

DIGITAL MARKETING PROJECT PHASE 2



BRAND RESEARCH ON WIPRO

WIPRO'S FULL NAME IS

Western India Palm Refined Oils Limited

TEAM ID: LTVIP2024TMID10360

TEAM LEAD: GUMPANA HEMA

MEMBERS: KALLEPALLI ROHITHA

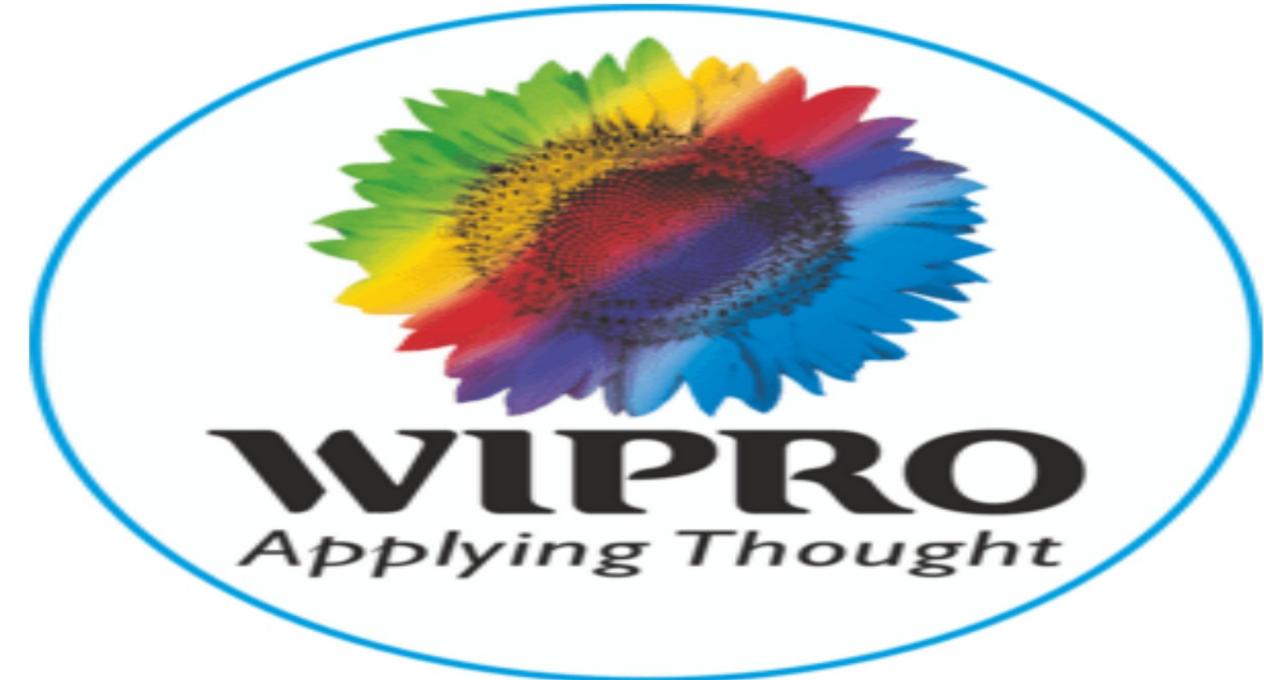
KOILA HAIMA

KOMATI GEETHANJALI

KONDAGORRI MADHURI

REFERENCES: <https://www.wipro.com>.

Wikimedia, INSTAGRAM, Facebook.



WIPRO BRAND STUDY

Wipro is an Indian multinational corporation that provides information technology, consulting, and business process services. The company was founded in 1945 and has since become one of India's largest IT services companies. Wipro has a strong global presence and offers a wide range of services, including IT consulting, application development, infrastructure management, and business process outsourcing.

VALUES AND USP OF WIPRO

1. VALUES OF WIPRO:

- 1. INTEGRITY.
- 2. CUSTOMER CENTRICITY.
SOLUTIONS
- 3. INNOVATION.
- 4. PASSION FOR EXCELLENCE
- 5. TEAMWORK

USP OF WIPRO

- 1. GLOBAL PRESENCE
- 2. INNOVATIVE
- 3. SUSTAINABILITY
- 4. TALENT POOL
- 5. VERTICAL EXPERTISE

BRAND TONE AND IDENTITY

Wipro's brand is characterized by a professional, innovative, and customer-centric tone. It positions itself as a global leader in the IT industry, emphasizing its commitment to sustainability, cultural diversity, and excellence. The brand identity is closely tied to a technology-driven, innovative approach, a strong global presence, corporate responsibility, and a focus on customer satisfaction. This combined image portrays Wipro as a trustworthy, forward-thinking, and socially responsible partner in the IT services and consulting sector.

