



DIGITAL MARKETING

Automobiles

Presented by

❖ TEAM LEADER : M.G.Doniya

❖ TEAM MEMBERS : G.Moksha
G.Gangothri
M.Hemanth kumar
K.vijay kumar

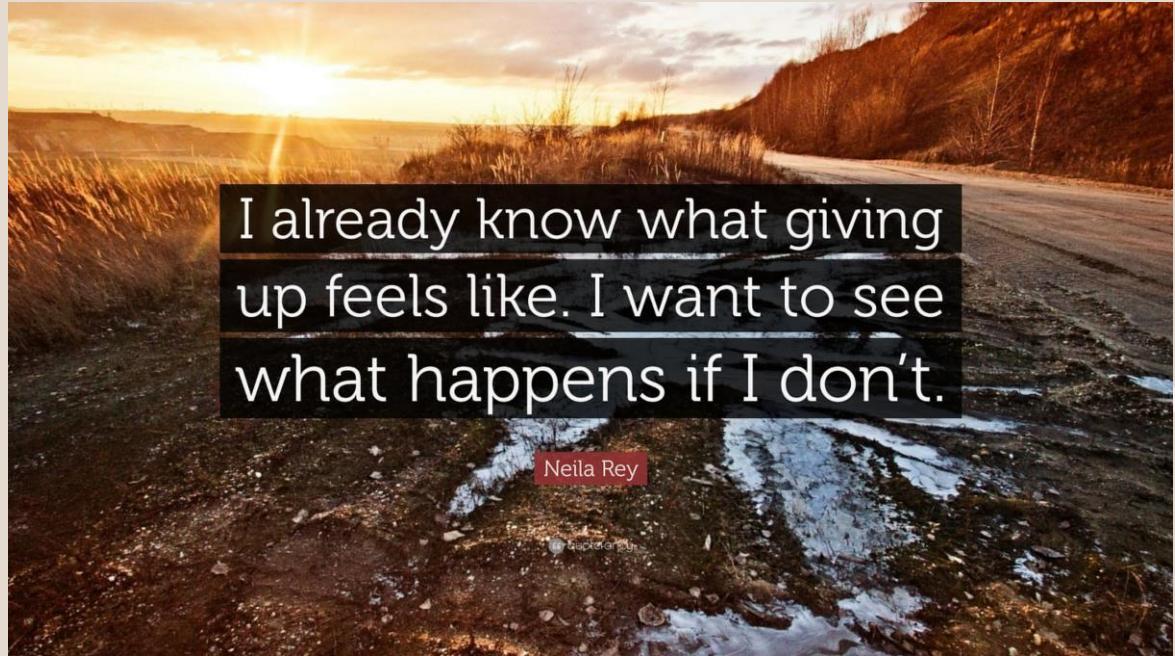
Part-1

Brand Study.,
Competitor
Analysis
& Buyer's
Persona

INTRODUCTION OF THE COMPANY

- M&M is one of the leading tractor brand in the world
- ❖ In 1945, two enterprising brothers named J.C. Mahindra and K.C. Mahindra joined forces with Gulam Mohammed and started Mahindra & Mohammed as a steel company in Mumbai.
- ❖ Two years later, India won its independence, Gulam Mohammed left the company to become Pakistan's first finance minister .
- ❖ Entered automotive manufacturing in 1947 to bring the iconic Willis Jeep in.

Md & Chairman: Anand Mahindra



Logo Of Mahindra And Mahindra



1948 - 2000



2000 - 2012



2012 - now



2021 - now

महिंद्रा

Mission /values

- ❖ We challenge conventional thinking and innovatively use our resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to Rise.
- ❖ Committed to drive positive change across global markets and communities.

Unique Selling Point

- ❖ USP – ruggedness and performance.
Products that redefined the market.
Network of dealers, sales offices, service stations etc.
Strong market base in the urban and semi-urban areas.
- ❖ To create a fully collaborative environment in which suppliers can deliver exactly what the company needs, when it needs it, and at a competitive cost.
“We don’t have a group-wide mission statement. Our core purpose is what makes all of us want to get up and come to work in the morning” Anand Mahindra

❖ MISSION:

To create India's largest automobile and automobile-related products distribution network by providing dealers and customers with the largest choice of unique world-class products and services.

SMART GOALS

- ❖ SMART goals analysis strategy stands for – Specific, Measurable, Attainable, Realistic, and Time Bound goals. Two of the biggest challenges that companies such as Mahindra and Mahindra faces in today's uncertain business world are –
Setting unrealistic goals that look good on the strategic document but hard to attain in industry.
Second – setting the bar too low, leading to under-utilization of the resources at Mahindra and Mahindra disposal.
To overcome both of these scenarios, we suggest Mahindra and Mahindra to use the SMART goals strategy.

Key Performance Indicators (KPI)

- ❖ Effective labour rate,
- ❖ Hours sold per repair order,
- ❖ Gross profit,
- ❖ Client satisfaction & retention
- ❖ Fixed coverage.

Competitors for Mahindra and Mahindra

- ❖ **KIA :** The KIA automobile manufacturer is a South Korean multinational automobile manufacturer which is headquartered in South Korea Seoul.
- ❖ **MARUTI SUZUKI:** Maruthi Suzuki was two different companies that joined together and amalgamated and became one company that is Maruti Suzuki. This was amalgamated in the month of July 12, 2012, the headquarters of this company is located in New Delhi
- ❖ **TATA MOTORS LIMITED:** Tata Motors Limited is a multinational automotive company which is located in Mumbai India. Tata Motors is part of the Tata Group. They are well known for the production of cars, vans, and trucks

Part -2

SEO & keyword research

SEO objective for M&M

Constructing Brand Value and Awareness. ...

