

# **DIGITAL MARKETING**



## **TECH MAHINDHRA**

A project report submitted by partial fulfillment of the requirements for the award  
of degree of

**B.SC (ELECTRONIC)**

Submitted By

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III YEAR BSC-MECs (720131705181)

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**PYDAH DEGREE COLLEGE**

Under the esteemed Guidance of

**DEPARTMENT OF ELECTRONICS**  
**PYDAH COLLEGE (U.G.COURSES)**  
**(Affiliated to Andhra University) 2021-2023**



**PYDAH DEGREE COLLEGE**  
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**CERTIFICATE**

This is to certify that the project report titled '**DIGITAL MARKETING TECH-MAHINDHRA**' Submitted by "**K.PAVAN**" in partial fulfillment of the Requirements for the award of the degree of the B.SC at Department of ELECTRONICS, PYDAH DEGREE COLLEGE, Rednem gardens, Visakhapatnam is Bonafide record of the work done by him\her under my supervision.

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**MODEL OFFICER**  
**DIKKALA SATEESH**

**PRINCIPAL**  
**Mr S.V.S .prasad**

## **DECLARATION**

I'M **K.PAVAN (RegNo.720131705181)** bonafide student of BSC, in **PYDAHY DEGREE COLLEGE** ,affiliated to **ANDHRA UNIVERSITY**, Vishakhapatnam would like to declare that the project entitled **DIGITAL MARKETING -TECH MAHINDHRA** submitted by me in partial fulfillment of the requirements for the award of the degree is my original work.

**DATE:**

**NAME:K.PAVAN**

**PLACE:**

**REG NO:720131705181**

## **ACKNOWLEDGEMENT**

The satisfaction that accompanies the successful completion of any task would be incomplete without mention of the people, who made it possible whose constant guidance and encouragement crowned our efforts I take this opportunity to express my deepest gratitude and appreciation to all those who have helped me directly or indirectly towards the successful completion of this project.

I take this opportunity to thank our Principal, **Mr S.V.S .prasad** for providing all sorts of help during the project work. I express my heartfelt thanks to **DIKKALA SATEESH** , Nodal officer, and team for giving us facilities to carry out my project. It is great pleasure in expressing deep sense of gratitude and veneration to our project mentor, **J.PADMINI CHANDRA** Lecturer in ENGLISH for her valuable guidance & thought-provoking discussion through the course of the project.

I express my thanks to my parents and my family members, who gave me support in completing my project.

Finally, I am thankful to all our friends who have helped me in some way or the other in getting towards the completion of this project work.

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## **INTRODUCTION**

Digital marketing is the use of digital technologies and platforms to promote products and services, as well as to connect with potential customers. It is an incredibly versatile and powerful tool that can be used in various ways to reach people worldwide.

Digital marketing utilizes multiple digital technologies to deliver promotional messages, such as mobile phones, computers, and other digital media and platforms. It can be used for B2B (Business to Business) and B2C (Business to Consumer) marketing, depending on the goal and objectives of the campaign.

Digital marketing offers unique advantages such as greater reach, improved targeting, personalized messaging, and better ROI (Return on Investment).

It also allows businesses to stay up-to-date with marketing trends and technologies. With the right strategies and tactics, companies can leverage digital marketing to increase their visibility and reach a larger audience.

## ***What is Digital Marketing?***

Digital marketing is the marketing of products or services using digital technologies on the Internet, through mobile phone Apps, display advertising, and any other digital mediums. Digital marketing channels are systems based on the Internet that can create, accelerate, and transmit product value from producer to a consumer terminal, through digital networks. The development of digital marketing, during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace.

Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile

ring tones. The extension to non-Internet channels differentiates digital marketing from online marketing. So, how is digital marketing different from traditional marketing? The traditional manner of marketing involved businesses to advertise their products or services on print media, radio and television commercials, business cards, bill boards, and in many other similar ways where Internet or social media websites were not employed for advertising.

Traditional marketing policies had limited customer reachability and scope of driving customers' buying behavior. Digital marketing is a way to promote brands and products online and through other digital channels. ....In addition to their website, a company might also use PPC and display Ads, email marketing, mobile technology like smartphones, social media, and other mediums to attract and engage their target consumers





## ***Digital Marketing Channels:***

1. Content Marketing Content marketing is a type of digital marketing that focuses on creating and distributing content for a target audience. The content aims at being valuable, relevant, and (ideally) consistent. Its ultimate goal is to drive a profitable customer action. The crucial part here is “valuable” and “relevant”. This is what tells content marketing apart from traditional spammy advertising. The target audience should want to seek the content out and consume it.

