

COMPREHENSIVE DIGITAL MARKETING FOR MAHINDRA AUTOMOBILES





TEAM DETAILS

College: Dr. Lankapalli Bullayya College

Team Id: LTVIP2025TMID24149

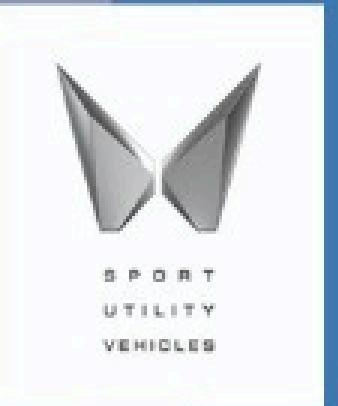
Team Members:

K. Joshik Vimal Shankar (Team Leader)

A.V.P. Sushant

G. Mighty Angel

B. Mahesh



BRAND STUDY OF MAHINDRA LTD

- **About the Logo Of Mahindra Auto mobiles LTD**

Design: Two mirrored peaks creating an "M" shape.

Meaning: Represents the idea of "rising above" and achieving new heights.

Recent Evolution: Mahindra has recently updated their logo with a more streamlined, modern look, focusing on the "Twin Peaks" design without the wordmark.

Application: This new logo is primarily used on their SUV range, signifying a distinct identity for their automotive division.



MISSION/VISION/VALUES OF

MAHINDRA LTD

Mission:

Mahindra auto's mission is to use resource to drive positive change in the lives of its stakeholders and communities.

Vision:

The Mahindra Group's vision is to create a better world through innovation, sustainability, and collaboration.

Values:

Customer-first: Existing and prospering because of customers

Quality focus: Delivering value for money to customers

Dignity of the individual: Valuing individual dignity, upholding the right to express disagreement, and respecting the time and efforts of others



UNIQUE SELLING PROPOSITION

About the USP of Mahindra Ltd:

Mahindra's unique selling proposition is its focus on reliability, durability, and value for money, particularly in challenging conditions, combined with a commitment to innovation, sustainability, and customer-centricity, often positioning their vehicles as robust and capable options for diverse terrains and needs, while also making strides in electric vehicle technology.



ANALYSIS OF THE BRAND TAGLINE

About The Tagline of MAHINDRA LTD

Mahindra sports tagline: "Rise"

- The tagline for Mahindra & Mahindra is "Rise", which is a motto that describes the company's motivation and intentions. The tagline is intended to resonate with people everywhere and inspire a spirit of positive change.
- The tagline is intended to involve people, make people the agent of change, and be emotionally relevant to millions of people.



TARGET AUDIENCE

1. SUVs & Personal Vehicles:

Urban and Rural Consumers: Middle-class and upper-middle-class families looking for rugged, reliable, and feature-rich SUVs.

Young Professionals & Tech-Savvy Buyers: Customers looking for modern, tech-loaded cars like the XUV700.

2. Electric Vehicles (EVs):

Eco-conscious Consumers: Individuals interested in sustainability and reducing their carbon footprint.

Urban Commuters: People looking for cost-effective and efficient electric mobility solutions (e.g., XUV400 EV).

Government & Fleet Buyers: Organizations adopting EVs for sustainability goals.

3. Commercial Vehicles (Pickups, Trucks, Buses):

Fleet Operators & Logistics Companies: Businesses requiring heavy-duty transport solutions.

Government & Public Sector: Institutions needing vehicles for various operational purposes.

4. Farm & Agri Vehicles (Tractors, Utility Vehicles):

Farmers & Agribusiness Owners: Individuals involved in agriculture and allied sectors.

Rural Entrepreneurs: Small-scale businesses in rural India using Mahindra's tractors and agri-equipment.



COMPETITOR ANALYSIS OF MAHINDRA LTD

- **Tata Motors:** Offers a diverse range, from passenger cars to commercial vehicles, and has made significant inroads into the EV segment with models like the Nexon EV
- **Hyundai:** Maintains a strong presence in the SUV and hatchback segments, known for innovative designs and features.
- **Toyota:** Recognized for reliability and performance, especially in the SUV and luxury segments.



