PROJECT WORK

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PROJECT TITLE

Comprehensive Digital marketing For plum Goodness

INTRODUCTION:

A brand study competitor analysis and audience persona are essential components for businesses aiming to understand their position in the market, how they compare to competitors and who their target audience is Here's a breakdown of each



1.Brand Study : A brand study focuses on evaluating and understanding the perception of your brand in the market. It involves a deep dive into your brand’s strengths weaknessesmarket position, and overall brand identity.

Key elements include

Brand Awareness : How familiar are people with your brand? -

Brand Identity : What makes your brand unique? What values does it represent? How does it present itself visually and through messaging?

Brand Perception : What do consumers think of your brand? Are they loyal indifferent or critical?

Brand Consistency : Does your brand maintain consistency across different touchpoi(social media, website, packaging,) etc.

2. Competitor analysis

helps you understand the strengths, weaknesses, opportunities, and threats presented by other businesses in your market. The goal is to identify what competitors are doing well, where they’re lacking, and where your brand can potentially capitalize.

Identify Competitors : Who are your direct, indirect, and emerging competitors? Consider both established businesses and new entrants. Product/Service Offering : What products/services do they provide? How do their features and benefts compare to yours? Market Share : What portion of the market do they control? How does their market share compare to yours?

Pricing Strategy : What pricing model do they use? Are they cheaper, more expensive, or do they focus on value?



3. Audience/Buyer Personas :-

•Buying Behavior : How do they make purchasing decisions? Are they infuenced by price, convenience, peer recommendations, or brand reputation?

• Decision-Making Process : What factors infuence their decision to purchase? Consider emotional triggers, social infuences, and logical reasoning.

•Challenges : What obstacles prevent them from purchasing your product or service? Is it price, lack of awareness, or something else Audience Personal

• Tools : Google Analytics, social media insights, survey platforms, and customer interview

Search Engine Optimisation

involves optimizing your website to improve its visibility on search engines like Google, aiming to attract more organic trafc. A crucial component of SEO is keyword research, which helps identify the terms and phrases your target audience uses when searching for products, services, or information related to your business.

Keyword Research

1.Google Ads Keyword Planner : Offers keyword suggestions and search volume data, primarily for advertisers. citeturn0search

2.Keyword Explorer : Provides keyword suggestions, search volume estimates, and difculty scores. citeturn0search

3. Semrush : Delivers extensive keyword data, including search volume, trends, and competitive analysis search

4.WordStream's Free Keyword Tool : Helps fnd relevant keywords for both organic and paid search strategies. citeturn0search.

5.Wordtracker : Unveils thousands of proftable long-tail keywords with high search volumes. Here are some content ideas and marketing strategies that can help drive engagement and growth for your brand or business

Content Ideas

1.Educational Content -

**•**Case Studies : Showcase real-world examples of how your products/services have solved specifc problems for customers. •Industry Trends and Insights : Keep your audience updated with the latest trends, news, and innovations in your industry.

2.User-Generated Content -

•Customer Testimonials : Feature positive reviews or video testimonials from customers who have had great experiences.

• Social Media Contests : Encourage your audience to share photos or videos using your product, with a chance to win a prize.

3.Behind-the-Scenes Content -

• Company Culture : Share the daily life at your company, team activities, or employee highlights to build a more personal connection with your audience.

•Product Development Process : Give your audience a sneak peek into how products are made or developed. This can humanize your brand.

4. Seasonal Content -

• Holiday Campaigns : Create themed content around holidays or seasons, offering special discounts, bundles, or limited-time promotions.

5. Interactive Content -

• Quizzes and Surveys : Use quizzes to help customers fnd the perfect product or service, and engage them with interactive content.



SEO Optimization :

Ensure your website, blog, and other content are optimized for search engines, so you can attract organic

Focus on keyword research and creating high-quality, relevant content that answers users' questions

Email Marketing :

Segmentation : Segment your email list based on customer behavior, location, and preferences to personalize your emails.

Automation : Set up automated email campaigns, such as welcome emails, abandoned cart reminders, or re-engagement emails

Infuencer Marketing :

Partner with infuencers in your industry or niche to create authentic content about your brand.

Look for micro-infuencers who have high engagement rates and can reach a targeted audience.



Social Media Marketing :

•Platform-Specifc Content : Customize your content for each social platform (Instagram stories, Twitter threads, LinkedIn articles, etc.) •Hashtags and Trends : Use popular hashtags and trending topics to increase visibility and engagement.

Collaborations : Partner with brands or infuencers to co-create content and expand your reach

Paid Advertising -

•Google Ads : Run targeted ads that focus on high-intent keywords related to your products/services.

•Social Ads : Use Facebook, Instagram, or LinkedIn ads to reach your target audience, with clear CTAs and offers.

Content Creation

Content creation refers to the process of producing original material, such as text, videos, images, and audio, to share with an audience. The goal is to inform, entertain, or engage.

This could include:-

Blog posts : Writing articles to provide value or information

Videos : Creating YouTube videos, tutorials, or short clips for social media.

Podcasts : Producing audio content around a specifc topic.

Social Media Posts : Crafting engaging posts for platforms like Instagram, Twitter, or LinkedIn.

Infographics : Creating visually appealing representations of information.



Content Curation

Content curation is the act of fnding, organizing, and sharing existing content that is relevant and valuable to your audience. Rather than creating original content, it involves curating the best resources from others.

This includes:-

•Sharing Articles : Curating interesting or useful articles from various sources and presenting them to your audience

•Social Media Feed : Gathering posts, videos, or news stories from others in your industry or niche.

•Roundup : Compiling a list of valuable resources, such as tools, guides, or industry news.

Content Creation allows you to build your unique voice, establish authority, and directly connect with your audience.

•Content Curation : helps you stay consistent in posting while providing value without always having to create something from scratch. It also positions you as a knowledgeable fgure who stays updated with industry trends.

