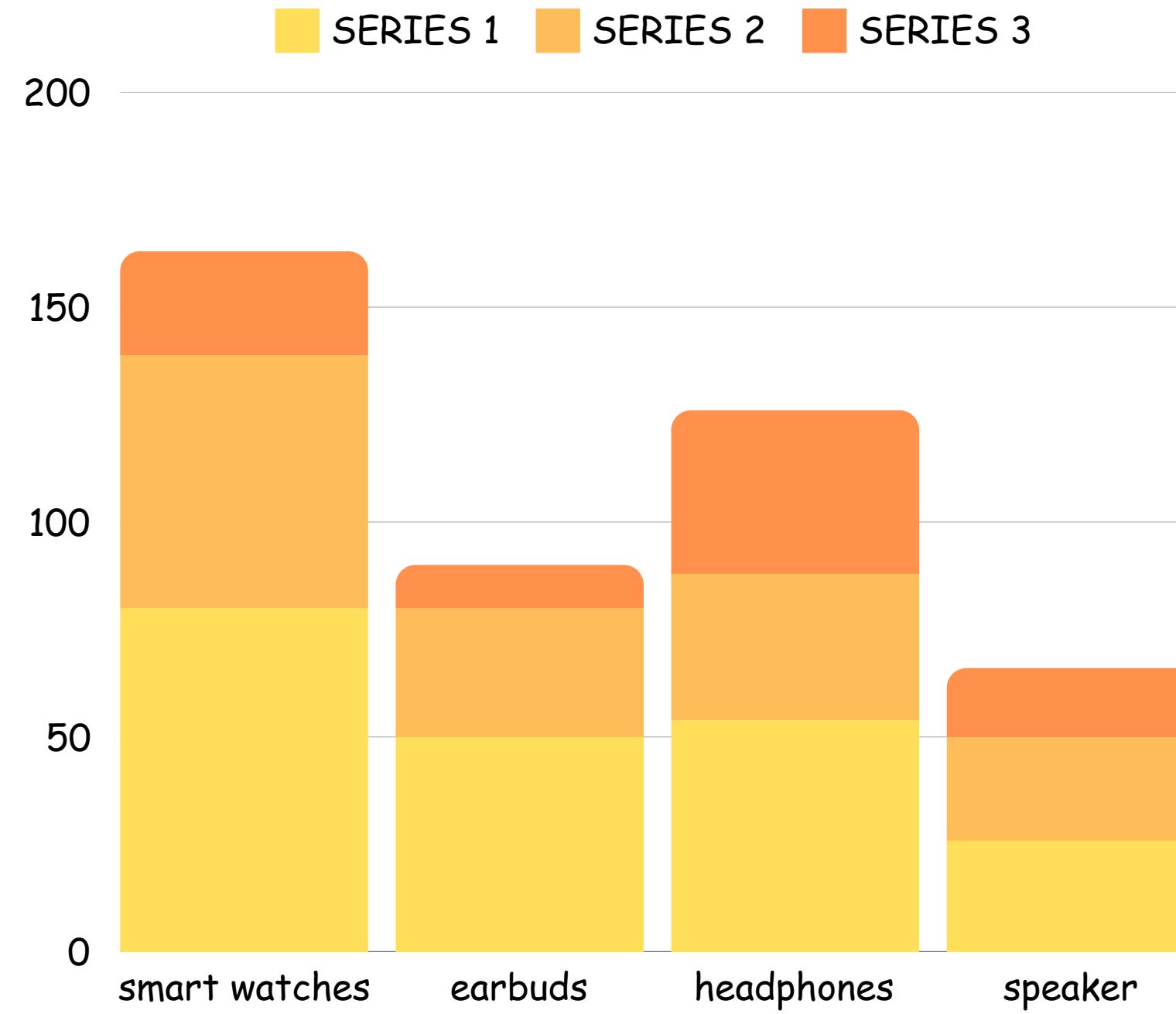
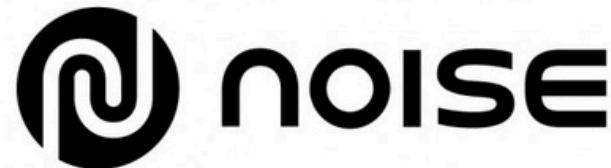
2. Social Media & Influencer Marketing

- 📢 **Instagram & Reels:** Showcase product features, lifestyle use-cases
- 🎥 **YouTube Tech Influencers:** Collaborate for reviews & product comparisons
- 🏋️ **Fitness Influencers:** Promote smartwatches for fitness tracking

3. Performance Marketing & Ads

- 💰 **Google Ads & Facebook Ads:** Run retargeting & shopping ads for smartwatches
- 📈 **Affiliate Marketing:** Partner with tech bloggers & deal sites

GRAPH ON THE DEMAND FOR NOISE PRODUCTS





**CONTENT
CREATION AND
CURATION**

1. Post creation

Noise is a leading brand known for its smart wearables, wireless earbuds, and tech accessories. The content strategy should focus on:

- **Product Highlights:** Showcasing key features of smartwatches, earbuds, and accessories with engaging visuals.
- **User Experience:** Creating lifestyle content that demonstrates real-life usage, fitness tracking, and convenience.
- **Trendy & Relatable:** Using short, catchy captions, reels, and stories to connect with a tech-savvy audience.
- **Educational Posts:** Sharing tips on battery life, app integration, and device syncing.
- **Customer Testimonials:** Featuring user reviews and success stories to build trust.