BUYER'S/AUDIENCE PERSONA

The Adventure Enthusiast (SUV & Off-Road Lovers):

• Demographics:

- Age: 28-45 years
- Gender: Primarily male, but growing interest among females
- Income: ₹12-30 LPA
- Location: Urban & semi-urban cities, tier-1 & tier-2 towns

• Psychographics:

- Enjoys road trips, off-roading, and adventure sports
- Values ruggedness, performance, and safety features
- Prefers vehicles with strong road presence (e.g., Thar, Scorpio-N)

• Pain Points:

- Limited off-road capability in competitors' vehicles
- Needs a balance of power and comfort for long drives

• Key Mahindra Models: Thar, Scorpio-N, XUV700



BUYER'S PERSONA FOR COMMERCIAL VEHICLE

1. Small Business Owner Industry:

- Local deliveries, construction,
- ▶ services Priorities: Affordability, fuel efficiency,
 - ▶ reliability Preferred Vehicles: Small cargo vans,
 - ▶ light-duty trucks Buying Motivation: Cost-effective operation, easy maintenance

2. Fleet Manager Industry:

- Logistics, transportation,
- ▶ e-commerce Priorities: Durability, fuel economy, total cost of ownership (TCO)Preferred Vehicles: Medium-duty trucks, heavy-duty trucks,
 - ▶ electric vans Buying Motivation: Long-term operational efficiency, scalability

3. Construction Contractor Industry:

- Construction,
- ▶ heavy-duty work Priorities: High payload, off-road capability, durability Preferred Vehicles: Pickup trucks, dump trucks,
 - ▶ heavy-duty machinery Buying Motivation: Performance in tough conditions,

4. Agricultural Business Owner Industry:

- Farming
- ▶ rural transport Priorities: High load capacity,
 - ▶ durability on rough terrain Preferred Vehicles: Pickup trucks, tractors,
 - ▶ heavy-duty trucks Buying Motivation: Long lifespan, ability to handle rugged use

MODEL OF CARS



MODEL OF TRUCKS





SEO AUDIT

1. Reference everything.
2. Include a reference section.
3. Use figures, visuals, and text stylization.
4. Contextualize the audit.
- 5.1 Include positive and negative findings.
6. Ensure every issue incorporates the five C's of observations.
7. Include detailed observations.

SEO & KEYWORD RESEARCH

Search Engine Optimization:

- ▶ Search Engine Optimization (SEO) for Tata Motors, or any large corporation, involves a comprehensive strategy aimed at improving the visibility of their website and online presence on search engines like Google

Backlink and referring Domain :-

- Uncover the referring domains of your competition, assess their backlink profile expansion, and get a clear picture of the opportunities you may be missing.
- In February 2025, mahindra.com saw a decrease in search traffic, reaching 1.9M visits, which is a decrease of 86K visits compared to the previous month. The traffic value increased to 269K, a growth of 23K.



KEYWORDS RESEARCH

OBJECTIVES FOR KEYWORD RESEARCH

-TO INCREASE WEBSITE TRAFFIC :

As keyword research helps us know which key words are used by target customer mostly, by this we can improve our website traffic.

-TO IMPROVE ORGANIC SEARCH RANKING :

By Keyword Research we can know which key words are performing est, which high search volume and lower competition, so that we can optimize our website with those key words to improve organic search ranking.

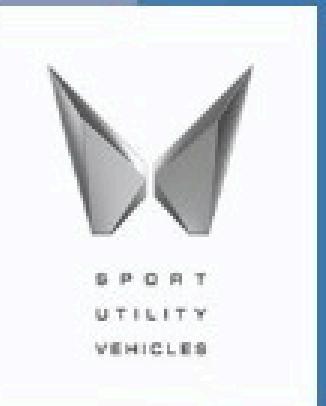
-TO REACH OUT MORE AUDIENCE :

Keyword research helps us to find out which keys are good to target our prospective customers and so that we can use those keywords in our website's content.