SMART GOALS AND KPI'S OF WIPRO

- **1. Revenue Growth:**
 - **Goal:** Achieve a 10% increase in annual revenue.
 - **KPI:** Annual revenue figures compared to the previous year.
- **2. Customer Satisfaction:**
 - **Goal:** Maintain a customer satisfaction score of 90% or higher.
 - KPI:** Regular customer surveys and feedback scores.
- 3. Employee Development:**
 - Goal:** Increase the percentage of employees completing annual training and development programs by 20%.

SMART GOALS AND KPI'S OF WIPRO

KPI: Percentage of employees completing training and development programs.

4. Sustainability and Environmental Impact:

Goal: Reduce carbon emissions by 15% by the end of the fiscal year.

KPI: Tracking of carbon emissions and sustainability initiatives.

5. Market Expansion:

Goal: Enter two new emerging markets in the Asia-Pacific region within the next 12 months.

KPI: Successful market entry, measured by market penetration and revenue generated.

COMPETITOR ANALYSIS AND BUYER' S AUDIENCE PERSONA

- Wipro primarily targets a diverse set of B2B (business-to-business) clients, spanning various industries and geographic locations. While specific client profiles can vary, the typical target audience for Wipro's brand can be defined as follows:

Demographics:

Large to medium-sized enterprises.

Multinational corporations.

Businesses across various sectors, such as healthcare, finance, technology, retail, and more.

COMPETITOR ANALYSIS AND BUYER' S AUDIENCE PERSONA

Psychographics:

Organizations seeking innovative and cutting-edge technology solutions.

Clients looking for long-term partnerships and customized services.

Companies with a global outlook, interested in international business expansion.

COMPETITOR ANALYSIS AND BUYER' SAUDIENCE PERSONA

Behaviors:

Clients looking for end-to-end IT services, from consulting to implementation.

Organizations focused on digital transformation and enhancing their technological capabilities.

Companies seeking to outsource IT and business process functions to improve efficiency and reduce costs.

COMPETITOR ANALYSIS AND BUYER' SAUDIENCE PERSONA

Interests:

Interest in technology innovation and digital solutions.

A preference for long-term partnerships and collaborative working relationships.

Concern for environmental sustainability and corporate responsibility practices.

COMPETITOR ANALYSIS AND BUYER' S AUDIENCE PERSONA

COMPETITOR	USP(UNIQUE SELLING PROMOTION)	ONLINE COMMUNICATION	SWOT ANALYSIS
TCS(TATA CONSULTANCY SERVICES)	TCS is known for its strong global presence, extensive experience in IT services, and a wide range of services including consulting, business solutions, and IT outsourcing.	TCS has a robust online presence, providing thought leadership through blogs, whitepapers, and webinars.	Strengths - Global reach, diverse service offerings; Weaknesses - Intense competition, size may slow decision-making; Opportunities - Digital transformation, emerging markets; Threats - Data security concerns, economic downturns.

COMPETITOR ANALYSIS OF WIPRO

COMPETITOR	USP(UNIQUE SELLING PROMOTION)	ONLINE COMMUNICATION	SWOT ANALYSIS
Infosys	Infosys is recognized for its focus on innovation and digital services, including artificial intelligence, blockchain, and cloud solutions.	Infosys maintains a strong online presence through informative articles and webinars on emerging technologies.	Strengths - Innovation-driven, strong client relationships; Weaknesses - Heavy reliance on North America, high employee turnover; Opportunities - Digital disruption, expanding into new industries; Threats - Data privacy regulations, competition from startups.
Cognizant	Cognizant is known for its	Cognizant focuses on industry	Strengths - Industry expertise,

SEO AND KEYWORD RESEARCH

SEO AUDIT:

10:26 LTE 4G 75% 75%

 SEOptimer

On-Page SEO Results



Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).



Wipro | Ambitions Realized

10:26 LTE 4G 75% 75%

 seoptimer.com/ww

completed correctly and text content is well aligned with chosen keywords.

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).

Wipro | Ambitions Realized

Length : 26

Meta Description Tag

Your page has a meta description of optimal length (between 70 and 160 characters).

Wipro's technology and IT consulting services enable enterprises to build innovative solutions for addressing the most complex digital transformation needs

Length : 155

SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.




SEO AND KEYWORD RESEARCH

SEOptimer

Frequently generating this content dynamically.

