Comprehensive Digital Marketing For
TECH
MAHINDRA

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INTRODUCTION

- Tech Mahindra Limited is an Indian multinational provider of Information Technology[IT],Networking technology solutions and Business support services[BPO]to the Telecommunications industry.
- In 2014,Tech Mahindra acquired Lightbridge Communications Corporation[LCC]the largest independent telecom services company in the world with local presence in over 50 countries.
- As of January 2018,Tech Mahindra is a 349 billion rupees company with over 131,500+employees across 90 countries.
- Tech Mahindra announced its merger with Mahindra Satyam on March 21,2012.
- Tech Mahindra Limited is a specialist in digital transformation, consulting and business re-engineering solutions and is a part of the Mahindra Group.

BRAND STUDY

Tech Mahindra is a multinational technology company that provides IT services, consulting, and business solutions. As a subsidiary of the Mahindra Group, it is recognized for its significant presence across different industries.

MISSION:The mission of Tech Mahindra is:

*Enable customers to achieve their goals through innovative and sustainable solutions
*Foster a culture of innovation, collaboration, and continuous learning
*Bulid long-term relationships with customers, partners, and stakeholders

VISSION:
Their vision is built around three core pillars:
1.Digital Transformation: Helping customers transform their businesses through digital technologies like AI, blockchain, cloud, and IoT.
2.Sustainable Future: Creating a sustainable future through technology, focusing on environmental sustainability, social responsibility.
3.Customer Centricity: Putting customers at the forefront of everything they do, delivering exceptional experiences and value through their services.

COMPETITOR ANALYSIS

WIPRO

Wipro Limited, formerly known as Western India Palm Refined Oil Limited, was founded in 1945 by Mohamed Hasham Premji with a primary focus on vegetable oil production. Over time, Wipro diversified its business interests

- 1960s: Expanded into soap and lighting products
- 1970s: Ventured into the IT sector with software development and services
- 1980s: Established Wipro Infotech, specializing in hardware and software solutions
- 1990s: Went public on Indian stock exchanges and expanded internationally
- 2000s: Acquired companies like Spectramind and Infocrossing

Market Performance of Wipro:

Wipro Limited trades on the Bombay Stock Exchange (BSE) and National Stock Exchange (NSE) in India. Here's a summary of its stock market performance:

- IPO: 1970
- BSE Code: 507685
- NSE Code: WIPRO
- Market Capitalization (as of August 2024): around ₹2.5 trillion (US$30 billion)
- Share Price Range (2020-2024): ₹200 - ₹600 (approximately US$2.50 - US$7.50)

Wipro's stock price has varied over time, influenced by factors like company performance, industry trends, and global economic conditions.

INFOSYS

History of Infosys:

Infosys Limited was established in 1981 by seven engineers, including N.R. Narayana Murty, Nandan Nilekani, S. Gopalakrishnan, S.D. Shibulal, K. Dinesh, Ashok Arora, and Raghavan N.S. Initially, the company's focus was on software development and maintenance. As time passed, Infosys broadened its range of services:

- **1990s:** Emerged as a top IT services provider
- **2000s:** Expanded globally, with offices in the US, Europe, and Asia
- **2010s:** Acquired companies such as Lodestone, Panaya, and Skava

Market Share of Infosys:

Infosys holds a significant market share as one of India's largest IT services companies:

- **Global IT Services Market Share (2022):** 3.4% (Source: Gartner)
- **Indian IT Services Market Share (2022):** 14.6% (Source: NASSCOM)

Market Capitalization (as of August 2024): approximately ₹6.5 trillion (US$80 billion)

COMPETITOR MARKET SHARE

1. TCS :10.4%
2. Infosys: 8.1%
3. Wipro: 5.6%
4. HCL Technologies: 5.4%
5. Tech Mahindra: 5.2%
6. Accenture: 4.8%
7. IBM: 4.5%
8. Cognizant: 4.2%
9. Capgemini: 3.8%

