

A Project Report of Maruti Suzuki under this Esteemed Guidance of

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Presented by

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MARUTI SUZUKI INDIA LTD.

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1.Brand Study , Competitor Analysis & Buyer's/Audience's Persona:

Brand Study (Mission/Values & USP)

Maruti Suzuki India Ltd. is a leading automobile manufacturer in India, known for producing a wide range of cars that cater to the diverse needs of Indian consumers. Established in 1981, Maruti Suzuki has played a pivotal role in revolutionizing the automobile industry in India, particularly with its iconic Maruti 800, which became synonymous with affordable and reliable transportation for millions of Indian families. Over the years, the company has consistently introduced innovative and fuel-efficient models, earning the trust and loyalty of customers across the country. Maruti Suzuki's commitment to quality, customer satisfaction, and sustainability has made it a market leader in India's automotive sector, with a strong network of dealerships and service centers that ensure a seamless ownership experience for its customers.

Missions of Maruti Suzuki India Ltd.

Maruti Suzuki Ltd., a leading automobile manufacturer in India, has several missions that guide its operations. Some of these missions may include:

- **Customer Satisfaction :**

To continuously exceed customer expectations in terms of the quality and affordability of their products and services.

- **Innovation and Technology :**

To pioneer innovative technologies and solutions in the automotive industry, ensuring their vehicles are at the forefront of technological advancement.

- **Sustainable Growth :**

To achieve sustainable growth by balancing economic success with environmental and social responsibility, focusing on reducing the environmental footprint of their operations and products. These missions reflect Maruti Suzuki's commitment to excellence, innovation, sustainability, and customer satisfaction in all aspects of their business operations

Values of Maruti Suzuki

- **Customer Centricity** : Placing the needs and preferences of customers at the forefront of all business decisions and actions.
- **Integrity** : Upholding the highest standards of honesty, ethics, and transparency in all interactions and transactions.
- **Innovation** : Embracing innovation and continuous improvement to develop cutting-edge technologies, products, and solutions that exceed customer expectations.
- **Teamwork** : Encouraging collaboration, mutual respect, and diversity among employees to foster a culture of teamwork and shared success.
- **Quality** : Ensuring the highest standards of quality and reliability in their products and services, earning the trust and loyalty of customers. These values reflect Maruti Suzuki's dedication to serving customers, driving innovation, and contributing to sustainable development while upholding the highest ethical standards

1.2 COMPEITOR ANALYSIS

Competitor-1. Tata Motors

Tata Motors is a global automotive manufacturing company based in India. Here's some key information about Tata Motors:

- **Overview :**

Tata Motors is part of the Tata Group, one of India's largest conglomerates, with a presence in various sectors including automotive, steel, IT, and more.

- **History :**

Tata Motors was established in 1945 and has since grown into one of the largest automotive manufacturers in India and a significant player in the global automotive industry. The company's roots trace back to the manufacturing of locomotives in Jamshedpur, India. Tata Motors has a global footprint with operations in various countries across the world.

SWOT ANALYSIS

Sure, here's a SWOT analysis for Tata Motors:

Strengths:

- **Diversified Portfolio:** Tata Motors has a diversified portfolio of vehicles ranging from passenger cars to commercial vehicles, providing resilience against market fluctuations.
- **Global Presence:** Tata Motors has a presence in various international markets, enabling it to tap into diverse customer segments and reduce dependence on any single market.

Weaknesses:

- **Quality Perception:** In some markets, Tata Motors faces challenges related to perceptions of product quality and reliability, particularly in comparison to competitors.
- **Dependence on Domestic Market:** Despite its global presence, Tata Motors still relies heavily on the Indian market for sales and revenue, making it vulnerable to economic and regulatory changes in the country.

ONLINE COMMUNICATION

Maruti Suzuki Pvt Ltd, like many companies, likely employs a variety of online communication tools and platforms for internal and external communications.

- **Email :** Email is likely the primary mode of communication for official correspondence within Maruti Suzuki. It's used for sending messages, sharing documents, scheduling meetings, and more.
- **Intranet :** Maruti Suzuki likely has an intranet platform for internal communication. This could include company news, policies and procedures, employee directories, and collaboration tools.

Threats:

- **Intense Competition:** Tata Motors faces intense competition from both domestic and international automotive manufacturers, which can impact market share and profitability.
- **Economic Uncertainty:** Economic volatility, currency fluctuations, and geopolitical tensions can adversely affect consumer demand, production costs, and sales for Tata Motors.

