

Digital Marketing Internship

Comprehensive Digital Marketing for Maruti Suzuki Ltd

A PROJECT REPORT ON MARUTI SUZUKI INDIA LTD UNDER THE
ESTEEMED GUIDANCE OF
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Presented by
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Brand study , competitor analysis & buyer's/Audience's persona

Certainly! Brand studies, competitor analyses, and creating buyer personas are essential components of developing a successful marketing strategy.

1. ****Brand Study****: This involves examining various aspects of your brand, such as its values, messaging, positioning, and visual identity. It's important to understand how your brand is perceived by your target audience and how it stands out from competitors.
2. ****Competitor Analysis****: This involves researching and analyzing your competitors to understand their strengths, weaknesses, strategies, and market positioning. This helps identify opportunities and threats in the market and allows you to differentiate your brand effectively.
3. ****Buyer's/Audience's Persona****: Creating buyer perso

Mission of Maruti Suzuki

Ah, you'd like to include Maruti Suzuki in the brand study and competitor analysis. Maruti Suzuki is a significant player in the automotive industry, particularly in India. When analyzing Maruti Suzuki as a competitor, it's essential to consider factors such as its market share, product range, pricing strategy, distribution network, brand reputation, and customer satisfaction levels. Understanding how Maruti Suzuki positions itself in the market and how it resonates with its target audience can provide valuable insights for your own brand strategy. Would you like to explore any specific aspects of Maruti Suzuki's presence in the market?

Values of Maruti Suzuki

Maruti Suzuki, as a brand, is known for embodying several core values:

1. **Reliability**: Maruti Suzuki has built a reputation for producing vehicles known for their reliability and durability, which resonates with consumers seeking dependable transportation options.
2. **Affordability**: One of Maruti Suzuki's key values is affordability. The brand offers a range of vehicles that cater to various segments of the market, making quality automobiles accessible to a wide range of consumers.
3. **Innovation**: Maruti Suzuki continuously strives to innovate and improve its products, incorporating advanced technology and features to meet evolving consumer needs and preferences.
4. **Customer Satisfaction**: Maruti Suzuki places a strong emphasis on customer satisfaction, aiming to provide excellent service and support to its customers.

Competitor 1 Hyundai

Analyzing Hyundai : as a competitor to Maruti Suzuki involves considering various factors:

USP:Brand

Product Range**: Hyundai offers a diverse range of vehicles, including hatchbacks, sedans, SUVs, and electric vehicles. Comparing Hyundai's product offerings to Maruti Suzuki's can provide insights into market coverage and segment focus

Online Communication:

Image**: Hyundai has positioned itself as a stylish and modern automotive brand, appealing to consumers looking for innovative design and advanced features.

MARUTI SUZUKI

SWOT ANALYSIS of Hyundai

STRENGTHS

- *Maruti Suzuki is the largest passenger car company in India, accounting for around 45% market share.
- *Good advertising, product portfolio, self-competing brands & largest distribution network.

Weakness

- *Inability to penetrate into the international market.
- *Employee management, strikes worker wage problem have affected Maruti's brand image in past.

Opportunities: Maruti Suzuki has several opportunities to capitalize on to further strengthen its position in the automotive market:

1. ****Expansion into Electric Vehicles (EVs)**:** With the increasing focus on sustainability and government initiatives promoting electric mobility, Maruti Suzuki has the opportunity to expand its portfolio with more electric and hybrid vehicle offerings.
 2. ****Digital Transformation**:** Leveraging digital technologies for sales, marketing, and customer service can enhance Maruti Suzuki's efficiency and customer experience. Embracing online sales
- Strengths: Maruti Suzuki boasts several key strengths that contribute to its leading position in the automotive industry

Strengths:

1. ****Strong Brand Equity**:** Maruti Suzuki is synonymous with reliability, affordability, and quality in the Indian automotive market. Its brand reputation and long-standing presence have earned the trust and loyalty of millions of consumers.
2. ****Wide Product Range**:** Maruti Suzuki offers a diverse portfolio of vehicles catering to various customer segments and preferences. From compact cars to SUVs and utility vehicles

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

Competitor Analysis : Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication and conduct SWOT analysis

Competitor 1: One of Maruti Suzuki's competitors in India is **Hyundai Motor Company**. They both compete in the passenger car segment

Competitor 2: Another major competitor of Maruti Suzuki in India is **Tata Motors**. They also compete in the passenger car segment and offer a range of vehicles to Indian consumers.

