COMPREHENSIVE

DIGITAL MARKETING FOR

WIPRO

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PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA

**COMPANY FOR PROJECT: WIPRO**

- RESEARCH BRAND IDENTITY: Wipro is a leader in providing IT solutions and services for the corporate segment in India offering system integration, network integration, software solutions and IT services. Wipro also has profitable presence in niche market segments of consumer products and lighting. In the Asia Pacific and Middle East markets, Wipro provides IT solutions and services for global corporations.

- Wipro's ADSs are listed on the New York Stock Exchange, and its equity shares are listed in India on the Stock Exchange – Mumbai, and the National Stock Exchange, among others.

LOGO:*The expanding pattern represents a boundless Wipro. The 4 circles represent our Values, Employees, Clients & Partners, and Communities. The blue of the word mark creates a sense of reliability and authority. The multicolored dots are associated with energy and optimism.*

Our multicolored brand mark demonstrates our connected world and modernizes the colors from our brand heritage.
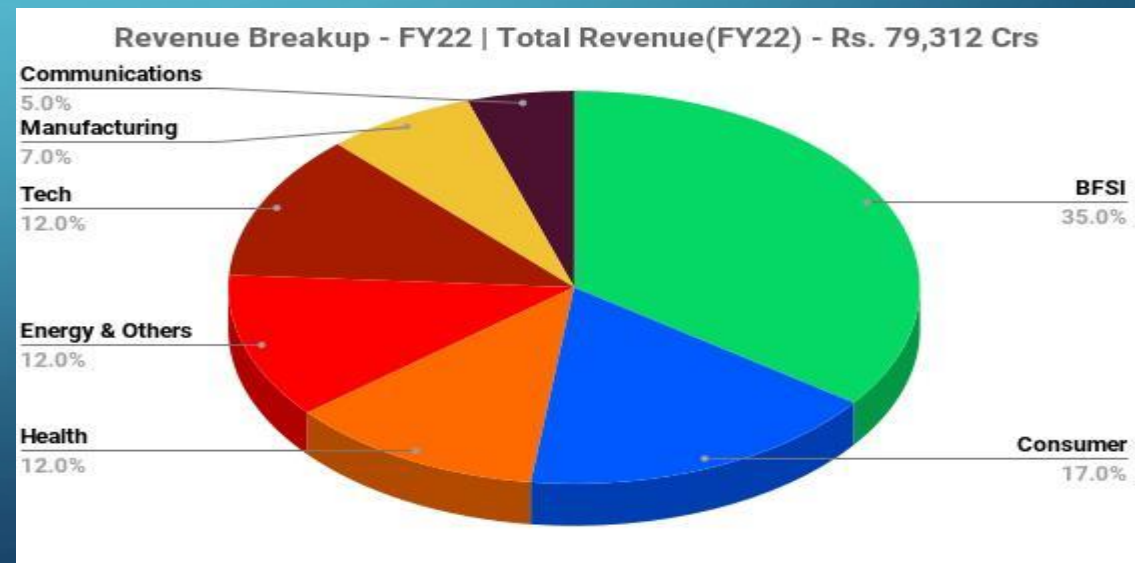
The individual elements in the logo represent ideas, insights, technologies, industries and geographies.
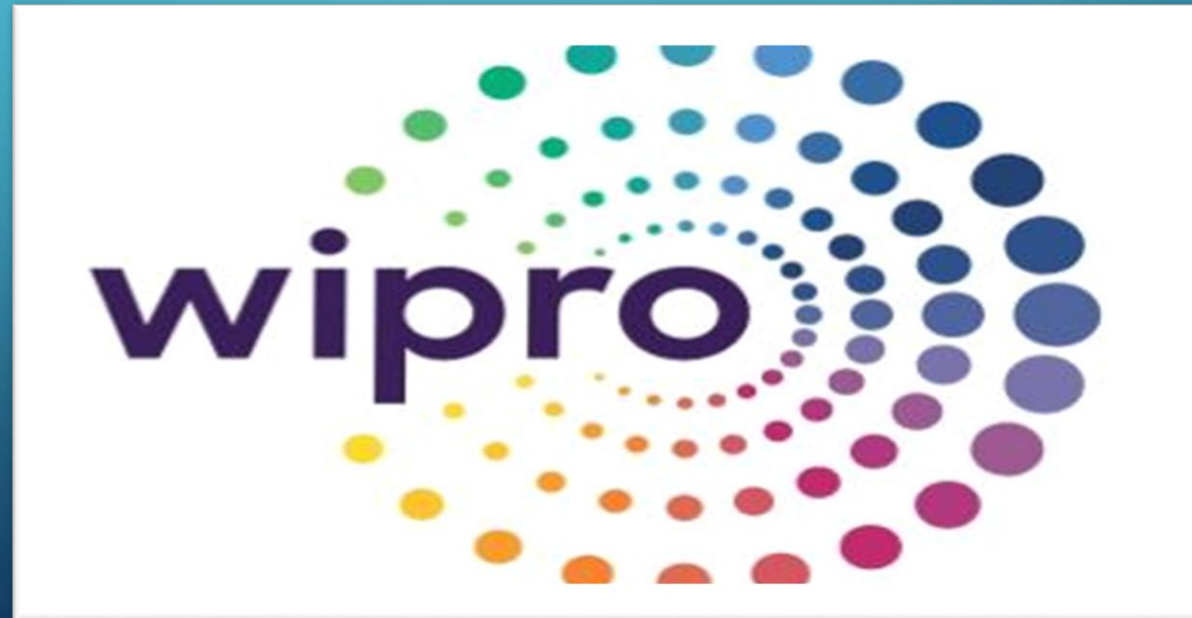
WIPRO MISSION:''Our mission is to help our clients achieve their business objectives through a combination of process excellence, quality frameworks and service delivery innovation." In other words, Wipro's mission is to provide high-quality services that help its clients improve their businesses and achieve their goals.

