

# Comprehensive digital marketing Project on Tatamotors:

- ▶ University

- ▶ *Dr BR Ambedkar University*

- ▶ ***Team Details:***

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# Brand study: (Mission /values & USP)

## Missions and values on Tatamotors

*Tata Motors, an Indian multinational automotive manufacturing company, has a mission to consistently deliver innovative, technologically advanced, and sustainable solutions to meet the mobility needs of people globally. Its values typically revolve around integrity, excellence, customer focus, and social responsibility.*

**Values:** *These values guide the company in its pursuit of growth and sustainability while ensuring it contributes positively to society and the environment.*

## **Tata Motors' unique selling Propositions on Tatamotors**

*It's known for offering a diverse range of vehicles that cater to various market segments while prioritizing safety and sustainability. Additionally, Tata Motors emphasizes its strong heritage, reliability, and customer-centric approach, distinguishing itself in the competitive automotive industry.*

# Brand Tone & KPI On Tatamotors

## *Brand Tone On Tatamotors:*

*Tata Motors typically adopts a tone that is professional, trustworthy, and forward-thinking. It aims to convey confidence in its products and services while maintaining a sense of humility and respect for its customers. Additionally, the brand tone often reflects Tata Motors' commitment to innovation, sustainability, and social responsibility, highlighting its efforts to make a positive impact on society and the environment.*

## ► KPIs On Tatamotors

Key Performance Indicators (KPIs) for Tata Motors may include metrics related to sales and revenue, such as total vehicle sales, market share, and revenue growth. Additionally, KPIs could focus on operational efficiency and quality, such as manufacturing productivity, vehicle quality ratings, and customer satisfaction scores.

# Buyer/Audience Persona On Tatamotors:

## ► Demographics:

Age: Middle-aged individuals (30-50) seeking reliable transportation.

Gender: Both male and female, although slightly skewed towards males.

Income: Middle to upper-middle class with moderate to high disposable income.

Education: Varied, ranging from high school graduates to postgraduates.

## Psychographics:

*Lifestyle: Practical, value-oriented individuals who prioritize functionality and affordability.*

*Values: Quality, reliability, and safety are essential; eco-consciousness may also be a consideration.*

*Interests: Family-oriented activities, outdoor adventures, and technology enthusiasts.*

# Buying behavior:

**Research:** Likely to conduct thorough research online and seek reviews from peers.

**Decision-making:** Value-driven, weighing factors such as price, features, fuel efficiency, and after-sales service.

**Influences:** Word-of-mouth recommendations, online reviews, and brand reputation.

## Goals

**Market Expansion:** *Expanding market presence domestically and internationally by introducing new models, targeting different segments, and improving brand perception.*

**Product Innovation:** *Continuously innovating and upgrading vehicle models to stay competitive in terms of technology, safety features, and eco-friendliness.*

**Customer Satisfaction:** *Enhancing customer satisfaction through improved after-sales service, warranty offerings, and addressing customer feedback.*

# Challenges

**Competition:** *Facing intense competition from both domestic and international automakers, requiring Tata Motors to differentiate its offerings and maintain competitive pricing.*

**Quality Perception:** Overcoming historical perceptions of lower quality compared to competitors by consistently delivering high-quality products and improving brand reputation

**Technological Advancements:** Keeping pace with rapid technological advancements in the automotive industry, particularly in areas such as electric vehicles, autonomous driving, and connectivity features.

**Regulatory Compliance:** Adapting to evolving regulatory requirements related to emissions, safety standards, and import/export regulations in various markets.

# Competitor Analysis on Tatamotors:

## Competitor analysis 1:

### ► *Toyota Kirloskar Motor:*

#### USP

*The unique selling proposition (USP) of Toyota Kirloskar Motors could include its reputation for reliability, fuel efficiency, advanced technology, safety features, and commitment to sustainability. Toyota is known for its quality engineering, durability, and low maintenance costs, which are often highlighted as key advantages over competitors in the automotive industry.*

#### Online communication:

*Toyota Kirloskar Motors likely communicates online through various channels such as their official website, social media platforms (like Facebook, Twitter, and Instagram), email newsletters, and possibly through online advertising campaigns. These channels are likely used to showcase their latest models, highlight features, promote offers and deals, share customer testimonials.*

# SWOT

## strengths:

**Reliability:** Toyota vehicles are renowned for their reliability and durability, which contributes to long-term customer satisfaction.

