

COMPREHENSIVE DIGITAL MARKETING PROJECT WORK ON



A background collage of various tech accessories including earbuds, a charging case, a smartwatch, a fitness tracker, a USB cable, and a smartphone, all arranged around the central text.

TEAM DETAILS

COLLEGE :- Dr. LANKAPALLI BULLAYYA COLLEGE

TEAM LEAD :- NEELAPU MOHAN

TEAM MEMBERS :- K.HEMANT RAO

KUNAL PATEL

BEHARA LAVANYA

TEAM ID :-LTVIP2025TMID24161

ABOUT OUR PROJECT

- COMPANY/TOPIC FOR PROJECT :- NOISE

- BRAND LOGO :-  **noise**

- BRAND COLOUR :- BLACK AND WHITE
- BRAND TAGLINE :- “AS WE SEEK WE FIND, AS WE EXPLORE WE DISCOVER”
- BRAND’S WEBSITE :- <https://www.gonoise.com/>

BRAND STUDY OF NOISE



About the Logo of NOISE :-

- The Noise logo is a celebration of the Brand's progress and innovative approach.
- It is a great symbol of a powerful company with a bright future and values of its heritage.
- The Icon and the Name tells about Smart Wearables & Hearables.
- The Modern Abstract Representation of the letter.

BRAND STUDY OF NOISE



About the Mission of NOISE :-

- The Company aspires to deliver the best and the most cost-effective products & solutions empowered by superior technologies.
- The Company, is committed to give their best and Achieve the Highest Standards in Performance, Quality, Systems, Care and Relationships. And then we want to beat these High Standards and go further because anything that can be done can be done better.”
- The Company is committed in ensuring value for money products by developing high-quality, environment-friendly and efficient solutions that fulfil the diverse needs of customers.

BRAND STUDY OF NOISE



About the Vision of NOISE :-

- The Company aspires to deliver the best and the most cost-effective products & solutions empowered by superior technologies.
- Noise is Renewing its focus on Smart Wearables & Hearables. (Wireless Headphones with Advanced Features)
- We aim to be the biggest player in the Indian Market, a Household name with young, high tech Indian consumers and a brand Indians are proud of.

BRAND STUDY OF NOISE

About the USP of Noise :-

(Unique Selling Points) for Noise:

- **Stylish and Trendy Products:** Noise offers fashionable and trendy products that appeal to young and style-conscious consumers.
- **Affordable Prices:** Noise provides high-quality products at affordable prices, making them accessible to a wider audience.
- **Wide Range of Products:** Noise offers a diverse range of products, including earbuds, headphones, speakers, and more.
- **Advanced Technology:** Noise incorporates advanced technology into its products, such as wireless connectivity, long battery life, and crystal-clear sound.
- **Durable and Long-Lasting:** Noise products are built to last, with durable materials and robust construction.

COMPETITOR ANALYSIS OF NOISE



About the other Competitors with Noise :-

Noise faces competition from both domestic and international brands in the wearable technology and consumer electronics sectors. Notable competitors include:

- 1. boAt**
- 2. Fire Bolt**
- 3. Portronics**
- 4. Mivi**
- 5. Pebble**
- 6. Xiaomi**

BUYERS PERSONA

Buyers persona :-

- A buyer persona also called a user persona, marketing persona, or audience persona is a fictional profile of your ideal customer based on market and audience research.
- In other words, it's an imaginary person that embodies the most important characteristics found within your broad audience.
- Just like a real living and breathing customer, a buyer persona should have a demographic and psychographic profile, behavior trends, values, desires, pin points, and affiliations.