<https://www.wipro.com> : **Wipro | Ambitions Realized**

Wipro's technology and IT consulting services enable enterprises to build innovative solutions for addressing the most complex digital transformation ...

Hreflang Usage  Your page is not making use of Hreflang attributes.

Language  Your page is using the lang attribute. Declared: English

H1 Header Tag Usage  Your page does not have an H1 Header Tag. The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

H2-H6 Header Tag Usage  Your page is making use multiple levels of Header Tags.

SEOptimer

Header Tag	Frequency
H2	1
H3	1
H4	0
H5	0
H6	0

Show details

Keyword Consistency  Your page's main keywords are not distributed well across the important HTML tags. Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Phrases

Phrase	Title	Meta Description	T
cookie settings	✗	✗	
democratic republic	✗	✗	
we use cookies	✗	✗	

Show details 

SEOptimer

Phrases

Phrase	Title	Meta Description	T
cookie settings	✗	✗	
democratic republic	✗	✗	
we use cookies	✗	✗	

Amount of Content  Your page has a good level of textual content, which will assist in its ranking potential. Word Count: 688

Image Alt Attributes  You have images on your page that are missing Alt attributes. We found 41 images on your page and 10 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Show details 

Canonical Tag 

SEO AND KEYWORD RESEARCH

SEOptimer

Show details

Canonical Tag Your page is using the Canonical Tag.

Noindex Tag Test Your page is not using the Noindex Tag which prevents indexing.

Noindex Header Test Your page is not using the Noindex Header which prevents indexing.

SSL Enabled Your website has SSL enabled.

HTTPS Redirect Your page successfully redirects to a HTTPS (SSL secure) version.

Robots.txt Your website appears to have a robots.txt file.

Blocked by Robots.txt Your page does not appear to be blocked by

SEOptimer

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Country & Language	Position	Total
HI	1	368,0
EN	1	368,0
EN	1	368,0
HI	1	368,0
EN	1	368,0
EN	1	368,0
EN	1	110,0
HI	1	110,0
EN	1	110,0
HI	1	110,0

Track Keyword Rankings

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings

SEOptimer

Track Keyword Rankings

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings

2,669,647
Monthly Traffic Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords
Position 1	1,984