TCS mcap = Tech Mah, Infosys, HCL Tech, Wipro

- 14%
- 11%
- 50%
- 20%
- 5%

Legend: TCS, Tech Mahindra, Infosys, HCL Technologies, Wipro
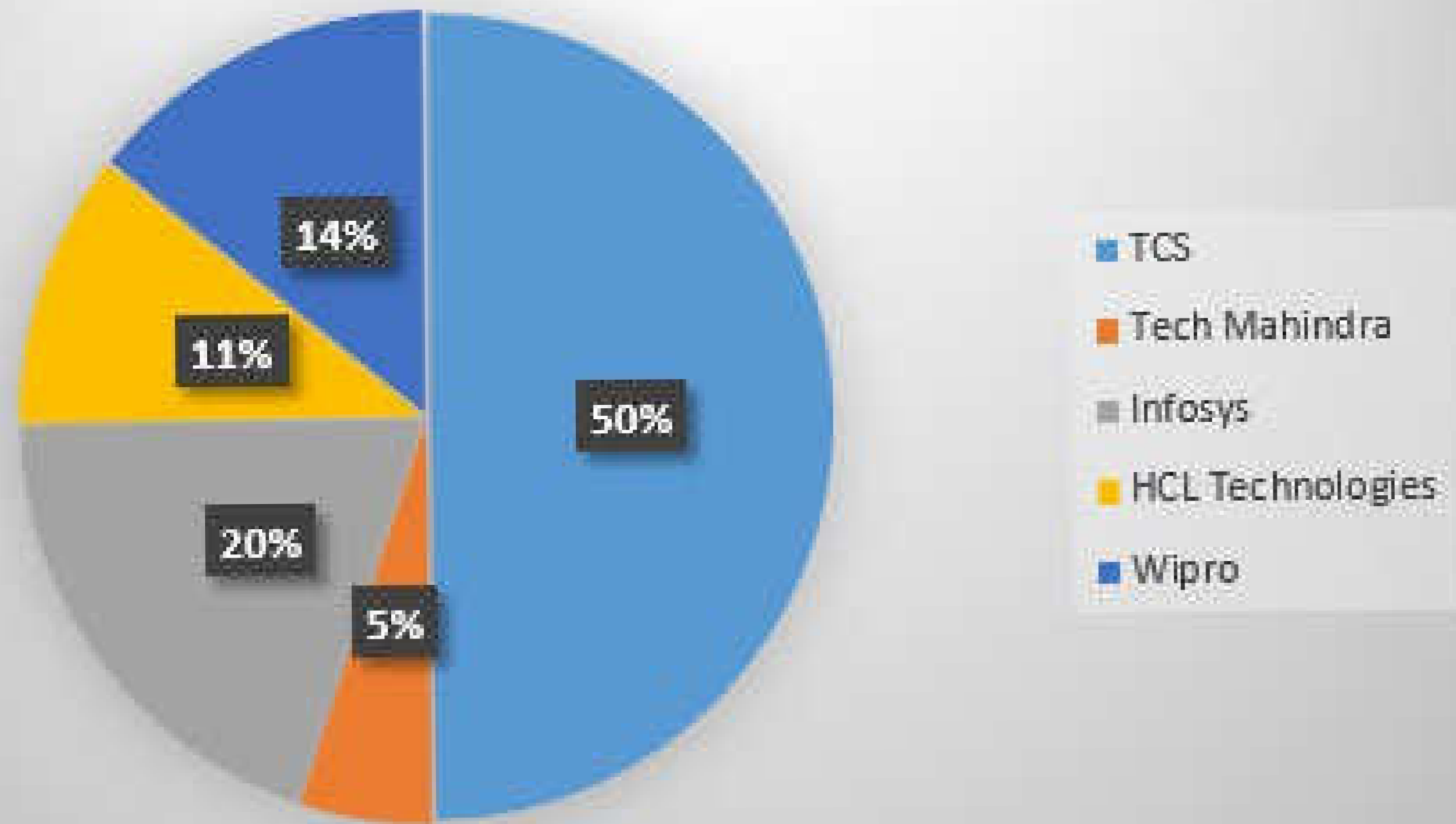
BUYER'S/AUDIENCE'S PERSONA

Primary Audience:

IT Managers: Responsible for selecting and implementing technology solutions.
Procurement Officers: Professionals responsible for sourcing IT services.