BUYERS PERSONA

Buyers persona :-

Demographics:-

- Age: 18-35 years old
- Gender: Male and Female
- Income: Middle to upper-middle class
- Occupation: Students, Working Professionals, Entrepreneurs
- Education: College-educated or higher

Psychographics:-

- Values: Style, Quality, Durability, Affordability
- Interests: Music, Gaming, Fitness, Travel, Social Media
- Personality: Tech-savvy, Fashion-conscious, Active, Social
- Goals: Stay connected, Enjoy music, Stay fit, Look stylish
- Challenges: Finding affordable yet quality products, Staying up-to-date with latest technology

BUYERS PERSONA

Target Audience :-

Noise sells smartwatches, earbuds, and accessories that appeal to different types of people. Here's a simple breakdown of their ideal customers:

1. The Young Professional (22-30 years old) : Works in IT, marketing, or corporate jobs.

Lives in big cities like Delhi, Mumbai, and Bangalore. Loves smart gadgets that help with work and daily life. Shops online and follows tech influencers before buying. Wants stylish, affordable, and feature-packed wearables.

2. The Fitness Enthusiast (25-35 years old) : Passionate about health and workouts. Uses smartwatches to track steps, workouts, and sleep. Needs long battery life and accurate health features. Buys fitness gadgets after checking reviews on Instagram & YouTube.

3. The College Student (18-24 years old) : Limited budget but wants trendy gadgets. Uses earbuds for music, gaming, and online classes. Buys during sales and loves discounts & cashback offers. Follows social media trends and YouTube unboxings.

ELECTRONIC GADGETS OF NOISE



SEO AUDIT

- **Page Speed:** 54/100 (GoNoise's website takes around 3.5 seconds to load, which can be improved for better user experience and search engine rankings.)
- **Mobile Responsiveness:** (GoNoise's website is mobile-friendly, but there's room for improvement in terms of layout and content optimization for smaller screens.)
- **Title Tag Optimization:** 6/10 (Most title tags are descriptive, but some are too long or missing, which can impact search engine rankings and click-through rates.)
- **Meta Description Optimization:** 5/10 (Some meta descriptions are missing, too short, or too long, which can negatively impact search engine rankings and click-through rates.)
- **Header Tag Optimization:** 7/10 (Header tags are mostly organized, but some subheadings are missing or not properly formatted, which can impact content readability and SEO.)

BACKLINK PROFILE



As of March 2025, gonoise.com's Domain Rating is 66, reflecting an increase of 1 point since the previous month. gonoise.com is linked by 2.3K websites, indicating an increase of 464 referring sites from the previous month.

