



**MARUTI
SUZUKI**

MARUTI SUZUKI

COMPREHENSIVE DIGITAL MARKETING FOR MARUTI
SUZUKI INDIAN LIMITED

TEAM MEMBERS

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ABOUT

In 1909, Michio Suzuki - (Japanese founder) opened a business called Suzuki Loom Works in Hamamatsu sizuoka Prefecture, Japan), which in fact provided the path to success as the predecessor of the Suzuki Loom Manufacturing Company founded on March 15, 1920.



BRAND STUDY COMPETITOR ANALYSIS AND BUYER'S/ AUDIENCE'S PERSONA

Research brand identity :

- Maruti Suzuki India Limited (MSIL) is India's largest passenger car manufacturer and a dominant brand in the Indian automobile market. MSIL has been credited with revolutionizing the Indian automobile industry since its inception in 1981 as a joint venture between the Government of India and Suzuki Motor Corporation, Japan. The company's influence extends beyond its vehicles, and it has become an important part of many families' lives. Maruti Suzuki India - Details and Nature of the Business Research Gate An Industry Analysis of Maruti Suzuki India Limited .
- Maruti Suzuki India Limited is the dominant brand in the passenger automobile



COMPETITOR ANALYSIS

- **Tata Motors** Limited, a part of the Tata Group, was established in 1945 by the Tata family, specifically by J.R.D. Tata. The company's motto is "Connecting Aspirations," which reflects its commitment to addressing customer needs and ambitions through innovative automotive solutions and high-quality vehicles.
- By October 2005, LCV sales of Tata Motors had grown by 36.6% to 28,537 units due to the rising demand for Ace
- Tata Motors Limited's sales in the first quarter of 2024-2025 (Q1 FY25) were 229,891 vehicles, which is an increase from 226,245 units in Q1 FY2023-2024
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- **Honda Motor Co., Ltd.** was established by Soichiro Honda and Takeo Fujisawa in 1948. The company's motto is "The Power of Dreams," reflecting its commitment to innovation and the pursuit of excellence.`1
- Revenue in 2024 (TTM): \$141.02 B According to Honda's latest financial reports the company's current revenue (TTM) is \$141.02 B. In 2023 the company made a revenue of \$136.43 B an increase over the revenue in the year 2022 that were of \$123.18 B.
- **Maruti Suzuki** makes use of aggressive advertising and promotion to make sure that their brand stays top-of-mind for potential car buyers. It has a large customer base and is recognized for selling good quality
- Maruti suzuki sold 1,652,653 vehicles with a 13.4% increase in unit

Conclusion:

Maruti Suzuki has better financial position when compared to Tata motors and honda.

- Maruti suzuki – 40.10%
- Honda – 14.30%
- Tata motors – 13.00%

BUYER'S / AUDIENCE'S AND PERSONA

- These buyers often look for reliable, cost-effective, and fuel-efficient vehicles. They prioritize practicality and affordability.
- Young Professionals are interested in stylish, modern cars with good features and tech, but still at a reasonable price.
- First-Time Car Buyers are Individuals or families purchasing their first car often seek ease of maintenance and a strong resale value, which Maruti Suzuki provides.
- Maruti Suzuki targets a diverse audience by offering a range of models that cater to various needs and budgets, with an emphasis on reliability, affordability, and fuel efficiency.

Maruti Suzuki

(Project for SGMT)

Submitted to: Prof. Mohammed Shariq

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SEO AUDIT AND KEY WORD RESEARCH

SEO AUDIT



An SEO audit is an evaluation of a website's search engine optimization to identify strengths, weaknesses, and areas for improvement.

Checking site speed, mobile-friendliness, crawlability, and indexing issues

Evaluating content quality, keyword usage, meta tags, headers, and internal linking.

Analyzing backlinks, domain authority, and overall online reputation

The goal is to enhance search engine rankings, improve user experience, and increase site traffic.

Keyword research for Maruti Suzuki involves identifying and analyzing the search terms potential customers use when looking for information about their vehicles.

Keywords related to individual car models, such as "Maruti Suzuki Swift review" or "Maruti Suzuki Alto specifications."

Terms like "Maruti Suzuki price list," "Maruti Suzuki offers," or "Maruti Suzuki discount