KEYWORD RESEARCH & IDEAS



KEYWORDS	SEARCH VOLUME	TRAFFIC PERCENTAGE	URL	COST PER CLICK (CPC) IN \$
mahindra	550,000	13.86	www.mahindra.com/	2.86\$
mahindra thar	450,000	11.34	auto.mahindra.com/suv/thar/THRN.html	2.12\$
mahindra cars	201,000	5.06	auto.mahindra.com/	0.76\$
mahindra and mahindra ltd	165,000	4.15	www.mahindra.com/	0.51\$
mahindra & mahindra	165,000	4.15	www.mahindra.com/	0.65\$
mahindra bolero	165,000	4.15	auto.mahindra.com/suv/bolero/BOL.html	1.02\$
mahindra and mahindra	165,000	4.15	www.mahindra.com/	0.18\$
mahindra showroom near me	135,000	3.40	www.mahindra.com/	1.97\$
scorpio	823,000	1.81	www.mahindra.com/	0.92\$
mahindra suv	60,500	1.52	auto.mahindra.com/suv	1.86\$



BACKLINK & REFERRING DOMAINS

ANALYTICS

Backlinks: Approximately 3.6 million

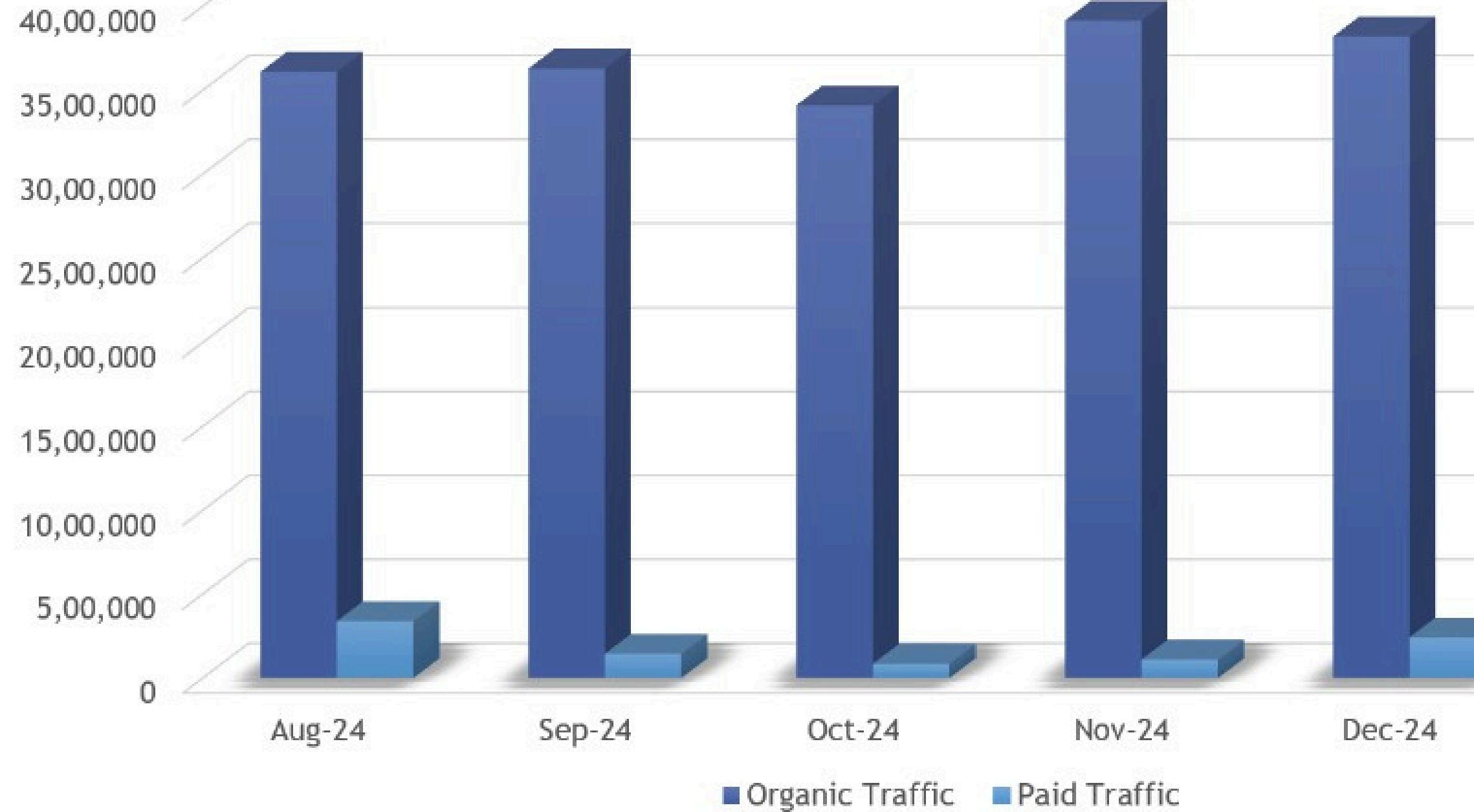
Referring Domains: Around 25.17 thousand

