

# **Comprehensive Digital Marketing Project Work**

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

**COMPANY/TOPIC for project:** **WIPRO**

**Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USP)

**BRAND COLOURS:**

Blue , Green , Red

**Logo:**



**Mission/Values:**

"Our mission is to help our clients achieve their business objectives through a combination of process excellence, quality frameworks and service delivery innovation."

According to Wipro's website, the company's vision is to "be a globally respected corporation that provides best-in-class products, solutions and services, and to be the most trusted partner for its

Wipro provides complete range of IT services to the organization

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

COMPANY/TOPIC for project: **WIPRO**

- **Brand Messaging:**

Information about their electrical, Soaps, Detergent Products



[https://www.instagram.com/p/Ct9Mbw9L\\_WY/?igshid=MzRIODBiNWFIZA==](https://www.instagram.com/p/Ct9Mbw9L_WY/?igshid=MzRIODBiNWFIZA==)

[https://www.instagram.com/reel/Ct\\_rVxTAXnV/?igshid=MzRIODBiNWFIZA==](https://www.instagram.com/reel/Ct_rVxTAXnV/?igshid=MzRIODBiNWFIZA==)

- **Brand's tagline:**

'Applying Thought'. 'Powered by intellect.'

# 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: ICIMS

<https://www.icims.com/>

### USP:

Comprehensive Talent Acquisition Suite, Scalability, User-friendly Interface, Customization and Flexibility.

### Online Communication:

Provided Toll Free Number, Tutorials, User Generated Content

## Competitor 2:TCS

<https://www.tcs.com/>

### USP:

Experience and Expertise , Global Presence , Clientele, Innovation and R&D

### Online Communication:

Mail , Toll Free Number.

### **Competitor 3: INFOSYS**

<https://www.infosys.com/>

#### **USP:**

Global Presence , Client-Centric Approach , Innovation and Research

#### **Online Communication:**

Through some Digital Arts, Experience sharing interviews

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

- **Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviors, and interests.

- **Age Range:** No Age Limit (age limit may be vary because lots of products are there)
- **Gender:** Any Gender
- **Children:** yes
- **Marital Status:** Married/Unmarried
- **Location:** World Wide
- **Income:** Above 2,00,000
- **Education:** Educated/Non-Educated
- **WHAT DO THEY VALUE IN THEIR PROFESSIONAL LIFE?-** Appearance,
- **WHAT IS IMPORTANT TO THEM WHEN CONSIDERING PRODUCTS?-** Market research, Establish proof of concept, Finding the right factory, Build a unique brand identity, Choose the right sales channels.
- **WHAT OBJECTS MIGHT THEY HAVE?-** bringing together consulting, design, engineering, implementation, and operations.



## Part 2: SEO & Keyword Research

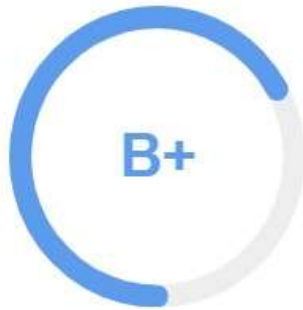
- **SEO Audit:** Do an SEO audit of the brands website
- **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with 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:** Do an SEO audit of the brands website

## On-Page SEO Results



### Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

#### Title Tag

You have a title tag, but ideally it should be shortened to between 10 and 70 characters (including spaces).

Wipro – Transform Digitally with Our Technology and IT Consulting Services

Length : 74

Title tags are very important for search engines to correctly understand and categorize your content.



#### 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.

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

#### Wipro – Transform Digitally with Our Technology and IT ...

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.

Header Tag	Frequency	
H2	1	<div></div>
H3	1	<div></div>
H4	0	<div></div>
H5	0	<div></div>
H6	0	<div></div>

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.

## ✓ Liquid

Keyword	Avg. monthly searches	Competition
liquid detergent	50000	High
washing liquid	5000	High
clothes liquid	50	High

### META TITLE

Explore Liquids like Liquid Detergent ,Washing Liquid , Clothes Liquid

69

### META DISCRIPTION

Buy Quality Liquids like Liquid Detergent , Washing Liquid , Clothes Liquid at our WIPRO Website

96

## ✓ Soaps

Keyword	Avg. monthly searches	Competition
soap	50000	Medium
hand wash soap	500	High
liquid laundry soap	50	High

### META TITLE

Explore Soaps like Soap , Hand Wash Soap, Liquid Laundry Soap

58

### META DISCRIPTION

Buy Quality Soaps like Soap , Hand Wash Soap , Liquid Laundry Soap at our WIPRO Website

88

## ✓ Sanitizers

Keyword	Avg. monthly searches	Competition
hand sanitizer	5000	Medium
sanitizer gel	500	High
alcohol sanitizer	500	Medium

