

# Comprehensive Digital Marketing Project Work



**Students will be divided into 50 groups each having an individual brand name and within this would be 9 students each**

- |                                |   |   |
|--------------------------------|---|---|
| 1. Lakmé                       | 21. Mother Dairy                        | 41. Bajaj Electricals                     |
| 2. Allen Solly                 | 22. Tech Mahindra                       | 42. Havells India Ltd.                    |
| 3. Apollo Hospitals            | 23. Axis Bank                           | 43. Videocon Industries Limited           |
| 4. VLCC                        | 24. Amul                                | 44. Crompton Greaves Consumer Electricals |
| 5. Fortis healthcare institute | 25. Wipro                               | 45. Tata Motors                           |
| 6. Fabindia                    | 26. Parle Agro                          | 46. Maruti Suzuki India Ltd               |
| 7. Forest Essentials           | 27. Tech Mahindra                       | 47. Mahindra & Mahindra Ltd               |
| 8. Flying Machine              | 28. McCain                              | 48. Hero MotoCorp Ltd                     |
| 9. Himalaya Herbals            | 29. ICICI Bank                          | 49. Ashok Leyland Ltd                     |
| 10. Bata                       | 30. Kissan                              | 50. Apollo Tyres                          |
| 11. John Players               | 31. MTR Foods                           |   |
| 12. Khadi Naturals             | 32. Sunfeast                            |   |
| 13. Louis Philippe             | 33. HDFC Bank                           |   |
| 14. Liberty                    | 34. HRX                                 |   |
| 15. Juicy Chemistry            | 35. Yes Bank                            |   |
| 16. Paragon                    | 36. Cadbury                             |   |
| 17. Peter England              | 37. Haldiram's                          |   |
| 18. Biotique                   | 38. Balaji Telefilms                    |   |
| 19. Red Tape                   | 39. Digit Insurance                     |   |
| 20. Britannia                  | 40. Life Insurance Corporation Of India |   |

# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

**COMPANY/TOPIC** for the project: **WIPRO**

- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

**Brand colours:**

Russian Violet

Mikado Yellow

Jazzberry Jam

Ateneo Blue

Moonstone

Android Green

**Logo:**



**Website:** <https://www.wipro.com/>

**Mission/Values:****MISSION:**

The Mission of WIPRO is “to help our clients achieve their business objectives through a combination of process excellence , quality frameworks and service delivery innovation.”

**VISION :**

The Vision of WIPRO is to “ be a globally respected corporation that provides best - in - class products , solutions and services , and to be the most trusted partner for his stakeholders.”

**VALUES:**

The Values of WIPRO is to “Be passionate about clients’ success , Be global and responsible, Treat each person with respect .”

**USP:**

The USP of WIPRO is to provide complete range of IT services to the organisation

**TAGLINE:**

“Spirit of Wipro”

**COMPANY/TOPIC** for the project: **WIPRO**

**Brand Messaging:**

Renewed Brands

Reaffirmed Value



<https://www.instagram.com/p/Cumhh-FgzJL/?hl=en>

# **Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona**

## **Analyse Brand Messaging:**

- Be passionate about clients success
- Treat each person with respect
- Be global and responsible
- Unyielding integrity in everything we do

## **Examine the brand's tagline:**

The tagline of Wipro is 'Spirit of Wipro'. Wipro is an Indian multinational company that delivers innovation – led strategy consulting and business process services. The old tagline of Wipro is " Applying Thoughts " which remained from 1998 to 2017, and now has been replaced with " Spirit of Wipro".

# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

**Competitor 1:**<https://www.tcs.com/>

**USP:** India's largest IT company, Trust worthy company, Enterprise seeking IT solutions

**Communication:** CSP value chain for both consumer and enterprise segments, addressing the areas of service fulfilment, service management, network management, and billing and revenue assurance.

**Competitor 2:**<https://www.infosys.com/>

**USP:** Leading capabilities in about 30 areas, across cloud, data, and analytics, AI, automation, cybersecurity.

**Communication:** social media, social networks, cloud computing , network management

**Competitor 3:** <https://www.techmahindra.com/en-in/?f=386517353>

**USP:** Leading IT solution provider in the telecom vertical

**Communication:** service offerings for Communication Service Providers (CSPs), Telecom Equipment Manufacturers (TEMs) and Independent Software Vendors .

## **Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona**

- **Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviours, and interests.

Wipro targets its customers based on the demographic, geographic, and behavioural framework. Their target market/clients would be high – end companies that seek quality IT services and business solutions.