SEO AND KEYWORD RESEARCH

SEOptimer

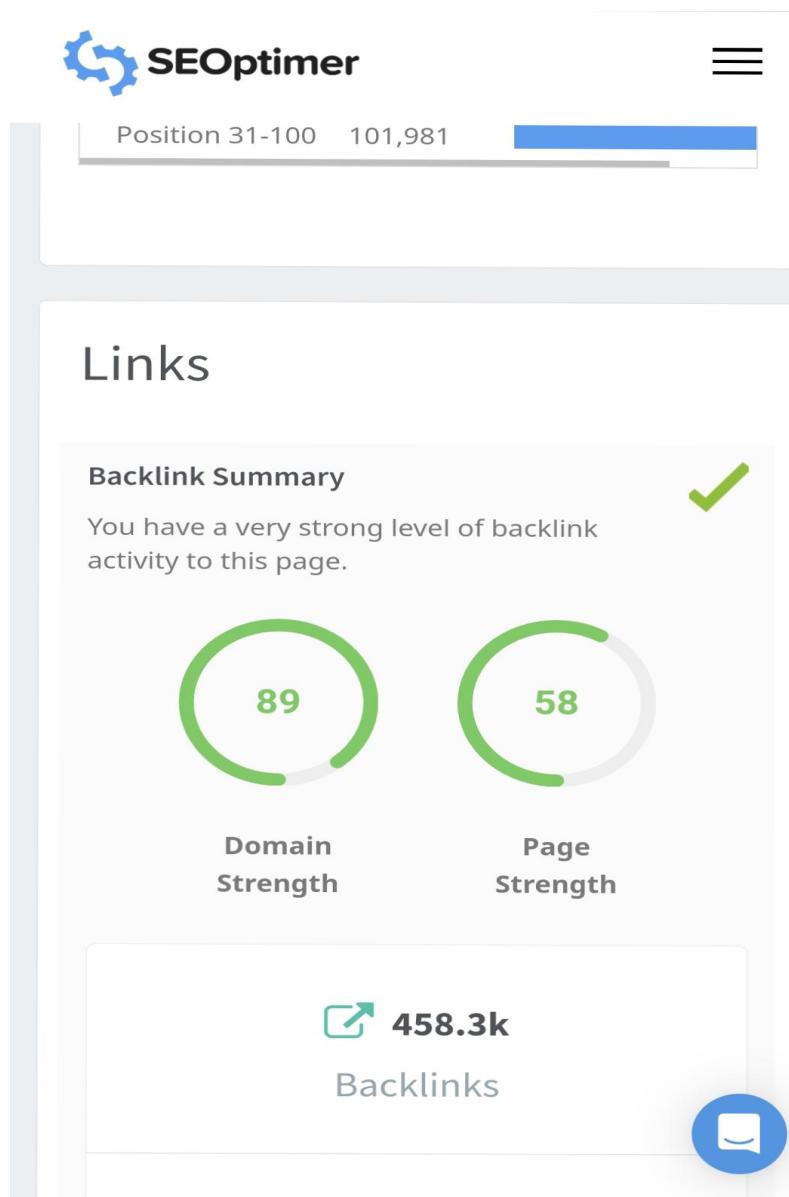
Position 31-100 101,981

Links

Backlink Summary
You have a very strong level of backlink activity to this page.

Domain Strength: 89
Page Strength: 58

458.3k Backlinks



10:28 4G LTE1 75% 

Top Pages by Backlinks

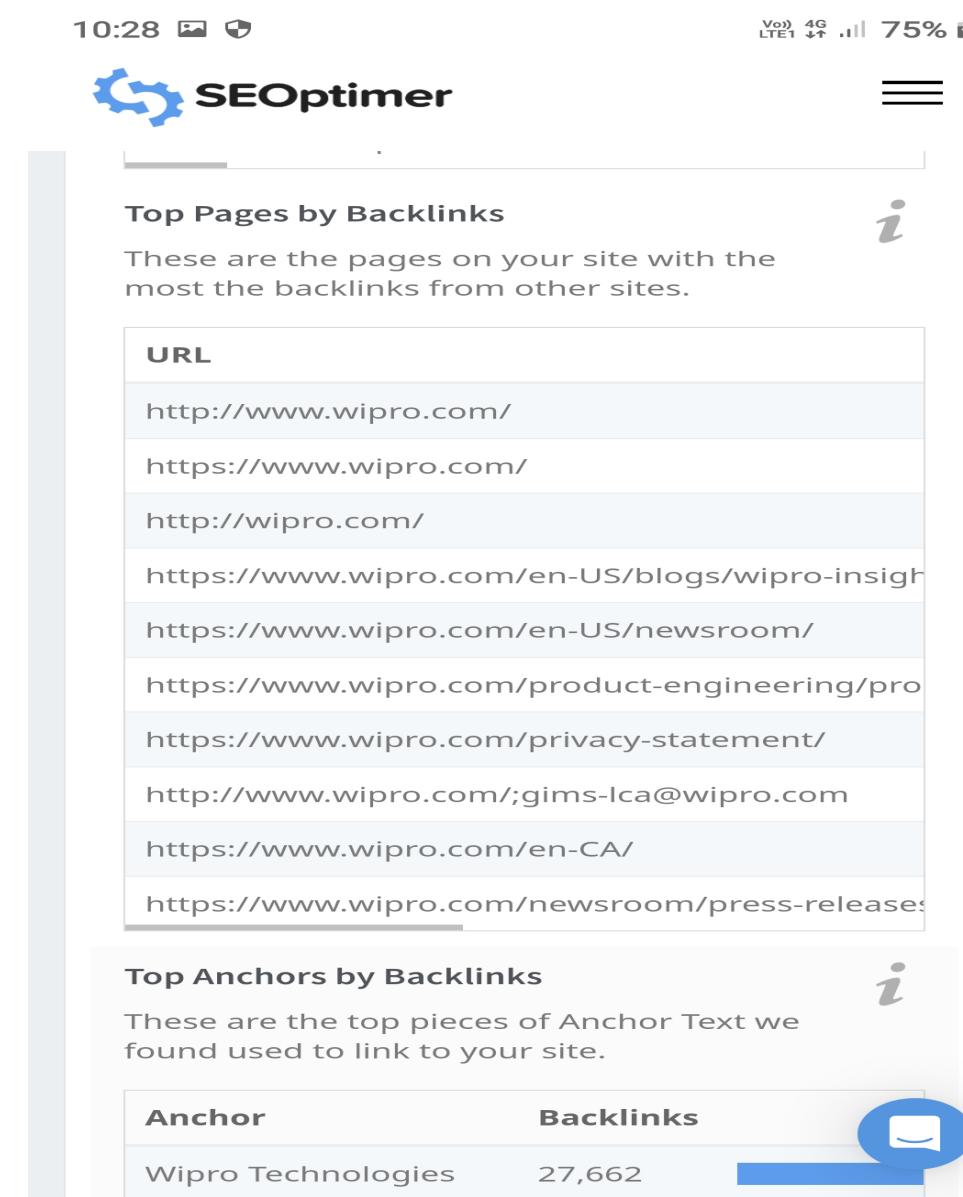
These are the pages on your site with the most backlinks from other sites.