Domain Rating

66₊₁

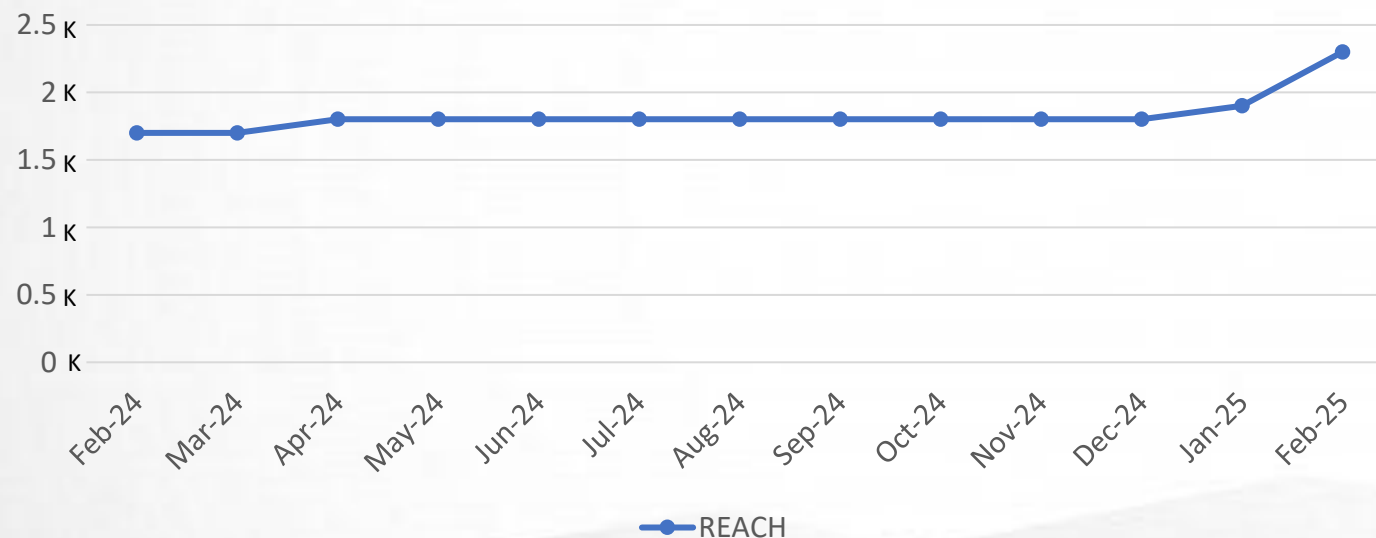


Linking websites

2.3K₊₄₆₄

BACKLINK REACH :

LINKING WEBSITE REACH



MONTHS	REACH
FEB 2024	1.7K
MAR 2024	1.7K
APR 2024	1.8K
MAY 2024	1.8K
JUN 2024	1.8K
JUL 2024	1.8K
AUG 2024	1.8K
SEP 2024	1.8K
OCT 2024	1.8K
NOV 2024	1.8K
DEC 2024	1.8K
JAN 2025	1.9K
FEB 2025	2.3K

KEYWORD RESEARCH



- **TO INCREASE WEBSITE TRAFFIC:-**

As keyword research helps us know which key words are used by target customer mostly, by this we can improve our website traffic.

- **TO IMPROVE ORGANIC SEARCH RANKING:-**

By Keyword Research we can know which key words are performing best, which high search volume and lower competition, so that we can optimize our website with those key words to improve organic search ranking.

- **TO REACH OUT MORE AUDIENCE:-**

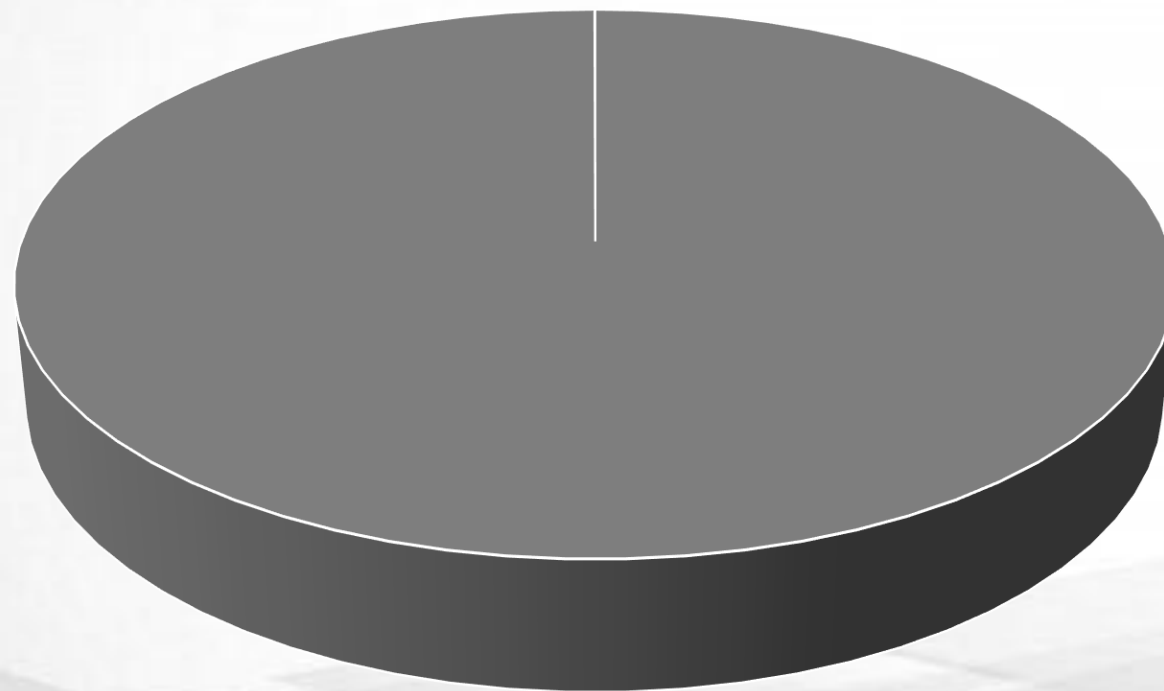
Keyword research helps us to find out which keys are good to target our prospective customers and so that we can use those keywords in our website's content