# BUYER PERSONA

## Starter Questions

No limit  
Male and female  
Knowledge on IT  
240000

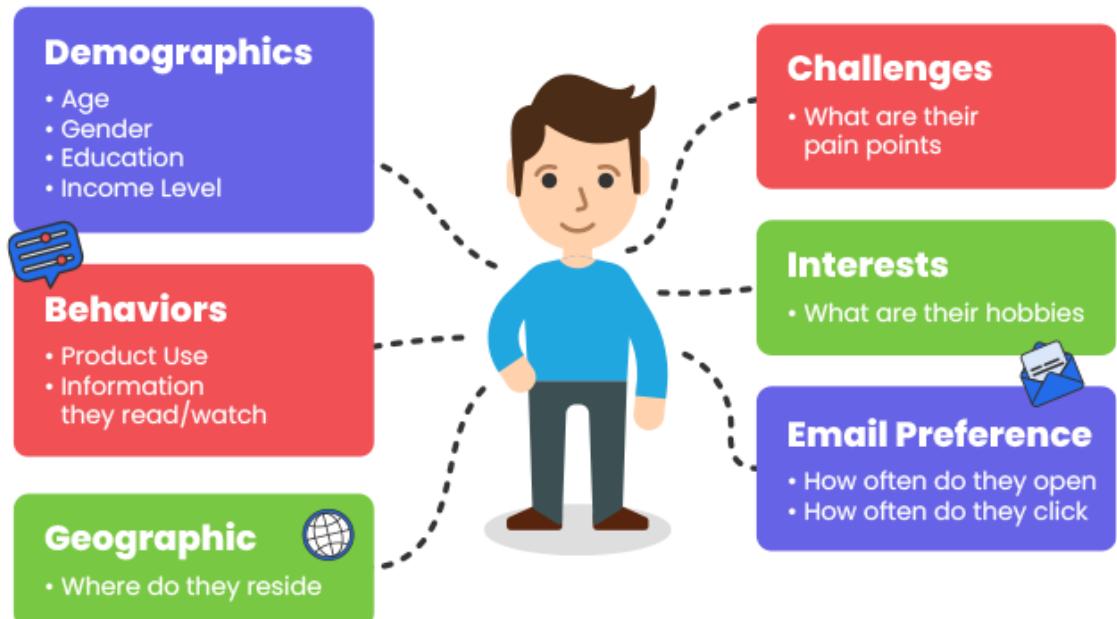
For New apps development  
IT

All over the world

Cost overload and margin powers

Upgrading skills

Frequently  
Many a times



## Part 2: SEO & Keyword Research

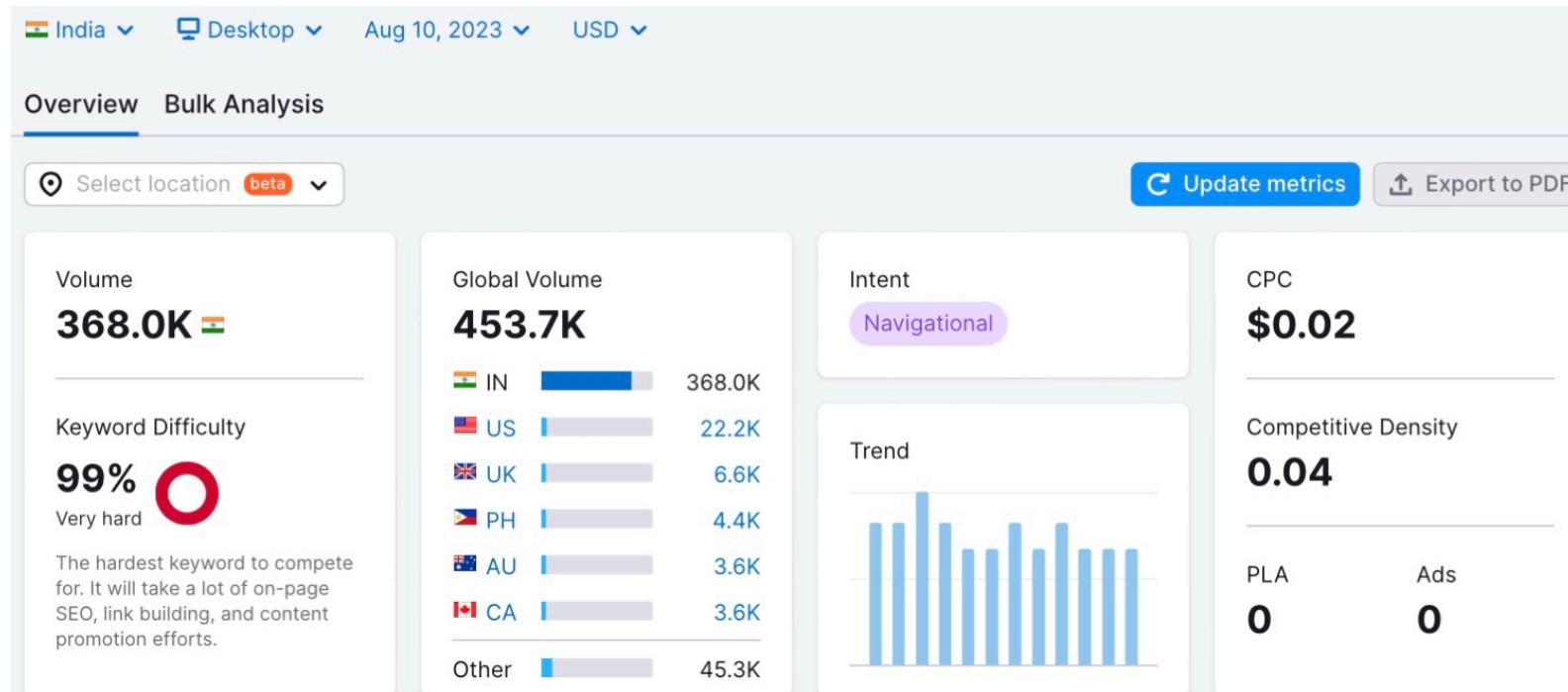
**SEO Audit:** Now that you've learned how to show up in search results, let's determine which strategic keywords to target in your website's content, and how to craft that content to satisfy both users and search engines. The power of keyword research lies in better understanding your target market and how they are searching for your content, services, or products. In this chapter, you'll get tools and strategies for uncovering that information, as well as learn tactics that'll help you avoid keyword research foibles and build strong content. Once you uncover how your target audience is searching for your content, you begin to uncover a whole new world of strategic SEO!

