

DIGITAL MARKETING

INTERNSHIP

# Comprehensive Digital Marketing for Wipro

PROJECT REPORT ON WIPRO UNDER THE ESTEEMED GUIDANCE OF

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# INTERNSHIP

## Comprehensive Digital Marketing for Wipro

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## Part-1:

# Brand Study, Competitor Analysis & Buyer's/Audience's Persona

### Brand Study(Mission/Values & USP)

#### Mission/Values & USP:



##### Mission/Values:

integrity, excellence, and customer-centricity. We believe in fostering a culture of diversity, inclusion, and sustainability, where every individual's potential is valued and nurtured.

At Wipro, our mission is to drive innovation and empower businesses through technology, while upholding our core values of

##### Unique Selling Proposition (USP):

Wipro distinguishes itself through its comprehensive range of digital and IT services, combined with deep industry expertise. Our USP lies in our ability to deliver end-to-end solutions that address the unique challenges of our clients, leveraging cutting-edge technologies such as AI, cloud, and cybersecurity. With a focus on collaboration and agility, we enable organizations to stay ahead in today's dynamic marketplace, driving innovation and transformation at every step.





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### Analyze Brand Messaging Wipro:

Wipro's brand messaging is centered around innovation, global impact, and customer-centricity. As a leader in technology solutions, Wipro emphasizes its ability to drive digital transformation and deliver value to clients worldwide. The company's commitment to sustainability and social responsibility underscores its holistic approach to business. Through collaborative partnerships and a focus on understanding client needs, Wipro positions itself as a trusted advisor and strategic partner. Its messaging reflects a balance of technological expertise, global reach, and ethical values, resonating with businesses seeking innovative solutions and positive societal impact. Overall, Wipro's brand messaging conveys a compelling narrative of leadership, integrity, and customer focus.



### Examine the brand's tagline Wipro:


Wipro's tagline, "Applying Thought," succinctly encapsulates the company's ethos of innovation and problem-solving. It suggests a proactive approach to leveraging intellect and creativity to address complex challenges. By emphasizing the act of thinking and applying ideas, Wipro positions itself as a forward-thinking organization focused on delivering intelligent solutions. The tagline communicates a commitment to strategic thinking, innovation, and continuous improvement across all facets of its business. It resonates with clients seeking a partner that can offer insightful and effective solutions tailored to their needs. Overall, Wipro's tagline reinforces its reputation as a leader in technology-driven innovation and problem-solving, setting it apart in the competitive landscape.






## Brand Study (Brand Tone & KPI)

### Brand Tone:

- Wipro's brand tone is professional, yet approachable and empathetic. We aim to communicate with clarity and transparency, fostering trust and long-term relationships with our clients and stakeholders. Our tone reflects our commitment to excellence, innovation, and customer-centricity, while also highlighting our values of integrity, diversity, and sustainability.
- 

### KPI (Key Performance Indicators):

- Client Satisfaction: Measured through feedback surveys, client retention rates, and Net Promoter Score (NPS).
  - Revenue Growth: Tracking the growth of revenue from existing clients, as well as new business acquisitions.
  - Employee Engagement: Monitoring employee satisfaction, retention rates, and participation in training and development programs.
  - Innovation Index: Assessing the number and impact of new products, services, and patents.
  - Operational Efficiency: Evaluating cost-effectiveness, resource utilization, and project delivery timelines.
  - Market Share: Analyzing Wipro's position relative to competitors in key markets and industries.
  - Sustainability Metrics: Tracking progress towards environmental goals, such as carbon footprint reduction and waste management initiatives.
- 



# Buyer/Audience Persona

## Buyer/Audience Persona of Wipro:

**1.Enterprise Executives:** These are C-suite executives and senior management professionals in large enterprises across various industries. They are interested in strategic partnerships with Wipro to drive digital transformation, improve operational efficiency, and enhance customer experience. They value innovation, scalability, and reliability in technology solutions.

**2.IT Leaders and Decision Makers:** This group includes IT directors, CIOs, and IT managers responsible for technology strategy and implementation within their organizations. They seek trusted IT partners like Wipro for services such as application development, infrastructure management, cybersecurity, and cloud solutions. They prioritize cost-effectiveness, agility, and future-proofing of IT infrastructure.

**3.Business Analysts and Consultants:** These professionals analyze market trends, evaluate competitive landscapes, and recommend technology solutions to improve business performance. They rely on Wipro for industry insights, thought leadership, and expertise in emerging technologies to inform their strategic recommendations and decision-making processes.

**4.Digital Transformation Teams:** These teams within organizations are tasked with driving digital innovation and modernizing business processes. They collaborate with Wipro to leverage cutting-edge technologies like AI, IoT, and data analytics to create customized solutions that address specific business challenges and opportunities.