Improve SEO Person Techniques. ...

Increase the number of visitors. ...

Paid Advertisement. ...

Marketing with the help of Electronic Mail. ...

Produce unique and relevant Insights
regularly. ...

Reduce cost prices for New Customers

Competitor keywords

- ❖ Tata motors
- ❖ Tata motors share price
- ❖ Tata motors model with price
- ❖ Tata motors all models
- ❖ Tata motors all car price
- ❖ Tata motors stock price chart
- ❖ Tata motors cars price list
- ❖ Tata motors new car

Long tail keyword exploration

- ❖ Best service centres
for m&m
- ❖ Showrooms near me
- ❖ Best tyres
for m&m automobiles
- ❖ Highest hp
of m&m automobile

Part -3

Content ideas and
marketing strategies

Content Ideas

Mahindra and Mahindra mainly focus on content marketing to reach the value and necessary information to their targeted audience. They create blogs, articles, videos, and infographics that cover various topics related to agriculture and renewable energy as a part of the marketing strategies of Mahindra and Mahindra.

Marketing Strategies

The marketing strategies of Mahindra and Mahindra include various campaigns that were done to draw user's attention.

Marketing Campaigns Of Mahindra And Mahindra

An engaging and relatable marketing campaign strategy provides an organization with an edge over its competitors

Digital Marketing Strategies of Mahindra and Mahindra

The most successful campaign of Mahindra is the #choose together choose right campaign. The economic class categorized people hyped about the cars which were under 10 lakh

Social Media Engagement

Mahindra and Mahindra are presently very actively maintaining their presence on social media platforms such as LinkedIn, Instagram, Twitter, and Facebook this helps the audience to get notified and also to get updated about their new innovations and products.

Current scenario of Mahindra over various Social Media Platforms

The Facebook fan following: 926 K

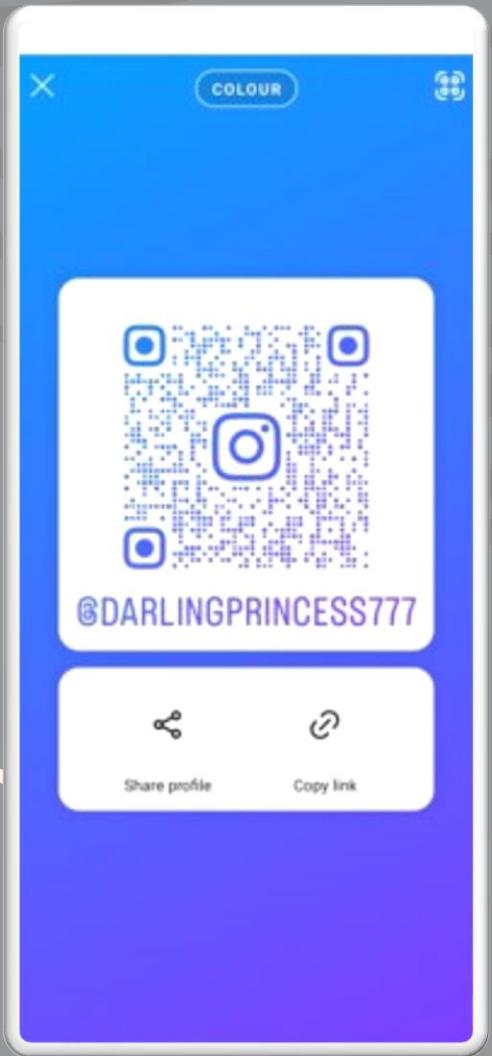
YouTube Channel with 312K Subscribers

Instagram: 145K Followers

YouTube and Twitter are still somewhat engaging compared to other platforms.

Part -4

Instagram story and video editing



Instagram links

- ❖ [https://instagram.com/stories/darlingprincess777/3212585320007013082
?utm_source=ig_story_item_share&igshid=YjA3ZDljY2FiMw==](https://instagram.com/stories/darlingprincess777/3212585320007013082?utm_source=ig_story_item_share&igshid=YjA3ZDljY2FiMw==)
- ❖ [https://instagram.com/stories/darlingprincess777/3212507271273921
760?utm_source=ig_story_item_share&igshid=YjA3ZDljY2FiMw==](https://instagram.com/stories/darlingprincess777/3212507271273921760?utm_source=ig_story_item_share&igshid=YjA3ZDljY2FiMw==)



CONTRIBUTION OF TEAM



Doniya

~team leader

I have motivated my team and guide my team to complete our project effectively. Organizing my team of maximize the potential of team members & i edited this ppt with help of my team members.



Moksha

~team member

I have collected some data about the project and I helped for preparing ppt presentation and some graphs and project providing a logical eye on the project.



Vijay kumar

~team member

I have collected some data about the project and I helped for preparing ppt presentation and i made some Instagram stories.



Hemanth Kumar

~team member

I have gave my full effect for gathering information about the project & collaborating with other team members to develop the content and structure of the ppt.



Gangothri

~team member

I have collected some data about the project and I helped in choosing templates for the ppt



Thank You