**Key word Research:** Keyword research is a practice search engine optimisation professionals used to find and research search terms that users enter into search engines when looking for products, services, or general information keywords are related to queries that are asked by users in search engines.

**On Page optimisation:** refers to all measures taken by SEOs within the website to improve the ranking of a site in search engineer result pages. These measures are related to content and HTML source code of a page,e.g.,meta tags,keyword Etc

# Key word research

<https://youtu.be/kAPZm85NCb4>



## Keyword ideas

### Keyword Variations

**79.5K** Total volume: **4.7M**

Keywords	Volume	KD %
wipro share price	1.8M	63 <span style="color: orange;">●</span>
wipro	368.0K	99 <span style="color: red;">●</span>
nse wipro	246.0K	61 <span style="color: orange;">●</span>
wipro share	165.0K	61 <span style="color: orange;">●</span>
wipro share price nse	110.0K	59 <span style="color: orange;">●</span>

[View all 79,500 keywords](#)

### Questions

**5.2K** Total volume: **36.5K**

Keywords	Volume	KD %
what is wipro	2.4K	51 <span style="color: orange;">●</span>
why wipro interview questions	2.4K	46 <span style="color: yellow;">●</span>
why wipro is falling	1.3K	51 <span style="color: orange;">●</span>
why wipro share is falling	1.0K	40 <span style="color: yellow;">●</span>
how to buyback wipro shares	880	34 <span style="color: yellow;">●</span>

[View all 5,176 keywords](#)

### Related Keywords

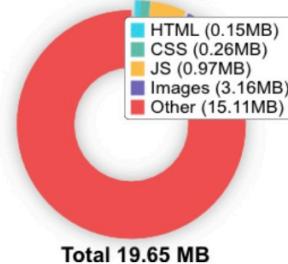
**973** Total volume: **3.5M**

Keywords	Volume	KD %
wilro	210	92 <span style="color: red;">●</span>
wipro company	27.1K	87 <span style="color: red;">●</span>
viprow company	140	82 <span style="color: red;">●</span>
www wipro com	880	78 <span style="color: red;">●</span>
wipro com	1.6K	82 <span style="color: red;">●</span>

[View all 973 keywords](#)

## On Page optimisation

<https://youtu.be/lnr11wGwWx4>



Website Compression (Gzip, Deflate, Brotli)

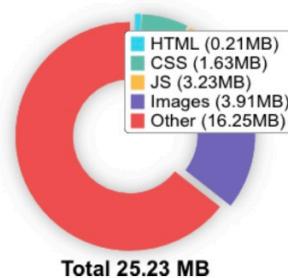
Your website appears to be using a reasonable level of compression.

### Compression Rates

HTML		0.15 MB (30%)
CSS		0.26 MB (84%)
JS		0.97 MB (70%)
Images		3.16 MB (19%)
Other		15.11 MB (7%)

Total 19.65 MB (22%)

### Raw Page Size Breakdown



## 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 these posts and story

[Content Calendar Example](#) (Try creating a table for the month of July)

# July 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17 10am-12pm Wipro Brand Identity	18 10am-12pm Key Words Research	19 10am-12pm Competitor Analysis for Wipro Brand	20 10am-12pm SEO Audit for Wipro	21 10am-12pm Instagram Quiz Post for Wipro	22 10am-12pm Wipro Ad video
23	24	25	26	27	28	29
30	31					

## **Content Idea Generation & Strategy:**

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.