URL
http://www.wipro.com/
https://www.wipro.com/
http://wipro.com/
https://www.wipro.com/en-US/blogs/wipro-insight
https://www.wipro.com/en-US/newsroom/
https://www.wipro.com/product-engineering/pro
https://www.wipro.com/privacy-statement/
http://www.wipro.com;gims-lca@wipro.com
https://www.wipro.com/en-CA/
https://www.wipro.com/newsroom/press-releases

Top Anchors by Backlinks

These are the top pieces of Anchor Text we found used to link to your site.

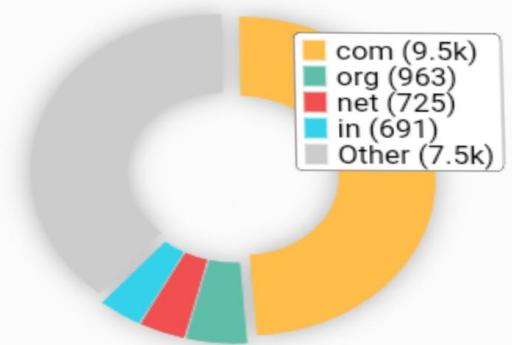
Anchor	Backlinks
Wipro Technologies	27,662



Top Referring Domain Geographies

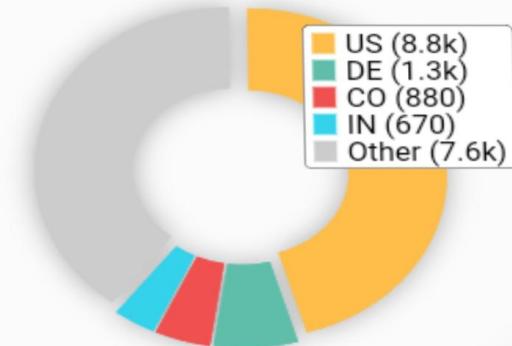
These are the Top Geographies we have found linking to your site.

Top TLDs



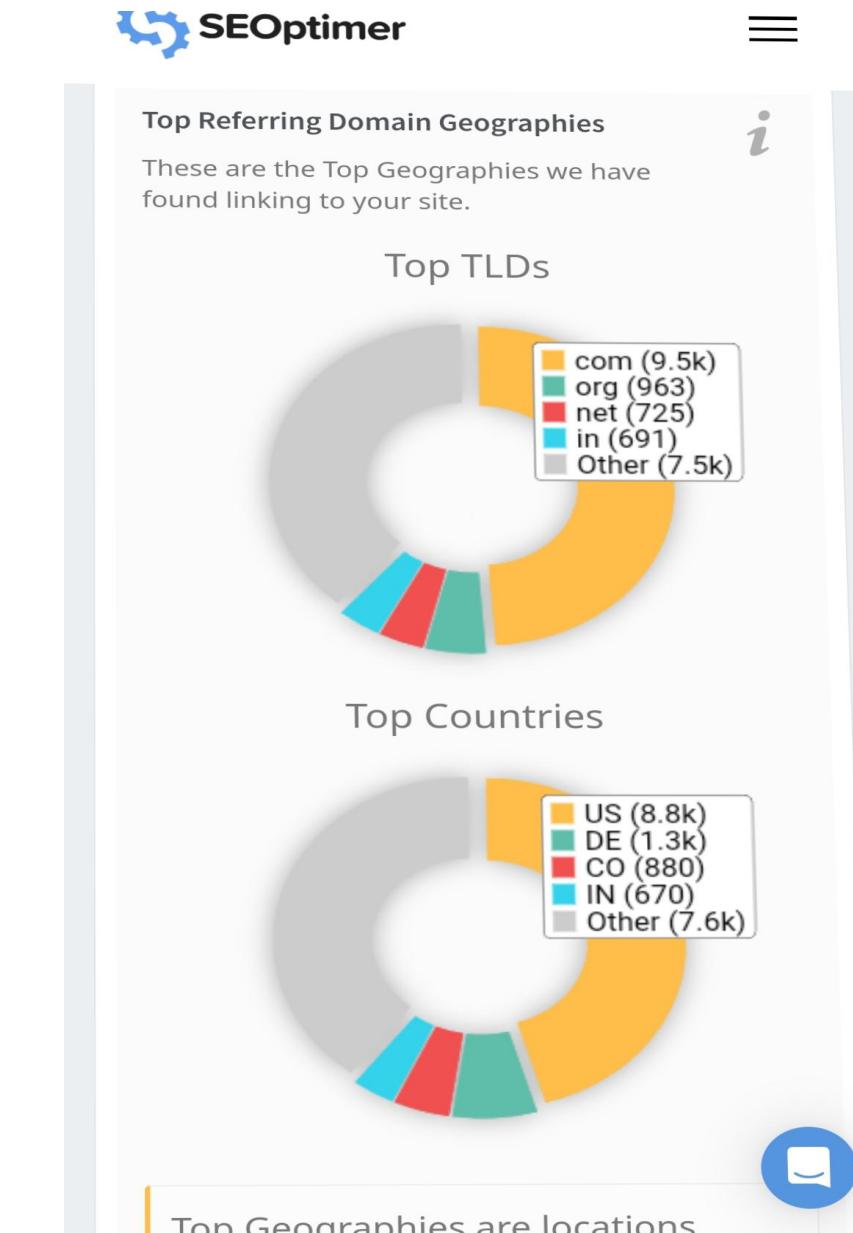
TLD	Count
com	9.5k
org	963
net	725
in	691
Other	7.5k