2. Designs and video Editing.

1 Design Strategy

- ✓ **Minimal & Futuristic Look** - Use bold typography, clean layouts, and Noise's brand colors.
- ✓ **Product Mockups & Renders** - High-quality product shots with 3D elements and reflections.
- ✓ **Infographics** - Feature specs like battery life, water resistance, and smart features.
- ✓ **Lifestyle Integration** - Designs should showcase people using the products in real-life scenarios (fitness, work, music).
- ✓ **Social Media Templates** - Create posts for Instagram, Twitter, LinkedIn, and Facebook with consistent branding.

2 Video Editing Strategy

- Product Showcases** - Short cinematic clips with smooth transitions.
- Slow-Mo & Close-Ups** - Highlight sleek designs and key features.
- Unboxing & How-To Videos** - Educate users on setting up & using Noise products.
- Reels & TikTok Trends** - Use trending sounds and fast-paced edits to engage younger audiences.
- Text & Animations** - Add stylish motion graphics, captions, and call-to-actions.

3 Recommended Tools

- 📌 **Design:** Photoshop, Illustrator, Figma, Canva
- 📌 **Video Editing:** Premiere Pro, After Effects, CapCut, Final Cut Pro

3. Ad Campaigns over Social Media

1 Campaign Objectives

- ✓ **Brand Awareness** - Introduce new products with teaser ads.
- ✓ **Engagement & Community Building** - Interactive polls, challenges, and giveaways.
- ✓ **Lead Generation & Sales** - Retargeting ads, influencer collaborations, and discounts.

2 Ad Types & Formats

📌 Instagram & Facebook Ads:

- 🎥 Reels & Story Ads - Short, dynamic videos with product highlights.
- 📸 Carousel Ads - Show multiple features in a swipeable format.
- 🎯 Retargeting Ads - Re-engage website visitors and cart abandoners.

📌 YouTube Ads:

- 🎬 Bumper Ads (6-sec) - Quick product highlights.
- 🔈 Skippable In-Stream Ads - Influencer-driven product storytelling.
- 🔥 Unboxing & Review Ads - Build credibility with tech creators.

3. Ad Campaigns over Social Media

📌 **TikTok & Snapchat Ads:**

- 🎵 Trendy Challenge Ads - Engage audiences with viral trends.
- 🏃 Fast-Paced Clips - Action-packed shots of users wearing Noise products.

3 Key Strategies

- ◆ **Influencer Partnerships** - Collaborate with tech, fitness, and lifestyle influencers.
- ◆ **User-Generated Content (UGC)** - Feature customer reviews, testimonials, and real-life use cases.
- ◆ **Limited-Time Offers & Flash Sales** - Create urgency with discount ads.
- ◆ Engaging Copy & CTA - "Upgrade Your Style! Get 10% OFF Today.
Shop Now! 🔥"

4 Tools & Tracking

- 📊 **Analytics:** Meta Ads Manager, Google Analytics, TikTok Ads Manager
- 📌 **Design & Editing:** Canva, Adobe Premiere Pro, CapCut, After Effects

4. Email Ideation and Creation

1 Email Campaign Ideas

- 📌 **1. Product Launch Emails** - Announce new smartwatches, earbuds, or accessories.
 - Subject Line: "Meet the Future of Smart Wearables - Introducing [Product Name]!"
 - CTA: "Shop Now" / "Pre-Order Today"
- 📌 **2. Limited-Time Offers & Discounts** - Seasonal sales, flash deals, or exclusive early bird discounts.
 - Subject Line: "Hurry! 20% OFF on Your Favorite Smartwatch "
 - CTA: "Claim Your Discount"
- 📌 **3. Welcome Emails** - For new subscribers, making them feel part of the Noise community.
 - Subject Line: "Welcome to the Noise Tribe! 
 - CTA: "Explore Our Bestsellers"
- 📌 **4. Abandoned Cart Recovery** - Reminding users to complete their purchase.
 - Subject Line: "Still Thinking? Complete Your Order & Get 10% OFF!"
 - CTA: "Resume Shopping"
- 📌 **5. Product Education & How-To Guides** - Help users get the best experience.
 - Subject Line: "Maximize Your Noise Smartwatch - 5 Tips You Need!"
 - CTA: "Read the Guide"

4. Email Ideation and Creation

2 Email Design Best Practices

-  **Minimalist & Modern Design** - Clean, bold visuals with product highlights.
-  **Mobile-Optimized Layouts** - Ensure readability across devices.
-  **Eye-Catching CTA Buttons** - "Shop Now," "Get Offer," "Discover More" (contrasting colors).
-  **High-Quality Images & GIFs** - Make emails visually engaging.
-  **Personalized Content** - Use first names & recommend products based on past interactions.

3 Tools for Email Creation

-  **Email Platforms:** Mailchimp, Klaviyo, HubSpot, Brevo
-  **Design:** Canva, Figma, Adobe XD
-  **Copywriting Assistants:** Grammarly, Hemingway App

GRAPH ON SOCIAL MEDIA ADVERTISING CAMPAIGN