It is presently ranked among the top 100 technology companies in the world.

Let us now look at the case study in more detail to understand about Wipro's marketing strategies.



# Digital Media Presence

A digital presence simply refers to how your business appears online and how you manage your brand on various social media platforms. Following is the social media presence of Wipro on Facebook, LinkedIn, Instagram, and Twitter.



## Wipro Limited

Information Technology & Services • Bangalore,  
Karnataka

3,834,902 followers



## Wipro Limited

@Wipro

Official Wipro account- Global leader in Consulting, Technology, Business Process Services | NYSE:WIT | 180,000+ employees | Serving clients across 6 continents

Global (HQ: Bangalore, India) [wipro.com](http://wipro.com)

Joined April 2008

1,026 Following 494K Followers



Learn More

wipro.org

86,549 people like this

# SWOT Analysis of Wipro

## Strengths

Diversified product offerings.

Early strategic alliances & boosted credibility.

Multi-domestic market philosophy.

Stronger dealer community.

## Weaknesses

A small player in the global market.

Investment in research & development is below the fastest-growing operations.

## Opportunities

New company strategy leads to greater profits.

Expand from pure tech to a broad-based vendor that solves business problems.

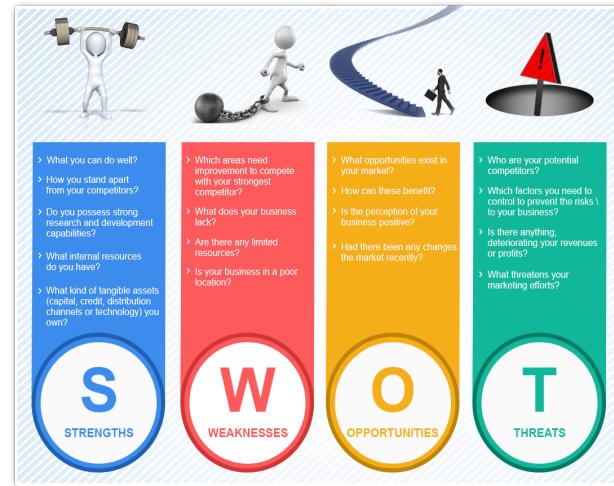
Diversify brand products and consultancy services.

## Threats

Huge competition from its rivals

New entrants

The increasing cost of human capital



## Mission & Vision:

Wipro's vision is to earn its clients' trust and maximise the value of their businesses by providing solutions that integrate deep industry insights, leading technologies, and best-in-class execution.

The company's Consumer Goods practice help its clients build great brands by connecting better with their customers in a digital world. Wipro's solutions and service offerings are fuelled by its clients' and end-consumers' needs.



## A Trusted Partner to Leading Brands:

Wipro's Consumer Goods practice is a trusted partner to several international marquee brands, helping them to disrupt and innovate in a digital world. The company's industry-leading services have been recognised by many industry forums and analysts.

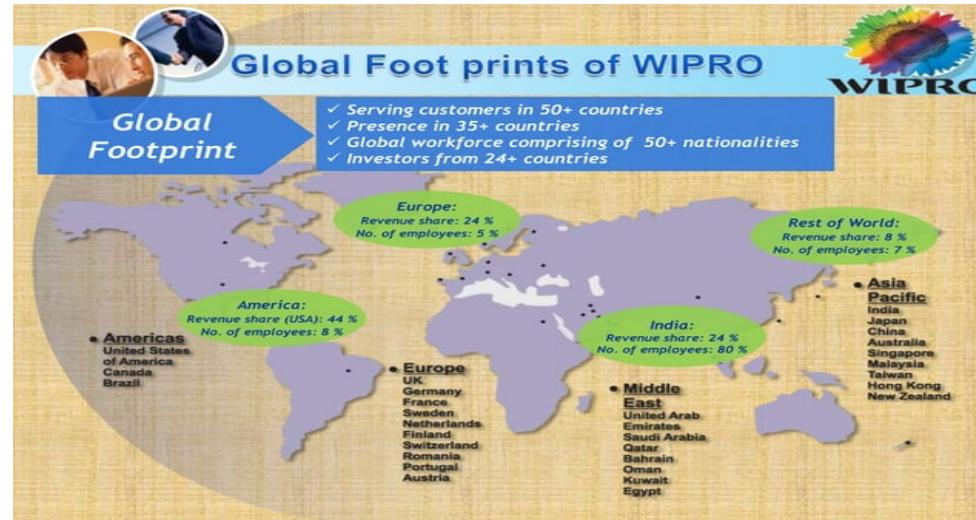
Consumer Goods Technology recognised Wipro as the Best in Class Technology Provider 2017; CGT named it one of the 30 best Supply Chain Solution Providers in their 2017 Supply Chain Planning Solutions Guide; Gartner includes Wipro Promax Analytics Solutions as a representative vendor in its Market Guide for Trade Promotion Management and Optimisation.