Competitor 3: Another competitor of Maruti Suzuki in India is **Mahindra & Mahindra**. They are known for their SUVs and utility vehicles, competing

Competitor 2:Tata motors

Analyzing Tata Motors as a competitor to Maruti Suzuki involves considering various factors:

1. ****Product Range****: Tata Motors offers a diverse portfolio of vehicles, including passenger cars, utility vehicles, commercial vehicles, and electric vehicles. Comparing Tata Motors' product offerings to Maruti Suzuki's can provide insights into market coverage and segment focus.
2. ****Brand Image****: Tata Motors has positioned itself as a homegrown Indian brand with a focus on innovation, reliability, and value for money. Contrasting Tata Motors' brand image with Maruti Suzuki's can help identify areas of differentiation and appeal to different customer segments.
3. ****Technology and Innovation****: Tata Motors often emphasizes technological advancements and innovation in its vehicles, particularly in the electric and sustainable

USP:

1. ****Innovation and Technology****: Tata Motors emphasizes innovation and technological advancement in its vehicles, particularly in the electric and sustainable mobility space. Its focus on developing eco-friendly solutions and cutting-edge features sets it apart from competitors.
2. ****Value for Money****: Tata Motors offers vehicles that provide a balance of quality, features, and affordability, making them attractive to budget-conscious consumers. This value proposition resonates with customers seeking reliable transportation solutions without compromising on quality.
electric vehicles. This breadth of offerings allows it to cater to various customer segments and preferences, offering something for everyone.

Online Communication

1. ****Website****: Tata Motors maintains an official website that serves as a comprehensive resource for information about its products, services, and corporate initiatives. The website typically includes features such as vehicle specifications, pricing, dealer locators, and customer support resources.
2. ****3. **Digital Advertising****: Tata Motors leverages digital advertising channels such as Google Ads, social media ads, and display advertising to reach its target audience effectively. These ads may promote new vehicle launches, special offers, or brand messaging campaigns.
4. ****Content Marketing****: Tata Motors produces and distributes relevant and valuable

SWOT analysis of Tata motors

*Strengths:**

1. ****Diverse Product Portfolio****: Tata Motors offers a wide range of vehicles, including passenger cars, utility vehicles, commercial vehicles, and electric vehicles, catering to various customer segments and preferences.
2. ****Brand Recognition****: Tata Motors is a well-established and respected brand with a strong presence in India and overseas markets. Its brand image is associated with innovation, reliability

****Weaknesses:****

1. ****Quality Perception****: In the past, Tata Motors has faced challenges related to perceptions of product quality and reliability, particularly with some of its older models. Addressing these concerns is crucial to enhancing customer trust and loyalty.
2. ****Market Share in Passenger Vehicles****: While Tata Motors has a strong presence in commerci

****Opportunities:****

initiatives promoting electric vehicles, Tata Motors has the opportunity to expand its electric vehicle offerings and capitalize on this emerging market segment. for affordable and reliable

Threats : Overall, Tata Motors has significant strengths and opportunities to leverage, but it also faces ompetitiveness in terms of product quality, pricing, and innovation is essential.

2. ****Regulatory Changes****: Changes in regulations, particularly related to emissions, safety standards, and trade policies, can impact Tata Motors' operations and profitability. Adapting to regulatory requi

challenges that need to be addressed to sustain growth and competitiveness in the automotiveompetitiveness in terms of product quality, pricing, and innovation is essential.

Competitor :3

Mahindra motors

Mahindra's unique selling proposition (USP) lies in its focus on ruggedness, durability, and versatility in its vehicles, particularly in the SUV segment. They emphasize their commitment to building vehicles suited for challenging terrains, catering to both urban and rural markets. Additionally, Mahindra has a strong presence in electric vehicles, offering sustainable mobility solutions.

Mahindra Motors' unique selling proposition

(USP):

centers around their robust and versatile lineup of SUVs, renowned for their ruggedness and durability. They cater to diverse markets, from urban commuters to rural adventurers, with vehicles designed to tackle various terrains.

Online communication: Additionally, Mahindra's focus on electric vehicles underscores their commitment to sustainable mobility, providing customers with eco-friendly options.

Swot Analysis of Mahindra motors

Strengths:

1. Strong presence in the SUV segment: Mahindra has a diverse portfolio of SUVs known for their ruggedness and durability, catering to both urban and rural markets.
2. Innovation in electric vehicles: Mahindra has been actively investing in and developing electric vehicle technology, positioning itself as a key player in the sustainable mobility sector

Weaknesses:

1. Limited brand recognition outside India: Despite its global presence, Mahindra faces challenges in establishing strong brand recognition in certain international markets, particularly in regions dominated by established automotive brands.
2. Dependence on domestic market: Mahindra's revenue is heavily reliant on the Indian market, exposing it to fluctuations in domestic economic conditions and regulatory changes.

