COMPREHENSIVE DIGITAL MARKETING FOR WIPRO

Project Name: WIPRO

College Name: GDC for women Srikakulam

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Introduction:

- Wipro Limited (formerly Western India Products Limited) is an IT services and consulting company headquartered in Karnataka, India.

- As of 2012, Wipro is the second largest IT services company by turnover in India, employing about 120,000 people worldwide as of December 2011.

- Provides outsourced research and development, infrastructure outsourcing, business process outsourcing (BPO) and business consulting services.

Research Brand: WIPRO

- Mission/Values : The Spirit of Wipro is the core of Wipro. These are our Values. It is about who we are.

- Be passionate about client's success.

- Be global and responsible.

- Treat each person with respect.

- Unyielding integrity in everything we do.

Unique Selling Proposition (USP):

- Wipro's unique proposition is its focus on creating value for clients through a combination of technology, process, and domain expertise, and its commitment to sustainability and social responsibility.

UNIQUE SELLING PROPOSITION

What your customers want

What your biz does well
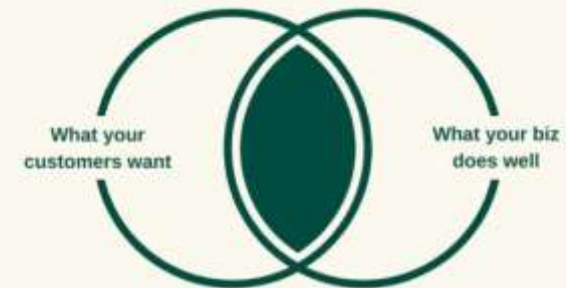
Analyse Brand Tone And Identity:

- Wipro's brand tone and identity can be described as Professional, innovative and reliable.

- The styling of the brand mark gives it a sense of fluidity, resourcefulness, optimism and a connect world.

- The individual elements in the logo represent ideas, insights, technologies, industries and geographies.

Smart Goals And Kpi's Of Wipro:

- Goal: Increase Revenue Growth

- KPI: Percentage increase in quarterly/yearly revenue compared to the previous period.

- Goal: Enhance Customer Satisfaction

- KPI: Net Promoter Score (NPS) indicating the likelihood of customers to recommend Wipro's services.

- Goal: Improve Employee Engagement

- KPI: Employee satisfaction survey results, measuring factors like job satisfaction, work-life balance, and overall engagement.

- Goal: Expand Market Presence

- KPI: Number of new clients acquired, as well as the percentage increase in market share in targeted regions or industries.

Buyer Audience Persona Of Wipro:

- Wipro Limited is also known as Western Indian Products Limited which is a global service provider delivering information technology and business services. It was founded by Mohamed Premji in 1945. The company's headquarters are located in Bangalore, India.

- Wipro's buyer's audience persona includes IT professionals, business leaders, and decision-makers in various industries. They value innovation, quality, and reliable technology solutions. Wipro focuses on understanding their needs and providing tailored solutions to meet their specific requirements.

Competitor Analysis:

- Wipro faces competition from several major players in the IT industry, including TCS ,Infosys, HCL technologies.

Competitor-1 TCS

- USP : TCS's unique selling proposition lies in its extensive expertise in digital transformation, innovation, and its ability to provide end-to-end solutions tailored to specific industry needs.

- Online Communication: TCS, or Tata Consultancy Services, likely maintains a professional tone in their online communication, reflecting their corporate image and values. Their messaging is likely clear, concise, and focused on delivering information effectively to their audience.

SWOT Analysis Of TCS:

Strengths:

Strong Market Presence: TCS is one of the largest IT services companies globally, with a significant market share.

Diverse Portfolio: It offers a wide range of IT services including consulting, application development, infrastructure services, and more.

Global Delivery Model: TCS has a well-established global delivery model, enabling it to deliver services efficiently across the world.

Weaknesses:

Dependency on Outsourcing: TCS heavily relies on outsourcing contracts, making it vulnerable to economic fluctuations and changes in outsourcing trends.

Margin Pressure: Intense competition in the IT services industry puts pressure on margins, affecting profitability.