# Competitor Analysis of Wipro

**Competitor 1: Tata Consultancy Services (TCS)**

**Competitor 2: Infosys**

**Competitor 3: Accenture**





## Competitor 1:Tata Consultancy Services (TCS)

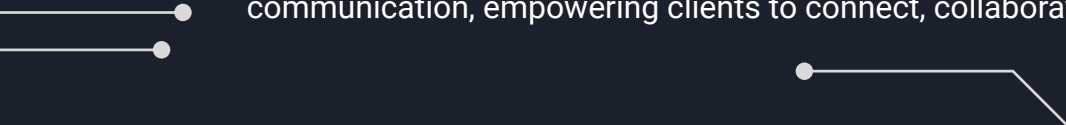


### USP:

Tata Consultancy Services (TCS) distinguishes itself through its unwavering commitment to innovation, excellence, and client-centricity. As a global leader in IT services and consulting, TCS leverages its vast domain expertise, cutting-edge technology solutions, and a robust delivery framework to drive transformative outcomes for clients across diverse industries. Its deep understanding of business challenges, combined with a culture of continuous learning and innovation, enables TCS to anticipate market trends and deliver tailored solutions that address clients' evolving needs. Moreover, TCS's global delivery model, supported by a vast network of talent and strategic alliances, ensures agility, scalability, and cost-effectiveness, making it the partner of choice for organizations seeking to thrive in the digital age.

### Online Communication:

Tata Consultancy Services (TCS) excels in online communication by seamlessly integrating advanced digital platforms with human-centric strategies. Through its comprehensive suite of digital collaboration tools and interactive channels, TCS facilitates real-time communication and collaboration among clients, teams, and stakeholders worldwide. Leveraging cutting-edge technologies such as cloud computing, AI, and IoT, TCS delivers personalized and immersive online experiences that foster engagement and drive meaningful interactions. Its agile approach to online communication ensures adaptability to evolving digital landscapes, enabling seamless connectivity and knowledge sharing across geographies. From virtual meetings and webinars to social media engagement and digital forums, TCS embraces a holistic approach to online communication, empowering clients to connect, collaborate, and innovate effectively in today's digital world.



## SWOT:

### Strengths:

- 1. Global Presence: TCS operates in over 50 countries, providing its services to clients across diverse industries and geographies.
- 2. Deep Industry Expertise: TCS has extensive domain knowledge and expertise across various sectors, enabling it to deliver customized solutions tailored to clients' specific needs.
- 3. Strong Brand Reputation: TCS is recognized globally for its reliability, quality of services, and commitment to innovation, making it a trusted partner for businesses worldwide.
- 4. Digital Transformation Leadership: TCS is at the forefront of digital innovation, offering cutting-edge solutions in areas such as artificial intelligence, cloud computing, and cybersecurity.
- 5. Extensive Talent Pool: TCS boasts a large and diverse workforce comprising skilled professionals from different backgrounds and disciplines, ensuring access to specialized expertise for clients' projects.

### Weaknesses:

- 1. Dependence on Outsourcing Model: TCS's business model relies heavily on outsourcing, which may make it susceptible to risks associated with geopolitical factors, regulatory changes, and economic fluctuations.
- 2. Employee Attrition: The IT industry is characterized by high employee turnover rates, and TCS faces challenges in retaining top talent amidst stiff competition for skilled professionals.
- 3. Limited Innovation Differentiation: While TCS invests significantly in innovation, it may face challenges in differentiating itself from competitors in terms of the uniqueness and market impact of its innovations.
- 4. Revenue Concentration: TCS generates a significant portion of its revenue from a few key clients, which exposes it to risks associated with client concentration and potential loss of business.



## SWOT:

### Opportunities:

- **Digital Transformation Demand:** The increasing adoption of digital technologies presents opportunities for TCS to expand its offerings and address growing demand for digital transformation services.
- **Emerging Markets Expansion:** TCS can leverage its global presence to tap into emerging markets and capitalize on opportunities for business growth and market expansion.
- **Strategic Partnerships and Acquisitions:** TCS can pursue strategic partnerships and acquisitions to enhance its capabilities, enter new markets, and stay competitive in the rapidly evolving IT landscape.

### Threats:

- **Intense Competition:** TCS faces competition from global and regional players in the IT services industry, which may lead to pricing pressure, loss of market share, and erosion of profit margins.
- **Regulatory Changes:** Changes in regulations related to data privacy, cybersecurity, and outsourcing may impact TCS's operations and increase compliance costs.
- **Technological Disruption:** Rapid advancements in technology and emerging disruptive trends may pose challenges for TCS in terms of keeping pace with innovation, adapting to new technologies, and staying relevant in the market.
- **Economic Uncertainty:** Economic downturns, currency fluctuations, and geopolitical tensions could impact client spending on IT services, affecting TCS's revenue growth and profitability.



## Competitor -02: Infosys




### USP:

Infosys distinguishes itself through its agile global delivery model, seamlessly integrating onsite, offsite, and offshore services to optimize client outcomes while minimizing costs. Renowned for its unwavering commitment to quality, Infosys consistently delivers industry-leading solutions through adherence to best practices and rigorous standards. Leveraging cutting-edge technologies like AI and cloud computing, Infosys empowers businesses to stay ahead in the digital era, driving innovation and growth. With a strong focus on sustainability and social responsibility, Infosys fosters a culture of ethical business practices and environmental stewardship. Its emphasis on talent development and diversity ensures a dynamic workforce capable of tackling the most complex challenges with creativity and expertise.

