

Comprehensive Digital Marketing Project Work

Team ID : LTVIP2023TMID09244

Team Size : 5

Team Leader : MUVVALA GNANESWARI

Team member : MATHURTHI KANAKASINDHU

Team member : METTA YASWANTH KUMAR

Team member : MOHAMMED ISRA

Team member : MRIDU SETHIA



HAVELLS

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

COMPANY/TOPIC for Project: HAVELLS

- **Research Brand Identity:**

Brand Colours:

Red

Mission/Values: To be a globally recognised corporation known for excellence, governance, consumer delight and fairness to each stakeholder including the society and environment in which we operate.

USP: Providing high-quality electrical products and solutions. The company is known for its innovative and reliable products.

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

- **Analyze Brand Messaging:** To meet consumers' needs and improve the consumer experience, making meaningful progress on the entire portfolio.



<https://linktr.ee/havells>

Examine the brand's tagline: The determination to rise is what sets Havells apart.

Part 1: 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.

Competitor 1: crompton.co.in

USP : Detailed descriptive category, new launches visible with big visuals.

Communication : FAQ'S, Limited category

Competitor 2: orientelectric.com

USP : Blog posts, Wide range category in form of text

Communication : Video description, informative, providing brochure.

Competitor 3: mylloyd.com

USP : Specifically special for ac, quality customer service

Communication : Celebrity ambassadors, Pictured categories, Video content, Provides Online Registration.

Buyer's/Audience's Persona

Demographics :	Information gathering:	Goals and challenges :
Age : Above 18	How do they get Information? Instagram, Website, youtube	What are their goals? Reduce CO2 Emissions; Improve Environmental Protection;
Gender : Male/Female	How do they communicate? Customer care, WhatsApp, mail, mobile app	How are their products and services fit into their goals? Customer satisfaction, Innovation, Market expansion , Sustainability and environmental responsibility
Children : No	What social media channels are they? Instagram, facebook, Twitter, LinkedIn	What do havells value in their professional life? Integrity, Customer Focus, Teamwork and Collaboration
Location : Urban and semi-urban	They prefer videos or webinars? Detailed description through videos.	
Income : Low-cost entry	Do they attend conferences? Yes!	
Education: 10+	What media does it consume? All digital platforms including, email marketing.	

Part 2: SEO & Keyword Research

- SEO Audit:



Keyword Research :

Keyword research is a process used in Search Engine Optimization (SEO) to identify and analyze the most relevant keywords or phrases that people use to search for information, products, or services on search engines like Google. It helps website owners and content creators understand what topics are popular, and what users are looking for, allowing them to optimize their content and website to rank higher in search engine results and attract more targeted. Traffic.

Kewyword	Traffic	Traffic
Havells	132,000	10.59
Havells fan	592,000	4.75
LED Strip light	284,000	2.28
Havells customer care number	217,000	60.5k

Havells ceiling fan	217,000	1.74
Havells customer care number	217,000	1.74
Havells fan price	145,000	1.16
Havells geyser	145,000	1.16
Fan	123,300	0.98
Cob light	104,000	0.83





<https://www.semrush.com>

ON PAGE OPTIMIZATION :

At Havells, we offer comprehensive on-page optimization services to enhance your website's visibility and performance. Our expert team will optimize your website's content, meta tags, and URLs to boost search engine rankings, improve user experience, and increase organic traffic. Trust us to take your online presence to new heights with our proven on-page optimization strategies. Reach more potential customers and achieve your business goals with Havells' on-page optimization expertise.

Part 3: Content Ideas and Marketing Strategies

JULY 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						 National Postal Worker Day / International Joke Day #NationalPostalWorkerDay #InternationalJokeDay
2 World UFO Day #WorldUFODay	3	4 Independence Day #July4th	5 National Workaholics Day #NationalWorkaholicDay	6	7 World Chocolate Day #WorldChocolateDay	8
9	10 National Kitten Day #KittenDay	11 National Cheer Up the Lonely Day #CheerUpTheLonelyDay	12	13 National French Fry Day #NationalFrenchFryDay	14	15 Give Something Away Day #GiveSomethingAwayDay
16 National Cherry Day #NationalCherryDay	17 World Emoji Day #WorldEmojiDay	18  World Listening Day / Nelson Mandela International Day #WorldListeningDay #MandelaDay	19	20  International Chess Day #InternationalChessDay	21 National Junk Food Day #NationalJunkFoodDay	22
23	24	25	26	27 National Intern Day #NationalInternDay	28 Talk in an Elevator Day (Last Friday of July) #TalkInAnElevatorDay	29
30  International Day of Friendship #DayOfFriendship	31					