2. Search Engine Optimization(SEO) SEO, or Search Engine Optimization, is the process of getting quality traffic from free, or organic, search results on the search engines (like Google and Bing). It’s important that the traffic you drive to your website is relevant to your industry. If you manage to attract a high volume of visitors searching for Macintosh computers while what you actually do is selling raincoats, the traffic will do you no-good. SEO is one of the most important types of digital marketing. By optimizing your content for search engines, you can increase a steady stream of relevant traffic that will only grow over time. Without search engine optimization, people simply won’t be able to find you on the Internet. What is SEO and how it works? In other words, SEO involves making certain changes to your website design and content that make your site more attractive

to a search engine. ... SEO is the process that organizations go through to help make sure that their site ranks high in the search engines for relevant keywords and phrases. Best Search Engine Optimization (SEO) Tools: 1. Ahrefs: SEO Keyword Tool Ahrefs is one of the most recommended SEO tools online. It's only second to Google when it comes to being the largest website crawlers. SEO experts can't get enough of Ahref's Site Audit feature as it's the best SEO analysis tool around. The tool highlights what parts of your website require improvements to help ensure your best ranking. From a competitor analysis perspective, you'll likely use Ahrefs to determine your competitor's backlinks to use them as a starting point for your own brand. You can also use this SEO tool to find the most linked to content within your niche 2. Google Search Console: Top SEO Tool Offered for free to everyone with a website, Search console by Google lets you monitor and report on your website's presence in Google SERP. All you need to do is verify your website by adding some code to your website or going through Google Analytics and you can submit your sitemap for indexing. Although you don't need a Search Console account to appear in Google's search results you can control what gets indexed and how your website is represented with this account.

## DIGITAL MARKETING CHANNELS



### ***What is CMS:***

A content management system (CMS) is a software application that can be used to manage the creation and modification of digital content. CMSs are typically used for enterprise content management (ECM) and web content management (WCM). ECM typically supports multiple users in a collaborative environment by integrating document management, digital asset management and record retention. Alternatively, WCM is the collaborative authoring for websites and may include text and embed graphics, photos, video, audio, maps and programme code that display content and interact with the user. Common Features: The core CMS features are; indexing; search and retrieval; format management; revision control; and

management. Features may vary depending on the system application but will typically include:

- Intuitive indexing, search and retrieval features index all data for easy access through search functions and allow users to search by attributes such as publication dates, keywords or author.
- Format management facilitates turn scanned paper documents and legacy electronic documents into HTML or PDF documents.
- Publishing functionality allows individuals to use a template or a set of templates approved by the organization, as well as wizards and other tools to create or modify content.



### ***DIRECTORY SUBMISSION:***

Directory submission is defined as the practice of submitting your website URL and its details on the web in a directory under a particular category. This is a way which helps you to

improve your link building. Directory Submission is an off page factor which helps to optimize your webpage. In these directories, your own website is submitted to another website. There are different categories under which you can submit your website. For example, if you have a site related to Health, then you will submit your site under Health category which will help you to get backlinks from them. It very interestingly build links in one way. These directories are somewhat similar to the phone directories which has a list of websites in each category. There are three types of Directory Submissions:

- Paid or Featured Web Listing: In this, the owner of Directories site will charge for Submission and your link will be approved in some moment or within 24 hours. This will help you in getting backlinks from this type of submission. Some sites offer this package for yearly or lifetime.
- Free or Regular Web Listing: It is free for Directory Submission, no one charges for free or regular submission but there is no guarantee of the websites getting approved by the Administrator. Also, this involves time.
- Reciprocal Regular

Web Listing: In this, a reciprocal link must be submitted to your site when you activate Directory Link, only then the Directory administrator will approve your link. Business listing means listing of your business according to category on classified sites, while in directory submission you submit your domain to another site so they can update their directory by adding you in specific category/section. Importance of Directory Submission

in SEO Directory submission being a basic aspect of Off page optimization helps in doing search engine optimization.

Directory submissions also attracts traffic on your website and getting. Directory submissions help in increasing your page rank by building authority back links. For the people who have just started doing blogging, it is a must for them. This way you will see growth in the rankings of your website and blog by submitting your URL to web directories. Method of Doing Directory submission in SEO: While doing Directory Submissions for effective SEO, make sure you choose the category which is of your niche. Search and research about the directories which are best suitable for your website. Before you submit your website or a blog find a particular category where you have to submit a link or insert your blog's URL. That's all and you are done! Some Tips for Not going Wrong on Submission • Submit your website to the most suitable subcategory. • Do not submit your website to the wrong category just for gain full is tings. • Remember, not to spam a directory. • Make sure the physical address or blog stats you provide are correct. • Try to avoid a site that requires a link back or banners on your site. Having badges and site wide link backs to the directories may harm your site's SEO score. So better stay safe.