Top Countries



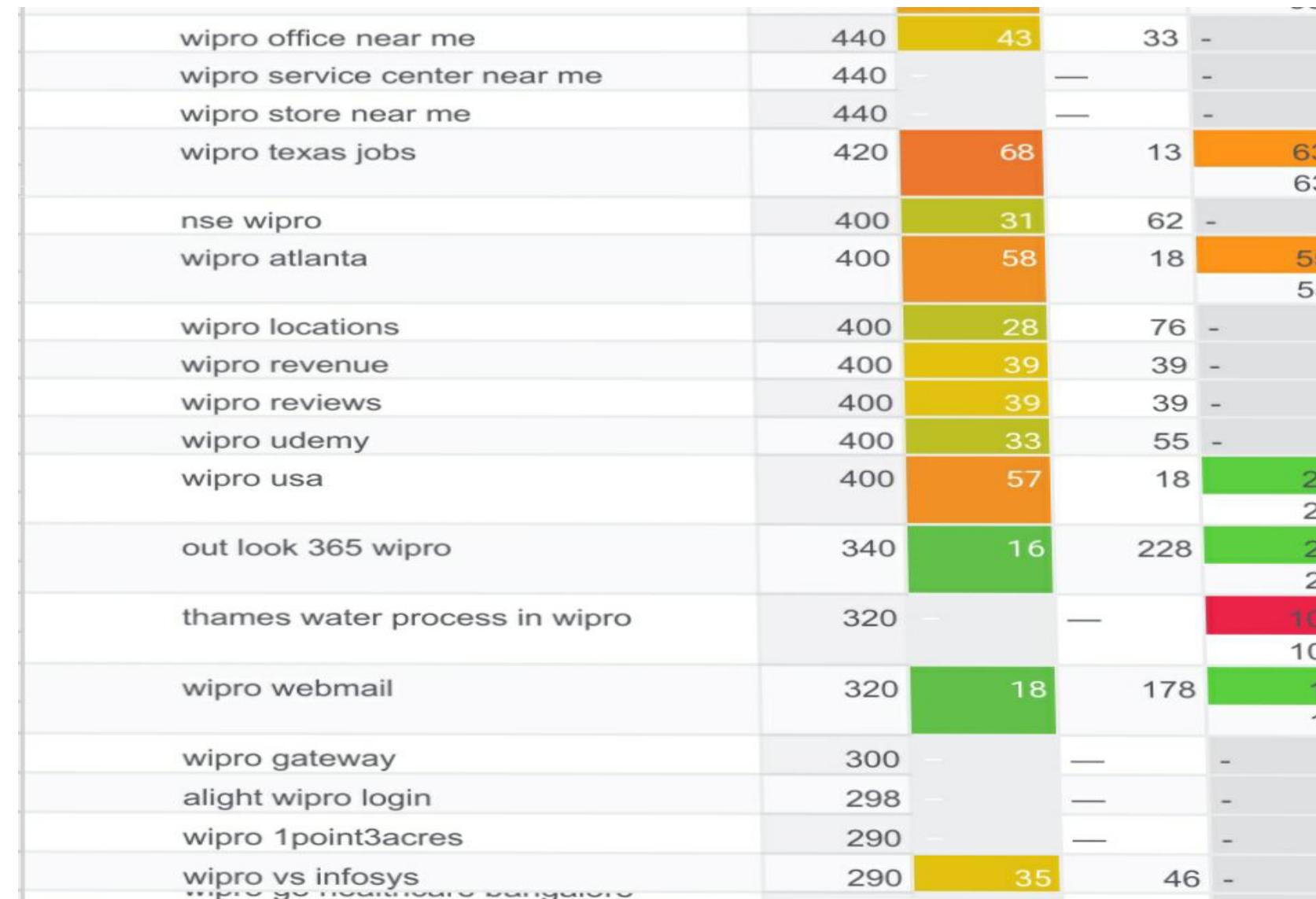
Country	Count
US	8.8k
DE	1.3k
CO	880
IN	670
Other	7.6k