WIPRO VISION: Contribute for global e-society, where a wide range of information is being exchanged beyond time and space over global networks, which breaks down the boundaries among countries, regions and cultures, allowing individuals to take part in various social activities in an impartial, secure way. Continous effort to enhance people's lifestyle and quality by means of developing new technology in wireless communication.

OFFICIAL LINK:https://www.wipro.com/

Revenue Breakup - FY22 | Total Revenue(FY22) - Rs. 79,312 Crs

Communications 5.0%
Manufacturing 7.0%
Tech 12.0%
Energy & Others 12.0%
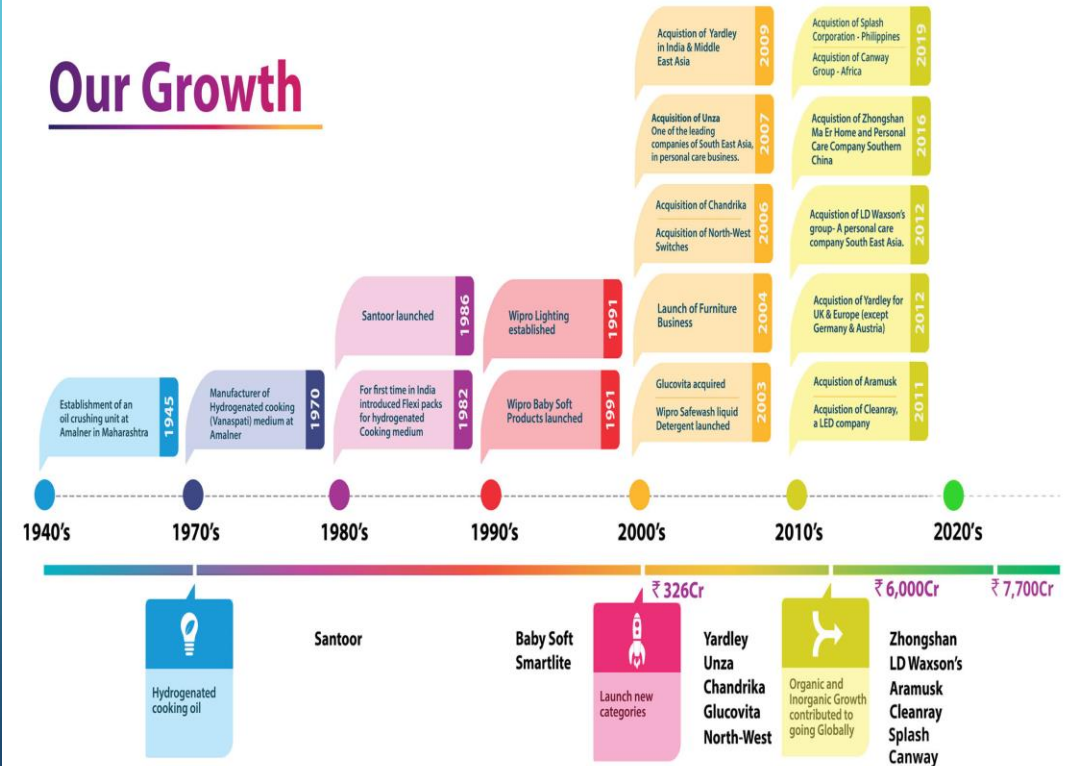Health 12.0%
BFSI 35.0%
Consumer 17.0%