KEYWORD RESEARCH & IDEAS



Keyword	Volume	CPC	PD	SD
gonoise	18,100	₹40.95	98	66
Noise	3,01,000	₹101.51	94	89
Noise Smart Watch	3,01,000	₹12.63	100	73
Noise Watch	1,35,000	₹12.20	100	78
Noise Cancelling Earbuds	40,500	₹5.60	100	56
Noise Headphone	33,100	₹3.92	100	53
Noise Service	18,100	₹1.31	5	42
Noise Neckband	9,900	₹3.49	99	50

ORGANIC & PAID TRAFFIC



ORGANIC
962,683

PAID
294

■ ORGANIC ■ PAID
99.97% 0.03%

ORGANIC TRAFFIC



Organic traffic of gonoise.com :-

Organic traffic :-

1.7M

Traffic value:-

\$42.9K

Top countries :-

INDIA	99%
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UNITED STATES	0%
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BANGLADESH	0%
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CANADA	0%
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UNITED ARAB EMIRATES	0%
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Top keywords India	Position	volume
Noise smart watch	1	315K
noise	1	471K
Noise smart watches	1	2.6K
gonoise	1	41K
Smart watch	5	609K

ON PAGE OPTIMIZATION

The on-page SEO of **GoNoise.com**, India's leading smart wearable brand, reveals several strengths :

- **Meta Titles and Descriptions:** The website employs clear and concise meta titles and descriptions, effectively highlighting its product range and brand identity.
- **Content Structure:** Product categories are well-organized, making navigation intuitive. For instance, the main menu categorizes products into "Smart Watch," "Audio," "Accessories," and more, facilitating user access to desired items.
- **Internal Linking:** There's a robust internal linking strategy, with cross-links between related products and categories, enhancing user experience and aiding search engine crawling.

CONTENT IDEAS & STRATEGIES



Content Ideas :-

1. Blog & Website Content (SEO Boost) : GoNoise can create helpful blog posts that attract Google searches.

- Buying Guides – “Best Noise Smartwatches for Fitness”.
- How-To Articles – “How to Fix Common Noise Earbuds Issues”.
- Trending Tech – “The Future of Smartwatches in 2025”.

This helps more people discover Noise products through search engines.

2. Social Media Engagement : Noise should post engaging content to keep followers interested.

- User-Generated Content – Share customer stories using #NoiseTribe.
- Short Reels & Videos – Unboxing, feature highlights, and comparisons.
- Polls & Giveaways – Encourage engagement with fun contests.

This increases brand awareness and community engagement.

CONTENT IDEAS & STRATEGIES



3. YouTube & Video SEO : Videos rank well on Google and attract potential buyers.

- Product Reviews & Comparisons – Help users choose the right product.
- Tips & Tricks – Show users how to maximize product features.
- Influencer Collaborations – Partner with tech & fitness creators.

More video content means higher visibility in search results.

4. Local SEO & E-Commerce Optimization : Noise should optimize its product pages for better rankings.

- Use High-Search Keywords – Like “best smartwatches under ₹5000”.
- Optimize for Google Shopping & Amazon – Improve product discoverability
- Add FAQs & Reviews – Increase trust and boost search rankings.

This makes it easier for potential customers to find and buy Noise products.

