



Contribution of TEAM Members towards PPT

Introduction contributed by TEAM Leader:

As a Team leader I contributed my part in project was on the introduction of TATA Motors. It was the part of TATA group which was established in year of 1945,Mumbai.

TATA Motors is an Indian company that makes cars , trucks and other vehicles . It part of the TATA group , one of the biggest companies in the India . TATA Motors is known for making variety of vehicles that are used all around the world.

As I understood in these project was for any company the marketing is important that too in online /digital that makes the company wide.And every thing will be made on digital marketing easy and makes widely contributed to the public.

By
P.N.Arptha

Brand Study,competitor Analysis Contributed by TEAM

Member-1 :

As a team member in the project of TATA group on brand study and competitor analysis. I understood that about Brand Study was what people think about TATA motors .

- *How people see TATA's cars and trucks .*
- *what TATA Stands for and its history.*
- *How TATA Advertises and markets .*
- *What sets TATA apart from others.*

On competitor analysis:

I understood that

- *Looking at other car and truck companies .*
- *Comparing TATA to these competitors.*
- *Finding out TATA's strength and weakness.*
- *Figuring out how TATA can do better.*

For any company brand analysis is important and also competitor analysis plays a crucial role in the company to make better for further coming years to compete with others competitors

By

Pujari Chamundeswari

Buyers/Audience persona and SEO Contributed by TEAM Member-2:

As a team member of the project I contributed myself in the project was on the buyers persona and SEO . I understood that buyers for TATA motors are people who purchase vehicles made by the company . The audiences persona for TATA motors include individuals who are looking for affordable and reliable cars,especially in emerging markets, as well as those interested in commercial vehicles and transportation solutions.

On SEO I understood that SEO for TATA motors in simple words means optimising their online presence so that when people search for information releated to TATA motors ,like their cars are services the companies websites and content appear at the top of search engine results.these helps attract more visitors and potential customers their website.

I understood that from this topic was the buyers persona was releated to the public and the company making the vehicles to attract the public and use their motors.and on SEO it is optimising the company.

By

R.Bhavani

Keyword Research and SWOT analysis contributed by TEAM Member-3:

As a team member in the project i contributed my part on keyword research and SWOT analysis . I understood from that was keyword research is like finding the words people use when searching online . It helps you understand what topics are popular and can guide your content so its more likely to be found by the right audience. So this states that the keywords are important to company to engage public while searching for similar words.

On SWOT analysis it shows that the companies strenghts , weakness ,opportunities and weakness and threats.Every company needs to do SWOT analysis to make changes and reduce the threats.

By

R.Rajasekhar Reddy


Content ideas and marketing strategies **contributed by TEAM Member-4:**

As a team member in the project. I Was contibuted on the topic of content ideas and marketing strategies .I understood that content ideas that were target to the audience and use various content formats ,such as articles ,videos ,infographics and social media post ,to keep your audience engaged and informed .

On marketing strategies.I understood that are plans and tactics that businesses use to promote their products and services that connect with potential customers .These strategies are designed to reach the right audience ,create awareness and ultimately persuade people to buy what the business is offering that includes advertising ,public relations ,E-Mail marketing ,social media marketing etc., .

By

S.Asha Sree



As we are the members we contributed ourself in the project .we learnt many things in digital marketing and make much more in the future.

THANK YOU....

From,

- P.N.Arptha
- Pujari Chamundeswari
- R.Bhavani
- R.Rajasekhar Reddy
- S.Asha Sree