Competitor-2

Mahindra And Mahindra

SWOT:

Strengths:

- **Diverse Portfolio:** Mahindra & Mahindra has a diversified business portfolio spanning automotive, agriculture, technology, financial services, real estate, hospitality, and renewable energy sectors, which provides resilience against market fluctuations.
- **Market Leader in Tractors:** Mahindra & Mahindra is a market leader in the tractor segment, with a strong presence in the Indian and global agricultural markets, contributing to a steady revenue stream.

Weaknesses:

While Mahindra & Mahindra has a global presence, it still relies heavily on the Indian market for sales and revenue, making it vulnerable to economic and regulatory changes in the country **Quality Perception:** In certain segments, such as passenger vehicles, Mahindra & Mahindra may face challenges related to perceptions of product quality and reliability, impacting brand perception

ONLINE COMMUNICATIONS:

Certainly! Here are some additional aspects of Mahindra & Mahindra's online communications:

- **Social Media Presence :** Mahindra & Mahindra likely maintains active profiles on popular social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and YouTube to engage with customers, share updates about their products and services, and interact with their audience.
- **Website :** The company's official website serves as a central hub for information about their various businesses, products, services, and corporate activities. It may also include features like online shopping for merchandise or booking services.
- 3. **Digital Advertising:** Mahindra & Mahindra likely invests in digital advertising campaigns to promote their brand, products, and services across various online platforms, including search engines, social media, and websites.
- **Threats:**
- **Intense Competition:** Mahindra & Mahindra faces intense competition in all its business segments from domestic and international players, which can impact market share, pricing, and profitability.
- **Economic Uncertainty:** Economic volatility, currency fluctuations, and geopolitical tensions can adversely affect consumer demand, production costs, and sales for Mahindra & Mahindra

Competitor-3

Hyundai Motor

Hyundai Motor India Limited (HMIL) is the Indian subsidiary of the South Korean multinational automotive manufacturer, Hyundai Motor Company. Here's an overview of Hyundai Motor India:

- **Establishment :**

Hyundai Motor India Limited was established in 1996 as a wholly-owned subsidiary of Hyundai Motor Company. It is headquartered in Chennai, Tamil Nadu, India.

- **Manufacturing Facilities :**

HMIL operates two manufacturing plants in India. The first plant, located in Sriperumbudur near Chennai, has a capacity of producing 700,000 units per annum. The second plant, inaugurated in 2019, is also located in the same area and has an annual production capacity of 300,000 units.

SWOT:

Here's a SWOT analysis for Mahindra & Mahindra:

Strengths:

Mahindra & Mahindra has a diversified business portfolio spanning automotive, agriculture, technology, financial services, real estate, hospitality, and renewable energy sectors, which provides resilience against market fluctuations. Mahindra & Mahindra is a market leader in the tractor segment, with a strong presence in the Indian and global agricultural markets, contributing to a steady revenue stream.

Weaknesses:

While Mahindra & Mahindra has a global presence, it still relies heavily on the Indian market for sales and revenue, making it vulnerable to economic and regulatory changes in the country. In certain segments, such as passenger vehicles, Mahindra & Mahindra may face challenges related to perceptions of product quality and reliability, impacting brand perception.

ONLINE COMMUNICATION:

Hyundai Motor India, a subsidiary of the South Korean automotive manufacturer Hyundai Motor Company, likely engages in various online communications strategies to connect with customers and promote its brand and products. Here are some potential aspects of Hyundai Motor India's online communications:

- **Social Media Presence:** Hyundai Motor India probably maintains active profiles on major social media platforms such as Facebook, Twitter, Instagram, LinkedIn, and YouTube. These platforms are used to share updates about new car launches, promotions, events, and engage with customers through comments, messages, and interactive content.
- **Website:** Hyundai Motor India's official website serves as a central hub for information about their vehicle lineup, dealership locations, service centers, promotions, and corporate news. It may also feature tools for online car configuration, booking test drives, and scheduling service appointments.

Threats:

Mahindra & Mahindra faces intense competition in all its business segments from domestic and international players, which can impact market share, pricing, and profitability. Economic volatility, currency fluctuations, and geopolitical tensions can adversely affect consumer demand, production costs, and sales for Mahindra & Mahindra. Changes in government regulations related to emissions, safety standards, and trade policies can impact Mahindra & Mahindra's operations, production costs, and market access.