Notes:

Content calendar
July 2023

Part 3: Content Ideas and Marketing Strategies

Here are some content ideas for Havells:

1. **Product Reviews and Comparisons:** Create in-depth reviews and comparisons of popular Havells products, highlighting their features, benefits, and how they stand out from competitors.
2. **How-to Guides:** Develop step-by-step guides on using Havells products effectively, providing tips and tricks for better user experiences.
3. **Energy Efficiency Tips:** Educate your audience on energy-saving practices using Havells products, emphasizing the environmental benefits and cost savings.
4. **Home Improvement Ideas:** Share creative ideas and solutions for home improvement using Havells appliances and electrical products.
5. **Customer Success Stories:** Showcase real-life success stories of customers who have benefited from using Havells products in their daily lives.

6. **Behind-the-Scenes:** Take your audience behind the scenes at Havells facilities or events, offering an inside.
 - . Look at the company's processes and culture.
7. **Seasonal Content:** Create content that aligns with different seasons or holidays, offering product .
 - . Recommendations or ideas for seasonal activities.
8. **Expert Interviews:** Conduct interviews with industry experts, influencers, or Havells product designers to . .
 - . Share insights and expertise with your audience.
9. **Sustainability Initiatives:** Highlight Havells' sustainability initiatives and eco-friendly practices, promoting the company's commitment to a greener future.
 - .
10. **DIY Projects:** Share fun and creative DIY projects using Havells products, catering to the interests of your target audience.
 - .

Marketing Strategies :

- 1. Influencer Marketing:** Collaborate with social media influencers, bloggers, and industry experts to promote Havells products. Influencers can create engaging content, reviews, and tutorials, reaching a wider audience and boosting brand credibility.
- 2. Interactive Content:** Create interactive content like quizzes, polls, and interactive videos to engage users and make the brand memorable. This approach can increase user participation and sharing.
- 3. User-Generated Content (UGC) Campaigns:** Encourage customers to share their experiences, photos, and videos of using Havells products. UGC can build trust, showcase product benefits, and create a sense of community around the brand.
- 4. Sustainability Initiatives:** Highlight Havells' commitment to sustainability and eco-friendly practices. Promote energy-efficient products and showcase how the brand contributes to environmental causes.
- 5. Augmented Reality (AR) Experiences:** Develop AR applications that allow customers to virtually visualize how Havells products will look in their homes. This can enhance the shopping experience and drive conversions.

6. Social Commerce: Leverage social media platforms to enable direct purchasing of Havells products. Implement "shoppable posts" or integrate with e-commerce platforms to make it easier for customers to buy products directly from social media.

7. Personalization: Use data-driven insights to deliver personalized product recommendations and offers to customers. Personalization can enhance customer loyalty and drive repeat purchases.

8. Community Building: Establish online communities or forums where customers can share tips, ask questions, and engage with Havells experts. This can foster a sense of belonging and encourage brand advocacy.

9. Gamification: Introduce gamified elements in marketing campaigns, loyalty programs, or social media interactions to make the brand experience more enjoyable and rewarding for cengagement.

10. Cross-Channel Marketing: Ensure a consistent brand message across different marketing channels like social media, email, website, and offline advertising. Integrated marketing efforts can reinforce brand recall and increase engagement.

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

Post Creation:

- **Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

Format 1 :- Blog article

Format 2 :- Videos

Format 3 :- Creative

Format 1 :- Blog article.

Aim: Boost SEO & provide information about the product

Idea: Havells has launched a new designer fan and this blog will cover the details about them .

Format 2 :- video

Aim : To promote the products of Havells

Idea : we made a tutorial explaining different products of Havells .

Format 3 :- Creative

Aim :- Brand awarness & reach

Idea :- Created a post on Independence Day sale on Havells.

Instagram Story



Designs/Video Editing

<https://www.instagram.com/reel/CveajLKttQA/?igshid=MzRIODBiNWFIZA==>

Social Media Ad Campaigns



Generating leads.



Brand awareness.



Driving website traffic.