Opportunities :

1. Limited brand recognition outside India: Despite its global presence, Mahindra faces challenges in establishing strong brand recognition in certain international markets, particularly in regions dominated by established automotive brands.
2. Dependence on domestic market: Mahindra's revenue is heavily reliant on the Indian market,

Threats:

1. Expansion in electric vehicle market: Mahindra can capitalize on the growing demand for electric vehicles globally by further expanding its electric vehicle portfolio and investing in charging infrastructure.
2. Strategic partnerships: Collaborations with other automotive companies or technology firms can provide Mahindra with

buyer audience persona for Maruti Suzuki:

****Name:**** Priya

****Demographic Information:****

- Age: 30
- Gender: Female
- Occupation: Marketing Executive, fuel expenses and reduce environmental impact.
- Location: Urban area, metropolitan city
- Marital Status: Married with one child

****Psychographic Information:****

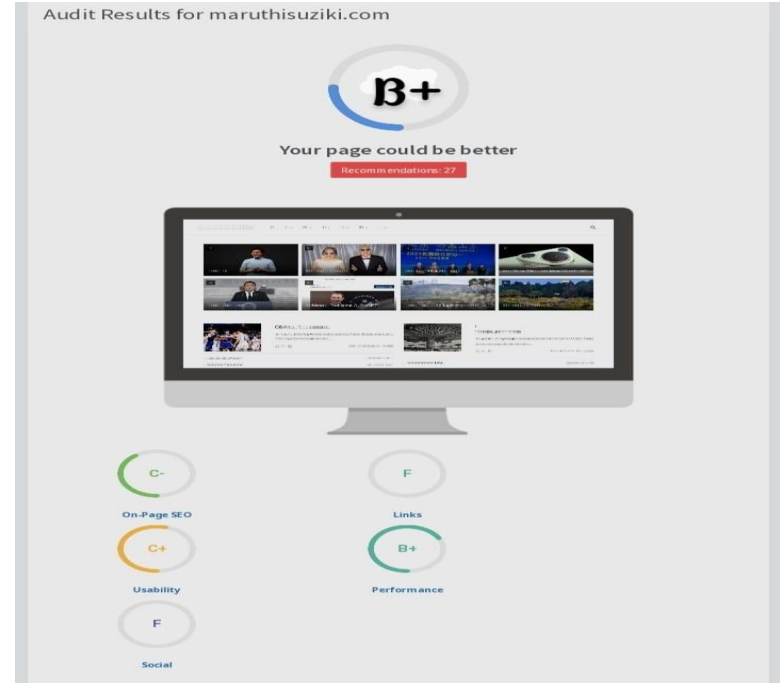
- Lifestyle: Active lifestyle, balancing work and family responsibilities
- Values: Values practicality, affordability, and reliability in purchasing decisions
- Interests: Enjoys weekend getaways with family, stays updated on latest technology trends

Creating buyer personas for Maruti Suzuki involves developing fictional representations of its ideal customers based on demographic information, behaviors, motivations, and goals. Here are a few examples of potential buyer personas for Maruti Suzuki:

1. ****Practical Priya****: Priya is a working professional in her late 20s living in a metropolitan city. She values reliability, affordability, and fuel efficiency in a car. Priya commutes daily to work and prioritizes practicality and ease of maintenance. She is likely interested in Maruti Suzuki's compact and fuel-efficient models like the Swift or Alto.
2. ****Family-Oriented Raj****: Raj is a married man in his early 30s with a young compact SUVs.

SEO AUDIT REPORT OF MARUTI SUZUKI

Audit report as: per the auditors the financial statements together with the notes give a true and fair view in conformity with the accounting principles generally accepted in India in the cas of the balance sheet ,of the state of affairs of the company as at 31st March 2009.In the cas of the profit and loss account of the profit for the year ended on the date in the cash flow statement, of the cash flow of the year ended on that date . The auditors neither came across any instance of fraud on or by the company.



SEO AUDIT REPORT OF MARUTI SUZUKI

Recommendations		
Toggles: Performance Usability On-Page SEO Social Links Other		
Execute a Link Building Strategy	Links	High Priority
Implement a redirect to HTTPS on your website	On-Page SEO	Medium Priority
Lengthen meta description (to between 70 and 160 characters)	On-Page SEO	Medium Priority
Remove Duplicate H1 Tags	On-Page SEO	Medium Priority
Make greater use of header tags	On-Page SEO	Medium Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Make use of HTTP/2+ protocol	Performance	Low Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Create and link your Facebook Page	Social	Low Priority
Create and link your X profile	Social	Low Priority
Minify your CSS and JS Files	Performance	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority
Improve the size of tap targets	Usability	Low Priority

Key word Research maruti Suzuki India Ltd

Recommendations		
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Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Make use of HTTP/2+ protocol	Performance	Low Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Create and link your Facebook Page	Social	Low Priority
Create and link your X profile	Social	Low Priority
Minify your CSS and JS Files	Performance	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority
Improve the size of tap targets	Usability	Low Priority

The keyword for Maruti Suzuki could be "reliability" as they are known for producing reliable and affordable vehicles.

