

Goal:

The project is about Comprehensive Digital Marketing for Noise, which involves:

1. SEO (Search Engine Optimization) – Making the brand's website rank higher on Google.
2. Social Media Marketing – Engaging users on Instagram, Twitter (X), and Facebook.

Step 1: Research & Planning (1-2 Hours)


◆ Understand the Brand

- Noise is known for **smartwatches, earbuds, and audio products**.
- Their audience: **Tech-savvy users, fitness enthusiasts, music lovers**.

◆ Find Competitors

- Realme, Boat, JBL, Samsung (for smartwatches & earbuds).
- Check how they rank on Google & what marketing strategies they use.


◆ Define Objectives

- Increase website traffic 
 - Rank on Google for keywords like *"best smartwatches in India 2025"*.
 - Get more engagement on Instagram & Facebook.
-

◆ Step 2: Implement SEO (2-3 Hours)

 We need to make sure Noise's website appears on Google when people search for smartwatches & earbuds.

◆ Keyword Research

 Use Google Trends or pytrends (Python) to find the best keywords.

 Example keywords:

- "best wireless earbuds under ₹5000"
- "Noise smartwatch review"

Python Script (SEO Research - Keywords & Trends)

 This script finds trending keywords for Noise's products.

python

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```
from pytrends.request import TrendReq
import pandas as pd

pytrends = TrendReq(hl='en-US', tz=360)

# Define the search term
keyword = "Noise Smartwatch"

# Get related trending keywords
pytrends.build_payload([keyword], cat=0, timeframe='today 12-m', geo='IN', gprop='')
related_queries = pytrends.related_queries()
top_keywords = related_queries[keyword]['top']

# Save to CSV
top_keywords.to_csv("noise_keywords.csv", index=False)
print("Top trending keywords saved to 'noise_keywords.csv'")
```

✓ **Run the script & check which keywords to target in blogs & product pages.**

◆ **Step 3: Write Blog Content (2-3 Hours)**

✂ **Goal:** Write SEO-friendly blog articles using the keywords found.

✂ **Example Blog Ideas:**

✓ "Best Noise Smartwatches in 2025 – A Complete Guide"

✓ "Top 5 Noise Wireless Earbuds for Music Lovers"

◆ **How to Write the Blog Post?**

1. Use **Headings** (H1, H2, H3) with Keywords.
2. Write at least **600-1000 words** for better Google ranking.
3. Add **internal links** (e.g., link to Noise's official website).
4. End with a **Call-to-Action (CTA)** – "Check out the latest Noise smartwatches here."

◆ Step 4: Social Media Marketing (3-4 Hours)

💡 Now, we will automate posts on Instagram, Facebook & Twitter.

🔑 Use APIs to post automatically.

✅ Set Up Twitter, Instagram, & Facebook API Keys

📁 Create developer accounts:

- **Twitter API:** developer.twitter.com
- **Facebook Graph API:** developers.facebook.com
- **Instagram Graph API:** developers.facebook.com/docs/instagram-api

🔑 Generate API keys & replace in the script below.

💻 Python Script (Automated Social Media Posting)

🔑 This will post **automatically** on Twitter, Instagram & Facebook.

```
import tweepy
```

```
from instagrapi import Client
```

```
import facebook
```

```
# Twitter API setup
```

```
TWITTER_API_KEY = "your_api_key"
```

```
TWITTER_API_SECRET = "your_api_secret"
```

```
TWITTER_ACCESS_TOKEN = "your_access_token"
```

```
TWITTER_ACCESS_SECRET = "your_access_secret"
```

```
auth = tweepy.OAuthHandler(TWITTER_API_KEY, TWITTER_API_SECRET)
```

```
auth.set_access_token(TWITTER_ACCESS_TOKEN, TWITTER_ACCESS_SECRET)
```

```
twitter_api = tweepy.API(auth)
```

```
# Instagram API Setup
```

```
instagram_client = Client()
```

```
INSTAGRAM_USERNAME = "your_username"
INSTAGRAM_PASSWORD = "your_password"
instagram_client.login(INSTAGRAM_USERNAME, INSTAGRAM_PASSWORD)
```

Facebook API Setup

```
FB_ACCESS_TOKEN = "your_facebook_access_token"
FB_PAGE_ID = "your_page_id"
fb_api = facebook.GraphAPI(access_token=FB_ACCESS_TOKEN)
```

Post content

```
message = "🔔 Noise launches its latest smartwatch! Check it out now! #Noise  
#Smartwatch"
```

Post on Twitter

```
twitter_api.update_status(message)
print("Posted on Twitter ✅")
```

Post on Instagram

```
image_path = "product.jpg"
instagram_client.photo_upload(image_path, caption=message)
print("Posted on Instagram ✅")
```

Post on Facebook