## Future Roadmap:

Wipro's strategy to remain differentiated tomorrow is focused on growth, client-centricity and depth of expertise. Powered by a simplified and agile organisational structure, a best-in-class enabling processes, and broad service portfolio, the company is investing in these areas to become a trusted partner of choice to its clients.

Wipro's Consumer Packaged Goods (CPG) vertical, as part of its core strategies, enables customers to deliver cost-effective solutions that help protect their brand, enhance reach, and nurture innovation.

The key enablers for the vertical strategy are micro-verticalisation, globalisation of key strategic accounts and differentiated solutions for the CPG industry.



## **Part 3: Content Ideas and Marketing Strategies**

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

### **Promotional strategy of the company:**

They spend a lot of revenue on promotional activities to stay ahead of their competitors. The promotion strategy primarily includes television, billboards, radio, magazine, and advertisements for consumer durable goods.

They advertise heavily on social media platforms like Twitter, Instagram, Facebook, and its website. It also takes part in various CSR activities to create brand visibility.

### **People**

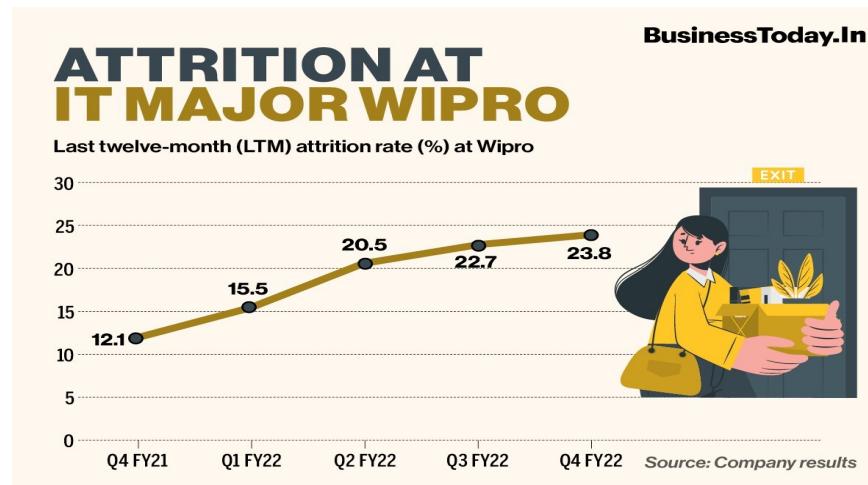
Has a combination of expertise and experience to satisfy their clients  
Guarantees free services to staffs and clients.

They make sure while using their service the customer doesn't face any issues.  
Maintain high standards and ensure a clear process.

## Challenges faced by Wipro :

Wipro's attrition rate has almost doubled in the recent past. The attrition rate rose from 12.1 per cent to 23.8 per cent in the span of just four quarters. Employee attrition adds to the costs of the company and hence Wipro has introduced some unique policies to bring the attrition rate down.

Indian IT behemoth Wipro has been battling high attrition rates for the past few quarters amid cost overloads and margin pressures. The tech giant, which employs 2,58,574 people, has an attrition rate of 23.3 per cent, and added over 15,000 new employees in the first quarter of the financial year 2022-23. The top management of the company, including Thierry Delaporte, Chief Executive Officer, and Rishad Premji, Executive Chairman, has also addressed this issue on several occasions.



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Post Creation:

- **Select Content Categories:** Identify 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. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

### Format 1: BLOG ARTICLE

AIM. : Boost SEO and provide information about a certain new product

DATE. : 06/08/2023

TOPIC. : A brief description about the company.

<https://www.blogger.com/blog/post/edit/5831573653533714672/5037111460132412343>

## Format 2: Video

AIM : By bringing together consulting, design, engineering, implementation, and operations

Date : 06/08/2023

TOPIC : A detailed video related to Wipro company and its products.