### Online Communication

Infosys excels in online communication, leveraging state-of-the-art digital platforms to facilitate seamless collaboration and connectivity across global teams and clients. Through robust communication tools and platforms, Infosys ensures efficient project management, real-time problem-solving, and streamlined workflows. Its online communication infrastructure enables swift dissemination of information, fostering transparency and accountability at all levels of the organization. Infosys utilizes advanced video conferencing, messaging apps, and virtual collaboration spaces to bridge geographical barriers and enhance team cohesion. With a focus on security and privacy, Infosys ensures that its online communication channels adhere to stringent data protection standards, safeguarding sensitive information and client confidentiality.






## Swot:

### Strengths:

1. Strong brand reputation: Infosys is globally recognized as a leading IT services company.
2. Extensive global presence: With operations in numerous countries, Infosys has a broad reach.
3. Technological expertise: Infosys is known for its proficiency in various technologies, including AI, cloud computing, and blockchain.
4. Strong focus on innovation: The company invests heavily in research and development to stay ahead in the industry.

### Weaknesses:

1. Dependence on key markets: Infosys relies heavily on North America and Europe for its revenue, which exposes it to regional economic fluctuations.
  2. Talent retention challenges: Intense competition for skilled professionals in the IT industry poses a challenge for Infosys in retaining top talent.
  3. Dependency on outsourcing model: The majority of Infosys's revenue comes from outsourcing services, making it vulnerable to shifts in outsourcing trends.
- 



## Swot:

### Opportunities:

1. Digital transformation: The increasing demand for digital solutions presents significant growth opportunities for Infosys.
2. Expansion into emerging markets: Investing in emerging markets, such as Asia-Pacific and Latin America, could diversify Infosys's revenue streams.
3. Strategic partnerships: Collaborations with technology firms and startups can help Infosys access new markets and technologies.

### Threats:

1. Intense competition: The IT services industry is highly competitive, with numerous global and regional players vying for market share.
2. Rapid technological changes: Infosys must continuously adapt to new technologies and trends to remain competitive.
3. Regulatory challenges: Compliance with various regulations, such as data privacy laws and immigration policies, can pose challenges for Infosys's operations.

This is a general overview, and specific circumstances may affect Infosys's SWOT factors at any given time.





## Competitor-03:Accenture

### USP:

Accenture's unique selling proposition (USP) lies in its unparalleled ability to integrate cutting-edge technology with deep industry expertise to drive innovation and transformation. Leveraging a global network of highly skilled professionals, Accenture delivers tailored solutions that empower businesses to thrive in an ever-evolving digital landscape. Its commitment to delivering measurable results sets it apart, ensuring tangible value for clients across various sectors. With a focus on sustainability and social responsibility, Accenture not only helps clients achieve their goals but also contributes to positive societal change. Its agile approach to problem-solving and relentless pursuit of excellence make Accenture the partner of choice for organizations seeking to navigate complex challenges and seize new opportunities in the digital age.

### Online Communications:

Accenture excels in online communication by seamlessly integrating advanced digital tools with human-centric strategies. Through robust platforms and interactive channels, Accenture fosters real-time collaboration, enabling clients and teams to connect and innovate regardless of geographical boundaries. Leveraging cutting-edge technologies such as AI and analytics, Accenture delivers personalized experiences that drive engagement and empower users to make informed decisions. Their agile approach ensures adaptability to evolving digital landscapes, keeping communication channels effective and responsive. From virtual meetings to immersive digital experiences, Accenture embraces the full spectrum of online communication to deliver impactful solutions and drive meaningful outcomes for clients worldwide.











## Swot:

### Strengths:

- 
1. Global Presence: Accenture operates in numerous countries, providing access to diverse markets and talent pools.
  2. Industry Expertise: The company possesses deep knowledge across various industries, enabling it to offer specialized solutions.
  3. Innovation Focus: Accenture prioritizes innovation, leveraging emerging technologies to drive digital transformation for clients.
  4. Strong Brand Reputation: Accenture is widely recognized as a leader in consulting and technology services, enhancing its credibility.
  5. Strategic Partnerships: Collaborations with leading technology firms strengthen Accenture's capabilities and market position.
- 


### Weaknesses:

1. Dependence on Key Clients: Accenture may face risks associated with reliance on a few major clients for significant portions of its revenue.
  2. High Operational Costs: Maintaining a global presence and investing in innovation entail substantial operational expenses.
  3. Employee Turnover: Intense competition for talent in the industry could lead to challenges in retaining skilled professionals.
  4. Integration Issues: Mergers and acquisitions may pose integration challenges, affecting operational efficiency.
  5. Limited Geographic Reach: Despite its global presence, Accenture may have less penetration in certain emerging markets compared to local competitors.
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## Swot:

### Opportunities:

1. Digital Transformation Demand: Increasing demand for digital transformation services presents growth opportunities for Accenture.
  2. Emerging Technologies: Accenture can capitalize on emerging technologies like AI, blockchain, and IoT to offer innovative solutions.
  3. Industry Consolidation: Market consolidation within the consulting and technology sector may create opportunities for Accenture to expand its market share.
  4. Sustainability Focus: Growing emphasis on sustainability and ESG (Environmental, Social, and Governance) presents opportunities for Accenture to offer specialized services.
  5. Healthcare and Life Sciences: Accelerated digitalization in healthcare and life sciences sectors presents avenues for Accenture to provide value-added services.
- 

### Threats:

1. Intense Competition: Accenture faces competition from global consulting firms, technology companies, and niche players, which could impact market share and pricing.
  2. Economic Uncertainty: Economic downturns or fluctuations in client spending could affect demand for Accenture's services.
  3. Rapid Technological Changes: Rapid advancements in technology require continuous investment and may render existing solutions obsolete.
  4. Cybersecurity Risks: Accenture's operations and client data are vulnerable to cybersecurity threats, which could damage reputation and lead to financial losses.
  5. Regulatory Changes: Changes in regulations related to data privacy, cybersecurity, and outsourcing could impact Accenture's business operations and compliance costs.
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## Part 2: SEO & Keyword Research

- **SEO Audit:** Do an SEO audit of the brands website

- **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords,

Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer),Analyze

Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that

align with the research objectives and have lower competition but higher conversion potential.

- **On page Optimization:** Meta Tag optimization & content optimization

Reflect on the process of conducting keyword research and the SEO recommendations provided.

Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

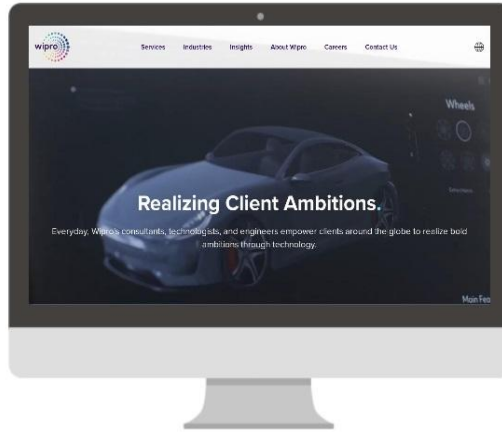
# SEO Audit

## Audit Results for wipro.com



Your page could be better

Recommendations: 14



On-Page SEO



Links



Usability



Performance



Social



Certainly! Let's take a look at the **SEO audit** for Wipro. Here are some insights based on the analysis:

- Wipro's website received an SEO score of **60 out of 100**, which is below the average score of 74 for top 100 sites.
- There are **23 important issues** that need to be fixed to improve Wipro's website ranking on search engines and enhance overall performance.

# SEO Audit

## Recommendations

Toggle:

Performance

Usability

On-Page SEO

Social

Other

Optimize for Core Web Vitals

Usability

Medium Priority

Reduce your total page file size

Performance

Medium Priority

Add H1 Header Tag

On-Page SEO

Medium Priority

Optimize your images to reduce their file size

Performance

Low Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

Optimize your page for Desktop PageSpeed Insights

Usability

Low Priority

Use your main keywords across the important HTML tags

On-Page SEO

Low Priority

Add Alt attributes to all images

On-Page SEO

Low Priority

Improve the size of tap targets

Usability

Low Priority

Setup & Install a Facebook Pixel

Social

Low Priority

Remove inline styles

Performance

Low Priority

Remove iFrames

Usability

Low Priority

Add business address and phone number

Other

Low Priority

Add Local Business Schema










































Other

Low Priority

Here are some of points of how the website can improve its SEO

- Optimize website content with relevant keywords.
- Ensure fast loading times and mobile-friendliness.
- Build quality backlinks from reputable sites.
- Use schema markup for enhanced search visibility.
- Share valuable content on social media platforms.
- Regularly update content to maintain freshness and relevance.

# Keyword Research

Keyword		Volume <sup>①</sup>	Competition <sup>①</sup>	KEI <sup>①</sup>	▼ No Click Searches <sup>①</sup>
thames water process in wipro		320		—	
wipro share price		2,900	28	102	
wipro share price nse		1,200	22	147	
wipro stock price		540	32	61	
wipro new jersey		270	54	19	
wipro stock		1,600	34	64	
wipro texas jobs		420	25	97	
wipro ceo		480	31	64	
wipro logo		1,000	33	63	
wipro atlanta		400	56	19	
wipro		24,200	65	24	
wipro limited		3,600	54	28	
wipro ltd		540	52	23	
wipro technologies		1,800	52	28	
wipro jobs		570	42	36	
wipro tampa		180	49	22	
wipro wiki		460	51	24	
wipro digital		630	41	38	
wipro usa		400	61	16	
out look 365 wipro		340	5	2,333	

Keyword Objective: Sale Oriented

- Wipro
- Wipro Share Price
- Wipro Stock Price
- Wipro Technologies

We can use these 4 As primary keywords since they have decent volumes and are relevant to the brands products.