Demographics:

Age: 35-55 years
Gender: Predominantly male but increasing female representation.
Location: Global, with a focus on North America, Europe, and Asia-Pacific.
Education: Typically holding advanced degrees in business or technology.

Psychographics:

Goals: Looking for reliable, innovative, and scalable technology solutions that can drive business growth and efficiency.
Preferred Channels: LinkedIn, industry conferences, webinars, whitepapers, and professional forums.

SEO AUDIT

TECHNICAL SEO:

- Website Speed: 55/100 (needs improvement)
- Mobile-Friendliness: Yes
- SSL Encryption: Yes
- XML Sitemap: Yes
- Robots.txt: Yes

ON PAGE SEO:

- Title Tags: Optimized but can be improved
- Meta Descriptions: Optimized but can be improved
- Header Tags: Optimized
- Image Optimization: Can be improved

Technical Audit

P.Cube DIGITAL

On-page / Off-page

Link Building & Development

SEO Audit

Indexability

Competitive Analysis

Keyword Research

Internal Linking

Information Architecture

MARKETING STRATEGIES

1.Digital Marketing:

Tech Mahindra has a strong digital presence and uses digital marketing channels such as search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, and email marketing to reach its target audience.

2.Content Marketing:

Tech Mahindra creates high-quality, informative, and engaging content such as blog posts, whitepapers, case studies, and videos to educate its audience about its services and expertise.

3. Partnerships and Collaborations:

Tech Mahindra partners with other companies, startups, and industry leaders to expand its offerings, improve its services, and increase its reach.

4. Brand Awareness:

Tech Mahindra invests in brand awareness initiatives such as advertising, sponsorships, and public relations to build its brand and establish itself as a leader in the IT services industry.

CONTENT CREATION

1. BLOG POSTS:
- -The Future of Digital Transformation in BFSI"
- - "How AI is Revolutionizing Healthcare"
- - "The Importance of Cybersecurity in the Digital Age"

2. WHITEPAPERS:
- -The Role of Blockchain in Supply Chain Management"
- - "The Impact of IoT on Manufacturing"

3. CASE STUDIES:
- -"Digital Transformation in the BFSI Sector: A Success Story"
- - "How Tech Mahindra Helped a Leading Healthcare Provider Implement AI"

4. VIDEOS:
- - Expert Insights: The Future of Digital Transformation"
- - "Success Stories: How Tech Mahindra Helped a Leading Manufacturer Implement IoT"

CONTENT CURATION

1. INDUSTRY NEWS:

-Curate relevant industry news and updates from reputable source
- Share on social media and via email newsletters

2. RESEARCH REPORTS:

-Curate research reports from reputable sources
- Share on social media and via email newsletters

3. SOCIAL MEDIA:

-Curate and share relevant content on social media platforms
- Engage with audience and respond to comments and queries

4. WEBINARS:

-Curate webinars from industry experts and thought leaders
- Share on social media and via email newsletters

KEYWORD RESEARCH

Primary Keywords:

1. IT services (2,900 searches/month)
2. Digital transformation (1,300 searches/month)
3. Cloud computing (1,000 searches/month)
4. Cybersecurity (820 searches/month)
5. Artificial intelligence (500 searches/month)

Secondary Keywords:

1. IT outsourcing (1,000 searches/month)
2. Digital consulting (500 searches/month)
3. Cloud migration (400 searches/month)
4. Cybersecurity solutions (320 searches/month)
5. AI solutions (210 searches/month)

CONTENT IDEA GENERATION & STRATEGY

Content Strategy:

1. Create high-quality, engaging, and informative content.
2. Utilize multiple formats(blog posts, case studies, whitepapers, infographics).
3. Focus on industry-specific content.
4. Leverage employee thought leadership and expertise.
5. Share customer success stories and testimonials.
6. Utilize social media for content promotion and engagement.
7. Collaborate with influencers and industry partners.
8. Measure and analyze content performance (traffic, engagement).