Advertising goals for Brand Awareness :

- 1. Engage with Influencers:** Collaborate with relevant influencers to create authentic content that showcases Havells' products and brand values, reaching a broader audience.
- 2. Interactive Social Media Campaigns:** Launch interactive and shareable social media campaigns that encourage user participation, such as contests, polls, or challenges, to boost brand visibility.
- 3. Storytelling Videos:** Create emotional and inspiring video content that tells the stories of real customers or Havells' impact on communities, creating a strong brand connection.
- 4. Localized Advertising:** Tailor ad campaigns to specific regions or cities to resonate better with the local audience and build a strong brand presence at the grassroots level.
- 5. Sponsored Events:** Sponsor or host events, webinars, or workshops that align with Havells' brand identity, positioning the company as an authority and thought leader in its industry.

Advertising goals for driving website traffic :

- 1. Click-through Rate (CTR) Optimization:** Focus on improving the click-through rate of your ads by creating engaging and compelling ad copies and visuals.
- 2. Targeted Audience Expansion:** Explore new audience segments to reach potential customers who might be interested in Havells products but haven't been targeted before.
- 3. Geo-targeting and Local Awareness:** Use location-based targeting to increase website traffic from specific regions where Havells products have a strong presence.
- 4. Seasonal Promotions:** Create ad campaigns around seasonal events or holidays, offering special deals and discounts to attract more visitors to the website.
- 5. Dynamic Remarketing:** Implement dynamic remarketing to show personalized ads to users who have previously visited the Havells website, encouraging them to return and explore further.

Audience Targeting

- 1. Demographics:** Homeowners, renters, or businesses in urban and suburban areas. Age groups could vary based on the products, but typically adults between 25 to 65 years old. Income levels may also play a role, as their products cater to various price points.
- 2. Interests:** Individuals interested in home improvement, energy efficiency, technology, and modern living. People who value innovative and reliable electrical products for their daily needs.
- 3. Behavior:** Target consumers who actively research and purchase electrical equipment, appliances, and related products online and in physical stores. Those who engage with content related to electrical safety, energy savings, and home automation.

Ad creating

Ad Creative: Image: A vibrant living room with warm LED lighting creating a cozy ambiance. (Note: You can use a stock image or create a custom design to depict this scene.)

Ad Copy: "Illuminate Your Home with Havells LED Lights! Experience the Perfect Blend of Comfort and Energy Savings. 🏠💡 Switch to our Energy-Efficient LED Lighting Solutions for a Brighter Tomorrow. ✨ Say goodbye to high energy bills and embrace the future of lighting!"

Call-to-Action: "Shop Now and Save 20% on All LED Lights! Limited Time Offer. Visit our website: www.havells.com or Call 1-800-HAVELLS for more info. 🛒📞"

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

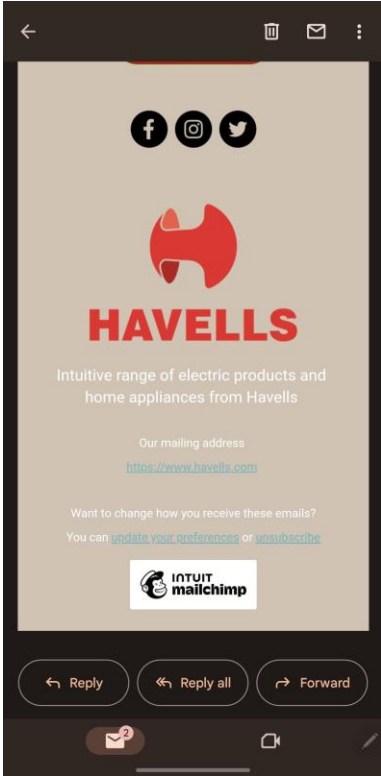
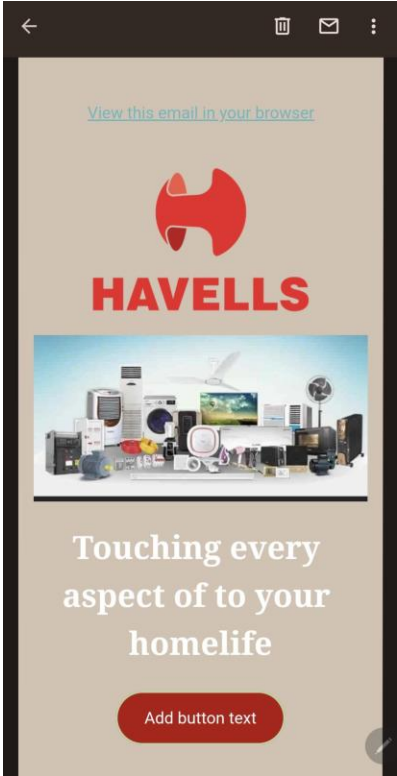
Email Ad Campaigns

