

# **Comprehensive Digital Marketing Project Work**

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

**COMPANY/TOPIC for the project : HAVELLS INDIA LIMITED**

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

**Brand Colour:**

Red and white

**LOGO:**



**Mission/Values:**

To achieve our vision through business ethics, global reach, technological expertise, building long-term relationships with all our associates, customers, partners and employees.

**USP:**  
Energy efficiency and cost-effectiveness.

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**COMPANY/TOPIC for the project : HAVELLS INDIA LIMITED**

**Brand Messaging :** Funny and Informative, incredible innovations



<https://www.instagram.com/p/CuGXeHPIByt/?igshid=MzRIODBiNWFIZA==>

<https://www.instagram.com/p/CuHOZK1oyi3/?igshid=MzRIODBiNWFIZA==>

**Tagline :** committed to save energy

# 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:** Exide Industries

<https://www.exideindustries.com/>

**USP** : Superior customer service and warranty.

**Online Communication** : Provide toll free number and chat box

## **Competitor 2:** CG Power and Industrial Solutions

<https://www.cgglobal.com/>

**USP** : **CG** is an engineering conglomerate with an impressive and diverse portfolio of products, **solutions** and **services** for **Power and Industrial** equipment and ...

**Online Communication** : Provide official website URL and chat box

## **Competitor 3:** Bajaj Electricals

<https://balajielectricalandelectronics.com/>

**USP** : We are reputed service provider for **Home Electronics** & Appliances Dealers, AC Dealers, DVD in Pune. We are a proprietorship company and is known to be a ...

**Online Communication:** Provide contact number and email id

# 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, behaviors, and interests.

## HAVELLS INDIA LIMITED

### Demographics :

Age Range : All Age Groups

Gender : All

Marital Status : Both (married/unmarried)

Location : All Over India

Income : 2,00,000

Education : At least 10

### Information Gathering :

How do they get their information :

Community Platform, Youtube ads, Facebook and Instagram ads

### Value & Fears :

What do you they value in their professional life :

A commitment to surpass our customer expectations

A commitment to set standards for our business and transactions based on mutual trust.



## 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.

## Audit Results for havells.com



Your page is very good!

Recommendations: 0



On-Page SEO



### Summary :

Search engine optimization (SEO) is the practice of orienting your website to rank higher on a search engine results page (SERP) so that you receive more traffic.

# Rankings

## Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic
havells	 HI	1	165,000	50,160
havells	 EN	1	165,000	50,160
fans	 HI	2	246,000	39,852
switches	 HI	1	110,000	33,440
switches	 EN	1	110,000	33,440
fans	 EN	3	246,000	23,935
fan havells	 HI	1	74,000	22,496
fans havells	 EN	1	74,000	22,496
fans havells	 HI	1	74,000	22,496
havells fan	 HI	1	74,000	22,496

Track Keyword Rankings



keywords : Home appliances

home appliances	50000	Medium
induction cooker	50000	High
micro oven	500000	High

Meta Title

find the Best home appliances and products58

Meta Description

buy new home appliances and products in the very safety and useful74

keywords : Grooming

grooming	50000	Low
lg air conditioner	5000	High
best air purifiers	5000	High

Meta Title

find the Best grooming products52

Meta Description

buy new grooming products and which can use is very easy and safe73

## keywords : Water Purifier

water purifier for home	50000	High
water dispenser for home	500	High
water coolers	50000	High

### Meta title

Havells brands is always special in making purifiers 48

### Meta description

Havells is always a brand mark for making water purifier and protect the people. 72

## keywords : Electric Appliance

electric appliances	50000	Low
electric fan heater	500	High
electric air conditioner	500	High

### Meta title

Havells is the always making the new electrical appliance 70

### Meta Description

Havells is the always making a best electrical and products it is very reasonable cost 71

keywords :House Appliances

house appliances	500	Low
home ice machine	50	High
fruit juicer machine	5000	High

Meta title

Try house appliances feel awesome than before to maintain a healthy life 60

Meta Description

buy home appliances and to try this type of product and can make easy to the prepare the juices  
and home food items 122

## 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)

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



## Part 3: Content Ideas and Marketing Strategies

**Date :** 17<sup>th</sup> august 2023

To promote newly launched electronics and home applicants. Havells India limited has launched new electronics and home applicants



**Date :** 18<sup>th</sup> august 2023

Havells all products to reach everyone. Havells India Limited has launched new electrical products to use everyone.