Limited Product Offerings: Compared to some competitors, TCS has fewer proprietary products, potentially limiting revenue streams

SWOT Analysis:

Opportunities:

- Digital Transformation: Growing demand for digital services presents opportunities for TCS to expand its offerings in areas like cloud computing, AI, and cybersecurity.

- Emerging Markets: TCS can further penetrate emerging markets where there is increasing demand for IT services.

- Strategic Partnerships: Forming strategic partnerships with technology companies can enhance TCS's capabilities and market reach.

Threats:

- Competition: Intense competition from both established players and emerging startups poses a threat to TCS's market share and profitability.

- Technological Disruption: Rapid technological advancements could make existing services obsolete and require TCS to continuously invest in innovation.

- Regulatory Changes: Changes in regulations related to data privacy, cybersecurity, and outsourcing could impact TCS's operations and increase compliance costs.

Competitor -2 : Infosys

USP: Infosys is global leader in next generation digital services and

consulting .we enable clients in more than 56 countries to navigate

their digital transformation with over four decades of experience in

managing the system and workings of global enterprises, we

expertly steer clients, in more than 56 countries ,as they navigate

Their digital transformation powered by cloud and AI.

Online communication: Infosys store communication solution

is a unified platform to allow organization provide seamless

experience for their employees while they are in store.

SWOT Analysis Of Infosys

Strengths :

strong financial growth : Infosys had tremendous growth in

the past few years, achieving a 5-year CAGR of 28% in revenue.

 light balance sheet: Infosys is the largest public company with

zero debt on it's books.

Weaknesses:

•Controversies : Infosys has been involved in several controvies.

 •Management/ ownership changes : Infosys has been plagued

by wrangles in its top leadership.

 •Over reliance on a few clients: Infosys has an over-concentrated

client base which leaves it in a vulnerable position.

SWOT:

Opportunities:

increasing demand for cloud based solutions: major organizations are increasingly turning to cloud computing to help streamline their operations.

Expansions and acquisitions: The size Infosys gives it an advantage in acquiring smaller competitors and expanding its business landscape.

Threats:

Higher interest rate environment: Infosys growth prospects could be dimmed by fed rate hikes in 2022, which are likely to see potential clients decrease their CapEx investments.

Raising wages: wage hikes and increased travel costs have been eating into the profits of India's three tech giants- TCS , Infosys and Wipro

Competitor-3: Hcl Technologies

USP : HCL is founded as one of the original tech startups as 8

entrepreneurs break the status quo , believing in the potential of

computing to transform the decades that come. We are delivering long-

lasting impact through our actions as a company and through our pacts

with stakeholders for a more sustainable future.

Online communication: HTL tech's end to end digital offering enable

enterprises to increase business resilience, improve operational

efficiency and deepen client engagement.

SWOT Analysis of HCL :

Strengths:

• consistent revenue growth and financial performance in the present

years .

• They have high grade research and development (R&D) team that

focuses on innovation and diversifying it's discernment.

Weaknesses:

• there is a decline in quarterly net profit and operating profit margin,

effecting the asset turn over of the company.

• The net cash flow as also declined due to insufficient use of assets to

generate profits.

SWOT

Opportunities :

• HCL has developed into a leading innovation and R&D power house.

• The corporation become a next generation enterprise invest More R&D.

• The advancement in technology by HCL and its adaptation lead to

employee motivation.

Threats:

• The corporation engages in high-risk investments.

• The problem emerges as these intellectual properties and losing market

share to other firm's offerings.