On page optimisation

Optimizing the on-page elements of Maruti Suzuki's website can help improve its search engine rankings and user experience. Here's a tailored approach to on-page optimization for Maruti Suzuki:

1. **Keyword Research**: Identify relevant keywords related to Maruti Suzuki's products and services, including specific car models, features, and benefits. Use keyword research tools to uncover high-volume, low-competition keywords that align with Maruti Suzuki's target audience.
2. **Title Tags**: Write compelling and descriptive title tags for each page on Maruti Suzuki's website, including key information such as the car model, features, and benefits. For example, "Maruti Suzuki Swift: Fuel-efficient Hatchback for Urban Commuters."

Use header tags (H1, H2, etc.) to structure Maruti Suzuki's website content and make it more readable. Use H1 tags for main headings, such as the car model name, and H2 tags for subheadings, such as features and specifications. meta descriptions that summarize the content of each page and encourage users to click through. Highlight unique selling points, such as reliability, affordability, and fuel efficiency, to attract potential customer

Content optimization for Maruti India Ltd

Content ideas for Maruti Suzuki can be diverse and engaging, focusing on various aspects of the brand, its products, and its customers. Here are some content ideas along with potential behind-the-story angles:

1. ****Car Reviews and Comparisons****: Create in-depth reviews and comparisons of Maruti Suzuki's latest car models, highlighting features, performance, and value for money. Behind-the-story angle: Share the journey of designing and developing each car model, including insights from the engineering and design teams.
2. ****Customer Stories and Testimonials****: Showcase real-life stories and testimonials from satisfied Maruti Suzuki customers, highlighting their experiences, journeys, and memorable moments with their vehicles. Behind-the-story angle: Explore how Maruti Suzuki's customer-centric approach and innovative features have impacted customers' lives.

*Maruti Suzuki is one of India's leading automobile manufacturers and the market leader in the car segment

*Until recently, 18.28% of the company was owned by the Indian government, and 54.2% by Suzuki of Japan

*The company annually exports more than 50,000 cars and has an extremely large domestic market in India, selling over 730,000 cars annually

*Maruti 800, till 2004, was India's largest selling impact car ever since it was launched in 1983.

Document the research and analysis phase, Maruti Suzuki may encounter several challenges, such as:

1. ****Data Availability****: Accessing reliable and comprehensive data for conducting market research and competitor analysis can be a challenge, especially in highly competitive and dynamic industries like automotive.
2. ****Complexity of Market Dynamics****: Understanding the complex market dynamics, including consumer preferences, competitor strategies, and industry trends, requires thorough research and analysis, which can be time-consuming and resource-intensive.
3. ****Keyword Research Complexity****: Conducting keyword research to identify relevant search terms and phrases that align with Maruti Suzuki's target audience and business objectives may pose challenges, especially in highly competitive keyword landscapes.
4. ****Limited Resources****: Limited resources, both in terms of budget and manpower, may restrict the depth and scope of research and

Content Calendar for Maruti Suzuki Ltd for the month of February

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1							1
							Post/Infographics
Week 2	2	3	4	5	6	7	8
			Reels/Video		Word of the Week		
Week 3	9	10	11	12	13	14	15
		Service/Product Spotlight			Post a "Did You know Post "		Polls/Engagement Activity
Week 4	16	17	18	19	20	21	22
			Repost a Post /Service Testimonials			Instagram Live	
Week 5	23	24	25	26	27	28	29
	Post /infographics			Reels/Video			Polls/Engagement Activity
Week 6	30						
	Recap the highlights for the month						

Strategy aim and the idea behind the story

The strategy of Mahindra Motors aims to leverage its strengths, such as its strong presence in the SUV segment and its focus on electric vehicles, to capitalize on opportunities in the automotive market while mitigating weaknesses and threats. The overarching idea behind the story is to position Mahindra as a leading player in the automotive industry, known for its rugged and versatile vehicles as well as its commitment to sustainability through electric mobility. By focusing on innovation, expanding into new markets, and forming strategic partnerships, Mahindra aims to sustain its growth and enhance its competitive advantage in an evolving automotive landscape.