**Quality Engineering:** The company is known for its high-quality engineering, ensuring well-built vehicles with attention to detail.

**Innovation and Technology:** Toyota often integrates advanced technology into its vehicles, offering features such as hybrid drivetrains, safety systems, and connectivity options.

**Fuel Efficiency:** Many Toyota models are recognized for their fuel efficiency, appealing to environmentally-conscious consumers and those looking to save on fuel costs.

**Strong Brand Image:** Toyota has a strong global brand image built on trust, safety, and dependability, which attracts loyal customers.



# Weakness:

***Higher Initial Cost:*** Compared to some competitors, Toyota vehicles often have a higher initial purchase price, which may deter price-sensitive customers

***Perception of Bland Design:*** Some critics argue that Toyota vehicles lack the excitement and flair of competitors in terms of design and styling.

***Limited Performance Options:*** While Toyota prioritizes reliability and fuel efficiency, some enthusiasts may find their lineup lacking in high-performance options compared to other manufacturers.

***Dependence on Conventional Powertrains:*** Although Toyota is making strides in hybrid and electric vehicle technology, its lineup still relies heavily on conventional gasoline engines, which may become a weakness as the automotive industry shifts towards electrification.

# Opportunities:

- ▶ *The opportunities for Tata Motors could include expanding into new markets, developing innovative electric or autonomous vehicles, improving supply chain efficiency, or investing in research and development for cutting-edge automotive technologies.*
- ▶ *It depends on their strategic goals and the direction they want to take in the automotive industry.*

# Threats:

*Tata Motors might face threats such as intense competition from other automakers, economic downturns affecting consumer spending on vehicles, changing government regulations impacting the automotive industry, supply chain disruptions, and shifts in consumer preferences towards alternative modes of transportation*

# Competitor analysis 2:

## *Ford motor company:*

*Ford Motor Company is a multinational automaker headquartered in Dearborn, Michigan, USA. Founded by Henry Ford in 1903, it's one of the oldest and largest automobile manufacturers globally. Ford is known for its popular vehicles such as the F-Series pickup trucks, Mustang, and Explorer SUV.*

### **USP:**

***Heritage and Legacy:** Ford's rich history and legacy as one of the pioneering companies in the automotive industry give it a strong brand identity and customer loyalty.*

***Iconic Models:** Ford has produced several iconic vehicle models such as the Ford Mustang, F-Series trucks, and the Ford Explorer, which have gained widespread popularity and recognition globally.*

## Online communication:

- ▶ **Website:** *Ford maintains an official website that serves as a hub for information about its vehicles, corporate news, sustainability initiatives, investor relations, careers, and more.*
- ▶ **Social Media:** *Ford has active profiles on major social media platforms like Facebook, Twitter, Instagram, LinkedIn, and YouTube*

## Strengths:

**Strong Brand Recognition:** *Ford has established itself as a global automotive leader with a rich history spanning over a century. Its iconic models like the Mustang and F-Series trucks have contributed to its strong brand recognition and customer loyalty.*

**Diverse Product Portfolio:** *Ford offers a wide range of vehicles, including trucks, SUVs, sedans, and electric vehicles, catering to various customer segments and preferences*

**Financial Stability:** *Despite challenges in the automotive industry, Ford has demonstrated financial stability and resilience, with solid revenue streams and profitability.*

# Weakness:

**Dependence on North American Markets:** *Ford generates a significant portion of its revenue from North America, making it vulnerable to economic fluctuations and market saturation in this region.*

**Heavy Reliance on Trucks and SUVs:** *Ford's heavy reliance on trucks and SUVs for its revenue leaves it exposed to changes in consumer preferences, fuel prices, and regulatory measures aimed at reducing emissions.*

# Opportunities:

**Electric Vehicles (Evs):** *With the growing demand for electric vehicles worldwide, Ford can expand its lineup of Evs to capture a larger share of this rapidly growing market. Investing in electric vehicle technology and infrastructure can position Ford as a leader in sustainable transportation.*