Note: These numbers can fluctuate over time. For the most accurate and up-to-date information, I recommend using a tool like Semrush, Ahrefs, or Moz.

ORGANIC & PAID TRAFFIC



Mahindra Automobiles





ON PAGE OPTIMIZATION

Meta tag optimization is an “SEO 101” best practice - an “old” checkbox we all continue to mark in digital marketing. But they’re more than keyword stuffing, when used correctly meta tags tell the user and Google’s search engine crawlers what your page is about and how to index it. There are quite a few “types” of meta tags available for website use and optimization:

- Meta description
- Meta content type
- Viewport
- Title tag (this one isn’t a “meta” but it’s within the same category and placement)-Robots-Header [designation] tags
- Canonical tag
- Alt image tag
- Keywords tag (this one just typically gets grouped in with title tag and meta description as it’s typically all done at the same time.)
- Language and more.

Content Optimization:-Content optimization is the process of making sure content is written in a way that it can reach the largest possible target audience. The process of optimizing content should include making sure associated keywords are present, adding meta and title tags, and relevant links.

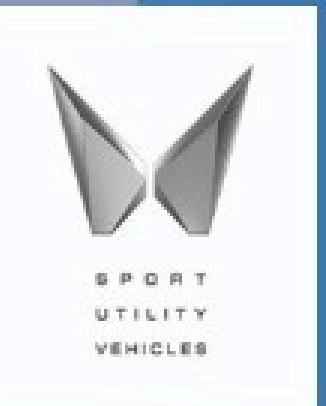


CONTENT IDEA GENERATION

CONTENT CALENDAR

FOR THE MONTH OF
MARCH

MON	TUE	WED	THU	FRI	SAT	SUN	
BLOG POST "The Evolution of Mahindra SUVs - A Legacy of Power & Performance" 01	KEYWORD RESEARCH Identify top-ranking keywords for "SUVs in India" & "best off-road vehicles." 02	ON-PAGE OPTIMIZATION Update website content with SEO keywords for latest Mahindra models. 03	PINTEREST BOARD "Adventure with Mahindra - Road Trips & Off-Roading." 04	INSTAGRAM REELS "Factory to Roads - The Journey of a Mahindra Vehicle." 05	FACEBOOK POST Share a customer experience on rugged Mahindra durability. 06	YOUTUBE VIDEO "Mahindra Thar vs Scorpio - Which One Fits Your Lifestyle?" 07	WEEK 1 SEO & Brand Awareness
INSTAGRAM POLL "Which Mahindra SUV would you choose for your next trip?" 08	LINKEDIN ARTICLE "Mahindra's Role in Revolutionizing India's SUV Market." 09	INSTAGRAM LIVE Q&A with a Mahindra engineer on vehicle innovation. 10	TWITTER THREAD "5 reasons why Mahindra SUVs dominate Indian roads." 11	FACEBOOK ENGAGEMENT POST "Tell us your dream road trip destination with your Mahindra!" 12	INSTAGRAM STORIES This or That (Choose between two Mahindra vehicle features) 13	PINTEREST INFOGRAPHIC "How Mahindra SUVs Tackle Different Terrains." 14	WEEK 2 Social Media Marketing & Community building
GOOGLE ADS Target keywords "best SUVs under 20 lakh" & "Mahindra off-road vehicles." 15	FACEBOOK ADS Boost the "Drive the Future" campaign with new launches. 16	INSTAGRAM COLLABORATION Work with an auto influencer for a test drive review. 17	YOUTUBE SHORT "Mahindra XUV700 - Features You Didn't Know About." 18	DISPLAY ADVERTISING Banner ads on automotive & travel websites. 19	INSTAGRAM CAROUSEL POST "Which Mahindra SUV suits your lifestyle? Choose your ride!" 20	PINTEREST PRODUCT PINS Showcase top Mahindra SUV models & accessories. 21	WEEK 3 Paid Marketing & Product Highlights
FESTIVE SALES TEASER Instagram & Facebook countdown posts. 22	LIMITED-TIME OFFER "Exclusive Festive Discounts on Mahindra SUVs - Book Now!" 23	INSTAGRAM GIVEAWAY "Win a Free Service Checkup!" (Tag friends & follow.) 24	EMAIL MARKETING "Special Offer - Drive Home a Mahindra This Festive Season." 25	INSTAGRAM REELS "Top 3 Road Trips to Take with Your Mahindra This Season." 26	CUSTOMER FEATURE POST Share UGC (User-Generated Content) of Mahindra owners. 27	BLOG POST "How Mahindra Leads in Safety & Innovation for Indian Roads." 28	WEEK 4 Seasonal Campaigns & Offers
SUSTAINABILITY SPOTLIGHT Highlight Mahindra's eco-friendly EV initiatives. 29	PLAN AHEAD POST "What's Next for Mahindra? Stay Tuned for Exciting Announcements!" 30	THANK YOU POST Appreciate Mahindra customers with a heartfelt message & exclusive service offers. 31					WEEK 5 Engagement & Customer Loyalty