SEO AUDIT:
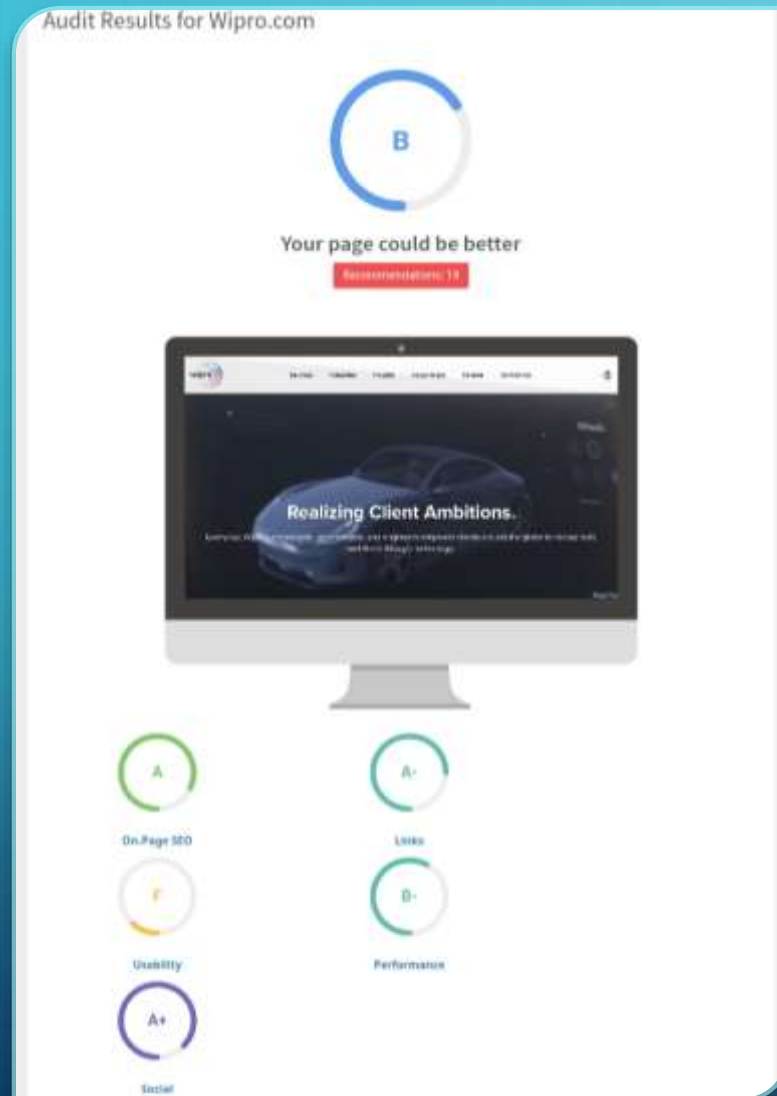
This pictures shows the SEO audit of wirpro company.

This page shows on-page SEO, links, usability, performance and social in that company.

SEO AUDIT:

This page contains recommendations of wipro company and this is also SEO audit of wipro company.

Keyword Research:

☐ wipro careers	☐	2,200	23	145
☐ wipro technologies	☐	1,800	52	28
☐ wipro stock	☐	1,600	14	64
☐ wipro share price nse	☐	1,200	22	147
☐ wipro logo	☐	1,000	33	63
☐ synergy wipro login	☐	950	19	190
☐ wipro near me	☐	900	25	56
☐ wipro digital	☐	630	41	38
☐ wipro glassdoor	☐	630	1	64,473
☐ wipro careers usa	☐	570	27	87
☐ wipro jobs	☐	570	42	36
☐ wipro share	☐	570	27	87
☐ wipro ltd	☐	540	52	23
☐ wipro stock price	☐	540	32	61
☐ wipro ceo	☐	480	31	64
☐ wipro wiki	☐	460	51	24
☐ wipro office near me	☐	440	37	44
☐ wipro service center near me	☐	440		—
☐ wipro store near me	☐	440		—
☐ wipro texas jobs	☐	420	25	97
☐ nse wipro	☐	400	25	96
☐ wipro atlanta	☐	400	56	19
☐ wipro locations	☐	400	37	44
☐ wipro revenue	☐	400	38	42
☐ wipro reviews	☐	400	23	113

Key objectives: Wipro company

- Wipro careers

- Wipro technologies

- Wipro stock

- Wipro share price NSE

On Page Optimization

Focus Keywords: Wipro careers, Wipro technologies, Wipro stock, Wipro share price nse.

Meta Title: Enable Digital Transformation In Manufacturing With Wipro.

Meta Description: Wipro empowers Industrial and process manufacturing with digital transformation , enhancing operational excellence and customer experinces.

On Page Optimization(content Optimization)

- **Wipro careers:** To optimize content for Wipro careers, focus on job descriptions, emphasize the company's culture and values. It include success stories, and provide calls-to action for applicant.