WHAT DRIVES US.

- SPIRIT OF WIPRO. These values are our bedrock. They define and make us. Our character and destinies are energized by our values.
- Be passionate about clients' success.
- Treat each person with respect.
- Be global and responsible.
- Unyielding integrity in everything we do.
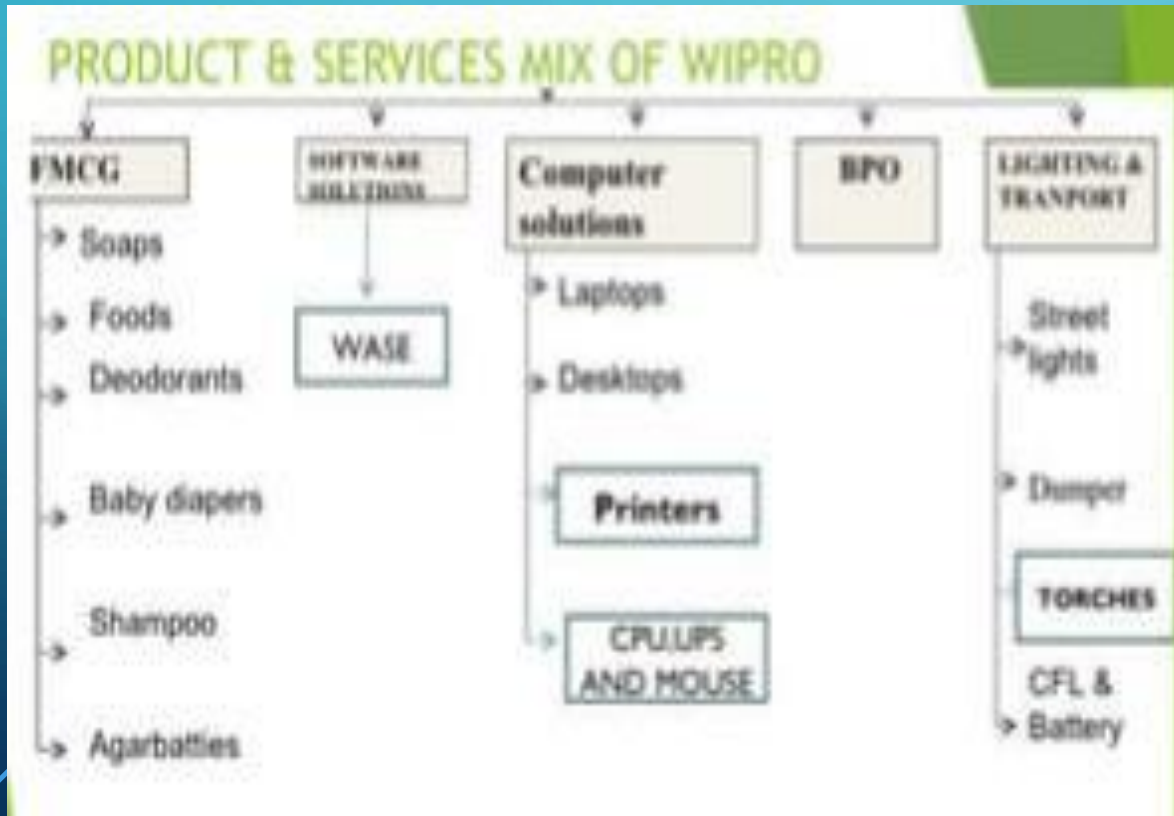
SWOT ANALYSIS