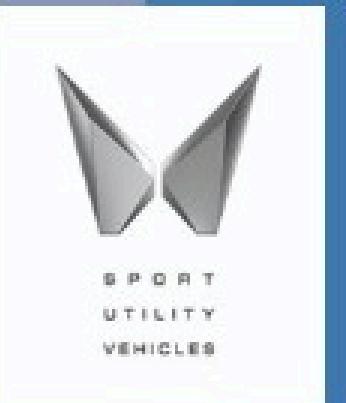
MARKETING STRATEGIES

1. Digital and Social Media Marketing:

- Leverage social media platforms like Instagram, Facebook, and YouTube for engaging content and brand awareness.
- Use influencer collaborations and user-generated content to build trust.
- Implement targeted digital ad campaigns using AI-driven analytics for better reach.

2. Product Positioning and Differentiation:

- Highlight Mahindra's strengths, such as rugged SUVs, electric vehicles, and off-road capabilities.
- Promote unique selling points (USPs) like safety features, technology, and sustainability.
- Offer competitive pricing and financing options to attract a wider audience.



MARKETING STRATEGIES

3. Customer Engagement and Experience:

- Enhance showroom and digital experiences with AR/VR for virtual test drives.
- Implement loyalty programs and personalized offers for existing customers.
- Strengthen after-sales service with seamless booking, roadside assistance, and mobile servicing.