CONTENT IDEAS & STRATEGIES



Marketing Strategies for GoNoise :-

GoNoise can use a mix of digital marketing, influencer collaborations, and customer engagement to boost brand awareness and sales. Here's a solid marketing plan:

1. Social Media Marketing: GoNoise should focus on Instagram, YouTube, and Twitter to reach tech lovers and fitness enthusiasts.

- Engaging Content – Post product demos, fitness challenges, and lifestyle content.
- Reels & Shorts – Quick product comparisons, unboxings, and feature highlights.
- User-Generated Content (UGC) – Feature customer experiences using #NoiseTribe.
- Giveaways & Contests – Boost engagement with free product campaigns

2. Influencer & Affiliate Marketing : GoNoise can collaborate with tech influencers, fitness trainers, and lifestyle bloggers.

- Tech YouTubers & Gadget Reviewers – Create detailed product reviews
- Fitness & Wellness Influencers – Promote smartwatches for health tracking.
- Affiliate Programs – Partner with bloggers and influencers to drive sales.

CONTENT IDEAS & STRATEGIES



3. **SEO & Content Marketing** : Optimizing content for Google search will drive organic traffic.
 - Blog Articles – Write about “Best Smartwatches for Fitness,” “Noise vs Other Brands”.
 - How-To Guides – Tutorials like “How to Fix Noise Earbuds” for search rankings.
 - YouTube SEO – Optimize titles & descriptions with trending keywords.

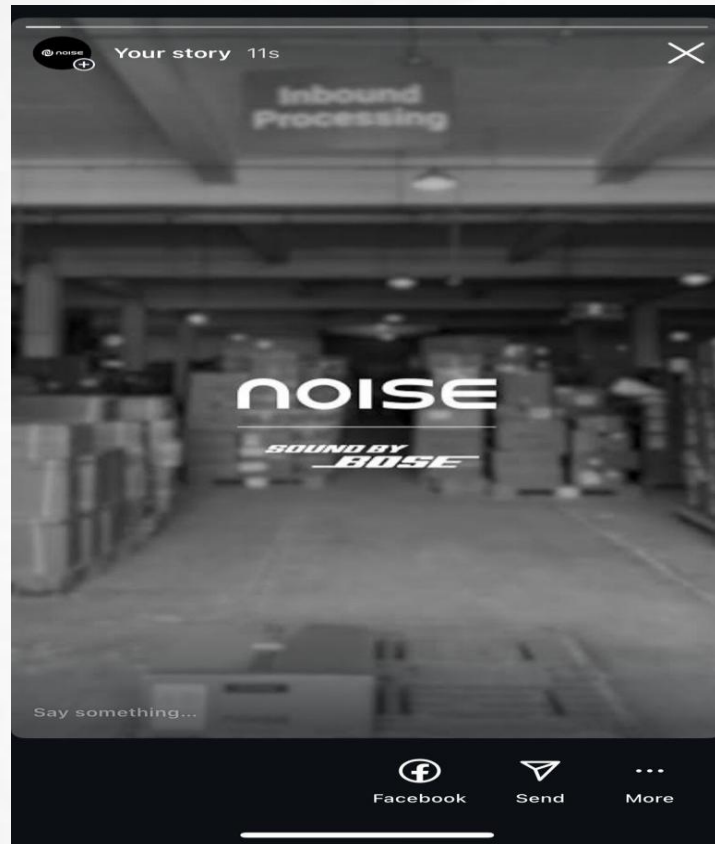
4. **Performance Marketing (Paid Ads)** : Running targeted ads on Google, Instagram, and Facebook can boost sales.
 - Google Ads – Target users searching for “best budget smartwatches”.
 - Instagram & Facebook Ads – Run carousel ads with product highlights.
 - Retargeting Campaigns – Show ads to users who visited the website but didn’t buy.