STRENGTHS

Wipro is already an influential player in the global infrastructure services market, with a solid installed base of global customers and a well-established brand for datacenter transformation projects. With BLDC, it's looking to bring agility and manageability into the fold.

WEAKNESSES

There is room for improvement when it comes to displaying an integrated value proposition across service lines within Wipro.

OPPORTUNITIES

The enterprise segment has a growing need for platforms and tools that can help support new levels of IT requirements as going hybrid with workload-specific deployments becomes the norm.

THREATS

Market consolidation is inevitable as key players continue to enhance or add new competencies through M&A and strategic partnerships. Wipro must evolve to keep pace with new technologies and business models for competitive differentiation.

_COMPETATOR ANALYSIS:_A competitive analysis is a strategy that involves researching major competitors to gain insight into their products, sales, and marketing tactics. Implementing stronger business strategies, warding off competitors, and capturing market share are just a few benefits of conducting a competitive market.

BRAND PRODUCTS DETAILS :

BUYER'S/AUDIENCE'S PERSONA :

- ***BUYER'S PERSONA:*** Building customer persona helps the brand identify key traits of the customers in different segments. Customers can be segmented based on demographics, motivation, interests, and objectives.

- Customer persona helps you to serve your customers with the things that are of their interest. A persona-based marketing approach enables brands to improve customer experience. It allows the brands to remarket campaigns more effectively.

BIO *PERSONA:*A buyer persona is a detailed description of someone who represents your target audience. This persona is fictional but based on deep research of your existing or desired audience. You might also hear it called a customer persona, audience persona, or marketing persona.
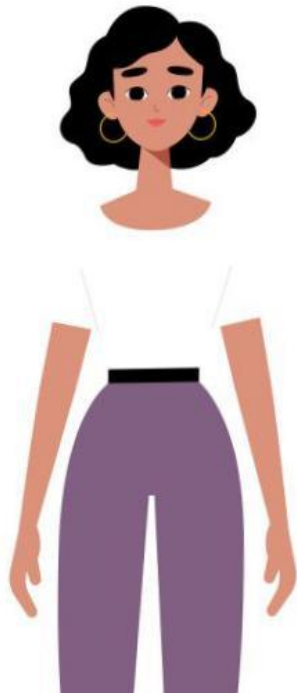
BUYER PERSONA

PERSONAL INFO

- Age
- Gender
- Hobbies
- Location
- Interests
- Income

CHALLENGES

- What problems are they trying to solve?
- What's stopping them from achieving their goal?
- What specific pain points do they have?

PROFESSIONAL GOALS

- What are their career goals?
- What does success look like for them?
- What is their "endgame"?

HOW YOU CAN HELP

- How does your product meet their needs?
- What questions might they ask?
- Does your language, match theirs?

Buyer characteristics

- Cultural
- Social
- Personal
- Psychological

Sample SEO Audit Report: Scorecard

Technical SEO Audit

Factors	Score
Sitemaps	6
Robots.txt	4
Site Errors	7
URLs Errors	8
Minifying CSS & JavaScript Files	6
SSL Certificate	8
Page Speed	5
Mobile Optimization	3

On-Page SEO Audit

Factors	Score
Title Tags	5
Meta Description Tags	5
Headings (H1 to H6)	6
Content Duplication	3
Image Optimization	7

Off-Page SEO Audit

Factors	Score
Internal and External Links	4
Backlinks	2
Anchor Text	5
Social Media Integration	6