Ad Campaigns for email marketing:

Come up with 2 email ad campaigns with the mentioned goals: brand awareness & generating leads

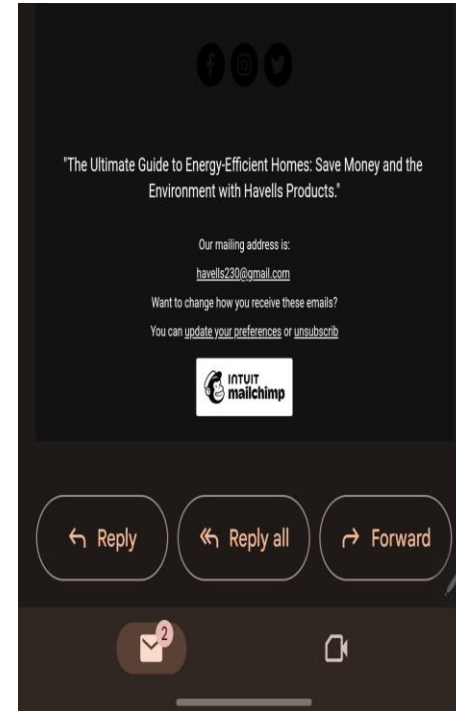
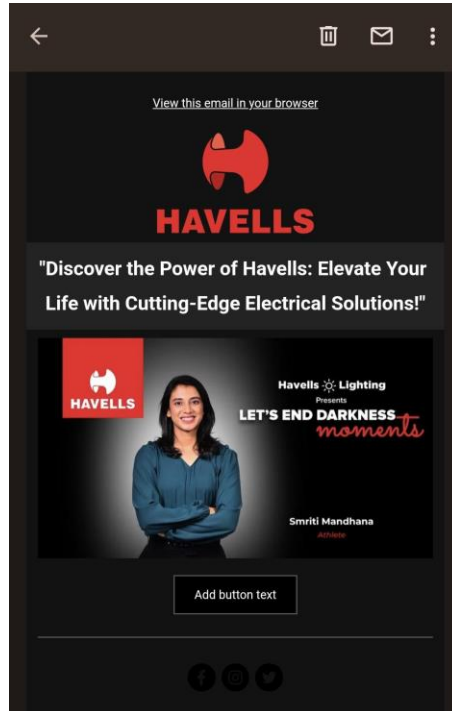
Email Ad Campaign 1 - Brand Awareness

(insert emailer image)



Email Ad Campaign 2 - Lead Generation

(insert emailer image)



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

- Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.
 1. **Understanding the Target Audience:** One of the primary challenges would be to understand the target audience's needs, preferences, and pain points.
 2. **Showcasing Product Features:** Highlighting the features and benefits of Havells products effectively can be challenging.
 3. **Creativity and Originality:** In a competitive market, it's important to stand out with creative and original content.
 4. **Aligning Content with Brand Identity:** Maintaining brand consistency while catering to various audience segments can be difficult.
 5. **Measuring Content Performance:** Evaluating the success of content for lead generation is crucial to refine strategies.

Challenges :

1. **Navigating New Digital Platforms:** As the digital landscape evolves, new platforms and technologies emerge. Creating content that effectively engages audiences on emerging platforms, such as new social media platforms or interactive content formats, can be a challenge.
2. **Addressing Sustainability and Green Initiatives:** With increasing environmental consciousness, customers are seeking eco-friendly and sustainable products. Crafting content that highlights Havells' commitment to sustainability and green initiatives while educating consumers about the benefits can be challenging yet essential.
3. **Personalization at Scale:** Tailoring content to individual customer preferences and needs can be difficult, especially when catering to a large and diverse audience. Implementing effective personalization strategies to make each customer feel valued is a persistent challenge.
4. **Navigating Privacy Regulations:** As data privacy becomes a growing concern, ensuring that content creation complies with relevant privacy regulations while still collecting meaningful data for lead generation can be tricky.
5. **Localized Content for Global Reach:** Creating content that resonates with local audiences while maintaining a consistent global brand identity can be a challenge for a company like Havells with a wide international presence.