### META TITLE

Explore Sanitizers like Hand Sanitizer, Sanitizer Gel, Alcohol Sanitizer

70

### META DISCRIPTION

Buy Quality Sanitizers like Hand Sanitizers , Sanitizer Gels, Alcohol Sanitizers at our WIPRO Website

99

## ✓ Lotion

Keyword	Avg. monthly searches	Competition
body lotion	50000	High
moisture lotion	5000	High
luxury lotion	50	High

### META TITLE

Explore Lotions like Body Lotion ,Moisture Lotion, Luxury Lotion

61

### META DISCRIPTION

Buy Quality Lotions like Body Lotion , Moisture Lotion , Luxury Lotion at our WIPRO Website

91

✓ **Hand Wash**

Keyword	Avg. monthly searches	Competition
hand wash soap	500	High
hand washer	500	High
soap hand wash	500	High

**META TITLE**

Explore Hand Washes like Hand Wash Soap, Hand Washer , Soap Hand wash

66

**META DISCRIPTION**

Buy Quality Hand Washes like Hand Wash Soap , Hand Washer , Soap Hand Wash at our WIPRO Website

95

## Part 3: Content Ideas and Marketing Strategies

- **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 these posts and story

[Content Calendar Example](#) (Try creating a table for the month of July)

AUGUST							2023
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		1 National Respect for Parents Day #RespectForParentsDay	2 National Coloring Book Day #NationalColoringBookDay	3	4	5	
6	7	8 International Cat Day #InternationalCatDay	9 National Book Lovers Day #NationalBookLoversDay	10 National Lazy Day #LazyDay	11	12 International Youth Day / World Elephant Day #YouthDay #WorldElephantDay	
13 International Left-Handers Day #LeftHandersDay	14	15 National Relaxation Day #NationalRelaxationDay	16 National Tell a Joke Day #NationalTellAJokeDay	17	18	19 World Photography Day / World Humanitarian Day #WorldPhotoDay #WorldHumanitarianDay	
20	21	22	23	24 National Waffle Day #NationalWaffleDay	25	26 National Dog Day #NationalDogDay	
27	28	29	30	31			

## Part 3: Content Ideas and Marketing Strategies

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

**Date :** 21/08/2023

Provide information about certain new products  
I recommend visiting their official website or checking recent news and updates about their product launches.



**Date :** 22/08/2023

To promote newly launched products  
Information about the newly launched products  
This video visualised about different types of products on Wipro



**Date:**23/08/2023

To Awareness on Expiry Dates  
To create a meme on Expiry Dates



Creating content ideas and devising effective marketing strategies is a dynamic process that involves continuous learning and adaptation. Throughout this journey, several challenges and valuable lessons can be encountered.

**1. Understanding the Audience:** One of the primary challenges is comprehending the target audience's preferences, needs, and pain points.

**2. Generating Unique Ideas:** Coming up with fresh and innovative content ideas can be difficult, especially in saturated markets.

**3. Consistency and Quality:** Maintaining a consistent flow of high-quality content can be demanding. Setting up an editorial calendar and adhering to a content creation schedule helps in maintaining quality and meeting deadlines.

**4. Content Promotion:** Even the best content may not gain traction without proper promotion. Crafting effective marketing strategies to reach the target audience across various channels is crucial for success.

**5. Collaboration:** Collaborating with influencers or other brands can amplify the reach of content and strengthen marketing efforts.

The content ideas and marketing strategies process is an iterative and learning-oriented journey



## 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: Video

Format 3: Creative

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

### Format 1:Blog Article

**Aim :** Provide information about certain new products

**Date :** 21/08/2023

**Idea :** I recommend visiting their official website or checking recent news and updates about their product launches.

**Topic:**

### **A Step by Step Guide To Information About Wipro**

**Step 1: *Visit Wipro's Official Website* :** Go to Wipro's official website ([www.wipro.com](http://www.wipro.com)) to access the most recent and official information about their products and services.

**Step 2: *Navigate to the Products or Solutions Section* :** Look for the "Products" or "Solutions" section on Wipro's website. It might be listed under the main menu or within specific industry categories.

**Step 3: *Browse Recent Product Releases*** : Once you're in the products section, check for any subsection or page that highlights new product releases or updates. Companies often showcase their latest offerings on dedicated pages.

**Step 4: *Read Press Releases*** : Check the "News" or "Press Releases" section on Wipro's website. Companies often issue press releases to announce new products, partnerships, or significant achievements.

**Step 5: *Follow Wipro on Social Media*** : Follow Wipro on various social media platforms like Twitter, LinkedIn, and Facebook. Companies often share updates and announcements about their latest products on their social media channels.