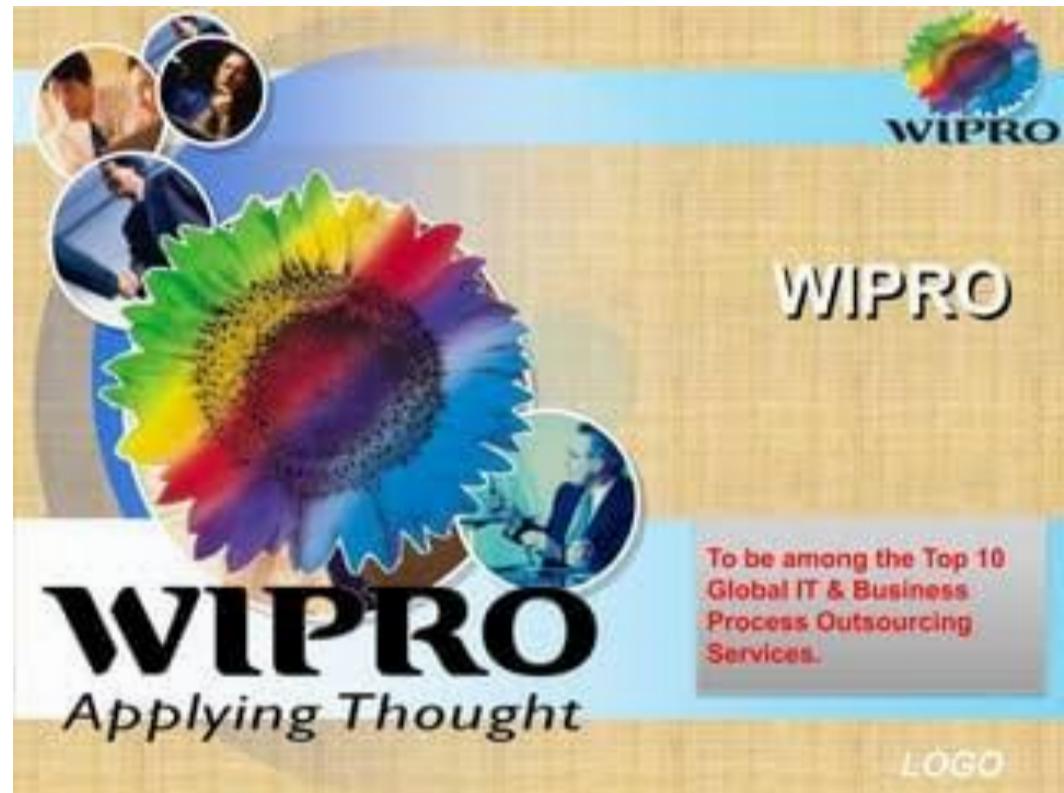
<https://youtu.be/ag2M67mCth4>

## Format 3: Creative

Aim : Brand awareness & research

Date : 06/08/2023

Topic : meme



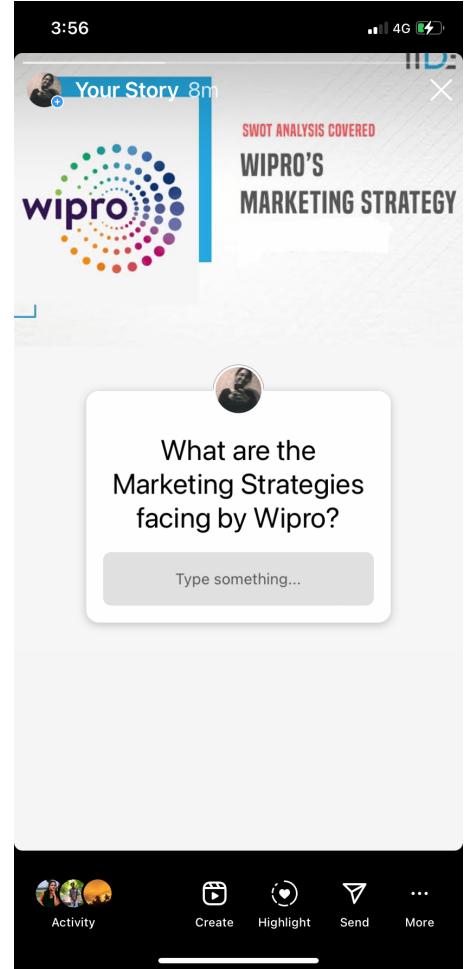
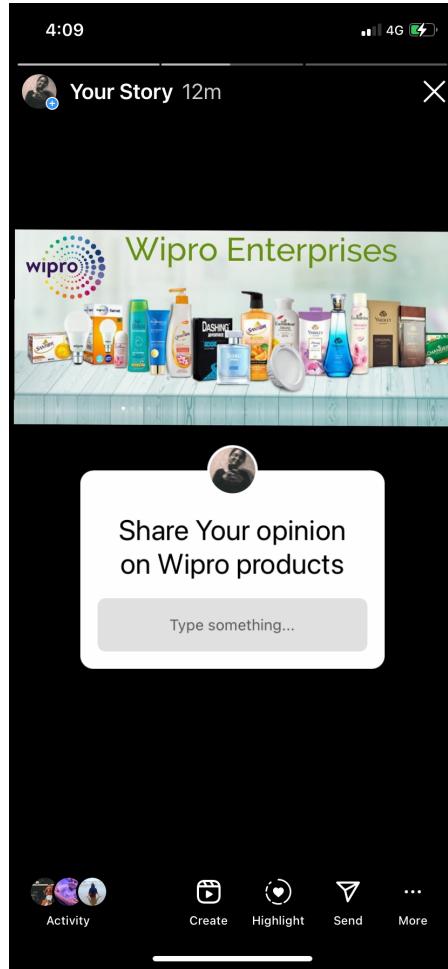
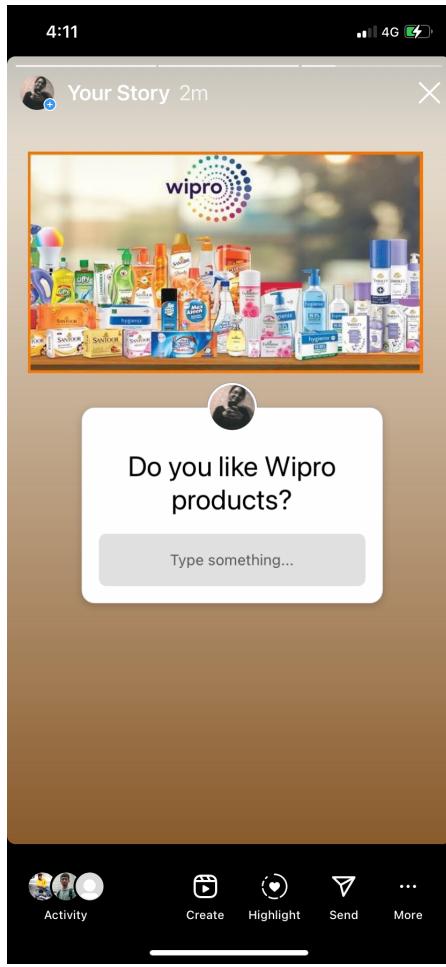
## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