# On Page Optimization

## Focus Keywords:

Wipro,Wipro Share Price,Wipro Stock Price,Wipro Technologies

## Meta Title:

Wipro: Latest Share Price, Stock Price & Technologies | Company Updates

## Meta Description:

Stay updated on Wipro's latest share price and stock price trends. Explore Wipro's innovative Technologies and industry-Leading solutions.Get insights into Wipro's performance and Advancements in the tech sector.

# On Page Optimization (Content Optimization)

## Introduction:

Wipro Limited, headquartered in Bangalore, India, is a leading global information technology, consulting, and business process services company. Established in 1945, Wipro has grown into a multinational corporation with a significant presence in various industries, including IT services, consulting, and software development. The company is renowned for its innovative solutions, technological expertise, and commitment to customer satisfaction.

## Wipro Share Price:

Wipro's share price refers to the current market value of its stock, representing the price at which investors can buy or sell shares of the company on stock exchanges such as the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India or international exchanges where Wipro is listed. The share price is influenced by various factors, including financial performance, market conditions, industry trends, and investor sentiment.

## Wipro Stock Price:

Similar to share price, Wipro's stock price reflects the value of its publicly traded shares. The stock price fluctuates based on supply and demand dynamics in the market, as well as broader economic indicators and company-specific developments. Investors monitor Wipro's stock price to assess the company's performance, growth prospects, and investment potential.




## Wipro Technologies:

Wipro Technologies, the IT services arm of Wipro Limited, specializes in delivering technology-driven business solutions to clients worldwide. With a diverse portfolio of services encompassing application development, infrastructure management, digital transformation, cloud computing, and cybersecurity, Wipro Technologies helps organizations harness the power of technology to achieve their strategic objectives. The company's cutting-edge solutions, coupled with its domain expertise and global delivery capabilities, enable clients to stay ahead in today's rapidly evolving digital landscape.



## Conclusion:

In conclusion, Wipro stands as a stalwart in the global IT industry, offering innovative solutions and services through its flagship arm, Wipro Technologies. The company's share price and stock price reflect investor sentiment and market perception of its performance and future prospects. With a legacy of excellence and a commitment to driving digital transformation, Wipro continues to be a trusted partner for businesses seeking to navigate the complexities of the digital age.






**Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.**

- Getting a free tool to do keyword research is a task since most tools are paid.
  - Choosing the right keywords was an issue since there were a lot of relevant keywords in the list.
  - We understood how the users search & gained insights into the kind of keywords people search for.
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## Part 3: Content Ideas and Marketing Strategies

- Content Idea Generation & Strategy: Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram. And include the strategy, aim and the idea behind only for the post and story mentioned in the calendar.
- 



# Content Calendar for WIPRO the month of July

## WIPRO JULY 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<b>1</b>  <b>International Joke Day</b> #InternationalJokeDay	<b>2</b>  <b>World UFO Day</b> #WorldUFODay	<b>3</b>  <b>National Stay Out of the Sun Day</b> #NationalStayOutOfTheSunDay	<b>4</b>  <b>Independence Day</b> #IndependenceDay	<b>5</b>  <b>National Workaholics Day</b> #NationalWorkaholicsDay	<b>6</b>  <b>International Kissing Day</b> #InternationalKissingDay
<b>7</b>  <b>World Chocolate Day</b> #WorldChocolateDay	<b>8</b>  <b>Be a Kid Again Day</b> #BeAKidAgain	<b>Post posted on this day</b>	<b>10</b>  <b>National Kitten Day</b> #NationalKittenDay	<b>11</b>  <b>World Population Day</b> #WorldPopulationDay	<b>12</b>  <b>National French Fry Day</b> #NationalFrenchFryDay	<b>13</b>  <b>Embrace Your Geekness Day</b> #EmbraceYourGeeknessDay
<b>14</b>	<b>15</b>  <b>National Give Something Away Day</b> #GiveSomethingAwayDay	<b>16</b>  <b>Artificial Intelligence Appreciation Day</b> #AIAppreciationDay	<b>17</b>  <b>World Emoji Day</b> #WorldEmojiDay	<b>18</b>  <b>Nelson Mandela Day/ World Listening Day</b> #NelsonMandelaDay #WorldListeningDay	<b>19</b>  <b>National Daiquiri Day</b> #NationalDaiquiriDay	<b>20</b>  <b>International Chess Day</b> #InternationalChessDay
<b>21</b>  <b>National Junk Food Day</b> #NationalJunkFoodDay	<b>22</b>  <b>Mango Day</b> #MangoDay	<b>23</b>  <b>International Self Care Day</b> #InternationalSelfCareDay	<b>Reel Post on this day to reach people</b>	<b>25</b>	<b>26</b>  <b>World Tofu Day</b> #WorldTofuDay	<b>27</b>  <b>Cross Atlantic Communication Day</b> #CrossAtlanticCommunicationDay
<b>28</b>  <b>World Nature Conservation Day</b> #WorldNatureConservationDay	<b>29</b>  <b>International Tiger Day</b> #InternationalTigerDay	<b>30</b>  <b>International Day of Friendship</b> #InternationalDayOfFriendship	<b>31</b>			