Top Geographies are locations



KEYWORD RESEARCH OF WIPRO

SOME OF THE IMPORTANT KEYWORDS OF WIPRO



wipro	24,200	64	25	47
wipro limited	3,600	54	28	45
wipro share price	2,900	33	73	88
wipro careers	2,200	37	56	6
wipro technologies	1,800	57	23	41
wipro stock	1,600	35	60	69
wipro share price nse	1,200	25	113	86
wipro logo	1,000	30	77	56
synergy wipro login	950	9	847	1
wipro near me	900	42	39	-
wipro digital	630	46	30	24
wipro glassdoor	630	4	4030	17
wipro careers usa	570	36	49	17
wipro jobs	570	19	176	40
wipro share	570	31	66	-
wipro ltd	540	55	21	44
wipro stock price	540	37	46	79
wipro ceo	480	28	79	62
wipro wiki	460	50	25	33
wipro office near me	440	43	33	-
wipro service center near me	440	—	—	-

KEYWORD RESEARCH OF WIPRO

wipro holmes	220	31	56	-
wipro lighting	220	32	53	-
wipro limited glassdoor	220	-	-	-
wipro limited new jersey	220	49	22	-
wipro share price india	220	38	37	-
wipro technologies bangalore	220	40	34	-
wipro technologies usa	220	53	19	-
perks at work wipro	200	34	46	-
wipro c2 band salary in usa	190	-	-	-
wipro dallas	190	50	21	-
wipro tampa fl	190	44	27	-
glassdoor wipro	180	3	5776	-
outlook wipro	180	25	83	-
udemy wipro	180	27	71	3
				3
wipro address	180	26	77	-
wipro alumni portal	180	18	160	-
wipro bangalore	180	47	24	-
wipro breach	180	27	71	18
				18
wipro buyback	180	27	71	-
wipro embark	180	-	-	-
wipro limited careers	180	28	66	-
wipro login	180	46	25	9
				9
wipro news	180	42	29	-

1	wipro	24,200	64	25	47
2				47	
3	wipro limited	3,600	54	28	45
4				45	
5	wipro share price	2,900	33	73	88
6				88	
7	wipro careers	2,200	37	56	6
8				6	
9	wipro technologies	1,800	57	23	41
10				41	
11	wipro stock	1,600	35	60	69
12				69	
13	wipro share price nse	1,200	25	113	86
14				86	
15	wipro logo	1,000	30	77	56
16				56	
17	synergy wipro login	950	9	847	1
18				1	
19	wipro near me	900	42	39	-
20	wipro digital	630	46	30	24
21				24	
22	wipro glassdoor	630	4	4030	17
23				17	
24	wipro careers usa	570	36	49	17
25				17	
26	wipro jobs	570	19	176	40
27				40	
28	wipro share	570	31	66	-
29	wipro ltd	540	55	21	44
30				44	
31	wipro stock price	540	37	46	79
32				79	
33	wipro ceo	480	28	79	62
34				62	

META TAGS AND DESCRIPTION

META TAGS AND META DESCRIPTION:

Meta Title (Meta Tag): "Wipro - Leading Global IT Services & Consulting Company"

Meta Description: "Discover Wipro, a trusted global leader in IT services and consulting. We drive innovation, digital transformation, and business excellence for clients worldwide."