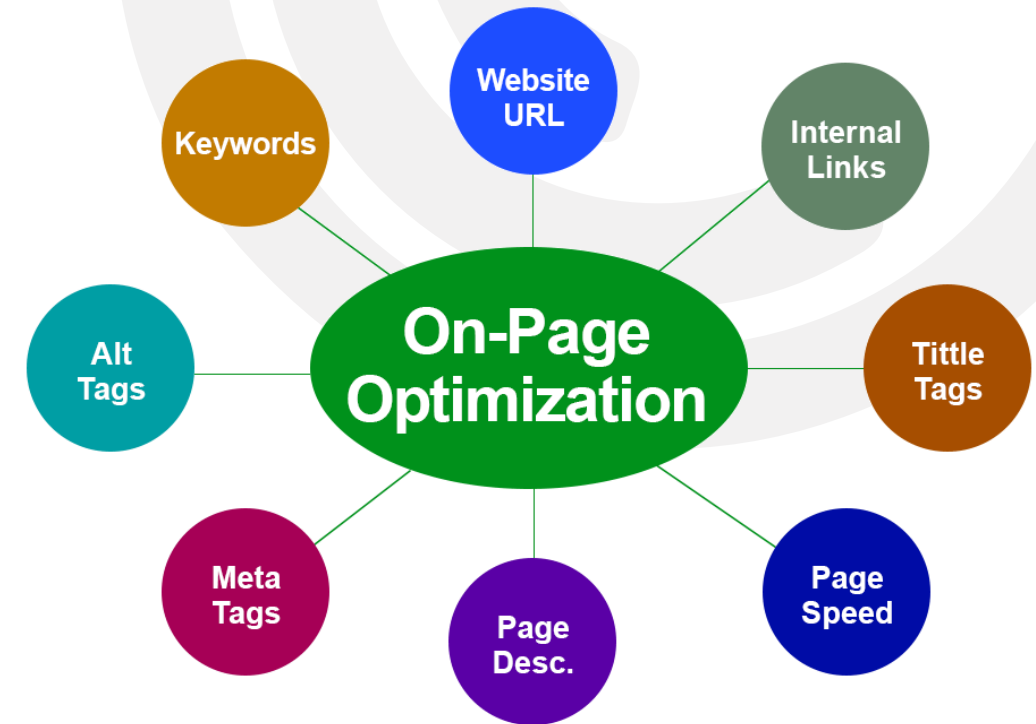
Effective keyword research helps Maruti Suzuki tailor



KEYWORD RESEARCH

ON-PAGE OPTIMIZATION

- Maruti Suzuki is a leading automobile manufacturer in India, known for its reliability and affordability. Positive thoughts about the company often highlight it.
- The company continually adapts and introduces new technologies and models to meet evolving consumer needs.
- Maruti Suzuki cars are generally well-regarded for their durability and low maintenance costs.
- They offer a broad spectrum of vehicles, from budget-friendly options to more premium models.
- Maruti Suzuki has an extensive service network, providing accessible and efficient support across India.
- The company plays a significant role in the Indian economy, contributing to employment and manufacturing growth.



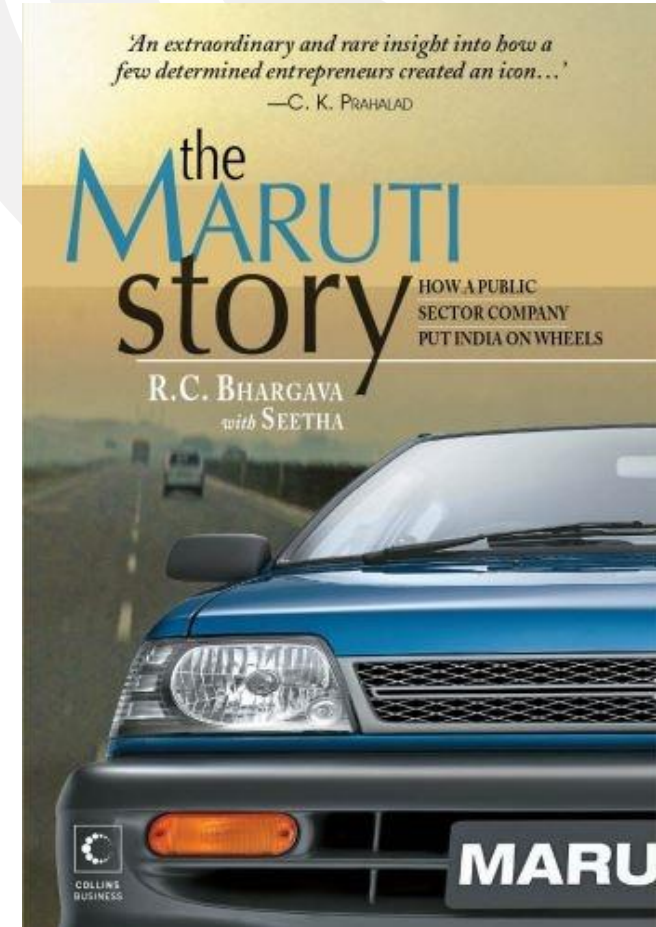
CONTENT IDEA AND MARKETING STRATEGY

Content ideas:

- Creating content that addresses common customer concerns and interests, such as vehicle maintenance tips, fuel efficiency advice, and safety features.
- Regularly updating content about new models, special offers, and dealership promotions to keep potential customers informed.
- The strategy focuses on creating valuable, relevant, and engaging content to build brand awareness, drive traffic, and foster customer loyalty.