# Strategy, Aim and the Idea behind this Story



## **Experience sto360 powered by Wipro lab45**

### **A cloud-native solution to streamlining plant operations**

SAP Energy and Utilities Conference

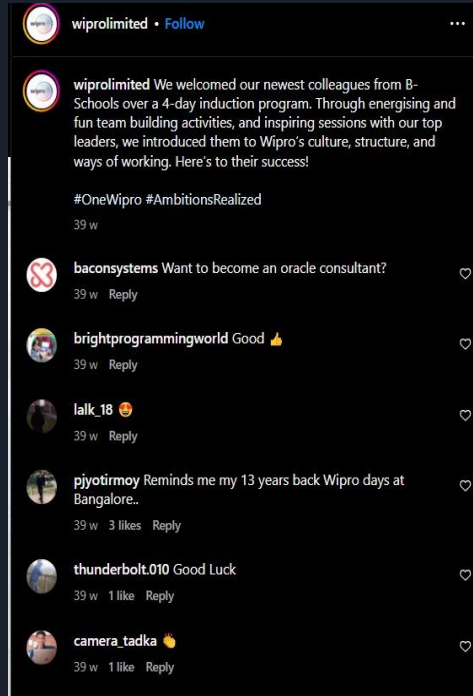
Seville, Spain  
23-25 April, 2024

Join us at the SAP for Energy and Utilities Conference in Seville, Spain on 23-25 April 2024 to learn about sto360 powered by Wipro Lab45: a cloud-native application designed to work across different industry clients to manage shutdown, turnaround and outage (STO) events.

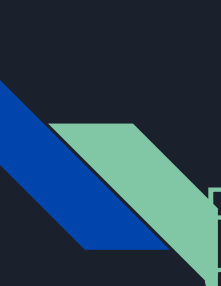
Built on the SAP Business Technology Platform (BTP), sto360 streamlines plant maintenance operations of all sizes, ensuring speed and agility across critical business processes while adhering to industry best practices. sto360 is an SaaS offering with best-in-class solution architecture that empowers users with feature-rich, intuitive and interactive user screens, providing real-time updates on operational information to enhance productivity and efficiency.

Our experts from Rizing will also be onsite, offering a deep dive into enterprise asset management services and solutions.

# Strategy, Aim and the Idea behind this Post



Wipro is a frontrunner in offering comprehensive technological solutions tailored specifically for the banking sector. With a keen focus on digital transformation and innovation, Wipro assists banks in navigating the complex landscape of modern banking. By leveraging cutting-edge technologies such as artificial intelligence, blockchain, and data analytics, Wipro helps banks enhance customer experiences, streamline operations, and ensure regulatory compliance. From revamping core banking systems to implementing advanced cybersecurity measures, Wipro's services encompass a wide spectrum of offerings aimed at driving efficiency, agility, and growth for financial institutions. Through a strategic blend of expertise, technology, and industry insight, Wipro empowers banks to stay ahead in an increasingly competitive market while delivering exceptional value to their customers.



## Part 3: Content Ideas and Marketing Strategies

Wipro, as a prominent player in the technology and consulting space, can bolster its presence and attract prospective clients in the banking sector through a multifaceted content strategy and targeted marketing initiatives. By focusing on content that showcases its expertise and the tangible benefits it brings to banking institutions, Wipro can position itself as a trusted partner for digital transformation in banking. This strategy could include producing insightful case studies that illustrate successful implementations, crafting thought leadership articles on emerging trends, and developing visually engaging infographics and videos to simplify complex concepts. Complementing this content approach with strategic marketing tactics such as targeted digital advertising, SEO optimization, and active social media engagement can help Wipro reach key decision-makers in the banking industry. Additionally, fostering partnerships, organizing thought leadership events, and leveraging client referrals can further amplify Wipro's visibility and credibility within the banking sector, ultimately driving business growth and fostering long-term client relationships.



## Part 4: Content Creation and Curation

### **Post Creation:**

- **Select Content Categories:** Come up with three different content formats relevant to the chosen topic or industry. **Research and Brainstorm:** Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Write complete content/caption along with the CTAs.

Format 1:

Format 2:

Format 3:

## Format -01: Static Post on Wipro Share Price

### Caption:

"Charting new heights: Wipro shares on the move! 📈 #InvestInSuccess"

"Amidst the dynamic fluctuations of the market, Wipro shares stand resilient, embodying the company's unwavering commitment to innovation and growth. Each tick upwards represents not just a numerical value, but a testament to Wipro's steadfast journey towards excellence. Investors witness the unfolding narrative of progress, as Wipro's share price charts a course towards sustained success in the ever-evolving landscape of business."

### Hashtags:

#WiproShares #InvestmentOpportunity #StockMarket  
#FinancialGrowth #TechnologySector #InvestInSuccess  
#MarketTrends #ProfitPotential #InnovationLeaders  
#FutureOfTech





## Format -02: Reel post on Wipro Technologies

### Caption:

Empowering possibilities, one innovation at a time. Welcome to the realm of Wipro Technologies, where technology meets transformation, and dreams find their digital reality.