- **Wipro technologies:** highlights the company's expertise in technology solutions and services and provide clear information about career opportunities and benefits.

- **Wipro share price of NSE:** To optimize content for Wipro's share price on the National Stock Exchange(NSE), ensure it includes real-time or regularly updated share price information.

Content Ideas And Marketing Strategies:

Content Ideas:

➢Thought leadership pieces on emerging technologies and industry trends.

➢Case studies showcasing successful wipro client projects.

➢Infographics explaining complex concepts in a visually appealing way.

➢How-to guides or tutorials related to IT solutions and services/.

➢Blog posts highlighting employee stories, company culture, and CSR initiatives.

Marketing strategies:

➢utilize social media platforms to engage with the audience and share valuable content regularly.

➢Collaborate with influencers or industry experts to increase brand visibility and credibility.

➢Host webinars or virtual events to educate potential clients about wipro's offerings.

➢Invest in targeted advertising campaigns to reach specific demographics or industries.

➢Leverage email marketing to natural leads and maintain relationships with existing clients.
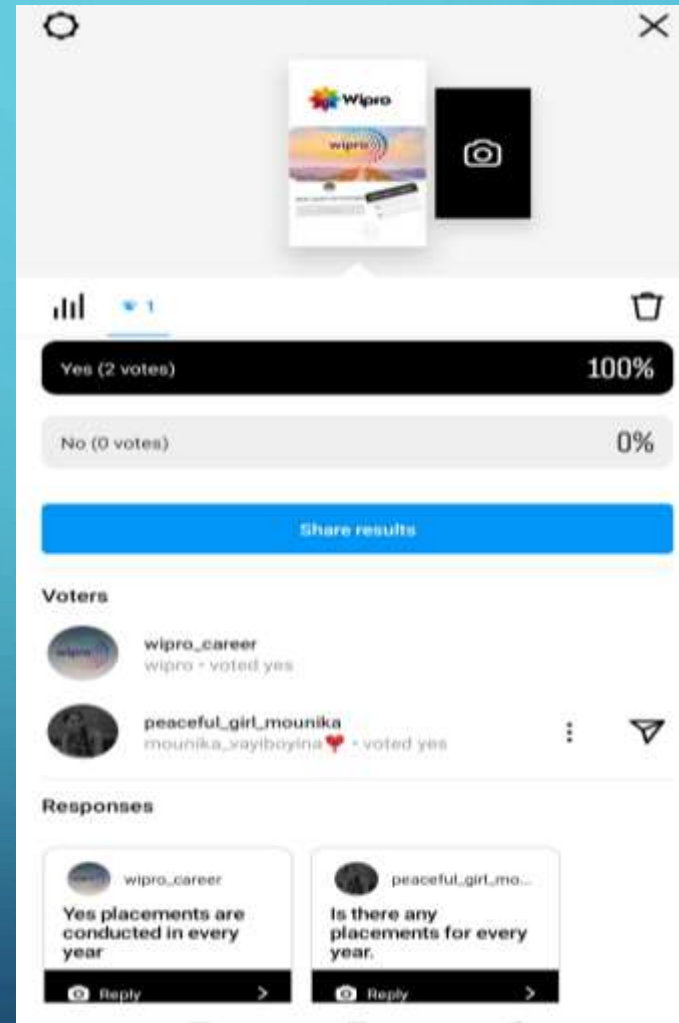
Wipro Careers And Share Price :

Wipro career opportunities

Share price

Instagram Story

Instagram story screen shot:

Instagram

story about

wipro company.

INSTAGRAM POST

The post creation of wipro technologies:

Caption: innovating tomorrow ,today

Empowering businesses , transforming lives.

Hashtags: #wiproInnovates , #wiproMagic.

Highlights of story link:

https://www.instagram.com/s/aGInaGxpZ2h0OjE3OTgwNTM5M DUzNjY0MDE0?story_media_id=3350799981560323900_6228 5376841&igsh=MXB3eWFqZmo3ZjJreA==

Instagram reel link:

https://www.instagram.com/reel/C6AfNc-SQ-M/?igsh=bjQ2ZjRqZDJpam1u