***Digital marketing about Tech Mahindra:***

## Our 360 Degree Integrated Digital Marketing Offerings



360 degree integrated digital marketing offerings

AI and digital transformation

10000+ team supporting commercial content & campaign services

Suite of offerings for mobile app marketing

50+ subject matter experts across all channels/platforms

250,000+ marketing assets delivered across multiple channels

Key Offerings

Digital Strategy

Unleash your Digital Potential and gain Competitive Advantage with our collaborative approach, trademarked strategy & innovative processes.

## Service Design

Service and user experience design across digital and physical interaction points for game-changing customer interfaces and experiences.

## E-Commerce Solutions

Industry leading solutions for global brands to cater to their “always-on” customers who consume services and shop anytime, anywhere.

## Consulting

Webs presence and apps, content marketing, design and innovation, and digital business models.



## Connected Products

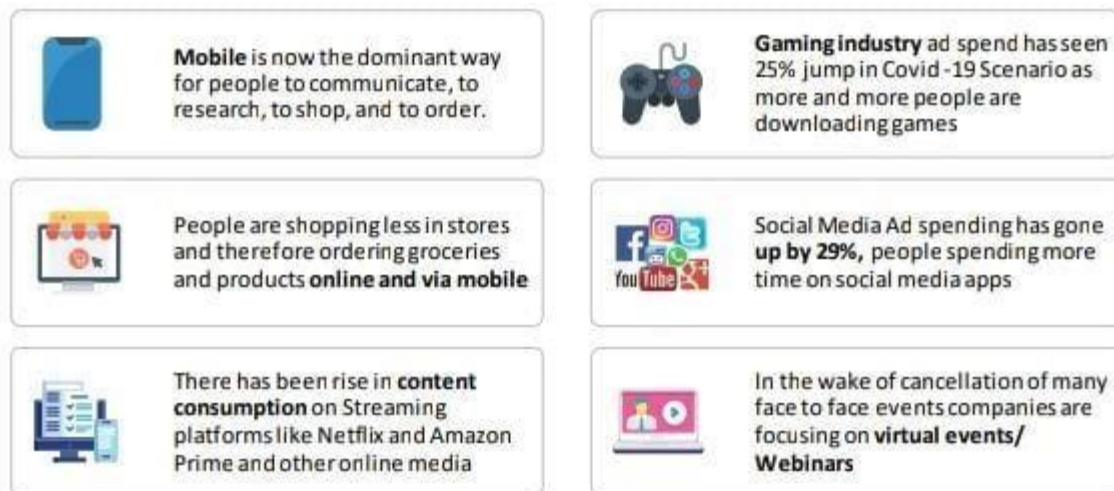
Our team of experienced inventors, engineers and product designers innovate and create connected products powered by IoT.

## *TechM BPS Edge*

## *Bio Hive™*

*Build innovative processes by co-locating with clients and end customers to create a 360-degree*

In the wake of Corona Virus Pandemic, where organic traffic and paid traffic is going down, moving to email campaigns is a cheap and effective way to reach out to your customers. Our campaign operations services allow us to work closely with a business and execute its strategies in the most competent way powered by advance campaign Analytics techniques. While your marketing teams can focus on Strategy, we can help you with efficiently executing your campaigns using best in class marketing automation and campaign specialists.



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TECHM BPS TRANSFORMING

## Our 360 Degree Integrated Digital Marketing Offerings



- Create an event within a tool - Set up date, time, topic, attendees etc .

- Room set up – Presentation upload, Layout set up
- Publish to live after approval from Client
- Set up and blast emails to target audience with the desired link
- Reminder emails are triggered 24 hours before the event
- Post Webinar Thank You emails to attendees
- Share the report with the Client WHY TECH M
- Using AI/ML we can predict registration and Attendees
- Using AI identify the right topics that can resonate with your target audience
- Query analysis using smart chat