**Date :** 21<sup>st</sup> august 2023

To promote the Havells products. Created a meme about Havells



## Part 3: Content Ideas and Marketing Strategies

Creating content ideas and devising effective marketing strategies is a dynamic process that involves continuous learning and adaptation. Throughout this journey, several challenges and valuable lessons can be encountered.

- 1. Understanding the Audience:** One of the primary challenges is comprehending the target audience's preferences, needs, and pain points.
- 2. Generating Unique Ideas:** Coming up with fresh and innovative content ideas can be difficult, especially in saturated markets.
- 3. Consistency and Quality:** Maintaining a consistent flow of high-quality content can be demanding. Setting up an editorial calendar and adhering to a content creation schedule helps in maintaining quality and meeting deadlines.
- 4. Content Promotion:** Even the best content may not gain traction without proper promotion. Crafting effective marketing strategies to reach the target audience across various channels is crucial for success.
- 5. Collaboration:** Collaborating with influencers or other brands can amplify the reach of content and strengthen marketing efforts.

The content ideas and marketing strategies process is an iterative and learning-oriented journey

## 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

Format 2 Video

Format 3 Creative



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

### Format 1 Blog

#### Article

**Aim** : To promote newly launched electronics and home appliances

**Date** : 17<sup>th</sup> august 2023

**Idea** : Havells India limited has launched new electronics and home appliances

**Topic** : Electronics and home appliances



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

### Format 2

**Video** - Havells all products to reach everyone

**Date** : 18<sup>th</sup> august 2023

**Idea** : Havells India Limited has launched new electrical products to use everyone

**Topic** : Electrical products for Havells India Limited



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

### Format 3 : Creative

**Title :** Havells

**Aim :** To promote the Havells products

**Date :** 21<sup>st</sup> august 2023

**Idea :** Created a meme about Havells

**Topic :** Products of Havells



## 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)

# Instagram Story



## 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:** Utilize VN or any video editor of your choice to create videos related to the chosen topic.