Marketing strategy:

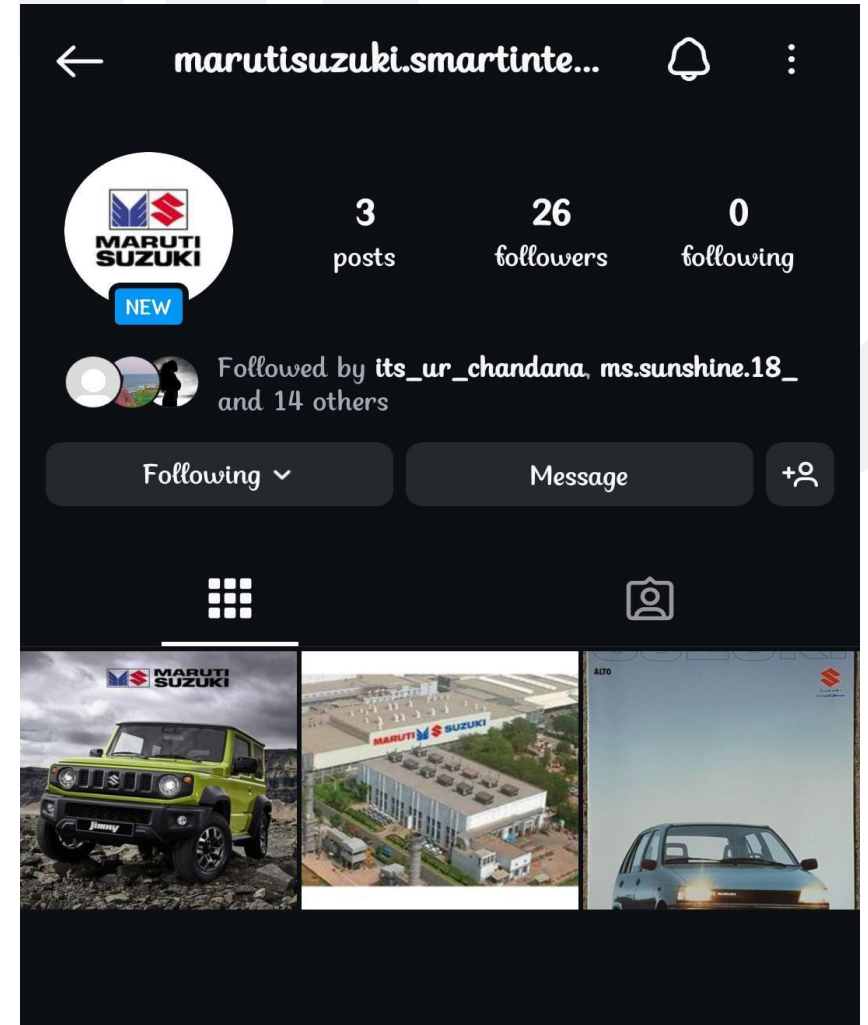
- They offer a broad portfolio of vehicles catering to different segments, from budget to premium models, appealing to a diverse customer base.
- They have an extensive network of dealerships across India, ensuring easy access to their vehicles and services.
- They focus on understanding and meeting local preferences and needs, including offering cars that suit Indian driving conditions.



CONTENT CREATION AND CURATION

Post creation:

- Post creation for Maruti Suzuki involves crafting engaging content for social media, blogs, and digital platforms to promote their cars, offers, and brand.
- The posts maintain consistent branding, are tailored to each platform (e.g., Instagram for visuals, YouTube for videos), and are strategically timed to maximize audience engagement and drive conversions.



CONTENT CREATION AND CURATION

Video editing:

- Maruti Suzuki, one of India's leading automotive manufacturers, uses design and video editing to showcase its vehicles and brand image.
- Video editing plays a key role in their marketing campaigns, focusing on dynamic shots of vehicles, highlighting features, and creating engaging, high-energy content that appeals to a broad audience.
- <https://drive.google.com/file/d/1RsRZazskvM8XNbRWo1bq2qrxZbe-kohL/view?usp=drivesdk>



AD CAMPAIGNS

SOCIAL MEDIA AD CAMPAIGNS

Maruti Suzuki's social media ad campaigns focus on creating engaging content that resonates with a wide audience across platforms like Facebook, Instagram, and Twitter.

These campaigns often showcase new car models, promotions, and brand stories through visually striking images, videos, and interactive content such as polls or contests.

They utilize targeted advertising to reach specific demographics, leveraging platform analytics to optimize performance.



Maruti Suzuki's email ad campaigns are designed to engage potential customers and retain existing ones by delivering personalized and relevant content.

These campaigns typically feature new vehicle launches, special offers, and service reminders.

They also incorporate strong calls-to-action (CTAs) encouraging recipients to book test drives, visit showrooms, or explore specific models online, aiming to drive conversions and maintain brand loyalty.



EMAIL AD CAMPAIGNS



THANK YOU!