CONTENT CALENDAR OF WIPRO

Content Calendar for Wipro						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
BLOGPOST		INSTAGRAM VIDEO posts			VIDEO TUTORIALS SHORT VIDEOS	INTERACTIVE QUIZ
8	9	10	11	12	13	14
FACEBOOK VIDEO UPDATES		SOFTWARE ANALYSIS				
BLOGPOST		INFOGRAPHICS				
15	16	17	18	19	20	21
BLOGPOSTS KEY UPDATES				CYBER SECURITY		
				PODCASTS		
22	23	24	25	26	27	28
	NEW TRENDS					
	INSIGHTS AND STORIES					
29	30	31		KEY HAPPENINGS		
INFOGRAPHICS		INSTAGRAM		BLOG POST		VIDEO TUTORIALS
PODCASTS		INSIGHTS AND STORIES	FACEBOOK	INFOGRAPHICS		SOFTWARE ANALYSIS
FACEBOOK		PODCASTS	INTERACTIVE QUIZ	KEY UPDATES		SHORT VIDEOS

CONTENT IDEAS OF WIPRO

Content Ideas for Wipro:

Industry Reports: Publish reports on emerging trends and challenges in the IT and consulting industry.

Client Success Stories: Share case studies showcasing how Wipro helped clients achieve their goals.

Thought Leadership Blogs: Explore topics like AI, cybersecurity, and digital transformation.

Video Webinars: Host webinars featuring Wipro experts discussing industry topics.

MARKETING STRATEGIES OF WIPRO

The Wipro logo is displayed within a white rectangular frame with a blue border. The word "wipro" is written in a purple sans-serif font, with each letter having a small circle above it. To the right of the text is a cluster of colored dots in shades of green, blue, orange, and red, arranged in a circular pattern.

SWOT ANALYSIS COVERED
**WIPRO'S
MARKETING STRATEGY
& CASE STUDY**

The IIIDE logo consists of the letters "IIIDE" in a bold, black, sans-serif font. The letter "I" is blue, while the other three letters are black.

MARKETING STRATEGIES OF WIPRO

Wipro, like many large IT and consulting companies, employs a variety of marketing strategies to reach its target audience and promote its services.

Digital Marketing: Leveraging online channels, such as the company's website, social media platforms, and email marketing, to connect with clients and prospects. This includes content marketing, search engine optimization (SEO), and pay-per-click advertising.

Content Marketing: Creating valuable and informative content like blog posts, whitepapers, videos, and infographics to establish thought leadership and engage with the audience.

MARKETING STRATEGIES OF WIPRO

Client Case Studies: Highlighting successful projects and collaborations with clients to demonstrate Wipro's capabilities.

Innovation and R&D: Promoting cutting-edge technologies and innovations to demonstrate the company's commitment to staying at the forefront of the industry.

Partnerships and Alliances: Collaborating with other companies, platforms, and technologies to enhance service offerings.

Employee Advocacy: Encouraging employees to be brand advocates and share their experiences and insights.

CHALLENGES ENCOUNTERED AND LESSONS LEARNED

Challenges Encountered:

Content Consistency: Maintaining a consistent publishing schedule can be challenging due to the need for high-quality content.

Content Quality: Ensuring that content is not only frequent but also valuable and insightful is crucial.

Audience Engagement: Gaining and retaining the audience's attention can be challenging in a competitive industry.

Measurement and ROI: Tracking the effectiveness of content and demonstrating its ROI is often complex.

LESSONS LEARNED FROM THIS PROJECT

Lessons Learned:

Quality Over Quantity: It's better to produce fewer pieces of high-quality content rather than an abundance of mediocre content.

Audience Segmentation: Tailor content to different audience segments to make it more relevant.

Collaboration: Engage subject matter experts within Wipro to contribute to content.

Consistent Branding: Maintain a consistent visual and messaging brand identity.

LESSONS LEARNED FROM THIS PROJECT

Continuous Learning: The digital landscape evolves rapidly, so staying informed about industry trends and marketing tactics is essential.

Experimentation: Don't be afraid to try new content formats or platforms and measure their effectiveness.

Engage on Social Media: Be active on social platforms, responding to comments and engaging with the audience.

CONTENT CREATION AND CURATION

THE TEMPLATE THAT I CREATED FOR THE PROMOTION OF WIPRO :



CONTENT CREATION AND CURATION

CTA: "Watch the Tech Talk" or "Subscribe for More Insights."

CONTENT FORMAT 2:



CONTENT CREATION AND CURATION

CONTENT FORMAT3:

HERE WE ARE GOING TO PROMOTING OUR BRAND THROUGH THE SOCIAL MEDIA PLATFORM AND POSTERS.



INSTAGRAM POSTS

THE STORIES FOR INSTAGRAM THAT I HAD CREATED FOR THE ADV

ERTISING OF WIPRO:

Highlights of wipro:



INSTAGRAM STORY

INSTAGRAM STORY:

https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDI3OTY0MDcyNjUwMjM4?story_media_id=3212581451777097105_62015320606&igshid=MzRlODBi

HIGHLIGHTS NAME : WIPRO TECH WORLD