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

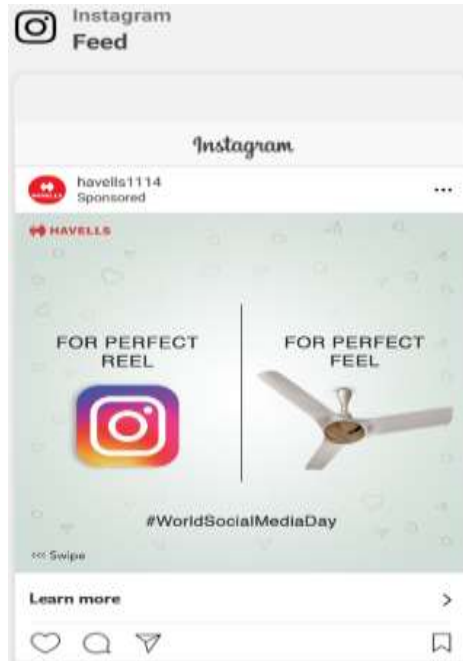
### **Social Media Ad Campaigns**

#### **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

## 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



#### Brand Awareness Campaign :

**Targeting:** Location: India, All genders,  
Interests: Philips, Panasonic or LG  
Electronics



## 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

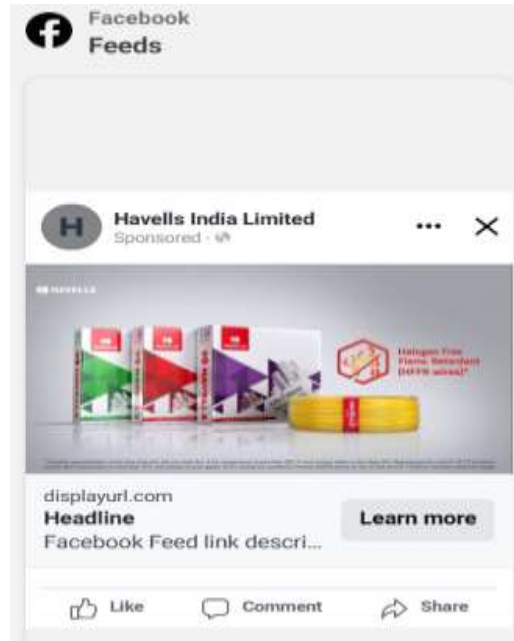


**Driving Website Traffic :**

**Targeting:** Location: India, All genders,  
Interests: Philips, Panasonic or LG  
Electronics

## 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



#### Generating Leads :

**Targeting:** Location: India, All genders,  
Interests: Philips, Panasonic or LG  
Electronics

## 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 behavior.
- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-action.

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

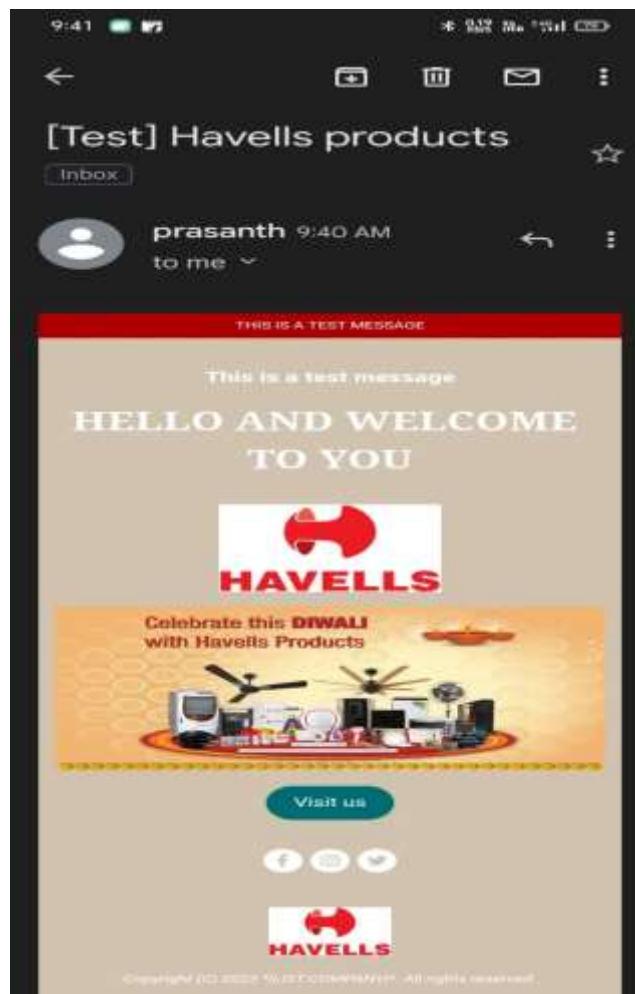
### **Email Ad Campaigns**

#### **Ad Campaigns for email marketing:**

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

# Email Ad Campaign 1 - Brand Awareness

(insert emailer image)



# Email Ad Campaign 2 - Lead Generation

(insert emailer image)



## 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.

**1. Consistency is Key:** Maintaining a consistent tone, style, and frequency of content across platforms helps reinforce brand identity and improves audience recall.

**2. Visual Appeal:** Eye-catching visuals, well-designed graphics, and professionally edited videos can significantly enhance the impact of content and ad campaigns.

**3. A/B Testing:** Regularly conducting A/B + tests for ad campaigns and email subject lines allows for data-driven optimization and better results.

**4. Know our Audience:** Understanding the target audience's interests, pain points, and preferences is fundamental in creating relevant and engaging content.

**5. Engage with the Audience:** Responding to comments, messages, and feedback from the audience fosters a sense of community and builds trust.

**6. Long-Term Approach:** Content creation and marketing are not one-time endeavors. A long-term, strategic approach is necessary to build brand awareness and achieve sustainable growth.

In conclusion, content creation and curation, along with thoughtful design, video editing, and well-executed ad campaigns, play a pivotal role in a successful marketing strategy. By understanding the challenges and incorporating the lessons learned, businesses can create compelling content that resonates with their target audience and drives results