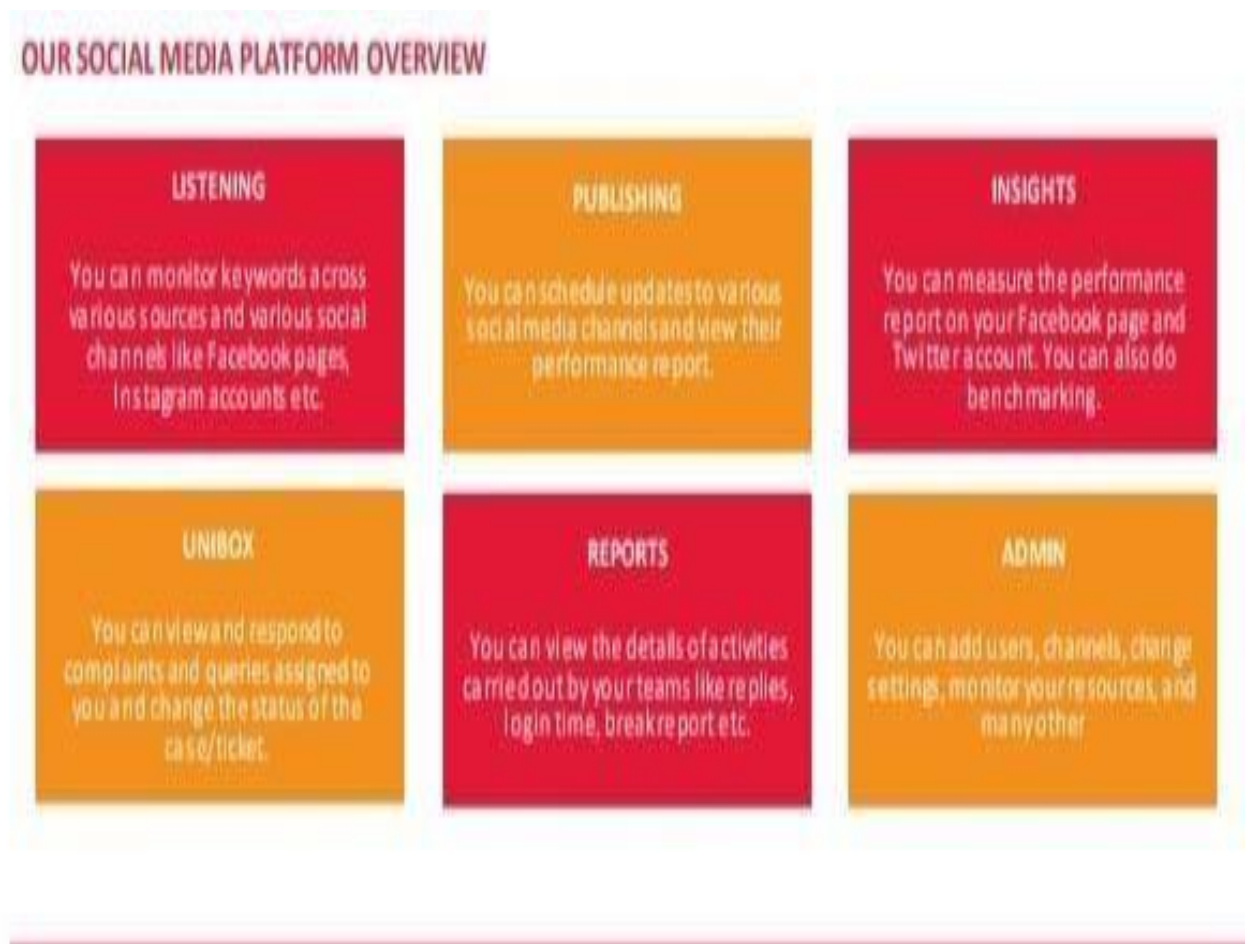
## DIGITAL ANALYTICS

Data is the greatest business asset and the proficiency with which a firm handles data can be a major market differentiator. Keeping in mind how crucial data is to obtain business insights, we offer a complete suite of digital data analytics including democratization of data, improved cultivating intricate analytics, next gen unified platforms and cloud based options. All these together offer faster insights, faster go-to-market and faster outcomes.



**SOCIAL** We offer end-to-end social media management and engagement solutions which support organizations in gathering business intelligence through social media. Our solutions are

powered by technological gems like SOCIO (complete social media management platform) along with others. Our team of 900+ consultants, data scientists and SMEs allow your brand to listen, engage with their customers and make their offerings relevant.



## CONCLUSION

The conclusion of digital marketing has now become a hot topic for discussion. Modern technology has changed a lot. Besides

the growth of modern technology, the technique of businesses has also changed. In this regard, digital marketing comes to take the leading position. Modern generation does not want to go to any shop or shopping mall to buy anything. They want to buy everything online. So, the various companies always try to stay connected with their consumers or customers via the internet. To get the best of it, consumers and marketers must know the advantage and disadvantage of digital marketing. If you do not know the benefits and harmful sides, then you won't get the full advantage of digital