SOCIAL MEDIA AD CAMPAIGNS

Campaign Objective:
- Increase brand awareness
- Generate leads
- Drive website traffic

Ad Platforms:
- LinkedIn
- Twitter
- Facebook
- Instagram

Ad Creative:
- Image ads with bold headlines and CTAs
- Video ads showcasing company culture and services
- Carousel ads highlighting multiple services or benefits
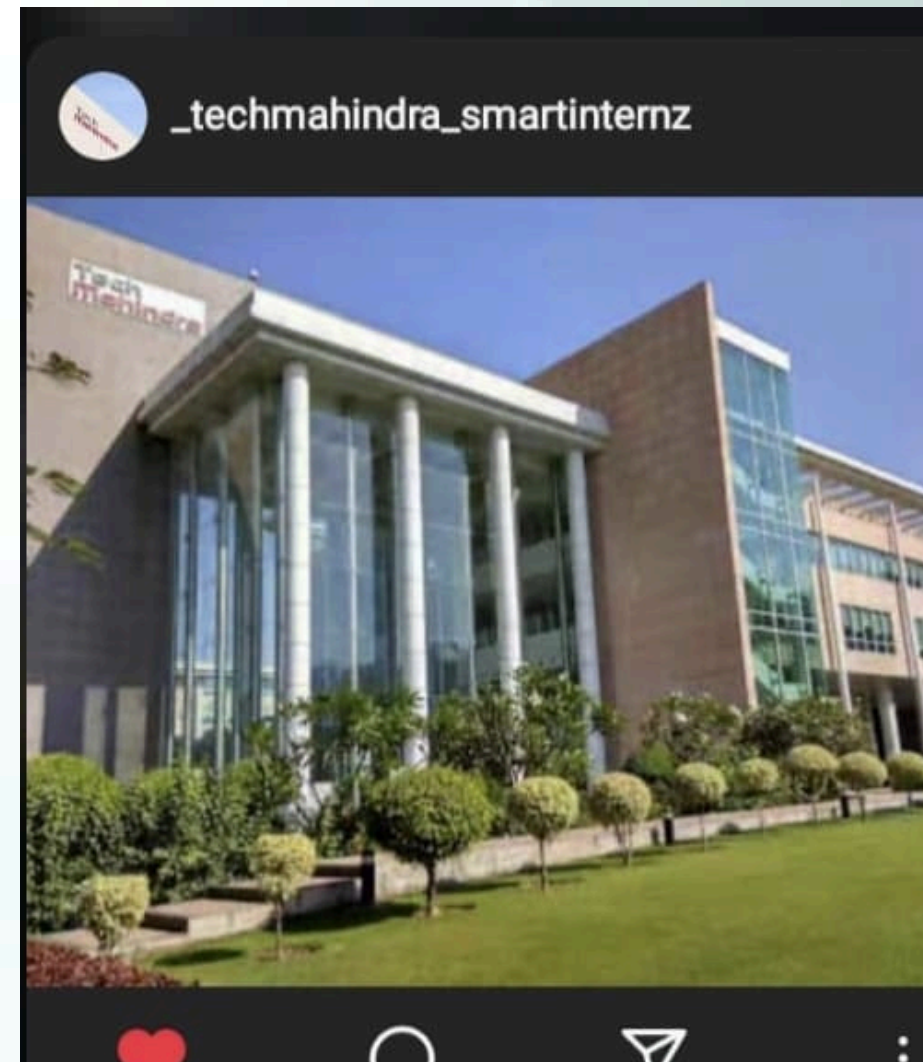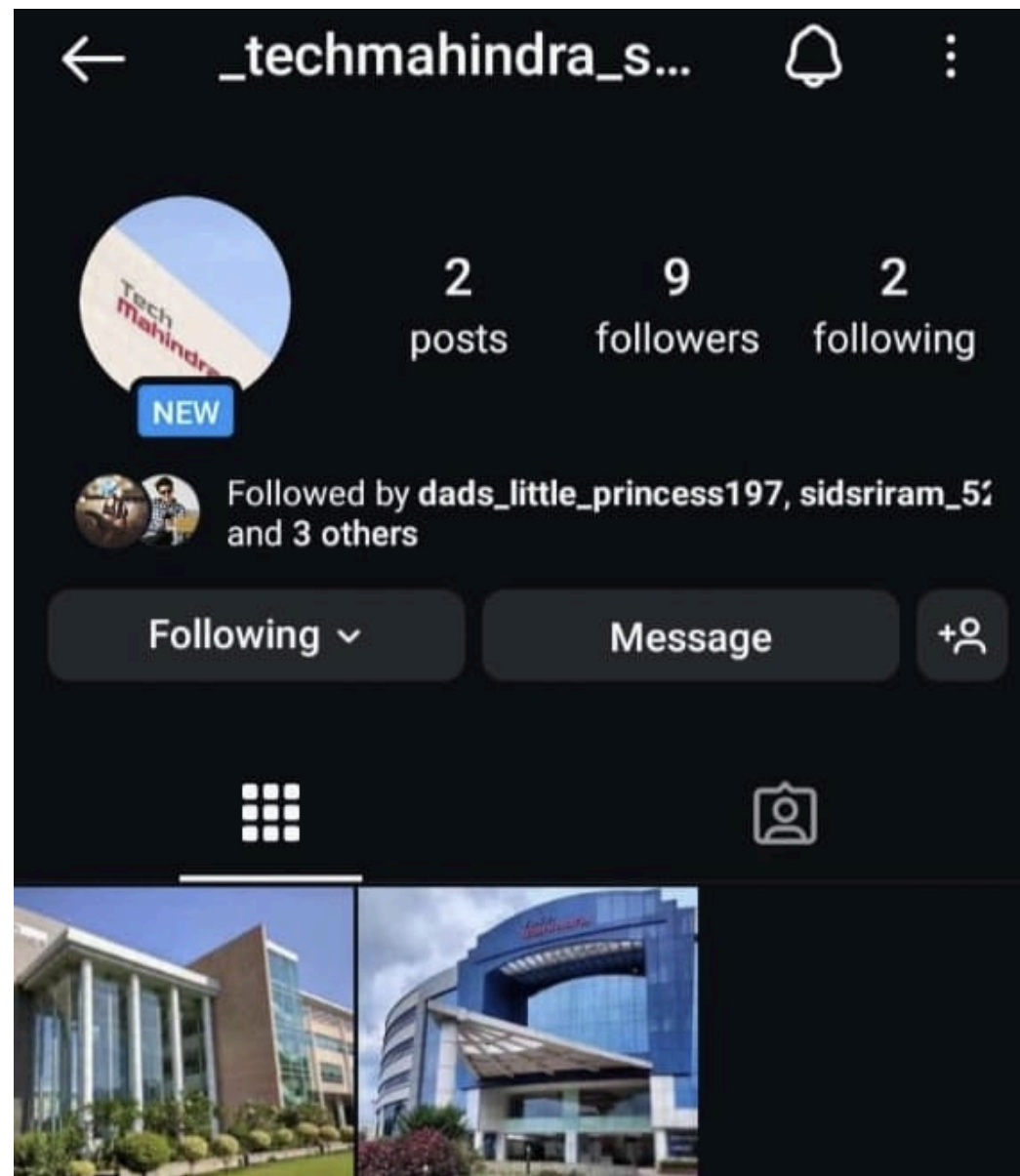
Target Audience:
- Job seekers
- Business decision-makers
- IT professionals