1.3 BUYER'S/AUDIENCE'S PERSONA

Demographics, psychographics, and behavioral patterns of their target market. Here's a breakdown:

- **Demographics:**
 - **Age:** Primarily between 25 to 45 years old, with a significant portion falling in the 30 to 35 age range.
 - **Income:** Middle-class to upper-middle-class individuals with disposable income.
 - **Occupation:** Varied, but typically professionals, small business owners, or young families.
- **Psychographics:**
 - **Lifestyle:** Practical, value-oriented, and family-centric. They seek reliable transportation solutions that fit their budget.
 - **Preferences:** They value fuel efficiency, low maintenance costs, and ease of driving. They prioritize practicality over luxury.
 - **Brand Perception:** Maruti Suzuki is seen as a trusted, reliable, and affordable brand. Customers appreciate its wide service network and resale value.

3. Behavioral Patterns:

- **Research-Oriented:** They extensively research online, comparing features, prices, and reviews before making a purchase decision.
- **Brand Loyalty:** Maruti Suzuki has a strong base of repeat customers due to positive past experiences and word-of-mouth recommendations.
- **Family Influence:** Purchase decisions are often influenced by family members or close peers who have had positive experiences with Maruti Suzuki vehicles.
- **Eco-consciousness:** Increasingly, there's a trend towards environmentally friendly choices. Customers may prioritize hybrid or electric models if available.

4. Purchase Triggers:

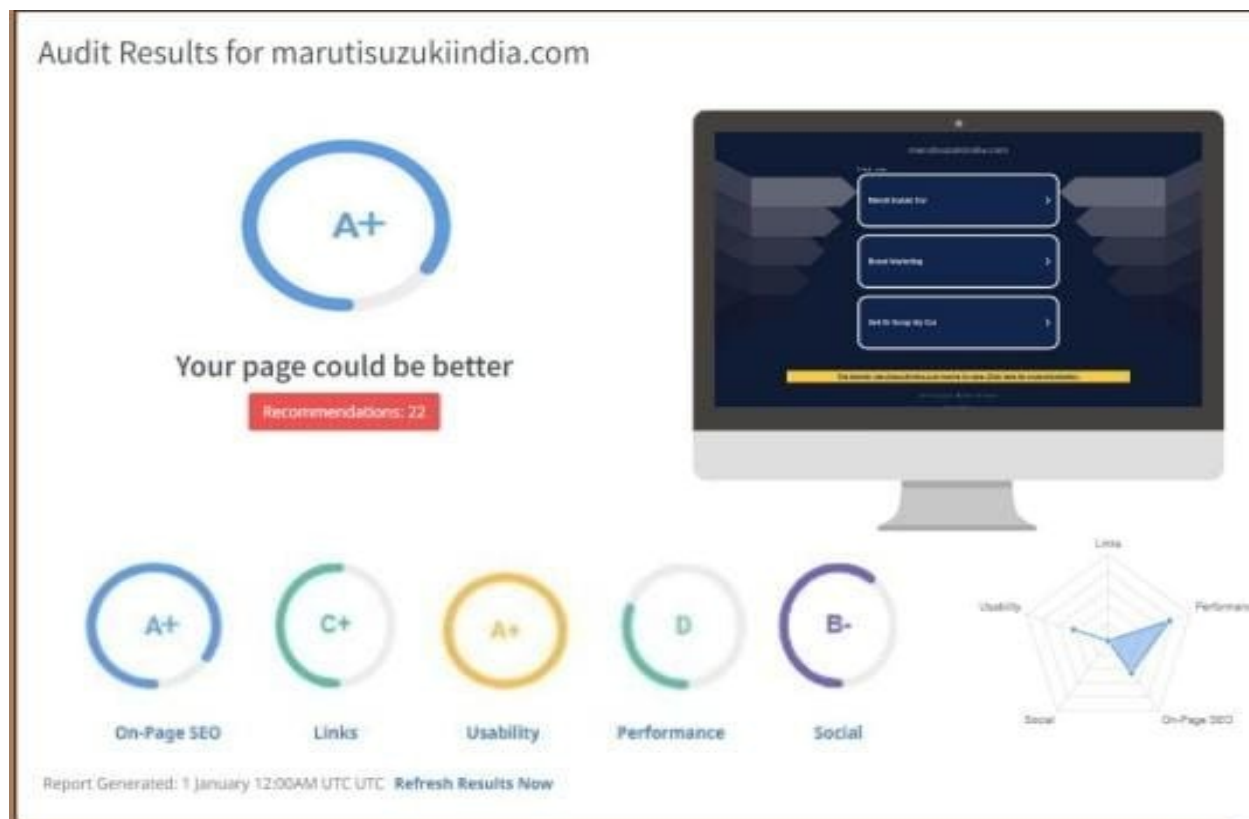
- **Value Proposition:** They are attracted to promotions, discounts, and financing options that enhance the overall value of the purchase.
- **Safety Features:** With increasing awareness about road safety, features like airbags, ABS, and stability control are becoming more influential in purchase decisions.
- **Technology Integration:** Integration of modern technology like smartphone connectivity, touchscreen infotainment, and advanced safety features can sway their decision.