SEO AUDIT:
HTTPS://WIPROCONSUMERCARE.COM/BRANDS-INDIA/

- *Keyword research*

- 1.Wipro

- 2.Wipro products

- 3.Wipro ltd

- 4.Wipro pulsus

- 5.Wipro Tecnologies

- 6.Wipro Goods

- 7.Wipro Company

- 8.Wipro.com

ON PAGE OPTIMIZATION : B+

- Onpage optimization (AKA on-page SEO) refers to all measures that can be taken directly within the website in order to improve its position in the search rankings. Examples of this include measures to optimize the content or improve the meta description and title tags.

- On-page SEO (also known as "on-site SEO") is the practice of optimizing web page content for search engines and users. Common on-page SEO practices include optimizing title tags, content, internal links and URLs.

- **All on-page SEO elements fall into three main categories:**

- Content elements.

- HTML elements.

- Site architecture elements.

PART 3:CONTENT IDEAS AND MARKETING STRATEGIES

- MARKETING STRATEGIES:Wipro focuses largely on "pull" marketng initatves,targetng prospectve clients while they are searching for relevant IT informaton.Mostly this mean web based marketng with four key components:-
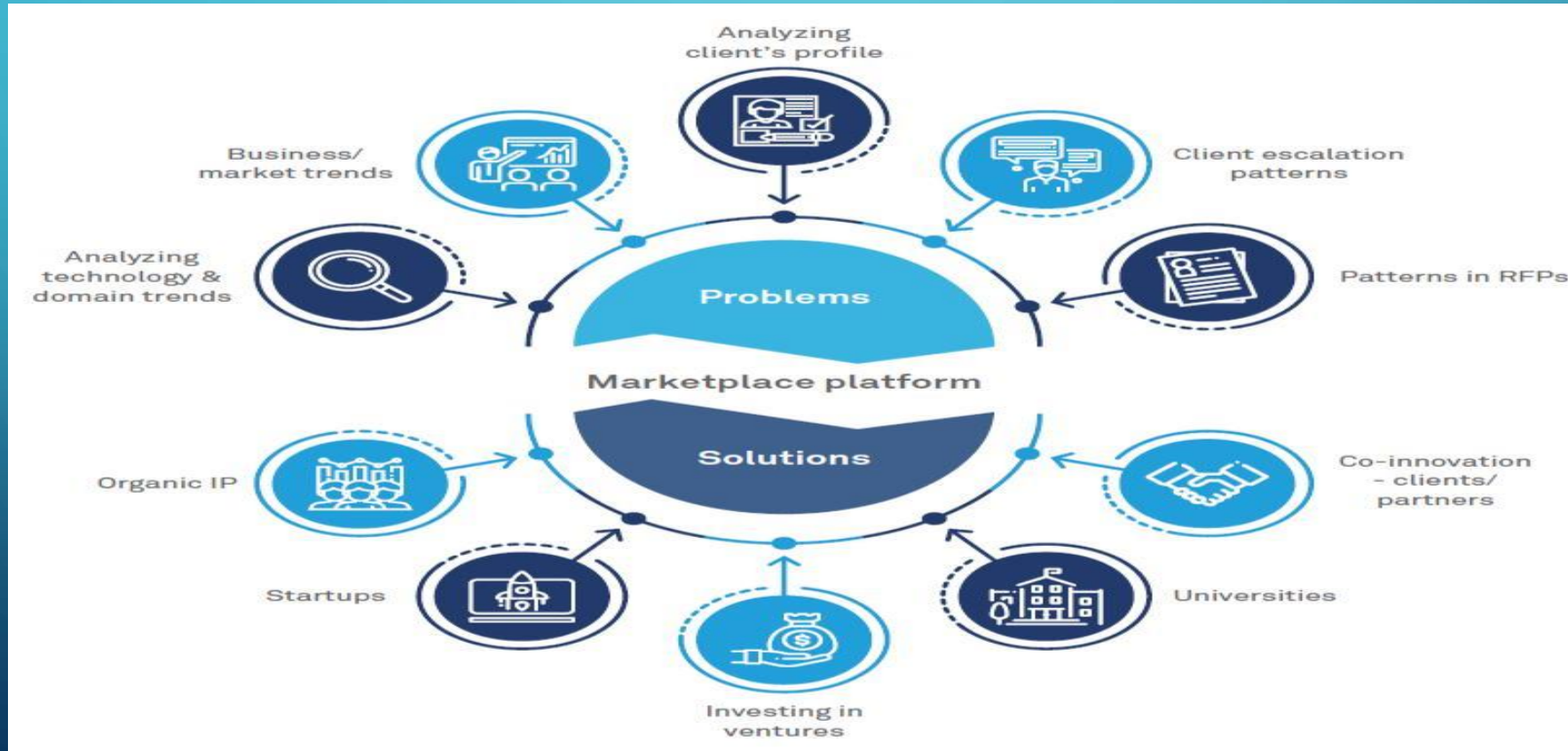
SOCIAL MEDIA CHALLENGES:

- The challenges of social media marketing include selecting the right platforms, creating engaging content, staying consistent, measuring ROI, dealing with negative feedback, managing time and resources, and keeping up with the constantly evolving landscape.

- **Social Media Challenges & Solutions from 80+ Social Media Managers**

- Social Media Challenge #1: Engagement or Reach.

- Social Media Challenge #2: Trends and Algorithms.

- Social Media Challenge #3: Content Creation.

- Social Media Challenge #4: Strategy.

- Social Media Challenge #5: Authenticity and Relevancy.

- Digital media experts outline their top challenges in 2021: Third party cookie deprecation. Cross-device attribution. Accurate measurement. Assessment of campaign ROI.

CONTENT IDEAS :

- It has good policies, work culture and potential, and offers a multi-cultural and diverse work environment. The infrastructure and leadership of Wipro are exceptional, making it a great company to work for.

CONTENT CALANDER EXAMPLE:

PART 4: CONTENT CREATION AND CURATION (POST CREATION, DESIGN/VIDEO EDITING,SOCIAL MEDIA AD COMPAIGNS,EMAIL AD COMPAIGN)

- **Post creation :**

  Select Content Categorisation:Content categorization could be defined as the process of collecting, sorting and storing content in a manner that will enable easy retrieval when needed as well as access for retrieval, editing and deleting only to a defined set of personnel, or positions, based on the policy of the company.

  To categorize is to put something into a category. When you think of categorizing things, imagine taking a pile of marbles and putting them into little boxes by color. You are sorting things by how they are alike. Scientists categorize animals and plants by their properties.

  FORMAT 1: BLOG Article

  FORMAT 2: video

  FORMAT 3: creative

  Types of categorization include similarity-based and theory-based views. Similarity-based theories include the classical view, the probabilistic view, also known as conceptual clustering, the prototype theory, and the exemplar theory. An example of the theory-based view is Gestalt theory.

FORMAT 1: BLOG ARTICLE :

- AIM : We treat every human being with respect. We nuture an

  open environment where people are encouraged to learn,

  share and grow.

- DATE : 1th aug 2023

- IDEA : Continous effort to enhance people's lifestyle and quality by means of developing new technology in wireless communication.

- TOPIC : A Journey rooted in tradition.

FORMAT 2 : VIDEO

- Aim : Watching sneha sharing her experience of using Wipro products

  from years.

- DATE : 2nd aug 2023

- IDEA : Awareness of herbal products

- TOPIC : Customer Satisfaction.

FORMAT 3 : CREATIVE

- **AIM :** Central to Wipro herbals success is it's unwavering commitment to Ayurveda,India's ancient system of medicine, by harnessing the Potential of herbs like neem, turmeric, aloevera, and more, the Brand has developed a diverse product portfolio.

- **DATE :** 3rd aug 2023

- **IDEA :** To enhance overall well being while respecting the body's natural harmony.

- **TOPIC :** The science of ayurveda.

INSTAGRAM STORY

- **We** utilized the stories feature on Instagram for three consecutive days, share behind-the-scenes glimpses, pulls,quizzes,or sneak peeks etc to encourage audience participation.