**Step 6: *Monitor Technology News Websites*** : Keep an eye on technology news websites, business news platforms, and industry-specific publications. They often cover the latest product releases and updates from major companies like Wipro.

**Step 7: *Subscribe to Wipro's Newsletter*** : Subscribe to Wipro's newsletter if they offer one. Newsletters often contain updates on their latest products and services.

**Step 8: *Join Industry Forums and Discussions*** : Participate in industry forums and discussions where professionals may share information about recent developments in companies like Wipro.

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

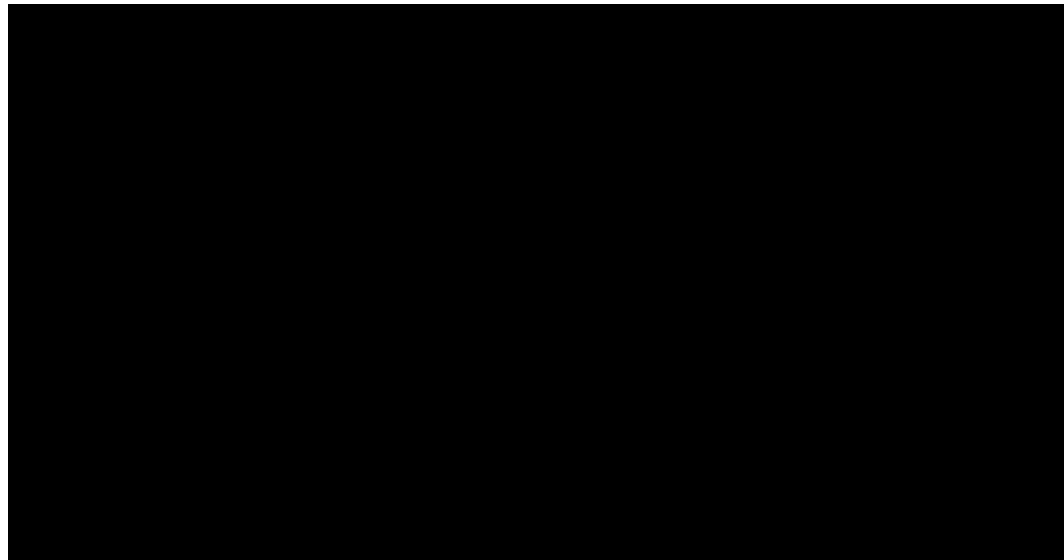
### Format 2: Video

**Aim :** To promote newly launched products

**Date:** 22/08/2023

**Idea:** Information about the newly launched products

**Topic:** This video visualised about different types of products on Wipro



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

### Format 3: Creative

**Aim :** To Awareness on Expiry Dates

**Date:**23/08/2023

**Idea:** To create a meme on Expiry Dates

**Topic :** Meme



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

# Instagram Story

Utilize the Stories feature on Instagram for three 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 the 3 story with an appropriate name for each.

### **Note:**

Once done monitor the performance of the posts and Stories using the insight tool and analyze the engagement metrics (likes, comments, shares, impressions, etc.). Based on the analysis, mention the strategies and areas for improvement.

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

# Instagram Story





🔒 wipro2499 ▾ 🔴



0  
Posts

0  
Followers

0  
Following

Edit profile

Share profile



body lotions



quality



Wipro Products



New



**Capture the moment with a friend**  
[Create your first post](#)

**Complete your profile**  
1 of 4 Complete



**Add your name**

Add your full name so your friends know it's you.

Add name



**Add bio**

Tell your followers a little about yourself.

Add bio





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

# Designs/Video Editing

- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- **Video Creation:** Utilize VN or any video editor of your choice to create videos related to the chosen topic.



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

### **Social Media Ad Campaigns**

#### **Ad Campaigns over Social Media:**

Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic, or generating leads

# ✓ Brand Awareness :

**TARGETING:** Location : India, All Gender,  
Age , Interest : TCS , INFOSYS.

View preview



Mobile Feed



Kavya Ad

Sponsored ·



Presenting India's first Anti Germ Fabric Conditioner, "clinically proven" to get rid of 99% germs & safeguard your family.



Like



Comment



Share

Close

## ✓ Driving Website Traffic:


**TARGETING:** Location : India, All Gender,  
Age , Interest : TCS , INFOSYS.

View preview

Kavya Ad  
Sponsored · 🌐

Your skin needs a pick-me-up? No problem.  
With the combined power of soothing Aloe and  
zesty lime, Santoor Fresh Skin ...See more

Refresh and recharge yourself with  
Santoor Fresh Skin!