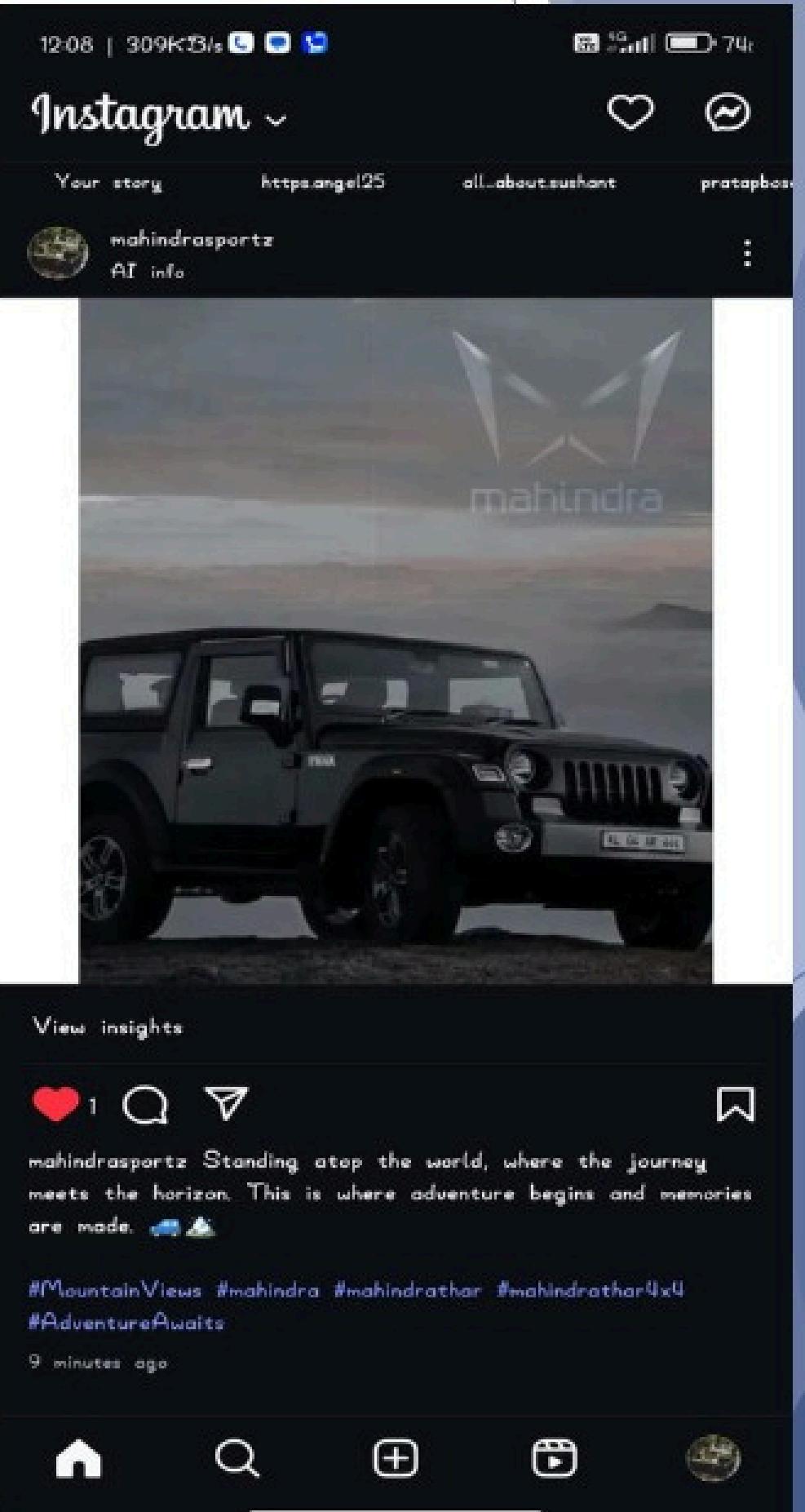
4. Expansion and Dealer Network Strengthening:

- Expand dealership presence in emerging markets and rural areas.
- Strengthen partnerships with ride-sharing services and corporate fleets.
- Invest in EV infrastructure and collaborations to push electric vehicle adoption.

CONTENT CREATION AND CURATION

Instagram post

<https://www.instagram.com/p/DHFtkbcSoTW/?igsh=NDExeTA3eDMyazM3>





Instagram Story

https://www.instagram.com/stories/mahindrasportz/3586479507668251783?utm_source=ig_story_item_share&igsh=bTV5ZGZ10TRmd3R2



SOCIAL MEDIA AD. CAMPAIGNS





EMAIL AD. CAMPAIGNS

CONTACT US

Mahindra Auto Head-office Address

Mahindra & Mahindra Ltd. Automotive Sector,
Mahindra Towers Akurli Road, Kandivali (East) Mumbai - 400101

[Open in maps](#)

Mahindra Adventure

3rd Floor, Mahindra Towers – Automotive Division Green
Gate . Western Express Highway, Kandivali East - 400101

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CONCLUSION

Mahindra Automobiles has established itself as a leading automotive brand, known for its rugged SUVs, innovative electric vehicles, and customer-centric approach. By leveraging digital marketing, enhancing customer experience, and expanding its dealership network, Mahindra continues to strengthen its market position. Its commitment to sustainability and advanced technology sets it apart in the competitive automobile industry. As it embraces future mobility trends, including electric and connected vehicles, Mahindra is well-positioned for long-term success. With a strong brand legacy and a focus on innovation, Mahindra Automobiles remains a trusted name, delivering value-driven vehicles that cater to diverse consumer needs.