**Autonomous Vehicles (Avs):** *Ford has the opportunity to develop and commercialize autonomous vehicle technology*

## Threats:

- ▶ **Intense Competition:** *Ford operates in a highly competitive industry with numerous global and regional competitors. The emergence of new players and disruptive technologies further intensifies competition, potentially eroding Ford's market share and profitability.*
- ▶ **Economic Downturns:** *Economic downturns, recessions, or financial crises can significantly impact consumer spending on automobiles.*



## Competitor analysis 3:

### ***Mahindra:***

#### ***USP:***

**Automotive Innovation:** *Mahindra is known for its innovation in the automotive sector, particularly in the production of utility vehicles, commercial vehicles, and electric vehicles. It has a strong presence in the SUV segment with popular models like the Scorpio and XUV500.*

**Commitment to Sustainability:** *Mahindra has a strong focus on sustainability and environmental stewardship*

# Online Communication:

**Email Marketing:** *Mahindra likely employs email marketing campaigns to communicate with customers, subscribers, and prospects. These emails may include newsletters, product announcements, special offers, and event invitations.*

**Online Advertising:** *Mahindra invests in online advertising campaigns to increase brand visibility, drive traffic to its website or dealership locations, promote new vehicle launches, and highlight special promotions or events*

# Strengths:

**Customer-Centric Approach:** Mahindra places a strong emphasis on understanding customer needs and preferences. By offering tailored products and services, as well as providing excellent customer support, Mahindra maintains a loyal customer base.

**Global Presence:** Mahindra has a significant global footprint with operations in multiple countries. Its international presence not only helps in accessing diverse markets but also facilitates collaborations, partnerships, and acquisitions to drive growth and expansion.

## Weakness:

**Brand Perception:** *In some international markets, Mahindra's brand image may not be as strong or well-established compared to global competitors. Building brand awareness and enhancing perception may require significant investment and strategic marketing efforts.*

**Dependence on Indian Market:** *Despite its global presence, Mahindra's revenue is heavily dependent on the Indian market. Economic fluctuations or regulatory changes in India could impact the company's financial performance.*

# Opportunities:

**Renewable Energy:** *Mahindra has a presence in renewable energy through its subsidiary Mahindra Susten, which offers solar energy solutions. With increasing emphasis on sustainability and renewable energy sources, Mahindra can capitalize on opportunities in solar power generation, energy storage, and related services.*

**Digital Transformation:** *Mahindra can leverage digital technologies to enhance its products and services across various sectors,*

# Threats:

**Intense Competition:** *In each of its sectors, Mahindra faces competition from both domestic and international players. The automotive industry, in particular, is highly competitive, with numerous established and emerging manufacturers vying for market share.*

**Economic Uncertainty:** *Economic downturns, recessions, or currency fluctuations can adversely affect consumer spending and demand for Mahindra's products and services.*