**MONTHLY
CONTENT PLAN
SOCIAL MEDIA**



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK -1	Social media focus on digital presence Ex-Instagram, Facebook.	Strengthen/kick start your social media strategy to increase reach.	Product spotlight.	Live question & answers.	Poll or Quiz.
WEEK -2	Introduction to reels.	Video tutorial and creating interactive content.	Video.	Customer view.	Customer's Questions & Answers.
WEEK -3	Podcast.	Live question & answers.	Before & After.	Infographic.	Short Quiz.
WEEK -4	Community Spotlight.	Sharing a blog post.	Interactive poll.	Thankful Thursday.	Educational Video.

POST & STORY CREATION



https://www.instagram.com/stories/noise_123r/3585008482652639013?igsh=cnloMmR2d2ZmejVt



https://www.instagram.com/p/DG_YrJTQE4/?igsh=MTR3dnJpNnY2ZHNlcQ==

VIDEO CREATION



VIDEO CREATION :-

https://www.instagram.com/reel/DG_D2QBTyZO/?igsh=dms3YzlwMnJweHZv

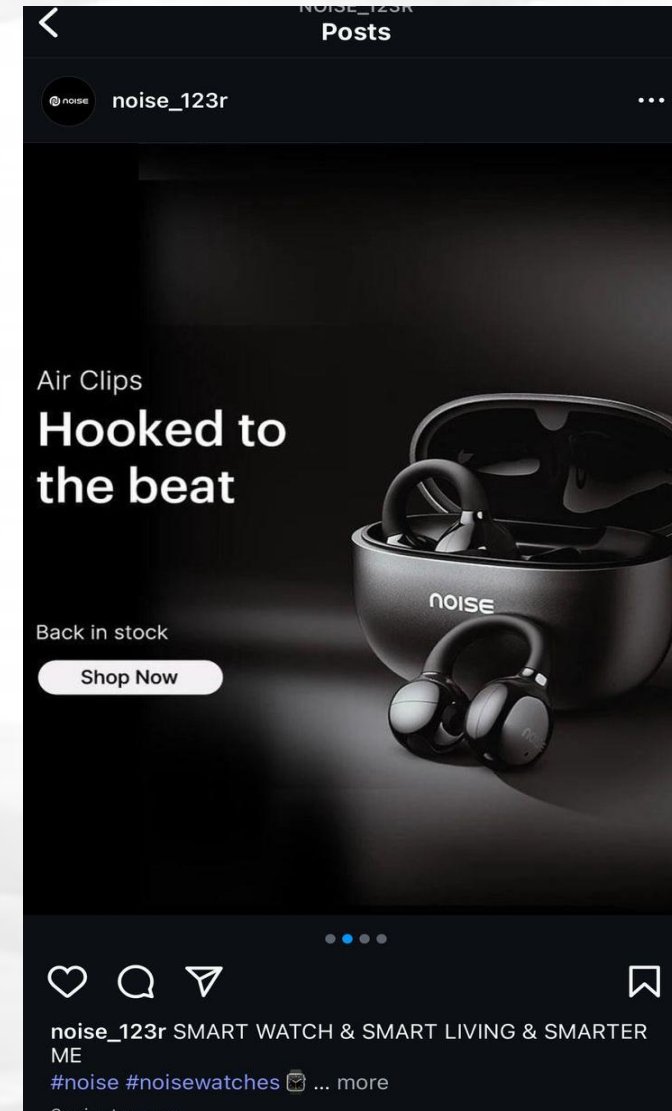


CONTENT CREATION & CURATION



SOCIAL MEDIA AD CAMPAIGN:-

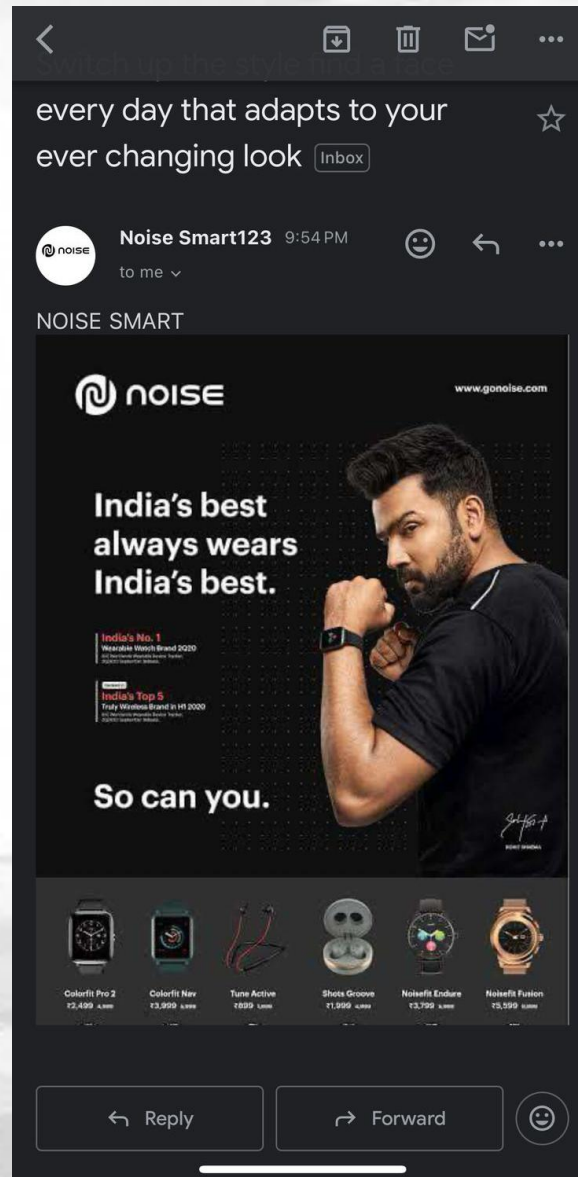
https://www.instagram.com/p/DG_A1hgTtIZ/?img_index=1&igsh=MWxvazgxNXZzMDdvZg==



EMAIL AD-CAMPAIGN



Email Ad-Campaign :-



SOCIAL MEDIA AD CAMPAIGN

Social media networks have become powerful platforms for advertising, Here are some key insights from Research:

Effectives Assessment Factors:

Researchers identify various factors that influence the effectiveness of advertising campaigns on social media networks.

The '**Noise of India**' campaign by the brand celebrates various cultural moments across the nation. It aims to honor the diverse tapestry of cultures, traditions, and emotions in India.

SOCIAL MEDIA AD CAMPAIGN



Benefits of Social Media Advertising:-

- 1. Brand Awareness :** Spread the word about your brand, products, and services.