# **Instagram Story**

Utilize the Stories feature on Instagram for three 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 the 3 story with an appropriate name for each.

### **Note:**

Once done monitor the performance of the posts and Stories using the insight tool and analyze the engagement metrics (likes, comments, shares, impressions, etc.). Based on the analysis, mention the strategies and areas for improvement.



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

# Designs/Video Editing

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

<https://youtu.be/ag2M67mCth4>

# VIDEO



## MAKING THE VIDEO FOR WIPRO AD

The video production process consists of 3 main steps: pre-production, which is the planning stage for mapping out your strategy and script for the video, production is the phase in which the video is shot, and finally post-production, which involves editing the video, adding music and other effects. Let's walk through the process step by step.

- \*Firstly collect information about WIPRO through official websites of Wipro
- \*Secondly collect images and other details about them and ready to plan the process
- \*Thirdly from the collected data, make the video by using different video designing apps like canva,inshot,Invideo etc.

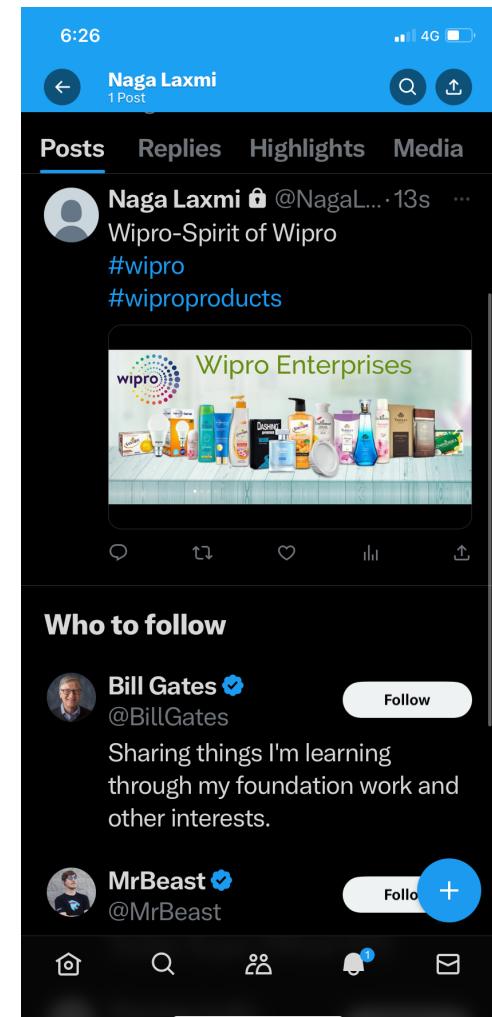
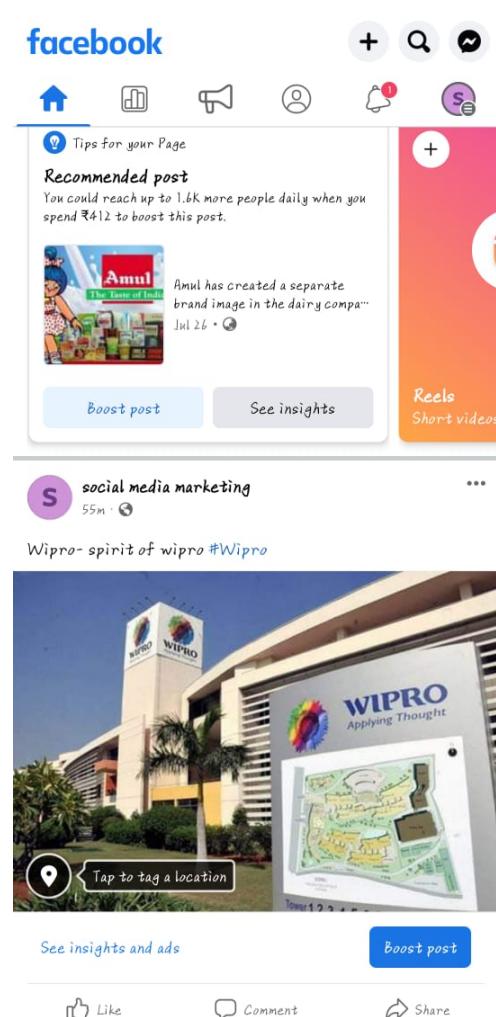
## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