# Seo and 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*

# SEO audit:

Audit Results for company.co



Your page could be better

Recommendations: 18



On-Page SEO



Links



Usability



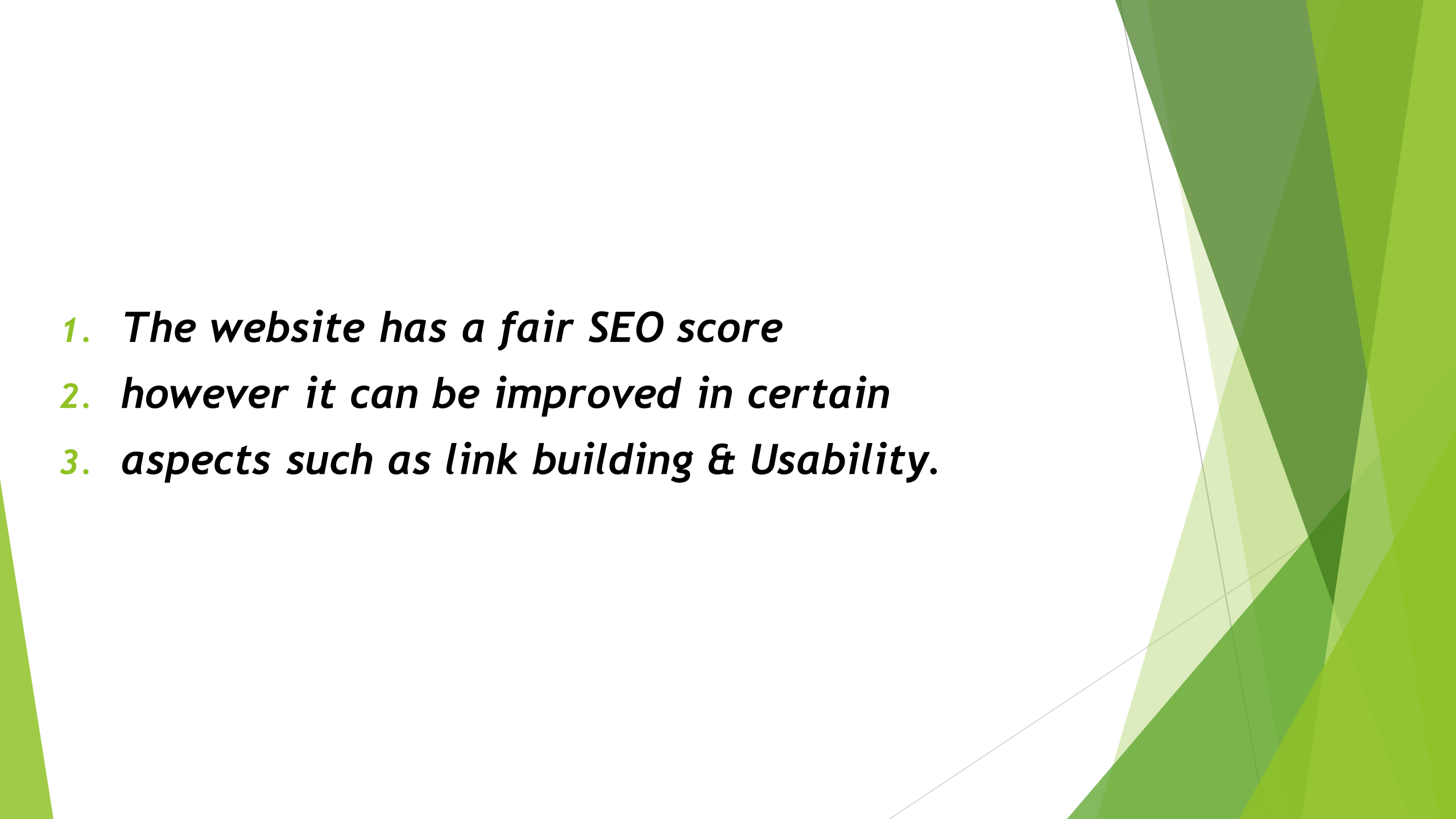
Performance











Social





- 
- The background of the slide features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.
- 1. The website has a fair SEO score***
  - 2. however it can be improved in certain***
  - 3. aspects such as link building & Usability.***

# SEOAudit:

Country				
 India	97.84%	17.76M	6.07%	93.93%
 United...	1.02%	184.78K	71.71%	28.29%
 New Z...	0.29%	53.22K	0.0%	100.0%
 Canada	0.15%	27.59K	100.0%	0.0%
 Indon...	0.09%	16.43K	28.71%	71.29%

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

- *Optimise images & other assets by compressing them*
- *Remove duplicate H1 Tags*
- *Start with off page activities such as link building.*

## :Keywords research:

Keyword	Intent	Pos.	Volume	CPC (U...	Traffi...	≡
tata motors ▼	N	1	18,100	1.04	25.39	
tata cars ▼	N	1	2,400	1.53	3.36	
tatamoters ▼	N	1	2,400	0.00	3.36	
tata nexon ev ▼	N	1	1,900	1.44	2.66	
tata nexon ▼	I	1	5,400	0.40	2.34	

## **Keywords object:** oriented sales

- 1. Delivering value and partnering customers to success.*
- 2. They are equipped with the latest equipment and focused on quality and customer satisfaction.*

## :On page Optimization:

### Focus on keywords:

*Various aspects of Tata Motors, such as their products, financial performance, market presence, innovations, sustainability efforts, and more..*