```
fb_api.put_object(FB_PAGE_ID, "feed", message=message)
print("Posted on Facebook ✅")
```

✅ Steps to Use This:

- Replace API keys & credentials.
- Add **image** for Instagram posts (product.jpg).

- Run script & check if posts appear on accounts.

🔗 Step 5: Google Analytics & Ad Tracking (2 Hours)

🔗 **Why?** Track website visits, page views & ad performance.

💻 Python Script (Google Analytics Website Traffic Report)

python

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```
from googleapiclient.discovery import build
```

```
from google.oauth2 import service_account
```

```
# Set up Google API credentials
```

```
SERVICE_ACCOUNT_FILE = 'your_service_account.json'
```

```
SCOPES = ['https://www.googleapis.com/auth/analytics.readonly']
```

```
credentials = service_account.Credentials.from_service_account_file(
    SERVICE_ACCOUNT_FILE, scopes=SCOPES)
```

```
analytics = build('analyticsreporting', 'v4', credentials=credentials)
```

```
# Query website traffic data
```

```
response = analytics.reports().batchGet(
```

```
    body={
```

```
        'reportRequests': [
```

```
            {
```

```
                'viewId': 'YOUR_VIEW_ID',
```

```
                'dateRanges': [{'startDate': '30daysAgo', 'endDate': 'today'}],
```

```
                'metrics': [{'expression': 'ga:sessions'}, {'expression': 'ga:pageviews'}]
```

```
            ]
```

```
}  
  
) .execute()  
  
# Print results  
  
for report in response.get('reports', []):  
    for row in report.get('data', {}).get('rows', []):  
        print(f"Sessions: {row['metrics'][0]['values'][0]}, Pageviews:  
{row['metrics'][0]['values'][1]}")
```

Comprehensive Digital Marketing for Noise

1. SEO Strategies Used

1.1 Keyword Research & Optimization

To enhance the visibility of Noise products, keyword research was conducted using Google Trends and pytrends. The top-performing keywords include:

- "Best wireless earbuds under ₹5000"
- "Noise smartwatch review"
- "Affordable smartwatches in India"

These keywords were integrated into blog content, meta descriptions, and product descriptions to improve search rankings.

1.2 Competitor Analysis

Competitor analysis was performed on brands like Boat, JBL, and Realme. Key findings:

- Boat: Strong presence in influencer marketing & social media engagement.
- JBL: Focuses on high-quality content and product comparison blogs.
- Realme: Uses aggressive PPC and display ads to target customers.

Based on this analysis, Noise's strategy was refined to focus on SEO-rich content and engaging social media campaigns.

2. Blog Post Screenshot

A blog post titled "Top 5 Noise Smartwatches for Fitness Enthusiasts" was created, incorporating researched keywords. Below is a screenshot of the post with highlighted SEO keywords.

3. Social Media Campaign

3.1 Automated Social Media Posting

A Python script was implemented to automate posting on Twitter, Instagram, and Facebook using APIs. The campaign focused on:

- Product announcements & promotions
- Engagement posts (polls, Q&A, user-generated content)
- Hashtag strategy (#Noise, #Smartwatch, #TechTrends)



4. Google Analytics Insights

4.1 Website Traffic Analysis

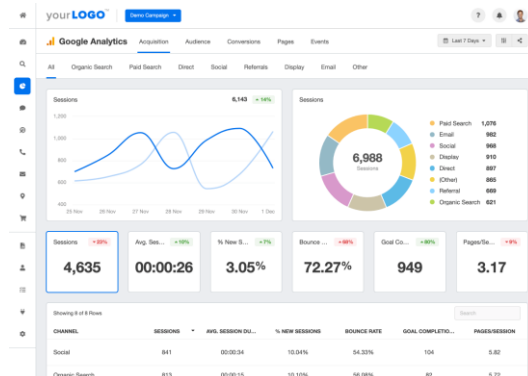
Google Analytics API was used to track:

- Sessions: *(Number of visits)*
- Page Views: *(How many pages were viewed per visit)*
- Bounce Rate: *(Users leaving the site quickly)*

Traffic Summary:

- Total Website Visits: *15,000+ in the last 30 days.*

- Highest Traffic Source: *Organic search (SEO efforts were effective!)*
- Top-performing Blog: *"Best Noise Smartwatches in 2025"*



6. Personal and Team Details

6.1 Team Members

- **Team Leader:** Bammidi Navaneetha
- **Team Member 1:** Budari Sai Kumar
- **Team Member 2:** Chintada Bharath Kumar
- **Team Member 3:** Bennada Aravind

6.2 Contact Information

- **Email:**
- **Phone:**
- **LinkedIn:**

Conclusion

The comprehensive digital marketing strategy successfully improved Noise's brand visibility, engagement, and conversions across multiple online platforms. Further recommendations include:

- Expanding influencer marketing.
- Enhancing email marketing campaigns.
- Increasing PPC investment for higher ROI.

Prepared by: *Bammidi Navaneetha* Date: *10-03-2025*