- 2. Website Traffic :** Drive more traffic to your website by sharing snippets of articles or using calls-to-action.
- 3. Sales and Revenue :** Experiment with promotional techniques to generate revenue.

Email Marketing

- It involves sending emails to current and potential customers to achieve goals like brand awareness, engagement, lead nurturing, and sales.
- Over 4 billion email users worldwide make it an essential channel.
- In 2022, the average ROI of email marketing was \$36 for every \$1 spent by them

Email Marketing



Benefits of Email Marketing:-

1. Brand Awareness : Share valuable content aligned with your brand identity.
2. Generate Website Traffic : Drive traffic by sharing article snippets or using CTAs.
3. Drive Sales and Revenue : Promote products, offer discounts, and use upselling techniques, Boost Other Channels Integrate email with social media, landing pages, and blogs.

Lesson Learned

1. **Consistency is Key:** Consistency in content creation helps to establish brand recognition and build a loyal audience. Maintaining a consistent brand voice, visual identity, and posting schedule creates a cohesive brand experience for the audience.
2. **Quality Over Quantity:** While it's important to consistently create content, focusing on quality should take precedence over quantity. Well-produced and thoughtful content tends to have a more significant impact and can lead to higher engagement and brand loyalty.
3. **Building relationships and Collaborations:** Collaboration with influencers, partners, or customers can provide fresh perspectives and expand the reach of the brand's content. Collaborations help tap into new audiences, increase brand credibility, and drive engagement.