### Meta title Description:

*Potential meta title for Tata Motors could be: “Tata Motors: Driving Innovation and Excellence in Automobile Manufacturing”*

# On Page Optimization (Content optimization)

## Introduction:

*Tata Motors is a leading automotive manufacturer headquartered in India, renowned for its diverse portfolio of vehicles ranging from passenger cars and commercial vehicles to electric vehicles. Established in 1945, Tata Motors has a rich history of innovation and global expansion, with a presence in over 175 countries.*

## Section 1:

*Company Overview: Provide a brief history and overview of Tata Motors, including its founding year, headquarters location, and key milestones in its development.*

## Section2:

**Product Portfolio:** *Describe the range of vehicles manufactured by Tata Motors, including passenger cars, commercial vehicles, electric vehicles, and any other significant product lines*

## Section3:

**Global Presence:** *Highlight Tata Motors' international footprint, including its presence in various countries and regions around the world, as well as any key partnerships or joint ventures.*

## Section4:

**Future Outlook:** *Conclude by discussing Tata Motors' future outlook and strategic priorities, including any upcoming product launches, expansion plans, or goals for sustainability and growth.*



# Conclusion:

*Tata Motors stands as a pioneering force in the automotive industry, boasting a rich legacy of innovation, global reach, and commitment to sustainability. With a diverse portfolio of vehicles spanning passenger cars, commercial vehicles, and electric mobility solutions, Tata Motors continues to shape the future of mobility worldwide*

## Part3: Content and marketing strategies:

- ▶ **Content Idea Generation & Strategy:** *Create a content calendar for the remaining month of April*
- ▶ *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 cale*

# Strategy Aim and The idea behind This story:



development, manufacture and sale  
Land Rover premium four-wheel-drive.  
Vehicle manufacturing plant in Ranipet  
s 9,000 crore.

# Content calendar for the month of April:

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2 PRODUCT UPDATE BLOG	3 PRODUCT UPDATE IG POST	4	5 TWITTER CHAT @ 2PMT	6	7 PINTEREST PRODUCT GUIDE	8
9	10 FB GALLERY	11	12 IG STORY: BTS	13	14 IG LIVE: Q+A	15
16	17 PRODUCT UPDATE BLOG	18 PRODUCT UPDATE IG POST	19 TWITTER CHAT @ 2PMT	20	21	22
23	24 PINTEREST: PRODUCT GUIDE	25	26	27 FB GALLERY	28 IG STORY: BTS	29
30	31 IG LIVE: Q+A					

## Part4: content creation and curation:

### Post creation:

#### ► Select content categories:

*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

### static post on Automobiles:

#### Caption:

*Human-centric, hi-tech approach is evident in our extensive range of integrated and smart e-mobility solutions.*

#### Hashtags:

*Tata motors are #tatamotors #tata #tataharrier #tatanexon #tataaltroz #tatasafari #tatatiago #carsofinstagram #india #cars #suv ...*

# Static post on Automobiles

<https://www.instagram.com/p/C6lnMJiyznL/?igsh=YWV0YThianQycnhm>



## Format 2:

### Reel post on luxury vehicles:

#### Captions:

*Welcome the beast into the town to conquer the roads.  
Life is too short for boring cars.*

#### Hashtags:

*#luxury- 41.66%*

*#luxurylifestyle- 31.51%*

*#cars- 31.52%*

*#supercars- 21.23%*

*#car- 22.34%*



# Reels post on luxury vehicles:

<https://www.instagram.com/reel/C6lm3vbSjNj/?igsh=YnNvajhvcHh3eGQ0>



## Format 3:

carousel reel on Pic up trucks:

### Caption:

*Truckin', Pure truck vibes, Adventures on wheel, Built tougs*

*Riding high, Truck love.*

### Hastags:

*Pickuptruck - 28% · #pickup - 11% · #truck - 10% · #trucks - 7% · #ford - 7% · #offroad - 5% · #cars - 4% · #chevrolet - 4%.*

# Carousel post on Pic up trucks:

<https://www.instagram.com/p/C6lmrfNy4Ux/?igsh=MTE1d2I4YXBrZzY0Mw==>