2.SEO & Keyword Research:

2.1 SEO AUDIT

- **SEO Audit:** Do an SEO audit of the brands website
- **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.
- **On page Optimization:** Meta Tag optimization & content optimization
Reflect on the process of conducting keyword research and the SEO recommendations provided.
Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

SEO AUDIT



Recommendations		
Toggle: On-Page SEO Social Performance Usability Links Other		
Optimize for Core Web Vitals	Usability	Medium Priority
Unblock page in robots.txt	On-Page SEO	Medium Priority
Make better use of website compression	Performance	Medium Priority
Increase length of title tag	On-Page SEO	Medium Priority
Add Canonical Tag	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
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Increase page text content	On-Page SEO	Low Priority
Make use of HTTP/2+ protocol	Performance	Low Priority
Optimize your images to reduce their file size	Performance	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority

Here are some points of how the website can

improve its SEO

- Optimise images & other assets by compressing them
- Remove duplicate H1 Tags
- Start with off page activities such as link building.

Note: Go to recommendation section and summarise it in points .

2.2 KEYWORD RESEARCH

KEYWORD		TREND	VOLUME	CPC	PD	SD
manut suzuki			550,000	₹3.06	10	51
manut share price			450,000	₹1.95	1	43
manut i presso			165,000	₹4.58	11	46
manut suzuki car			165,000	₹9.59	13	47
manut			135,000	₹7.98	8	63
manut suzuki baleno			135,000	₹5.94	46	56
manut courier			110,000	₹41.88	1	48

2.3 ON PAGE OPTIMIZATION

Key Elements of On-Page Optimization for Maruti Suzuki:

1. Title Tags: Craft unique and descriptive title tags for each webpage that include relevant keywords and accurately reflect the content of the page, such as "Maruti Suzuki: Explore Our Latest Car Models and Features."
2. Meta Descriptions: Write compelling meta descriptions that summarize the content of the page and encourage users to click through from search results, highlighting key benefits and features of Maruti Suzuki vehicles.
3. Heading Tags: Use hierarchical heading tags to structure the content logically, with the main headline as an H1 tag followed by subheadings (H2, H3, etc.) that break down the content into digestible sections.
4. Keyword Optimization: Incorporate relevant keywords naturally throughout the content, including in headings, paragraphs, and image alt attributes, to signal relevance to search engines and improve ranking for relevant search queries.

On Page Optimization(content optimization)

Introduction:

Content optimization is the cornerstone of a successful digital marketing strategy, ensuring that your content not only attracts but also engages and converts your target audience. By carefully crafting and refining your content to align with user intent and search engine algorithms, you can maximize its visibility, relevance, and effectiveness. From keyword research to on-page SEO tactics, content optimization encompasses a range of techniques aimed at improving the quality and performance of your content across various platforms and channels.

Conclusion:

In today's competitive digital landscape, content optimization is essential for achieving visibility, engagement, and conversions. By implementing effective optimization strategies, businesses can enhance the discoverability and relevance of their content, driving organic traffic, and ultimately achieving their marketing objectives. Whether it's through keyword optimization, on-page SEO, or social media tactics, optimizing content ensures that it resonates with your audience and delivers maximum impact in the ever-evolving digital ecosystem.

Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

- Getting a free tool to do keyword research is a task since most tools are paid.
- Choosing the right keywords was an issue since there were a lot of relevant keywords in the list.
- We understood how the users search & gained insights into the kind of keywords people search for.

3.Content Ideas & Marketing Strategies:

3.1 CONTENT IDEA GENERATION & STRATEGY

Content Idea Generation & Strategy: Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram. And include the strategy, aim and the idea behind only for the post and story mentioned in the calendar.

CONTENT CALENDER FOR MARUTHI SUZUKI

Month	Maruti Car Sales 2023	Maruti Car Sales 2022	Diff	%
Jan	1,47,348	1,28,924	18,424	14.29
Feb	1,47,467	1,33,948	13,519	10.09
Mar	1,32,763	1,33,861	-1,098	-0.82
Q1	4,27,578	3,96,733	30,845	7.77
Apr	1,37,320	1,21,995	15,325	12.56
May	1,43,708	1,24,474	19,234	15.45
Jun	1,33,027	1,22,685	10,342	8.43
Q2	4,14,055	3,69,154	44,901	12.16
H1	8,41,633	7,65,887	75,746	9.89
Jul	1,52,126	1,42,850	9,276	6.49
Aug	1,56,114	1,34,166	21,948	16.36
Sep	1,50,812	1,48,380	2,432	1.64
Q3	4,59,052	4,25,396	33,656	7.91
Oct	1,68,047	1,40,337	27,710	19.75
Nov	1,34,158	1,32,395	1,763	1.33
Dec	1,04,778	1,12,010	-7,232	-6.46
Q4	4,06,983	3,84,742	22,241	5.78
H2	8,66,035	8,10,138	55,897	6.90
Total	17,07,668	15,76,025	1,31,643	8.35

Strategy, Aim and the Idea behind this story



The Strategy behind this “Q&A” strategy is to educate followers about how the Maruti Suzuki products efficient.

The Idea is that by having these engaging stories such as Q&A format it would engage followers and position the brand as a trusted Maruti Suzuki.

3.2 MARKETING STRATEGIES

Marketing strategies for Maruti Suzuki can encompass a wide range of approaches to effectively reach and engage their target audience. Here are some key marketing strategies tailored for Maruti Suzuki:

- **Segmentation and Targeting:**
 - Conduct market research to identify key customer segments based on demographics, psychographics, and behavior.
 - Tailor marketing messages and campaigns to address the specific needs, preferences, and pain points of each target segment.
- **Product Positioning:**
 - Position Maruti Suzuki vehicles as reliable, innovative, and value-driven options within their respective segments.
 - Highlight key features, such as fuel efficiency, safety technology, performance, and design, to differentiate Maruti Suzuki from competitors.

4.Content Creation & Curation:

4.1 POST CREATION

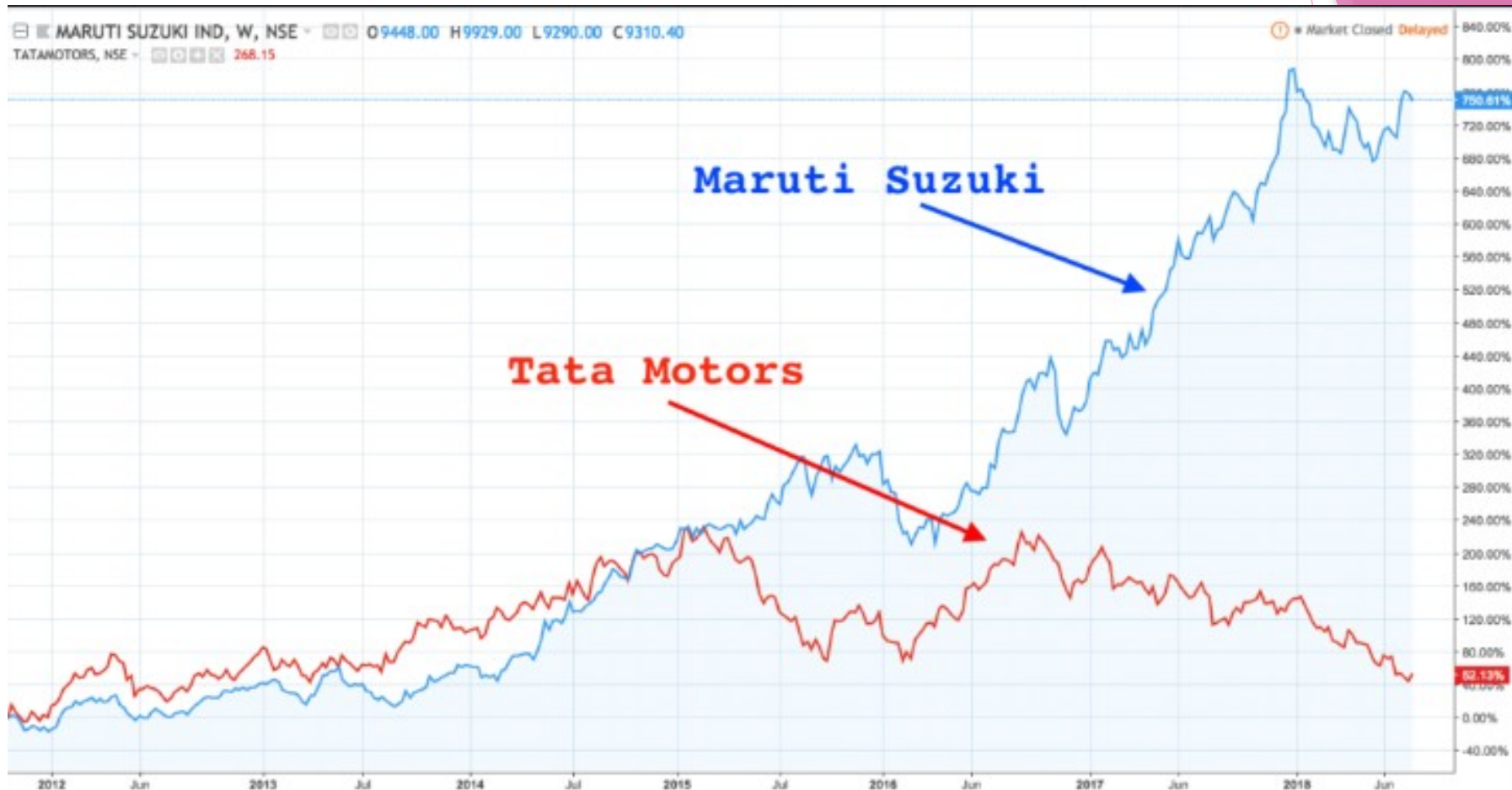
Creating engaging posts for Maruti Suzuki's social media platforms requires a mix of captivating visuals, compelling copy, and strategic messaging. Here are some post creation ideas tailored for Maruti Suzuki:

1. New Model Launch:

- Share captivating images or videos of the newly launched Maruti Suzuki model.
- Highlight key features, such as design elements, performance, safety technology, and fuel efficiency.
- Use an attention-grabbing headline and include a call-to-action encouraging followers to learn more or schedule a test drive.

2. Customer Testimonials:

- Share testimonials from satisfied Maruti Suzuki customers.
- Use quotes, images, or videos of customers sharing their positive experiences with their vehicles.
- Incorporate a branded hashtag to encourage other customers to share their stories and experiences.



Instagram Story

Utilize the Stories feature on Instagram for two consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save these 2 story with an appropriate name for each. Be as creative as possible.

Screenshots of story

<https://www.instagram.com/maruti6726?igsh=emxycW42YjRnMWdy>



Highlights for Story:

<https://www.instagram.com/maruti6726?igsh=emxycW42YjRnMWdy>

Edit profile

Share profile



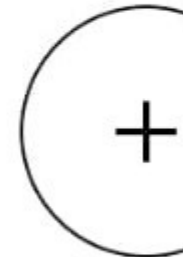
Highlights



Highlights



Highlights



New

Story Insights - Q&A

Reach: 4066

Likes: 172

Areas for improvement:

- 1) Story could be better. Quiz option would help in getting engagement
- 2) Since the shares of informative stories are more, we could create more informative stories

Maruti Suzuki's Volume Trend



4.2 DESIGNS/VEDIO EDITING

Creating designs and video editing content for Maruti Suzuki can be an exciting endeavor, as it involves showcasing the brand's vehicles, features, and values in a visually appealing and engaging manner. Here are some ideas for designs and video editing techniques specific to Maruti Suzuki:

Design Ideas:

Certainly! Here are some design ideas tailored for Maruti Suzuki:

- **Sleek and Modern Brochures:**

- Design brochures that showcase Maruti Suzuki's latest models with sleek and modern layouts.
- Incorporate high-quality images of the vehicles from different angles, along with key features and specifications.
- Use clean typography, vibrant colors, and minimalist design elements to create an elegant and professional look.