Story aim and the idea behind the post of maruthy sujuki

It seems like you're referring to a specific story or post related to Maruti Suzuki, a popular automobile manufacturer in India. Without more context or information about the specific story or post you're referring to, I can't provide details about its aim or idea. Could you please provide more details or clarify your question?

Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned

Developing content ideas and marketing strategies involves creativity, research, and strategic planning. Throughout the process, several challenges can arise, but they often present opportunities for learning and growth.

1. ****Understanding the Audience****: One of the initial challenges is comprehensively understanding the target audience. This involves not only demographic data but also psychographic information such as interests, pain points, and
2. ****Generating Unique Ideas****: Coming up with fresh, engaging content ideas can be difficult, especially in saturated markets. It requires thinking outside

Part 4: content creation and curation



For Maruti Suzuki, content creation and curation could focus on various aspects of the automotive industry, including:

1. ****New Car Launches****: Creating content to introduce and showcase new car models, highlighting their features, specifications, and benefits. This could include blog posts, videos, and interactive media experiences.
2. ****Customer Testimonials****: Sharing stories and testimonials from satisfied Maruti Suzuki customers to build trust and credibility among potential buyers. User-generated content such as photos and videos of customers with their Maruti Suzuki cars can also be curated and shared on social media platforms.
3. ****Educational Content****: Developing content that educates

Format 1 carousel post on maruti Suzuki Swift



Title: "Discover the Iconic Maruti Suzuki Swift: Style, Performance, and Innovation"

Slide 1: Image of the Maruti Suzuki Swift in a sleek urban setting.

Caption: "Unleash your urban adventure with the Maruti Suzuki Swift. Sleek, stylish, and ready to conquer the city streets. #SwiftAdventure"

Slide 2: Close-up image highlighting the Swift's striking design features, such as its bold grille and dynamic headlights.

Format 1 Reel post on maruti suzuki swift



Sure, here's a suggestion for a carousel post format on the Maruti Suzuki Swift:

Slide 1:

Image of the Maruti Suzuki Swift with a catchy caption like "Unleash the thrill of driving with the iconic Swift!"

Slide 2:

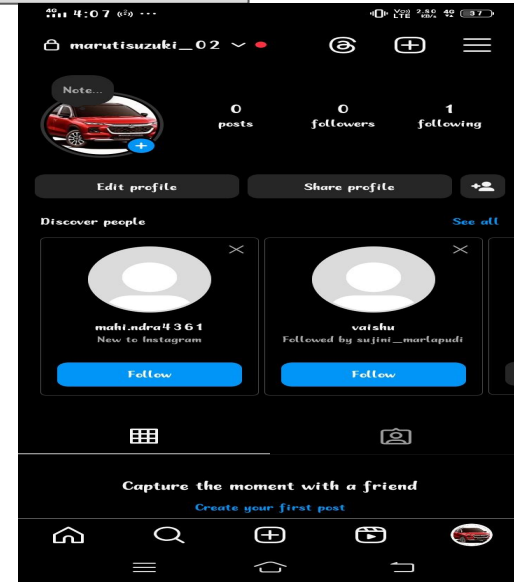
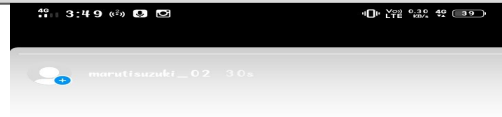
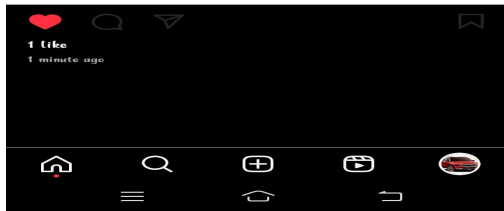
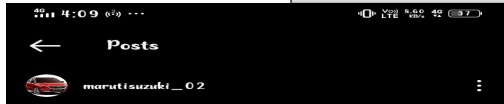
Highlight key features of the Swift, such as its sporty design, fuel efficiency, and advanced safety features. Include engaging graphics or icons to accompany each feature.

Slide 3:

Share a customer testimonial or review praising the Swift's performance, comfort, or reliability. Add a quote or rating for benefits.

Instagram story

Story screenshots & profile Link of the maruti suzuki India LTD
https://www.instagram.com/stories/marutisuzuki_02/3352486379788903610?utm_source=ig_story_item_share&igsh=M2V2M3B2cnA1ZW9q



https://www.instagram.com/stories/marutisuzuki_02/3353347950714994276?utm_source=ig_story_item_share&igsh=cjVuY2JyaG04OW96