- **Once** uploaded used the story highlight feature on Instagram

  and saved the stories with an appropriate name for each.

- **POST LINK:**
  https://www.instagram.com/reel/CvcBxyvNa3OAiuSyUfoysprQsevMrLWhk_0Rnc0/?igshid=MzRIODBiNWFIZA==
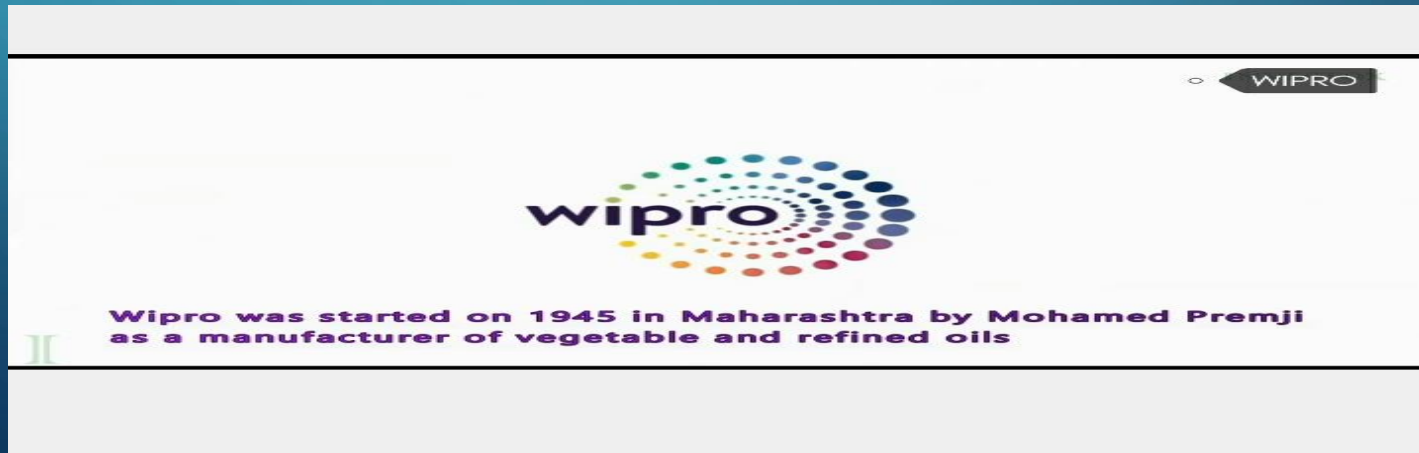
DESIGN/VIDEO EDITING:

- **Design tools Familiarisation (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.

- **link : https://www.kapwing.com/videos/64cdc29bc962fc001193f947**

SOCIAL MEDIA AD COMPAIGN :

- **Ad compaigns over social media:**

   Comeup with 3 ad compaigns each covering one of the

mentioned goals:

   Brands awareness, driving website traffic,or Generating leads.

Bring a **smart twist** to your **Diwali Celebrations** with **Wipro Lighting**
Technology that's #SurprisinglyHuman

EMAIL AD COMPAIGNS

- Ad compaigns for email marketing :

  Come up with 2 Email ad compaigns with the Mentioned goals:

  Brand awareness & generating leads.

EMAIL AD COMPAIGN -1—BRAND AWARENESS

(insert emailer image)

EMAIL AD COMPAIGNS -2 – LEAD GENERATION

(Insert emailer image)

- **Reflect** on the content creation and cuRation process, discussing the challenges faced and lessons learned.

1. Simply I have learn that wipro herbal brand are dedicated to tapping into the power of nature and the vast knowledge of traditional medicine system,like Ayurveda, traditional Chinese medicine (TCM) and others.

Challenges I have faced:

Positive challenges prompt the project team to evaluate their processes and identify areas for improvement. This leads to a culture of continuous improvement witin the project and the organisation.

- **Overcoming challenges efficiently and delivering successfully project Outcomes can lead to increased Clint satisfaction and the potential for future business Opportunities.**