"Wipro Technologies stands as a beacon of innovation, where the fusion of technology and human ingenuity creates boundless opportunities for growth and progress. With a legacy of excellence spanning decades, Wipro continues to redefine industry standards, driving digital transformation and shaping the future of technology. Step into a world where cutting-edge solutions meet unparalleled expertise, and together, we pave the way towards a smarter, more connected tomorrow."

### Hashtags:

#WiproTech #InnovationHub #DigitalTransformation #TechSolutions  
#FutureForward #ITServices #DigitalInnovation #TechLeadership  
#SmartTech #EmpoweringPossibilities



## Format -03:Carousel post on Wipro Stock Price

### Caption:

"Charting the course of success, one share at a time. Explore the journey of Wipro's stock price as it reflects the resilience and innovation driving our growth story."

"Tracking the pulse of progress, Wipro's stock price paints a picture of resilience and growth in an ever-evolving market landscape. Each fluctuation tells a story of innovation, strategy, and unwavering commitment to excellence. Join the journey of value creation as we navigate the waves of opportunity and success."

### Hashtags:

#WiproStock #MarketWatch #InvestmentJourney  
#StockPerformance #FinancialMarkets #InvestWisely  
#ValueInvesting #StockAnalysis #MarketInsights  
#WealthCreation



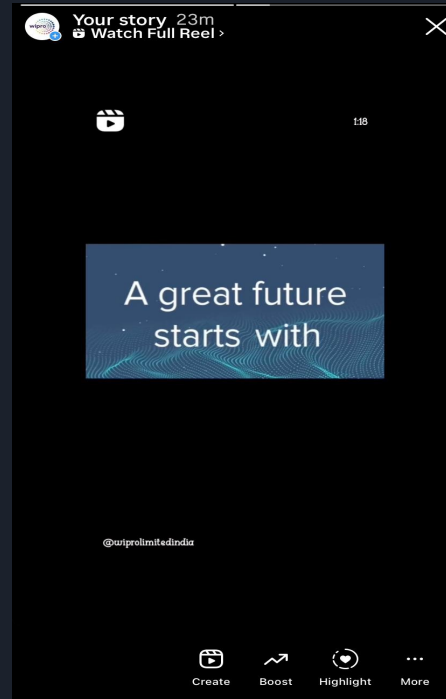
## Part 4: Content Creation and Curation

### Instagram Story

Utilize the Stories feature on Instagram for two consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save these 2 story with an appropriate name for each. Be as creative as possible.

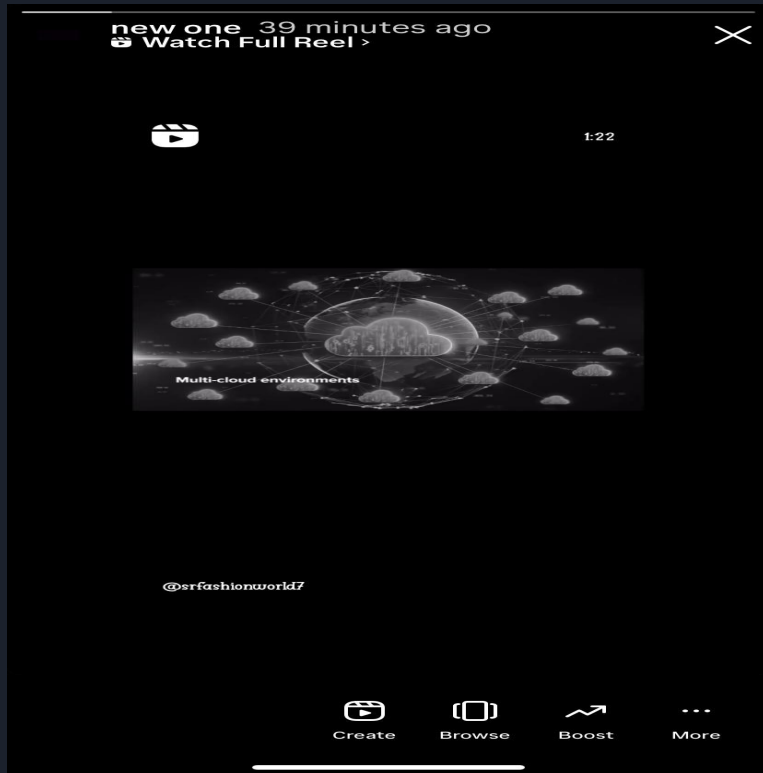
## Screenshots of Story:

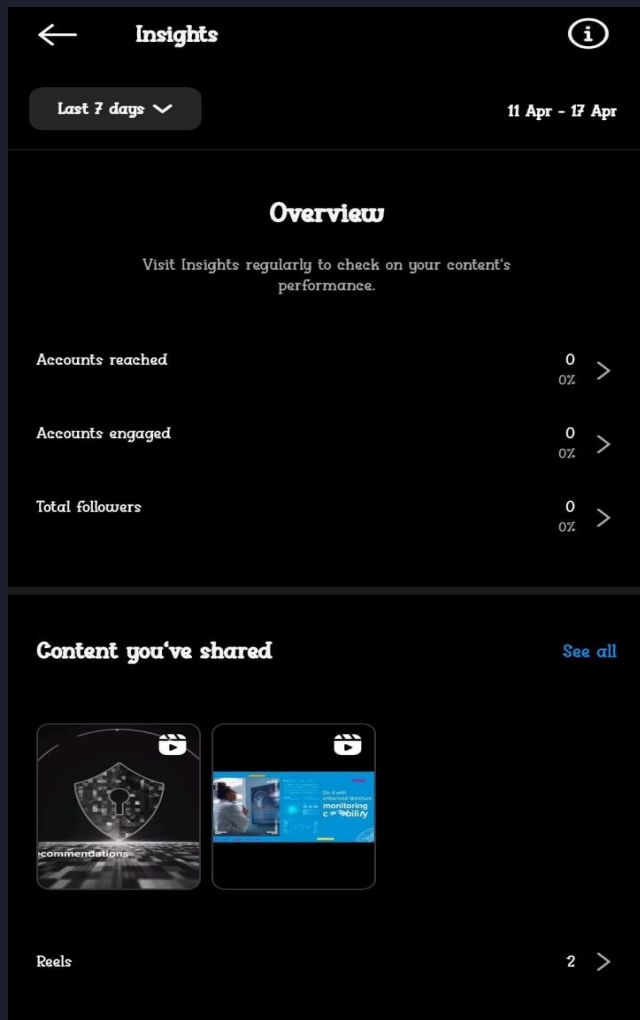
[https://www.instagram.com/stories/wiprolimitedindia/3348970404580026655?utm\\_source=ig\\_story\\_item\\_share&igsh=MWh6NzF3Y3R5azNp](https://www.instagram.com/stories/wiprolimitedindia/3348970404580026655?utm_source=ig_story_item_share&igsh=MWh6NzF3Y3R5azNp)



## Highlights for Story:

[https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTQyMzY3NDI1ODAzNTUw?story\\_media\\_id=3348970404580026655\\_65322811047&igsh=cmhya3hwZXYzM3Fq](https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTQyMzY3NDI1ODAzNTUw?story_media_id=3348970404580026655_65322811047&igsh=cmhya3hwZXYzM3Fq)





## Story Insights - Q&A

Reach is \_\_\_\_\_

Impressions is \_\_\_\_\_

Likes is \_\_\_\_\_

Etc...

Areas for improvement:

- 1) Story could be better. Quiz option would help in getting engagement
- 2) Since the shares of informative stories are more, we could create more informative stories

## Part 4: Content Creation and Curation

### Designs/Video Editing

- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- Video Creation: Utilize VN or any video editor of your choice to create videos related to the chosen topic.



## Experience sto360 powered by Wipro lab45

### A cloud-native solution to streamlining plant operations

SAP Energy and Utilities Conference

Seville, Spain  
23-25 April, 2024



**wiprolimited** We welcomed our newest colleagues from B-Schools over a 4-day induction program. Through energising and fun team building activities, and inspiring sessions with our top leaders, we introduced them to Wipro's culture, structure, and ways of working. Here's to their success!

#OneWipro #AmbitionsRealized

39 w



**baconsystems** Want to become an oracle consultant?

39 w Reply



**brightprogrammingworld** Good 🙌

39 w Reply



**lalk\_18** 🙌

39 w Reply



**piyotirmoy** Reminds me my 13 years back Wipro days at Bangalore..

39 w 3 likes Reply



**thunderbolt.010** Good Luck

39 w 1 like Reply



**camera\_tadka** 🙌

39 w 1 like Reply

### Post Link:

[https://www.instagram.com/p/C56C3UUvtOP/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/C56C3UUvtOP/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

### Description:

Join us at the SAP for Energy and Utilities Conference in Seville, Spain on 23-25 April 2024 to learn about sto360 powered by Wipro Lab45: a cloud-native application designed to work across different industry clients to manage shutdown, turnaround and outage (STO) events. Built on the SAP Business Technology Platform (BTP), sto360 streamlines plant maintenance operations of all sizes, ensuring speed and agility across critical business processes while adhering to industry best practices. sto360 is an SaaS offering with best-in-class solution

### Hashtags:

#sap #energy #utilities #conference #seville #spain #sto360 #WiproLab45 #cloudnative #sapbtp #plantmaintenance #stevens #saas #rizing #enterpriseassetmanagement #eam #productivity #efficiency





### Video Link:

[https://www.instagram.com/reel/C555jBHyEHE/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/C555jBHyEHE/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

### Description:

Wipro's Cloud Application Risk Governance (CARG) offers platform-based risk management for cloud applications, streamlining governance with features like automated controls gap assessments, continuous monitoring, and more than 1,200 built-in control checks.

### Hashtags:

#cyberresilience #cloudsecurity