SOCIAL MEDIA MARKETING

Discover How Smartly
It Can Help You

Post Creation

We have created a social media account for advertising for Tech Mahindra.

@_techmahindra_smartinternz

https://drive.google.com/file/d/1SJE9poYb-ham37e1Jlp7LUIyhbEggHi9/view?usp=drivesdk

EMAIL AD CAMPAIGNS

Campaign Objective:

-Nurture leads

-Drive conversions

- Increase brand awareness

Target Audience:

- Customers

- Partners

- Industry professionals

Email Ad Creative:

-HTML emails with clear CTAs

- Plain text emails for personalization

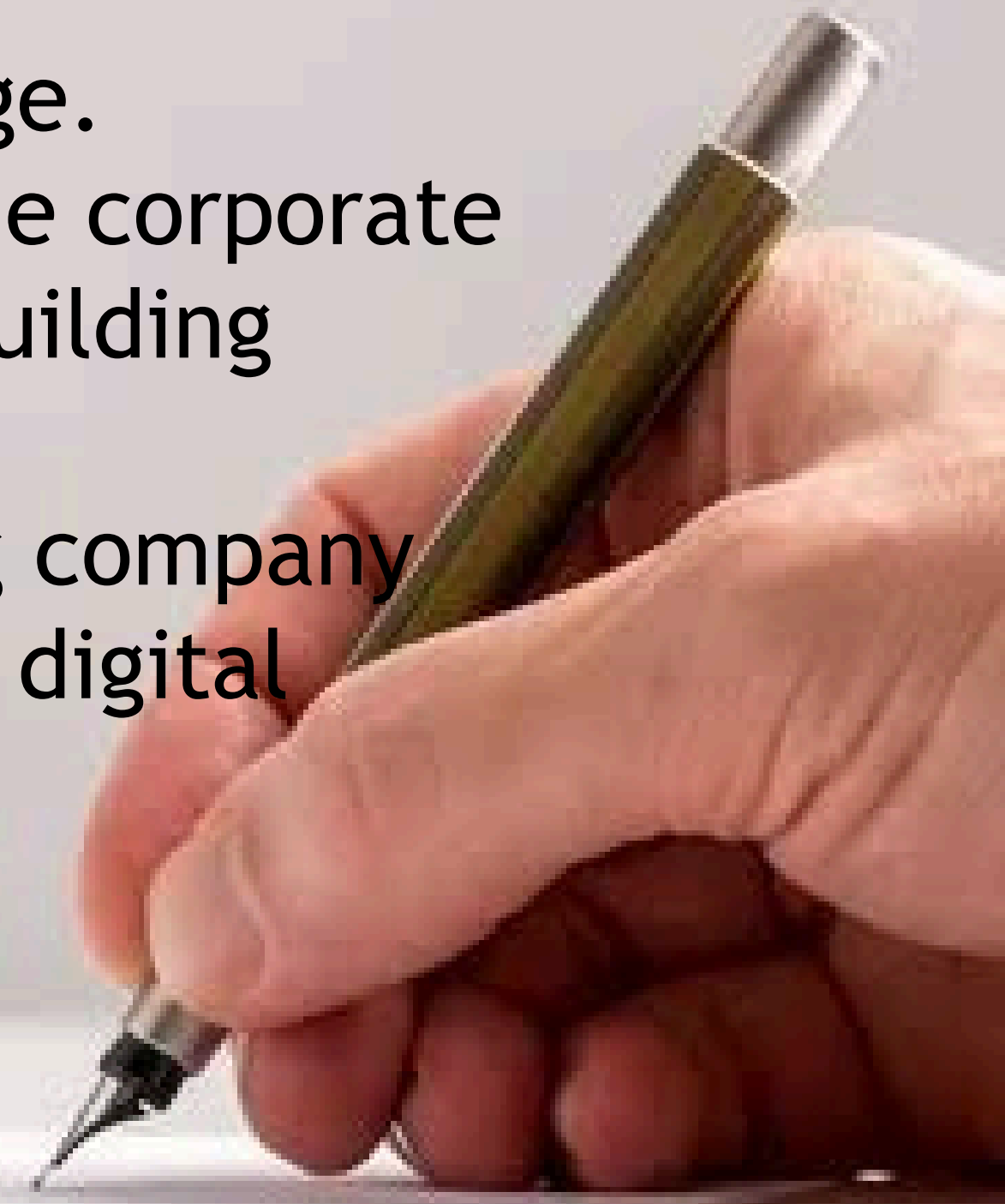- Email newsletters with industry insights and company news

Email Content:

- Industry insights and trends

-Company news and updates

- Service and solution spotlights

CONCLUSION

1. Mahindra tech industry is one of the fastest growing IT sector in India.
2. The employment potential in this industry in huge.
3. Tech Mahindra have an enviable reputation in the corporate world for professionalism, fast track growth and building shareholder equity.
4. Tech Mahindra is a reliable and forward-thinking company that helps businesses navigate the complexities of digital transformation and achieve their goals.

THANK YOU