- **Interactive Digital Catalogs:**

- Create interactive digital catalogs that allow users to explore Maruti Suzuki's lineup of vehicles in a dynamic and engaging way.
- Include interactive features such as clickable hotspots, 360-degree views, and embedded videos to provide an immersive experience.
- Optimize the design for mobile devices to ensure seamless navigation and usability on smartphones and tablets.



if you have uploaded a static image post like this. You can use <https://www.canva.com/> to create a very simple and attractive post. Make sure to bring out the message of your brand selected.

Video Editing Techniques:

- **Product Showcase Videos:**

- Create dynamic video montages highlighting the features, design, and performance of various Maruti Suzuki models.
- Incorporate cinematic shots of the vehicles from different angles, both interior and exterior, to showcase their sleek design and innovative technology.
- Use text overlays to highlight key features and specifications of each model, accompanied by upbeat music to enhance the excitement.

- **Test Drive Experience Videos:**

- Produce immersive video content that simulates the experience of test-driving a Maruti Suzuki vehicle.
- Include footage of customers test-driving the vehicles, capturing their reactions and feedback to convey the excitement and satisfaction of the driving experience.
- Use on-screen graphics to overlay important information such as vehicle specs, safety features, and performance metrics.



Similarly, when using video. Try to take the help of canva or VN app in creating the videos. You can use stock videos from <https://www.pexels.com/>

4.3 SOCIAL MEDIA AD CAMPAIGNS

Creating effective social media ad campaigns for Maruti Suzuki can help reach a wider audience and generate interest in their vehicles. Here are some ideas for social media ad campaigns:

1. Product Highlight Campaign:

- Showcase different models of Maruti Suzuki vehicles through visually appealing carousel or slideshow ads on platforms like Facebook and Instagram.
- Highlight key features, technology, safety ratings, and fuel efficiency to appeal to different audience segments.
- Use engaging captions and compelling visuals to capture attention and encourage users to learn more or schedule a test drive.

2. Interactive Polls and Quizzes:

- Create interactive polls or quizzes on platforms like Instagram or Twitter to engage users and gather insights about their preferences and lifestyle.
- For example, you could create a quiz to help users find their perfect Maruti Suzuki model based on their driving habits, preferences, and needs.
- Encourage users to share their results and tag friends for a chance to win prizes or exclusive offers.

4.4 EMAIL AD CAMPAIGNS

Absolutely! Crafting engaging email ad campaigns for Maruti Suzuki can be a great way to connect with potential customers. Here are some ideas:

1. New Model Launch Campaign:

Subject Line: Introducing the All-New [Model Name] - Your Perfect Ride Awaits!

Email Content: Highlight the key features, performance, and design elements of the newly launched model. Include visually appealing images or videos showcasing the car in action. Offer exclusive early access or test drive invitations to subscribers.

2. Seasonal Promotions:

Subject Line: Spring into Savings with Maruti Suzuki!

Email Content: Offer special discounts, financing options, or packages tailored to the current season. For example, promote summer road trip packages or winter maintenance services. Create a sense of urgency by highlighting limited-time offers or availability.

3. Customer Testimonials:

Subject Line: Hear What Our Customers Have to Say!

Email Content: Share real-life stories and testimonials from satisfied Maruti Suzuki owners. Include quotes, photos, or videos showcasing their experiences with their vehicles. This adds authenticity and builds trust with potential customers who are considering a purchase.

4.Exclusive Events and Experiences:

Subject Line: You're Invited: Exclusive Maruti Suzuki Driving Experience!

Email Content: Invite subscribers to exclusive events such as test drive days, VIP showroom previews, or roadshow events. Offer the opportunity to experience Maruti Suzuki vehicles firsthand and interact with product experts. Provide a clear call-to-action for registration or RSVP.

5.Service and Maintenance Reminders:

Subject Line: Keep Your Maruti Suzuki Running Smoothly!

Email Content: Send timely reminders for routine service appointments, oil changes, or seasonal maintenance tasks. Highlight the importance of regular maintenance in ensuring the longevity and performance of their vehicles. Offer special discounts or loyalty rewards for scheduling service appointments.