### **Social Media Ad Campaigns**

#### **Ad Campaigns over Social Media:**

Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic, or generating leads

By creating amazing strategies that could touch every Indian's heart, Wipro made its way towards success. Subtle placements of "Wipro" with current affairs and then posting the same on every social media platforms, Amul was able to create its strong presence in the minds of the customers.



## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

**For every campaign clearly define:**

- **Advertising Goals:** increasing brand awareness, driving website traffic, or generating leads.
- **Audience Targeting:** Define the target audience for the ad campaigns based on demographics, interests, and behaviour.
- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-action.

Wipro leverage its holistic portfolio of capabilities in consulting, design, engineering, operations, and emerging technologies to help clients realise their boldest ambitions and build future-ready, sustainable businesses. A company recognised globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 250,000 dedicated employees serving clients across 66 countries.

## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Email Ad Campaigns

#### Ad Campaigns for email marketing:

Come up with 2 email ad campaigns with the mentioned goals: brand awareness & generating leads



"The leads are the problem. The leads generated by marketing or the ones that come to my boys are just not good enough and hence the low conversions." countered Brown.

Taylor wanted to know what the way out was.

Brown came up with the idea of a dynamic enterprise-level Lead Management System (LMS). He cited an example from his previous 95%

organisation, where investing in an advanced mobile-based LMS helped improve the conversion rate significantly. He explained how an increase in conversion rate could lead to an exponential increase in sales volumes.

Taylor looked hopeful and was ready to try this innovative solution that could possibly enhance lead conversions and ramp up revenue.

Typically, only a small percentage of leads get converted. While reasons are many, inadequate follow-ups result in lead leakages. Walk-ins at dealerships are seen drying up. Thus, dealers are now increasingly dependent on digital leads. Lead management significantly impacts not just the revenue growth of a company but also the overall morale and productivity of the sales people.

Automotive OEMs usually rely on two possible options to optimise sales numbers. First, by increasing the lead base through effective campaigns, which, for many companies, may add to their costs.

Second, by improving lead conversion rates through an efficient LMS. Looking at the viability, OEMs bank on advanced LMS for improved sales figures - especially for mature markets.



Wipro Enterprises has Wipro Consumer Care and Lighting and Wipro Infrastructure Engineering under its umbrella. Wipro Consumer Care & Lighting is a leading FMCG business in Personal Care, Home Care, Lighting & Switches and Office Furniture. Wipro Infrastructure Engineering is a diversified engineering business in the fields of Hydraulics, Water Treatment, Additive Manufacturing, Aerospace and Automation Solutions.

# Email Ad Campaign 1 - Brand Awareness

(insert emailer image)



Add button text



Copyright (C) |CURRENT\_YEAR| \* |LIST:COMPANY|. All rights reserved.  
|IFNOT:ARCHIVE\_PAGE|\*|LIST:DESCRIPTION|\*  
END:IF|\*

Our mailing address is:  
|IFNOT:ARCHIVE\_PAGE|\*|HTML:LIST\_ADDRESS|\*  
END:IF|\*

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe](#)





**It's time to design your  
email**

You can define the layout of your email and give your content a place to live by adding, rearranging, and deleting content blocks.

Add button text



Copyright (C) |CURRENT\_YEAR| \* |LIST:COMPANY|. All rights reserved.

```
*||IFNOT:ARCHIVE_PAGE|*||LIST:DESCRIPTION|*||  
END:IF|*
```

Our mailing address is:  
\*||IFNOT:ARCHIVE\_PAGE|\*||HTML:LIST\_ADDRESS|\*||  
END:IF|\*

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe](#)



## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

- Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.

We learnt how to create ad campaigns and video designing and gained practical knowledge in digital marketing.

We gradually learnt how to gain loyal customers and build brand image by attracting target audience.

We convey our sincere regards to our project mentors,tutors & our college staff for their guidance throughout the project.