Kavya Ad  
Furniture

SHOP NOW

Like Comment Share

Close

# ✓ Generating leads

**TARGETING:** Location : India, All Gender,  
Age , Interest : TCS , INFOSYS

View preview



f Mobile Feed



Kavya Ad  
Sponsored ·



Do you ever feel anxious and unsafe while driving on the roads at night? That is an indication of poor road lighting



fb.me

To know more about Wipro  
Lighting's road lighting...

Get offer



Like



Comment



Share

Full Size Preview

Close

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

**For every campaign clearly define:**

- **Advertising Goals:** increasing brand awareness, driving website traffic, or generating leads.
- **Audience Targeting:** Define the target audience for the ad campaigns based on demographics, interests, and behavior.
- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-action.

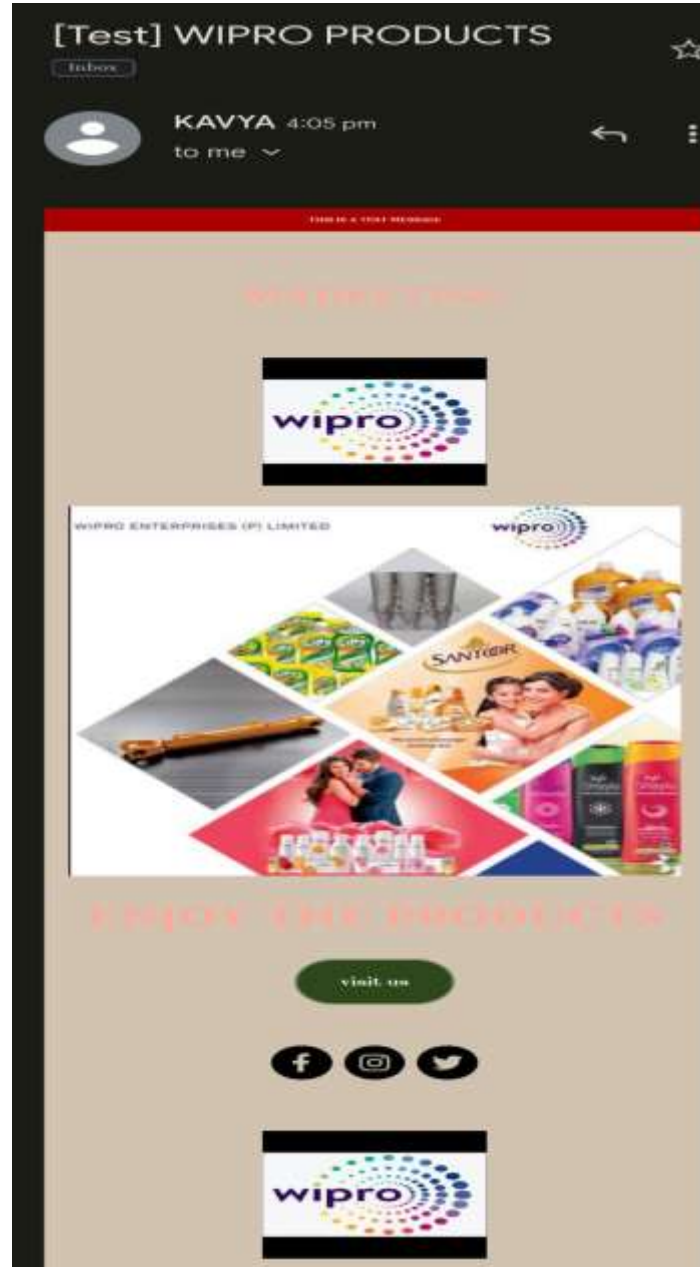
## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

### **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





# 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. Consistency is Key:** Maintaining a consistent tone, style, and frequency of content across platforms helps reinforce brand identity and improves audience recall.
  - 2. Visual Appeal:** Eye-catching visuals, well-designed graphics, and professionally edited videos can significantly enhance the impact of content and ad campaigns.
  - 3. A/B Testing:** Regularly conducting A/B + tests for ad campaigns and email subject lines allows for data-driven optimization and better results.
  - 4. Know our Audience:** Understanding the target audience's interests, pain points, and preferences is fundamental in creating relevant and engaging content.
  - 5. Engage with the Audience:** Responding to comments, messages, and feedback from the audience fosters a sense of community and builds trust.
  - 6. Long-Term Approach:** Content creation and marketing are not one-time endeavors. A long-term, strategic approach is necessary to build brand awareness and achieve sustainable growth.

In conclusion, content creation and curation, along with thoughtful design, video editing, and well-executed ad campaigns, play a pivotal role in a successful marketing strategy. By understanding the challenges and incorporating the lessons learned, businesses can create compelling content that resonates with their target audience and drives results